

Radio Retailing

The Business Magazine of the Radio Industry

A McGraw-Hill Publication

SEPTEMBER, 1928

ANNOUNCING *the "Mystery Set"*

*Freshman Model Q with new
UX222 "Shielded Grid" Tube*

With Model Q, "the Simplified Radio" which Freshman has been promising, becomes an accomplished fact.

This new model, about which it has been necessary to maintain so much secrecy, marks a new development in radio.

Freshman "Simplified Radio" represents new power, tone and clarity.

For further details see pages 14 and 15 in this magazine.

"The Little Giant of the Air" — \$69.00
(less tubes)



FRESHMAN
YOUR ULTIMATE RADIO



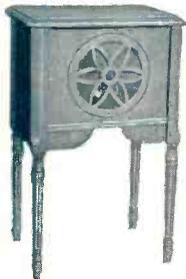
MODEL 71—Sandar
Table DYNAMIC . \$50
MODEL 61—Balanced
Armature type . \$27.50

low tone

supremacy



MODEL 65—Sandar
Cabinet Junior \$19.50



MODEL 75—End-
Table DYNAMIC . \$75

TODAY radio receivers are designed—and listening ears are attuned—for mellow bass-reproduction. There's a definite, outstanding demand for rich, colorful, low-tone effects. Little wonder that SANDAR—the one speaker especially designed to meet this trend—is making new sales records everywhere. Have you seen and heard the new 1929 models? If not, get in touch with your distributor without further delay. Ten models—Dynamic and Balanced Armature.

SANDAR

SANDAR CORPORATION, LONG ISLAND CITY, N. Y.
Division of Farrand Mfg. Co., Inc.

I

Radio Retailing

The Business Magazine of the Radio Industry

WILLIAM ALLEY
Managing Editor

EARL WHITEHORNE,
Editorial Director
RAY V. SUTLIFFE,
Western Editor, Chicago
HENRY W. BAUKAT,
Technical Editor
S. J. RYAN,
Merchandising Counsellor

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

Radio Retailing for SEPTEMBER, 1928

Sales—

"Will Radio Decide?"
by William Alley 54
Hoover and Smith are battling it out via radio. Here's the greatest opportunity the trade has had. Are you ready for it?

"Do Home Demonstrations Pay?"
by C. Grunsky 58
Some say "Yes." Others declare "No." This West Coast store says "No" and explains why.

Management—

"How We Meet Downtown Competition"
by Kent Sagendorph 64
Although hampered by cut-price competition, the Shanahan Brothers, of Brooklyn, manage to show a nice profit every year.

Service—

"Practical Service Methods"
conducted by Henry W. Baukat 82
A monthly department of service kinks and suggestions prepared specifically for service men.

Listings—

Latest Phonograph
Records 76

From Readers—

More Approval for
"Radio in Every
Office" 61
"Furniture Sales"
and Other Topics... 85

Editorial—

"If—" 53
"How Much Busi-
ness Must You Do
to Break Even?"... 80

General—

"Interest in Short
Waves Growing".... 68
Camera News of the
Radio World..... 73

Legal—

"What the Law Has Decreed"
by Leo T. Parker 56
Court decisions that have been rendered when dealers found themselves in legal difficulties.

Accessories—

"The Dynamic Speaker Compared with the Mag-
netic"
by Frederick J. Kahn 62
*Their technical differences and sales features ex-
plained in simple language for your customers.*

Trends—

"Factors That Influence Fall Buying"
by William Alley 70
*Requirements every line must have in order to meet
this season's consumer demands.*

Promotion—

"Capitalize Your Local Radio Show"
by G. Clayton Irwin, Jr. 69
*Four ways in which dealers can tie in with radio
interest created during "radio show week."*

Tying in with Programs 74
*How dealers have merchandised outstanding broadcast
features.*

"Three Unusual Radio Window Displays" 67

News—

New Radio Prod-
ucts Announced This
Month 86
What the Trade Is
Talking About 92
News of Jobbers and
Distributors 96
New Dealer Help
Material 98

Parts—

"How to Build a
Television Receiver" 101
Directory of Parts
and Manufacturers 103

Manufacturing—

Manufacturers and
Markets 107
New Radio Patents
and Trademarks... 109

How the Music Trade Is Meet- ing Its Radio Service Worries

SERVICE has always been a source of controversy in the radio trade, and particularly among the music merchants who sell radio—Does service pay? How can the service department be made self-supporting? How much free service should be allowed? How much should be charged for service calls? How much to pay service men? These and many other questions are constantly in dealers' minds.

