

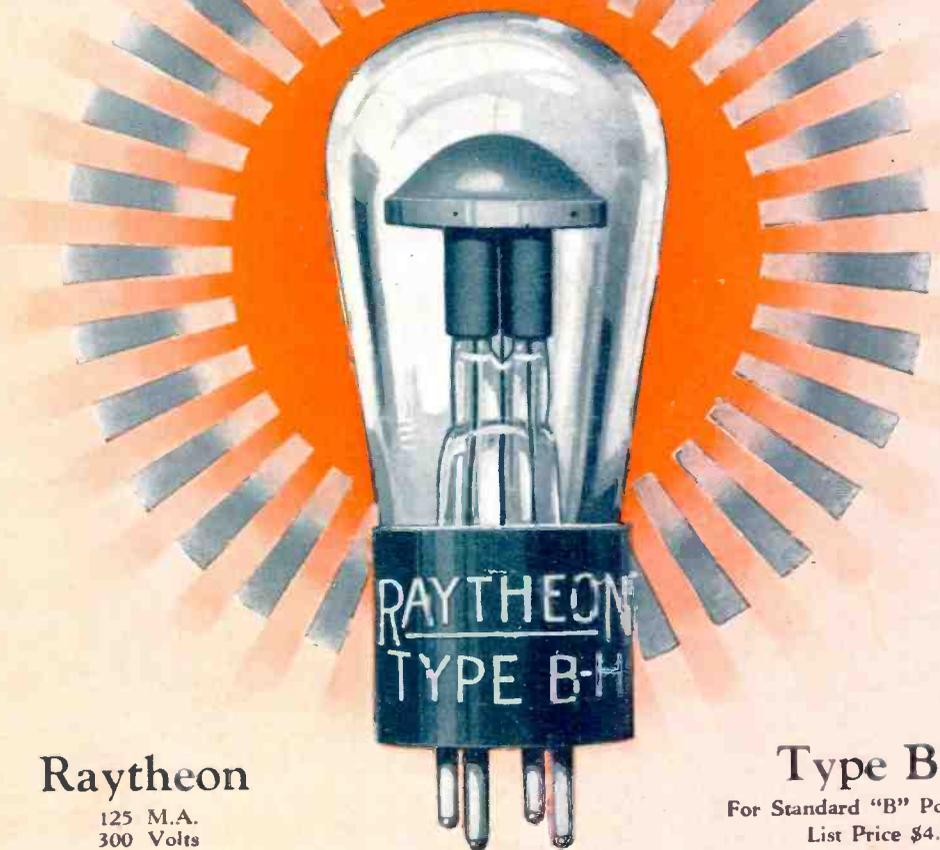
Radio Retailing

The Business Magazine of the Radio Industry

A McGraw-Hill Publication

MAY, 1928

**Over a Million Raytheon B.H.
Tubes Needed This "Radio Year"**



Raytheon

125 M.A.
300 Volts

Type B H

For Standard "B" Power Units
List Price \$4.50

The Raytheon Principle of substituting *ionized helium* for the old style fragile filament has never been equalled for length of life, ruggedness and *sustained voltage*. Over a million Raytheon B H Tubes will be needed as replacements in Standard "B" Power Units this year. Get your share of this profitable business.

RAYTHEON MANUFACTURING CO., CAMBRIDGE, MASS.

Raytheon
LONG LIFE RECTIFYING TUBE

SOON

—the most remarkable
line in Farrand history
—a Farrand Speaker for
every reproduction require-
ment—a Farrand Speaker for
every price class

▲ ▲ ▲ ▲

SOON—Farrand DYNAMIC Speakers

that will prove a revelation in tonal
performance, in operating perfec-
tion—and in price

▲ ▲ ▲

Farrand
The FIRST Cone
SPEAKER

See them at the
R. M. A.
TRADE SHOW
Stevens Hotel
CHICAGO

▲ ▲

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Editorial Director
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Radio Retailing

The Business Magazine of the Radio Industry

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Editorial Staff
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OVID RISO
C. GRUNSKY, San Francisco
PAUL WOOTON, Washington

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June—the Biggest Month of the Year

JUNE is getting to be the biggest month of the year in radio. The R. M. A. Trade Show at Chicago has focussed the attention of the trade on the new season lines at that time. Consequently, the June Trade Show issue of *Radio Retailing* has come to be one of the most important editions of the year. According to present indications, practically every manufacturer of importance in the radio industry will be represented in the advertising pages of the June issue.

Advance information from the editors promises, also, that the editorial contents of the June issue will be of such value that retailers, distributors and manufacturers alike will want to keep it on their desks permanently as a handy reference guide for the 1928-29 season.

Photos of New Models

PHOTOGRAPHS of the new lines of receivers which the leading set manufacturers plan to announce at the show are now being collected and will be published as one of the main features of the issue, so that the trade may have a permanent pictorial record of the latest products. Similar photographic displays are also being prepared on the new reproducers as well as the latest radio cabinets from the furniture makers, thus giving readers the latest views of the three major products.

Catalog and Directory

A DIRECTORY of Trade Show exhibitors is also in the process of preparation, which will enable those not attending the show to get almost a firsthand word picture of the products exhibited, together with the name and address of the manufacturer. This listing will take on the aspect of a practical catalog of the leading manufacturers and their products.

Music Trade Survey

C. L. DENNIS, formerly with the Music Industries Chamber of Commerce, and now with *Radio Retailing* in the capacity of contributing editor, is at work analyzing the returns from 1,500 questionnaires sent to the most prominent music-radio outlets, and the results of Mr. Dennis' survey will form the basis of one of the leading articles of the June issue. A gratifying degree

of co-operation is being received from the music-radio stores and Mr. Dennis' analysis of this subject will undoubtedly prove of inestimable value to the entire industry.

Throwing Money Away

THE radio industry throws away an appalling amount of money every day. Manufacturers, distributors and retailers discard every day enough money to keep an army in rations for 60 days. What this waste is and how it can be avoided and this money put to better use is forcefully explained in an excellent article by Edgar H. Felix.

Budgeting Next Year's Expenses

THE importance of keeping accurate cost and sales records is stressed in a leading article by John W. Griffin who will explain the difference between good and bad procedure in making up retail budgets for the fiscal year. How to figure the percentage to be allowed each division of expense, and then how to keep within that budget so as to finish the year with a profit will be told fully in what promises to be the best article Mr. Griffin has ever written for *Radio Retailing*.

Statistics

THE statistical division of *Radio Retailing* has been at work for the past two months compiling estimates of the number of receivers in use in each State. This highly valuable information will also form part of the editorial contents of the June issue.

How to Build a Set-Tester

THE advent of complete A.C. operation has presented another problem for service men in the matter of testing circuits. The old type D.C. circuit tester cannot be used on A.C. sets, so there arises a need for A.C. circuit testers as well as those of the D.C. type.

However, as there are still many D.C. sets in use, a compact combined A.C. and D.C. circuit tester has been designed by *Radio Retailing's* technical staff and complete constructional details will be presented in the June issue.

Member Audit Bureau of Circulations and Associated Business Papers

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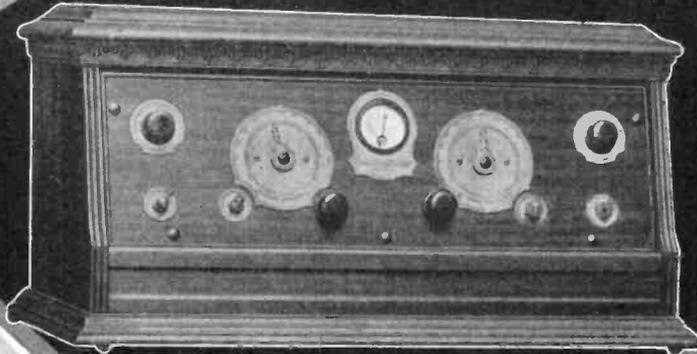
McGRAW-HILL PUBLISHING COMPANY, INC., Tenth Ave. at 36th St., New York, N. Y.

NEW YORK DISTRICT OFFICE, 285 Madison Ave.

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JAMES H. MCGRAW, JR., Vice-Pres. and Treas.
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Electrical World Electrical West Ingeniería Internacional
Engineering and Mining Journal
Chemical & Metallurgical Engineering American Machinist
Electrical Merchandising Power Electric Railway Journal
Bus Transportation Engineering News-Record
Coal Age Construction Methods
Copyright, 1928, by McGraw-Hill Publishing Company, Inc.
Cable Address: "Machinist, N. Y."
Annual subscription rate is \$2 in United States and Canada.

WASHINGTON, National Press Bldg.
CHICAGO, 7 South Dearborn St.
PHILADELPHIA, 1600 Arch St.
CLEVELAND, Guardian Bldg.
ST. LOUIS, Bell Telephone Bldg.
SAN FRANCISCO, 883 Mission Street
LONDON, E. C. 8 Boulevard St.



Pre-eminence - in Tone Quality

UPPERMOST in the mind of every prospective purchaser of radio today... is the question of Tone Quality. He wants assurance that the receiver under consideration will reproduce with true fidelity *all* the tonal excellence of the original artist's voice or playing.

Because the Stromberg-Carlson Receiver has demonstrated quality of tone beyond compare, it has become the choice of people with musical discrimination everywhere.

For this reason the Stromberg-Carlson Dealer points with pride to the sign announcing him as an "Authorized Dealer." He knows that he can offer a Receiver which by virtue of its pre-eminence in tone quality, has become the standard by which all other receivers are judged.

Listen to the
Stromberg-Carlson Sextette
Tuesday evenings at 8 o'clock
E.S.T. through the NBC and
Associated Stations: WJZ,
WBZ-WBZA, WJR, WBAL,
WHAM, KYW, KWK, WREN,
WTMJ, KDKA, WCCO, KVOO,
WFAA, KPRC, WOAI, WHAS,
WNC, WSB, WBT, KOA.

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

Stromberg-Carlson

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



Sounding as it does the very depths of the sublime, reception with the Utah Speaker brings into being those mystic qualities of reproduction for which so many strive but so few ever attain.

The most complete line—ranging from \$10 to \$100
UTAH RADIO PRODUCTS CO., 1615 S. Michigan Ave., Chicago

UTAH

Gold Seal Radio Tubes



The Latest Development

Whenever a new improvement in radio is made completely practical for the public you always find that Gold Seal is ready with the type of tube required to get the best results—the public takes Gold Seal as the trade mark of up-to-dateness and reliability.

And you get complete, up-to-date *co-operation* in selling Gold Seal tubes—seeing the business from the viewpoint of the dealer and jobber is the foundation of our Policy of a Square Deal for Everybody.

For particulars, write

GOLD SEAL ELECTRICAL CO.
250 Park Ave., New York

All Standard Types



GSX 280
Full Wave Rectifier
List Price \$5.00



GSX-222
Screen Grid or Space
Charge Amplifier
\$6.50

LOOK FOR GOLD SEAL AT
THE RADIO SHOW
BOOTHS 46-47

Get it *Better* with a Grebe



The Grebe Synchrophase A-C Six

... Grebe in spirit
... Grebe in workmanship

... a safe guarantee
for *maximum* sales.

THE Grebe Synchrophase A-C Six offers in addition to

Tone: clear, true, natural, free from A-C hum;

Volume: no distortion;

Selectivity: without loss of tonal fullness;

Cabinet: mahogany finish with burl walnut panel; several new features such as:

Local-Distance Switch,

Antenna Control,

Illuminated Dial in kilocycles,

Line Voltage Control Switch,
Etc.

Send for Booklet RR

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, Calif.

Makers of quality radio since 1909



Grebe Synchrophase A-C Six (less tubes) \$227.50

Grebe Synchrophase Seven (less tubes) \$145.00

Grebe Synchrophase Five (less tubes) \$105.00

Grebe Natural Speaker (Illustrated) \$35.00

Grebe No. 1750 Speaker \$17.50

GREBE

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

A-C Six RADIO

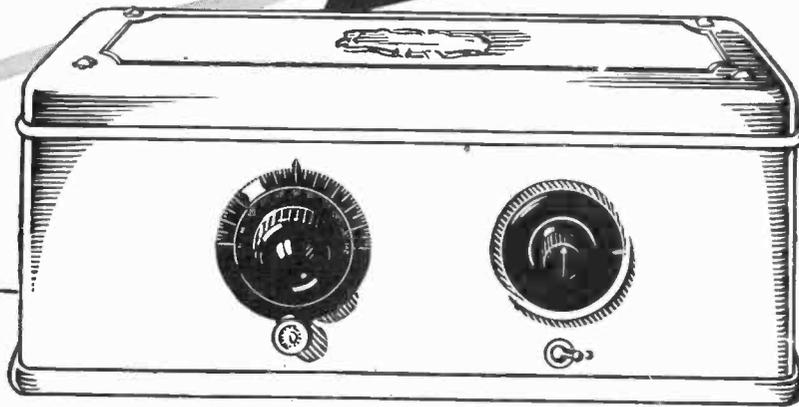


ATWATER KENT

A.C. RADIO

MODERN! UP... UP... UP... UP!

ELECTRIC



Model 37

Six-tube, FULL-VISION Dial, self-contained A.C. set. For use with 110-115 volt, 60 cycle, Alternating Current. Uses six A. C. amplifying tubes, and one rectifying tube.

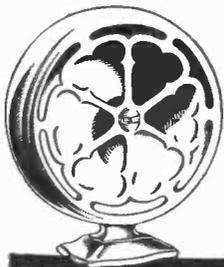
\$88
without tubes

UP go the sales of the *new* Atwater Kent self-contained A.C. set. 100,000 sold—150,000 sold—on the way to 200,000 now—a huge and *continuing* success.

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

Prices slightly higher West of the Rockies

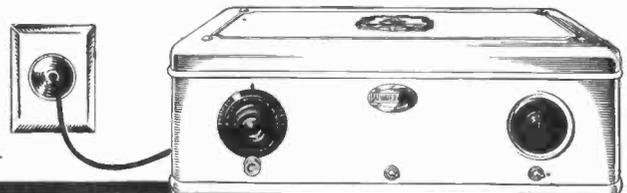
Model E
Radio Speaker, \$24



Model 38, without tubes, \$125

An extra powerful A. C. set of particular value where distance getting or maximum daylight reception is essential or an inside antenna is necessary. Beautiful tone quality. Generous volume. Unusual selectivity. Uses seven A. C. tubes and one rectifying tube.

ATWATER KENT MANUFACTURING CO.
4733 Wissahickon Ave. A. Atwater Kent, Pres. Philadelphia, Pa.



Up and Coming!

Champion

RADIO TUBES

*A Line You Will
Be Proud to Represent*

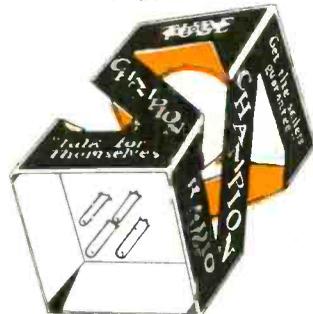
Because

1. Dun's and Bradstreet's million dollar rating behind each guarantee.
Any unsatisfactory tube will be replaced without question.
2. They are backed by 28 successful years of lamp manufacturing experience—plus a highly specialized group of radio tube engineers with the most modern equipment at their command.
3. A complete line of AC and DC tubes for all purposes.

*Consequently—Repeat
Business and Greater Profits*

**CHAMPION
RADIO WORKS, INC.**

140 Pine Street
Danvers,
Massachusetts



**KNOWN
BY
THE
BOX**

DISPLAY VALUE

All Champion Tubes are individually packed in unique transparent display packages—six to a carton. It's what you show on your counter that makes for sales.



The Guarantee of the Manufacturer is your Protection



The "Voice of Authority" is about to speak

*Stewart-Warner is preparing to
announce an incomparable 1929
Line of Radios and Reproducers*

**1929
models!**

Stewart-Warner's participation in the June Radio Show will be dramatic. For the 1929 Stewart-Warner Line, to be exhibited then, will establish entirely new standards in radio. This is not a claim—it is a definite promise!

For months the vast engineering facilities of this fifty-million-dollar institution have concentrated on the task of developing an incomparable 1929 line of Stewart-Warner Radios.

You naturally expect Stewart-Warner to lead in radio development, just as Stewart-Warner leads in automotive development. We promise that you will not be disappointed with what will be unveiled in June!

Fine as have been the 1928 Stewart-Warner Radios, the 1929 line will dramatically epitomize the spirit of progress and leadership which for twenty years has been linked with the name Stewart-Warner.





The 1929 Stewart-Warner Line embraces:

- (1) New exclusive advancements in radio design and performance;
- (2) A *concentrated and well-balanced* line, enabling the dealer to answer every demand from a moderate stock;
- (3) A price range that gives the Stewart-Warner dealer and jobber every advantage;
- (4) A new Stewart-Warner Reproducer that will establish a wholly new standard of radio reception.

The advertising and merchandising assistance which we shall place back of this new line will make it outstandingly attractive. See the 1929 Stewart-Warner Line at the June Show! For advance information about it, write or wire us now. Opportunities for dealers are open in many localities, but territories are closing rapidly. Don't wait. Write or wire today!

STEWART-WARNER SPEEDOMETER CORPORATION
CHICAGO U. S. A.
20 years in business—50 million dollars in resources—4th successful radio year

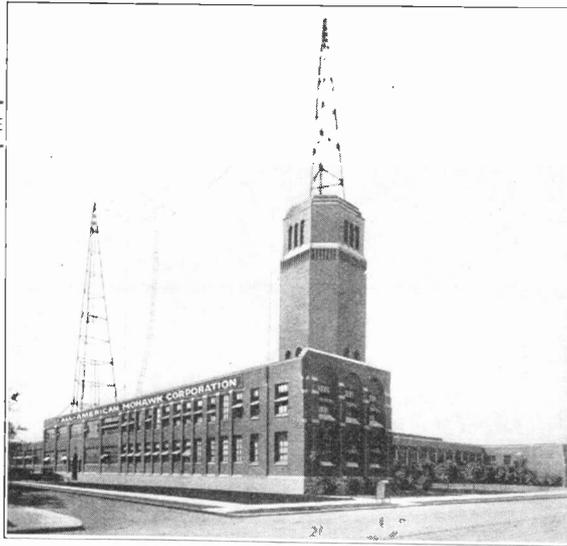
*See them at
the show!*

*(or write
us now)*

STEWART- WARNER

The voice of authority in radio





The All-American Mohawk Corporation Building

Announcing

THE ALL-AMERICAN MOHAWK CORPORATION

A CONSOLIDATION of the Mohawk Corporation of Illinois and the All-American Radio Corporation into one mighty organization, with the finest possible facilities for the building of radio receivers. All manufacturing activities are centered under one roof, under the supervision of capable engineering and production authorities, assuring thoroughness and precision of manufacture. The merchandising of MOHAWK All-American RADIO products will be guided by an aggressive organization, manned by executives whose background of experience dates back to the birth of the industry.

Those radio retailers who are on the alert for a line of radio receivers of outstanding merit, with eye value that attracts, selectivity and tone quality that clinches sales, at a price consistent with perfect workmanship, will do well to watch for the announcement of the MOHAWK All-American RADIO line, to be revealed in the near future. *Wire or Write NOW!*

The Officers of the All-American Mohawk Corporation

E. N. RAULAND, <i>President</i>	GUSTAVE FRANKEL, <i>Vice-President</i>
OTTO N. FRANKFORT, <i>Vice-President in Charge of Sales</i>	
DONALD MacGREGOR, <i>Treasurer</i>	DOUGLAS DeMARE, <i>Secretary</i>

ALL-AMERICAN MOHAWK CORPORATION
4201 Belmont Avenue Chicago, U. S. A.

THIS QUALITY SPEAKER

Meet us at
THE SECOND ANNUAL
TRADE SHOW
In Chicago
Booth No's 67 & 68

IS NOT FOUND IN SHODDY CABINETS

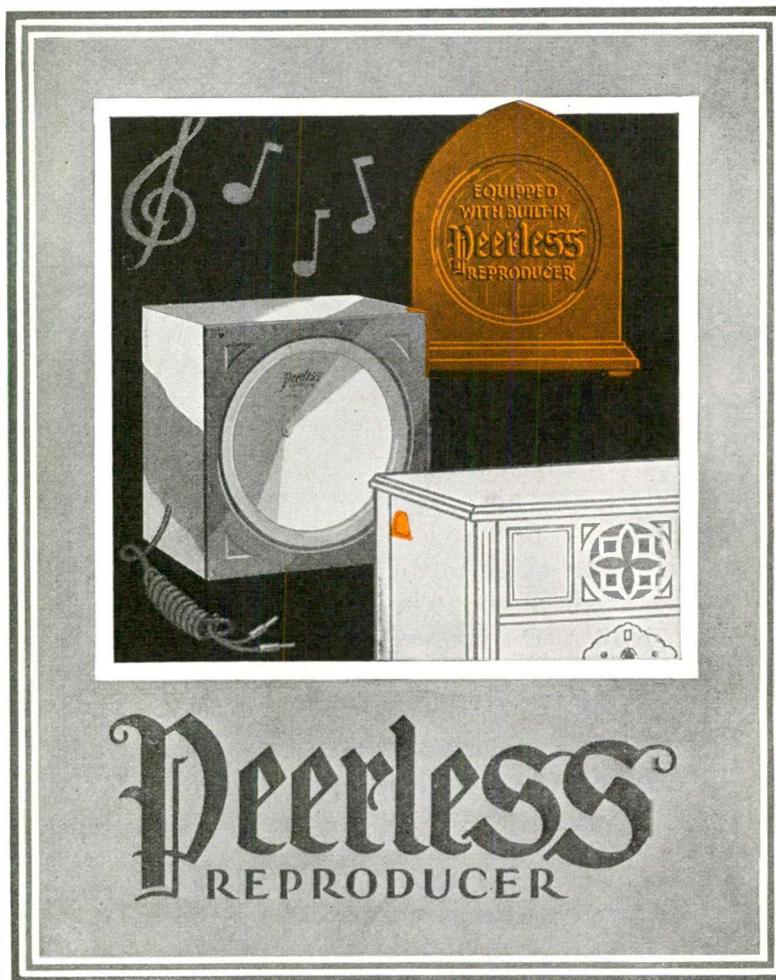


WHEN you find a Peerless Reproducer in a radio console, you can expect quality construction throughout.

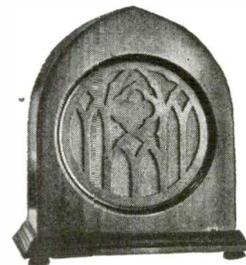
Makers of shoddy cabinets—or, second-grade radio sets—cannot afford to pay the premium for Peerless Reproducer.

Peerless Reproducer *does* cost more! And radio or cabinet makers who have *built their quality in* want a reproducer that will deliver that quality unimpaired to the listener's ear. Hence the purchase of the Built-In-Peerless by more than thirty leading radio and cabinet manufacturers.

This little Gothic shaped bronze medallion on the back or side of a radio set or cabinet identifies it as Peerless-equipped. If you see this symbol, you can buy with confidence. Ask us for list of radios and cabinets using Peerless Reproducer.



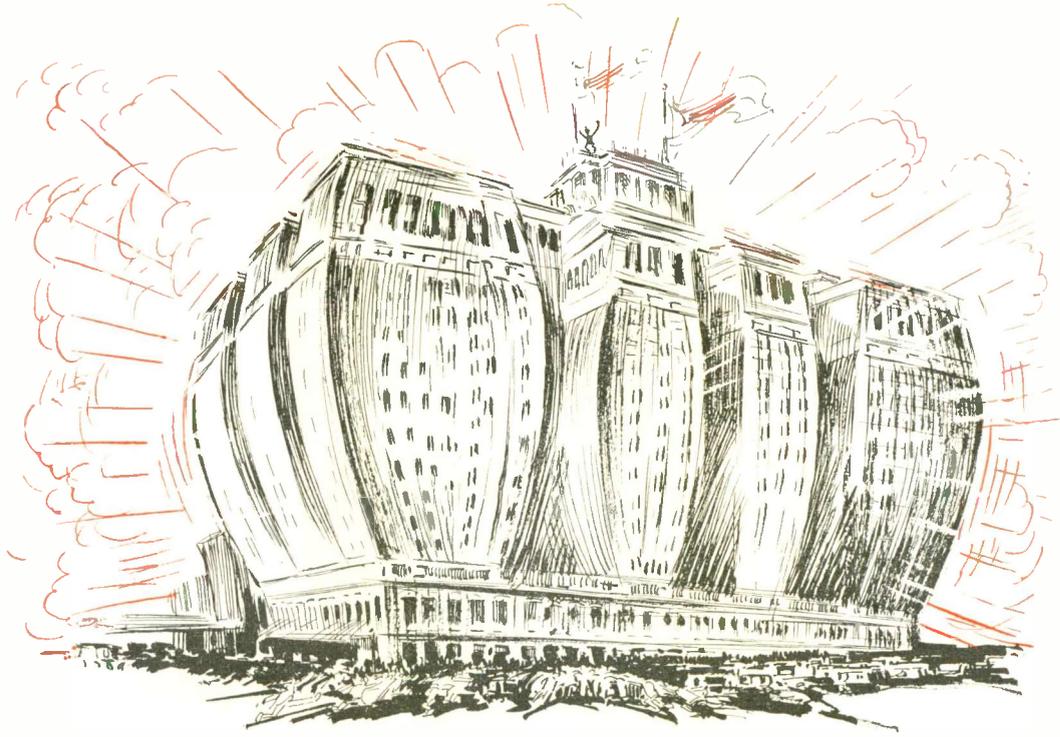
THE famous Gothic Cabinet of the Peerless Reproducer (7-A) is known wherever radio is sold. More people bought Peerless last year than any other independent speaker. It makes any radio better. *Sells itself by simple comparison!* Price \$35. Sold through jobbers.



UNITED RADIO CORPORATION, ROCHESTER, NEW YORK

UR-124

The Trade Show at Chicago



Second Annual Radio Trade Show, Stevens Hotel, Chicago, June 11 to 15

THERE'S not a dealer, jobber, distributor or manufacturer who doesn't want to go to the Second Annual Radio Trade Show, to be held in conjunction with the Radio Manufacturers' Association convention in the Stevens Hotel, Chicago, June 11 to 15.

Here at the Show the industry's plans for the coming season will be announced for the first time. Dealers and jobbers will have their questions answered—New models, what will they be like? New prices, what will they be? Which manufacturers will continue their products for another season? What new trends this season? At the Trade Show will be displayed sets, tubes, loud speakers, socket power units, furniture, parts and everything else that the radio industry sells and uses. No wonder all eyes will be on the Trade Show in Chicago in June.

THE other big event in June is the Trade Show number of *Radio Retailing*. This will be more than a maga-

zine tying in with the Trade Show. It will be the Radio Trade Show to thousands of radio dealers who will not be able to go to Chicago. And to the radio buyers who do go to Chicago, the June issue of *Radio Retailing* will sum up the Trade Show and all its exhibits.

The editorial pages of the big June "Radio Trade Show Issue" of *Radio Retailing* will present complete information on new trends, new problems, new models. All will be covered for the radio man in the lively, interesting way that has made *Radio Retailing* one of the most readable business publications now printed.

The advertising pages of the big Radio Trade Show issue of *Radio Retailing* will be a duplicate—on paper—of the Show itself. Practically every manufacturer of radio sets, accessories and parts who exhibits at Chicago will exhibit also in the June issue of *Radio Retailing*. Many other manufacturers who do not exhibit

Tied Up with Radio Retailing



Radio Retailing's Second Annual Trade Show Issue, June 1928

in Chicago will display their wares in *Radio Retailing*.

RADIO RETAILING'S June Trade Show issue will be part of the Trade Show in Chicago—copies will be distributed there. And in addition it will go out through the mails, just as the Trade Show opens, taking the spirit and the sales messages of the Show to all worth while radio dealers, jobbers, distributors and manufacturers all over the country.

No manufacturer, no matter what he makes, no matter whether or not he is a member of the Radio Manufacturers'

Association, no matter whether or not he is fortunate enough to exhibit at the Radio Trade Show, can afford to miss the chance of telling his story to all his prospects in *Radio Retailing's* June Radio Trade Show issue.

Manufacturers: Decide now that you will cash in on this opportunity. Reserve advertising space adequate to tell your whole sales message—to do justice to your full line. Start now to plan the theme of your advertising copy for Radio Retailing's June Trade Show issue. Advertising forms close May 21.

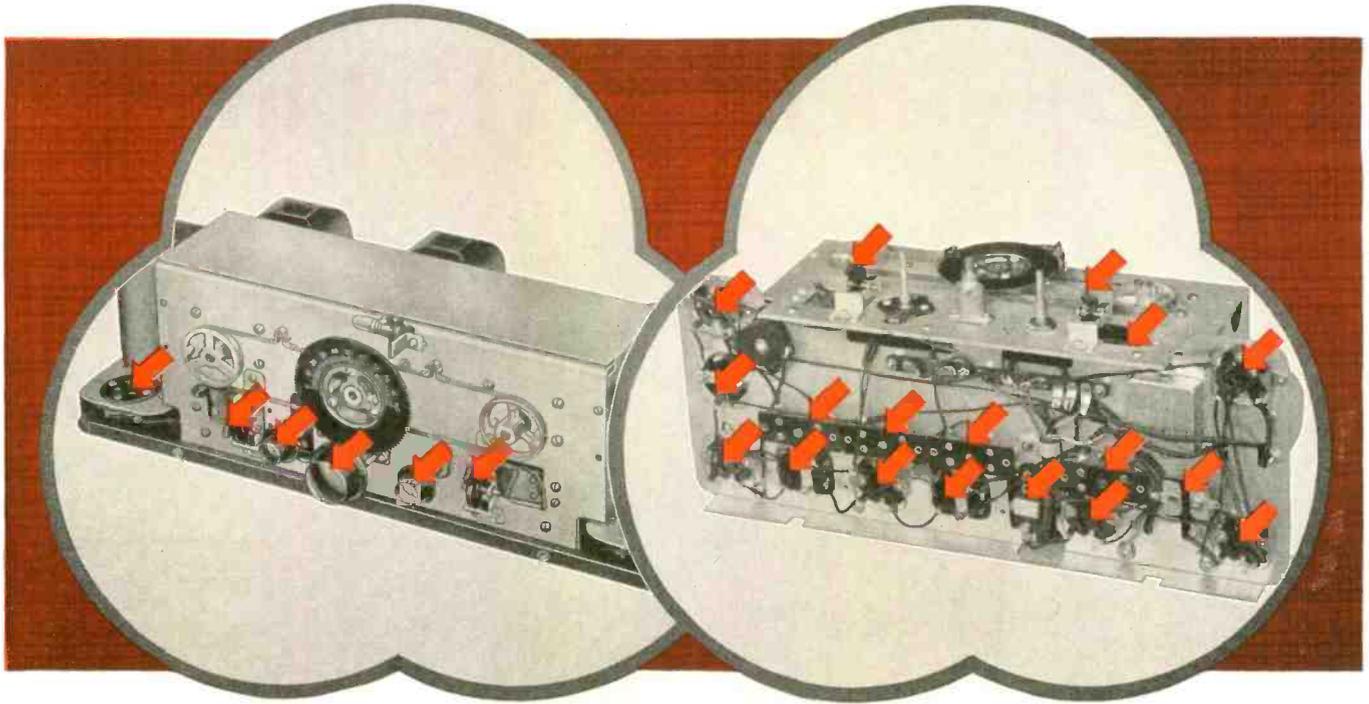
Radio Retailing

The Business Magazine of the Radio Industry

McGRAW-HILL PUBLISHING COMPANY

Tenth Avenue at 36th Street, New York City

Only radio trade publication a member of the ABC and ABP



In the Crosley Bandbox, Bakelite Materials are used for all of the parts indicated, and for others not shown in the photographs

Bakelite Materials contribute their part to the performance of Crosley Bandbox

AMONG receivers in its price class, the Crosley Bandbox has a notable reputation for quality reception. With this, as with all radio receivers, continued perfection of performance could only be assured through insulating the sensitive electrical elements with materials that will not deteriorate through age or use.

Throughout the Crosley Bandbox Bakelite Materials, both lam-

inated and molded, are used to protect the Crosley reputation for clarity, tone and volume. Fine receivers of every size and in every price class are insulated with Bakelite Materials, and it is a matter of importance to the dealer to make sure that these materials are used in the Radio Sets and Parts which he handles. It means customer satisfaction and fewer service calls.

BAKELITE CORPORATION

247 Park Avenue, New York, N. Y. Chicago Office: 635 West 22nd Street
BAKELITE CORP. OF CANADA, LTD., 163 Dufferin Street, Toronto, Ontario, Canada

BAKELITE

REGISTERED



U. S. PAT. OFF.

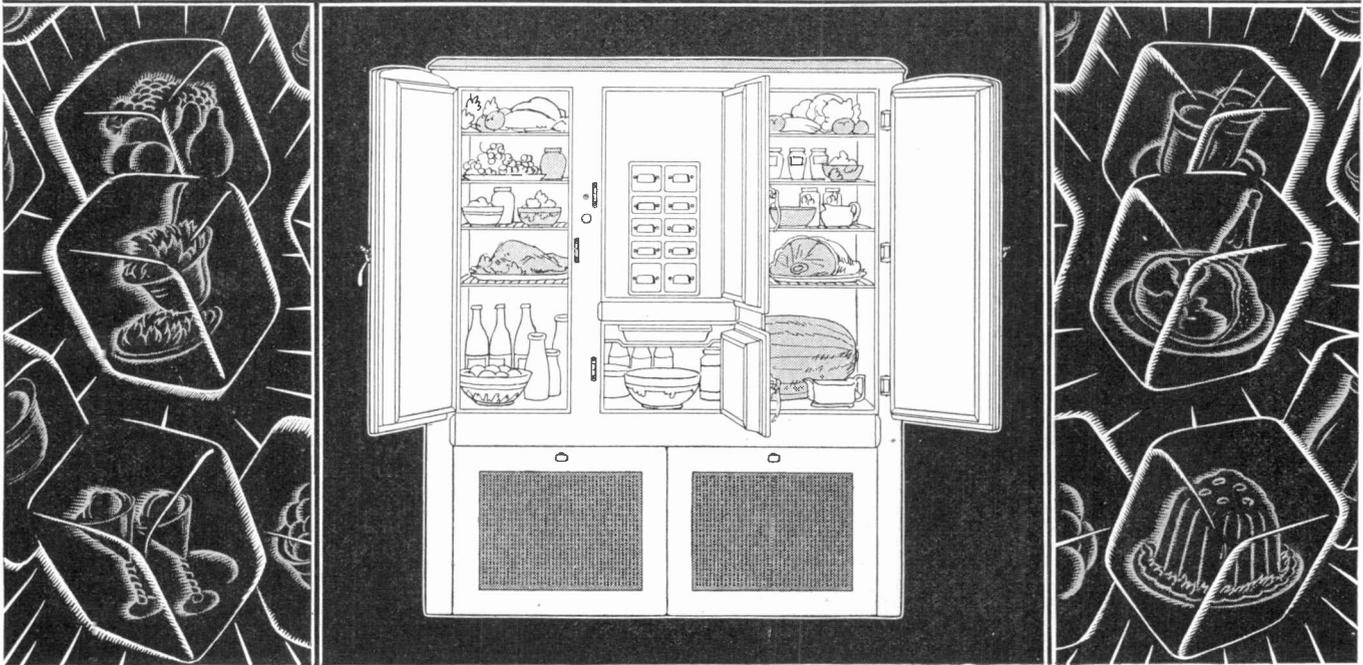
THE MATERIAL OF A THOUSAND USES

"The registered Trade Mark and Symbol shown above may be used only on products made from materials manufactured by Bakelite Corporation. Under the capital "B" is the numerical sign for infinity, or unlimited quantity. It symbolizes the infinite number of present and future uses of Bakelite Corporation's products."



Copeland

DEPENDABLE ELECTRIC REFRIGERATION



A logical proposition for the radio dealer!

A well balanced business is what you want—sales all the year round, not just during the fall and winter! And sales of Copeland Dependable Electric Refrigeration are greatest at the time when radio sales are least! ☞☞ You already know the fundamentals of successful specialty selling. Application of the same principles that brought you success in radio will bring you success in selling Copelands. ☞☞ The Copeland line is complete. ☞☞ There are Copeland models for every type and size of home—separate units for present ice boxes and complete electric refrigerators from 5 to 20 cubic feet storage capacity, including units for commercial refrigeration, multiple installation for apartment houses and water coolers — putting distributors and dealers in position to handle every class of electric refrigeration business. ☞☞ Now a recognized leader, Copeland can show a remarkable record of satisfied customers and a business growth that is the envy of the industry. ☞☞ Copeland is a logical proposition for the radio dealer and offers an exceptionally attractive franchise at a limited number of points. Use the attached coupon—or send us a telegram—and find out more about it.

FREE BOOKLET

Copeland, 630 Lycaste St., Detroit, Michigan. I am willing to hear the story of how Copeland will tie up with my radio business.

Name _____ Address _____ R R. 5

The Caswell-Runyan Co.

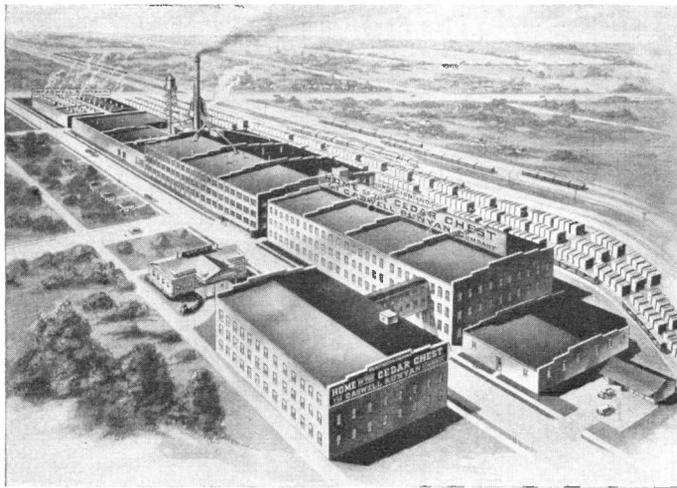
HUNTINGTON, INDIANA

CONSOLES WITH PERSONALITY

Sold Direct to Jobbers

FURNISHED WITH INSTALLATION
PANELS FOR ANY STANDARD SET

*Facilities
That
Guarantee
Service
When
Service
Is Needed*



CASWELL-RUNYAN FACTORIES

*A Trained Force
With
24 Years of
Experience
in Making
Quality
Furniture*

DESIGNED by experienced and capable cabinet and furniture designers.

MANUFACTURED in one of the country's finest plants.

ACCEPTED by the industry's leading manufacturers, wholesalers and retailers as representative of the best in cabinets.

The Caswell-Runyan Jobber has unusual advantages. Write for details

Our 1928-1929 line will be exhibited at the Chicago Trade Show in June

Announcing

Majestic

Electric Radio

You cannot buy a better radio set
at any price

AMAZING M

MAJESTIC FEATURES

CABINETS

The finest woods and the finest workmanship that brains and unlimited resources can create. All cabinets made in Majestic's own great, modern cabinet plants.

CHASSIS

Rigid and sturdy throughout. Trim and beautiful in design, and at the same time built to give lasting satisfaction. All parts readily accessible.

POWER

Majestic supremacy in the manufacture of electric radio power is acknowledged. All power units for the new receivers designed for performance of the highest quality, under the most exacting conditions.

DYNAMIC SPEAKER

Designed and manufactured in the Majestic plants. The most rigid tests have demonstrated conclusively its dependable construction, its ability to withstand the most severe shocks, its consistent high performance in the face of all climatic changes.

Cabinets, Dynamic Speakers, Chassis, Power—Everything made from beginning to end in six great Majestic Plants.



To see and hear these new wonder radio receivers is an experience that will thrill you, no matter how long you've been "in the game."

Majestic Was First to build high-quality

MODEL 62, \$99.50 LIST

\$99⁵⁰



Seven tubes, completely shielded, using R.F.L. balanced circuit, consisting of three tuned radio frequency stages and a tuned antennae input and audio power amplifier. Two 171 power tubes connected in push-pull in the power output stage. Single dial control, supplemented by a secondary control for obtaining additional selectivity when occasion demands. Volume control instantaneous in action. In beautiful walnut cabinet with front panel of matched burl walnut, complete with Majestic electric power unit.

MODEL 72

\$167.50 LIST

Seven tubes, completely shielded, using R.F.L. balanced circuit, consisting of three tuned radio frequency stages and a tuned antennae input and audio power amplifier. Two 171 power tubes connected in push-pull in the power output stage. Single dial control, supplemented by a secondary control for obtaining additional selectivity when occasion demands. Volume control instantaneous in action. In beautiful walnut cabinet with front panels and doors of matched burl walnut, complete with Majestic electric power unit and Majestic dynamic power speaker. A value that is absolutely outstanding both as regards furniture appeal and radio quality.

\$167⁵⁰

Prices Slightly Higher West of Rocky Mts.

The Majestic name and products are already known to millions. Our new high-pressure advertising,

Majestic RADIO

That explains the astounding prices— but the quality, performance, and tonal magnificence must be seen and heard.

ity low-priced electric radio power to suit everyone's desire and purse.

Majestic Is First to offer the world's finest radio, at the world's lowest prices.

\$137⁵⁰

Prices Slightly Higher West of Rocky Mts.

now about to start on Majestic receivers will penetrate every city, town and hamlet in America.



MODEL 71
\$137.50 LIST

Seven tubes, completely shielded, using R.F.L. balanced circuit, consisting of three tuned radio frequency stages and a tuned antennae input and audio power amplifier. Two 171 power tubes connected in push-pull in the power output stage. Single dial control, supplemented by a secondary control for obtaining additional selectivity when occasion demands. Volume control instantaneous in action. In beautiful walnut cabinet with front panels of matched burl walnut, complete with Majestic electric power unit and Majestic dynamic power speaker. A value that is absolutely outstanding, both as regards furniture appeal and radio quality.

MAJESTIC FEATURES

SIMPLICITY

Majestic receivers are true one-dial sets and are so constructed that a child may secure remarkable results over the entire range of stations.

SENSITIVITY

An outstanding feature that has amazed even veteran radio engineers. Under actual tests, in comparison with every leading make of set, no matter what the price or number of tubes, Majestic has "out-picked" and "out-distanced" anything on the market.

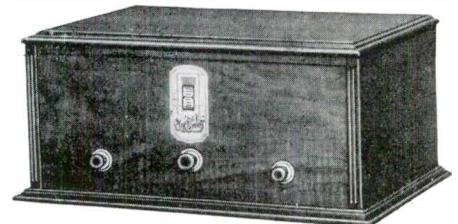
TONE

Majestic receivers reveal a fidelity, breadth, and magnificence of tone without distortion, that will thrill you. Both high and low notes of all broadcast auditions faithfully reproduced.

PRICES

Majestic prices speak for themselves. Stated briefly, comparison will show them the highest quality receivers in the world for the least money.

MODEL 61, \$85.00 LIST



\$85⁰⁰

Seven tubes, completely shielded, using R.F.L. balanced circuit, consisting of three tuned radio frequency stages and a tuned antennae input and audio power amplifier. Two 171 power tubes connected in push-pull in the power output stage. Single dial control, supplemented by a secondary control for obtaining additional selectivity when occasion demands. Volume control instantaneous in action. In beautiful walnut cabinet with front panel of matched burl walnut, complete with Majestic electric power unit.

Majestic

DISTRIBUTORS

Harry Alter & Company
Chicago, Illinois

Badger Radio Corporation
Milwaukee, Wisconsin

Benwood-Linze Company
St. Louis, Missouri

Capitol Electric Company
Indianapolis, Indiana

Chapin-Owen Company
Rochester, New York

Cooper-Louisville Company
Louisville, Kentucky

Detroit Electric Company
Detroit, Michigan

Fobes Supply Company
Portland, Oregon

Fobes Supply Company
Seattle, Washington

Fobes Supply Company
Spokane, Washington

Goodlin Auto Equipment Company
South Bend, Indiana

Harger & Blish
Des Moines, Iowa

Hamburg Brothers
Pittsburgh, Pennsylvania

Harbour-Longmire Co.
Oklahoma City, Oklahoma

Hieb Radio Supply Company
Marion, South Dakota

Holmes & Crane
Oakland, California

Horrocks-Ibbotson Company
Utica, New York

Kimball-Upson Company
Sacramento, California

K. W. Radio Company
New York City, New York

D. W. May, Inc.
Newark, New Jersey

North American Auto Supply Co.
Cleveland, Ohio

North American Radio Corp.
New York City, New York

Peirce-Phelps, Inc.
Philadelphia, Pennsylvania

Penn Phonograph Company, Inc.
Philadelphia, Pennsylvania

R. S. Proudfit Company
Lincoln, Nebraska

Roycraft Company, The
Minneapolis, Minnesota

Radio Equipment Company
Dallas, Texas

Roberts-Toledo Company
Toledo, Ohio

Shaw's Incorporated
Charlotte, North Carolina

Sterling Radio Company, The
Kansas City, Missouri

Stern & Company
Hartford, Connecticut

Fredk. H. Thompson & Company
San Francisco, California

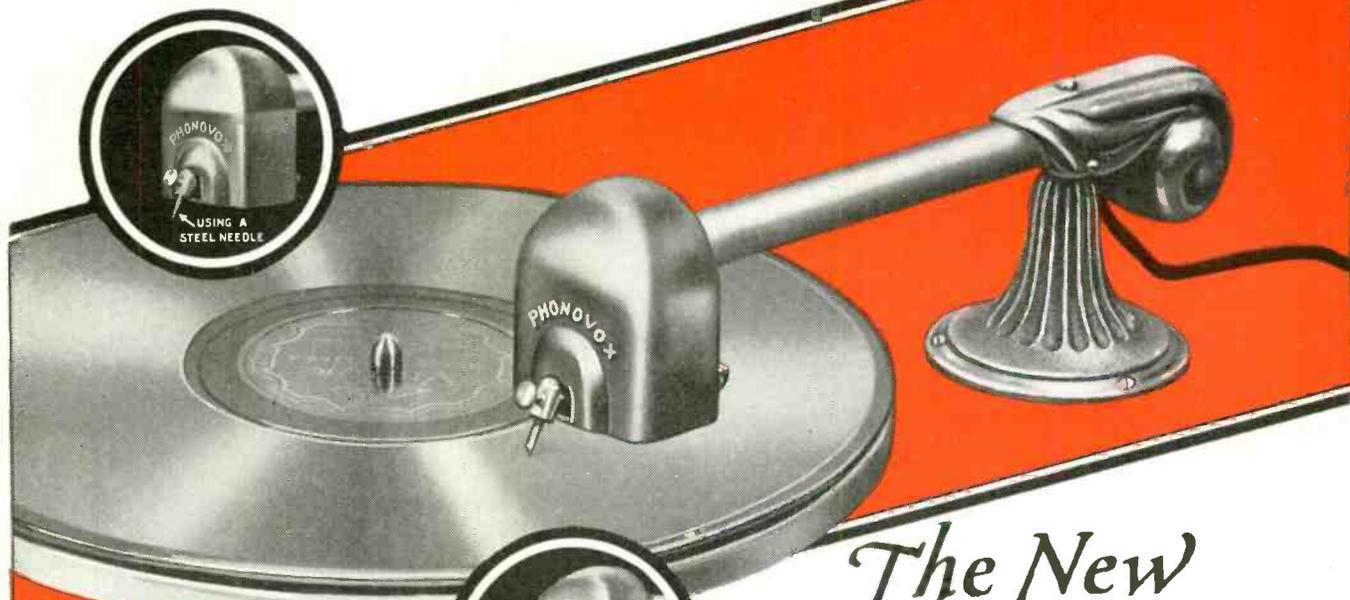
*Distribution arrangements in sections not covered above will be announced later

Ready To Serve You

Grigsby-Grunow Company 4540 Armitage Av.
CHICAGO

Model No. 124 **\$13.50** complete with Counter-balanced Tone Arm

Model No. 105-A **\$10.50** without tone arm



The New
DeLuxe
Pacents Model 124

PHONOVOX
THE *Electric Pickup*
— a year ahead in
Electric Pickup design

The
6
Outstanding Features of the
DE LUXE Model 124

Pacents **PHONOVOX**
THE *Electric Pick-up*

1. The **ONLY** pick-up device designed for use with the fibre needle without loss of volume. Using fibre needle gives truer tones without the objectional needle scratch.
2. Permits changing from radio to electric phonograph reproduction without the necessity of removing the detector tube.
3. Gives *greater coverage* of the musical range than the former Pacents 105 Model.
4. *Counter-balanced tone arm* provides correct weight at needle point for obtaining best reproduction.
5. *Swinging Tone Arm Attachment* on De Luxe Model 105A without Tone Arm, permits installation on phonographs with either left or right hand tone arms.
6. *New design triangular needle holder* takes either steel or fibre needle and assures proper angle of needle to the record.