Accordingly, the fourth article in the series of analyses of how the music trade is selling radio will be devoted to the subject of service and how the music trade is handling the radio service end of its business. It will be one of the many features planned for next month's (the October) issue of RADIO RETAILING.

C. L. Dennis, who, for ten years, was manager of the Merchandising Service Bureau of the Music Industries Chamber of Commerce, is making this comprehensive study for RADIO RETAILING.

Member Audit Bureau of Circulations and Associated Business Papers All Material in This Publication Copyrighted, September, 1928

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

JAMES H. MCGRAW, President
JAMES H. MCGRAW, JR., Vice-Pres. and Treas.
MALCOLM MUIR, Vice-President
EDWARD J. MEHREN, Vice-President
MASON BRITTON, Vice-President
EDGAR KOBAK, Vice-President
C. H. THOMPSON, Secretary

NEW YORK DISTRICT OFFICE, 285 Madison Ave.
Electrical World Electrical West Ingenieria 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 St.
LONDON, E. C. 8 Boulevard St.

New Heights of Stromberg-Carlson Quality

TONAL excellence even more pronounced than that for which Stromberg-Carlsons are already famous. Sensitivity and selectivity more marked than ever. Cabinet work of greater beauty in design and finish—these latest models eclipse all previous standards of musical reproduction.

Included in the Stromberg-Carlson line this season are two Receivers employing the new improved A. C. Tubes—one in a Treasure Chest or Table type cabinet, the other in an

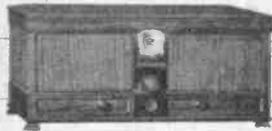
Art Console cabinet. Both are compact, beautiful in proportion and so priced that the thousands who have longed for Stromberg-Carlson quality of reception may now obtain it.

There are also two larger Receivers having tremendous wealth of volume and cabinets of a magnificence suited to the stateliest room.

This new Stromberg-Carlson line will enable authorized dealers to offer a high grade Receiver for every home.

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

No. 635 Stromberg-Carlson
Treasure Chest. Operates on A.C. Tubes in 50-60 cycle areas. Uses 5 UY-227 A.C., one UX-171-A Output, and one UX-180 R.C.A. Tubes. Price, less tubes and Speaker.....\$185.00



Stromberg-Carlson Receivers for Direct Current areas range in price from \$205 to \$985. All prices quoted here are East of Rockies. Slightly higher Rockies and West and Canada.

No. 734 Stromberg-Carlson
Price, No. 734 A.C. Receiver, for 50-60 cycle A.C. current areas, complete with 11 R.C.A. tubes, but not including Speaker (Loop \$30 extra). \$755



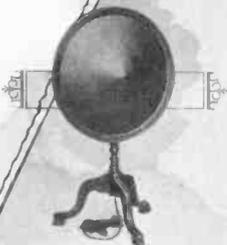
No. 1 Magnetic Pick-Up Outfit
For reproducing records through the audio system of the Receiver. Price, with long cord and plug....\$15.00



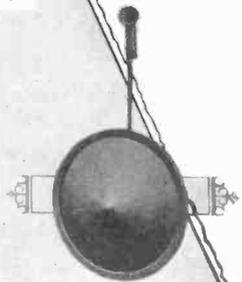
No. 636 Stromberg-Carlson
Art Console. Operates on A.C. Tubes in 50-60 cycle areas. Uses 5 UY-227 A.C., one UX-171-A Output, and one UX-180 R.C.A. Tubes. Price, less tubes and Speaker.....\$145.00

Every Stromberg-Carlson is equipped with a handy jack which makes possible electrical reproduction of records through the wonderful audio system of the Receiver.

No. 744 Stromberg-Carlson
Price, No. 744 A.C. Receiver, for 50-60 cycle A.C. current areas, complete with 11 R.C.A. tubes and loop but not including Speaker.....\$205



No. 10 Cone Speaker
Pedestal type, seamless Cone Speaker with diameter of 22 inches. Price, with long cord and plug.....\$40.00



No. 11 Cone Speaker
Similar to No. 10 Cone Speaker but of Wall Type. Cord and tassel of braided silk. Price, with long cord and plug \$35.00

Stromberg-Carlson

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

UTAH



UTAH DYNAMIC SPEAKERS

bring to their possessors the utmost in radio reproduction. The Utah speaker shown above is the No. 65 equipped with 110 A C Dynamic unit . . . complete with rectifier and transformer \$65. The Utah is the only complete line of speakers on the market.

UTAH RADIO PRODUCTS CO., 1615 S. Michigan Ave., Chicago

Utah is licensed under Westophone patents. Utah Dynamic Power Speakers licensed under Magnavox patents.

One Dealer Sells \$2000⁰⁰ worth of Gold Seal Tubes in one Month— Why Not You?

NO need to tell wise radio dealers about the quality of Gold Seal radio tubes. Nobody can be in the radio business without knowing the high standards of manufacture and performance-satisfaction for which these tubes are famous.

What dealers are interested in however is the success of other dealers and we are trying to tell you in this series how Gold Seal tubes are making money for men in your business.

One dealer sells \$2,000 worth of these famous tubes per month—name on request. This gives you an idea of the volume of business which can be built when the product is right and the dealer really gets behind it.

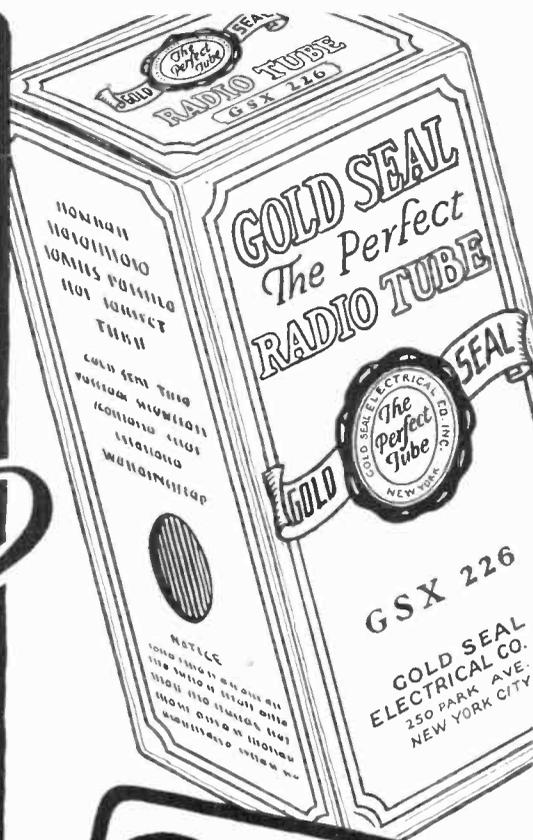
Get this one fact, we know we can only succeed if we make it possible for you to make money. Send in the coupon and we will tell you our special sales plan for the benefit of dealers.

There's a Gold Seal tube for every purpose. And there's a Gold Seal sale for you whenever one of your customers wants radio satisfaction.

Special Sales Plan for Jobbers, Too

Gold Seal has a special jobber proposition to help sell more Gold Seal Tubes. Mail in the attached coupon and let us tell you all about it.

GOLD SEAL ELECTRICAL CO., INC.
250 Park Avenue New York, N. Y.



Gold Seal

Radio Tubes

Made Packed Sold } Right

All Types

Send in the coupon!

Gold Seal Electrical Co., Inc.
250 Park Ave., New York City, N. Y.

If you've found out how to make money in the tube business, I'm listening. Send me your proposition.