List Price
\$13.50

Complete with Counter-Balanced Tone Arm, adapters for both A. C. and battery operated sets and volume control.

READ the 6 outstanding features listed at the left—compare them with ANY other pick-up you know about! No other device even begins to approach this latest PACENT creation. Think of the talking points these features give you!

Installation is the acme of simplicity with the special PACENT adapters, permitting changing from Radio to Electric Phonograph reproduction without removing the detector tube by merely inserting the connecting cords in the pin jacks on the adapters.



The two special Pacents adapters which are packed with each Phonovox. For battery operated sets, the one on the left is used. For A. C. sets, the adapter on the right is used.

Order a sample from your jobber and test it out to your complete satisfaction! If he cannot supply you, write us at once and we will see that you are supplied promptly.

Pacents Electric Company, Inc.
91 Seventh Avenue, New York

New Dynamic Speakers

Radio's first loud speaker—still the finest

HERE is the original—the first type of loud speaker ever made. Created by Magnavox in 1911. The *only* type of speaker that has stood through every period of speaker development. Supreme in the beginning. Supreme today. Patented, controlled and made famous by Magnavox. PROTECTED UNDER SEVEN U. S. AND SIX FOREIGN PATENTS. The Magnavox Company hereby gives notice of intention to prosecute manufacturers, jobbers and retailers who sell unlicensed units infringing Magnavox patents.

Over 400,000 Magnavox dynamic power units are now in use. They are used as built-in equipment by America's fine set makers—and the Magnavox principle is being adopted by speaker manufacturers under license agreements.



Cordova Model (above)

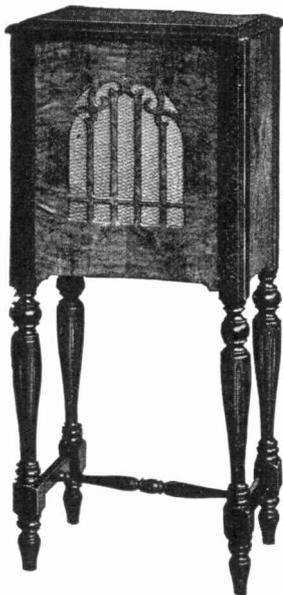
With dynamic 700 unit, 110 volt, 60 cycle AC. Combining rectifier and power amplifier. Takes place of last audio stage in set. Operates with one 381 or 281 tube and one 310 or 210 tube. Handsome walnut cabinet. *List \$175. Unit \$125.*

New perfected models—to meet every power need—at new low prices

Aristocrat Model (left)

Beautiful butt burl walnut cabinet finished in two tones. It houses Dynamic 6, 7 or 80 unit. *List prices:*

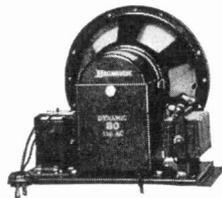
- Aristocrat with Dynamic 6, \$70*
- Aristocrat with Dynamic 7, \$75*
- Aristocrat with Dynamic 80, \$85*



Dynamic 80 (right)

110 volts AC. Has power transformer and dry rectifier. The most popular unit of the new line. Designed to operate with AC sets.

Unit, list \$50.



Dynamic 6 (left)

6 volts DC. Field current consumption, .65 amperes. Operates from A battery.

Unit list price \$35.



Dynamic 7

110 to 220 volts D C.

Field current consumption, 45 to 90 milliamperes. For use with power amplifiers using high voltage rectified alternating current—or with DC power supply. *Unit, list \$40.*

Send for Dynamic power speaker bulletins, giving full information
The Magnavox Company, Oakland, California
Eastern Sales Office: — 1315 South Michigan Avenue, Chicago

MAGNAVOX

Dynamic Power Speakers

Announcing
the best selling Radio accessory of the year

R-B-M VOLTAGE REGULATOR



Protects
A.C. Tubes
From Burning Out
Controls both
HIGH
AND
LOW
Line Voltage
Fluctuations
!

List Price \$10.00

SLIGHTLY HIGHER WEST OF THE ROCKIES 25 CYCLE TYPE EXTRA

IN ORDER to obtain 100% results in the way of tone quality, volume, distance, and even more important than this, to get satisfactory life out of A.C. tubes, an R-B-M VOLTAGE REGULATOR is an absolute necessity on every A.C. set. This device is guaranteed to deliver the correct voltage to your set regardless of your line voltage, the make of your set, or the number of A.C. tubes that it uses. It is small, compact, beautifully finished, and attaches to your radio set in just a few seconds' time. It does not require the use of any tools or the connecting of any wires, other than plugging it into the light socket. No rheostats or voltmeters required with this device. It does not waste or consume any current, nor heat up.

How it works

The R-B-M VOLTAGE REGULATOR will deliver 110 volts to your A.C. set no matter whether your line voltage is 90 volts or 130 volts or at some point in between. By delivering the proper voltage at all times to your set, it will give you the maximum efficiency in the operation of your receiver since it will always burn your A.C. tubes at the voltage for which they were designed to give the best results. In districts where the line voltage is exceedingly high, it will prolong the life of your A.C. tubes to their rated number

of hours. On the other hand, where the line voltage runs as low as 90 volts, this device enables you to get all of the kick and volume out of your set because it will boost the voltage up to the right point for which the set was designed viz: 110 volts. Thus you never have to worry about ruined reception due to low voltage which is very common in many districts.

Sell it over the counter

Think what it means when one of your customers comes in with a burned out A.C. tube. Immediately you sell him this device right over the counter. Your customer can install it just as efficiently as you can. It does not require the use of a service man, voltmeter, or any tools to install it. Once set for the proper voltage there is nothing to get out of order. You not only make a profit on the sale of this device but it means satisfied customers and no more free service calls due to burned out A.C. tubes. The R-B-M VOLTAGE REGULATOR is fully covered by patent applications.

DEALERS If your jobber cannot supply you with R-B-M VOLTAGE REGULATORS, write us direct.

MANUFACTURERS desiring to equip their sets with this voltage regulator will receive special attention.

R-B-M MANUFACTURING CO.
Logansport, Indiana

R-B-M Manufacturing Co., 71 Sixth Street,
Logansport, Indiana.
Send to me by return mail full details regarding the new
R-B-M Voltage Regulator. My Jobber is:
.....
(Jobber's Name)
Name
Address
City State

POOLEY RADIO CABINETS

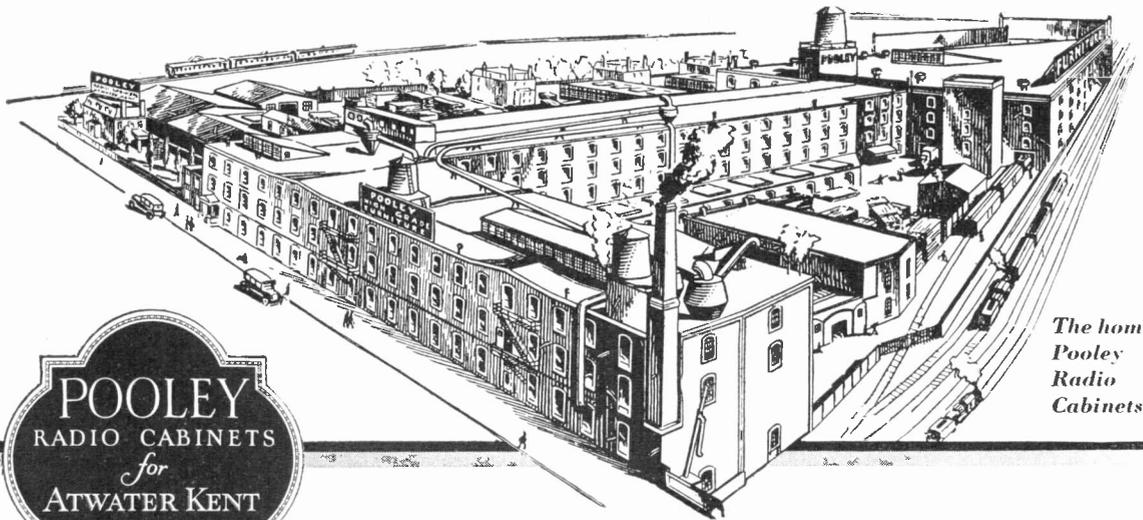
for **ATWATER
KENT
RADIO**

KEEP in touch with the Pooley distributor in your territory. This year Pooley will present the most attractive line in its history.

THE POOLEY COMPANY

1600 Indiana Avenue

Philadelphia, U. S. A.



*The home of
Pooley
Radio
Cabinets*



PRESTIGE ESTABLISHED 1873
REPUTATION
MANUFACTURING FACILITIES
ENGINEERING SERVICE

Where
 known
 Requirements
 meet
 known
 Performance

Aim at the bull's-eye of this organization and you'll hit the Engineering Service Department! It is the center of interest for manufacturers who require a genuine Laminated Bakelite, "custom made" to their particular requirements. The services of this staff of chemists and engineers are available to every manufacturer without further obligation. Put it up to us and learn that "what we have done for others we can do for you."

PHENOLITE
REG. U.S. PAT. OFF.
Laminated BAKELITE
 SHEETS · RODS · TUBES · SPECIAL SHAPES



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

Makers of laminated insulation since 1873

Offices in Principal Cities



Basic Beauty

TO GLADDEN YOUR SHOP-WEARY EYES

ADLER-ROYAL RADIO CABINETS

AS a man is known by the company he keeps, so Adler-Royal cabinets are distinguished by the goodly company who use them. They are found constantly associated with the Manufacturers, Jobbers and Dealers of *better* radio. That the outstanding producers and distributors prefer and specify "Cabinet Work by Adler-Royal" is, perhaps, the greatest compliment possible to an unswerving policy which demands basic beauty as an essential to true value. That speeds sales for you. See the new exquisite Adler-Royal cabinets at the R. M. A. Show, Chicago, June 11-15.

Manufacturers: If you have not yet provided for this year's models, let us design cabinets to your requirements—exclusively for you. Write or wire today.

Jobbers: If you have not yet established a profitable connection on cabinets, write or wire us now. We have some open territory.

ADLER
Manufacturing Co.
Incorporated
LOUISVILLE  KENTUCKY



The KELLOGGS ARE Coming With a Wider Price Range

The new Kellogg line to be displayed at the R. M. A. Trade Show is about ready! Watch for detailed announcement in June publications.

Kellogg will offer a much wider price range than in the past. There will be two or three models at lower prices than the lowest of last year. One will be a table model, complete with Kellogg's A-C tubes at well under \$200.

Tone quality will be the keynote of the Kellogg appeal, as it always has been.

Increased production will enable us to open up many new territories. Allotments are now being made. Applications in advance of the Trade Show are advisable.

KELLOGG SWITCHBOARD & SUPPLY CO.
Dept. 54-75 Chicago

Kellogg

A-C Radio

Boost Summer Profits with *Carryola Portables* and *Pick-Ups*

EVERY radio owner is a prospect for a Carryola Pick-Up. Everyone—radio owner or not—is a possible prospect for a Carryola Portable.

We're advertising to them all—full page advertisements in the Saturday Evening Post and Liberty. We're telling nearly five million people the story of Carryola quality and low price—over and over again. We're telling them to go to the dealer and see Carryola products demonstrated. We're building up a big demand that you, as a dealer, can cash in on.

Now is the time to act!

If you don't already handle the Carryola line, write or wire us and get the name of our nearest distributor.

THE CARRYOLA COMPANY OF AMERICA
Dept. E-1, 647 Clinton Street, Milwaukee, Wis.

Carryola

BEYOND THIS YOU BUY FURNITURE



Carryola Master—in appearance, in tone, in all-around value a truly fine phonograph in portable form. Audak reproducer. Bakelite tone arm, improved metal grill on tone chamber, velvet covered turntable, Carryola motor, special Carryola-designed fittings. Furnished in Black, Brown, Blue, Red and Green Fabrikoid, with tone arm and turntable in color to harmonize.

\$25.00 List

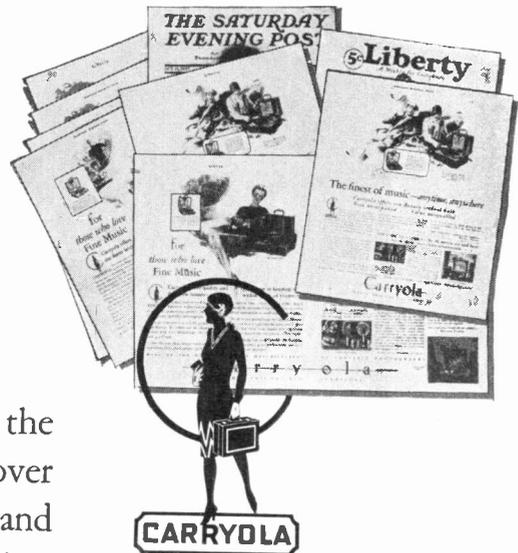
Slightly higher west of Rockies and in Canada



Carryola Lassie—a truly remarkable instrument for the price. Curved, throw-back tone arm. Audak reproducer, nickel-plated grill on tone chamber, flat type motor. Furnished in Black, Brown or Blue Fabrikoid with turntable covered in color to harmonize.

\$15 List

Slightly higher west of Rockies and in Canada



Carryola Porto Pick-Up—a possible sale to every radio owner. Complete equipment to play records through radio set, including spring motor and turntable in neat Fabrikoid case. A wonderfully profitable item to follow up radio sales.

\$23.50 List

Slightly higher west of Rockies and in Canada



Carryola Electric Pick-Up—a very profitable, fast-selling item. It enables radio owners to play records through their radio and loud speaker, with all the rich volume of tone that characterizes electric reproduction. Very simple to attach or detach.

\$10.50 List

Slightly higher west of Rockies and in Canada

MADE BY
THE WORLD'S LARGEST
MANUFACTURERS OF
PORTABLE
PHONOGRAPHS

One Retailer Buys over \$200,000.00 in Six Months

of This Great Line

STORES ALL OVER
NEW YORK
15 CORTLANDT STREET
302 BROADWAY
831 BROADWAY
111 EAST 42ND STREET
125 WEST 125TH STREET
633 WEST 181ST STREET
1011 So. BOULEVARD
120 E. FORDHAM ROAD

DAVEGA

United Sport Shops

EXECUTIVE OFFICES
114 EAST 23RD ST.
PHONE GRAMERCY 3344
RADIO SERVICE DEPT.
526 WEST 25TH ST.
PHONE CHICKERING 9834

NEW YORK'S RELIABLE RADIO STORES

RADIO - SPORTING GOODS - SPORT APPAREL - CAMERAS - PHONOGRAPHS

New York City
April 6, 1928.

Mr. Alex Eisemann, Chairman,
Freed-Eisemann Radio Corporation,
Brooklyn, New York.

Dear Mr. Eisemann:-

Although the radio season is not over, for we expect to do a good job throughout the summer months, we feel at this time that you are deserving of a few words of commendation.

When we first took on the Freed-Eisemann line we had no idea of the tremendous success that would be achieved with it. It has been extremely gratifying to note, therefore, that we have purchased, during the past six (6) months, over \$200,000 worth of your merchandise.

We have just checked our service records and find that your merchandise has necessitated less service by far than a great many other makes that we have handled. Reports from our customers are most pleasing in regards to performance.

As we are one of the largest New York chain store organizations we feel that this testimonial, in justice to you and your company, should be in your files.

With kindest personal regards to Mr. Freed and yourself, I beg to remain

Cordially yours,
DAVEGA INC.
Henry Benjamin
Vice-President.

DEALERS
There may still be territorial franchises open for your locality. Mail the Coupon!

FREED-EISEMANN RADIO

FREED-EISEMANN Radio Corporation
Brooklyn, New York City.

If one retailer can make a success like this with Freed-Eisemann, I want to know more about your proposition.

SIGNED _____

ADDRESS * _____

Bremer-Tully

COUNTERPHASE RADIO

Some Facts Worth Considering

Among the earliest radio pioneers—today Bremer-Tully stand second to none for radio dependability, satisfaction and economy.

In the brief span of six years their business has increased over two hundred times its original size.

To their credit are a number of original radio developments—every B-T product has been a continued outstanding success.

Here is a record not only unequalled, but in many respects not even approached by any other radio manufacturer.

What is the underlying cause—the reason for this unparalleled achievement?

Summed up in one word—MERIT!

B-T products are made right and priced right.

Free as possible from servicing necessity.

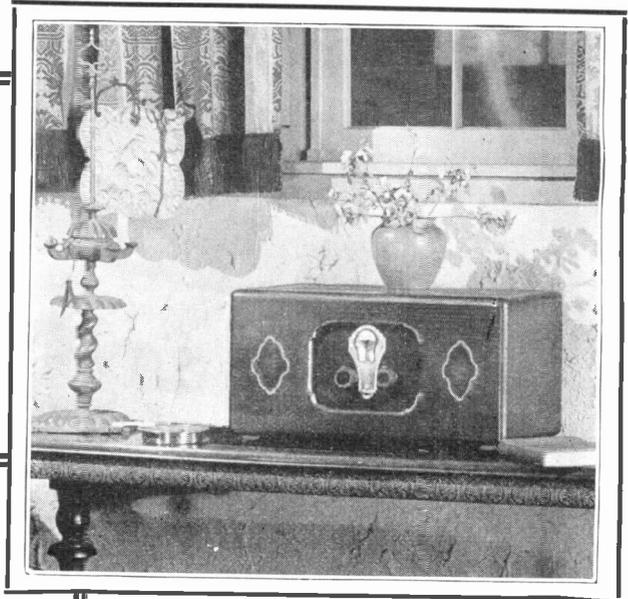
Reasonable production for prompt deliveries but without market overload at any time.

Selling policies that consistently protect the welfare of the dealer.

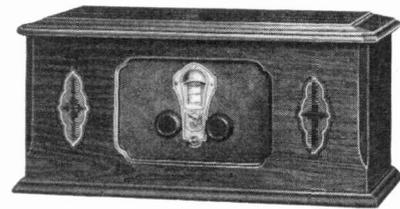
Seven A.C. models ranging in price from \$130.00 to \$800.00—a set to suit every purpose.

There is no need to gamble on untried products if the B-T Franchise is still available in your community. Write today.

Bremer-Tully Mfg. Co.
520-532 So. Canal St., Chicago, Ill.

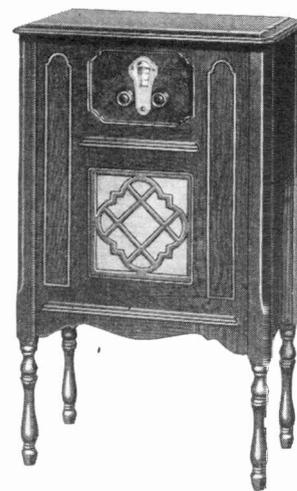


Here is the set that opens Bremer-Tully's seventh season. Its popular price and superior performance is doubling the number of B-T dealers in every state. The B-T 6-40 leads in its class.



Meet us at the Radio Show
ROOM NO. 557
STEVENS HOTEL

The complete line will be on display and we'll be pleased to demonstrate.



The B-T 6-40 is furnished in the three styles illustrated.

Table models "R" and "S" at \$130.00, less tubes, and model "C" console \$190.00, including speaker, but less tubes.

NAMEPLATES

make a name for your product

BECAUSE they are the symbol by which your product is identified by everyone who sees it or uses it. NOVAR Transfer Nameplates stay on your product to carry your name wherever your product goes. They are the final link in your advertising . . . often the salesmen that bring the repeat orders.

NOVAR Transfer Nameplates are made in full color and are easily applied to wood, glass, metal or other substances. They are inexpensive, distinct and durable. Use the coupon below to obtain samples that you yourself may try. NOVAR Transfer Nameplates are manufactured by Palm, Fechteler & Co., the largest decalcomanie manufacturing organization in the world.



This Novar Transfer is helping to "make a name" for "RCA"

*Some of the other
Radio Manufacturers
we serve:*

Sonora
Columbia
Garod
Freed-Eisemann
Federal Radio
All-American
Bosch

NOVAR

**Transfer
Nameplates**

Samples free!

PALM, FECHTELER & CO.
67 Fifth Avenue, New York

Send me some samples of NOVAR Transfer Nameplates
without cost or obligation.

Name _____

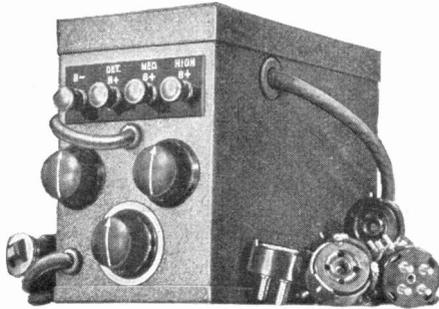
Address _____

Biggest Value in AC Field

TRI-POWER — fastest
seller because it is complete

Sterling AC TRI-POWER

Converts all DC Sets
to use AC Tubes



FOR every sale of an AC tube set there is a ready opportunity to convert at least ten old sets to use AC tubes. And every time Sterling Tri-Power carries the sale because it is the *complete AC job*. No outside condensers or resistances. No extra parts to buy. Standard cables and adapters give neat and permanent installation. Ready to install without fuss, without added expense. This means easy sales, no come-backs, clean profits.

- List Price R-810 Tri-Power without Raytheon tube or cable.....\$32.00
- R-880 Tri-Power without 280 tube or cable..... 35.00
- Cables to suit.....\$6.00 to 8.00
- Raytheon BH Tube..... 4.50
- Raytheon 280 type tube..... 5.00



**JUNIOR SHORT CHECKER
for AC and DC Tubes**

Shows you just where you stand in tube replacements. Keeps your stock clean. Satisfies customers. Shows where tube is shorted—fil-grid; plate-grid, plate-fil, also shows emission on 226, 227, 199 and 120 tubes.
Model R-514, List Price...\$13.50

UNIVERSAL AC TUBE and SET TESTER

Tells you everything you want to know in AC tube and set servicing. Tests tubes and locates faults in wiring.

Model R-512, List Price...\$35.00



**AC TRI-POWER;
TUBE AND SET
TESTERS**

PRE-AMPLIFIER New!

(the booster
for old sets)



Uses 222 Screen Grid Tube

STERLING engineers have found the way to unharness the wonders of the Screen Grid tube for use with practically every DC set without any changes in the set, using the same batteries or "B" Power unit, and the same DC tubes.

The Pre-Amplifier, connected ahead of any 6 volt DC set

- (1) Gets stations never heard before.
- (2) Brings weak signals in at good volume.
- (3) Uses short aerial to reduce static.
- (4) Separates stations—increases selectivity.
- (5) Greatly improves tone quality.

If all these "too good to be true" claims can be proved, think what Pre-Amplifier means to the thousands of sets in use. Your test will prove every claim. More than that, actual demonstration in your store will turn the summer slump into *sure-fire sales*.

Order a Sterling Pre-Amplifier from your jobber. Put it through these five tests. Take advantage of this new Screen Grid performance.

- R-375 Pre-Amplifier without Screen Grid Tube.....\$15.00
- UX 222 Screen Grid Tube..... 6.50

Sterling SCREEN GRID PRE-AMPLIFIER

THE STERLING MFG. COMPANY · 2831 Prospect Avenue · CLEVELAND, OHIO

Already!
with the new
Splitdorf "DUPLEX"
all electric receiver,
dealers are already
making 1928 profits!

- * 1. a new type of receiver.
- 2. Power amplifiers with "250" tube
- 3. Newer, more beautiful cabinets
- 4. A newer, bigger dealer spread!

SPLITDORF Radio CORPORATION

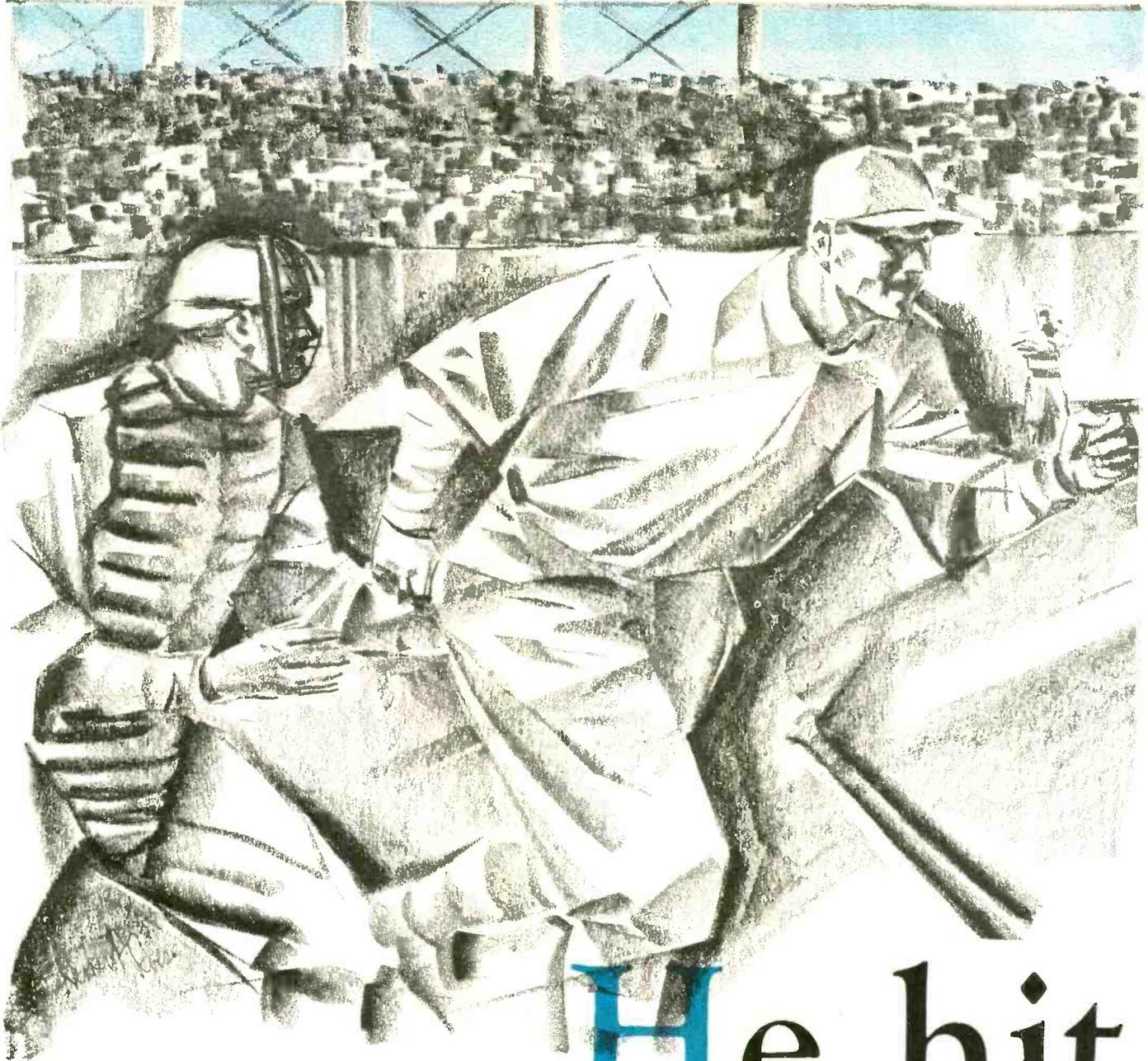
Subsidiary of Splitdorf-Bethlehem Electrical Company

NEWARK



NEW JERSEY

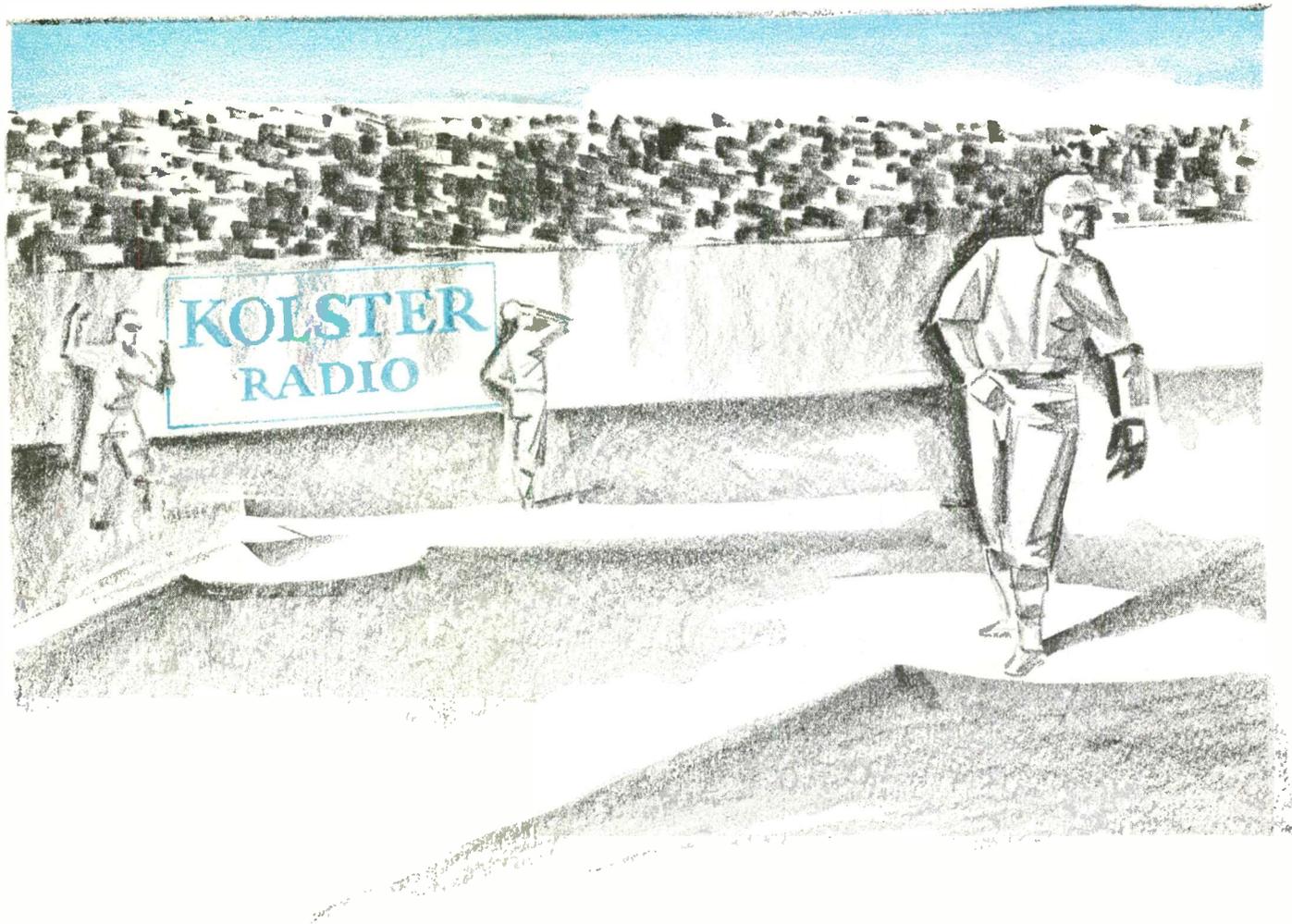
* Just a few points. Let us give
you the entire story.



He hit

. . . but didn't touch second base!

☐ Do you remember that famous home run which turned out to be useless when it was finished? ☐ There have been plenty of home runs like that in the radio industry in the past few years. ☐ Home runs which missed out important bases! ☐ Home runs which looked good at the beginning but didn't count at the end! ☐ The name Kolster will never be associated with any merchandise that does not touch all bases and make



a Home Run

good permanently in the home as well. ¶ Of the enduring names in radio, Kolster is today outstanding and made so by adherence to the basic principle that a successful business can be built only on confidence. ¶ This confidence has resulted in continuous growth for Kolster Radio and will add thousands of new Kolster users this year. ¶ The Kolster dealer is assured of sound, progressive methods backed by finance, engineering and merchandising.



CABINET BY
**Radio
master**
BAY CITY, MICH.

Exquisite Design
Splendid Workmanship
Radio Master Cabinets



For 75 years—this Shop mark

Has been furniture's proudest coat of arms. The oldest and best known furniture trade mark in America. Continuously advertised for 40 years. Now you will find it on radio furniture—in a range of styles, sizes, and prices to meet every profitable sales need.

Berkey & Gay Radio Furniture

FIRST SHOWN AT STEVENS HOTEL
CHICAGO . . . JUNE RADIO SHOW

Created by the furniture style leaders of America. All of the beauty, quality, and richness of finish for which Berkey & Gay have been famous for 75 years—now in Radio Furniture at sensationally low prices. Finest built-in cone speakers. Sizes for practically every popular make of set.

Dealers and Jobbers

If you do not plan to visit the Chicago Radio Show, write for illustrations, prices, and terms—address The H. T. Roberts Company, Inc., Chicago, Ill.—Radio Furniture Sales Division for Berkey & Gay Furniture Company.

Nationally Advertised

The only radio furniture made with a Shop mark known for 75 years, nationally advertised for 40 years. It should be the surest selling radio furniture you can handle. See it at the Chicago Show. Get in on it at the very first.

NEW LOW PRICES

Freshman ALL-ELECTRIC RADIOS

Greatly reduced prices on the entire Equaphase line enable Authorized Freshman Dealers to realize volume sales during the Summer season.



MODEL G-7 **MODEL G-4**

New Price
\$122.50
without tubes

Old Price \$185
complete

New Price
\$149
without tubes

Old Price \$225
complete



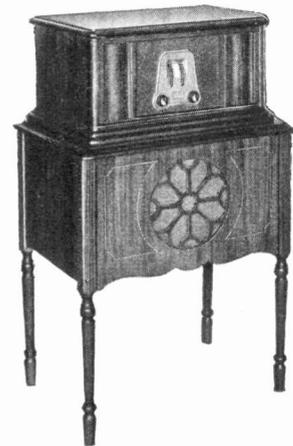
MODEL G-10 **MODEL G-1**

New Price
\$113
without tubes

Old Price \$195
complete

New Price
\$99.50
without tubes

Old Price \$156
complete



OTHER MODELS

- G-3**—New Price \$124 without tubes.
Old Price \$200 complete.
G-5—New Price \$155 without tubes.
Old Price \$250 complete.
G-6—New Price \$225 without tubes.
Old Price \$350 complete.
H-9—New Price \$295 without tubes.
Old Price \$500 complete.

*West of Denver all prices are approximately 8% higher.
On all 25 cycle sets add \$10 to the above prices.*

CHAS. FRESHMAN CO., Inc.

Freshman Bldg., New York

2626 W. Washington Blvd., Chicago

High-Power *Broadcasting* MUST NOT *be Allowed to Die!*

NO MATTER what may be the ultimate revision of the broadcasting structure which the "equal allocation" clause of the new radio law makes necessary, one point stands clear—the development of high power broadcasting must go forward unhindered.

Those who know the fundamental problems of the radio trade and realize the requirements of radio transmission in the matter of overcoming distance and weather conditions are in the vanguard of high power advocates; but many, both in Congress and out of it, and in this industry and out of it, are opposed to high-power broadcasting because they believe it will result in monopoly. There are reasons, however, why the continuing development of stations using 5,000 watts or more is necessary if radio is to achieve its greatest usefulness to the greatest number of the American people. It must also be remembered that the more super-power facilities there are, the harder it will be to monopolize them.

It is true that the development of radio has been slow in the South and West. There has been a lack of good broadcasting in those sections. Metropolitan stations do not reach them with any degree of quality or dependability. Large local stations have not been built there. The "wide open spaces" for which the West is noted, and the weather conditions for which the South and Southwest are equally famous, have impeded the progress of radio entertainment. Radio sales have lagged. The radio audience is numerically small though potentially large. And radio broadcasting has not begun to reach the high level of service which it has achieved in the larger centers of population. But super-power stations, located within these sections and using a minimum of 5,000 watts, will overcome those two factors of distance and weather.

The recent high-pressure broadcasting within the corridors of Congress has borne witness to all this. It was undoubtedly a reflection of quickening public demand for better service from the radio industry. It will most certainly focus attention and stimulate action. It will bring improved radio service to those sections of the country, that have themselves neglected radio. But strangely—it

has also stirred up misconceived opposition to so-called "super-power"—the very thing that will guarantee good broadcasting in all parts of the nation.

NO ONE can deny that an adequate number of stations broadcasting on 5,000 watts or more and equally distributed throughout the country will bring radio service to a uniformly high level and to an unprecedented number of people. They will bring programs to every home, no matter where located, with clarity and volume high above the "noise level." And everyone will admit that this is precisely what is needed today.

There are plans now before the Radio Commission making provision for the development of high power. But also there is this clamor against high power stations. And the Radio Commission can hardly be expected to fly in the face of Providence by deliberately embarking upon a program that runs directly counter to Congressional opposition, despite the fact that Congressional opposition, as is so often the case, gets off on the wrong foot and is turned against the very thing that will bring about improved service in the South and West.

The progress of the radio art and industry is following a natural evolution. The widespread operation of high power stations using 5,000 watts and more has brought very definite advantages to broadcasting. It is not to be expected that either the public or the industry will be willing to throw these advantages away. If super-power, properly distributed to stations domiciled where needed in these complaining areas, will give the local public what it wants and what the radio industry desires it to have, it is inconceivable that it should be prevented for fear of a monopolistic trend. As a matter of fact the fewer super-power stations there are, the easier it will be for any group to monopolize them.

If this is sound thinking, radio men who understand the situation should do their utmost to explain it both to Congress and to the people. And they should urge the Radio Commission to preserve and encourage the expansion of high power broadcasting. For the future development of radio sales lies in that direction.

Using BASEBALL to Sell

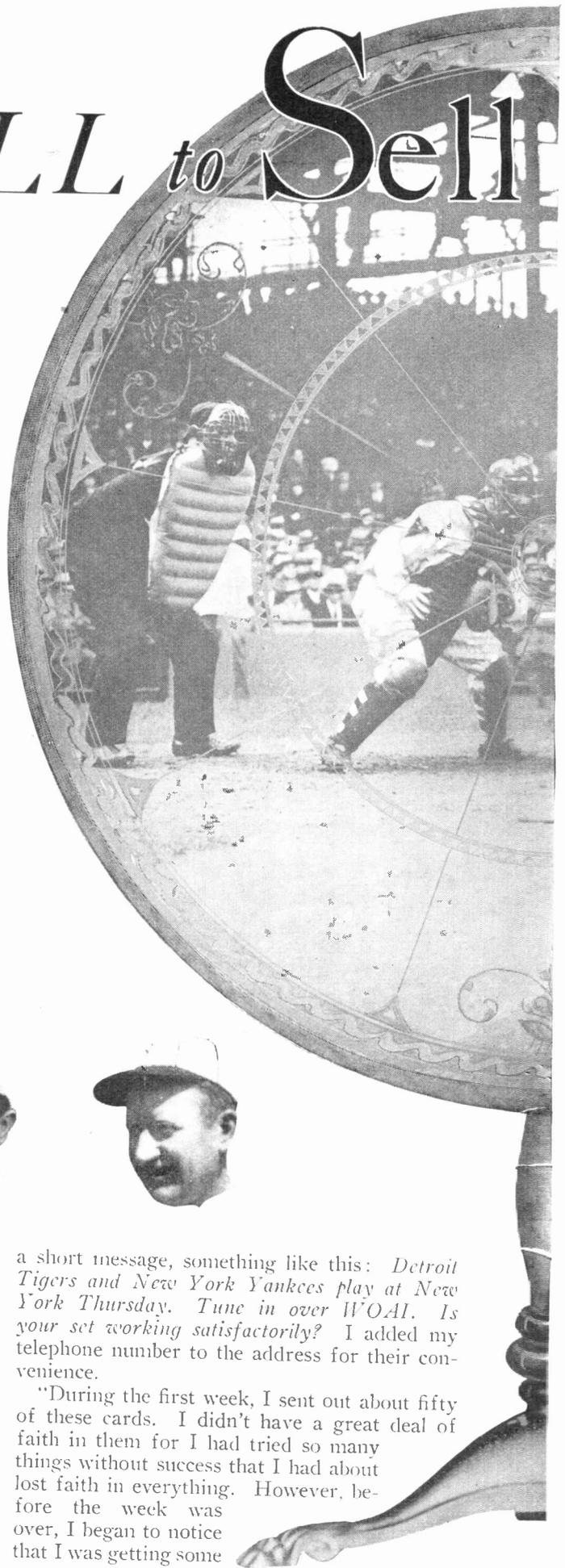
Keeping customers informed of baseball schedules and other sport events sells merchandise and service during the hot weather months

LAST summer business was bad in many places; it was bad in San Antonio, Texas. Day after day of hot weather. Nights when people spent most of their time motoring or at the bathing pools. There was little or no thought concerning radio, yet business had to go on. Among the radio merchants who fought out the summer was Victor H. Cortines, who worked out a plan which not only helped him sustain sales, but which has materially increased his business since that time.

"I had tried several plans for building up business without much success," states Mr. Cortines. "I had puzzled over various stunts which might assist in building up sales, yet none of them seemed to appeal to me. Then, one afternoon, as I was idly turning the dial of a set, I tuned in on a red-hot ball game between two big league teams.

"Play by play the game was coming in with all the thrills. Now there was a rally . . . the pitcher was weakening . . . he had walked another man . . . pitchers were warming up in the bull pen . . . a snappy double play cut off a score.

"I became so interested in the game that I almost forgot I was in San Antonio and not at the park. Then, when it was all over I began to think about business again. It occurred to me that if I could be interested in



a game like that and could enjoy it, that there were hundreds of others who could, too.

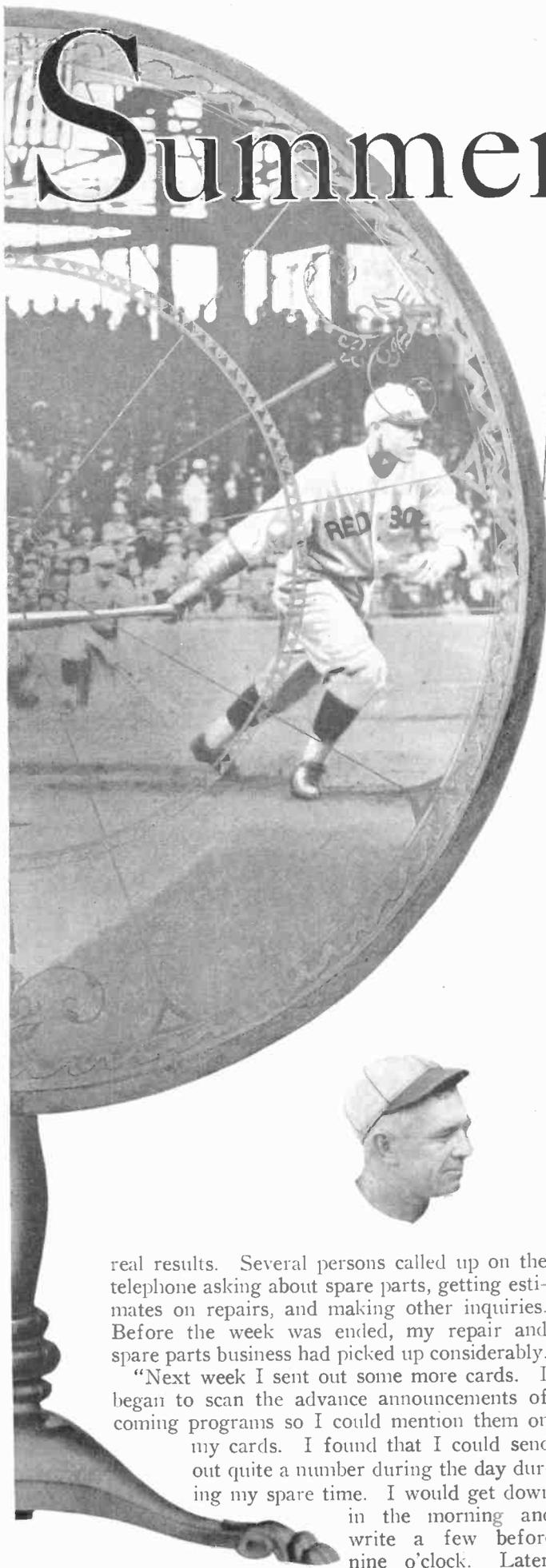
"But how to reach these hundreds of men and women who would enjoy such a game was another problem. I puzzled over it for a few hours, and concluded that the most effective and economical means of getting their attention was by postal card. I could send out a postal card to each of these fans, writing my message on the back, and the whole transaction would cost a penny. (I had plenty of time to myself, and didn't count that expense).

"I began to make up a list of radio owners, people to whom I had sold sets, and others who might be interested. Then to each I sent one of these cards. It only contained

a short message, something like this: *Detroit Tigers and New York Yankees play at New York Thursday. Tune in over WOAI. Is your set working satisfactorily?* I added my telephone number to the address for their convenience.

"During the first week, I sent out about fifty of these cards. I didn't have a great deal of faith in them for I had tried so many things without success that I had about lost faith in everything. However, before the week was over, I began to notice that I was getting some

Summer RADIO



Detroit Tigers and New York Yankees play at New York Thursday. Tune in over WOAI. Is your set working satisfactorily?

Yours for radio,

V. H. CORTINES

San Antonio, Texas

Telephone: Chickering 391

One of the penny postal card notices which V. H. Cortines types to his customers regarding programs.

in the morning, business would let up a bit and I'd write a few more. At noon I generally got out ten or twelve.

"That week business improved a little more. We had quite a number of inquiries about repairs, strung several aerials, overhauled a few sets and sold some—all as a direct result of these cards. Every customer who sought repair work was a prospect for a new set. Many times it would cost as much or more to fix their old set as it would to make the first payment on a new one.

"Our sales on tubes showed a big increase, as did batteries. Many of the sales were comparatively small ones, amounting to two or three dollars, but when counted up they made quite a total at the end of each day. From a business that had been pretty quiet, we had a sales volume that was encouraging at the end of the month.

"Gratified with the results obtained, I made plans for



real results. Several persons called up on the telephone asking about spare parts, getting estimates on repairs, and making other inquiries. Before the week was ended, my repair and spare parts business had picked up considerably.

"Next week I sent out some more cards. I began to scan the advance announcements of coming programs so I could mention them on my cards. I found that I could send out quite a number during the day during my spare time. I would get down in the morning and write a few before nine o'clock. Later,

using these cards regularly. I made up little features which I knew would please certain customers and classified my mailing lists so as to suggest these programs. Baseball games were announced to a large list of fans. Opera and classical features were announced to those people who understand and appreciate such programs.

"I have been using these cards for nearly a year now, and I can say that they have increased my repair business and spare parts sales more than fifty per cent. In addition to this I have sold many new sets which I know were sold directly through contact with these cards. The plan is inexpensive and effective, and I intend to use it right along as I have been able to bring more people into my store since sending out these cards than ever before."

Cutting Overhead

To a MINIMUM

How Ward of Little Rock holds total expenses to 25.9 per cent—pays customers ten per cent commission for "leads" that result in sales

By RAY V. SUTLIFFE

THE other day, the writer asked a prominent distributor in Little Rock, Ark., to name a local dealer doing an outstanding job of merchandising radio. "See Chester Ward!" came the prompt reply. "Chester hasn't a very large store and isn't located in the downtown district but he's doing a bang-up job and so far has made some real money out of radio."

We met Mr. Ward. He is, and he has—over nine per cent on a gross volume of \$27,000 for his fiscal year just closed.