Name _____

Address _____

RR3

Get it Better with a Grebe



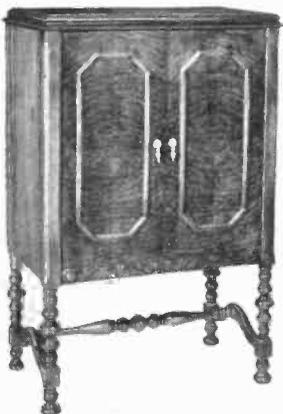
Console No. 820

An Italian type cabinet which combines with its beauty the incomparable features of the Grebe Synchronphase A-C Six. For Grebe A-C Six and Grebe Seven A-C.



De Luxe Console

The last word in radio reception—a receiver so flexible that the volume can be controlled from a whisper to the full tone of a brass band. Equipped with Grebe Synchronphase A-C Six.



Buckeye Console

A cabinet of genuine black walnut which forms a fit setting for the tonal beauty of the Grebe Synchronphase A-C Six. Also adapted for Grebe Seven A-C.

LIKE the transition of the piano from old-fashioned square and upright atrocities to the graceful baby grand, radio has now reached a stage of development where "home atmosphere" is becoming a most important factor in the sale of receiving sets.

To meet this profitable condition Grebe has produced a widely varied line of cabinets and tables whose sheer beauty will add a touch of unmistakable good taste to the most fastidious home.

Send for Booklet RR which fully describes the new Grebe cabinets and tables.

A. H. Grebe & Co., Inc.
109 W. 57th St., 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
RADIO

Back of each cabinet or table is the tonal beauty, range and selectivity of the Grebe Receiver making them doubly saleable.



Table No. 2250

This table with self-contained speaker has been designed to harmonize with and carry the Grebe Synchronphase Seven A-C.



Table No. 2227

This table instantly converts the Grebe Synchronphase A-C Six into a piece of impressive furniture. No. 1750 Speaker may be installed under table.



Table No. 2249

This table converts the Grebe Synchronphase A-C Six into an impressive piece of furniture. It contains a compartment for dynamic type speaker.



Power Amplifier Table

Maximum power without distortion is added to the Synchronphase A-C Six by this table which incorporates a dynamic speaker and two 250 type tubes—push-pull.



Grebe Synchronphase A-C Six

ENGINEERING REPORT

Speakers

Frequency Range — 40 to 5000

Distortion — Absent

Response — Extreme Sensitivity

Cabinetry — Carved Walnut

TONE QUALITY

CABINETRY

PRICE

STAMINA

RANGE

COMPANY BACK OF PRODUCT

High Score on Every Test

The richly carved grilles, revealing the choice grain of the genuine walnut, set a new standard in speaker design and finish.

Sterling Speakers

Sell by Eye and Ear Appeal

EXCELLING on every engineering test—awarded first honors by some twenty musicians and orators who, from a group of the world's best reproducers, selected *the one* Speaker that appealed most to the ear—chosen for their artistic craftsmanship by women, who love and appreciate beautiful furnishings—

STERLING SPEAKERS have completely fulfilled the expectations of their engineers and cabinet designers whose aim was to produce speakers with irresistible sales appeal.

In the store *Speakers by Sterling* outstrip competition by their impressive appeal to the eye and ear. The various models in Dynamic and Vari-Tone types, comprise an assortment that finds ready acceptance among customers in all walks of life—for all kinds of receivers.

Sterling's simple request is: COMPARE! Ask to be shown Sterling Quality in Sterling Speakers.

THE STERLING MANUFACTURING CO.
2831-53 Prospect Avenue · Cleveland, Ohio · U. S. A.

NOTE! This is to be the season of set-improvement by present radio owners—improvement and refinement provided by Sterling Power Units and the Screen Grid Pre-amplifier as well as with Sterling Speakers.



R-8
Dynamic Table Model
Encased in an elaborate walnut cabinet of unusually distinctive lines. An instrument of rare beauty. Height, 12½"; width, 15"; depth, 9".

Dynamic Floor Console
Dignified in design and finish this Sterling Dynamic Console is a thing of distinctive beauty. Choice walnut grain. Mechanically and artistically the leader of all dynamics. Height, 38"; width, 17¼"; depth, 11½"

VARI-TONE MODELS
The Vari-tone control is employed for varying the tone to compensate for differences in radio sets—may also be used to give sharp, incisive reproduction for clarity or depth of tone for musical renditions.

R-2 Vari-Tone
Modernistic in design. The color scheme is deep, rich brown with shaded gold on the grille structure. The metal cabinet is purposely made heavy to avoid false vibrations within itself.
Height, 11"; width, 11"; depth, 5½"

R-4 Vari-Tone
Masterfully designed and executed in genuine walnut. The entire speaker is an exact replica of a hand-carved model with the beautiful grain of the wood retained even in the grille.
Height, 11½"; width, 10"; depth, 5½"

23 YEARS
of Precision Manufacturing
back of
STERLING
Power Units for A. C. and D. C. Tubes
Testing Devices for
Stores, Servicemen and the home
Panel and Pocket Meters
Voltage Stabilizers, Etc.

Sterling

DYNAMIC & VARI-TONE
SPEAKERS

SONATRON

THE WORLD'S LARGEST RADIO TUBE LINE

The
LARGEST-
MOST
POWERFUL

*Advertising
Campaign*

EVER
PLACED
BEHIND
any
RADIO
TUBE!



WITH the opening of an advertising campaign that has had no counterpart in the tube field, SONATRON steps forward to assume a definite leadership in the radio tube industry.



The first of a series of impressive SATURDAY EVENING POST ADS appears in the September 8th issue of this great magazine. Eleven full page ads in this publication alone will reach a total of 33,000,000 homes.



SONATRON dealers may look forward with confidence to participation in SONATRON'S greatest year. Mail the coupon for the Sonatron Proposition—make the most of your tube business by stocking the Sonatron line!

See us at the FIFTH ANNUAL WORLD'S FAIR, New Madison Square Garden, New York, September 17th to 22nd. Booth 4—Section DD.

SONATRON TUBE COMPANY
16 Hudson St., New York, N. Y.
108 W. Lake St., Chicago, Ill.
88 Eighth Ave., Newark, N. J.

Sonatron Tube Company,
Advertising Department,
108 W. Lake St., Chicago, Ill.

Please send me the complete Sonatron Proposition.

Name

Street and Number

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



Helping you Capitalize on the Greatest Name in Radio



AFTER the most exhaustive tests ever made, Dr. Lee de Forest and his staff of engineers have added another achievement to radio—the perfected Audion.

Here is the new carton for these better radio tubes—just one of the many sales stimulators that has been given serious thought by experienced merchandising men. You, as a de Forest Dealer, will be provided with unique window displays, valuable national publicity, concentrated local advertising, and

attractive selling helps—every possible cooperation to encourage continually increasing profits.

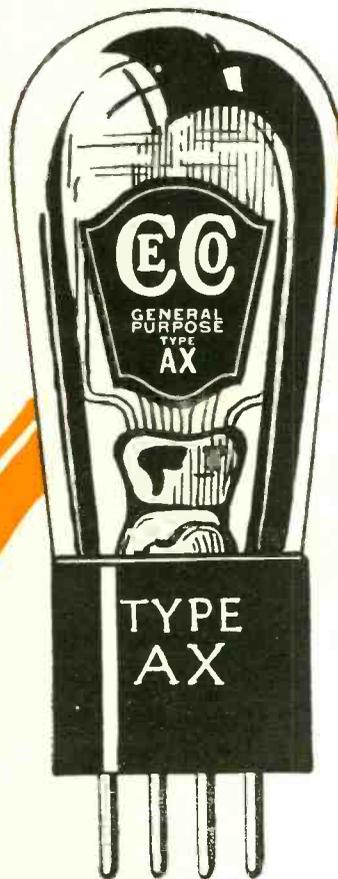
Good news travels fast. Already dealers all over the country are getting set for brisk sales on these better radio tubes.