It developed that the reasons for this very favorable profit showing were threefold—(1) a more than ordinarily effective plan of securing "leads"; (2) a high average of sales closed personally in the home, and (3) the holding of overhead expenses to a minimum.

To meet the more favorably located display facilities of the downtown dealers Ward has arranged with three centrally located stores in other trades, owned and operated by somebody else, for a permanent showing of the radio lines he carries. At his own place of business, in a residential district of Little Rock, he displays sets in a modest manner, but maintains splendidly equipped service facilities. He is the official set servicing station for the State of Arkansas for one of the largest radio concerns in the country. His organization, during the winter months, consists of three service men, five part-time commission salesmen, and an average of thirty active "boosters." Such is the efficiency of this selling set-up that, during the year 1927,

he sold slightly less than 175 complete installations.

To get at once into the heart of Ward's policies, so that the reader may judge for himself how different—and profitable—they are, here's the line-up substantially in the order of importance:

KEEPS STORE INVESTMENT TO MINIMUM

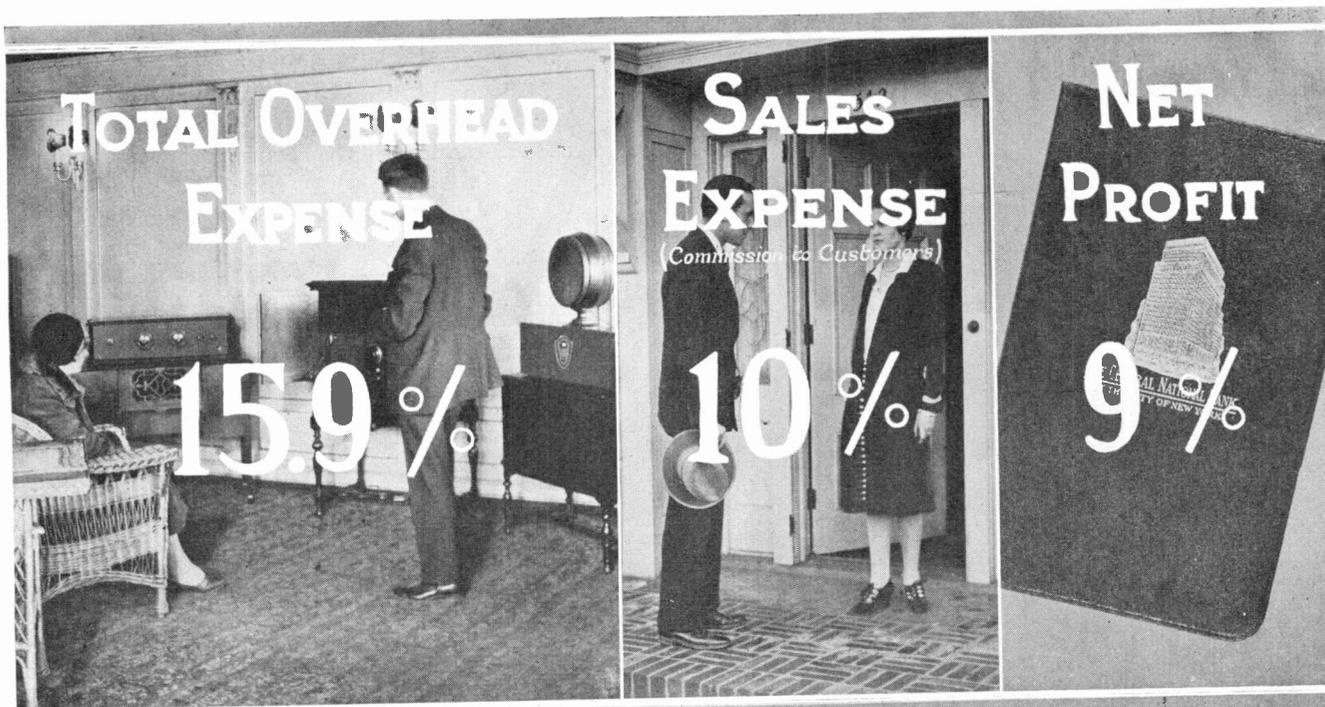
1. Uses the excess working capital customarily expended in more elaborate store equipment, clerk hire and display stock, to put additional sets out on demonstration and to carry his own paper—provided there is any surplus capital left for this purpose. Except during December, there is such a surplus. Ward's investment in stock, time paper and equipment, averages, during the busy season, \$9,000.

HAS CLOSE WORKING AGREEMENT WITH LOCAL BANK

2. Has gained the confidence of his banker to the extent that his own money is never tied up in inactive stock. Furthermore, through this arrangement, he is enabled to discount every invoice; to have available for instant delivery as many sets as are required for immediate sale or demonstration purposes, and to carry a part of his own paper.

The process is as follows: Buys sets in half-dozen lots. Each is invoiced separately. These invoices are attached to the bill of lading. When the notice of arrival is received, with net amounts (two per cent deducted), Ward takes it to his bank which issues cashier's check to cover. Pre-

DEPARTING from the beaten path is sometimes fatal. But, Chester Ward, a neighborhood dealer in Little Rock, Ark., made nine per cent net on a \$27,000 volume by inaugurating several innovations in sales and management. This article tells what they are.



Gross Margin 34.9%

sents this to the railroad company which releases the goods to a local warehouse. Ward takes the warehouse receipts to the bank which holds them as security. When an outfit is needed, the dealer writes his own check for the amount of the invoice in question and obtains for it, from the bank, the particular receipt which serves as a release notice on the warehouse.

The advantages of this system are that Ward gets the two-per-cent-for-cash off the manufacturer's invoice; the only capital of his own tied up is for sets in action; and lastly, he has in reserve a sufficient number of sets for immediate future demands which are costing him less than one-half of one per cent to carry.

CARRIES SMALL AMOUNT OF "PAPER" HIMSELF

3. To serve as additional security, to make a certain banking profit himself, and to facilitate collections, Ward deposits also with his banker his "quick moving" paper, i.e., time contracts which call for regular monthly payments from customers of unquestionable integrity. For this select type of risk Ward finds the capital to carry his own paper. Ward personally mails out the monthly payment-due notices, which instruct the recipient to remit direct to the bank. When the payment comes in, the bank deposits the money to the credit of Ward and mails him a copy of the receipt. Ward then credits the customer's account on his own books.

For terms accommodation this merchandiser adds 10 per cent to the original unpaid balance. He pays the bank, for money borrowed to take up bills of lading or to finance peak activities, at the rate of six per cent yearly.

These three financial matters are given first consideration because it is from these manipulations that much of Ward's nine per cent net profit accrues. His basic theory is to cut down on every overhead expense possible in order to release every available dollar to put into

demonstration sets, the paying of commissions for leads turned into sales, or the carrying of time paper.

DISPLAYS SETS IN DOWNTOWN STORES

4. By arranging with three downtown establishments, a music house, an auto accessory station and a furniture store, to display two sets each, Ward is obtaining adequate representation to catch his share of the passerby trade at a cost directly proportionate to the business transacted. For all leads turned in from these sources, the store owner gets a five per cent commission, provided, of course, the lead results in a sale. This remuneration is shared, in each instance, with the salesman who developed the prospect. This insures a personal interest on the part of the salesman in the sets on display.

PAYS CUSTOMERS TEN PER CENT FOR "LEADS"

5. Ward's "use the user" policy differs from that of most dealers in that practically his entire philosophy of merchandising centers in the importance of obtaining plenty of good leads and of the value of the satisfied user as a prime lead-producer.

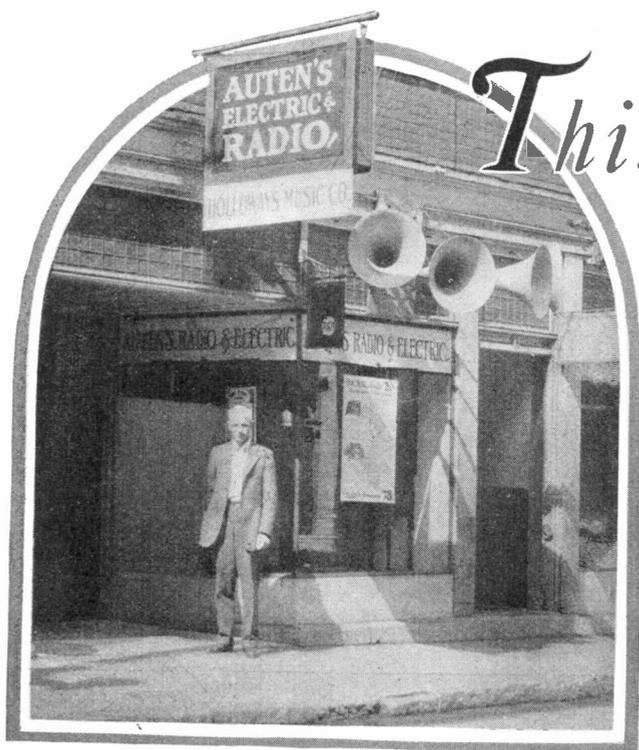
A live tip, he figures, is worth 10 per cent of the selling price. By making the commission to the customer this large he has acquired an "auxiliary" selling staff which has been averaging as high as 30 active boosters—persons who are taking seriously this matter of paying for their own sets out of commission earnings. The following types of purchasers not only have earned enough to pay for their original outfit, but have kept right on digging up and turning in real prospects: a warehouse man, a bank clerk, the express company claim agent, a realtor, a filling station attendant. In many cases Ward also sells the salesman-customer more and better merchandise, generally a power speaker and amplification unit, thus his commissions often flow right back into the business.

(Please turn to page 80)

How and Why

This

Merchant



R. E. Auten of Charlotte, N. C., believes that sponsoring programs over local stations results beneficially for every one concerned

THE foundation of every successful radio retailing business is threefold: first, intelligent purchase and selection of lines; second, attractive display and arrangement of merchandise; and third, satisfying service after the sale.

Many retailers measure up to these requirements and have attained leadership in their territories. But the foundation is only the beginning upon which an outstanding selling structure is built. It is essential that the public be made conscious of the fact that a dealer is a live wire and is ready to serve them.

To serve as his wedge in the public consciousness, R. E. Auten, radio merchant of Charlotte, N. C., a city of 81,000 population, employed the local broadcasting station for advertising. In doing so he not only placed his merchandise before the public, but, by a judicious selection and timing of the features which he broadcast, maintained his sales throughout the summer. Moreover, he gave first-class programs to his listening audience—the one thing upon which the radio industry most vitally depends—and thereby created a further local demand for radio merchandise.

The broadcasting station, WBT, serves slightly less than three million people residing within a radius of 125 miles of Charlotte, and it has proved to be an effective means of covering that territory for Mr. Auten. But, in this respect, it is only similar to hundreds of other stations doing local broadcasting which offer the same opportunity to every radio merchant.

"As I saw it," explained Mr. Auten, "the principal problem in efficient radio selling was to extend the radio season, and energetic summer broadcasting appeared to me to be the best method of accomplishing this. In the South, broadcast reception conditions are not favorable



over as long a span of summer months as in some of the Northern parts of the country. Since we had a good local station, I could see no reason why radio sets should not be used for twelve months of the year.

"As a starter in the direction of maintaining continuous sales throughout the summer, we broadcast play by play reports of the 153 local baseball games through WBT. For a single radio dealer, whose sales at the time were less than five thousand dollars a month, to finance such a broadcast, alone, was indeed tangible evidence of faith in the sales value of broadcasting. The cost of this summer broadcasting amounted to more than seven thousand dollars, but a substantial and constant increase in the monthly volume of business through the summer justified this expenditure.

"I did not think that summer broadcasting would show profits immediately. I regarded it rather as a means of building future sales, and although the sales figures for the active fall months support this contention, there was also an immediate stimulus to summer trade. During the late summer months, I exceeded the peak figures of the previous winter."

ANOTHER sales measure which Mr. Auten undertook during the summer was to make a regular telephone canvass of residents of the city. His assistants began

Supports *Local Broadcasting*

Merchants Who Have Made Radio Pay—No. 16

with the "A's" in the city telephone directory and called every subscriber in the residential district. The inquirer stated that the object of his telephone call was to learn whether the work of the Federal Radio Commission had improved receiving conditions in the city.

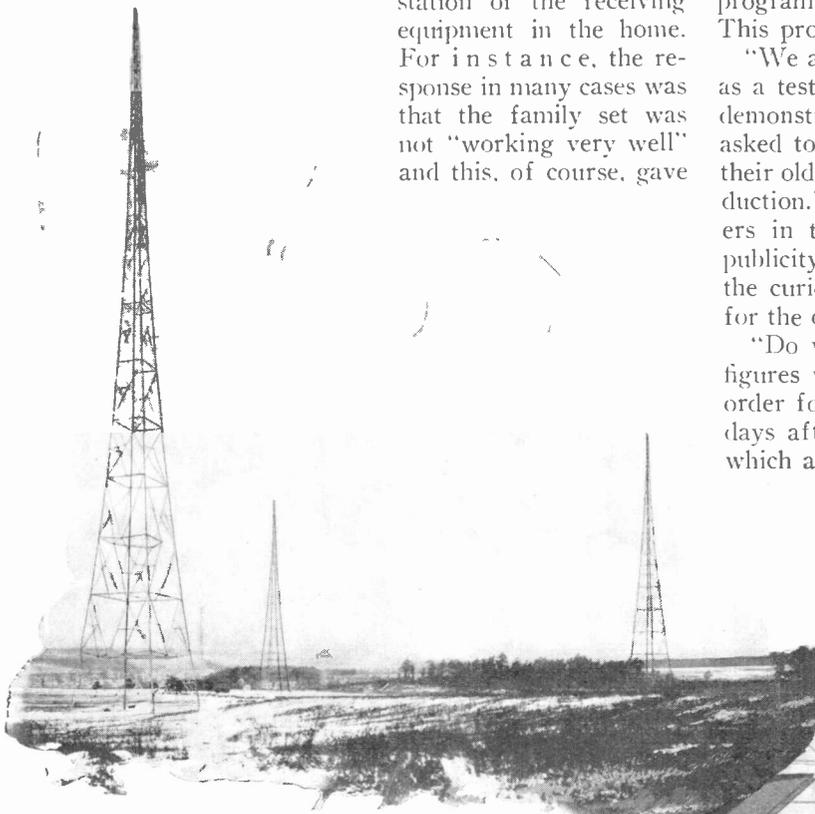
The housewife, answering the phone, always gave information of value, either regarding the standing of the local broadcasting station or the receiving equipment in the home. For instance, the response in many cases was that the family set was not "working very well" and this, of course, gave

ing of the station through which his sponsored programs are broadcast and as to the type of set and speaker installed at each home.

"When last fall arrived," said Mr. Auten, "I decided to concentrate our selling efforts upon a speaker of medium price which had just been brought out. Just to avoid giving it free advertising, I will name it the Universal Speaker. Four days a week, we present a noon-day program which we call the 'Universal Speaker Hour.' This program costs three hundred dollars a month.

"We announce that the program is broadcast especially as a test for Universal Speakers which we have out on demonstration among radio listeners. Our listeners are asked to 'plug in the Universal and then switch back to their old speaker in order to compare the quality of reproduction.' We always have large numbers of these speakers in the hands of our prospective customers. The publicity which this program brings for the speaker and the curiosity aroused result in numerous inquiries daily for the opportunity to participate in this comparison test.

"Do we sell speakers as a result of this plan? The figures will speak for themselves. We placed an initial order for a hundred of these speakers and, within a few days after the tests began, placed a second large order which absorbed the entire year's quota for the states of North Carolina and South Carolina for this nationally known instrument. Ninety per cent of these speakers have been sold in Charlotte—a city of 81,000—while the two states have a total population of over four and a half million. We have since sold more than double the entire quota for the



a lead for the service department. Or, the family might be without a radio set and thus another name was secured for the prospect list. Sometimes the answer was that the family was "tired of radio" and no longer listened frequently. This usually indicated the possession of obsolete or inferior equipment and another prospect was secured.

No effort was made to sell anything during these 'phone calls. Mr. Auten adhered to his announced purpose of inquiring about the work of the Commission and thereby obtained valuable information, both as to the stand-



two states and deliveries are still running behind our orders.

“OUR use of the local broadcasting station for the last two years has also brought indirect profit. As its program value has improved, our business has grown proportionately. Today, the station is a member of one of the largest broadcasting networks. Every dealer in this area finds that his business has taken a decided upward trend. Being the only dealers using it, we are identified with WBT in the minds of its audience. Therefore we have won much of the new business it has created. In this respect, I feel sure we have profited considerably more than the dealers who have not taken advantage of its facilities.

“But we do not leave the entire selling job to broadcasting alone. We use every inquiry that comes to us in building sales. Whenever we do a repair job, however small or large, we take the set to our shop where the work is done most efficiently. While the set is in the shop, we install a high grade demonstration set with our favorite speaker—just as an accommodation to the customer. Very frequently, the old set is left with us as a small part of the down payment on the ‘loaned’ set.

“We use no high pressure efforts in order to obtain an opportunity to make a demonstration. We make it a rule that there must be some evidence of interest on the part of the prospect before we suggest a demonstration. We do no house-to-house selling, but when a prospect does evidence some interest, such as inquiring the cost of, say, some speaker which he has heard of through our programs, we lose no time in taking advantage of the opportunity. If the customer’s inquiry is made before closing time in the afternoon, he finds

a speaker installed for demonstration when he goes home to dinner.

“During the evening, one of our three outside men casually drops in to see that our prospect is making the best possible use of the new speaker. He demonstrates its superior reproduction on low tones and on various kinds of music by tuning in different stations with different programs. If the customer shows evidence that he is already sold, the sale is closed then and there. Otherwise, the speaker is called for the next day and removed without ceremony. That is, unless an order is signed at the time.

“We never leave any kind of apparatus, set or speaker, on demonstration more than twenty-four hours because there is, in every case, a psychological moment before that time when the sale should be closed. That is when desire has been created and has not been satisfied. The time to attack the prospect with sales effort is when his sales resistance is the lowest.

“We have learned two things from our selling experiences. First, our product is not cabinets, tubes or instruments, but reproduced radio programs; and second, that in order to get the lion’s share of the business of the territory, we must contribute to the betterment of local broadcasting.

“That the pursuit of these two policies has been successful is evidenced by the doubling of our business this winter over last. In total volume, our business may not be regarded as unusual when compared with the volume attained by dealers in large cities which have several high grade local broadcasting stations. But, in our territory, where overhead is reasonable, we have proved that intelligent use and support of local broadcasting substantially increases the sales opportunities of the dealer who employs it.”

THIS CHARLOTTE, N. C., radio merchant obtains these results from sponsoring programs over the local broadcasting station:

1. *Keeps the public conscious of his merchandise and store through subtle and inoffensive announcements.*
2. *Maintains his summer sales curve by broadcasting local sports.*
3. *Creates a greater all-year-around demand for his merchandise by providing first-class programs for his customers.*
4. *Helps maintain good broadcasting for his community by financial support of his local station.*

Why All This Excitement About Television?

MUCH has been said and much has been written in the past few weeks about television and its immediate possibilities for the radio trade. Television as a practical source of home entertainment is no nearer today than it was a year ago. The June issue of “Radio Retailing”—the Trade Show number—will discuss the present status of tele-

vision, bringing the subject right up-to-date in its development.

The reasons why television is still many years off from the standpoint of universal home entertainment and why the radio trade and radio-buying public should not hold off purchasing present types of radio receivers are told in this analysis of television.



Blank Radio Shop
CO-OPERATIVE PARKING TICKET
 HALL'S GARAGE

This is to certify that

Name _____ Date _____

is entitled to free parking for today

How Can He Reach Your Store?

The merchants in the congested district of Watertown, N. Y., have an effective method of getting the automobile shopper's business

RADIO merchants, hardware men, dry-goods retailers and other merchants of Watertown, N. Y., through their Chamber of Commerce, have a novel method of solving the parking problem and, at the same time, bringing them business. The same arrangement could be made between any radio merchant and a downtown garage in any city where a parking problem exists. Here is the Watertown, N. Y., plan.

Advertisements are placed in the local papers informing the public that all who purchase at member stores may park their cars at Hall's Garage, near the center of town, without charge for the day's service.

Any autoist accepting this offer brings his car to the garage and is given a serially numbered auto, identification tag, the corresponding stub being attached to the machine. Then the motorist may go to any of the stores designated on the identification tag, and, after making a pur-

chase, receive a Chamber of Commerce Co-operative Parking Ticket with his name and the date on it.

When the autoist calls for his car, he turns over the identification tag originally given him by the garage man plus the parking ticket he got at the merchant's store and there is no charge made.

The Chamber of Commerce sells the merchants these parking tickets at nine for a dollar and the garage man cashes them at ten cents each, the dime difference going for advertising. Purchases are also checked free.

The plan is working out profitably for all concerned and is producing results. The customer saves money on parking, the dealer gets additional business for the added expenditure of a dime, and the garage man, although he cuts his parking fee ten cents, makes contacts through this plan, that more than make up for this difference in his usual charge for parking.

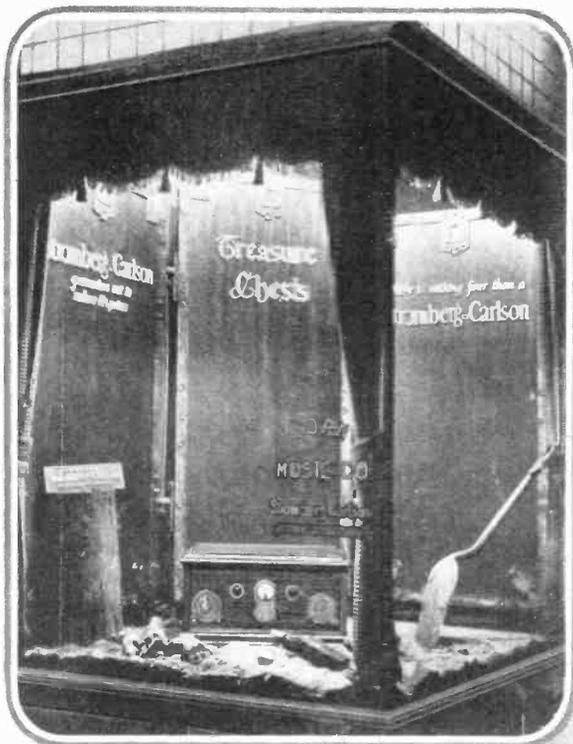
UNDER this parking plan the customer does not need to worry about parking when he buys at your store. He gets free parking in a garage and you get his business for the expenditure of a dime.

The "MOTHER'S DAY" Theme



A SURE CURE FOR THE BLUES

(Above) "Mother's Day" is usually the first or second Sunday in May. Last year, the Francis Motor Company, Lemoyne, Pa., in this window, cleverly put across the idea that Mother will never be lonely if she has a radio set.

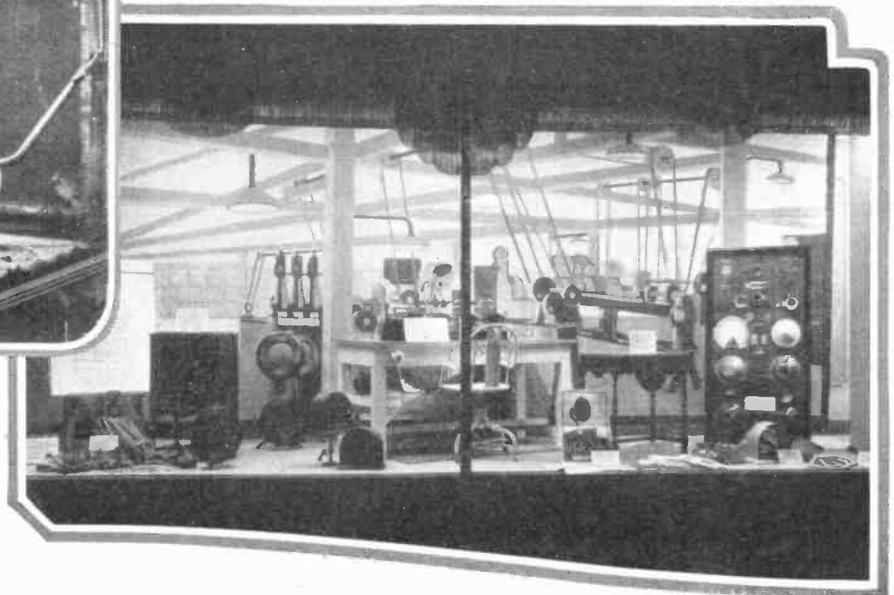


"FULL OF GOOD MUSIC"

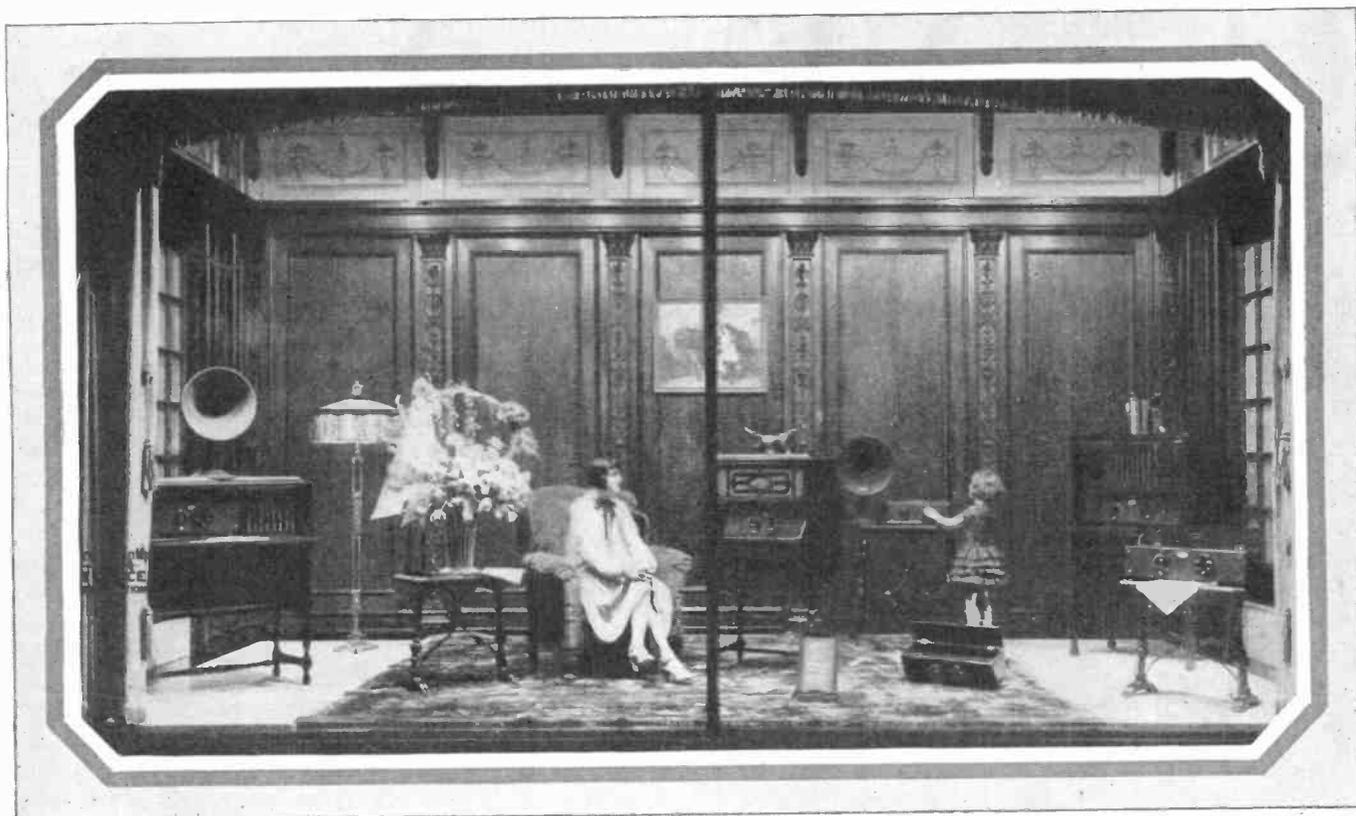
(Left) The "Treasure Chest" idea again. The Down Music Company, West New York, N. J., is the latest shop to feature the theme that "a radio set is a treasure chest of music."

HOW REPRODUCERS ARE MADE

(Right) The H. C. Capwen Department store, Oakland, Cal., recently cooperated with the Rola Company in preparing this unusual window which graphically illustrates the various steps in the manufacture of reproducers.



in RADIO Windows

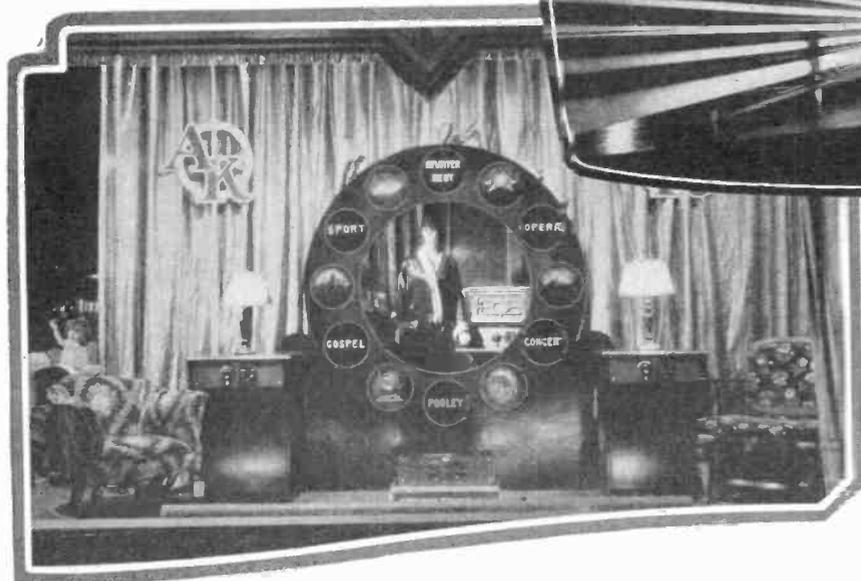
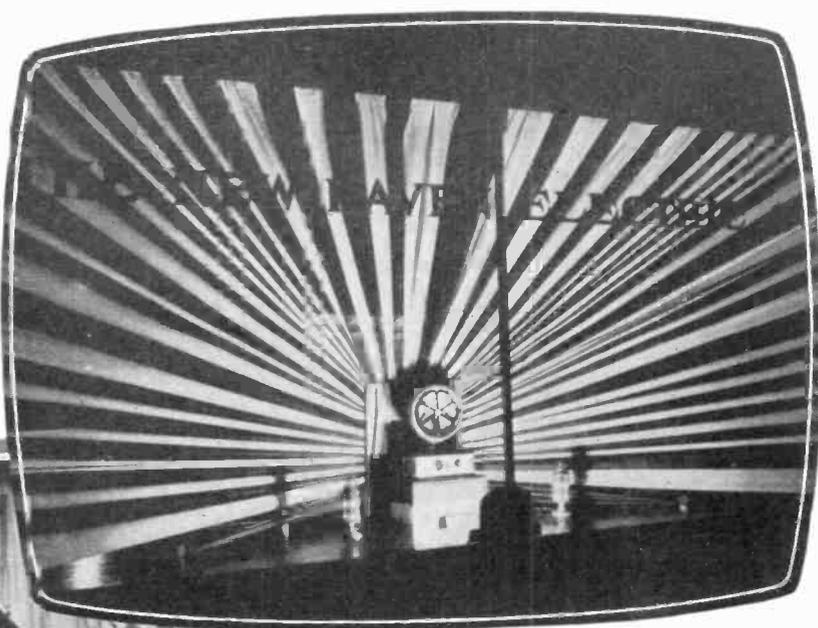


FLOWERS—AND RADIO—FOR MOTHER

(Above) The Woodward and Lothrop Company, Washington, D. C., dressed this attractive window for Mother's Day last year, portraying the thought that flowers and a radio set make ideal remembrances for Mother.

FUTURISTIC

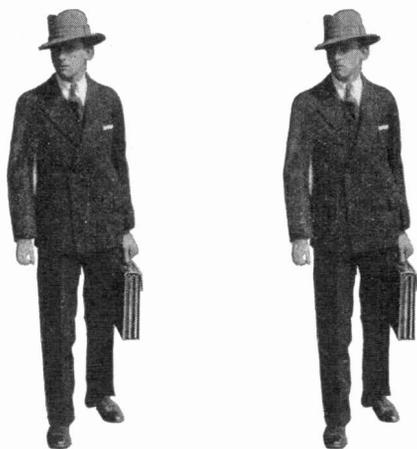
(Right) This window of the New Haven Electric Company, New Haven, Conn., is an excellent example of concentration. The black and white streamers converging on the set make it impossible for the eye to miss the receiver on display.



SELLING THE PROGRAMS

(Left) The various types of entertainment available by radio are cleverly exhibited in this window of the Charles Mashek Company, Cleveland, O. The background is in the form of a dial through which radio programs may be glimpsed.

One More Service



2 SALESMEN



1 SERVICE MAN



\$25,000

*Why a Columbus,
Ohio, merchant found*

WHEN Ben Rhodabarger opened a "neighborhood" radio store in Columbus, Ohio, two years ago he hired one salesman and one service man, making two salesmen, and one service man, including himself, as his organization set-up. Business was fair the first twelve months, about \$25,000 gross, but it did not grow fast enough to suit this Columbus merchant.

A year ago this February Mr. Rhodabarger let the salesmen go and hired another service man, leaving only himself to take care of sales. The wisdom of his action is indicated by the fact that for the year ending January 31, 1928, "Ben's Radio Shop" showed a total gross income of not quite \$49,000 and a net profit of \$6,200.

Mr. Rhodabarger was asked for the secret of his success in selling merchandise through his service men, and he explained it as follows: "I went over all of my sales plans and service methods," he states, "and came to one conclusion—that I was not doing enough neighborhood business. In other words, not enough repeat volume, not enough prospects from set owners in my section of the city.

"I was getting a great many local calls for service from people who had purchased sets and accessories downtown, so I decided to see how much merchandise I could sell them by going after them through service men.

"That second service man was put on, apparently for service to our customers—to build a reputation for Ben's Radio Shop that would make it known as the shop which takes better care of its customers than any other radio store in Columbus; actually he was put on to get those small sales which help to keep your customers with you, and to secure leads for new set customers which were unobtainable otherwise except by canvassing.

"OBVIOUSLY with 160 customers on the books one service man could not find the time to contact these prolific sources of repeat business and new set leads, as much as the opportunity demanded. I was tied down either in the store or in following up new prospects. The other salesman—well, he just couldn't or wouldn't work with these people; felt that the repeat business was too small for him to bother with and that getting leads for new sets from these customers was too much like canvassing. With the service men, however, this repeat business is part of their work. They have a legitimate entrée to these sales and the leads for new set customers come along as a matter of course.

"I believed that there was a big replacement market for the radio merchants who would cultivate this field. As proof of the correctness of my belief both my service men sell enough accessories to pay their salaries. A careful record which I keep shows that for 1927 the average sale per service call was \$8.14.

Man Doubles Sales

*it profitable to take on
an extra service man*

"In addition to this business I have kept record of the sales that I have closed from the new set tips which these men have turned in. This last element in their activities accounted for 35 per cent of my gross sales last year.

"The beauty of the organization set-up, now, is that the Service Department is not rushed to death with emergency calls. Before I made the change the one service man was rushed to death with calls, even though we two salesmen were not feeding him as much work as we might have done had we been producing 100 per cent. Now, I find that the two service men have about 30 per cent of their time available for missionary work.

"Consequently they have time to perform each task on schedule, and to chat a while with the customer before leaving. Since the men have this spare time, I require each one of them to call daily on about three set owners who have not put in a call for service for some time. I give them these names each morning and they in turn give me a report on them each night as to sales or prospects of sales.

"My service men are clean cut. They like to sell and they have no difficulty in securing an entrance to a set owner when making their promotion calls. They handle the minor transaction personally and refer the trade-ins to me. In addition to these activities, the second service man that I hired keeps the sales books and the service record. This relieves me from those details and consequently I have more free time to work on the prospects for new sets.

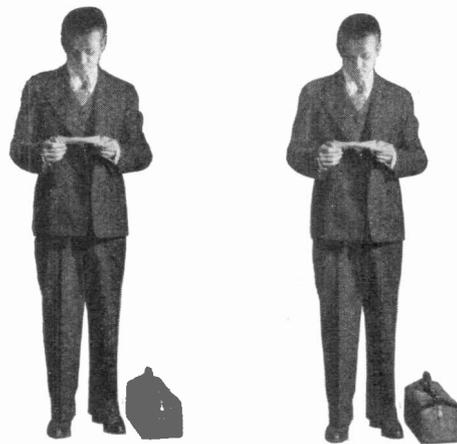
CONCERNING the opportunity for volume in the replacement business, Mr. Rhodabarger claims that the radio business is in a class by itself because there are at least six chances for increasing sales: (1) Replacement parts, such as new batteries and tubes; (2) "modernizing" the old d.c. outfit with a.c. harness and tubes; (3) latest type accessories for old ones, such as A or B power devices for batteries or a power speaker for use with the present set; (4) equipping the phonograph with an electrical pick-up; (5) selling the customer the latest type set to replace his older model; (6) getting leads on new customers from your old ones.

Furthermore, stressing service is a particularly sound policy for the neighborhood dealer to adopt, according to Mr. Rhodabarger, because it is the most effective way for this class of merchants to meet the price competition and "prestige" of the downtown establishments. "Develop the things in which the other fellow is most apt to be weak" he declares, "by featuring personal, prompt, conscientious and skilled attention."

In these things the neighborhood radio store is, as a rule, in a far better position to render satisfaction than the larger, more unwieldy and remoter downtown store.



1 SALESMAN



2 SERVICE MEN



\$49,000

Preventing INSTALLATION

This merchant gets the customer's signed O.K. on the installation and demonstration—and leaves no reason for a come-back afterward

ORIGINAL
No. 1151

INSTALLATION AND DEMONSTRATION REPORT

Name _____ Date _____
Address _____ Time _____
Radio Make _____ Serial No. _____
Model _____

PROGRAM RECEIVED

Aerial
Length _____
Direction _____
Type _____
Remarks _____

Ground
Length _____
Type _____
Remarks _____

Location _____
Notes: List stations to which report is made. "Good" "Fair" "Poor" "None" etc.

TEST RECORD

Tubes OK _____
Battery OK _____
Volume OK _____
Quality OK _____

Signature _____
Date _____

WHAT OTHER PROMISES WERE MADE? _____

The installation and demonstration report which is signed by the customer

RADIO merchants are very often confronted with a variety of comebacks from customers after a set has been installed. This added service of installation and demonstration seems to invite still more service until the selling cost becomes entirely out of proportion to the margin of profit.

Customers will insist that the salesman "promised" so and so; that "the aerial isn't just right;" or that "the radio never did function properly."

The Liberty Music House, Seattle, Wash., has eliminated 90 per cent of its after-delivery service expense by the use of a plan that is both simple and effective. E. R. Mitchell, president of the firm, states that after several months of operation, the system is working out splendidly.

"As soon as one of my salesmen has made a sale," says Mr. Mitchell, "he fills out, in the presence of the customer, an installation and demonstration report. This report is made in triplicate. It is given the same number as the contract for the sale on the ledgers, and is filed with the contract under this number. The duplicate goes to the service department; the triplicate becomes the property of the customer. This report later assures the firm of the customer's satisfaction because the cus-

tommer, over his own signature, has acknowledged that every bit of the installation work was carried out by the store, according to contract."

The details of the system are carried out in the following manner:

The demonstrator takes the report to the home of the customer after the service man installs the set. He lists in the proper spaces the program brought in, giving the reception of each program, as voiced by the customer, as it is received. The service man, when he installed the instrument, has previously noted every particular which may later have a bearing on the transaction, such as the length, direction and type of aerial and ground wires, the location and whether or not there was any interference. Should the service man break a window, or otherwise damage the customer's property in even the slightest detail, he includes this in his report. The report is checked when it is turned into the office and steps are taken immediately to remedy any difficulty or damage, before the customer has an opportunity to complain.

The report also embodies a "test record" for the battery equipment. The test is made in the presence of the customer, who, at the same time, is carefully instructed in the care of batteries. Attention is also called to that part of the contract which tells of the care of batteries and tubes, stating that replacements of these parts are at the customer's expense.

FOR the benefit of both customer and demonstrator, who is thus able to make sure he has overlooked nothing, one sheet of the report asks a series of questions, which must show satisfactory answers on the report. These questions follow:

Instructed in care of set and accessories?

Given instruction book and all other helpful literature?.....

What instruction books were left?.....

What members of the family heard program or were present

COMPLAINTS

"CUSTOMERS will insist that 'the salesman promised so-and-so,' or that 'the set never did work properly,'" says E. R. Mitchell, of Seattle, Wash., "but I get them to acknowledge, over their own signature, that the installation and demonstration is entirely satisfactory. As a result, 90 per cent of my after-delivery complaints have been eliminated."



when given instructions on how to operate and care for set?.....

Does customer most desire long distance or good tone quality.....

Does customer understand that this set is not sold or guaranteed for distance reception outside of the city?.....

Does customer understand that storage battery must be recharged every week to ten days, and that water must be added as often?.....

Were tubes and batteries tested in presence of customer?.....

Does customer understand that the life of dry A and B batteries is uncertain and must be renewed at his expense?.....

Does customer understand that by reading his instruction books he can avoid expensive service calls?.....

Was copy of this agreement left with customer?.....

Finally there are lines for "Other promises made." Usually the listing is "none."

But the paragraphs that really take the "catch" out of complaints, read as follows:

It is impossible for us to guarantee this set for distance as results vary with different locations, atmospheric conditions, local disturbances and the ability of the operator.

It is also understood that should a service man be called to my house in the future for other service than on the bare radio set and speaker, I agree to pay for all such extra service at the rate of \$1.50 per hour—plus all renewals.

Purchaser's signature on this report is evidence that the conditions of this sale are understood and that the set has been properly installed and is functioning satisfactorily, and that he agrees that all representations made to him by any representative of the Liberty Music House are incorporated herein and that dealer will

not be bound by any representation or agreement other than appears herein.

An experienced service man will call at your house within 10 to 20 days from this date to thoroughly inspect the installation, answer all questions and help you in any possible manner.

"When the customer signs this document all chance of argument is eliminated," says Mr. Mitchell. "However, we will not accept the report as final until everything on it indicates that our part of the bargain has been completed to both our satisfaction and that of the purchaser."

In the event that any follow-up service calls are made, a report is attached to the original report, giving complete details. When the customer appears at the Liberty Music House to report trouble of any sort, the sales person excuses himself for a moment, and goes to the files where he can quickly look up the report. With this in hand he has a comprehensive story of that customer's installation before him. The customer does not make false claims, and no guessing as to probable length of aërials, ground wires, types of batteries, tubes, and so on, is possible. It is no longer possible to say, "The salesman promised that you would do so and so." "Over the customer's signature the 'promise' report states that no other promises were made than those embodied in the report itself.

(Please turn to page 80)



RADIO

the Newest

dealer should understand that the woods most commonly used are, in the order of their popularity and quality: walnut, mahogany, oak and gumwood. Today walnut is having the call, and butt walnut is more expensive than grain walnut and is also infinitely more beautiful. He should know that butt walnut is obtained by sawing diagonally the butt of the tree, that is, the section of the tree where the grain is influenced by the junction of the roots. This produces a very good burl effect. To obtain this, however, requires a very high grade of skill in polishing and a more expensive previous treatment or "filling" of the end grain.

Thus it will be realized that to obtain beauty takes more time and money. Matching and fitting is another factor which the dealer can appreciate and point out to his customer. It is easily

With elimination of separate power-supply equipment, furniture becomes the radio merchant's largest profit-getting accessory

THE opportunity to do a real selling job on fine radio furniture has been very much neglected up to date. Few radio merchants are adequately stocking or properly displaying quality furniture. Yet, because of the trend toward A.C. operation and complete units, with the speaker and power equipment built in, radio furniture remains the only large accessory with which sales and profits can be increased.

The importance of this newest accessory was never greater than it is today, and it will become increasingly greater as time goes on. Radio furniture, therefore, as an article of merchandise for the dealer to buy and re-sell to his customers as part of their radio installation, requires no little attention and study on the part of the radio trade. It requires, also, an understanding of the fascinating features of quality radio cabinets and a knowledge of how to sell them.

The talking points of radio furniture, according to authorities on the subject, may be classified into seven sub-divisions: woods; construction; workmanship; design; period authenticity; finish; differences of various historical periods as applied to design. The



FURNITURE

Accessory

The talking points of radio furniture, according to authorities on the subject, may be classified into seven sub-divisions:

- Woods;
- Construction;
- Workmanship;
- Design;
- Period Authenticity;
- Finish;
- Historical differences in design.



CONSTRUCTION

Fine radio furniture is reinforced inside with angle blocks fastened with a superior quality of glue. Cheap radio furniture is nailed, and there is a profuse use of lightweight panels. Good radio furniture does not use these light panels, but uses at least $\frac{3}{4}$ -in. stock, the corners of which are grooved and glued, and, in many instances, further re-inforced with screws.



seen, therefore, that without a knowledge of these factors, a good selling job cannot be done, and that with them, the desire to buy can be raised to a high degree.

The merchant should be in a position to know and point out the difference between the mass of cheap furniture which has flooded the market and well-built quality cabinets of authentic design and perfect workmanship. This should be studied and learned for the dealer's own protection as well as for the protection of the customer.

VENEERED VERSUS SOLID

It does not necessarily follow that every part of a quality cabinet must be solid wood. It does follow, however, that certain parts such as door rails, legs and stretchers, if solid, are a mark of quality furniture. Hand carving is also a mark of good workmanship.

PERIOD AUTHENTICITY

Here is where the dealer can put up a good sales talk. Although periods overlap and there is a good opportunity for variation of design, there are certain distinguishing marks between authentic copies of the old masters and "free design." The latter is neither here nor there. Obviously, authentic copies are more expensive.

The dealer cannot quickly perfect himself in this vast

subject; his protection, therefore—which he can pass along to his customer in his sales talk—is to buy his radio furniture from a reliable manufacturer.

FINISH

Generally speaking, a varnish job is a cheaper job than lacquer rubbed down to a high polish finish. The eye can be pretty generally relied upon to differentiate between a cheap and a quality finish.

HISTORICAL DIFFERENCES AS APPLIED TO DESIGN

However, the dealer can go so far as to educate himself in the fundamentals of period differences. He certainly should be able to identify a Spanish design from that of the French and also the difference between two or three of the English periods.

He should realize that curved lines, even though the period is not exactly the same as the other furniture in the room, will be harmonious. Conversely, that if the furnishings of a room are straight and severe, no piece of curved-line furniture, regardless of the exact period, would be appropriate.

The matter of design in furniture is of no less importance than dependable construction. Furniture is built along classical lines, or along jazz lines, just as music, architecture, or anything that relates to the liberal arts. As a matter of illustration, no one would think of tearing a page from the Sunday comics, frame it and hang it as a decoration in his living-room. Yet designs in furniture equally as grotesque are purchased and put into rooms either because they are cheap or because that is what was offered with the set.

There is much to draw upon in designing furniture. The various periods of design link themselves in a definite manner to all the political periods of history—such as the Byzantine Empire, the Egyptian, the Assyrian, Chaldean, Grecian, Romanesque; the influence of the Renaissance following the Crusades, the Medieval, Spanish, Gothic, Veronian and Umbrian.

Then the periods of more modern times—in England, the Tudor, William and Mary; Queen Anne; Elizabethan; Jacobean; Charles, the First; Cromwellian; Georgian; English Chippendale; Adam; Hepplewhite. In France, Louis XIV, XV, XVI, and the French Empire period. In Northern Europe, following the Gothic, there was the Flemish and a distinct period of design, developed in the Netherlands and Holland, which proved a forerunner to the American Mission.

In the United States, we have three distinct types of Colonial furniture—the Massachusetts Bay Colonial, the Bay State, and the Virginia. The characteristics of these are distinctly different. Furniture at the present time has developed a period of design which some call the “transition period” covering the period from the French Empire to the establishment of the Republic.

In Southern California, missions brought and developed a period of furniture known as American Mission that was very popular a decade ago.

All of this is a very comprehensive study and for the radio dealer or the radio jobber to acquaint himself fully

is almost out of the question. The next best that he can do is to handle the product of a radio furniture manufacturer who is able to give him furniture that is correctly designed and follows definite and consistent period lines.

THE OPPORTUNITY FOR SUMMER SALES

From the standpoint of the radio merchant, radio furniture presents an opportunity to contact his customer list and to bring interested persons to his store. Customers should be informed that developments in radio have now reached the point where they may safely buy radio furniture of high quality, investing from \$200 to \$500 with the full assurance that, even if they do wish in the future to purchase a more modern radio set, they will not have to scrap the furniture; that radio sets are now being designed to fit in any good piece of radio furniture providing the cabinet is of ordinary proportions.

With this furniture trend assuming such proportions, those selling radio become more than merchandisers of electrical or musical equipment. They become from the standpoint of net profit and gross sales, merchandisers of radio furniture also. Every dealer should establish a personal and intimate contact with a reputable distributor or manufacturer of quality radio cabinets. Every

dealer should have on hand, in addition to three or four samples, photographs of other cabinets. He should be in position to obtain for his customers, furniture of any period which will match the period of the furniture already in the customer's home.

Fine furniture also presents another opportunity which, at present is neglected. In advertising, sales, promotion and direct contact, furniture should be stressed, and the fact that the dealer is qualified to discuss this subject with a discriminating public ought to be prominently displayed.

BUSINESS ANGLE

Fine furniture carries an adequate “spread.” In many instances, the store can establish its own mark up. There are no service expenses and there are few, if any, come-backs. A quality sale will always make a satisfied customer. Then there is that appeal to social pride. If the prospect has been properly educated and sold, he or she will make it a point to discuss, and hence advertise, the store and the piece of furniture.

There is the instance of V. C. Hedrick of the William Sport Shop, Rockford, Ill., who obtained three other sales for quality cabinets on the strength of the fact that he sold the original purchaser a real quality job. Furthermore, in the same instance, two of these prospects came to him because of their interest in furniture, and purchased, without argument, the particular make of radio set which this dealer was handling. In other words, the sales resistance on the radio set had been completely negated by the desire for the cabinet.

Thus it will be seen that the dealer who goes into fine furniture right, opens up an entirely new field of merchandising and of profit.

RADIO furniture is becoming increasingly important in the radio sales picture. Every dealer should acquire a knowledge of radio furniture. This article tells why and how he should become familiar with it.

Patent Interchange PLAN Ready

Cross-licensing contract will be presented to R.M.A. members at June convention — How its operation will benefit entire industry

THE final draft of the patent cross-licensing contract of the Radio Manufacturers' Association is now practically completed and will be submitted to the entire membership of the R.M.A. for its approval, or disapproval, during the June convention, according to A. J. Carter, chairman of the Patent Interchange Committee. If ratified it is the intention of the committee to submit this contract to the individual members of the R.M.A. for their signature. If a sufficient number are obtained it will at once become effective.

While the detailed terms of this contract are not yet available for publication it follows closely, it was stated, the verbiage of the agreement which has been operating with such signal success during the past ten years in the automobile industry under the auspices of the Automotive Chamber of Commerce.

Despite the fact that this subject is not a complicated one and that it has been explained verbally a number of times before individual groups of dealers, jobbers and manufacturers there still remains considerable uncertainty as to just how "patent pooling" works. Briefly, as explained by Mr. Carter, it means that the signers of such a contract agree to license all other parties to the agreement so that all may enjoy the benefits of those patents which are not revolutionary in character or which do not possess extreme merit. Each member retains the ownership of his patents.

A COMMITTEE will be appointed to pass on the relative merits of the patents submitted. If an invention is thought to possess unusual merit this committee will fix the royalty under which it will be available to each signer. The experience of the automotive industry has been that there are few such inventions. The majority of radio patents submitted will undoubtedly be available, without fee, to the other members of this pact. In practice it has worked out that each contributing member, in return for the comparatively limited number of patents which he submits, is more than compensated because he can use any or all of the total number in the pool, either without cost or on a reasonable royalty basis. Those receiving this royalty are saved the cost of defending the patent or patents.

Already several influential patent-holding groups have expressed a desire to sign such an agreement purely as a matter of good business. "It will enable us to lower the maintenance and selling costs of our licenses. Thus our licensees will be able to lower the asking price for these patented products. This should result in greater volume and in a total return greater than at present," is the reasoning advanced by these companies.

Another feature of equal importance: It is the intention of the Radio Manufacturers' Association to assemble a patent library and research bureau in charge of a competent lawyer. This will relieve its members from the burden of patent research work.

Again the signers of this license will agree to defend,

collectively, any individual member against suits brought by outsiders covering any of the patents submitted. They will agree also not to enter "inter-association" suits, according to Mr. Carter.

THE chief benefits of the cross-licensing plan are summarized by Mr. Carter as follows:

It will protect the independent inventor in that it will give him a large immediate prospective market for his invention.

It will protect the manufacturer holding meritorious patents as he will not be deprived of a reasonable royalty, and this in a broader market and without the need for expensive legal battles.

It will protect the members to this agreement against suits by outsiders, as such suits will be defended by the organization as a whole.

It will encourage member companies in developing the art. Patent research facilities will be at their disposal. And if an invention proves outstanding, there will be an adequate royalty incentive.

Such patents will practically be "self-adjudging." If some other member of the agreement wants to use a "pooled" invention which carries a royalty he is automatically bound, by the terms of the agreement, to pay the royalty which the committee has decided should properly accompany such privilege.

The ratio of patents turned in to patents available without cost, will, it is estimated, be not less than one to thirty.

The patent department, which will be maintained, will make available the entire patent history of the art at a cost many times less than has, to date, been the case.

Mr. Carter pointed out that his committee has been actively at work ironing out the preliminary details of this undertaking for the past twelve months. Its operation, it is claimed, will benefit not only those subscribing to it, but every dealer and jobber as well. Lower manufacturing and selling costs should result, which should spell greater unit sales and net profit all down the line.

\$1 Down Doesn't Pay

*M*ANY stores selling radio on time payments have adopted the policy of "only \$1 down and the balance on your own terms."

But the experience of one store demonstrated conclusively that this policy was steering them straight into bankruptcy.

The story of this business, how it realized the folly of selling radio on those terms and what it did to save itself is stirringly told in next month's issue—the Trade Show Number.



It pays to look over the advertisements, not only of competitors, but of firms in other fields as well.

Where “AD”

Practical suggestions as to possible sources of aid in the

By OVID

IT TAKES time to originate, think out and write an advertisement with a real sales idea behind it. It is easy enough to write an ordinary ad that takes on the aspect of a simple business card or announcement, but the fundamental function of advertising is more far-reaching than that. It should attract attention, appeal convincingly and, most important, it should get action in the form of a visit to the store.

It is easy enough, also, to put an idea into definite form and to incorporate it into an advertisement, but where to get the original idea for an ad with an effective sales appeal is the problem most of us face.

For the radio dealer with neither the time nor inclination to create his own advertising ideas there are plenty of places where he can get excellent material and suggestions, usually prepared by men who are skilled in the art of printed persuasion. And all that is necessary is to adapt them to our own business. Various sources for valuable advertising aid and practical suggestions may be drawn on. Some of them are:

MANUFACTURERS AND JOBBERS

Most manufacturers and jobbers have advertising departments or dealers' service departments, which, in addition to providing window and counter material, help the store owner prepare his advertising copy and layouts, suggest possible appeals and co-ordinate his campaigns.

It is a regular part of manufacturers' service departments to provide, either free or at cost, advertisements, pamphlets and circulars, with the dealer's name and address, for consumer distribution. Also, if desired, the engravings for most of this advertising material can be obtained, with space left for the dealer's imprint. Of course, an advertisement or folder gotten up in this way may not always be completely to the dealer's liking—but it can be adapted to particular needs, and it may contain the germ of an idea which may be used.

NEWSPAPER SERVICE DEPARTMENTS

Most newspapers have advertising service bureaus. Some of these will go so far as to conduct preliminary surveys, if the advertising warrants it; and make

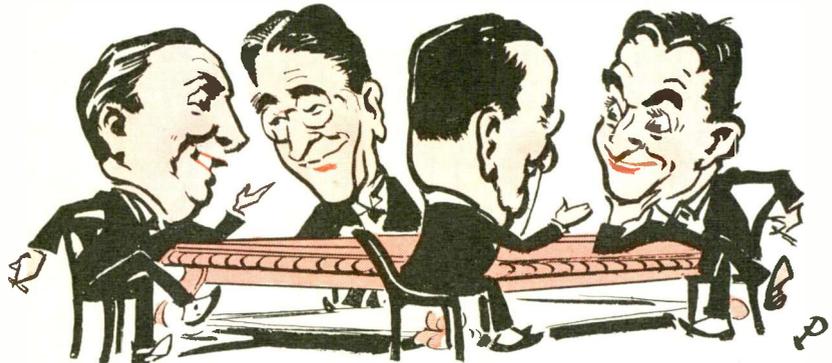
a study of the dealer's market for him. They can be of valuable help because of the fact that they already have had the experience of helping to develop the advertising of other merchants in the same line. These bureaus, of course, also help in preparing copy and layouts.

PRINTERS' SERVICE DEPARTMENTS

High-grade printers maintain service departments for their customers. Where direct-mail advertising is concerned; as for example, booklets, leaflets, folders, blotters, broadsides, and similar material, they can be of material help. Here again, their broad experience in other lines will serve the radio store in good stead.

EMPLOYEES' AND SALESMEN'S SUGGESTIONS

Salesmen are always a good source of advertising ideas. Coming in contact, day after day, with prospects and customers, they acquire an uncanny knowledge of appeals which have proved effective; what part of an advertisement catches the prospect's fancy first; and the things customers look for in their purchases. After a while, they acquire well-developed thoughts on just what



Association meetings are fertile ground for advertising help and suggestions

to Get IDEAS

preparation of advertisements
with effective sales appeals

RISO



Useful, constructive, suggestions may be obtained from prospects who are experienced business men

is likely to be most successful in getting customers. They should be consulted periodically for ad suggestions.

One company, in spite of the fact that its advertising was done by an agency, got some of its most successful "copy" from its salesmen, and ran monthly advertising-suggestion contests in order to bring out their ideas.

TIE-UPS WITH INDUSTRY OR MANUFACTURERS' CAMPAIGNS

A good many merchants in radio as well as in other lines do not realize the opportunities to tie-up their advertising campaigns with those of their manufacturers or their industry.

Large industries usually conduct promotional campaigns periodically, and the wide-awake business man should be in a position to make the best use of them. Manufacturers, of course, also conduct newspaper adver-



The broadcasting of prize-fights, baseball games and conventions, offers good advertising opportunities

tising campaigns. The dealer can take advantage of the popular interest thus stirred up by connecting his own advertising with that of the manufacturer.

INDUSTRY MEETINGS AND CONVENTIONS

Real business men always make every effort to attend the meetings and conventions of their industries for they are fertile ground for helps and suggestions in all departments of business. It is possible that the problems confronting one dealer may have been met and solved successfully by his neighbor, and usually, he is glad to tell how he did it.

Some of them will have good ideas regarding advertising and sales campaigns, which will be well worth the time spent in attendance at the meetings.

ADVERTISING OF OTHER FIELDS

It will always pay a man to look over the advertisements, not only of his competitors, but of firms in other fields as well. Many store owners clip and file for future reference all good examples of successful advertising. Some little idea or apt phrase

in the other man's advertising, may provide the basis for a good advertisement.

HINTS FROM CUSTOMERS OR PROSPECTS

When talking to prospects, every salesman should be on the lookout for any new likes or dislikes they may express about a set or accessory; things which he had not thought of before as being of value in determining a sale. He can also find out what type of advertisement they react to most favorably.

Then too, some prospects may be experienced and successful business men or women and might be able to make constructive suggestions.

NEWS ITEMS, HOLIDAYS, SPECIAL EVENTS

Advertising can be very easily tied up with holidays, seasons or special events, and thus provide one's

(Please turn to page 93)

“We Must See That The Dealer Prospers”

George Urquhart, new president of the American Piano Company, recognizes the dealer as the vital factor in distribution

The American Piano Company recently undertook a radical change in its distribution policy. It eliminated two out of three dealers in a territory, and chose the one best qualified for the exclusive representation of its entire line. On such dealers the American Piano Company will concentrate every effort to increase their volume and net profit.

This recognition of the dealer as the basic factor in the prosperity of trade contains an important message for the radio industry.

THERE are three kinds of music sold through the retail trade to the American public—table d'hôte music, which is radio—à la carte music, which is the phonograph—and music for self-expression, which is the piano. When the phonograph came many people believed that it would destroy most of the market for pianos. And when radio came hurtling over the horizon, again it seemed that the sale of records and phonographs would be killed. But it is not so. For each industry provides a different kind of music and the coming of each new service of music has expanded the public appetite for music. The three are supplemental. Each has its place in the same house. The same dealer can sell them all—if he be organized and equipped to do so—and become a retailer of all forms of music to the home. And the experience of the piano industry is of interest to the phonograph or radio man and methods that prove successful in merchandising pianos are worth their attention.

It is for this reason that the activities of George Urquhart, recently appointed president of the American Piano Company, are worth watching. Mr. Urquhart was formerly assistant vice-president of the Bankers' Trust Company. He comes into the music trades with a fresh mind. He takes over the largest piano manufacturing industry, and three great instruments—the Mason and Hamlin, the Knabe and the Chickering and also a number of other makes. He inherited an intricate distributing set-up, practically three separate dealers in every city for the three leading pianos—a Mason and Hamlin dealer, a Knabe dealer and a Chickering dealer. All three sold the Ampico reproducing mechanism. All were in competition with each other. Mr. Urquhart decided to correct this competitive condition, where every American Piano Company dealer had two other dealers opposing him, by selecting the best dealer in each community and giving him the entire line.

This revolutionary change greatly simplified the company's distributing process and this elimination of

competitive dealers resulted in only 10 per cent reduction in sales. But, although it was not required of them, 95 per cent of these picked dealers, because of the increased lines made available to them, threw out all competing merchandise and the American Piano Company's sales volume immediately started climbing up.

Mr. Urquhart sees no competition between radio and the piano. He is encouraging his dealers to carry phonographs and radio to broaden their line, widen their season peak and help carry their overhead. But it must be a balanced operation. About 75 per cent of his dealers now sell radio and some dealers, he says, have neglected to push pianos in their enthusiasm over radio. But in his opinion the piano provides the greatest element of stability to a music store, because, while a widely-advertised radio brand will be purchased from any store, the reputation of the dealer is a vital factor in the sale of a piano. The life of a piano is long, and even though millions have been sold, there still remain many thousands of homes without pianos. There should also be regarded the potential possibilities of replacing old pianos with new ones or with reproducing pianos. The piano industry has been backward, Mr. Urquhart feels, in its conservative selling methods. It has let others get the first crack at the installment dollar. He believes that the piano should be sold more energetically from house-to-house and on easy payments; supported by telephone canvassing and by active advertising.

“The prosperity of the music industries, and the manufacturers of radio and phonographs as well as pianos, depends upon the prosperity of their dealers.” Mr. Urquhart states this as a fundamental. “The best dealer and the best salesman is the man who has the incentive of ownership to give him zeal to work early and late, for much of the selling is best done in the evening. It is basic that the manufacturer cannot prosper unless the dealer prospers, and the first responsibility of the manufacturer should be to guide and aid his dealers to establish policies and methods that will make money for the retailers and establish them strongly as successful business men. The manufacturer cannot prosper at the expense of his dealers, nor the dealer at the expense of his manufacturer. Their relationship must be a balanced sympathetic partnership that is mutually profitable. The future of the radio and music trades,” he believes, “rests largely upon this relationship, and the manufacturer must recognize his obligation to build up strong, thrifty dealers if he is himself to go forward. We cannot tell the retailer to work out his own salvation. We must see that he learns how to prosper.”

That

“HOME ATMOSPHERE”



THINGS certainly move fast down on Cortlandt Street, New York. When these photos were made, this was Stewart's emporium of radio, the newest on that famous thoroughfare. Before they could be published, however, Stewart's had gone the way of all bad little radio stores, and it is now Child's.



BUT, no matter what the name is at the moment, the store is an excellent example of an attempt to create a home-like atmosphere. Each demonstration room is built in the form of a miniature home, with doors, windows, awnings, chimneys, roofs and all the fixings.

The cost? A mere trifle—about \$10,000.

1927 EXPORTS

Large foreign market exists for American-made radio parts, according to Department of Commerce analysis

EXPORTS of American-made radio apparatus to foreign countries is apparently stabilizing at slightly in excess of \$9,000,000 annually, although excellent possibilities exist for increasing this figure in future years. Total exports in 1927 were \$9,182,414.

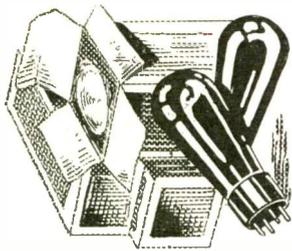
Analyzing the country-by-country figures in the table at the right, it is seen that Canada is the largest buyer of American radio products, with total imports in all types of apparatus, of \$3,163,903. Australia is second with \$1,501,987; Argentina third, \$1,229,554, and New

Zealand fourth, \$534,520. Thus these four countries accounted for exports of \$6,429,964, or more than two-thirds of the total foreign market last year.

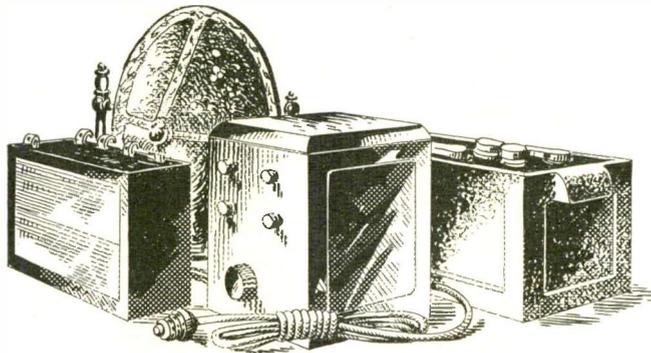
JAPAN LARGE BUYER OF TRANSMITTERS

In the individual types of equipment, it develops that Japan was the largest importer of broadcasting equipment from the United States in 1927, this figure reaching \$55,874. Argentina was second in broadcasting equipment with \$51,014. The United Kingdom and China are close

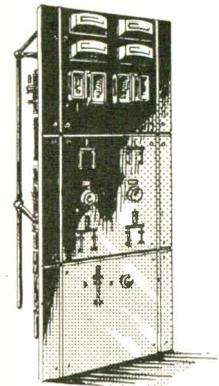
Radio Exports in Various Types of Products During 1927



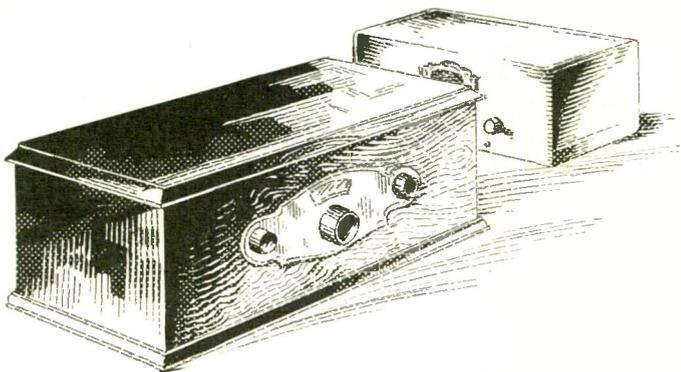
Radio Tubes
\$1,004,337



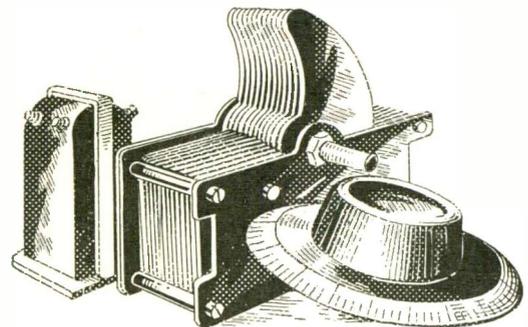
Radio Receiving Set Accessories
\$2,509,946



Radio Transmitting Sets and Parts
\$401,109



Radio Receiving Sets
\$2,961,301



Radio Receiving Set Components
\$2,305,721

\$9,182,414

Prepared exclusively for "Radio Retailing"

By H. E. WAY

Assistant Chief, Electrical Equipment Division
U. S. Department of Commerce

thirds, Great Britain buying \$34,499 worth of transmitting equipment and China, \$34,262.

In complete receivers, Canada constituted the largest single market, this figure being \$1,128,893. Argentina ranks second here with \$453,475, and Australia third with \$429,831. New Zealand and Uruguay are the only two other countries to import more than \$100,000 in receiving sets last year, although Brazil accounted for \$91,540.

AUSTRALIA LEADS IN TUBE PURCHASES

IN TUBES, the leading market was Australia with a total of \$267,093 in all types of radio tubes. The second largest market in this particular accessory was Canada with a total of \$145,051. Argentina was third, the figure there being \$117,257. No other country imported more than \$100,000 in tubes, the next largest market being Japan, with \$95,283.

In parts, by far the largest market is Canada which bought a total of \$635,671 worth of components from the United States in 1927. Next was Argentina again with \$471,852, and Australia with \$343,119. Other countries importing over \$100,000 in parts were Brazil, \$134,224; New Zealand, \$126,330, and United Kingdom, \$120,907. In regard to parts, it is interesting to note that the Netherlands was also a large user of American parts, importing \$71,306 worth in 1927.

Canada again leads in the importation of other types of accessories, exclusive of tubes, with a figure of \$1,224,147. Australia ranks second, \$457,949; and the Argentine third, with \$135,956. New Zealand, with \$100,215 was the only other country to import in excess of \$100,000 in accessories, although Japan constituted a large market with a total of \$84,705.

PARTS MAKE EXCELLENT RECORD

IN ANALYZING the total figures in each type of apparatus, it is significant that the figure for parts exports is not far removed from the total for sets and the total for accessories. The largest foreign market was for accessories, which, including tubes, totalled \$3,514,283, the figure for tubes alone being \$1,004,337. The total sets exports amounted to \$2,961,301. Parts exports totalled \$2,305,721, an excellent record in comparison with the set, tube and other accessory figures.

Exports of American radio products have grown consistently since 1922, when the figure totalled, in round numbers, \$2,800,000, reaching the peak in 1925, when foreign sales mounted to \$9,900,000. Nineteen twenty-six and 1927 receded slightly from this high level, but the foreign market for American radio merchandise is sound and will undoubtedly expand as time goes on.

American Radio Exports for 1927 (in dollars)

Country	Radio Transmitting Sets and Parts	Radio Receiving Sets	Radio Tubes	Radio Receiving Set Components	Radio Receiving Set Accessories
Austria		\$209	\$1,235	\$1,771	\$460
Azores and Madeira Islands		52		49	31
Belgium	\$317	1,103	9,267	4,184	2,595
Bulgaria		1,595	125		791
Czechoslovakia	475	2,592	4,295	8,816	6,611
Denmark		13,372	7,569	36,601	24,786
Estonia		1,471			
Finland		6,225	278	4,025	3,212
France	329	4,841	4,420	3,853	17,326
Germany	8,932	6,833	2,967	5,321	11,954
Gibraltar					
Greece		3,064		430	1,786
Hungary			874	351	338
Iceland					
Irish Free State		626	185	2,043	220
Italy	3,119	65,489	11,528	26,240	24,423
Latvia		44			17
Lithuania		33		33	
Malta, Gozo, and Cyprus		45			326
Netherlands	220	1,901	870	71,306	55,692
Norway		3,694	1,234	2,789	1,735
Poland and Danzig	1,747	590	633	15,015	1,011
Portugal	70	4,333	1,324	2,202	1,352
Rumania		3,292	412	3,460	746
Soviet Russia in Europe	5,745	5,138	1,329	607	410
Spain	4,349	71,650	19,229	43,854	14,610
Sweden	106	9,953	1,137	7,961	16,903
Switzerland		24,441	9,661	3,696	4,838
Turkey in Europe		296		26	188
United Kingdom	34,499	34,256	11,056	120,907	64,780
Yugoslavia and Albania		323	47	20	57
Canada	30,141	1,128,893	145,051	635,671	1,224,147
British Honduras		509	760	82	349
Costa Rica	411	1,345	1,785	624	1,927
Guatemala		1,941	306	1,072	2,339
Honduras	21,545	1,393	1,994	829	7,647
Nicaragua	196	195	215	444	1,601
Panama	1,825	2,855	5,629	6,991	6,191
Salvador		3,385	472	563	892
Greenland					
Mexico	3,523	63,913	7,890	29,771	33,978
Miquelon and St. Pierre Is.		25	12		8
Newfoundland and Labrador	174	15,637	1,509	1,443	4,401
Bermudas		1,666	193	1,003	787
Barbados	13	128		621	120
Jamaica		3,162	743	1,209	875
Trinidad and Tobago		349	110	899	681
Other British West Indies	368	3,468	199	970	533
Cuba	21,977	17,452	19,451	14,261	26,599
Dominican Republic	29,011	3,310	225	2,236	967
Dutch West Indies	853	902	309	1,115	496
French West Indies					
Haiti, Republic of		4,335	1,917	1,835	1,783
Virgin Islands of U. S.				99	
Argentina	51,014	453,475	117,257	471,852	135,956
Bolivia		2,129	394	394	194
Brazil	18,271	91,540	56,012	134,224	86,207
Chile	2,172	15,005	11,896	10,542	10,799
Colombia	14,050	2,441	10,249	8,858	2,577
Ecuador	39	267	139	582	77
Falkland Islands					
British Guiana		260	33	224	33
Dutch Guiana				69	104
French Guiana					
Paraguay		62	63	218	117
Peru	109	3,416	1,349	5,998	1,705
Uruguay	26,131	111,830	19,734	33,541	29,839
Venezuela	2,932	1,309	3,781	10,899	4,418
Aden					
Arabia					
British India		22,674	654	6,038	1,076
British Malaya	23	185	275		4
Ceylon		630	39	319	35
China	34,262	20,976	22,927	2,372	11,964
Java and Madura		214	1,050	2,095	4,239
Other Dutch East Indies		613		696	2,090
French Indo-China					
Hong Kong		690	107	6,650	897
Iraq		164		59	19
Japan	55,874	15,479	95,283	53,308	84,705
Kwantung		435			112
Palestine		86			
Persia					
Philippine Islands	15,142	20,093	39,039	10,989	9,846
Siam		55		76	
Soviet Russia in Asia		95		2,025	3
Syria		10	21		34
Turkey in Asia		32		13	191
Other Asia					79
Australia	3,995	429,831	267,093	343,119	457,949
British Oceania		1,191	239	2,368	894
French Oceania	72	852	139	89	1,003
New Zealand	2,496	229,313	76,166	126,330	100,215
Ethiopia					
Belgian Congo					
British East Africa			315		
Union of South Africa	67	15,667	3,830	4,466	7,417
Other British South Africa					
British West Africa					39
Egypt		403	15	209	235
Algeria and Tunisia					
Madagascar					
Other French Africa					
Italian Africa					
Liberia	3,905	164	1,000	20	2,478
Morocco		78			49
Mozambique					
Other Portuguese Africa		89			33
Canary Islands		392	44	168	55
Other Spanish Africa		163	10		19
Totals	\$401,109	\$2,961,301	\$1,004,337	\$2,305,721	\$2,599,946
Grand Total				\$9,182,414	

Radio Retailing

A McGraw-Hill Publication

MAY, 1928
Vol. 7, No. 5

Do You KNOW

Keep a Record of Customers' Comments

MANY a merchant can learn a lot about his business by giving an attentive ear to his customers' comments, particularly if said customers are unaware that their comments are overheard.

A particularly successful dealer in New York City has gone so far as to have special blank forms printed on which salesmen are instructed to record any comments from customers which may be made to them, or which they may overhear.

In this way, this dealer states, he has often received ideas which have netted him much both in increased sales and decreased costs. It is an unusually effective way to learn what policies are meeting with approval, and what policies may be offensive. To it this dealer attributes much of his ability to retain his customers' good will.

There may be a suggestion for other merchants in this idea.

* * *

Broadcasting Will Make 1928 a Good Year

BBROADCASTING features already "on the fire" will make 1928 a memorable year in the annals of radio sales. Particularly will that be true this summer when we will have the two national political conventions, the entertainment to be provided at the R.M.A. banquet during the Trade Show which is to be broadcast over one of the networks, and at least one, possibly two, championship boxing contests.

This summer there will be greater opportunity for a specialized merchandising attack on selected prospects, and, with A.C. sets, easier and simpler home demonstrations.

For the Republican and Democratic conventions, everyone interested in politics is a prospect. Make up a selected list and concentrate on them between now and the conventions in June. Office-holders and political club members, everyone enrolled in either party, want to go to those conventions. Newspapers, direct mail and personal contacts should be used to tell them they can, by means of radio, attend both conventions.

* * *

"Trading Up"

WITHIN the past few years there has been added to the vocabulary of business the phrase, "trading up." What does it mean?

It means selling merchandise on a basis of high quality instead of low price. It means, also, when applied in a restricted sense to the radio industry, the selling of quality *replacement* items to those already owning sets.

Prominent among the immediate opportunity items for profitable trading of this latter character are power speakers and period cabinets.

The natural tendency of the customer is to "trade up." Generally speaking, people want to buy not the cheapest but the best things of life. The radio dealer who caters to this natural tendency need not fear the competition of the price-cutter. Neither will he want for a profitable activity during the coming summer and early fall months.

* * *

Progress in the Art and a Saturated Market

LONG and loud were last winter's wails when the advent of the A.C. tube threatened to upset the apple cart. "Premature," "ill-advised," "disturbing influence," were the favorite terms of those who decried this drastic improvement.

But every cloud has its silver lining. Bear this in mind: as long as radio engineers improve receivers just so long will the bugaboo of a saturated market remain in the dim and distant future. The trouble with the piano, from a merchandising viewpoint, is that the darn thing lasts too long and is susceptible to few major refinements.

The radio industry should congratulate itself that there still remains so much room for improvement; that it has, therefore, a replacement market second to that of no other business in its breadth and scope.

* * *

Mutual Problems

ARE you acquainted with your local broadcasting station? You should be. The broadcaster and the man who sells radio have much in common. The retailer benefits from good broadcasting, and the broadcaster benefits from the larger audience which accrues to him as more radio sets are sold. Thus, the interests of both are so interlocked as to be mutual. To both, the thing of primary importance is the increased sale of receivers.

Recognizing this vital principle as fundamental to the progress of the industry, the National Association of Broadcasters urges its member stations to "get acquainted" with their local radio tradesmen. The radio trade as well should go more than half way to meet this attitude by taking the initiative and making it a point to pay a personal visit to the owner or manager of every local broadcasting station. Out of this inter-change of opinion very probably will come matters of mutual benefit.

With this idea in mind, the N. A. B. News, official publication of the broadcasters' association, recently published the following editorial, urging its members to take an active interest in the affairs of their local radio trade.

CO-OPERATION

How much effort is your station making towards real co-operation with the dealers and jobbers organizations of your city? There is a distinct advantage in co-operation

What Your Customers Think About Your Business?

Customers' Comments
"Trading Up"
Unnecessary Service
Progress and Saturation
and other things discussed by
the editors

for both parties. The wise radio retailer is now selling, instead of tubes, condensers and gadgets, the attractive features which are available to the patrons who buy his radio sets. The wise retailer should be easy to convince that at certain times of the day, he should have proper programs to demonstrate his merchandise.

We point to one instance—Station WLW, of Cincinnati, has for some time given a program in the afternoon especially designed for the demonstration of radio sets. The time is bought and paid for by the Dealers' Association of Cincinnati. The program includes a tonal program on the organ, which is specially given to show the efficiency and the variations in loud speakers. The dealers of Cincinnati report that this program has been of immense value to them in selling merchandise.

Can't you use this idea?

Following along the same lines, an article elsewhere in this issue explains how one radio store owner cooperates with his local broadcaster by sponsoring regular programs. So many benefits can result from a close friendship between dealers and broadcasters that "getting acquainted" is undoubtedly a wise and logical recommendation.

* * *

"Six O'clock Follow-up" Increases Sales

A TELEPHONE call every night, between six and seven o'clock, to every user of a demonstration radio set, is the rule laid down by G. W. Baker, president of "The Radio Shop," Memphis, Tennessee. This policy is closing twenty per cent more demonstrations than was the case when this type of prospect was left more severely alone.

"The demonstration prospect appreciates a call over the wire from the head of the house and frequently drops a word or two which tells me instantly how we stand; whether the case is ready for a strong closing the following day or whether all is not well and certain operating adjustments or further preliminary work must first be done," declares Mr. Baker.

"Calling each 'demonstratee' every evening at the dinner hour keeps him from putting off the matter of a definite decision. Although we will allow as long as six days 'on trial' this practice of mine has cut this time in half. It is not easy to miss your own best hour of the day with the family, but 20-25 per cent increased closings are certainly worth this special effort."

* * *

Fuses for A.C. Receivers

THE modern A.C. receiver is a complete self-contained power plant and therefore should be adequately protected by small fuses. The fuse nearest the receiver in the ordinary branch circuit probably has a 15-ampere rating. Serious damage to the receiver might occur before the 15-ampere fuse would blow out in case of trouble or short circuit in the power supply circuit or rectifying unit.

Therefore a small standard type fuse of possibly two amperes should be included as an integral part of the receiver inserted in the 110-volt line. The adoption of such fuses will not only meet with the favor of the Underwriters, but gives the retail merchant an excellent additional sales point in being able to say that the receiver and tubes are safely protected from the danger of short circuits.

* * *

Faulty Installation Often Causes Unnecessary Service

IN INVESTIGATING causes of trouble in radio receiving sets, several of the large companies have found that an extremely low percentage of the service required by sets is due to defective material or workmanship. Sets are checked carefully before leaving the factory and invariably arrive in good condition in the dealer's store.

Trouble usually starts with the installation. Here it is estimated that 99 per cent of the causes of service complaints originate. Thorough and careful installation should be foremost in every dealer's mind. Work should not be rushed merely to show the customer how quickly he can have the radio in his home, or to satisfy the impatient buyer of the outfit. Pride in a perfect installation should be the uppermost thought.

The Terrible Tempered Mr. Bang.

EVERY NOW AND THEN MR. BANG COMES HOME TO FIND THAT SOME ONE HAS FORGOTTEN TO TURN THE RADIO OFF.



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ANNOUNCING

the new and improved alternating current RADIOLA

RCA RADIOLA 18



The new RADIOLA 18—For operation from 110 volt, 60 cycle, A. C. Employs high-power radio vacuum rectifier and six alternating current Radiotrons. Makogary cabinet, walnut finished. Electrically-lighted tuning dial.

A finer instrument than the sensational "17"

- more selective
- in a finer cabinet
- and at a lower price

The combined resources of RCA, General Electric and Westinghouse make possible such an achievement

This sign mark, the leading



dealer in every community

RADIO CORPORATION OF AMERICA

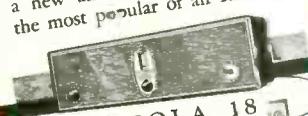
NEW YORK CHICAGO SAN FRANCISCO

RCA Radiola

MADE BY THE MAKERS OF THE RADIOTRON

and now read this—
this will be the biggest summer
in RADIO since the industry began . . .

The Radio Corporation of America
ANNOUNCES
a new and improved model of
the most popular of all Radiolas



RADIOLA 18

The Radio Corporation of America, General Electric and Westinghouse have joined forces to create the most advanced radio receiver yet. The new Radiola 18 is a masterpiece of engineering and design. It features a new type of vacuum tube, a new type of speaker, and a new type of chassis. The result is a radio that is more powerful, more sensitive, and more beautiful than any other radio ever made.

RCA Radiola
MADE BY THE MAKERS OF THE RADIOTRON

Most popular of all Radiolas
improved and beautified
—and at a lower price

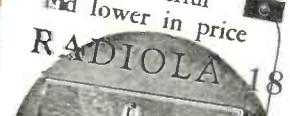


The new RADIOLA 18

The great public demand for RCA Radiolas has made possible the production of a still finer instrument. The new Radiola 18 is a masterpiece of engineering and design. It features a new type of vacuum tube, a new type of speaker, and a new type of chassis. The result is a radio that is more powerful, more sensitive, and more beautiful than any other radio ever made.

RCA Radiola
MADE BY THE MAKERS OF THE RADIOTRON

Now the famous RCA
"Wonder Box" made even
more wonderful
and lower in price



RADIOLA 18

The Radio Corporation of America, General Electric and Westinghouse have joined forces to create the most advanced radio receiver yet. The new Radiola 18 is a masterpiece of engineering and design. It features a new type of vacuum tube, a new type of speaker, and a new type of chassis. The result is a radio that is more powerful, more sensitive, and more beautiful than any other radio ever made.

RCA Radiola
MADE BY THE MAKERS OF THE RADIOTRON

The new
RADIOLA 18
will give you a platform seat
the National Conventions



RADIOLA 18

The Radio Corporation of America, General Electric and Westinghouse have joined forces to create the most advanced radio receiver yet. The new Radiola 18 is a masterpiece of engineering and design. It features a new type of vacuum tube, a new type of speaker, and a new type of chassis. The result is a radio that is more powerful, more sensitive, and more beautiful than any other radio ever made.

RCA Radiola
MADE BY THE MAKERS OF THE RADIOTRON

and RCA has scheduled:

MAGAZINES

Pages in *Cosmopolitan*, *Liberty*, *Literary Digest*, *The Saturday Evening Post*

NEWSPAPERS

The new Model 18 will be backed with the biggest spring newspaper campaign ever ordered for any Radiola.

BROADCASTING

The new *RCA Demonstration Hour* (Blue Network and associated stations) every Saturday afternoon.

SALES HELPS

Dealer mats, Radiola 18 brochure, and other smashing dealer helps.

The Radio Corporation of America
ANNOUNCES A NEW AND IMPROVED MODEL
of the most popular of all Radiolas



RADIOLA 18

AN even finer broadcasting receiver than the wonderful "18," which more than 827,000 sets have been sold since October. Everything that made the "18" the most popular of all Radiolas—the sensational power of the new set's tubes—has been incorporated in the new "18."

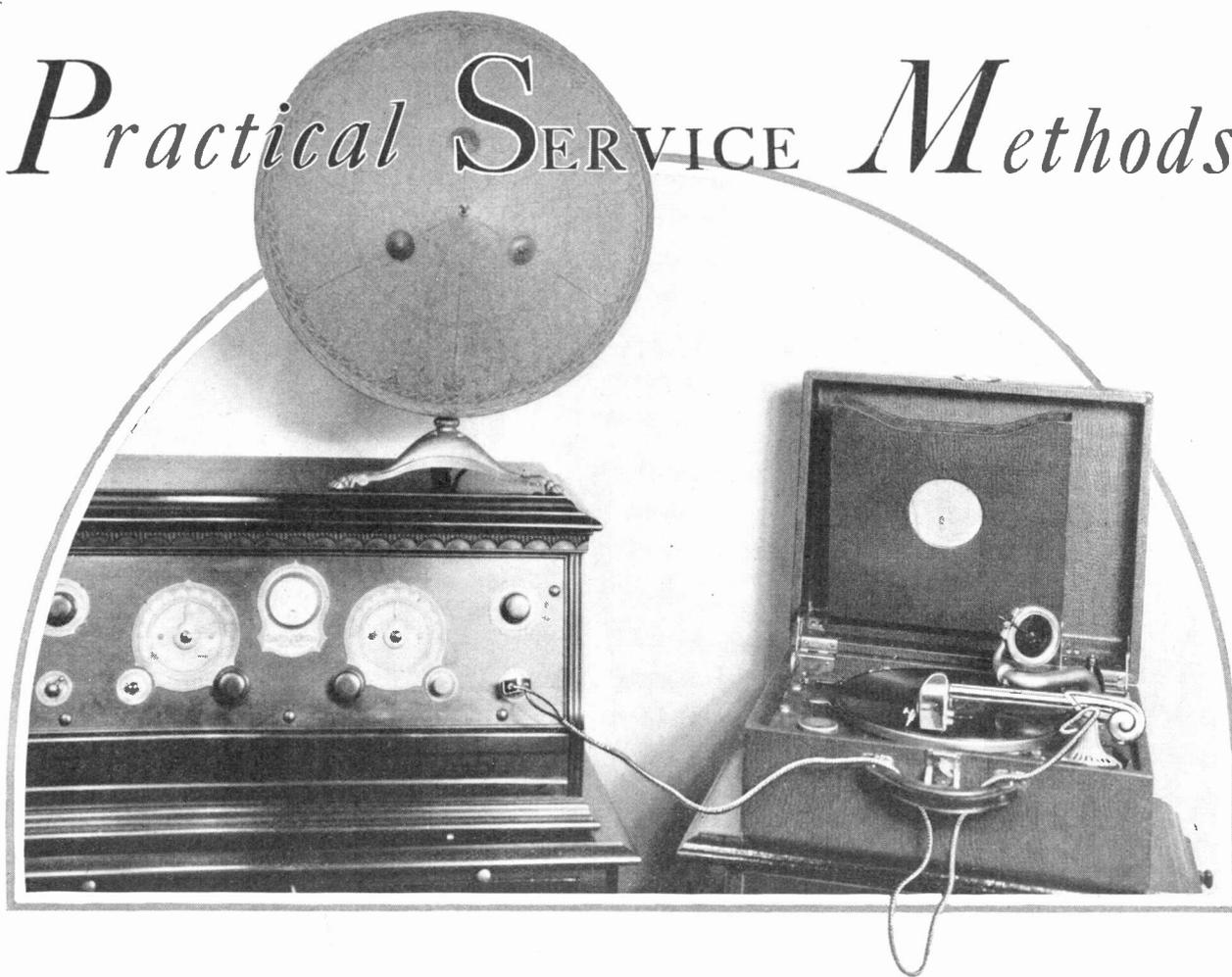
Streamlined apparatus lives from the electric light outlet—rugged construction of the frame materials—amazing volume and richness of tone—balanced sensitivity and selectivity—these are all in the new instrument—And more.

The laboratory engineers of RCA

RCA Radiola
MADE BY THE MAKERS OF THE RADIOTRON

RCA Radiola
MADE BY THE MAKERS OF THE RADIOTRON

Practical SERVICE Methods



Permanent Installation for the Electric Phonograph Pick-up

By means of the simple switching arrangement described in this article, magnetic pick-ups can be conveniently and permanently connected to the radio set

SALES of electric phonograph pick-ups for use in conjunction with radio sets or power amplifiers have thrown upon radio service men the responsibility of connecting these devices for convenient operation.

Whether the radio and phonograph are to be mounted in the same or separate cabinets, the connections will be fundamentally the same. For a permanent installation, it is desirable to eliminate the necessity of the operator pulling out a detector tube and inserting a plug from the pick-up and vice versa when changing from radio to phonograph and back again. A simple switching ar-

Conducted by
HENRY W. BAUKAT
Technical Editor

angement can easily be installed at small cost.

Figure 1 shows a simple connection for a battery-operated set. A double-pole, double-throw switch is located on the set panel or side. One pole serves to cut in and out the pick-up, while the other conveniently switches off and on the radio frequency and detector tube filaments which are useless when the audio amplifier is being used for phonograph reproduction.

For this type of receiver the first thing is to disconnect the A plus lead supplying the radio frequency and detector filaments and place it on Pole 2 (see wiring dia-

gram). Then connect the plus A lead from the battery to center pole, 4. On the opposite pole 6 solder one output lead of the pick-up volume control.

Then disconnect altogether the wire running between the plate of the detector tube socket and the first audio transformer. Solder a new lead to the plate of the detector socket and run it to post No. 1 of the switch. Then run a lead from the open terminal of the transformer to post No. 3. Connect the other output lead of the pick-up volume control to pole 5.

When the switch is turned to poles 5 and 6 the electric pick-up is connected to the audio system of the set and the filaments of the unused tubes are shut off. Throwing the switch the other way disconnects the electric pick-up and restores the receiving set to its original condition for the reception of radio broadcast signals, by lighting the filaments of the detector and radio frequency tubes.

The switch should be placed so as to keep the plate lead as short as possible and away from other parts and leads. The switches may be of the anti-capacity type for panel mounting, or the small knife type for mounting on side of cabinet.

FOR A.C. RECEIVERS

In the case of sets using A.C. tubes, practically the same hook-up is used, except that the filament leads of the radio frequency and detector tubes are not switched off. All A.C. filaments should be left burning to prevent trouble with the tubes. If any tubes are removed or cut off it may overload the remaining tubes.

Therefore only a single pole double throw switch is necessary for this hook-up (see figure 2). In connect-

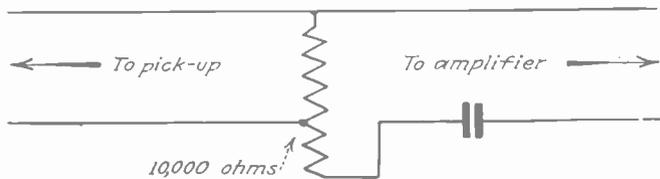


Fig. 3—Showing volume control and by-pass condenser between pick-up and amplifier

ing an electric pick-up to an A.C. set connect the detector plate to pole 1, the first audio transformer lead to pole 3, and one pick-up volume control lead to pole 5 as in the instance of the battery-operated set. The other output lead from the pick-up volume control is to be grounded or connected to B minus.

VOLUME CONTROL

A simple volume control for a pick-up is a center tap variable high resistance of approximately ten thousand ohms shunted across the pick-up output before it enters the amplifier. Leave one lead intact direct to the amplifier. Tap in on this lead with the fixed terminal of the resistor.

Then connect the other lead from the pick-up to the center tap on the resistor and fasten a lead from the third tap to one side of a fixed condenser or the input of the amplifier, as in figure 3.

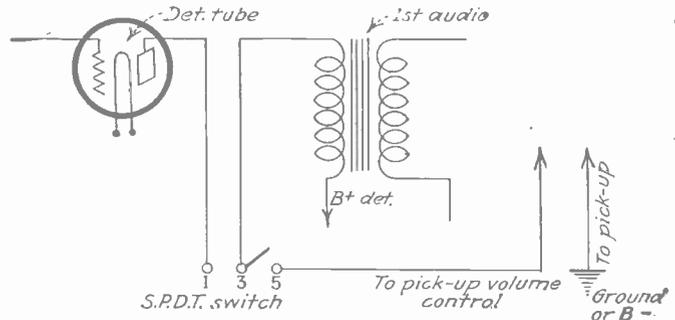


Fig. 2—Proper wiring for connection of pick-up to an A.C. receiver

The condenser mentioned in the preceding paragraph is advisable, almost necessary, if the pick-up is hooked up to the amplifier or radio set as suggested in the preceding directions. This is to keep the direct current on the plate out of the pick-up coils, allowing only the alternating current to pass. The condenser can be of the usual by-pass variety of 1 mfd. capacity. It is inserted in one lead between the volume control and amplifier as indicated.

A scratch filter is an additional accessory which may be used if highest quality reproduction is desired. Such a unit can be purchased ready to insert in the line. Another type of scratch filter is a standard by-pass or filter condenser inserted across the two input leads. Experiment with by-pass or filter condensers from one tenth to one half mfd. capacities until the desired results are obtained. This unit should be inserted as close to the pick-up unit as is practical.

USE WITH POWER AMPLIFIERS

Some of the latest power amplifiers are equipped with an additional stage of audio amplification. In this case the electric phonograph pick-up is connected directly to the power amplifier and the speaker connected to the output of the amplifier; the amplifier in turn being connected to the house current.

For using a single stage power amplifier with a phonograph pick-up it is necessary to use an additional stage of audio before the power stage. If the '26 tube is used, the filament supply can be procured from a separate filament supply transformer or from a tap on the major power supply transformer.