Write today for complete information about our plan to help you capitalize on "The Greatest Name in Radio."

DE FOREST RADIO CO.
JERSEY CITY, N. J.

The **CECO** Tube Advertising and Broadcasting Plans for 1928-1929

*The Biggest Advertising
Support ever offered in
CECO History . . .*

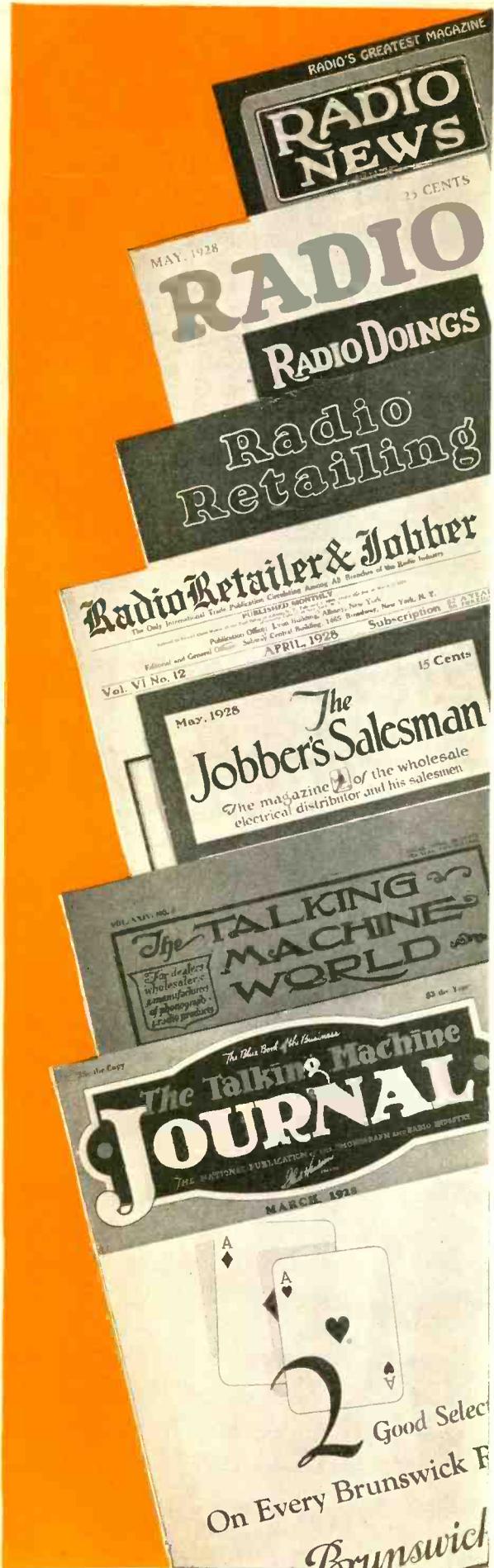


*There's a CeCo Tube
for every Radio Need*

THE season of 1928-1929 will witness the biggest advertising campaign ever launched in CeCo history. . . . Concentrated advertising is the keynote—advertising planned and directed to stimulate the greatest possible numbers of set owners (and prospective set owners) in the richest radio markets of the country.

Every advertising dollar has been planned to be expended where it will do you the greatest possible good—right in your own territory, providing most adequate selling weapons to aid you in building the largest Tube sales volume you have ever enjoyed.

Read the following pages that give the story on our Broadcasting Plans, Newspaper Advertising and Magazine Advertising! Every radio set owner—every radio listener—will become acquainted with CeCo Tubes—overcoming sales resistance and making the CeCo selling job a relatively easy one.



Magazine Advertising

As will be seen by the illustration on the left—our magazine advertising activities are directed primarily on two classes of markets—the radio retailers and the “fans”—who have some knowledge of radio and are the home set builders.

Obtaining the good will and friendship of the “fan” market represents a definite value, worthy of cultivating because of the recognized influence this class have upon the purchases of their “broadcast-listening” friends.