If a '99 tube is employed in the first stage, the filament current can be supplied by stepping down the plate supply. When '01A is used, the current must be procured

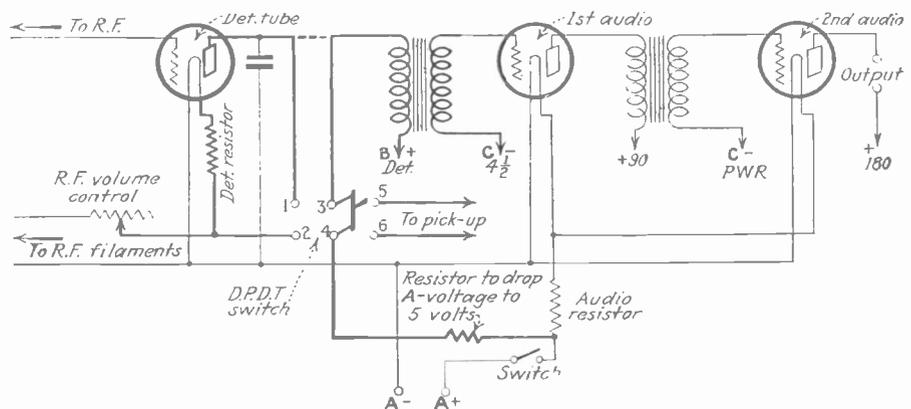


Fig. 1—Switching arrangements for connecting an electric phonograph pick-up permanently to a battery-operated receiver

from an external battery or A-power unit. While this latter might give the smoothest reproduction, it would be the most troublesome to handle.

The type of power stage to use can best be determined by the results desired. Good quality and volume can be procured from a '71 or '12, but two '12's or '71's in push pull will give more undistorted volume. A single '10 or '50 would give even greater output.

Where the best quality is desired, two '10's in push pull are suggested, or the new '50 power tubes. With an amplifier built up along these lines, in connection with a dynamic speaker, reproduction can be procured equal to or better than many of the more expensive electric phonographs.

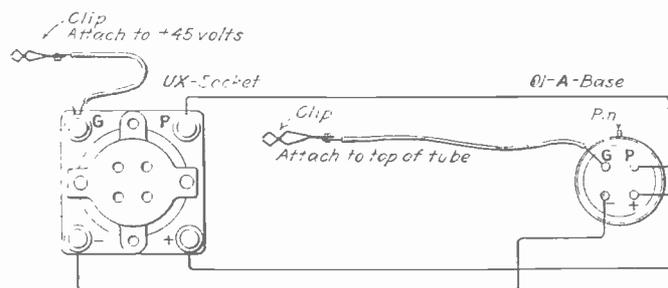
Detailed information on parts and diagrams for reliable power amplifiers are furnished by the various manufacturers of these items. Since each maker of parts suggests his own method of using amplifiers with magnetic pick-ups, it is recommended that the builder secure descriptive literature from his parts jobber.

Testing Shielded Grid Tubes

From the Sonatron Tube Company, Chicago, Illinois, comes the following information regarding the method of testing the new '22 Shielded Grid tube. This tube can be tested in the ordinary tube tester by making a very simple adapter. All that is needed is some wire, an old 4-prong tube base, and a UX socket. The four wires are soldered to the socket connection as shown in the accompanying sketch. Solder a wire to the grid connection on the socket then to this wire attach a small battery clip, solder the plate wire to the plate prong of the base, the positive and negative filament to the positive and negative prongs of the base respectively. Now there will be one prong left on the base, which is the grid. Solder a wire with a small battery clip attached to this prong.

The adapter is now ready to be used on any tube tester. Insert the base into the socket of the tester, the tubes to be tested into the socket of the adapter the two wires with clips attached are used in the following manner.

The wire with clip from the grid prong of base is attached to the top connection on the tube. The wire with clip from the grid connection of the socket is attached to 45 volts positive. A plate voltage of 90 or 135 volts should be used with a "C" bias of $1\frac{1}{2}$ negative, and a filament voltage of 3.3 volts. The use of this adapter is for a plate current check only and it is not intended for use in plotting curves, etc.



Shield-grid tubes may be tested with an ordinary tube tester by using a socket and old tube base connected as shown in the above diagram.

Record Card Shows Tube Condition

The feature of this service form valued the most by its originator, the Kaemmerer Music Shops, Inc., St. Louis, Mo., is the series of eight circled spaces in which is recorded the condition of each tube, as indicated by the testing instrument when the service expert is making a "trouble" call. This record protects the dealer against unjust demands from the customer for free replacements.

The service man is required to test each tube and to notate its condition on this form every time he makes a call. If his recommendation that a new tube be purchased is not accepted by the user the dealer has a written record of the entire situation and is in a position, therefore, to checkmate any later demands for free replacement tubes or free service.

This tube record also is the basis for negotiating repair claim adjustments and for determining length of service, rapidity of deterioration and the proper time to contact the customer for again testing his set or selling him new tubes.

Speaker Filter Does Not Always Improve Quality

What is the purpose of the speaker filter? Will it improve the quality of my receiver? Should it be used with all sets as well as with those employing power amplification? These and other questions are frequently asked by the set owner who is doubtful whether the acquisition of a device of this kind would materially improve results.

In the first place, it may be said that the speaker filter is designed primarily to protect the winding of the speaker, when used in connection with tubes of the '71 and '10 type. The current flowing in the plate circuits of these tubes may be sufficiently great to burn out the ordinary reproducer, and, therefore, the speaker filter is used to isolate it from the comparatively heavy direct current, while permitting the passage of the A.C. vibrations in the diaphragm.

Except in cases where the magnitude of the A.C. impulses are very great, the speaker filter or transformer will not improve quality. Where moderate power is used, this device may cause a marked drop in volume while at the same time, causing a fuzziness or curious lack of brilliancy and clarity in the reproduced signals. This is due to two causes: first, the elimination of the D.C. component has caused a diminution in the magnitude of the A.C. impulses; and, secondly, the removal of the D.C. has altered the load on the speaker diaphragm and consequently the response is far less smooth.

Parts, "Equal Allocation"

and other
topics
by Readers

How an Independent Service Man Views the Parts Business

Editor, *Radio Retailing*:

I WISH to call your attention to further indiscretions by so-called jobbers from the Chicago district along the lines our friends in Dayton, Ohio, referred to in your editorial in the April issue entitled "Can't Eat the Cake and Have It Too."

In South Bend the situation is simply rotten. Three dealers of the four handling parts have given up all small items. The remaining one has been forced to move into smaller quarters and is unloading his stock without re-ordering. It is impossible to sell a kit set at retail in South Bend. And, not a single dealer handling parts with the possible exception of a Kresge 25c. to \$1.00 store has sold a complete kit at retail for over a year.

It is no longer practical for the independent service men to assemble kit sets of standard make as such work stamps the kit with their approval and the customers ask for demonstrations, then order from the gyp, Chicago jobbers. Personally I have been forced to design a set and even conceal the major portion of the wiring and seal the chassis into the cabinet to prevent copy work on the part of the many who ask for demonstrations with the sole object of buying the parts in Chicago and building their own with the same circuit.

Two other independent service men co-operated with me, from March first to April first, in obtaining the following data:

Total service trips not including repetitions for same person 452.

Number of places having access to wholesale prices, 321. That figures better than 71 per cent on my slide rule.

These people represent virgin retail material that cannot be sold at retail so long as illegitimate jobbers and money mad manufacturers co-operate.

A Chicago jobber recently answered my complaint of his policy with, "what are we to do about it? We must meet our competitors on equal grounds."

If you have the nerve and sufficient dealer interest at heart to publish this letter and bring home to the manufacturers the fact that the retailers rarely re-order the same make of goods; that they must depend on independent service men to get out of their difficulties; that the manufacturers are not getting any local dealer co-operation or advertising; and that they are forcing the legitimate dealers out of the parts business, then perhaps there'll be a few changes of policy on their part, and on the part of the jobbers who again will have to put men on the road to regain their lost dealer trade.

J. P. KENNEDY,

The Radio Man,

(An independent service)

South Bend, Ind.

Manufacturers Should Help Retailers

Editor, *Radio Retailing*:

WE do not handle radio now owing to its instability, the price slashings of certain firms, and to the unfair competition, created by manufacturers here in Chicago. These manufacturers offer radio in all its forms at wholesale prices to their employees. They assure the retailer full territory rights, and then turn around, and put every one of their thousands of employees in unfair competition with the retailer by offering all their output to them at wholesale prices, at small part-payments taken out of the weekly pay envelope. Such action cannot be too strongly condemned. These employees actually "deal" in radio, and sell to all comers. The result is that the "iranchised" dealer is left holding the bag.

ALBERT E. KETTNIICH,
Kettnich's Music Shop.

Chicago.

Thinks "Wired Wireless" is Menace

Editor, *Radio Retailing*:

YOUR editorial in the February issue, concerning the competition of "Wired Wireless" with radio touches a responsive chord in any one of the radio trade in this section.

As you probably know, the telephone business of the Tri-State Tel. Co., of St. Paul, Minn., was absorbed several years ago by the Bell Company, leaving several thousand idle lines on the hands

of the old Tri-State Company. About two years ago they started to make use of those idle lines for "Wired Wireless purposes." However, such a service is greatly limited, and at first, the idea was not taken very seriously by the radio trade, but, believe me, they are sitting up and taking notice now.

The Tri-State people now have several thousand subscribers to this service and get, I am informed, in the neighborhood of six dollars per month, per victim, on a contract basis. Enough with which to buy a good radio set on time.

It is my private opinion that the big telephone companies are secretly behind the Tri-State project, for it is known by the trade here, that several of the Bell engineers have been inspecting the plant.

It's high time the radio trade comes out of its lethargy and does something about it, and I believe your suggestions are along the right lines.

M. E. FOSTER.

The Foster Company.

Minneapolis, Minn.

Broadcasting to Population or to Radio Listeners?

Editor, *Radio Retailing*:

THE new law, even though called an "equality law," is not really to the best advantage of the entire radio public, since it calls for equal stations and power in each zone, regardless of the number of available listeners or the availability of high grade talent and material for programs.

The new law, if carried out to the letter, would disrupt the present system of chain programs by which events of national importance are put on the air over all the country.

The radio listening public really expects the Federal Radio Commission to do what ought to be done in the public's interest, regardless of fine phrases about state or regional equality. And that is what the framers of the law doubtless had in mind, because they inserted the "as nearly as possible" clause as one of the provisions of the act.

Following the unanimous recommendations of radio engineers and radio men, the 50 cleared-channel plan for the country's important broadcasting stations should be adopted instead of 25 cleared channels as advocated by some laymen. For, the 25 channel plan would mean abandonment, or only part-time operation, of too many, tried, pioneer stations now serving already equipped listeners dependent upon them. In designating them, the 5,000 watt stations in the different zones, consideration should be given to the actual radio listeners these stations already serve and the quality of programs they can furnish rather than to mere population.

E. A. HANOVER,

Chairman, Broadcasting Committee,
Stromberg-Carlson Tel. Mfg. Co.

Rochester, N. Y.

Anent Manufacturer's Delay On Defective Merchandise

Editor, *Radio Retailing*:

HERE is a subject that is food for thought in your fine paper. It is the problem of delay forced upon a poor little dealer when he wants to return some defective merchandise to his manufacturer.

Some manufacturers demand that a dealer write for permission to return their merchandise, that is defective, and they will send him a tag to fill out before he can send it to them. This means that the dealer must wait several weeks for permission and then several more for the return of the merchandise that he sent them. Many manufacturers have run their dealers off by this iron-clad returning rule.

I maintain that a manufacturer is no bigger than its service department, and if a dealer is forced to beg "PLEASE MISTER WILL YOU REPLACE THIS BAD MERCHANDISE THAT YOU SENT ME?" and then wait several months for it, after it is in his hands, that he will also lose patience as I have.

I wish to compliment a few other manufacturers who allow their dealers anywhere, to send anything, at anytime, back for replacement and the prompt attention that defective merchandise receives while in their hands.

HENRY F. PARDON.

Owensboro, Ky.



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.

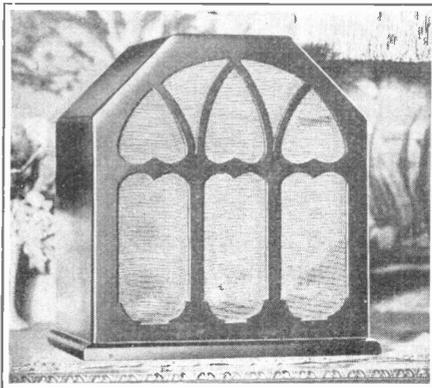
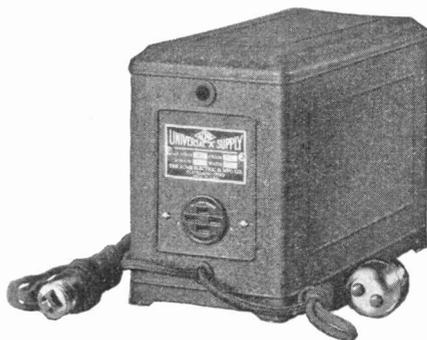


Table Model Reproducer

The illustrated Steinite "Polyphonic" speaker is of the exponential type, using a matched Nathaniel Baldwin driving unit. The tone travel chamber is made of a non-vibrant cast-iron and the outer amplifying chamber is made of hard wood. The outside dimensions are: 13 in. high x 12 in. wide x 7 in. deep. The intended retail price of this reproducer, which is made by the Steinite Laboratories Company, 506 South Wabash Avenue, Chicago, Ill., is \$20.

This company also makes a console model reproducer with the same general construction as the above model. The cabinet is made of solid Philippine Tanguile with a duco finish. It stands 22 in. wide, 13 deep, and 31 in. high and weighs 70 lbs. The intended retail price is \$45. This reproducer may also be had in combination with a Steinite electric receiver, model 990, for \$130.—*Radio Retailing*, May, 1928.

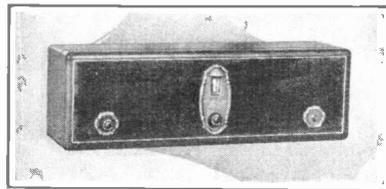


Dry A-Power Unit

A device which takes the raw current from the lighting circuit and reduces it to the proper voltage for use in a D.C. receiver, without the aid of storage batteries, acids or liquids of any kind, is being made by the Acme Electric & Manufacturing Company, 1444 Hamilton Avenue, Cleveland, Ohio. It is known as the Acme Universal "Dry A-Power" unit and does not require attention once it is plugged into the lighting circuit and connected to the set. It is housed in a compact, crystalline-lacquer-finish case, size 7½ in. high x 11½ in. long x 5½ in. wide, and weighs 28 lb. Two types are made, UA-6 and UA-4, for six and four volts, respectively, each having an intended retail price of \$38.50.—*Radio Retailing*, May, 1928.

Radiola 18

The Radio Corporation of America, 233 Broadway, New York City, has placed on the market its latest model, the Radiola 18, which supersedes the Radiola 17. It is entirely self-contained as with the 17 and is said to embody greater selectivity than its predecessor. Three stages of radio frequency amplification are used, a detector and two stages of audio-frequency amplification using the same combination of tubes as before, four UX-226, one UY-227, one UX-171-A and one UX-280 rectifying tube. A power switch turns the set on and off and the tuning is accomplished entirely by one knob while indicator dial moves past a window in the panel. A concealed lamp illuminates the dial face and also indicates when the set is turned on or off. A small knob in the left-hand corner of the set is the volume control. The cabinet is in mahogany with a walnut finish and is similar to the Radiola 17 except that the escutcheon plates have been redesigned. The receiver uses around 50 watts. List price, \$115, less tubes.—*Radio Retailing*, May, 1928.



A.C. Shielded Grid Tube

The C. E. Manufacturing Company, Inc., 702 Eddy St., Providence, Rhode Island, has introduced on the market the A. C. shielded grid tube. This tube is of the separate heater type, requiring 2.250 maximum with 1.5 amperes on the heater. It uses a standard five-prong socket. The control grid comes out through the top of the tube in the same manner as would the D. C. shielded grid tube. According to the manufacturer, this new A. C. shielded grid tube has characteristics which, in many respects, are superior to those of the D. C. shielded type. Comparatively high mutual conductance has been secured, and, in general, the inherent and recognized advantages of the shielded grid tube are made more available in this new type of A. C. tube.—*Radio Retailing*, May, 1928.



Electric Phonograph Pick-Up

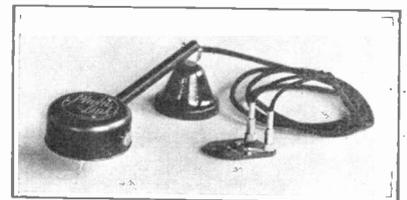
A new light-weight electric phonograph pick-up, known as the "Phono-Link," is being made by the Phono Link Company, 490 Broome Street, New York City. It takes but a moment to connect this device without removing or replacing any of the tubes in the set and the volume is controlled magnetically at the pick-up, obviating the use of extra control boxes, resistances, etc. It is adaptable to all types of sets, including A.C. and portable. Intended retail price, \$7.50.—*Radio Retailing*, May, 1928.



Majestic Receivers

Four new radio receivers, both table and console models, ranging in price from \$85 to \$167.50, have just been placed on the market by the Grigsby-Grunow Company, 4540 Armitage Avenue, Chicago, Ill. Each model has the following specifications: seven tubes, completely shielded; R. F. L. balanced circuit, consisting of three tuned radio frequency stages and a tuned antenna input and audio power amplifier; two 71 power tubes connected in push-pull in the power output stage; single dial control, supplemented by a secondary control for obtaining additional selectivity, and, a volume control which is instantaneous in action.

Model 71, illustrated, is a console in a walnut cabinet with panels of matched burl walnut. It comes complete with Majestic electric power unit and dynamic power reproducer. The intended retail price is \$137.50. Model 72, is a walnut console of the highboy type, with front panels and doors of matched burl walnut. The intended retail price, complete with electric power unit and dynamic reproducer, is \$167.50. Model 61, is a table model with walnut cabinet and front panel of matched burl walnut, complete with electric power unit. Intended retail price, \$85. Model 62, consists of the table receiver set on a spinet style table. The intended retail price of this combination is \$99.50.—*Radio Retailing*, May, 1928.



Where to Buy It

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

Electric Pick-Up, Voltage Regulators, A.C. Shield-Grid Tube, Resonance Tester, A.C. Line Tester and Super Power Amplifier among items announced by manufacturers this month.

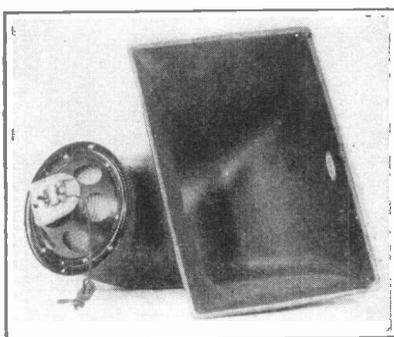


Six-Tube A.C. Receiver

The Sonora Phonograph Company, 50 West 57th Street, New York City, has recently placed on the market the illustrated A.C. "Light Six" highboy receiver. It stands 47 in. high, is 23½ in. wide and 13½ in. deep. This receiving set operates directly from 110 volt, 60 cycle current. It uses A.C. tubes throughout and is equipped with a Sonora balanced armature cone speaker. The intended retail price is \$250.—*Radio Retailing*, May, 1928.

Cabinet Reproducers

The illustrated cabinet speaker is being made by the Utah Radio Products Company, 1615 S. Michigan Avenue, Chicago, Ill. It is a combination cone and exponential horn, driven by a 8½ in. cone. The front opening is 14½ inches high and 21½ wide and the air column is 41 inches long. It measures, on the outside, 13½ inches deep, 21½ inches wide and 24 inches high. The shipping weight is 14 lb. The intended retail price is \$23.—*Radio Retailing*, May, 1928.

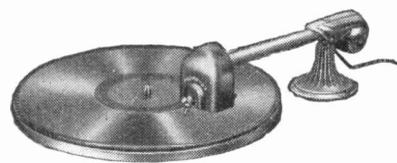
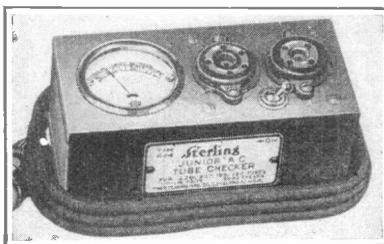


Reproducer Lacquer

The Henry V. Walker Company, 17 John Street, New York City, is making and merchandising through its sales agent, the D. X. Electrical Supply Company, 25 Church Street, New York City, lacquer known as "Aero-Lac." This lacquer is for use with the new cloth reproducers known as "air-chrome." The lacquer is a moisture-proof material of good adhesion, strong and durable, and imparts a high gloss finish. It is very quick drying but may be applied with a brush. As it dries, the cloth is drawn with drum-like tension over the frame. It can be had in a clear, light amber tint, red, blue, green, yellow, and bronze. If manufacturers desire any other color, it can be furnished. The intended retail price is \$1 per half pint can.—*Radio Retailing*, May, 1928.

A.C. Tube Tester

A compact and reliable tube tester designed especially to detect shorts and to show where the tube is shorted, has been added to the line of the Sterling Manufacturing Company, 2831 Prospect Avenue, Cleveland, Ohio. This instrument locates shorts and shows emission; detects shorted amplifiers and rectifiers and is very handy for checking incoming stocks of tubes. It operates from 115 volt, 50-60 cycle alternating current, measures 3 in. x 3 in. x 6 in. in size, and weighs 3½ lb. The intended retail price, including adaptor for '99 and '20 type tube, is \$13.50.—*Radio Retailing*, May, 1928.

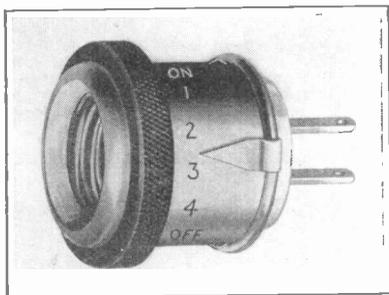


Electric Pick-Up

A new magnetic phonograph pick-up, the De Luxe Model 105-A Phonovox, complete with a balanced tone arm, mounting support, and volume control, is announced by Pacent Electric Company, 91 7th Ave., New York City. The combined unit is the result of over a year's research and laboratory work to determine the best applied weight for uniform coverage of the frequency range. It was found during this experimental work that the dead weight principle was the only way to apply a constant and exact weight to the record.

This new pick-up with its balanced tone arm, is announced as far more efficient in coverage of the musical range than the original Pacent design. In addition, it is equipped with a new form of needle holder which takes either fibre or steel needles. The use of the fibre needle tends to reduce needle scratch greatly, and results in truer tone values.

This model complete with balanced tone arm, extension cord two special Pacent adapters for use with either A.C. or battery operated sets and volume control, will retail at \$13.50. The De Luxe Model 105-A, without tone arm, but otherwise equipped as above mentioned will retail at \$10.50.—*Radio Retailing*, May, 1928.



Voltage Regulator

A voltage regulator for A.C. receivers, No. 211, is the latest product of the Wirt Company, 5221 Greene Street, Germantown, Philadelphia, Pa. If the line voltage runs above 110, this device cuts it down to the proper amount, thus preventing too high a voltage from reaching the tubes. It is adjustable for various line voltages. It carries the usual Wirt unconditional guarantee and has an intended retail price of \$2.25.—*Radio Retailing*, May, 1928.

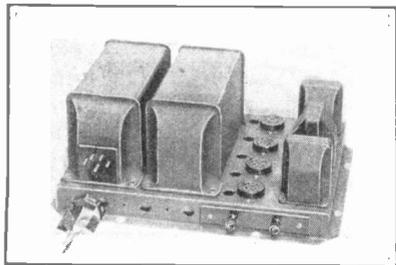
Rectifying Elements and Replacement Units

The Benwood-Linze Company, 19th Street and Washington Ave., St. Louis, Mo., is making three additional types of B-L rectifying elements and replacement units. C-210 has a standard screw base to replace rectifying bulbs in chargers having double contact in base; C-310 is a .6 ampere rectifying element with standard screw base (with double contact in base) for use in trickle chargers, or similar devices using .6 amp. tubes; and B-6 is a single wave rectifier unit with a .75 ampere output for trickle chargers and low current output devices.—*Radio Retailing*, May, 1928.



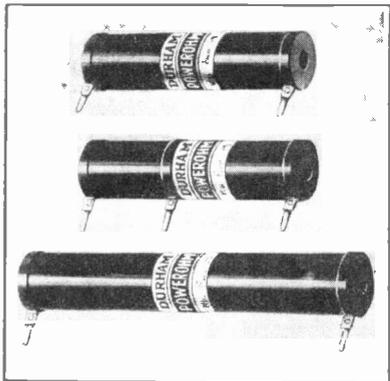
Regulator Which Raises or Reduces Voltage

The R-B-M Manufacturing Company, Logansport, Ind., has placed on the market the illustrated voltage regulator for A.C. receivers. According to the manufacturer this controls both high and low voltage variations, delivering 110 volts to the set no matter whether the line voltage is 90 or 130, or some point in between. It is conveniently made so that it may be plugged into the line socket and the A.C. set plugged into the voltage regulator. Once it is properly set it requires no further adjustment. The intended retail price is \$10. A 25 cycle type may be had also at a slight extra charge.—*Radio Retailing*, May, 1928.



Two-Stage Power Amplifier

A completely self-contained, light-socket operated two-stage amplifier is being merchandised by the Wholesale Radio Service Company, 6 Church Street, New York City. A heater-type A.C. tube is used in the first stage and two '10 type power tubes in the second stage. A '81 type rectifier tube is used to supply the B-current through the power transformer and filter system, which is self-contained in a semi-gloss black finished metal case measuring 15 inches by 11 inches by 7 inches high, and will fit into most consoles. The most radical difference between this unit, known as the "Ra-Pam," and other similar devices, is that the Ra-Pam does not supply the B-current for the tubes in the set that remain in use after it is connected. It is claimed that by using a separate B-supply together with this unit, superior results are obtained. This device is designed for use with practically all makes of radio receivers as well as for phonograph reproduction, and is operated simply by plugging into the line. The intended retail price is \$125.—*Radio Retailing*, May, 1928.



Power Resistors

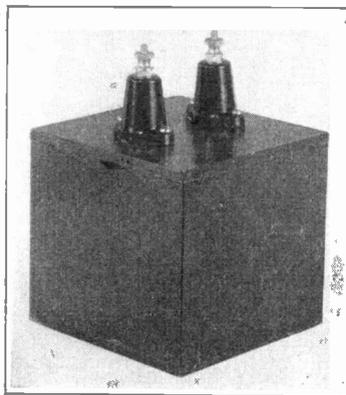
The International Resistance Company, 16th & Chestnut Sts., Philadelphia, Pa., announces a complete line of power resistors, known as "Power-ohms," ranging from 1/2 watt to 50 watt. To fulfill the demand created by radio television and other recent developments, this company is producing resistors from 1 inch to 24 inches in length, ranging from 20 megohms to as high as 500,000,000 ohms.—*Radio Retailing*, May, 1928.

Arcturus Electrifier

A unit for completely electrifying any receiver that has been wired for Arcturus 15 volt, 135 amp. A.C. tubes, is being made by the Mayolian Corporation, 1668 Webster Avenue, New York City. All the C biases as well as the A and B voltages are provided in this unit. To use this instrument, simply connect the binding posts to similarly marked wires on the receiver, then plug the electrifier into the lamp socket. It is contained in a Ducoed can, 9 in. deep, 5 1/2 in. wide and 6 in. high and weighs 17 lb., packed for shipping. Space is provided for the rectifying tube which is of the gaseous type. The intended retail price, complete with rectifying tube, is \$42.50.—*Radio Retailing*, May, 1928.

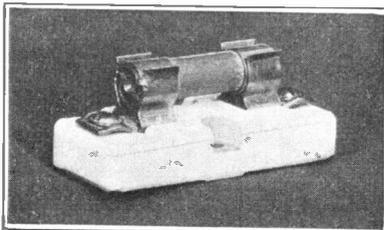
Transmitting Condenser

A transmitting condenser for use in amateur transmitting stations is being made by Automatic Electric, Inc., 1027 W. Van Buren Street, Chicago, Ill. This instrument, it is claimed, is considerably more rugged than anything that has heretofore been attempted in a battery, wax and tin foil condenser. The dielectric is the equivalent of a ten battery job, has a thickness of .005 inches and is wound on a round arbor non-inductively and not pressed. The windings are baked for thirty-six hours, and, while still hot, are impregnated under vacuum so that the moisture is entirely driven out. Endurance tests of this condenser have been made and they show that it will stand a voltage considerably higher than 3,000 for a long life without breaking down, according to the manufacturer. The intended retail price for 1 Mf. is \$10, 2 Mf., \$18, 3 Mf., \$22, and 5 Mf., \$30.—*Radio Retailing*, May, 1928.



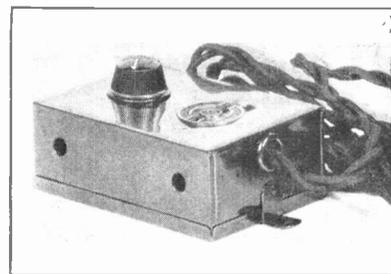
Voltage Reducers for A.C. Sets

The Bailey-Cole Electrical Company, 1341 Flatbush Avenue, Brooklyn, New York, is placing on the market what is known as the "Baco" voltage reducer. At present these are being made in two sizes. The first, Number 1, is the size of a 30 amp. cartridge fuse, and is to be used with all A.C. sets where the line voltage rises to 120 volts. The reducer cuts the voltage down to approximately 110 volts, which operates the A.C. tubes at a safe voltage and reduces danger of burn-out. The second, No. 2, is the size of a 60 amp. cartridge fuse, and is to be used where the voltage rises above 120 volts. This also cuts the voltage to 110. They can be placed either inside or outside of the set, being made in a very convenient form as shown on the illustration. No. 1 size is intended to retail at \$3 and No. 2 for \$4.—*Radio Retailing*, May, 1928.



Low Frequency A.C. Receivers

The F. A. D. Andrea Company, Jackson Ave., Orchard and Queen Sts., Long Island City, N. Y., has announced additions to its line of A.C. receivers which will operate on lines of from 25 to 49 cycles. Previous to this, the A.C. tube receivers made by this company were for operation on 50- to 60-cycle lines. The specifications are the same for all receivers and the retail prices are the same as for the 50-cycle models.—*Radio Retailing*, May, 1928.

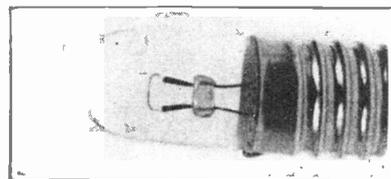


Line Voltage Control

A radio control box to provide a manual adjustment of the line voltage to deliver the desired number of volts, has been placed on the market by the Central Radio Laboratories, 16 Keefe Avenue, Milwaukee, Wis. This instrument will fit any set and can be conveniently mounted anywhere and connected in a moment's time. There is a receptacle on the box for the plug of the radio set, and a cord to plug into the lighting socket. The variable resistance is of the heavy duty type and will pass sufficient current without heating for any ordinary A.C. receiver. All live parts are enclosed, thereby eliminating the danger of a shock. The intended retail price is \$3.—*Radio Retailing*, May, 1928.

2.5 Volt Panel Lamp

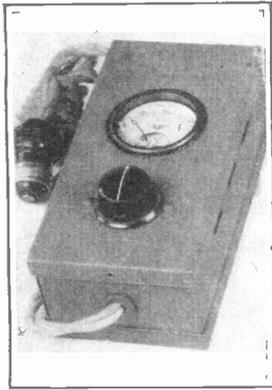
A new panel lamp for illuminating the dials of alternating-current operated radio sets has been announced by the National Lamp Works of the General Electric Company, Cleveland, Ohio. This lamp is designed to receive current from the filament circuit of 2.5-volt vacuum tube. The lamp has the following specifications: Amperes, 0.45; overall length, 1 1/4 inches; light center length, 1 1/8 inches; bulb, T-3 clear; base, miniature screw; list price, 20 cents; designation, Mazda lamp No. 41. The design of the lamp is such as will insure the set owner maximum satisfaction with adequate light for close setting and reading of the dials. At 2.5 volts it gives about the same amount of light as Mazda lamp No. 40 at 6 volts. Mazda lamp No. 40 is still recommended where a 6-volt supply is available, as in the case of battery-operated sets.—*Radio Retailing*, May, 1928.



A.C. Line Voltage Tester

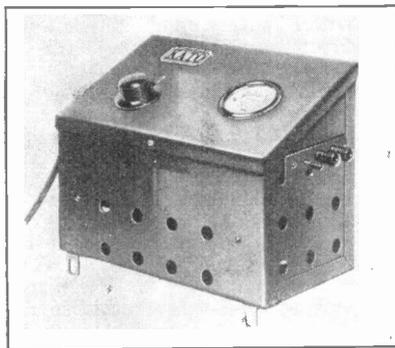
The illustrated voltmeter, so built that it may be connected into an ordinary receptacle, is the latest addition to the family of meters made by the Beede Electrical Instrument Company, 136 Liberty Street, New York City. This very convenient meter is designed to be used in checking line voltage for A.C. radio receivers. The meter has a resistance of 100 ohms per volt. The graduations on the meter are very uniform and readings may be taken any place on the scale, which shows from 0 to 140 volts. Intended retail price is \$3.—*Radio Retailing*, May, 1928.





Voltage Regulator

The DeJur Products Co., 199 Lafayette St., New York City, announces the development of a new A.C. line voltage regulator. This unit permits the determination of the actual A.C. line voltage input into the A.C. receiver, B-eliminator or power amplifier, by means of an 0 to 150 A.C. voltmeter. The line voltage control is in the form of a high wattage variable resistance, which is varied until the desired A.C. voltage input value is indicated on the meter. A male plug is provided whereby the unit can be connected to the house power supply, and a female plug is provided for connection to the A.C. receiver, B-eliminator or power amplifier input transformers. The wattage rating of the control resistance is sufficient to permit its use with all types of A.C. receivers and power packs. The unit is simple to operate and technical knowledge is not necessary for its installation. The intended retail price is \$12.50.—*Radio Retailing*, May, 1928.



A. Supply from 32-Volts

In order to supply the needs of the farmer who operates his radio set from a 32 volt farm lighting plant, the Kato Company, 729 South Front Street, Mankato, Minnesota, is making an A-unit which permits the radio receiver to be connected directly to the lamp socket. Essentially, the unit consists of a bank of resistance units, a multi-point switch, a voltmeter and a circuit-breaker. This device does away with the need for storage batteries, and has a safety coil which prevents too high a voltage on the set. It is fully guaranteed by the manufacturer for one year and is contained in a compact metal case, size 9½ in. long x 5 in. wide x 7½ in. deep. The intended retail price is \$20.—*Radio Retailing*, May, 1928.

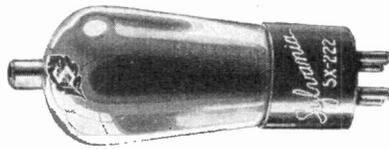
Resonance Tester

A resonance tester designed to be used in adjusting one dial control set is being made by the Taylor Electric Company, Madison, Wisconsin. With this instrument condensers may be accurately aligned. It will show up shorts and grounds in the grid circuit and can also be used for any other process which an oscillator is needed for. It is equipped with a galvanometer and is sold to dealers for \$32.50 net.—*Radio Retailing*, May, 1928.

Radio Retailing, May, 1928

Separate Blocks for High-Voltage Condensers

In meeting the extreme high voltages of present-day power supply units and power amplifiers, the engineering staff of the Dubilier Condenser Corporation, 4377 Bronx Blvd., New York City, have decided on separating the high-voltage condenser sections from the lower voltage sections, as still another step in perfecting the balanced condenser block idea. It will be recalled that this organization, some time ago, introduced condenser blocks with sections matched to the application, both in capacity and working voltage rating. Now the high-voltage sections are being placed in separate cans or blocks, in order that these costly units will not be affected by possible breakdown of the low-voltage units. The old practice of placing all the units in one can not only makes for an extremely bulky device, but causes all condensers to be impaired in usefulness in the event of the breakdown of any section.—*Radio Retailing*, May, 1928.



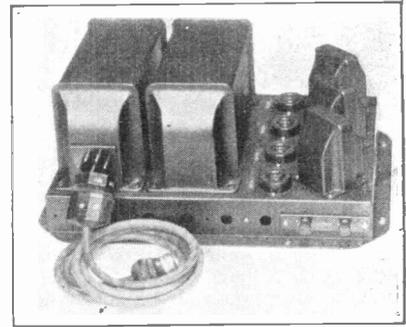
Shielded Grid and Power Amplifier Tubes

Among the new tubes of the Sylvania Products Company, Emporium, Pa., is a shielded grid '22 type tube intended for use primarily as a radio frequency amplifier. Capacity feed back between elements is prevented permitting a high amplification per stage in properly designed sets. The intended retail price is \$6.50.

Type '50, a new power amplifier, is capable of delivering, it is claimed, over three times as much undistorted energy as the '10, and, although it is larger in size than the '10, its base is identical. Intended retail price, \$12.—*Radio Retailing*, May, 1928.

Voltage Controller for A.C. Receivers

The Deede Electrical Instrument Company, 136 Liberty Street, New York City, is making the illustrated line voltage controller for use with A.C. receivers where the voltage runs above 110. This device consists of a power rheostat, with a resistance of 60 ohms, and an A.C. voltmeter with a scale deflection of 150 volts, but calibrated at only 1 point, namely 110 volts. The rheostat and meters are mounted in a Bakelite box which has dimensions of 5½ in. x 3¼ in. x 1¾ in. Provision is made at the back of the box for a receptacle to receive the plug from the radio set and a cord and plug provided with the box is for attachment to the base outlet. The Bakelite case is shock-proof, thereby eliminating any danger in handling. The meter used has a resistance of 100 ohms per volt, so that it may be left on the line continuously and use practically no current. Centralab power rheostat is the one used. Intended retail price is \$7.50.—*Radio Retailing*, May, 1928.



Super Power Amplifier

The Samson Electric Company, Canton, Massachusetts, has placed on the market what is known as the "Pam" amplifiers. These are put out in two types, Nos. 16 and 17. They are operated directly from 110-volt, 60-cycle current, are self-contained, rugged, and have two stages of audio-frequency amplification. No. 17 is equipped to supply 120 volts, 40 milliamperes for an electro-dynamic speaker. An '80 rectifying tube is used in conjunction with a '27 type tube for the first audio stage, and 2 '10 tubes arranged in push-pull for the second audio stage. The undistorted power output is approximately 7 watts. This means that the amplifier is capable of handling up to approximately 16 reproducers at one time, or approximately 1,000 head sets. Arrangements are made so that line voltages of from 105 to 120 may be accommodated merely by shifting the plug on the unit. These amplifiers have unlimited uses, such as halls, auditoriums, schools, for use in laboratories, and for use directly with an electric phonograph pick-up. They also can be very readily adapted to public address systems. The intended retail price is \$125.—*Radio Retailing*, May, 1928.



Type '27 Replacement Tube

A new five prong base replacement tube for use in receivers requiring a '27 type heater tube, has been developed by the Arcturus Radio Company, Newark, N. J. Several points of superiority are claimed by the manufacturer over earlier tubes of this general design, including quick heating of between six and twelve seconds, superior sensitivity and a life comparable with that of the best D.C. tube.

The general specifications of the new tube known as the A.C. 127, are as follows: Detecting plate potential, 45 volts; heater filament voltage, 2.25; heater filament current, 1 ampere; amplification constant, 9.3; mutual conductance, 850 ohms, and plate impedance, 11,000 ohms. These tubes are most generally used in the detecting circuit of A.C. receivers, but can be employed throughout the amplifying systems. The intended retail price is \$5.—*Radio Retailing*, May, 1928.

Liquid Solder

The Letellier Laboratories, Inc., 119 Main Street, East Rochester, N. Y., is merchandising a liquid solder called "Tisit." This comes in a small bottle and is applied cold, with a stick. No heat or soldering iron is required and according to the manufacturer it is heat-proof and acid-proof. It is claimed that it may be used for aluminum and all types of metal ware as well as wire connections in radio. The intended retail price is 50c. per bottle.—*Radio Retailing*, May, 1928.

What the Trade is Talking About

Trade Show Space Is Over-Subscribed

A radio conclave of record-breaking proportions is now assured for the fourth annual convention and second annual trade show of the Radio Manufacturers Association at Chicago, June 11 to 15. An attendance of 25,000 to 30,000 strong is expected and every foot of available space in the Stevens Hotel, including the exhibition hall and ball room, has been over-subscribed, according to Major H. H. Frost, chairman of the show committee.

A tentative program for the week's radio assemblage has been prepared and every branch of the industry will have its special features. In addition to this, an elaborate program of entertainment for the thousands of visitors is being arranged, the gala social event of the week coming on Thursday, when the annual R. M. A. banquet will be held at Rainbo Garden. As usual, the show management is in the hands of G. Clayton Irwin.

Special trains, with reduced rates, will be run from New York City, and possibly several southwestern and Pacific Coast cities. The two New York R. M. A. special sections of the Twentieth Century will leave Grand Central Station, New York City, Sunday, June 10, at 2:45 p.m. Information and reservations on this train may be obtained from either Dudley Cohen or Leonard C. Welling, 98 Park Place, New York City, who managed the 1927 tour.

Following is the tentative convention and show program:

Trade Show Hours

Monday, June 11—2:00 p.m. to 10:00 p.m.
 Tuesday, June 12—1:00 p.m. to 10:00 p.m.
 Wednesday, June 13—1:00 p.m. to 10:00 p.m.
 *Thursday, June 14—11:00 a.m. to 5:00 p.m.
 Friday, June 15—1:00 p.m. to 10:00 p.m.

* (All demonstration rooms will be closed Thursday evening, June 14, at 5:00 p.m. on account of R.M.A. annual banquet.)

Meetings

Monday, June 11

10:00 a.m. Registration
 10:30 a.m. Meeting R.M.A. Board of Directors
 Committee Meetings (to be scheduled)

Tuesday, June 12

10:00 a.m. Opening Meeting R.M.A. Convention
 Welcoming Address, Honorable Wm. Hale Thompson, Mayor, City of Chicago
 Response, Mr. C. C. Colby, President R.M.A.
 Address, Mr. Earle C. Anthony, President National Association of Broadcasters
 Address, Honorable Ira E. Robinson, Chairman Federal Radio Commission
 Address, Mr. Harold J. Wrape, President Federated Radio Trades Association

Wednesday, June 13

10:00 a.m. Closed R.M.A. Membership Meeting
 Meeting Radio Wholesalers Association; Dealers Section, Federated Radio Trades Association; Association Section, Federated Radio Trades Association, and Associate Membership of Manufacturers' Representatives

Thursday (Flag Day) June 14

10:00 a.m. Closed R.M.A. Membership Meeting
 Board of Directors, Federated Radio Trades Association
 Board of Directors, National Association of Broadcasters
 7:00 p.m. R.M.A. Annual Banquet

Friday, June 15

10:00 a.m. R.M.A. Board of Directors
 12:00 a.m. Joint Meeting Board of Directors, R.M.A., N.A.B., and F.R.T.A.

NEMA Radio Division Plans Comprehensive Meetings

The Drake Hotel, Chicago, will be the scene of the annual convention, during the week of June 4, of the Radio Division of the National Electrical Manufacturers Association.

Monday morning, June 4, the section activities committee and the statistics committee will hold their meetings. Monday afternoon will be given over to meetings of the transmitter section and election of officers. Monday evening the merchandising council will meet, with talks by Thomas F. Logan, chairman of the radio committee of the American Association of Advertising Agencies, and F. M. Nicodemus, treasurer of the Commercial Credit Company, with a discussion of sales and advertising costs.

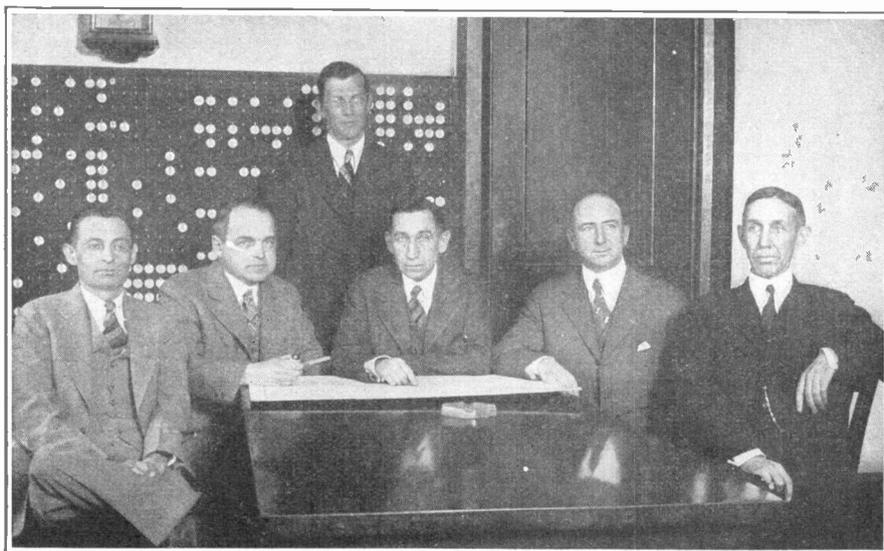
The vacuum tube section convenes Tuesday morning, the 5th. The first general session will take place Tuesday afternoon, with talks by Alfred E. Waller, managing director of Nema; C. W. Hough, president of Wired Wireless, Inc.; and Dr. Herbert E. Ives, television engineer of the Bell Laboratories, Inc.

Tuesday evening will be given over to the merchandising council, with talks by J. K. Utz of the Kellogg Switchboard and Supply Company; C. W. Abbott of the Rome Wire Co., and Powel Crosley, Jr., president of the Crosley Radio Corp.

The power supply section will meet Wednesday morning, the 6th, and the receiving set section in the afternoon. The merchandising council will again meet Wednesday evening, with addresses by Frederick P. Vose; R. L. Duncan, president of the Radio Institute of America, and C. H. Pfingsthorn.

The receiving set section will have its second meeting Thursday morning, the 7th. In the afternoon a general session will occur with talks by Dr. Alfred N. Goldsmith and Roy H. Manson. Election of officers will also be held at this session. Thursday evening the annual banquet will take place at the Drake, closing the convention. The speaker will be Congressman Clyde Kelly, sponsor of the Capper-Kelly bill.

Membership of Radio Commission Now Complete



With the extension of the life of the Federal Radio Commission until February 23, 1929, and the confirmation of all its members, the Commission now has a complete working organization. From left to right are: Sam Pickard, Zone 4; O. H. Caldwell, Zone 1; Judge Eugene Sykes, Zone 3; Harold A. Lafount, Zone 5; Ira E. Robinson, Zone 2; and, standing, Carl H. Butman, secretary of the Commission.

Music Industries to Hold Convention in June

The annual convention of the Music Industries Chamber of Commerce will be held this year the week of June 4, at the Hotel Commodore, New York City. Inasmuch as the convention is to be in New York City, the general arrangements committee is made up of the eastern members of the executive committee of the directors, and consists of the following: Mark P. Campbell, Brambach Piano Company; Walter W. Clark, Victor Talking Machine Company; Max J. deRochemont, Laffargue Company; William J. Haussler, M. Hohner, Inc.; Richard W. Lawrence, Bankers Commercial Security Co.; C. J. Roberts, president, National Association of Music Merchants; L. Schoenewald, Chickering & Sons, and Herbert Simpson, Kohler & Campbell.

THE BADGER MUSIC COMPANY has been opened at Fond du Lac, Wis., where the Sparks-Withington line will be carried.

Radio Wholesalers Ass'n. To Meet With F.R.T.A.

The Radio Wholesalers Association, a division of the F. R. T. A., will hold its first annual meeting in conjunction with the annual convention of the Federated at the Hotel Stevens, Chicago, on June 12, 13, 14 and 15.

On Saturday, June 9, prior to the opening of the convention, a closed meeting of all wholesale members will be held to discuss the activities of the coming week and to lay plans for a membership drive during the convention. Members of this section are urged to attend this meeting.

The convention will open on Tuesday with a combined meeting of the Federated, the Radio Manufacturers Association, and the National Association of Broadcasters.

The tentative consolidated program is as follows:

Saturday—June 9—10 A.M.
Meeting—closed—of all wholesale members

Saturday—June 9—2 P.M.
Meeting — Executive Committee Radio Wholesalers Association

Tuesday—June 12—10 A.M.
Opening meeting of the Federated Radio Trade Association in joint session with Radio Manufacturers Association, and the National Association of Broadcasters

Wednesday—June 13—10 A.M.
Radio Wholesalers Association—open to radio wholesalers
Manufacturers' Representatives Section F.R.T.A.—open to manufacturers' representatives
Dealers Section of the F.R.T.A.—open to radio dealers
Association Section of the F.R.T.A.—open to association delegates

Thursday—June 14—10 A.M.
Board of Directors Meeting of F.R.T.A.

Friday—June 15—12 Noon—
Luncheon Meeting
Board of Directors Meeting of F.R.T.A. with R.M.A. & N.A.B. in connection with R.M.A. Convention

Annual NEMA Convention Begins June 6 at Hot Springs

The annual convention of the National Electrical Manufacturers' Association will be held June 6 to 15, at the Homestead Hotel, Hot Springs, Va. All divisions of NEMA will meet there at that time with the exception of the Radio Division whose annual convention will be held the week of June 4, at the Drake Hotel, Chicago.

The Industrial Lighting section meetings will begin Wednesday, June 6, at Hot Springs. The Supply Division, the Apparatus Division, and the Appliance Division meetings will begin Monday, June 11. All sections of these divisions will meet during the week.

The annual meeting of all sections combined will occur on the evening of Tuesday, the 12th, and the annual dinner, for which an outstanding program has been arranged, will take place on Wednesday night, the 13th.

Michael Ert Again Elected President of W.R.T.A.

For the fifth time, Michael Ert, president of Michael Ert, Inc., radio distributor, Milwaukee, Wis., has been elected president of the Wisconsin Radio Trade Association. W. H. Roth was elected first vice-president; A. J. Wolf, second vice-

president and W. C. Kluge, third vice-president. These last three men were also elected to the board of directors to fill expired terms. Sidney Neu was re-elected secretary and Eric Pfeiffer, treasurer.

Mr. Ert, in his annual report, stated that the membership of the Wisconsin Radio Trade Association had been nearly doubled during the past year.

The board of directors has already started to make plans for the 1928 combined radio and music show which will be held in the Milwaukee Auditorium, October 1-6.

Clarence A. Earl Elected President of Freshman

At a recent directors' meeting of the Chas. Freshman Company, New York City, Clarence A. Earl was elected president, and Charles Freshman, former president and founder of the business, was elected chairman of the board. Mr. Earl has been a director of the company for the past year, and thus has gained a thorough knowledge of the industry in general.

He has spent the greater part of his life in the automobile field and was the first vice-president of the Willys-Overland Company of Toledo, Ohio. During the war, he was especially commended for his work in turning one of the largest automobile factories to the production of gun carriages.

Mr. Earl brings with him a wealth of manufacturing and merchandising experience and his appointment is thought to be an indication of large scale financial activities within the Freshman organization.

THE C. E. MANUFACTURING COMPANY, Providence, R. I., recently increased its capitalization to \$1,000,000. In line with this expansion, 30,000 square feet of floor space has been acquired, to be devoted to research, laboratory and experimental purposes.

All-American Merges With Mohawk Corporation

The All-American Radio Corporation and the Mohawk Corporation of Illinois, both of Chicago, have consolidated and will hereafter be known as the All-American Mohawk Corporation. The newly-formed company will have its factory and general offices at 4201 Belmont Avenue, Chicago, where the All-American Company has been located for several years.

Both companies are licensees of the Radio Corporation of America, the Westinghouse Electric Manufacturing Company, the General Electric Company and the American Telephone and Telegraph Company.

E. N. Rauland, who was president of the All-American Company, will head the new company; Gustave Frankel and Otto N. Frankfort, both of Mohawk, will be vice-president and vice-president in charge of sales, respectively; Donald MacGregor, of All-American, will be treasurer, and Douglas De Mare, engineer-in-chief of Mohawk, secretary.

As a result of this merger, the new 1928-29 Mohawk All-American radio will be designed, engineered and built in one of the most efficient and completely-equipped plants obtainable.

The factory facilities of the All-American Radio Corporation, which will house the two merged companies, is thorough in its equipment and will produce under one roof complete radio receivers embodying advanced designs of the most desirable and successful features of radio engineering skill. The two companies have enjoyed national good will and an unquestioned reputation. Through this consolidation, a strong financial position is also assured for the new company.

THE YALE ELECTRIC CORPORATION, formerly located in Brooklyn, N. Y., has moved to its new and improved plant at 257 Cornelison Avenue, Jersey City, N. J.

Sign Papers for All-American Mohawk Merger



E. N. Rauland, right, president of the All-American Radio Corporation, Chicago, and Gustave Frankel, president of the Mohawk Corporation of Illinois, Chicago, signing the articles of agreement which resulted in the merger of the two radio manufacturers. The newly formed company has taken the name of the All-American-Mohawk Corporation. A complete line of receivers and reproducers will be manufactured under R. C. A., Westinghouse, General Electric and American Telephone and Telegraph patents. The All-American factory, which is said to be one of the most complete in the country, will be used.

Trade Show Information

Every dealer, jobber and manufacturers' representative is invited to attend the R.M.A. Trade Show at the Stevens Hotel, Chicago, the week of June 11. If you have not as yet received one of the invitation forms which were mailed to the trade, write to G. Clayton Irwin, Jr., 1800 Times Building, New York City, supplying the names of the persons for whom passes are requested, together with the name of the concern they are connected with, and indicating whether a dealer, jobber or sales representative. Passes will be prepared and held at the Dealer and Jobber Registration Desk, lower lobby of the Hotel Stevens, and may be picked up by the person to whom it is issued, any time after 1:00 p.m., Sunday, June 10. Passes will not be mailed but must be called for at this desk.

The fare-and-one-half plan has been granted by all eastern and western railroads and trunk line connections. Secure a *certificate*—not a receipt—from the ticket agent, when you purchase your ticket to Chicago, present this certificate to the validating officer of the R.M.A., M. F. Flanagan, during the convention, and a return ticket over the same line may be obtained for one-half fare.

Los Angeles to Hold Pageant of Music

The City of Music will be the feature of the forthcoming International Pageant of Music and Exposition to be held June 28 to 30 in the Ambassador Auditorium, Los Angeles, Calif.

For this affair, the Auditorium is to be laid out like a small community with rows of streets, each having a different style of architecture, and lined with booths which will take the form of individual stores. In the center is a plaza where open booths will be available. A revolving stage will be built in this plaza for the presentation of living tableaux, telling the story of music.

The exposition is being conducted by the Music Trades Association of Southern California in conjunction with the Fifth Annual Convention of the Western Music Trades Association. Waldo T. Tupper is the managing director of both affairs.

Philco Buys Murdock Corp.

Following closely on the announcement that the Philadelphia Storage Battery Company, Philadelphia, has purchased the Timmons Radio Products Corporation, also of Philadelphia, comes word that Philco has absorbed the Murdock Radio Corporation of Chelsea, Mass., one of the pioneer radio companies and maker of receivers, reproducers and head-sets.

As a result of these mergers, Philco will manufacture and market a complete line of sets and reproducers, under R. C. A., General Electric, Westinghouse, and Hazeltine patents.

Demonstration Hour Latest Radio Innovation

A unique feature, known as the "R.C.A. Demonstration Hour," is now being broadcast each Saturday afternoon from 2:30 to 3:30, over WJZ and the Blue Network. The program is sponsored by the Radio Corporation of America, who plans to continue its presentation during the balance of the year.

As its name implies, this hour serves to provide material for a satisfactory demonstration of the merits of present-day broadcasting in general and of radio receivers and reproducers in particular. The selections presented each week run the entire gamut of musical entertainment and provide sixty minutes of ideal demonstration material on Saturday afternoons when prospects usually visit the radio store.

Has Aero Laboratory

The Pilot Electric Manufacturing Company, Inc., Brooklyn, N. Y., is operating the first airplane built for the specific purpose of research in airplane radio telephone and telegraph equipment. A radio antenna, designed for short wave transmitting and receiving, is stretched across the 45 foot span of the single wing.

In addition, a trailing wire can be let out through the cabin floor, to be used on wavelengths of 600 meters or more. The ignition system is shielded to prevent sparking interference with receiving equipment, and every metal part is wired together and grounded to the welded steel tubing which comprises the frame-work. Behind the cabin is a large compartment which is arranged as a radio laboratory.

THE CROSLEY RADIO CORPORATION, Cincinnati, Ohio, has recently made two changes in its personnel. Ralph H. Langley has been made Director of Engineering and F. Clifford Estey has been appointed assistant to Powel Crosley, Jr., president. Mr. Langley is chairman of the committee on section activities of the National Electrical Manufacturers' Association, and was formerly connected with the General Electric Company, Schenectady, N. Y. Mr. Estey, before joining the Crosley organization, was sales manager of the Stewart Battery Company of Chicago.

THE SONORA PHONOGRAPH COMPANY, Inc., New York City, has absorbed the Tay Sales Company of Chicago, distributor for Illinois and Wisconsin, putting into effect its new policy of selling direct to the trade. This territory will now come under the jurisdiction of H. B. Bibb, mid-west sales manager of Sonora, who will be located at the Chicago office, 64 East Jackson Boulevard.

A. H. GREBE & COMPANY, INC., New York City, has increased the price of its battery-operated receivers \$10. The new prices, which became effective April 1, are as follows: Synchronphase Five, table model, \$105; and Synchronphase Seven, table model, \$145. Both prices are exclusive of tubes and other accessories.

THE FREED-EISEMANN RADIO CORPORATION, Brooklyn, N. Y., has appointed M. J. Adler as advertising manager to succeed Ray L. Speicher, who has been advanced to a position in the promotion department. Mr. Adler is well known in New York and Baltimore advertising agency circles.

THE C. F. MANUFACTURING COMPANY, Providence, R. I., has made a reduction in the price of several of its tubes, effective immediately. The new prices are: type "F," \$3; J-71, \$3; M-26, \$2.50; N-27, \$5 and R-80, \$4.50.

BERT E. SMITH, formerly sales manager of the Allen D. Cardwell Manufacturing Corporation, Brooklyn, N. Y., has joined the staff of Aero Products, Inc., Chicago.

THE PAULUS MUSIC COMPANY has opened at Manitowoc, Wis., with a complete line of Kellogg receivers.

Federal-Brandes Changes Name

At a recent meeting of the stockholders of Federal-Brandes, Inc., Newark, N. J., it was voted to reclassify the stock, increase the capitalization to 1,000,000 shares of common stock, and change the company's name to the Kolster Radio Corporation.

The Kolster Radio Corporation is a combination of the Federal Telegraph Company of California and the Brandes Products Corporation of Newark, N. J., and has taken the name Kolster in honor of Dr. F. A. Kolster, the company's chief engineer, who designs the Kolster products.

FRED D. WILLIAMS, formerly president of the Dubilier Condenser Corporation, New York City, has been elected vice-president of the Raytheon Manufacturing Company, Cambridge, Mass. Mr. Williams will remain temporarily as president of Dubilier, continuing in an executive advisory capacity in addition to his activities at Raytheon. He was formerly connected with the Grigsby-Grunow Company, Chicago, as director of sales.

NEWCOMBE-HAWLEY, INC., St. Charles, Ill., has secured the services of V. Ford Greaves who will be engaged in engineering sales service in connection with the new dynamic speaker which this company is manufacturing under a Magnavox license. Mr. Greaves was formerly associated with the Magnavox Company.

THE AMRAD CORPORATION, Medford Hillside, Mass., has appointed W. H. Lyons as general sales manager, filling the position previously held by A. B. Ayers, who was recently made general manager. Mr. Lyons was formerly connected with the Federal Telephone and Telegraph Company as special representative, traveling throughout the United States.

WILLIAM E. WOODS, has joined the sales staff of the Bremer-Tully Manufacturing Company, Chicago, and will travel the eastern and central section of the United States. Mr. Woods was the organizer of the Benwood Company of St. Louis, which later became the Benwood-Linze Company.

F. A. D. ANDREA, INC., Long Island City, N. Y., has appointed Frank J. Baker as sales representative in Texas and the southwest. Mr. Baker was formerly connected with the Federal Radio Corporation, Buffalo, representing that company in thirteen southern states.

THE THORDARSON ELECTRIC MANUFACTURING COMPANY, Chicago, Ill., has promoted H. P. Manly to the position of general sales manager. This is Mr. Manly's second promotion with the Thordarson Company within the past few months.

THE LESLIE F. MUTER COMPANY, Chicago, Ill., is constructing a new plant at 85th Street and South Chicago Avenue, Chicago. The manufacturing facilities will be located on the first floor, with the executive offices, laboratory and broadcasting station on the second floor.

ROGER V. PETTINGELL, 1101 Statler Building, Boston, Mass., has been appointed representative by the Acme Electric and Manufacturing Company, Cleveland, Ohio, to cover the entire New England territory.

THE RADIO CORPORATION, New York City, has reduced the price of several of its Radiotrons, effective April 25. Type UX-112-A is now \$3; UX-171-A, \$3; UX-226, \$2.50; UY-227, \$5 and UX-280, \$4.50.



Trade Show Exhibitors To DATE

The Abox Co.
 The Acme Elec. & Mfg. Co.
 A. C. Dayton Co.
 The Acme Wire Co.
 Adler Mfg. Co.
 Aerovox Wireless Corp.
 All-American Mohawk Corp.
 Allen-Bradley Co.
 Aluminum Co. of America.
 American Bosch Mag. Corp.
 American Mech. Labs.
 The Amrad Corporation.
 F. A. D. Andrea, Inc.
 Apex Elec. Mfg. Co.
 Arco Electrical Corp.
 Arcturus Radio Co.
 Atwater Kent Mfg. Co.
 Argus Radio Corp.
 Aero Products, Inc.
 Belden Mfg. Co.
 Benjamin Elec. Mfg. Co.
 Best Mfg. Co.
 Birnbach Radio Co.
 L. S. Bruch Mfg. Co.
 Brooklyn Metal Stp. Co.
 Brown & Caine, Inc.
 The Buckeye Mfg. Co.
 Buckingham Radio Corp.
 D. K. Bullens Co.
 Burgess Battery Co.
 Bush & Lane Piano Co.
 Bremer-Tully Mfg. Co.
 Bright Star Battery Co.
 Carter Radio Co.
 Case Electric Corp.
 The Caswell Runyan Co.
 C. E. Mfg. Co., Inc.
 The Celoron Co.
 Central Radio Corp.
 Central Radio Labs.
 Chicago-Jefferson Fuse & Elec. Co.
 Chillicothe Furniture Co.
 Continental Fibre Co.
 Cornish Wire Co.
 Crosley Radio Corp.
 Crowe Name Plate & Mfg. Co.
 E. T. Cunningham, Inc.
 Day-Fan Electric Co.
 DeJur Products Co.
 Tohe Deutschmann Co.
 Diamond Electric Corp.
 Diamond Vacuum Prod. Co.
 Dungan Elec. Mfg. Co.
 Dubilier Condenser Corp.
 H. H. Eby Mfg. Co., Inc.
 The Ekko Co.
 Electrad, Inc.
 Electrical Research Labs.
 Elkon Works, Inc.
 Essenbee Radio Devices Co.
 Excello Products Corp.
 Elgin Cabinet Co.
 Fansteel Products Co., Inc.
 Farrand Mfg. Co., Inc.
 Federal Radio Corp.

Ferranti, Inc.
 Robert Findlay Mfg. Co.
 Formica Insulation Co.
 Freed-Eisemann Radio Corp.
 French Battery Co.
 Herbert H. Frost, Inc.
 Chas. Freshman, Inc.
 John E. Fast, Inc.
 Federal Furniture Factories.
 General Dry Batteries, Inc.
 General Radio Co.
 Grand Rapids Furn. Co.
 A. H. Grebe and Co.
 Gold Seal Electrical Co.
 Gray Danielson Mfg. Co.
 Greene-Brown Mfg. Co.
 Grigsby-Grunow Co.
 General Instrument Corp.
 General Transformer Corp.
 Great Western Radio Corp.
 Hamilton Mfg. Co.
 Hoyt Electrical Inst. Co.
 Hyatt Electric Corp.
 High Frequency Labs.
 Hammarlund Mfg. Co.
 Howard Radio Co.
 H. L. Hubbell Mfg. Co.
 International Resistance Co.
 Jewell Electrical Inst. Co.
 Howard B. Jones.
 Jensen Radio Mfg. Co.
 S. Karpen & Bros.
 Karas Electric Co.
 Kellogg Switch & Sup. Co.
 The Ken-Rad Corp.
 Knoxville Table & Chair Co.
 King Mfg. Corp.
 Kodak Radio Corp.
 Kolster Radio Corp.
 Kingston Products Co.
 McMillan Radio Corp.
 The Magnavox Co.
 Maring Wire Co.
 Marti Elec. & Mfg. Co.
 Micarta Fabricators Co.
 Minerva Radio Co.
 Leslie F. Muter Co.
 Molded Wood Products Co.
 National Carbon Co.
 National Vulcanized Fibre Co.
 Neutrowound Radio Mfg. Co.
 Newcombe-Hawley, Inc.
 Northern Mfg. Co.
 Northwestern Cooperage & Lumber Co.
 National Company, Inc.
 O'Neil Mfg. Co.
 Operadio Mfg. Co.
 Pacent Radio Corp.
 Perryman Elec. Co.
 Philadelphia Stor. Bat. Co.
 Philmore Mfg. Co.
 The Pierson Co.
 Platter Cabinet Co.
 Polymet Mfg. Co.
 The Pooley Co.

Potter Mfg. Co.
 Precision Products Co.
 Premier Radio Corp.
 Q. R. S. Co.
 R. B. M. Mfg. Co.
 Racon Elec. Co., Inc.
 Radio Corp. of America
 Radio Master Corp.
 Radio Receptor Co.
 Raytheon Mfg. Co.
 Red Lion Cabinet Co.
 Rola Company.
 H. T. Roberts Co.
 Reichmann Co.
 Samson Elec. Co.
 Sandar Corp.
 Sangamo Elec. Co.
 Scovill Mfg. Co.
 Sentinel Mfg. Co.
 Showers Bros. Co.
 Silver Marshall, Inc.
 Slagle Radio Co.
 Sleeper Radio & Mfg. Corp.
 Sonatron Tube Co.
 Sparks-Withington Co.
 Standard Piano Bench Mfg. Co.
 Splittorf Radio Corp.
 Standard Radio Corp.
 Steinite Radio Corp.
 Stewart-Warner Speed. Corp.
 Sunlight Lamp Co.
 Super-Ball Antenna Co.
 Superior Cabinet Co.
 St. Johns Table Co.
 Sylvania Products Co.
 Stewart Industries, Inc.
 Shamrock Mfg. Co.
 Stevens & Co.
 Superior Cabinet Corp.
 Sterling Mfg. Co.
 Teletone Corp.
 Televocal Corp.
 Temple, Inc.
 Tower Mfg. Corp.
 Transformer Corp. of Am.
 Trav-Ler Mfg. Corp.
 Tyrman Radio Corp.
 Timmons Radio Products Corp.
 Thordarson Elec. Mfg. Co.
 The Udell Works.
 United Radio Corp.
 Utah Radio Prod. Co.
 United Cabinet Mfg. Co.
 Victoreen Radio Co.
 Wasmuth-Goodrich Co.
 Webster Co.
 Wells-Gardner Co.
 Weston Elec. Inst. Corp.
 The Wolf Mfg. Industries.
 Walbert Mfg. Co.
 Wilcox Laboratories.
 Watsontown Table & Furn. Co.
 Webster Electric Co.
 Yale Elec. Corp.
 Yaxley Mfg. Co.
 Zenith Radio Corp.

Cutting Overhead to a Minimum

(Continued from page 43)

6. Another departure—because this Little Rock merchant carries practically no “dead” stock on the floor or in the back room, he has found it expedient to handle five makes of sets. This is done so that he may make a certain kind of selling talk. The nature of this sales presentation is explained in the next paragraph.

7. As soon as possible after a lead is turned in, Ward gets the prospect on the telephone, or, failing in that, he calls with his catalogs. His first objective is to find out exactly the type, make and price set that the prospect may be favoring or that he should have. Once this has been determined a demonstration of that particular set is arranged for.

Because of the wide variety of types from which to choose, it is seldom that Ward fails to “fill the bill.” Because of the size and operating efficiency of the system of getting leads which Ward has created, his aggregate volume of purchases of any one make is sufficient to secure for him maximum dealer discounts.

If necessary, a set is left “on trial” for a period not to exceed one week. During the height of the holiday rush Ward had 81 sets in the field; either on demonstration, with part-time salesmen, or on display. He sold more than 60 sets last December.

8. Trade-ins or slow moving numbers are sold to the part-time salesmen at cost. These men are in touch with prospects for this kind of merchandise whom Ward never hears of.

These policies were all formulated for one purpose: to build a prospect-producing piece of machinery. Chester Ward believes that it is good business to pay ten per cent for live leads and to economize on occupancy and clerical hire.

Last year the amount of total income expended for occupancy was 1.2 per cent and for owner's drawing account and wages, 7.7 per cent. Total overhead, exclusive of an average of ten per cent per sale for commissions, was 15.9 per cent. As gross margin (losses deducted) was 34.9 per cent, this left a net profit of nine per cent. Servicing operations are not included in this analysis.

Ward, in Little Rock, Ark., is getting volume and an exceptionally high net profit return under his “commission-to-customers-for-leads” plan. He is not a price-cutter. On the contrary, his reputation for ethical trade practices is excellent. These factors lend added interest to this activity—an activity whereby the major portion of the chief executive's time is available for closing receptive prospects who are searched out for him by the men on commission.

Preventing Installation Complaints

(Continued from page 53)

“I HAVE found that in 90 per cent of all transactions handled in this new way, it has been possible to adhere strictly to the letter of the report,” Mr. Mitchell adds. “The other 10 per cent are policy adjustments, which we leave to the discretion of the service manager or store manager. Most of the customers appreciate the definiteness of the report. It is something to tie to. It eliminates a lot of mystery, and most of the guessing.”

Another important factor in the elimination of annoying after-delivery trouble is the “Radio Service Guide,” which is delivered to every customer. This gives a tabulated formula for correcting practically every mechanical trouble that the radio user is faced with. In the column to the left is described the “symptoms;” then the “possible causes” of trouble, and last the “home remedy” described in detail with all technical terms eliminated.

Radio Shows and Conventions

June 4-7: Radio Division, N.E.M.A., Annual Meeting, Drake Hotel, Chicago, Ill.

June 4-9: Music Industries Chamber of Commerce Annual Convention, Hotel Commodore, New York City.

June 11-15: R.M.A. Convention and Trade Show, Hotel Stevens, Chicago, Ill.

June 11-16: N.E.M.A. Annual meeting, The Homestead, Hot Springs, Va.

June 12, 13, 14, 15: Federated Radio Trades Association Convention and first annual meeting, Radio Wholesalers Association, Hotel Stevens, Chicago.

June 18-30: International Pageant of Music and Exposition, Ambassador Auditorium, Los Angeles, Calif.

July 24, 25, 26 and 27: Radio Jobbers and Manufacturers' Representatives Club Trade Show, Book-Cadillac Hotel, Detroit, Mich.

June 26-29: Western Music Trades Association Fifth Annual Convention in conjunction with annual meeting of the Music Trades Association of Southern California, Los Angeles, Calif.

August 18-25: Fifth Annual Pacific Radio Exposition, Civic Auditorium, San Francisco, Calif.

September 2-8: Sixth Annual Los Angeles Radio Show, Ambassador Auditorium, Los Angeles, Calif.

September 10-15: Second Annual Philadelphia Radio Rodeo, Commercial Museum, Philadelphia, Pa.

September 17-22: Fifth Radio Worlds' Fair, New Madison Square Garden, New York City.

September 17-22: Fourth Annual Rochester Radio Show, Convention Hall, Rochester, N. Y.

September 17-22: Fourth Annual Southwest National Radio

Exposition, New Coliseum, St. Louis, Mo.

September 24-29: Seventh Annual Northwest Radio and Electrical Show, Municipal Auditorium, Minneapolis, Minn.

October 1-6: Eighth Annual Boston Radio Exposition, Mechanics Building, Boston, Mass.

October 1-6: Pittsburgh Radio Show, Duquesne Gardens, Pittsburgh, Pa.

October 1-6: Sixth Wisconsin Radio-Music Exposition, Milwaukee Auditorium, Milwaukee, Wis.

October 8-14: Sixth Annual Chicago Radio Show, Coliseum, Chicago, Ill.

October 21-29: Fourth Annual New Orleans Radio Show and Exposition, New Orleans States' Building, New Orleans, La.

October 22-27: Norfolk Radio Show, City Auditorium, Norfolk, Virginia.

News of Jobbers and Distributors

Detroit Jobbers to Hold Trade Show in July

A radio trade show sponsored by the Radio Jobbers and Manufacturers' Representatives Club of Detroit is to be held on July 24, 25, 26 and 27 at the Book-Cadillac Hotel, Detroit, Mich., for the trade only. The entire twenty-eighth floor has been engaged and all the space sold.

The Radio Jobbers and Manufacturers' Representatives Club is a newly-formed organization with a membership drawn from the ranks of these two branches of the industry in Detroit and eastern Michigan.

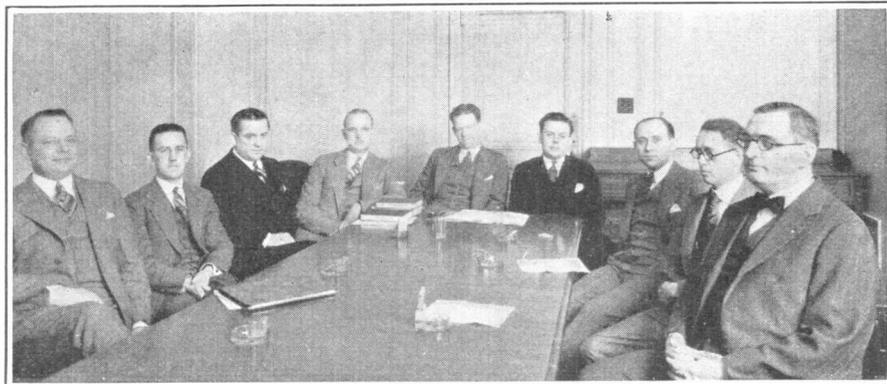
The arrangements for the trade show will be under the supervision of H. A. Abrahamson, who will be assisted by the following committees: publicity, E. T. Knowlson and F. A. Krue, Jr.; space and arrangements, M. B. Goble; and, detail, Charles Maurer, B. J. Fitzner and George R. Clarke.

THE BREMER-TULLY MANUFACTURING COMPANY, Chicago, has appointed three new distributors. The Odell Hardware Company, Greensboro, N. C., the Richmond Hardware Company, Richmond, Va., and Granzow Bros., Dayton, Ohio, who will represent the Bremer-Tully Company in their respective territories.

THE NATIONAL E. & A. SUPPLY COMPANY, Peoria, Ill., has recently been signed by the Amrad Corporation, Medford Hillside, Mass., as distributor.

THE NEWARK ELECTRICAL SUPPLY COMPANY, Newark, N. J., has been appointed exclusive Amrad distributor in the Newark territory.

THE NORTH AMERICAN RADIO CORPORATION, 1845 Broadway, New York City, has appointed John G. Wolfe as credit manager.



In the Good Old Irish Way

On March 17, a hundred years ago, or was it a thousand, St. Patrick drove the snakes out of Ireland. So the Executive Committee of the Radio Wholesalers' Association, appropriately chose that day to meet to drive the reptiles out of Chicago. Gathered around the mahogany, from left to right, are: Fred Wiebe, Brown & Hall Supply Company, St. Louis; C. K. Purdy, George C. Beckwith Company, Milwaukee; W. H. Roth, Radio Specialty Company, Milwaukee; H. G. Erstrom, Executive Secretary of the Federated Radio Trade Association and the Radio Wholesalers' Association; Harold J. Wrape, President of the Federated Radio Trades Association, St. Louis; Thomas White, Wholesale Radio Equipment Company, Buffalo, N. Y.; Harry Alter, The Harry Alter Company, Chicago; H. H. Cory, Minneapolis, Minn., and Martin Wolf, Electric Appliance Company, Chicago.

Crosley Distributors to Meet in Cincinnati

The sixth annual convention of Crosley distributors will be held in Cincinnati, Ohio, on May 15 and 16. Plans are being made by H. Curtiss Abbott, general sales manager, for the biggest convention in the history of the company and over one hundred wholesalers, representing every state, are expected to attend.

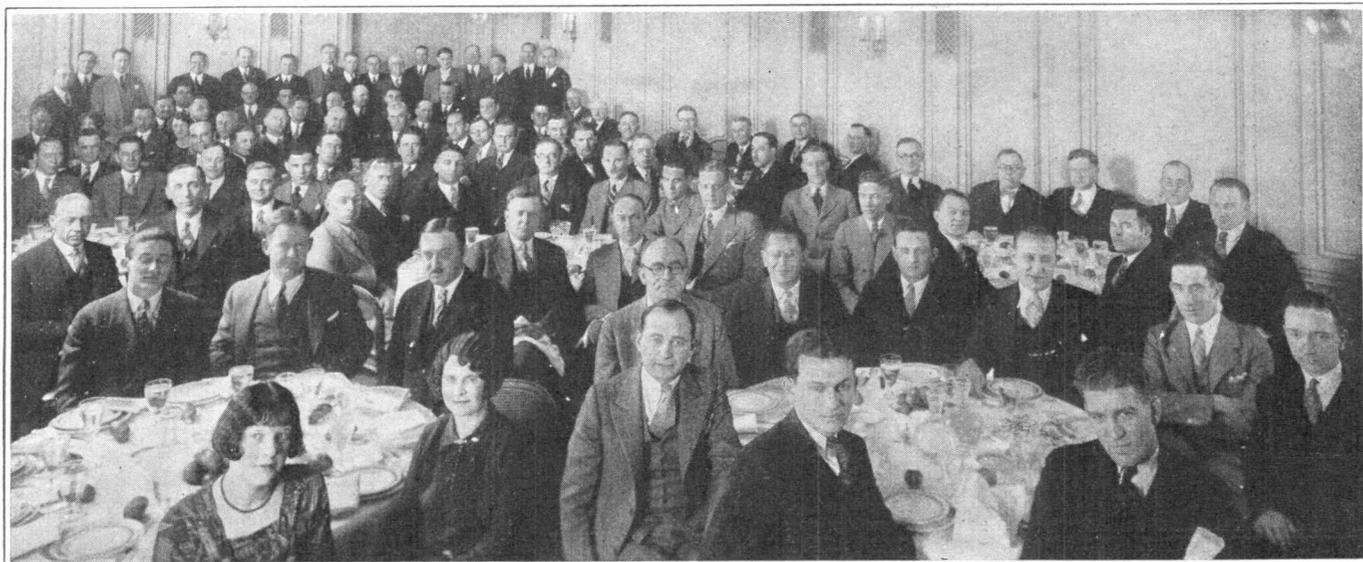
The new Crosley sales policy of placing a Jewelbox receiver in the homes of prospective purchasers for testing, will be discussed, as well as the advertising campaign for the coming season.

THE DUDA-MYERS COMPANY, Hastings, Nebraska, has been appointed distributor for the Radio Corporation of America. F. H. Eldredge, formerly with W. M. Dutton & Sons, Hastings, Nebraska, will act as manager of the Radiola Division.

THE RUMSEY ELECTRIC COMPANY, 1007 Arch Street, Philadelphia, Pa., has established a separate radio department which will be under the management of Charles H. Kelley, who will be assisted by John A. Henry and T. W. Lauer.

THE KIMBERLEY RADIO CORPORATION, Chicago, Ill., Zenith distributor, recently declared a 50 per cent cash dividend to its stockholders.

Automatically-Controlled Set Feature of Zenith Distributor Conference



Distributors attending the Zenith convention held in Chicago recently, placed orders aggregating over twice the amount of last year's total volume, according to Paul B. Klugh, vice-president and general manager of the Zenith Radio Corpora-

tion, Chicago. The new automatic-tuning radio receiver, the invention of Harry Marvin of New York, was demonstrated. Zenith holds the basic patents on this device, by which a station is tuned in by pushing a button or pressing a lever.

New Dealer Help Material

Aids to greater profits provided by radio manufacturers for their dealers

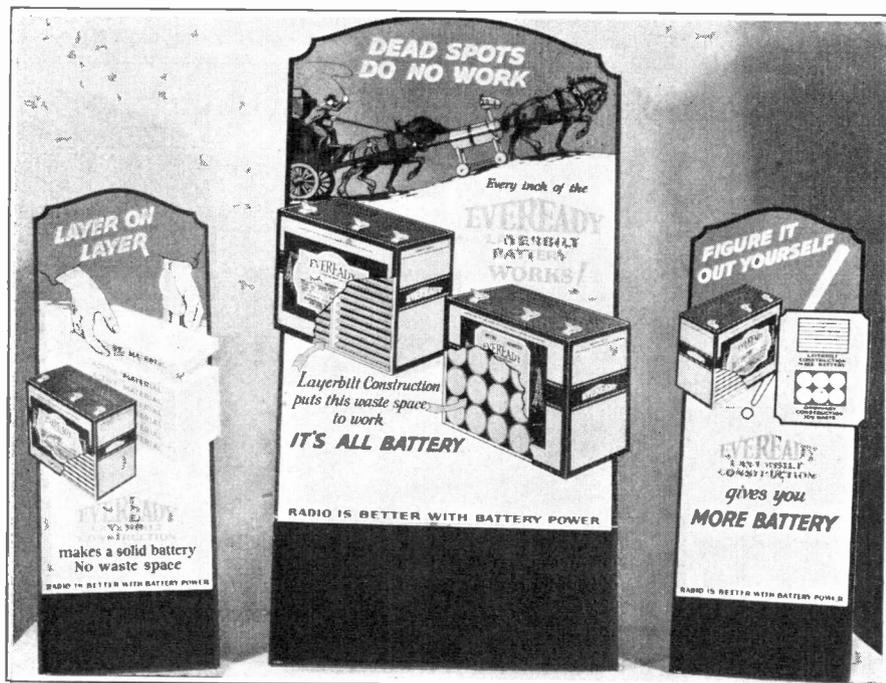
Backs Its Tubes



This counter card on Vogue tubes brings out the fact that the Allan Manufacturing Company, Harrison, N. J., stands back of each of its tubes. It is printed in blue and red and stands 12 inches high and 18 inches long, with an easel-back. Free to dealers upon request.

THE HARTFORD BATTERY COMPANY, Milldale, Conn., is offering several window streamers, 12 in. x 64 in., printed in four bright colors, and illustrating and describing its storage battery and "Line-A Power" units. This company is also offering two leaflets,—one containing general information on the Hartford line and the other describing the "Line-A Power" combination trickle charger and A-battery. There is space on the back for the dealer's name. Both window streamers and leaflets are supplied without charge.

Emphasizing Eveready's "Layerbilt" Construction



This window back-ground on Eveready batteries stresses the "Layerbilt" construction of the battery, showing a cross-section of it. The "dead spot" illustration on the center piece pictures clearly the advantage of this feature. It is printed in red, blue and black, and stands 3 feet high by 4 feet wide. Free to Eveready dealers upon request to the National Carbon Company, 30 E. 42nd Street, New York.

"Be There With B-T"



The Bremer-Tully Manufacturing Company, 520 South Canal Street, Chicago, Ill., is offering several new window cards similar to the above, painted in pure oil paints and reproduced by the special silk printing process. They come in various bright colors and give a very pleasing effect. These cards may be easily cleaned by washing with soap and water and make splendid pieces around which to build a window display. They are 18 inches high and 12 inches long, and will be sent without charge.

CENTRAL RADIO LABORATORIES, 14 Keele Avenue, Milwaukee, Wis., have available a handy, pocket-size leaflet describing and illustrating each type of resistance that they manufacture, and its function in radio circuits. There is also complete information on how these resistances are used, together with diagrams of the circuits. Prices and model numbers of each type are given. This company also offers an easel-back counter card, 4½ in. x 6 in., printed in green, yellow and black on the Centralab station selector. Both sent upon request.

BROWNING-DRAKE CORPORATION, Cambridge, Mass., has prepared an effective window streamer, 13 in. x 40 in., printed in blue, red, yellow and green. On one side is a man, leisurely seated in his favorite chair, pipe in one hand, prepared to enjoy the evening listening to his radio, and on the other side are the words "Browning-Drake Radio." It may be obtained without charge from this company.

THE STELNITE RADIO COMPANY, 506 S. Wabash Avenue, Chicago, has available a service manual on models 991, 992 and 993. This folder contains a schematic diagram and a testing chart for these models, together with complete service instructions for testing the receivers and correcting any ordinary trouble which may arise in them. Free to dealers upon request.



Power Amplifier \$3.00

A.C. Amplifier \$2.50

A.C. Detector \$5.00

Full-Wave Rectifier \$4.50

Sylvania AC Tubes for Receivers

WITH over a million AC sets in operation the summer market for Sylvania AC tubes is assured.

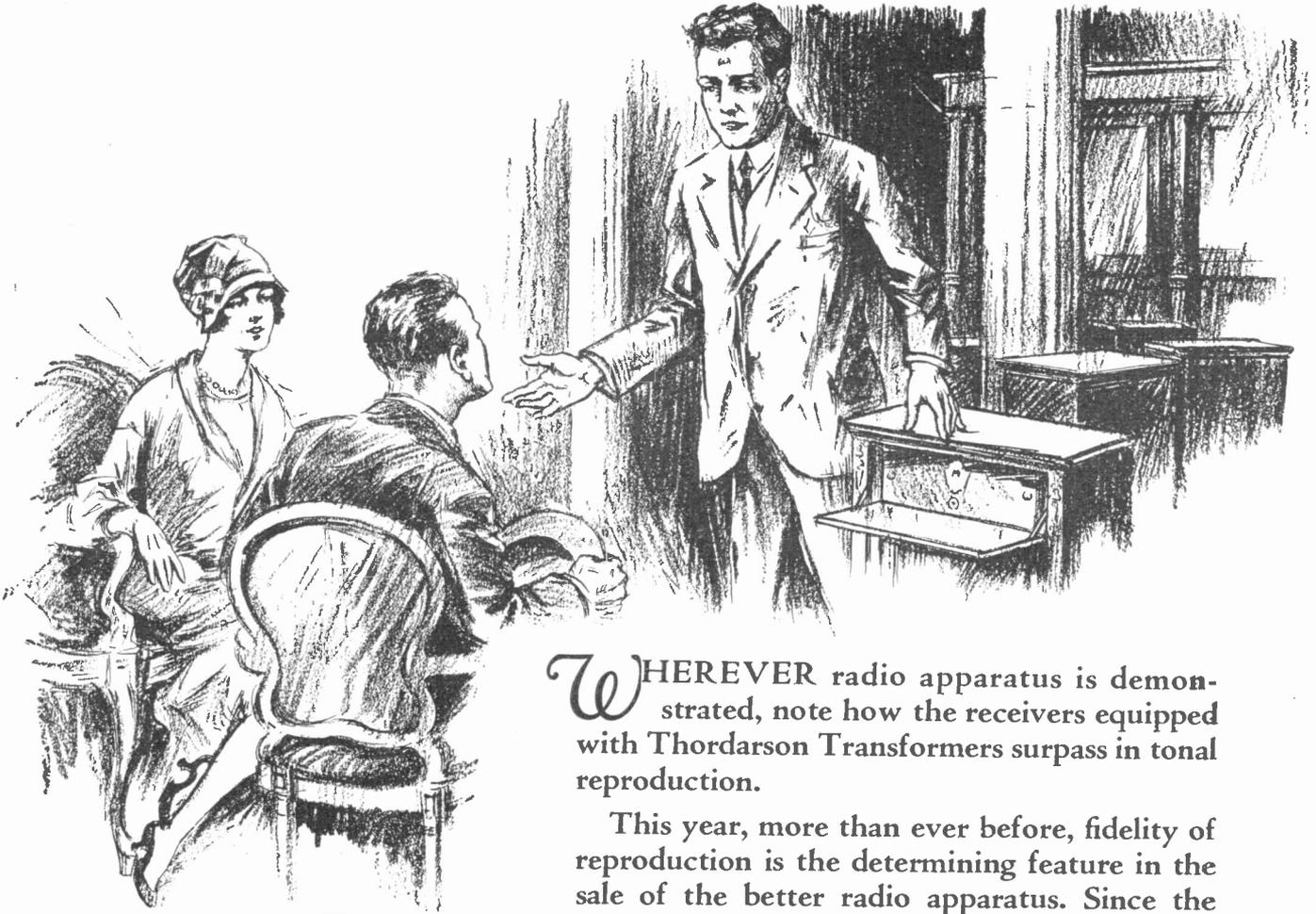
If you are now a Sylvania dealer, you know that both the tubes and the profits "Never Disappoint." If not, we will gladly send you complete information on how to become one.

SYLVANIA PRODUCTS COMPANY

Emporium, Penna.

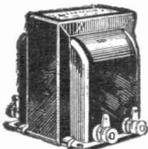
Tune in on the Sylvania Foresters each Wednesday night at 8:30 through Stations WJZ, WBZ, WBZA, KDKA and KYW.





These quality instruments are Thordarson equipped:

- ZENITH
- SPARTON
- Howard
- Phisco
- Willard
- Planistick
- GILFILLAN
- KENNEDY
- MAGNAVOX
- Neutrowound
- Prest-O-Lite
- RADIADYNE
- Mohawk
- Buckingham
- MURDOCK
- WALBERT
- OZARKA
- ARGUS
- AUDIOLA
- ERLA
- and many others



WHEREVER radio apparatus is demonstrated, note how the receivers equipped with Thordarson Transformers surpass in tonal reproduction.

This year, more than ever before, fidelity of reproduction is the determining feature in the sale of the better radio apparatus. Since the musical characteristics of a radio instrument depend to such a great extent on a wise selection of the audio and power supply transformers, it is significant that so many leading manufacturers have turned to Thordarson as the logical transformer source.

Equally significant is the fact that not once since Thordarson transformers became available to radio manufacturers has any other transformer approached the manufacturer popularity of Thordarson.

THORDARSON

RADIO TRANSFORMERS

Supreme in musical performance

Thordarson transformers are universally available to custom set builders as well as manufacturers. Wherever radio parts are sold, there you will find a complete stock of Thordarson Audio and Power Supply apparatus. If you are building for real musical performance, insist on Thordarson Transformers.

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. 3581

MERCHANDISING RADIO PARTS



A Section of *Radio Retailing*

May, 1928

1,200 Chain Stores SELL
\$4,000,000 in *Parts*

A survey by "Radio Retailing" discloses that parts amount to as much as 35 per cent of gross radio sales in these stores

IN 1924, the peak year of the parts industry, every radio store was a parts store. Today out of a total of 25,000 radio stores only 3,000 handle parts, yet the volume of parts business has not dropped in proportion.

The major portion of this business has been replaced by the manufactured set industry, and the mail order houses and jobbers are getting a share, but a survey of nationally known chain stores reveals the fact that a respectable portion of this business has also passed into their hands. It also discloses some interesting facts as to how this business is proportioned among them.

Twelve of these national chains selling radio were surveyed including: F. W. Woolworth Co., S. S. Kresge, S. H. Kress & Co., W. T. Grant Co., McCrory Stores Corp., F. & W. Grand Co., J. J. Newberry Co., Metropolitan Chain Stores Inc., McLellan Stores Co., G. C. Murphy Co., Neisner Bros., and I. Silver & Bros. The F. W. Woolworth Company was excluded because it was found that it maintained a ten-cent limit, thus precluding most radio merchandise while the others observed prices ranging, for the most part, up to five dollars.

The eleven remaining chains represented a total of approximately 2,000 stores, but only 1,200 of this number figure in radio sales, as not all of the stores in the individual chains stock radio merchandise. The coverage of these stores is, of course, national, but the stores selling radio predominated in the East, Middle West, Southwest and the Pacific Coast.

The total sales in 1927 for all kinds of merchandise in the 2,000 stores was approximately \$350,000,000 and the total radio sales for the 1,200 stores handling this merchandise was approximately \$13,000,000—\$4,000,000 of which was in parts. Not imposing figures, perhaps, alongside of \$350,000,000, but bear in mind that the two former figures represent the radio sales in only 1,200 of the stores while the latter figure represents the total sales for all merchandise in 2,000 stores. At that the total radio sales represent 3.7 per cent of the total volume of business of all these chains and these stores are not fundamentally radio merchandising establishments.

Furthermore, this figure means that the 1,200 stores did an average gross business of \$10,000 in radio—an amount that any radio dealer might like to add to his annual gross sales figure.

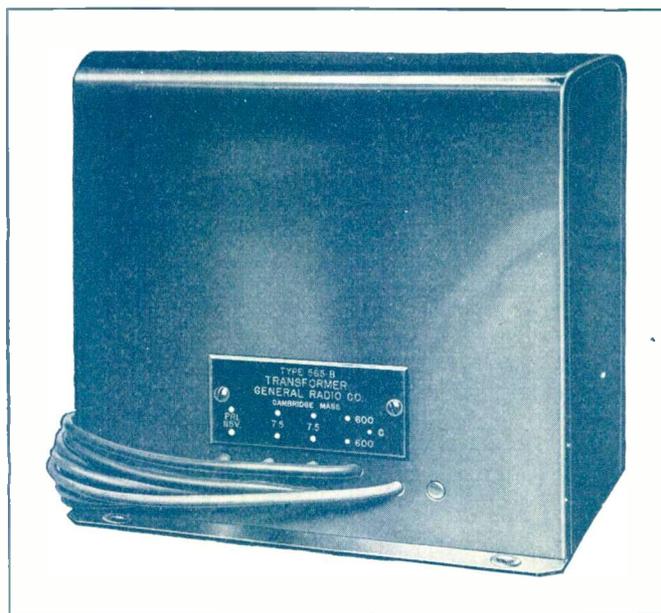
THE figures ran much lower and much higher in the individual cases of some of these companies, the chain representing the lowest radio sales, showing 0.2 per cent radio sales to the total volume while the chain representing the highest percentage in radio sales grossed 12 per cent of its business in radio. The chain doing the most radio business of all revealed that 6½ per cent of its gross sales was in this department.

Translated into dollars and cents these figures still indicate a high average gross in radio, per store,

(Please turn to second page following)

POWER AMPLIFICATION AND HEAVY DUTY PLATE SUPPLY UNITS

The General Radio Company is prepared to supply to the dealer complete equipment for the construction of Power Amplifiers and Heavy Duty Plate Supply units. A new line of transformers and filters primarily intended for use with the new UX 250 power tube has recently been announced. Bulletins describing these units will be sent on request. Our engineering department will be glad to cooperate with the dealer in designing power amplifiers to fill special needs.



TYPE 565-B FULL-WAVE TRANSFORMER

Price - - \$20.00

The primary is wound for 105-102 volt 60 cycle operation, while three secondaries are provided—one of 1200 volts which is center tapped for the plate supply, and two of 7.5 volts for lighting the filaments of the rectifier and power tubes. This transformer has a rating of 200 volts, thus providing adequate power without overheating.

GENERAL RADIO Co

MANUFACTURERS OF QUALITY RADIO APPARATUS

30 STATE ST., CAMBRIDGE, MASS.
274 BRANNAN ST., SAN FRANCISCO, CALIF.

Dubilier SOCKET POWER Condensers



When the possibilities of light socket radio power first engaged the attention of leading electrical engineers, Dubilier's research laboratories were already at work on condensers suitable for experimental units. The development in power-supply devices during the past five years has borne marvelous results—for today the electrically operated receiver is a reality, and its popularity is constantly on the increase.