Every worth-while Radio Retailer will be reached with the profit-making CeCo Story

The cultivation of every radio retailer who is really worth while—is the aim and purpose of the CeCo magazine advertising program. Not only will the purpose of this advertising be to gain the good-will of radio dealers—to obtain their acceptance of CeCo Tubes as being worthy of their selling efforts—but to put before them as convincingly as possible, the greater profit-making opportunities that are offered in handling these high quality radio tubes.

So convinced are we that the CeCo dealer proposition will interest and be attractive to all radio retailers, that our plans call for very intensive trade advertising with attention-compelling advertisements in dominant space units—including double page spreads in color—each a forceful, convincing, selling message on the CeCo profit-making story.

Newspaper Advertising

The CeCo newspaper advertising, for the coming radio consumer buying season, forms a prominent part of our intensive advertising plans.

Leading and most influential newspapers of the country are on the list—some of which are shown at the right.

Regularly—every week—with frequent insertions—the CeCo message of tube quality and service will appear on the radio program page—to be read by the 100% radio audience who consult the broadcast programs.

Every Monday will appear an advertisement, announcing the CeCo program to be broadcasted over the local Station on the Columbia Broadcasting System—the big feature of the CeCo Advertising Plans for 1928-1929 as explained on the next page.

*The CeCo message will go into
nearly 4,000,000 homes
twice each week*

(More than 30 million advertisements a month)

CeCo advertising is bound to create a very definite interest on the part of hundreds of thousands of radio owners. The frequency of appearances will establish a consumer acceptance that will result in a real sales stimulus—which will be felt by all dealers handling CeCo Tubes.



The **CeCo** Tube PROGRAM

goes on the air over the Columbia
Chain of Stations—Beginning
Monday, September 17, at 8 P.M.

—and for many Mondays thereafter

WITH CeCo Tubes making their bow to the radio audience on September 17th starts the complete CeCo drive. . . . Each Monday night, over the *seventeen* powerful stations listed at the left, CeCo will broadcast a friendly, entertaining, sparkling program of high quality and interest, that will spread CeCo good-will in millions of homes throughout the largest radio buying portion of the United States.

The high quality of the programs together with the utilization of the Columbia Chain, which so thoroughly blankets this rich territory will, over night, establish more firmly a position of leadership for CeCo—a public acceptance of CeCo Tubes, which will offer virgin opportunities for CeCo dealers to capitalize into real profit making sales.

Reaching a Radio Audience of Millions

This broadcasting enables the CeCo message of good-will to enter millions of homes by *invitation of the owners*, providing a direct contact with a 100% radio audience—each one a real potential CeCo Tube purchaser.

Grasp the wonderful sales making opportunities the CeCo advertising and Broadcasting Plans offer.

The whole story is one that no live dealer can afford to turn down. Your inquiry will have our prompt attention.

CECO MANUFACTURING CO., Inc.
PROVIDENCE, R.I.

WOR
NEWARK
WNAC
BOSTON
WEAN
PROVIDENCE
WMAK
BUFFALO
WFBL
SYRACUSE
WJAS
PITTSBURGH
WADC
AKRON
WAIU
COLUMBUS
WKRC
CINCINNATI
WGHP
DETROIT
WMAQ
CHICAGO
WCAO
BALTIMORE
KMOX
ST. LOUIS
KOIL
COUNCIL BLUFFS
KMBC
KANSAS CITY
WOWO
FORT WAYNE
WCAU
PHILADELPHIA

"Where Known Requirements Meet Known Performance"



**YOU state the requirements—
WE guarantee the
Performance**

As specialists in the production of genuine laminated bakelite it is our first concern that Phenolite users shall be supplied with a material peculiarly adaptable to their particular needs. Standard grades are exactly right in many instances; but when they are not, our Service Engineering Department will experiment and test until the correct formula is determined.

There's more than a possibility that Phenolite can cut the production costs and add to the appearance or quality of whatever you make. Put it up to us to find out. Our engineering staff is ready at all times to co-operate with you. A letter stating your requirements entails no obligation on your part whatever. Write for samples.

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

NATIONAL VULCANIZED FIBRE COMPANY, WILMINGTON, DEL., U. S. A.