Dubilier is proud of its part in the success of more than one manufacturer's power unit, and of the confidence shown by amateur experimenters everywhere.

The now complete line of Dubilier power pack condensers meets every requirement in the building of sturdy, compact eliminators for any purpose. Dubilier's recognized high factor of safety insures a life far longer than that of the average condenser and safeguards both receiver and power unit.

Write for our special Socket Power Condenser Bulletin



Dubilier Light Socket Aerial provides the last link in complete light socket operation. Nationally advertised—adequately displayed—and sold for \$1.50 on a money-back guarantee to work satisfactorily.

DUBILIER CONDENSER CORP.
4377 Bronx Blvd., New York City



Dubilier

LIGHT-SOCKET AERIAL



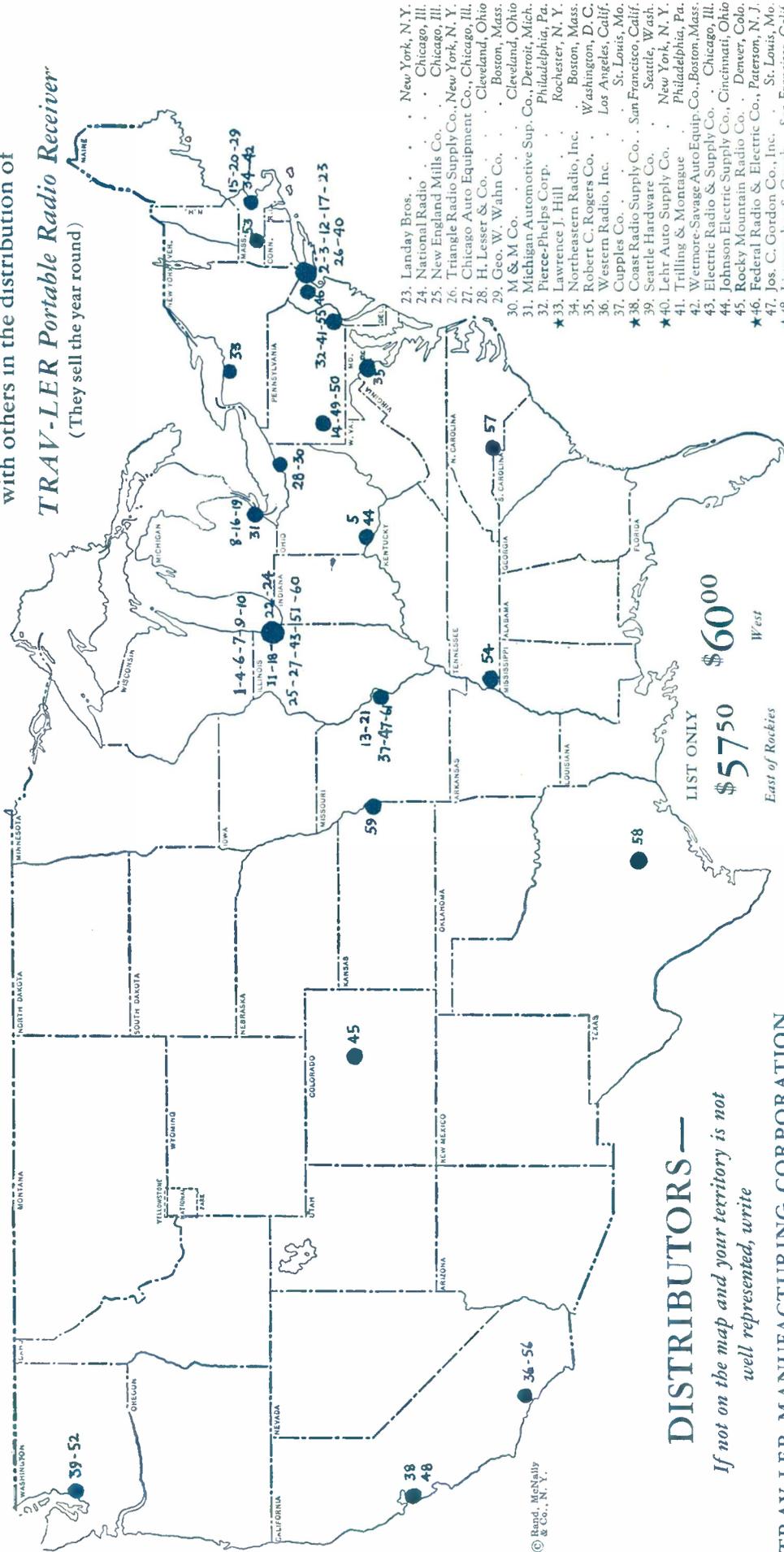
— ARE YOU ON THE MAP? —

—IF SO, note your standing according to number compared with others in the distribution of

TRAV-LER Portable Radio Receiver

(They sell the year round)

SPECIAL NOTE
Young, Lorish & Richardson of Chicago moved up from 16th place in March to 6th in April.
C. & D. Auto Supply Co. of Cincinnati from 12th to 5th.
Hudson-Ross, Inc., of Chicago from 10th to 4th.



DISTRIBUTORS —

If not on the map and your territory is not well represented, write

TRAV-LER MANUFACTURING CORPORATION
3401 North Halsted Street, Chicago, Illinois · Manufacturers of



THE "ORIGINAL ONE-MAN PORTABLE RADIO"

DEALERS — write your nearest distributor

- | | | | |
|--------------------------------------|-----------------------|--------------------------------------|-----------------------|
| 1. Lyon & Healy | Chicago, Ill. | 12. Mackenzie Radio Corp. | New York, N. Y. |
| 2. Specialty Service Corp. | Brooklyn, N. Y. | 13. Van Ashe Radio Co. | St. Louis, Mo. |
| 3. Auto Hardware Equip. Co. | New York, N. Y. | 14. Beckley-Ralston Co. | Pittsburgh, Pa. |
| 4. Hudson-Ross, Inc. | Chicago, Ill. | 15. Milhender Electric Supply Co. | Boston, Mass. |
| 5. C & D Auto Supply Co. | Cincinnati, Ohio | 16. Beckley-Ralston Co. | Detroit, Mich. |
| 6. Young, Lorish & Richardson | Chicago, Ill. | 17. R. H. McMann, Inc. | New York, N. Y. |
| 7. Telephone Maintenance Co. | Chicago, Ill. | 18. Wakem & McLaughlin | Chicago, Ill. |
| 8. Detroit Electric Co. | Detroit, Mich. | 19. Automobile Equipment Co. | Detroit, Mich. |
| 9. Beckley-Ralston Co. | Chicago, Ill. | 20. F. D. Pitts Co. | Chicago, Ill. |
| 10. Triangle Electric Co. | Chicago, Ill. | 21. Electric Lamp & Supply Co. | St. Louis, Mo. |
| 11. Western Radio | Chicago, Ill. | 22. Manhattan Electric Co. | Chicago, Ill. |
| 23. Landay Bros. | New York, N. Y. | 31. Michigan Automotive Sup. Co. | Detroit, Mich. |
| 24. National Radio | Chicago, Ill. | 32. Pierce-Phelps Corp. | Philadelphia, Pa. |
| 25. New England Mills Co. | Chicago, Ill. | 33. Lawrence J. Hill | Rochester, N. Y. |
| 26. Triangle Radio Supply Co. | New York, N. Y. | 34. Northeastern Radio, Inc. | Boston, Mass. |
| 27. Chicago Auto Equipment Co. | Chicago, Ill. | 35. Robert C. Rogers Co. | Washington, D. C. |
| 28. H. Lesser & Co. | Cleveland, Ohio | 36. Western Radio, Inc. | Los Angeles, Calif. |
| 29. Geo. W. Wahn Co. | Boston, Mass. | 37. Cupples Co. | St. Louis, Mo. |
| 30. M & M Co. | Cleveland, Ohio | 38. Coast Radio Supply Co. | San Francisco, Calif. |
| 31. Michigan Automotive Sup. Co. | Detroit, Mich. | 39. Seattle Hardware Co. | Seattle, Wash. |
| 32. Pierce-Phelps Corp. | Philadelphia, Pa. | 40. Lehr Auto Supply Co. | New York, N. Y. |
| 33. Lawrence J. Hill | Rochester, N. Y. | 41. Trilling & Montague | Philadelphia, Pa. |
| 34. Northeastern Radio, Inc. | Boston, Mass. | 42. Wetmore-Savage Auto Equip. Co. | Boston, Mass. |
| 35. Robert C. Rogers Co. | Washington, D. C. | 43. Electric Radio & Supply Co. | Chicago, Ill. |
| 36. Western Radio, Inc. | Los Angeles, Calif. | 44. Johnson Electric Supply Co. | Cincinnati, Ohio |
| 37. Cupples Co. | St. Louis, Mo. | 45. Rocky Mountain Radio Co. | Denver, Colo. |
| 38. Coast Radio Supply Co. | San Francisco, Calif. | 46. Federal Radio & Electric Co. | Paterson, N. J. |
| 39. Seattle Hardware Co. | Seattle, Wash. | 47. Jos. C. Gordon Co., Inc. | St. Louis, Mo. |
| 40. Lehr Auto Supply Co. | New York, N. Y. | 48. Listenwaller & Gouch | San Francisco, Calif. |
| 41. Trilling & Montague | Philadelphia, Pa. | 49. C. C. Mellor Co. | Pittsburgh, Pa. |
| 42. Wetmore-Savage Auto Equip. Co. | Boston, Mass. | 50. O. M. C. Supply Co. | Pittsburgh, Pa. |
| 43. Electric Radio & Supply Co. | Chicago, Ill. | 51. Moore & Evans | Chicago, Ill. |
| 44. Johnson Electric Supply Co. | Cincinnati, Ohio | 52. L. C. Werner Co. | Seattle, Wash. |
| 45. Rocky Mountain Radio Co. | Denver, Colo. | 53. Tarbell-Watters Co. | Springfield, Mass. |
| 46. Federal Radio & Electric Co. | Paterson, N. J. | 54. Clayton-Hughes | Memphis, Tenn. |
| 47. Jos. C. Gordon Co., Inc. | St. Louis, Mo. | 55. Radio Parts Co. | Philadelphia, Pa. |
| 48. Listenwaller & Gouch | San Francisco, Calif. | 56. Herbert H. Horn Co. | Los Angeles, Calif. |
| 49. C. C. Mellor Co. | Pittsburgh, Pa. | 57. Shaw's, Inc. | Charlotte, N. C. |
| 50. O. M. C. Supply Co. | Pittsburgh, Pa. | 58. Walter Tips Co. | Austin, Texas |
| 51. Moore & Evans | Chicago, Ill. | 59. American Radio & Met. Co. | Kansas City, Mo. |
| 52. L. C. Werner Co. | Seattle, Wash. | 60. Harry Alter Co. | Chicago, Ill. |
| 53. Tarbell-Watters Co. | Springfield, Mass. | 61. Kusel Tel. & Electric Supply Co. | St. Louis, Mo. |
| 54. Clayton-Hughes | Memphis, Tenn. | | |
| 55. Radio Parts Co. | Philadelphia, Pa. | | |
| 56. Herbert H. Horn Co. | Los Angeles, Calif. | | |
| 57. Shaw's, Inc. | Charlotte, N. C. | | |
| 58. Walter Tips Co. | Austin, Texas | | |
| 59. American Radio & Met. Co. | Kansas City, Mo. | | |
| 60. Harry Alter Co. | Chicago, Ill. | | |
| 61. Kusel Tel. & Electric Supply Co. | St. Louis, Mo. | | |

★ New distributors last month.

MANUFACTURERS and MARKETS

*Devoted to the Problems
of the Manufacturer in
the Design and Distribu-
tion of Radio Apparatus*

A Section of Radio Retailing

May, 1928

Manufacturer Institutes Extensive Guarantee of Products

That the radio industry is following in the footsteps of its larger contemporary the automobile business, is further manifest in the announcement of a new kind of radio service guarantee by A. H. Grebe & Co., Inc., radio receiver manufacturers, of New York City, N. Y., and Los Angeles, Calif.

In the new guarantee of apparatus, that this company issues with every piece of equipment leaving its factory, a card is included on which appears the guarantee; purchaser's record card, which is to be filled out by the purchaser and returned to the Grebe Company, and, a dealer's record card which is detached and kept by the dealer. These three sections are on one card and are readily detachable as can be seen in the accompany illustration.

The Grebe guarantee in full is as follows:

"A. H. Grebe & Co., Inc., guarantees Grebe apparatus to be free from defects in material and workmanship under normal use and service, our obligation under this guarantee being limited to replacing any part or parts thereof which, shall within ninety (90) days after delivery of such apparatus to the original consumer, be returned to our factory at Richmond Hill, N. Y., with transportation charges prepaid, and which, upon our examination, shall disclose to our satisfaction to have been thus defective. Should such defect become apparent within the period of this guarantee the necessary repairs or replacements will be handled by our authorized Grebe representative. Apparatus will not be accepted at our factory for repair or inspection unless accompanied by a return card. Credit is not issued. This guarantee is in lieu of all other guarantees expressed or implied and of all other obligations or liabilities on our part, and we neither assume nor authorize any representative or other person to assume for us any other liability in connection with the sale of Grebe apparatus.

"This guarantee shall not apply to any Grebe apparatus which shall have been repaired or altered outside our factory in any way so as in our judgment, to affect its stability or reliability, nor which has been subject to misuse, negligence or accident, nor which has had the serial number altered, effaced or removed. Neither shall this guarantee apply to any receiver which has been connected otherwise than in accordance with the instructions furnished by us. Parts incorporated in, or accessories used with Grebe receivers, not of our own manufacture, are not subject to our guarantee, inasmuch as they are usually guaranteed by their manufacturers."

Credit Omission

On page 83 of the April issue of this publication, in this section, an item was run entitled "Six Things to Remember When Buying Resistors." Unfortunately, due credit was not given to the Ward Leonard Electric Co., which was responsible for this excellent item.

Purchaser Should Read Carefully and Keep for Future Reference

THE GREBE GUARANTEE

A. H. GREBE & COMPANY, Inc. guarantees Grebe apparatus to be free from defects in material and workmanship under normal use and service, our obligation under this guarantee being limited to replacing any part or parts thereof which shall, within ninety (90) days after delivery of such apparatus to the original consumer, be returned to our factory at Richmond Hill, N. Y., with transportation charges prepaid, and which, upon our examination, shall disclose to our satisfaction to have been thus defective. Should such defect become apparent within the period of this guarantee the necessary repairs or replacements will be handled by our authorized Grebe representative. Apparatus will not be accepted at our factory for repair or inspection unless accompanied by a return card. Credit is not issued. This guarantee is in lieu of all other guarantees expressed or implied and of all other obligations or liabilities on our part, and we neither assume nor authorize any representative or other person to assume for us any other liability in connection with the sale of Grebe apparatus.

This guarantee shall not apply to any Grebe apparatus which shall have been repaired or altered outside our factory in any way so as in our judgment, to affect its stability or reliability, nor which has been subject to misuse, negligence or accident, nor which has had the serial number altered, effaced or removed. Neither shall this guarantee apply to any receiver which has been connected otherwise than in accordance with the instructions furnished by us. Parts incorporated in, or accessories used with Grebe receivers, not of our own manufacture, are not subject to our guarantee, inasmuch as they are usually guaranteed by their manufacturers.

A. H. GREBE & COMPANY, Inc.

Dealer's Name Date Purchased

Address Type of Apparatus Serial No.

IMPORTANT:
Every purchaser of Grebe apparatus should immediately fill out and mail the purchase record card for his own protection. Unless we have this record on file we cannot give prompt service or replace apparatus according to our guarantee. All correspondence of a technical nature should be addressed to the Service Engineering Department, New York Office, 113 West 57th Street, New York City, U. S. A.

PURCHASE RECORD CARD (Fill out and Mail IMMEDIATELY)

Name Date Purchased

Address

City

Dealer's Name

Address

Type of Apparatus Serial No.

GREBE DEALER'S RECORD

Purchaser's Name Date Sold

Address

Type of Apparatus Serial No.

Sold by Installed by

Form 34

A new kind of service guarantee issued by A. H. Grebe & Co. It includes the guarantee, dealer's record card, and purchase record card.

Four New Broadcasting Stations Planned in Czechoslovakia

Four new broadcasting stations are planned in Czechoslovakia, reports Commercial Attaché Elbert Baldwin, Prague, to the Department of Commerce. The first station of at least 20 kilowatts is to be erected at Prague, replacing the present station. This station is designated to cover the whole Republic in competition with the Zezzin station in Berlin. Smaller stations are planned for Mahrish Ostrawa (new) and at Bratislava and Kosice (replacements). A fifth station at Karlovy Vary is reported possible.

Concessions have not yet been granted but in each case essential material will probably be furnished by the company securing the concession.

At present four stations already operate in Czechoslovakia. One is at Prague, another at Brunn and two smaller ones converted from previous wireless stations at Bratislava and Kosice.

What the World Wants

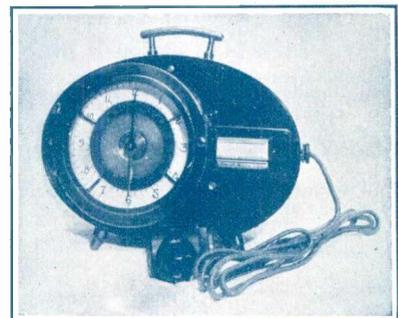
Listed below are some specific inquiries for American goods received in the Department of Commerce, at Washington, D. C. To obtain confidential information, it is necessary only for American exporters to apply to the nearest office of the Bureau or at Washington, giving the number or numbers of the inquiry or inquiries in which they are interested.

SWEDEN—30,361. Radio supplies.
NETHERLANDS — 30,463. Radio sets and parts.
SPAIN—30,596. Radio power units.
DENMARK — 30,551. Radio sets and parts.
SWITZERLAND—30,548. Radio sets and parts.

Time-Clock Switch

A portable time clock switch which can be used in connection with any electrical device for turning on or off the time as many as twenty-four times with one setting, has been invented and patented by Walter P. Frisch, 104 Linden Street, Rochester, N. Y. It is estimated that this clock can be manufactured and retailed at a price not exceeding \$10.

The device is an ordinary clock which has in addition—a time switch, capable of turning electric devices on and off at predetermined times, a memorandum device, and a special alarm system. These new parts are added to and built on, the works of an ordinary clock, the whole, except outside casing, being built into one unit which can easily be removed from outside casing. Any cheap clock movement will suffice, so long as there is a good strong main spring. The main and alarm springs furnish the power for all parts. The movement used on the model was taken from a cheap alarm clock and already it has been used in a one year's period. The new parts are few and simple, consisting mainly of a brass disk with rubber rim mounted on it (see part



Portable time-clock switch which can be used with any electrical device.

TC A
*Make Any Set A.C.
 with a T-C-A
 Filament
 Transformer*



Specifications

**Model 688—
 List Price \$4.50**

3 1/2 x 2 1/2 x 3 1/16. Shipping
 Wt. 5 1/4 lbs. Finished in Dull Black Lacquer. Furnished complete with cord and plug. Detailed instructions and layout diagram packed in each carton.

**Model 687—
 List Price \$7.50**

Handles all sets up to and including ten tubes. Both 5 volt and 2.25 volt windings are center tapped. This eliminates necessity of buying expensive resistances. 4% x 3 1/2 x 3 3/8. Shipping Wt. 5 1/2 lbs. Finished in Black Crystalline. Furnished complete with cord and plug. Detailed instructions and layout diagram packed in each carton.

Used with any of the standard Harnesses—Eby—Na-ald—Carter, etc.—this T. C. A. Transformer converts any D.C. Set into an ultra modern A.C. Receiver. Every Radio Dealer knows the public demand for A.C. sets and for a simple, easy and inexpensive way of converting a D.C. into an A.C. Set. The T. C. A. Filament Transformer fills this demand. It shows the dealer a way to increase profits.

T. C. A. Model 688 handles all sets using six tubes or less. Like all T. C. A. Transformers this model is especially designed for its particular use, and scientifically manufactured to exact specifications. Every coil is heat treated and vacuum impregnated with a special compound. This process prevents moisture disintegration and short circuiting. It means long life and dependable operation. Clean cut laminations prevent internal noises or vibrations and ensure silent hum-proof operation.

JOBBERs and DEALERS

We have prepared a booklet giving the latest complete information on A. C. Conversion and Filament Transformers. Your copy is ready to be sent to you as soon as you write us for it. Just fill out the coupon below—and mail it.

**THE TRANSFORMER CORPORATION
 of AMERICA**

1428-1432 Orleans St., Chicago, Ill.

Manufacturers of the T. C. A. Line of Power Transformers, Audio Transformers, Chokes, Power Packs, and Power Amplifier Packs.

**TRANSFORMER CORPORATION OF AMERICA,
 1428-1432 Orleans St., Chicago, Ill.**

Please send me your Free Booklet on A.C. Conversion and Filament Transformers. No obligation.

Name

Address

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

*here it is—
 the first real summer item!*

\$12.50



No more guess-work! The voltmeter tells the story.

The DeJur A-C Voltage Regulator is the first real summer item—the first real all-year item. . . . Sell one with every A. C. receiver, B eliminator or power amplifier.

Every A. C. Receiver, B battery eliminator and power amplifier owner is a potential buyer. . . . This unit is the first dependable, accurate A. C. voltage regulator—a necessary unit for every user of A. C. supply. . . . It's a seller with permanent profits.

DeJUR PRODUCTS Co

199 Lafayette St., New York City

*We also manufacture the following
 reliable products:*

- | | |
|-------------------|-----------------------|
| Power Resistances | Sockets |
| Rheostats | Power Rheostats |
| Potentiometers | Synthetic Resistances |

*Bigger Discounts
 or Better Management?*

THE June issue of *Radio Retailing* will contain an article that promises to be one of the most important that has yet appeared in this publication. It is the analysis of the radio merchandising practises of the music trade that is now being made by C. L. Dennis, formerly manager of the Merchandising Service Bureau of the Musical Industries Chamber of Commerce.

Advance reports from Mr. Dennis indicate that the majority of music merchants believe bigger discounts are necessary if the retail trade generally is to make money from the sale of radio.

But the question also arises—would not larger discounts put a premium upon poor management? Is the answer—not larger discounts with the increased temptation to slash prices which they offer—but better management on the part of the retail trade and a more fundamental knowledge of the principles of good merchandising?

ALL these factors will be brought into the light for discussion by the trade in the columns of *Radio Retailing*, beginning with this article by Mr. Dennis in next month's issue.

inside clock's face), a shaft having a pulley on one end and cylinder on the other end. A single unit wire runs into the clock to the switch which merely opens and closes the circuit. There are no motors, batteries, etc., in the clock. The wire running into the clock to the switch can carry any voltage ordinarily used and current can either be A.C. or D.C. All new parts can be punch-pressed or die cast and there is no precision work.

New Radio Patents

MARCH 20, 1928

DESIGNS

- 74,768. Radio Cabinet. Joseph Wolff, Brooklyn, N. Y. Assor. to Sonora Phonograph Company, Inc.
74,769. Radio Cabinet. Joseph Wolff, Brooklyn, N. Y. Assor. to Sonora Phonograph Company, Inc.

PATENTS

- 1,662,846. Antenna. John M. Clark, New York, N. Y.
1,662,877. Radio Signaling System Employing Machine-Switching Dial. Milton L. Almquist, Brooklyn, N. Y. Assor. to American Telephone and Telegraph Company.
1,662,891. Combined Vacuum Tube and Transformer. Arthur Mutscheller, New York, N. Y.
1,662,947. Radio Operator's Chair. Olin E. Banker, Wilkes-Barre, Pa.
1,663,010. Variable Element. William Kaisling, Chicago, Ill. Assor. to Kellogg Switchboard and Supply Company, Chicago, Ill.
1,663,073. Radio Telemechanic System. Eamanno Fiamma, Aquila, Italy.
1,663,086. Means for Indicating Frequency Changes. Maurice B. Long, Glen Ridge, N. J. Assor. to Western Electric Company, Incorporated, New York, N. Y.
1,663,110. Radio Receiver. William M. Bruce, Jr., Springfield, Ohio.
1,663,135. Static Frequency Multiplier and Modulator. Marius Latour, Paris, France. Assor. to Latour Corporation, Jersey City, New Jersey.
1,663,166. Variable Grid Leak. Lester L. Jones, Oradell, N. J.
1,663,256. Sound Reproducer. George C. Lindsay, Los Angeles, Calif. Assor. to Michael Gozzo, Don Eminger, Victor P. Hendrick and Robert Turner.

MARCH 27, 1928

DESIGNS

- 74,792. Loud Speaker. Vitalis Himmer, Mountain Lakes, N. J.

PATENTS

- 1,663,553. Electron-Emitting Material. Charles V. Iredell, Bloomfield, N. J. Assor. to Westinghouse Lamp Company.
1,663,561. Electron-Discharge Device. George Dean O'Neill, Bloomfield, N. J. Assor. to Westinghouse Lamp Company.
1,663,583. Radio Receiver. George F. Borkman, Salt Lake City, Utah.
1,663,635. Radio Apparatus. Matthew H. Lougbridge, Bogota, N. J., and John S. Holliday, New York, N. Y.; J. Margaret Holliday, Administratrix.
1,663,682. Piezo-Electric-Crystal Apparatus. Alfred Crossley and Corrie F.

- Rudolph, Washington, D. C. Assors. to Wired Radio, Inc., New York, N. Y.
1,663,712. Wave Signaling System. Marius Latour, San Sebastian, Spain. Assor. to Latour Corporation, Jersey City, N. J.
1,663,717. Signal-Transmission System. Raymond B. Meyer and Leo C. Young, Washington, D. C. Assors. to Wired Radio, Inc., New York, N. Y.
1,663,743. Radio or Radiophone Receiving Set Demonstrator. Archie R. Wolfe, Summit, N. J.
1,664,012. Loud-Speaking Receiver. Samuel E. Witt, Chicago, Ill.
1,664,017. Loud-Speaking Device. John C. Benjamin, Bronxville, N. Y. Assor. to Western Electric Company, Incorporated, New York, N. Y.
1,664,039. Wireless-Telegraph Receiving Apparatus. Norman William McLachlan, New Castle-upon-Tyne, and Archie William Langridge, Shipley, England. Assors. to Radio Corporation of America.
1,664,044. Conductor for High-Frequency Work. Mendel Osnos, and Richard Kummich, Berlin, Germany. Assors. to Gesellschaft für Drahtlose Telegraphie m. b. H. Berlin, Germany.
1,664,161. Aerial Support. Edward H. Considine, Chicago, Ill.
1,664,192. Wireless Receiving Set. Frank Conrad, Pittsburgh, Pa. Assor. to Westinghouse Electric & Manufacturing Company.
1,664,225. Vacuum Electric Tube Device. Ernest Yeoman Robinson, Manchester, and Walter John Brown, Stockport, England. Assors. to Metropolitan-Vickers Electrical Company, Limited.
1,664,239. Intertube Transformer for Vacuum-Tube Amplifiers. Max C. Batsel, Wilkensburg, Pa.
1,664,241. Radio Loud Speaker Assembly. Roger H. Bryant, Wilkensburg, Pa. Assor. to Westinghouse Electric & Manufacturing Company.

APRIL 3, 1928

PATENTS

- 1,664,448. Loud-Speaker Unit. Peter Amato, Lynn, Mass.
1,664,455. Electrical Translating Circuit. Robert W. King, New York, N. Y. Assor. to American Telephone and Telegraph Company.
1,664,468. Program-Selecting Circuits. Maurice E. Strieby, Milburn, N. J. Assor. to American Telephone and Telegraph Company.
1,664,494. Radio Apparatus. Harry F. Smith, Dayton, Ohio. Assor. to The Gas Research Company, Dayton, Ohio.
1,664,513. Variometer. Lester L. Jones, Oradell, N. J.
1,664,541. Tuned Transformer. George H. Cooper, Hartford, Conn.
1,664,548. Radio Apparatus. David Grimes, Grasmere, N. Y.
1,664,549. System of Control by Compressional Waves. John Hays Hammond, Jr., Gloucester, Mass.
1,664,591. Sound Box for Sound-Reproducing Machines. Augustus Clot, West New York, N. J.
1,664,652. Picture-Transmitting System. Edward F. Watson, Larchmont, and Allan Weaver, Brooklyn, New York. Assors. to American Telephone and Telegraph Company.
1,664,685. Radio Condenser. William L. Hudson, Syracuse, N. Y.
1,664,798. Receiving Device for Distant-Vision Installation. Georges Valensi, Paris, France.
1,664,813. Filament-Current-Reversing Device. Leon W. Gillis, Alderwood Manor, Wash.

- 1,664,860. Signal System. Raymon A. Heising, Milburn, N. J. Assor. to Western Electric Company, Incorporated, New York, N. Y.
1,664,988. Sound Reproducer. Ida E. Mobley, Roslyn, Pa.
1,665,044. Sound-Reproducing Device and Adjusting Means Therefor. Swen R. Swenson, Orange, N. J. Assor. to Multiple Electric Products Company, Inc., New York, N. Y.

APRIL 10, 1928

PATENTS

- 1,665,328. Carrier-Wave Transmission. Hugo B. Schmitt, New York, N. Y. Assor. to Western Electric Company, Incorporated, New York, N. Y.
1,665,350. Modulation System. Felix Gert Berlin-Tempelhof, Germany. Assor. to C. Lorenz Aktiengesellschaft, Berlin-Tempelhof, Germany.
1,665,501. Amplifying Repeater. Jacob S. Jammer, New York, N. Y. Assor. to Western Electric Company, Incorporated, New York, N. Y.
1,665,508. Electron-Discharge Device and Circuit Therefor. Earle E. Schumacher, East Orange, N. J. Assor. to Western Electric Company, Incorporated, New York, N. Y.
1,665,616. Electrical Condenser. Edward Herbert Trump, Merton Park, London, England. Assor. to Radio Corporation of America.
1,665,632. Radio Signaling System. Michael Lock, Berlin, Germany. Assor. to Gesellschaft für Drahtlose Telegraphie m. b. H. Hallesches, Berlin, Germany.
1,665,636. Activation of Electron-Emission Material. John Wesley Marden, East Orange, and John Edward Conley, Bloomfield, N. J. Assors. to Westinghouse Lamp Company.
1,665,674. System Including Space Discharge Device. Arthur A. Oswald, East Orange, N. J. Assor. to Western Electric Company, Incorporated, New York, N. Y.
1,665,698. Electric Current Transmission. William S. Gorton, London, England. Assor. to Western Electric Company, Incorporated, New York, N. Y.
1,665,699. Amplifier. Ernest W. Fraef, Caldwell, N. J.
1,665,843. Amplifier. Irving F. Byrnes, Schenectady, N. Y. Assor. to General Electric Company.
1,665,857. Electrical Transmission System. John Cuthbert Needham, London, England. Assor. to Evershed & Vignoles Limited and himself, London, England.
1,665,876. Radio Tube Socket. William H. Eggers, Brooklyn, N. Y.
1,665,883. Power-Amplifying System. Edward W. Kellogg, Schenectady, New York. Assor. to General Electric Company.
1,665,891. Station-Selector Dial for Radio Receiving Sets. Martin Nystrom, Chicago, Ill. Assor. to The Brunswick-Balke-Collender Company, Chicago, Ill.
1,665,904. Carrier-Wave Telephone System. Clarence A. Boddie, Wilkensburg, Pa. Assor. to Westinghouse Electric & Manufacturing Company.
1,665,936. Radio Detector. Joseph Slepian, Swissvale, Pennsylvania. Assor. to Westinghouse Electric & Manufacturing Company.
1,666,024. Arrangement for Multiplex Directional Receiving. Nicolai von Korshenewski, Berlin, Germany. Assor. to Gesellschaft für Drahtlose Telegraphie m. b. H., Berlin, Germany.

Where to Get "Ad" Ideas

(Continued from page 59)

advertising with the definite interest of timeliness. The broadcasting of baseball games, prize fights, political conventions, and similar programs, especially offers good advertising opportunities.

The connection between the event and the sales message must not be too blunt or artificial or it will have little value. Timeliness in advertising serves to attract attention—the sales message must do the rest.

FADS

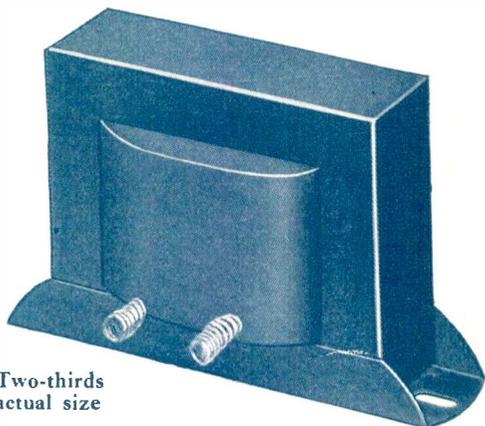
The element of timeliness in advertising can also be secured by utilizing whatever fad or craze happens to be

holding popular attention. The rage for bridge, for example, and the bridge lessons that are broadcast, provides the basis for a timely appeal to bridge fans. The merchant who is on his toes is never at a loss to make his advertising effective through timeliness.

These, then, are some suggestions which may be of use to radio merchants in the preparation of advertising. A name and an address, with a price list, is *not enough*. An ad that is worth its cost stimulates real interest and gets people into the store.

Price lists alone don't work. The next store may have a lower one.

Improve your set with **General Audio Transformers**



Two-thirds
actual size

General Audio Transformers are transformers of quality with a price appeal. Improved results are assured due to the eight outstanding features and characteristics which follow:

- 1—Low cost for quality amplification curve.
- 2—Precise co-ordination of both audio and output windings to the designated tube, an essential to superior tone quality.
- 3—Low note amplification without sacrificing upper range so necessary to fidelity in musical reproduction, due to low winding capacity.
- 4—Radios available sufficiently high to permit operation of 171 tube to maximum output without distortion.
- 5—Vacuum impregnation insures protection to windings against climatic effects.
- 6—Core of selected high grade steel sufficiently large to prevent magnetic saturation effects.
- 7—New output transformer designed to deliver maximum undistorted output from tube to speaker.
- 8—Accurately determined air gap in output choke prevents core saturation and accompanying hysteritic distortion.

Write for sample, prices and other specific information you desire.

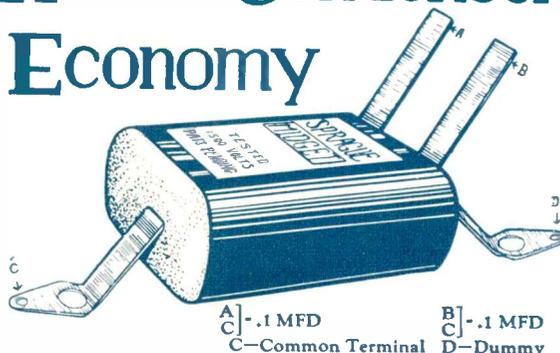


General Transformer Corporation

900-910 W. Jackson Boulevard

CHICAGO

Here's Condenser Economy



Two condensers in one unit, suitable for direct eyeletting to metal or insulated base panel. That's the latest Sprague development—their latest contribution to lowering condenser costs for manufacturers. For these Dual Condensers effect many savings in space and assembly operation. Waterproofed with asphalt covering and special process of triple impregnation. Available in sizes from .01 to .5 MFD.

SPRAGUE SPECIALTIES CO.
Quincy, Mass.



Wound Condensers

By-Pass—Buffer—Filter

Working Voltages 200 to 1200 D.C.

Special Blocks for A.C. sets and Power Packs. Highest electrical properties and permanence based on **Life Tests**. Information and prices on request.

Manufacturers are invited to visit our plant for inspection of our production and testing equipment.

Special Life Test Laboratory.

RADIO APPLIANCE CORPORATION
SPRINGFIELD, MASS.

"STAR"
ANTENNA



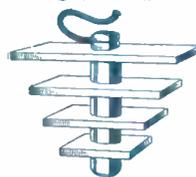
World
Wide

APPROVAL

Needed by every Radio Enthusiast who desires the peak of reception. Meets all tests. Results at only half the cost.

Write for Catalog and Proposition.

The "SYMBOL"
GROUND



"ANGLE"
ROOF BRACKET



STAR ANTENNA PRODUCTS
Dept. 8 ELKHART, INDIANA, U. S. A.

Summer Outlook GOOD

Boston

"Conditions Good, With Favorable Outlook"

Slight decline in this district although sales for past month were above last year and in view of conditions in general are good. A.C. sets are in the lead. Low sales volume for chargers and batteries. Tube and speaker sales are good as compared with last year. Less factory unloading is reported with prices fairly steady. Present aspect for continued buying this spring is favorable. Weekly sales from a number of dealers range from two sets to thirteen per week. No complaints in this district on price. Tone qualities and electric sets of dependability lead in public favor.

San Francisco

"Generally Slow, Individual Lines Active"

Radio business generally depressed but individual lines of low-price sets very active. Both retailer and distributor still suffer from overstock of battery equipment but market for this material slightly improving. Music trades also report good radio business on low priced sets. Outlook for summer considered good by all on account of better broadcasting and national programs of interest. Extra effort in advertising and sales campaigns being planned to eliminate summer slump altogether.

Denver

"Spring Sales 30 per Cent Ahead"

Trade in the Inter-Mountain territory has had exceptionally good spring business. A general survey shows an increase of thirty per cent over the first three months of 1927. This healthy condition is due to the increased confidence of the public and the stabilizing of the trade. Also to the national hook-up which has recently been completed. General business conditions are good and both wholesale and retail dealers are anticipating that this condition will continue through the late spring and summer.

Atlanta

"Slow, Awaiting New Models"

Interest among dealers seems to lie mostly in anticipated showing of coming season's models at the Trade Show in Chicago. Rumors of changes in models are having ill effect on trade conditions. March and April sales suffered considerably due to this activity, being less than same month of last year. Little indication of improvement for May. Interest is in A.C. receivers but orderly merchandising of D.C. outfits also continues. Some dealers are converting D.C. sets for A.C. tubes. Dealers and jobbers interviewed are optimistic about coming year.

Chicago

"50 Per Cent Ahead of Last Year"

February and March fifty per cent better than twelve months ago according to practically every dealer and jobber interviewed. April twice as good as last year for sets although accessories and batteries have fallen off approximately forty per cent. However, total volume for this month is higher due to sale of better cabinets and power speakers. Radio season is lengthening, jobbers reporting nine profit months for past fiscal year due to many manufacturing affiliations and consolidations, and numerous meetings of organized dealers, jobbers, manufacturers and broadcasters for betterment of manufacturing, distributing and broadcasting conditions.

New York

"Sales Good, Summer Outlook Fine"

Sales are keeping up exceptionally well this Spring in the Metropolitan territory and as a whole are ahead of last year. Some dealers report business just as good as last winter notwithstanding a slight slump in March. April showed increased sales in most quarters and on an average is well ahead of last

year. A slight slump is looked for in May but a strong comeback is expected in June and July for this territory in view of the conventions, championship bouts and other broadcasting features scheduled for this summer.

Pittsburgh

"General Conditions Poor"

Seasonal slowing up is in evidence with the general business situation responsible. Sales appear to be confined to the experimenter group and not to the tailor-made set contingent. Auxiliary parts for renovating and changing over old set models find some demand and the screen-grid developments are helping to retain the interest. The A.C. set market has shown a general slowing up. Dealers feel that the coming democratic and republican conventions will prove a stimulant as will other sporting events but they hesitate to bank too heavily on expected sales or even to anticipate them.

Cleveland

"Trade Normal—General Conditions Improving"

Trade normal for season. Jobbers find resistance due to inclination of dealer to defer purchases until new lines are announced at Chicago show. Result is some falling off in jobber sales but this is not considered serious. General business is improving in this territory and this, together with plans to broadcast conventions and other summer events, makes prospects as good as those which faced dealers at this season last year. Retail sales passable but spotty with occasional week of very low sales throughout territory. Sales are running more and more to consoles. Dumping of sets moderate.

San Antonio

"Best Sales in History"

Trade has finished first quarter of current year with largest sales volume and biggest profits ever before reported. Entire season has been a most prosperous and profitable one. Dealers are looking into the future with more confidence and optimism. Public confidence has been greatly improved with reputable lines and better programs. Dealers, now retrenching for summer months, expect heavy sales in tubes and batteries although eliminators and socket units are still having good sales. Wholesalers report business greatly improved in outlying trade territory and expect good sales from rural sections this year. General business conditions better than ever before. The present year is expected to set a new high record for sales in all departments.

Los Angeles

"Sales Slowing Up, but Above Last Year"

Business dropped after January but April sales have been exceptionally good as compared with previous year. Public confidence is growing in electric sets and a few well-known lines are leading less known makes. Medium and low-price electric sets are enjoying greatest sales. Sales of battery eliminators and chargers have slowed down but they are moving so that those who have small stocks are resting easily. No great surplus exists. Cheap cones are giving place to better reproducers in a higher price range. Dynamic speakers are selling in this territory at the rate of about two hundred a month and this number is increasing.

New Orleans

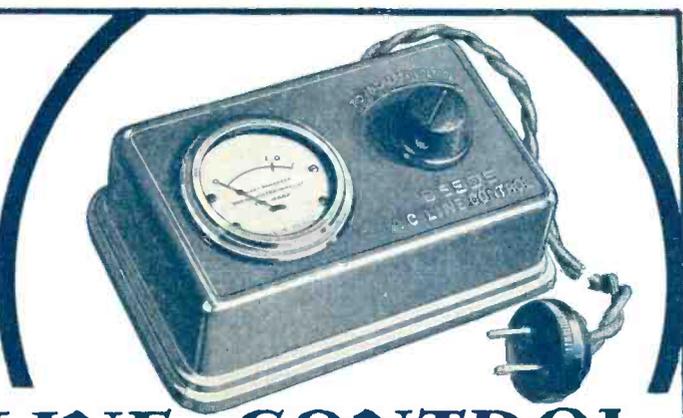
"Trade Slow—Summer Season Beginning"

Sales already slowing up in this territory making a very short radio season. Customers apparently awaiting a straightening out of the broadcasting situation, with consequent mortality among small, independent dealers. Music stores taking active hold in radio and some radio stores are taking on music side lines for the summer.

"AC" Tube Insurance at \$7.50 that every "AC" set owner will buy.

DESIGNED to meet the demand for a perfect, accurate, guaranteed instrument at a low price. Earns its cost if it only saves one tube.

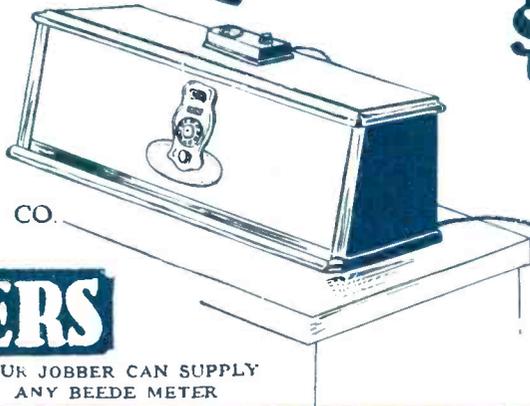
Made of genuine bakelite (5 5/8" x 3 1/4" x 1 3/4"), good-looking enough to keep on top of the set, but furnished with 5 foot cord so that it can be placed elsewhere.



BEEDE "AC" LINE CONTROL

Not only saves tubes but assures perfect reception. Has a scale deflection of 150 volts. Calibrated only at 110 volts, making operation simple. User need only adjust till pointer rests on 110 mark.

No instrument could be more perfect regardless of price. Order through your jobber now.



GENUINE BAKELITE
\$7.50

BEEDE ELECTRICAL INSTRUMENT CO.
136 LIBERTY ST., NEW YORK

BEEDE METERS

THERE'S A BEEDE METER FOR EVERY RADIO NEED

YOUR JOBBER CAN SUPPLY ANY BEEDE METER

FROST-RADIO ACCESSORIES

That Delight Every User

These and other finely made accessories in the Frost-Radio line are eagerly sought by all classes of radio listeners. The nationwide reputation of Frost-Radio has won a million users for these items, and the high quality of our products insures satisfaction



FROST-JAC-BOX

One of our most popular accessories. Use it for increasing the jack capacity of any set. Complete with cord and plug. List, \$2.50. You can sell a lot of these when you display them in your store.



FROST-FONES

\$3.00 \$3.50
\$6.00

The best-selling head fones made. Every DX hunter needs a pair. Aluminum shell or Bakelite shell type. Order today.



FROST-ADAPTERS

Genuine Bakelite No. 611, list 60c., changes UV199-C299 to UV base. No. 340 changes 1X199-CX299 to UV base. List, 25c.

HERBERT H. FROST, INC.
Main Offices and Factory, ELKHART, IND.

HERBERT H. FROST, INC., ELKHART, IND.

Tell me more about your accessories, including Frost-Fones, Frost-Jac-Boxes and Frost-Adapters, as advertised in *Radio Retailing*, May.

Name

Address

City State

CONDENSERS

for the Manufacturer

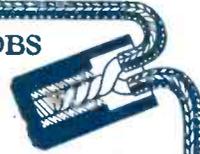
WE ARE equipped to produce in quantities, any type of paper condenser or any combination of capacities, for any working voltage up to 1,250 volts D.C.

We will be pleased to quote prices upon receipt of blue prints of your requirements.



2317 Calumet Avenue

CLIP TIME OFF WIRING JOBS BY USING



An Insulating Cap with a split screw that bites twisted wire ends.

Approved by the Underwriter Lab.
Cartons of 100 - Standard Package 1000

For Free Working Samples Sign Below and Mail

Name

Address

COLT'S PAT. FIRE ARMS MFG. CO., HARTFORD, CONN.

“Every La Salle Tube Is Made in Our Own Factory— and fully guaranteed by us”

Paul C. Wittman
President



LA SALLE High-Vacuum Radio Tubes have impressed the industry. Sales have shown a steady increase every month since our announcement last fall. Right now, in the off season, La Salle sales are larger than during the heavy fall and winter months.

Set manufacturers, jobbers and dealers have approved La Salle quality. High-Vacuum has proved its superiority in every known test.

Send for a La Salle High-Vacuum Tube—your own tests will tell you more about La Salle High-Vacuum quality than we can tell you on this page.

Dealers and jobbers who are interested in quality tubes are invited to write for additional facts.

Manufacturers
LA SALLE RADIO CORPORATION
149 West Austin Avenue, Chicago, Illinois

Sole Distributors
MATCHLESS ELECTRIC COMPANY
143 West Austin Avenue, Chicago, Illinois



Two A.C. Types { L.S. 227
 L.S. 226
*Other Standard Types
for Battery Power*

La Salle HIGH-VACUUM TUBES



Model 18
Top 30 in. x 12 in.
30 in. high

List Price \$50
including RCA 100A
or Peerless Speaker.

This model also made for all popular makes of AC Radio Receivers.

Especially Designed for the New Radiola 18

Here is your chance to make an *extra* sale along with each Radiola 18.

Just show this beautiful radio table, with its attractive design and superior quality of materials and workmanship, especially designed in size and finish to match the new Radiola.

You will sell one with every Radiola 18.

Write for attractive Discount Proposition

IDEAL RADIO CABINET MFG. CO., Inc.

151 West 19th Street, New York, N. Y.

Telephone Chelsea 5234-5

Watch this space in each issue for announcements of new fast selling Models



Senior Electric Compact or De Luxe
Junior "7" Electric Compact or De Luxe

Franchise to reliable dealers only.

Now opening up agencies for the conversion of battery sets to true A. C. electrics. *Write for details.*

THE LANGBEIN-KAUFMAN RADIO CO., Dept. M.
62 Franklin St., New Haven, Conn.

Convert your battery sets
to AC sets by using
**STALEY AC
POWER PACK**

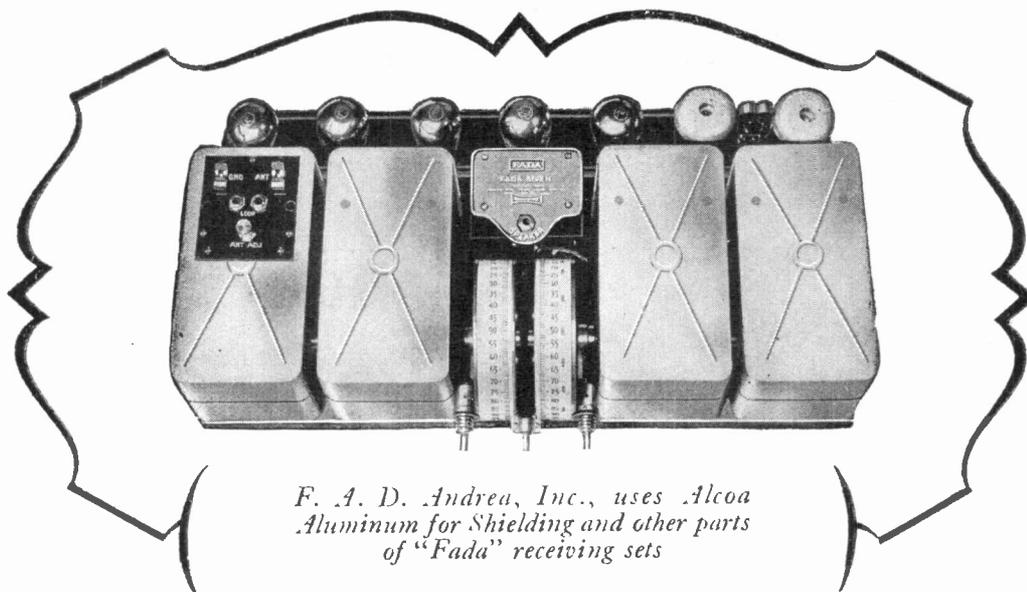
Capable of handling up to 10 tubes

W. M. STALEY MFG. CO.
BENTON HARBOR, MICHIGAN

**"The Set That Sells The
MILLIONS"**

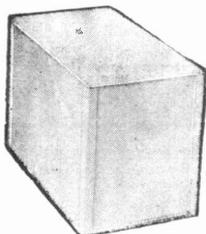
Reaches a Gigantic Untouched Market

READ ABOUT ITS PROFIT POSSIBILITIES IN OUR JUNE AD



F. A. D. Andrea, Inc., uses Alcoa Aluminum for Shielding and other parts of "Fada" receiving sets

Your Customers Appreciate Aluminum in the Finer Receiving Sets



ALUMINUM BOX SHIELDS *For the Amateur*

There is an excellent profit for Radio Dealers in Aluminum Box Shields. Aluminum Company of America's Standard Box Shields, designed especially for amateur set builders, are made of heavy Alcoa Aluminum with satin-dip finish, size 5 in. x 9 in. x 6 in. high. They are easily adapted to smaller sizes—require no soldering. Write for full details.

IT is always easier and more profitable to sell your customers something they want than to argue them into something they are in doubt about. Overcoming sales resistance takes time—and time is money.

Such famous makers as Atwater-Kent, Crosley, Fada, Freed-Eisemann, Grebe, Howard, Stewart-Warner, Stromberg-Carlson and Zenith employ parts of Alcoa Aluminum so that purchasers of their

sets may enjoy the *best of radio reception.*

People accept the judgment of these leading makers. Many are learning to look for Aluminum parts in the finest of radio receivers.

Very definitely it will make selling easier for you to show the "Aluminum-equipped sets."

Send for your copy of the new edition of "Aluminum for Radio." It contains much new and valuable radio information.

ALUMINUM COMPANY OF AMERICA

ALUMINUM IN EVERY

COMMERCIAL FORM

2462 Oliver Building

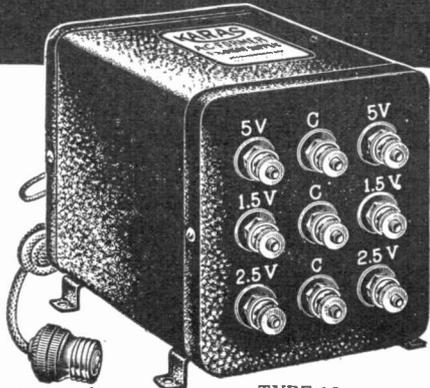


Pittsburgh, Pa.

ALUMINUM

The mark of Quality in Radio

How to Sell *every* "B" ELIMINATOR in your stock



\$8.75
List Price

TYPE 12

Type 12 supplies filament potential for 12 tubes, as follows: 8—1½ volt, Type 226 or 326 tubes, 2—2½ volt Type 227 or 327 tubes, and 2—3 volt Type 171 tubes.

THE Karas A-C-Former operates in conjunction with the Carter, Eby and other makes of cable harnesses for 4, 5, 6 and 7 tube sets. No rewiring necessary. Delivers absolutely correct voltage, and insures long life for AC tubes. Needs no separate device for center tap. Has a convenient extra loop of wire for connection to the panel switch and plug-in for "B" eliminator.

with the **KARAS A-C-FORMER**

THE best way to sell your "B" eliminators is in conjunction with the Karas A-C-Former! You are not only selling your customer just what he wants—AC tube operation—but you are also creating a sale for AC tubes and a cable harness! Sell a complete conversion outfit—not merely eliminators—and you will clean up! And remember—everybody whom you have sold a "B" eliminator must have an "A" supply for complete electrification! Get behind the A-C-FORMER—and there need be no Summer slump—conversion will put money in the drawer for you!

ORDER from YOUR JOBBER AT ONCE
if he can't supply you send your order to

KARAS ELECTRIC COMPANY

4044E N. Rockwell St., Chicago, Illinois

Visit us at the June Trade Show
Booth B-54, June 11th to 15th.
Ballroom, Stevens Hotel, Chicago

33 YEARS Manufacturing PRECISION ELECTRICAL APPARATUS

"The Set That Sells The Millions"

A MARVELOUS A.C. SET AT A POPULAR PRICE

READ ABOUT
IN OUR JUNE AD



Ready Market For
A. C. Instruments



Pattern No. 190
Panel Mounting
A. C. Voltmeter

In their construction of radio sets using A.C. tubes, the radio set builder is now buying and building alternating current instruments into their sets for controlling the filament voltages. This creates a ready market with but little sales effort.

The Jewell Miniature A.C. Voltmeter Pattern No. 190 meets the set builder's requirements completely. It is a complete instrument in every way and is described in detail in a circular No. 1145. Write for a copy and ask about discounts.

Jewell Electrical Instrument Co.
1650 Walnut St., Chicago
"28 Years Making Good Instruments"

Only reliable products can
be continuously
advertised

THE AMRAD MERSHON CONDENSER

MERSHON CONDENSER

While the Amrad Mershon Condenser is easily adapted to practically any radio circuit—it is prominent in the eyes of the radio engineering world today, because of its peculiar efficiency in connection with new electrical sets, and the problems presented by a necessity for tremendous capacity in small space.

1. Self healing in case of puncture.
2. Lower cost per microfarad.
3. One third as large as paper condensers of the same capacity.
4. Extremely rugged construction.
5. Unaffected by changes in temperature or by moisture.

Peak voltage 400 V. D. C.
Operating voltage 300 V. D. C.

Copper can is always negative—anodes are always positive.

Supplied in a variety of sizes that enable it to be readily employed whatever the requirement may be.



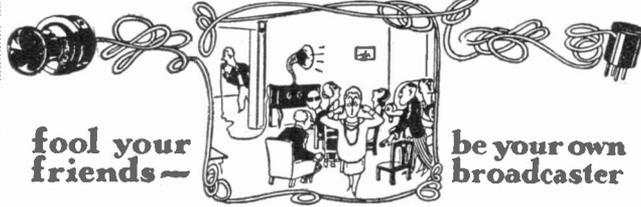
THE AMRAD Corporation
Medford Hillside, Mass.

The Amrad Corporation owns the exclusive license and manufacturing rights of the Mershon Condenser under the patents of Col. Ralph D. Mershon.

J. E. HAHN, President
POWEL CROSLY, Jr.,
Chairman of the Board

Send for free copy of our books on the Mershon Condenser, including special engineering pamphlet showing typical hook-ups, etc.

B.M.S. HOME BROADCASTER



fool your friends—

be your own broadcaster

This is the product—judge its sales merits yourself:—

An adapter plug that slips into the detector tube socket of any radio set, with a long extension cord that reaches into another room or closet, where you talk into a microphone and broadcast via the loudspeaker. Get some friends together, tune in on your favorite station, ease out of the room, to the Broadcaster microphone, and at an opportune moment, simply press the switch button, automatically cutting off radio reception—and make a station announcement from Paris or Shanghai, give a wrong time signal, make some intimate remarks about your friends, say anything! Then release the button and let the program continue. *It fools everybody!*

and sells in a steady stream wherever it is displayed.

The Home Broadcaster can be left permanently connected to the set as it will not interfere with radio reception. It is absolutely noiseless and will give clear and undistorted reproduction. It is small, light and compact and can be easily slipped into the pocket to be taken to a party. It is unnecessary to change any of the set wiring or make changes in the battery connections.

Write for descriptive circular.

Type UX, for sets using 4-prong Detector Tubes.

List Price
\$7.50
Complete

Type AC, for sets using 5-prong Detector Tubes.

BROOKLYN METAL STAMPING CORP.
728 Atlantic Ave., Brooklyn, N. Y.

127
A New Standard in A-C Radio Tubes

AT LEAST—here is an A-C Tube with long life and quick reception—two things you have hoped for in A-C Tubes.

Now you can have real radio reception—electrically!

The ARCTURUS 127 A-C Radio Tube, having these exclusive features—longer life, quicker reception and better tone quality—leads all other A-C Tubes on the market. It is a five-prong replacement tube of 2.5 volts.

TWO DISTINCT ADVANTAGES
Long Life—Several thousand hours is not an unobtainable feat for the life of ARCTURUS A-C Tubes. Short life has been the big gripe of A-C tubes.

Quicker Reception—Seven seconds after tuning on your radio, reception begins—with ARCTURUS 127 Tubes. This is about half the time of other tubes.

Your dealer carries Arcturus 127 Tubes. If you have trouble, write us direct, enclosing your Dealer's name, if he can't supply you.

ARCTURUS RADIO CO. NEWARK, NEW JERSEY
ARCTURUS 127 2.5 VOLT TUBE

See our Exhibit at the R.M.A. Show—B30-31, Grand Ballroom.

GUARANTEED for long life and quicker reception.

The above is the first newspaper ad in a national campaign on the new 127. Dealers report a great demand. Fall in line—get your share of this big business.

Write for the Arcturus proposition, now. It's interesting and profitable.

ARCTURUS RADIO CO.



NEWARK, N. J.

Radio Fans demanded it

You asked for it

HERE IT IS!

The new
ARCTURUS
A-C DETECTOR TUBE
2.5 volts

To the
RADIO JOBBERS of AMERICA
RADIO CHASSIS
6 TUBES

AC all electric—no batteries needed
Under your private brand—price attractive

W. M. STALEY MFG. CO.
BENTON HARBOR, MICHIGAN

CORWICO

A-C ADAPTER HARNESS

Converts all makes of receivers to AC operation without re-wiring. Made for all types of AC tubes. Type "R" for R.C.A. Type AC tubes \$8.50. Type "A" for Arcturus AC tubes \$6.00. Write for complete information.

How's your stock of "BRAIDITE"—radios' fastest selling hook-up wire.

CORNISH WIRE CO. 30 Church St. New York City

Increased Volume—Increased Profit
Are Yours In
"THE SET THAT SELLS THE MILLIONS"
See Our Announcement In June

The Romance of Wood

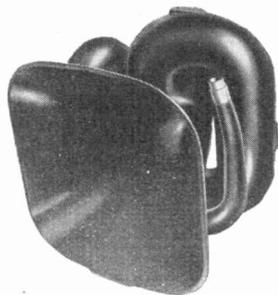
Since the dawn of the first day, the symphony of Life has been carved on the bark of trees . . . Wood is nature's chosen and unsurpassed method of expressing the universal language of music.



MOLDED WOOD TONE CHAMBERS



LIST \$7.00. Fidelity Speaker Unit. Will handle output of largest power amplifier



LIST \$18.00. This is No. 595—Tone Travel, 8 feet. Over-all dimensions: 21 1/4" High, 18" Wide, 15" or 13" Deep. No. 570 is identical in design. Tone Travel, 6 feet. Over-all dimensions: 15" High, 12" Wide, 12" Deep. LIST \$13.00.

A full line of tone chambers for every style and size of cabinet. Already mounted in sturdy box from which it is not removed. Simply place in cabinet, block, and the job is finished. Takes any standard size speaker unit.

Progressive dealers add to their profits and good will by installing Molded Wood Tone Chambers in new console cabinets and as replacements for old style cone and horn loud speakers.

AT LAST! A long tone chamber that offers a means of comparison that is definitely tangible—a selling asset to every cabinet in which it is housed.

The exquisite, full-throated tone of a Molded Wood Tone Chamber is truly a perfect recreation of the 'original' itself. A reproducer of radio broadcast music and speech so faithfully lifelike and real, is the deciding factor in the prompt sale of any console or cabinet equipped with a Molded Wood model.

The Fidelity Speaker Unit which is especially designed for use with the Molded Wood Tone Chamber will handle without vibration the output of the largest power amplifier with ordinary protection, as well as respond to the weakest impulse from a distant station.

Prove this to yourself. We will gladly furnish a sample speaker for your own laboratory test. It will speak for itself.

Send for catalog and wire for full details

MOLDED WOOD PRODUCTS, INC.

219 WEST CHICAGO AVE.

CHICAGO, ILLINOIS



Radio Retailers & Wholesalers

are cordially invited to meet us at the

Second Annual Trade Show
BOOTH NO. 107, EXHIBITION HALL

Stevens Hotel, Chicago

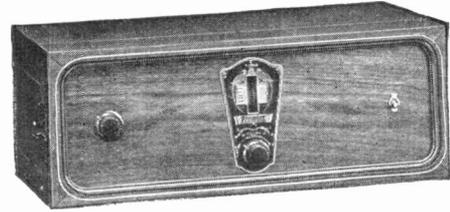
June 11th to 15th
inclusive

Ask Our Representative
about the New CeCo

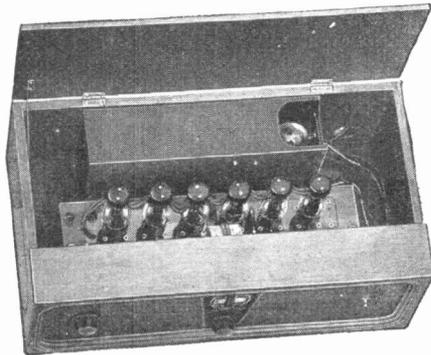
**Shielded Grid
A. C. Tube**

C. E. MFG. CO., Inc.
Providence, R. I., U. S. A.

Sell **PREMIER** Radio
under your own private brand



Light Socket Power AC

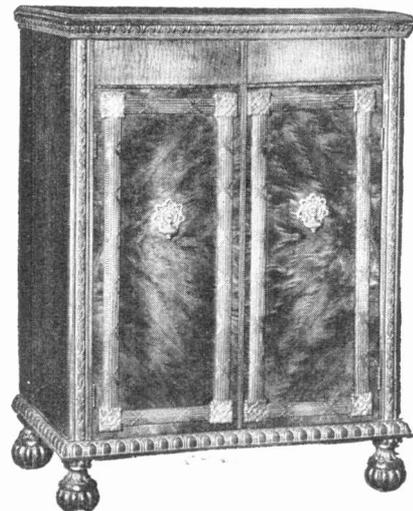


To those desiring a responsible supplier of quality receivers or chassis only—either AC or battery operated—we respectfully extend a cordial invitation to write us.

PREMIER ELECTRIC COMPANY

Dept. 924. 3800 Ravenswood Ave., Chicago, Ill.
Established 1905—Radio since 1920

Impressive Simplicity



in **ASTON** Design

is nowhere better exemplified than in the cabinet shown here—5-Ply walnut throughout; face of matched butt walnut, 100% figure. Curly maple top border. Front doors inset with ornamental pulls. Interior grille polychromed.

Write for catalog, showing a pleasing variety of beautiful designs.

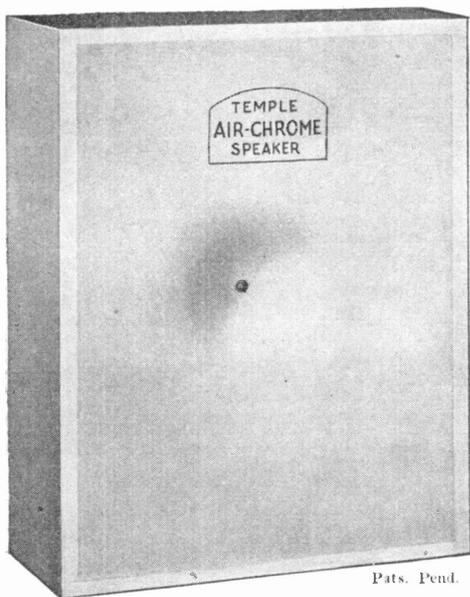
ASTON CABINET MANUFACTURERS

*Distinctive originality in design of
High Grade Radio Cabinets*

1223-1229 W. Lake St., CHICAGO, ILL.

TEMPLE

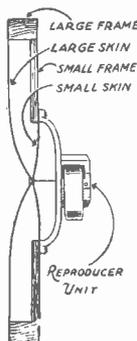
New Temple Air-Chrome Speakers Manufacturers' Types—for use in Console Cabinets



Pats. Pend.

This is model F, the oblong model. May be installed in either upright position or horizontally. The straight lines make for simple and easy installation. Temple Air-Chrome Speakers are licensed under the Whitmore Inventions.

The "How" and "Why" of the Temple Air-Chrome



The Air-Chrome principle while it is new, is so logical that the efficiency of this type of construction is readily appreciated. In Air-Chrome construction, two tightly stretched skins, chemically treated, form the diaphragm. This diaphragm is so arranged that the large front half is tuned to the lower frequencies and the smaller or back half to the higher frequencies. Both halves are balanced at the center. At this balanced center the driving unit operates and as there is no dead weight to overcome because of the balanced feature it is easy to understand how the slightest impulse on the driving unit is instantly transmitted to the taut diaphragm. The result is a sensitivity, a frequency response and a handling capacity in undistorted volume that is a revelation in speaker design.

THE Temple Air-Chrome represents one of the most startling speaker developments that the industry has ever seen. It couples Temple Engineering and experience in speaker manufacturing with one of the most advanced principles ever developed in sound reproduction and at the same time carries with it more of the essentials demanded by set builders and manufacturers than any speaker developed up to this time.

The Temple Air-Chrome is of the open radiator type. Its diaphragm is so arranged that the larger front half is tuned to the lower frequencies, and the smaller, or back half, to the higher frequencies. This type of construction makes possible the balanced tension principle whereby the slightest impulse is carried from the driving unit to the diaphragm without any loss. Lightness is combined with rigidity, climatic changes have no influence in that no paper is used, and the mechanical construction and design eliminates the inherent difficulties ordinarily met with in open radiator types.

Three Standard Sizes

Model F 18"x23" \$23.00	Model J 24"x24" \$25.00	Model K 14"x14" \$20.00
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All Light in Weight

As can be seen from the illustration, Temple Air-Chrome speakers are plain but business-like in appearance. The square or rectangular frames not only offer maximum protection for the entire unit, but make possible an ease of installation which set builders will appreciate. The three standard sizes lend themselves to a multitude of cabinets and console designs.

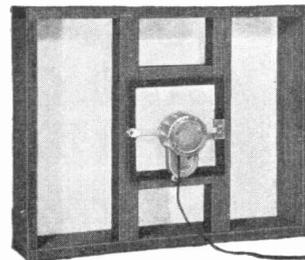
Special Temple Double Action Unit Employed

The inherent factors of the Temple Air-Chrome, plus the performance of a specially developed, powerful Temple Double Action Unit, accounts for its handling capacity—for its enormous volume—its brilliancy—its full response to all audible frequencies. That's why the Temple Air-Chrome will not chatter—why it is suited particularly to every kind of power output.

Temple Air-Chrome Speakers Will Move Quickly

Professional set builders and radio enthusiasts will include the Temple Air-Chrome in their specifications—they are waiting for it—they already are sold because of the advanced principles employed—they are assured of the finest possible tone quality for the output of their receivers.

May we send you further information? Also write for complete data on Temple Air Column Speakers and the powerful Temple Double Action Units.



Pats. Pend.

Rear view of Model F in horizontal position. Note simple, rigid and substantial construction and unit installation.

Air-Chrome Division

TEMPLE, Inc.

1919 So. Western Ave.

Chicago, Ill.

LEADERS IN SPEAKER DESIGN

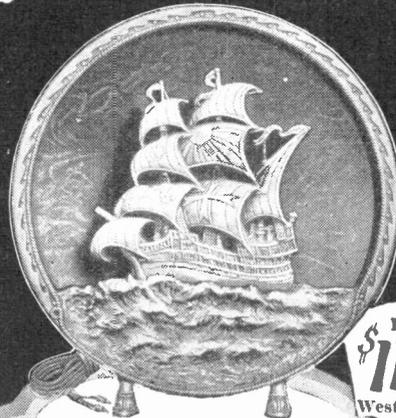
WATCH FOR

“The Set That Sells The Millions”

Our Ad In June Issue

Tower Adventurer

RADIO CONE SPEAKER



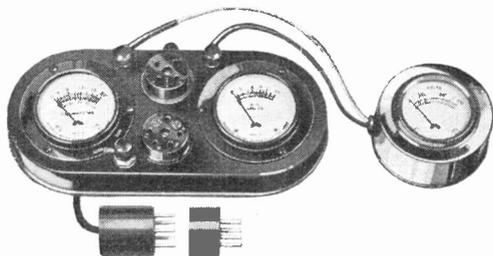
East \$11.95
West 12.95

Unlike all others

Its beauty of design is known. Its quality of reproduction is supreme. Such a value at such a price has never been equalled before!

TOWER MFG. CORPORATION
122 Brookline Ave.,
Boston, Mass.

Newer - And Better!



READRITE UNIVERSAL A. C. & D. C. Tube Tester & Test Set

No. 215 Tester \$12.50
No. 346 Voltmeter \$5.00

Takes care of all kinds of testing by the service man or set owner. Tester provided with voltmeter and double-scale milliammeter. Switch gives comparative readings in testing tubes. No. 346 voltmeter used in combination, as illustrated.

READRITE METER WORKS
Established 1904

6 College Ave.

Bluffton, Ohio

LAST CALL

for Photos of NEW PRODUCTS

Next month is Trade Show Month—during which you will see the R. M. A. Trade Show at Chicago and the “trade show on paper”—the June issue of *Radio Retailing*.

One of the many valuable editorial features planned for this biggest issue of the year is a series of photographs of the latest models of receiving sets, reproducers and radio furniture which the leading manufacturers will market for the 1928-29 radio selling season. The trade will thus have an opportunity to view and compare the lines of a number of manufacturers of these three major types of products.

Manufacturers of these products are urged to mail photographs for the June issue as soon as they are ready. Address Editor, *Radio Retailing*, 36th Street and 10th Avenue, New York City. This is a free editorial service for which there is no charge or advertising obligation whatsoever.

IT IS URGENT,
however, that manufacturers send their photos with as little delay as possible.

Truly a Musical Creation

Slagle Radio

An Open Letter To Radio Jobbers and Dealers:

In your section are many people who have had their first experiences with radio. Some are thinking of and looking for a better one.

Add these to the many who own cars and fine things and have yet to buy their first set, and you have a potential on which a real selling job is bound to capitalize.

These buyers are the type that will demand good radio, simple, convenient operation, and furniture design in harmony with homes of character.

The Slagle 1928-29 numbers, soon to be announced, are engineered to attract that desirable body of prospects, and priced accordingly.

All-electric operation, loop control, power speaker, phonograph pick-up connection,—these popular features will be expected of good radio. Some one is going to supply them.

Does your sales program anticipate your securing a rightful share of this business?

From your intimate contact with radio you have seen the ordinary type, and you have listened to radio really outstanding. Slagle Radio, we believe, is the kind you would enjoy in your own home. It should be a profitable line for you to sell.

See the Slagle line at the second R. M. A. Trade Show—week of June 11th—Stevens Hotel, Chicago—Spaces 88-89, Grand Ball Room.

Division of

Slagle Radio Company



Fort Wayne, Indiana

May business isn't mostly "May-be's" for dealers who transform battery sets into Power Amplified De Luxe Electrics

Who said the dear public isn't interested in radio in the Summer—with the big fight coming on, the Convention to be broadcast—but only power amplification gives them during the Summer the necessary tone volume and clarity that they demand.

POWERIZER

makes every set a power amplified DE LUXE RECEIVER . . . and there is a Powerizer to suit every purse and purpose

- POWERIZER**—the Powerizer that gives power amplification—the finest tone quality in radio.
- General model for all standard sets—with Harness \$60.00
 - Model for Radiola 20 \$59.00
 - Special Powerizer and Power Pack, designed exclusively for Radiola 25 and 28 \$84.00

POWERIZER—JUNIOR
—this unit designed for those who wish to convert a battery set into an ordinary electric, employing the 171 Radiotron in the last stage, such as the Atwater Kent or Radiola 17 or 18. This model supplies current for seven or eight 226 tubes, two to three 227's, and two 171's; it also furnishes grid bias for all these tubes and "B" voltage, all necessary terminals and, in addition, a hum control and means for extending a switch to any part of the set. **\$35.00**

POWERIZER "A"
—this is an "A" and "C" supply for the ordinary battery set. This unit fills a definite need for a low priced unit to convert a battery set into A.C. operation where a "B" Eliminator has already been sold or installed. It supplies filament current and grid bias to from six to seven UX226 Tubes two UY227 tubes and two 171 tubes. It has taps for the 226, 227 and 171 tubes and also a "B" connection. In addition to this, it has a centering potentiometer. **\$12.00**

THE D.C. TUBE POWERIZER.
For those sets which operate only with the UX199 tubes and UX222 Screen grid tubes. This unit is produced for making house current application to the semi-portable Super-Heterodyne 812 Radiola Grand, Radiola 25, and also to the Victor Combination 7-3 (Victor Combination and Radiola 20 set). This unit will operate the Radiola 20 using the present UX199 tubes in the Radio Frequency Detector and first Audio, and the 210 in the last Audio stage. This unit will also handle three or four UX222 Screen Grid tubes and will be very useful to those who contemplate the building of sets with this type of tube. This unit requires no rewiring or changing of tubes of any other kind and its application can be made within ten minutes if the "A" and "B" wires are accessible in the same manner as though they were to be left open for batteries **\$80.00**

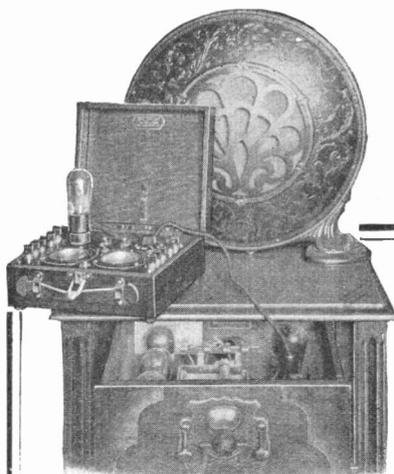
RADIO RECEPTOR COMPANY

106-7th Avenue
New York City

LICENSED BY RADIO CORPORATION OF AMERICA AND ASSOCIATED COMPANIES

We will be glad to demonstrate all Powerizers to you at Chicago

R M A Show—Booth B-69



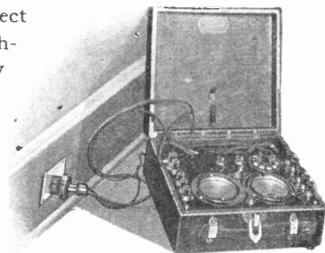
For Testing A.C. and D.C. Receivers

Model 537 Self-Contained and Complete

Radio Set Tester

Prompt and satisfactory set servicing is the keynote of sustained radio interest, affecting customer, dealer and manufacturer. The Model 537 "Universal" Set Tester best serves all three interests.

It enables the serviceman to make a complete electrical check-up on any type of radio receiver, whether operated by D.C. from battery or battery eliminator or by A.C. direct from the lighting socket, without need of any auxiliary power supply. Connections are automatically made for the various measurements with a nine-point bipolar switch, several selective switches and a series of binding posts. A complete instruction book is supplied with each tester.



Uses the regular voltages normally supplied to the set by its batteries or socket power.

The Model 537 consists of two special high-grade 3 1/4" diam. Weston Models—an A.C. Voltmeter and a D.C. Volt-Milliammeter. The A.C. Voltmeter has three ranges, 150/8/4 volts. The D.C. instrument has four voltage ranges, 600/300/60/8 volts—all having a resistance of 1000 ohms per volt, and two current ranges, 150 30 milliamperes. Weight, complete with adaptors, 6 1/2 lbs.

WESTON ELECTRICAL INSTRUMENT CORP.
581 Frelinghuysen Ave., Newark, N. J.

WESTON RADIO INSTRUMENTS



Judge
*the Product by
the Quality of its
Distributors!*



The Seville

Butt walnut front, attractively overlaid in rippled maple. Equipped with RCA 100-A speaker. Accommodates all makes of radio sets. Height 42"; width 32".

In the few weeks since our announcement of the new line of

**Wasmuth - Goodrich
Radio Furniture**

more than a dozen prominent wholesalers, of the highest standing in the radio field, have qualified for representation—and are actively pushing this quick-turning, profit-making line!

In accord with our promise to present new designs and new goods as often as the basic demands of the industry require, we are pleased to announce

New Furniture for the Radiola 18

In this superlative line of radio furniture—distributed only through selected wholesalers of approved standing—you will find the replacement for your dwindling accessory sales. Mail the coupon NOW!

Symphonic Sales Corporation

370 Seventh Avenue New York

SYMPHONIC SALES CORPORATION
370 Seventh Avenue, New York

Please send me detailed description, list prices and discounts on the new Wasmuth-Goodrich Radio Furniture.

Name

Address

Wanted - -

*A Chief Radio Engineer for a
Leading Radio Manufacturer*

A LARGE outstanding manufacturer in the radio industry is looking for the right man to fill the position of Chief Radio Engineer.

The man we are after does not read the want ads—that's why this ad is not in the classified section. He is not looking for a job because he has one—and behind it there is a record of high achievement.

Perhaps he is now Chief Radio Engineer for some other manufacturer—or he may be Assistant Chief Engineer—capable of filling a higher position.

He is thoroughly seasoned, and has outstanding executive ability.

He not only is familiar with every phase of radio utility design and construction—but he is appreciative of the market requirements in the radio industry.

The man we are after is prompt in decision and action. He will get in touch with us immediately.

All applications will be confidentially treated, and must give detailed outline of training and experience, age, reference, and salary expectations.

All members of our Engineering Department know of this advertisement. P66—Radio Retailing, 7 South Dearborn St., Chicago, Ill.

POSITIONS WANTED

EXECUTIVE seeks position. Am thirty-six years old, college trained, with seven years' successful sales experience. For the past nine years have been president and general manager of a wholesale automotive and radio firm with direct supervision over sales, purchases, advertising (catalog and mail order), finance, employment, etc. Have unlimited confidence in my ability to assume responsibilities, and believe I could become an invaluable adjunct to any large business. At present located in St. Louis, Mo. Correspondence invited. PW-69, Radio Retailing, 7 South Dearborn St., Chicago, Ill.

WHOLESALE radio manager and buyer, at present employed by large Southeastern jobber, wants position with reliable radio manufacturer. Qualified by long experience as "contact" man with distributors and dealers and by knowledge and acquaintance in Southeastern territory as field representative. Over twenty years with present employer, who is old automotive jobber. Experienced catalog and booklet compiler. 5 1/2 years in radio department. PW-67, Radio Retailing, Tenth Ave. at 36th St., New York.

LEGAL NOTICE

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

AUGUST 24, 1912

Of Radio Retailing, published monthly at New York, N. Y., for Apr. 1, 1928.

State of New York) ss.
County of New York)

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

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

2. That the owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding one per cent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a firm, company, or other unincorporated concern, its name and address, as well as those of each individual member, must be given.) McGraw-Hill Publishing Company, Inc., 10th Ave. at 36th St., New York, N. Y. James H. McGraw, 10th Ave. at 36th St., New York, N. Y. James H. McGraw, Jr., 10th Ave. at 36th St., New York, N. Y. Donald C. McGraw, 10th Ave. at 36th St., New York, N. Y. Harold W. McGraw, 10th Ave. at 36th St., New York, N. Y. Curtis W. McGraw, 10th Ave. at 36th St., New York, N. Y. James H. McGraw, Jr. and Malcolm Muir, 10th Ave. at 36th St., New York, N. Y. Trustees for: Harold W. McGraw, James H. McGraw, Jr., Donald C. McGraw, Curtis W. McGraw, Henry W. Blake, 10th Ave. at 36th St., New York, N. Y. Fred R. Low, 10th Ave. at 36th St., New York, N. Y. Mason Britton, 10th Ave. at 36th St., New York, N. Y. Anne Hugus Britton, McGraw-Hill Bldg., New York, N. Y. Grace W. Mehren, 30 West 88th St., New York, N. Y. Malcolm Muir, 10th Ave. at 36th St., New York, N. Y. Trustee for: Lida Kelly Muir, Fred S. Weatherly, 271 Clinton Road, Brookline, Mass. Edwin S. Wilsey, 10th Ave. at 36th St., New York, N. Y. Edgar Kobak, 10th Ave. at 36th St., New York, N. Y. James L. Walsh, 10th Ave. at 36th St., New York, N. Y. Leonard D. & Arthur J. Baldwin, 27 Pine Street, New York, N. Y. Trustees for: Franklin Baldwin, Grace Riker, Cynthia Hazelton, Arthur J. & Leonard D. Baldwin, 27 Pine Street, New York, N. Y. Trustees for: Donald Baldwin The Grosvenor, Inc., stockholders of which are Arthur J. & Leonard D. Baldwin, Inc., 27 Pine Street, New York, N. Y. John R. Dunlap, c/o J. R. Dunlap, Jr., Chandler & Co., 120 Broadway, N. Y. C. McGraw-Shaw

GROUP OF DISTRIBUTORS DESIRE SALES AGENCY

on one or two additional lines selling to
**RADIO, ELECTRICAL or
HARDWARE JOBBERS**

Unusually active group of distributors, now handling nationally known radio and electric line and who are financially sound carrying their own accounts, offer excellent direct factory representation to one or two manufacturers of additional lines of merit.

Offices are located in Boston, Buffalo, Rochester, Detroit, Dallas and Indianapolis covering a territory in which constant contact with the trade has been maintained for several years. Preliminary negotiations can be handled through correspondence with an arrangement for personal contact at the Chicago Radio Show, where these several representatives will be assembled, or earlier.

RA-68, Radio Retailing, Tenth Ave. at 36th Street, New York City

Exceptional Opportunity for Two Live Salesmen

who have established radio jobbers' and dealers' following to connect with maker of high grade all electric radio receiver now in third year of successful business. Manufacturer now ready for increased representation. Liberal commission with opportunity of general or sales managership. Please apply by letter. Confidential.

SW-70, Radio Retailing,
Tenth Ave. at 36th St., N. Y. C.

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.

Standard units at LESS THAN HALF price

MAR-CO "A" POWER SUPPLY UNITS

List Price \$60.00

Special Price \$17.50

1. When used in conjunction with 100-120 volts 50-60 cycles alternating current it entirely replaces the ever-troublesome storage battery.

2. Always ready for immediate use even after long periods of idleness.

3. Consumes current only when used. 45 watts.

4. Delivers to the set an even, unvarying flow of current without any trace of alternating current hum, and with characteristics equivalent to those of a fully charged storage battery.

5. Entirely automatic—no need to bother turning any switches other than on the radio set.

All units are brand new and fully guaranteed. Send for sample.
Sent C.O.D., F.O.B. New York Send for Bulletin of other Specials.

WHOLESALE RADIO SERVICE CO.

Nationally Advertised Radio Products

6 Church St., New York, N. Y.

Co., 7 So. Dearborn St., Chicago, Ill.

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4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold

stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

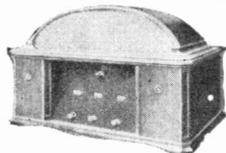
5. That the average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the six months preceding the date shown above is (This information is required from daily publications only.)

McGraw-Hill Publishing Company, Inc.

C. H. THOMPSON, Secretary.
Sworn to and subscribed before me this 30th day of March, 1928.

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

BARGAIN BUYING OPPORTUNITIES FOR DEALERS EVERYWHERE!

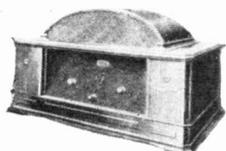


FEDERAL ORTHO-SONIC RADIO SETS

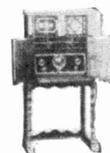
MODEL B-30
Length 30 inches, height 20 inches, depth 15 inches. List price, \$140.00.
OUR PRICE ONLY \$19.00



MODEL C-20
Seven tube, two dial. Especially designed for operation with its own integral loop. Length 36 inches, height 16 inches, depth 18 inches. List price, \$250.00.
OUR PRICE ONLY \$34.50



MODEL C-30
Same as C-20 above, except that the Federal adjustable speaker is built into the cabinet. Length 36 inches, height 23 inches, depth 18 inches. List price \$300.
OUR PRICE ONLY \$42.50



DAY ROYAL CONSOLES

Beautiful genuine mahogany consoles with built-in speaker and unit. List price \$150.00

OUR PRICE ONLY \$17.50

20 PER CENT CASH WITH ORDER BALANCE C. O. D.

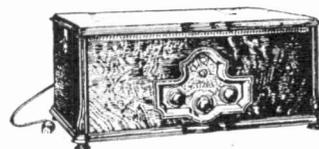


KING MAHOGANY CONSOLES

with built-in speaker
OUR PRICE \$12.00

KING ELECTRIC RADIO SETS (7 TUBE)

With built-in power amplifier using 210 tube. Has single illuminated dial marker in meter and kilocycle wave length. In handsome cabinet. King is an R. C. A. license. List price, \$225.



OUR PRICE ONLY \$57.50

VOGUE SPEAKERS



Model 8

MODEL No. 8
List Price \$19.50
OUR PRICE \$4.50



Model 10

MODEL No. 10
List Price \$26.00
OUR PRICE \$5.00



Model 12

MODEL No. 12
List Price \$30.00
OUR PRICE \$6.00

BROOKLYN RADIO

Service Corp.

577 Myrtle Ave.

Brooklyn, New York

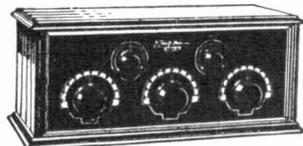
RADIO CABINETS

Imitation mahogany and Walnut finishes.
OUR PRICE \$9.75



Genuine FREED-EISEMANN 5 Tube Receivers

First Time at REDUCED PRICES



Model No. 10

List Price \$60.00
Our Price **\$15.00**

Wired for Power Tube and "C" Battery

The name Freed-Eisemann is your guarantee of satisfaction. Wired for power tube and "C" battery. Every one brand new and packed in original factory sealed cartons.



Model 147

THE FREED-EISEMANN Model 147 cone reproduction is truly a marvel of acoustical engineering. It is capable of delivering the finest tonal reproduction of the entire musical range.

Beautiful bronze finished base and protecting rim safeguards the handsomely decorated cone from damage. The driving unit is completely Cadmium plated and coils layer-insulated.
List \$20.00
Our Price **\$5.25**

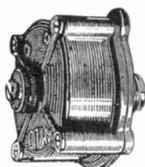
Genuine AMPLION Units

COLONIAL CONE No. AC 12, List \$35.00

Handsome two-tone mahogany cabinet, 14x14x9 in., with a fine piano finish.
Our Price **\$9.50**

New Cone Assembly with Amplion bar magnets of finest English balanced armature unit, straight Tungsten steel.

The cabinet itself functions as a sound-board and resonating chamber which produces a natural tone of singular sweetness.



SPEAKER UNIT
No. AR 35
List \$12.00

Our Price **\$2.25**

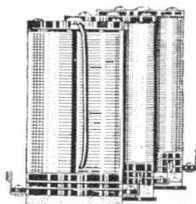
SPECIALS

Timmons "B" Eliminator with tube \$11.50 each
Mesco Telegraph Keys35 each
World Crystal Sets85 each
General Electric Output Transformer, List \$13.50 2.00 each
Gould Unpower A C 6 12.00 each
Apex Super Set 5 Tube T. R. F. 12.50 each
Trim Entertainer Horn Speaker, List \$17.50 \$3.50
Q R S 100 Mil. Rectifier Tube, List \$7.00 2.25
Freshman Masterpiece 5 Tube U. X. Cushioned socket strip in lots of 12 only, per strip25

TERMS:—20% with Order, balance C.O.D. 2% discount for full remittance with order only.

BALTIMORE RADIO CO.
138 Liberty St., New York, N. Y.

KOLSTER T.R.F. COILS



These COILS are of Supreme Quality—All Are Taken From New Kolster Receivers.

Our Price 65c.
55c. per Set in Doz.

FOR SALE

400 Jewett Loud Speakers

All or any part, \$3 each net. List at \$32. All mahogany Box Type with Venmo Units. No orders filled unless accompanied with money or draft. This is the balance of over 5,000 which we sold at higher price.

M. PRUSSIAN MACHINERY CO.
534 West Congress St., Detroit, Mich.

Dealers !!!

Send for our catalog of radio bargains.

Every item a real money-maker

AMERICAN SALES CO.

19-21 Warren St., New York City

WANTED

WE PAY CASH for your

SURPLUS RADIO STOCKS

What have you for sale?

AMERICAN SALES CO.

21 Warren Street, New York City.
Established 1919

WANTED

Surplus Radio Stocks

HIGHEST CASH PRICES PAID

Write or wire

FULTON RADIO CO.

218 Fulton St., New York City, N. Y.



**National Advertising
Brings Increased Demand for**

TISIT

The Liquid Solder

57,100,436 people

will read the story of TISIT during 1928 in:

- | | |
|------------------------|-------------------|
| Ladies' Home Journal | Popular Science |
| Woman's Home Companion | Farm & Fireside |
| Good Housekeeping | Country Gentleman |
| American Magazine | Popular Mechanics |

More than 57,000,000 people will know that TISIT is a liquid solder that is applied with a stick; without heat or soldering iron and dries in 20 minutes.

These same 57,000,000 people will know that they can use TISIT for repairing kitchen utensils, radios, milk cans, gasoline tanks, cracked cylinder heads, steam lines, water lines, radiators. They will know that TISIT is the only known solder for aluminum and can be used wherever a solder is needed.

Every one of these 57,000,000 people has a use for TISIT, because everyone who owns an automobile, everyone who owns a radio, everyone who cooks, every farmer, every mechanic—in fact, any person, in any walk of life, needs TISIT, the household necessity.

This means that TISIT can be sold in your store and will make the fast and liberal profits for you it is making for thousands of other merchants throughout the country.

Many stores have sold their first dozen the first two or three days it was on display.

TISIT comes packed in a beautifully illustrated, attention-compelling display carton holding 1 dozen bottles, which cost you \$4.00. Retail for 50c. a bottle, \$2 per dozen PROFIT.

Start Now to profit from this idea that is taking the country by storm. Ask your jobber's salesman about TISIT. If he cannot supply you, write us direct for a dozen, giving your jobber's name.



Letellier Laboratories, Inc.
Manufacturing Chemists
119 Main St. E., Rochester, N. Y.

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		Trav-ler Mfg. Corp.	90
		J	
		Jewell Elec. Instrument Co.	100
		K	
		Karas Elec. Co.	100
		Kellogg Switchboard & Supply Co.	27
		Kolster Radio Corp.	34-35
		U	
		United Radio Corp.	11
		Utah Radio Prod. Co.	3
		W	
		Weston Elec. Instrument Corp.	108

Watch Steinite!

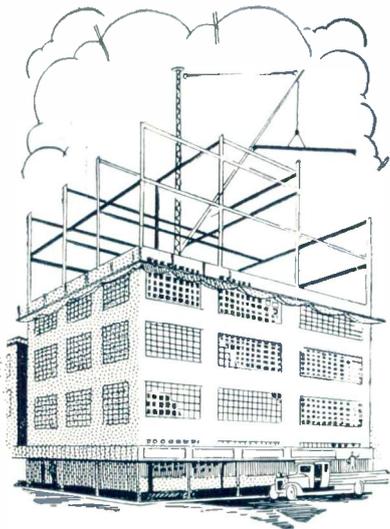
New 1929 LINE to be announced soon

A Pledge:

by

FRED W. STEIN:

"STEINITE
will always
represent
America's
greatest radio value"



**A
Third Factory!**
-Soon a third factory unit will
be in operation on the sensational
new 1929 line.

ALL eyes are on Steinite. When the full story of what Steinite has accomplished reaches the dealers of America, the startling facts it contains will make the Steinite franchise the most feared piece of unbeatable competition in all radio history!

The organization which produced America's pioneer electric set at America's lowest price, and introduced a new era of service-free sales, would be expected to have an amazing radio achievement in its new A. C. line. It has!

Dealers who write *now*, will find themselves in an advantageous position when Steinite's franchises are ready for distribution. The name of your nearest jobber will be supplied on request.

THE STEINITE RADIO COMPANY
506 S. Wabash Ave., Dept. EE, Chicago, Ill.

Factories: Atchison, Kansas

An Invitation!

to visit our display at the R. M. A. Show

JUNE 11th to 15th
SPACES 20 - 21 - 22

Ballroom STEVENS HOTEL Chicago

STEINITE RADIO COMPANY
506 South Wabash Avenue, Dept. EE, Chicago

Mail this Coupon **TODAY!**

As soon as the New Steinite Line is announced, please send me complete information.

Name.....

My Jobber's Name and Address is

Street Address.....

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

- A Radiotron
for every purpose**
- RADIOTRON UX-201-A**
Detector Amplifier
 - RADIOTRON UV-199**
Detector Amplifier
 - RADIOTRON UX-199**
Detector Amplifier
 - RADIOTRON WD-11**
Detector Amplifier
 - RADIOTRON WX-12**
Detector Amplifier
 - RADIOTRON UX-200-A**
Detector Only
 - RADIOTRON UX-120**
*Power Amplifier Last
Audio Stage Only*
 - RADIOTRON UX-222**
*Screen Grid Radio
Frequency Amplifier*
 - RADIOTRON UX-112-A**
Power Amplifier
 - RADIOTRON UX-171-A**
*Power Amplifier Last
Audio Stage Only*
 - RADIOTRON UX-210**
Power Amplifier Oscillator
 - RADIOTRON UX-240**
*Detector Amplifier for
Resistance-coupled
Amplification*
 - RADIOTRON UX-250**
Power Amplifier
 - RADIOTRON UX-226**
5 C⁺ Filament
 - RADIOTRON UY-227**
5 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*



*Look for this mark
on every Radiotron*

*A Radiotron
for every purpose*

RADIOTRON UX-201-A
Detector Amplifier

RADIOTRON UX-199
Detector Amplifier

RADIOTRON UX-199
Detector Amplifier

RADIOTRON WD-11
Detector Amplifier

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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*

The lingering vibrations of the fine-tuned "E" string come to you on the air. Their exquisite modulations will be faithfully reproduced if the tubes of your receiving set are RCA Radiotrons.

RCA Radiotron
MADE BY THE MAKERS OF THE RADIOLA

RADIO CORPORATION OF AMERICA NEW YORK CHICAGO SAN FRANCISCO

RCA Radiotrons are being consistently and impressively exploited to millions of owners of radio sets by more National Advertising than is behind any other make of vacuum tube. In addition, RCA Radiotrons provide novel counter and window displays and other forceful selling helps that aid you to greater profits.

Why sacrifice profits and easier sales when you can offer your customers RCA Radiotrons? Far and away the biggest selling vacuum tubes on the market. And there is an RCA Radiotron for every purpose. The public knows and prefers them. That is why it will pay you to carry the complete line.



RADIO CORPORATION OF AMERICA NEW YORK CHICAGO SAN FRANCISCO

RCA Radiotron

MADE BY THE MAKERS OF THE RADIOLA