Makers of laminated insulation since 1873

Offices in Principal Cities

TELLING *The* NATION *About*



See "The Saturday Evening Post", September 15, for the opening of the Freshman Campaign

Great National Magazines, reaching millions of radio lovers — big daily newspapers, read by yet other millions — carry to the American nation the new and immensely significant message of "Simplified Radio".

"Simplified Radio", as exemplified by the New Model Q, represents not merely minor improvements, but a basic advance in Radio Science.

Parts have been reduced in number and complexity. Points where trouble usually occurs in most other sets have been materially strengthened. The New UX222 "Shielded Grid" Tube gives seven times greater radio frequency amplification than any other tube used for that purpose today.

"SIMPLIFIED RADIO"

FRESHMAN
YOUR ULTIMATE RADIO

MODEL Q
All-electric Console
Using UX222 Shielded Grid Tube
(Less Tubes) \$129.00

MODEL Q—All-electric Table Model
"The Little Giant of the Air"
Using UX222 Shielded Grid Tube
(Less Tubes) \$69.00

MODEL N-12
All-electric With Dynamic Speaker
Using UX250 Power Tube
(Less Tubes) \$195.00

"An Immediate Sale is a Temporary Advantage, but a Satisfied Customer is a Permanent Asset"

"Simplified Radio" gives the dealer the most effective selling argument he could wish for. And this season—"Simplified Radio" is exclusively a *Freshman* selling argument.

"Simplified Radio", plus the Freshman policy of quality construction throughout, assures a dependability never before attained by any receiver—and *all* in the way of performance that can truthfully be claimed for radio today. Models list in price from \$69 to \$350.

Write for full particulars about the most valuable Franchise in Radio today.

CHAS. FRESHMAN CO., INC.
NEW YORK · CHICAGO · LOS ANGELES

FADA Radio

The outstanding features
of the Chicago Radio Show

FADA "10"

FADA "70"

Time after time this remark was made:

The FADA "10"



"Fada has done it again"

—with Fada "10", the long looked for great performer in the class around the \$100 market, and Fada "70", the console model that will take the class market by storm.

The FADA "70"



Handsome burlled walnut Sheraton console with built in Fada "14" Dynamic Power Speaker. Operates on disappearing loop antenna which rests in cabinet when not in use.

The Big Parade in Radio marches on with the Fada "10" and the Fada "70". They'll bring the dollars to Fada dealers—and the Fada franchise grows more and more valuable. Don't delay—see if your territory is open—write or wire.

Fada A. C. Electrics from \$110 up

F. A. D. ANDREA, INC., LONG ISLAND CITY, N. Y.

Fada prices slightly higher West of the Rockies

PIERSON RADIO FURNITURE



PIERSON
PHONO-RADIO
THE ORLEANS

PIERSON offers you a most complete line of Phono-Radio. Every radio merchant and department manager should include the phonograph-radio combination in his stock this season.

The *Orleans* illustrated above is one of the popular numbers offered in the Pierson Phono-Radio line—this and other models may be had with or without equipment, which includes—a magnetic or dynamic speaker, a General Electric phonograph motor and a high grade electric pickup. All Phono-Radio models are equipped with patented, felt-lined record files.

Watch for coming announcement of the
NEW MIRACLE CABINET

THE PIERSON
COMPANY

ROCKFORD, ILL.

Be first with Pierson

Every dealer and Distributor will be interested in the program which Pierson has mapped out to serve the radio trade.

1. Pierson cabinet will not be sold through catalog houses, who sell promiscuously.
2. Every cabinet that leaves the factory must be right. Every cabinet carries an indeterminate guarantee that protects both you and your customer.
3. Pierson has inaugurated a program of establishing over 300 display rooms. There will be one in your community.
4. Pierson can supply you with all types of speakers and amplifiers—rendering a complete service to you.
5. Pierson has had a long experience in the radio furniture field. The Pierson line includes a complete line of period and Art Moderne radio and combination radio phonograph cabinets ranging in price from \$23.00 to \$500.00.

A quality cabinet to meet every requirement.

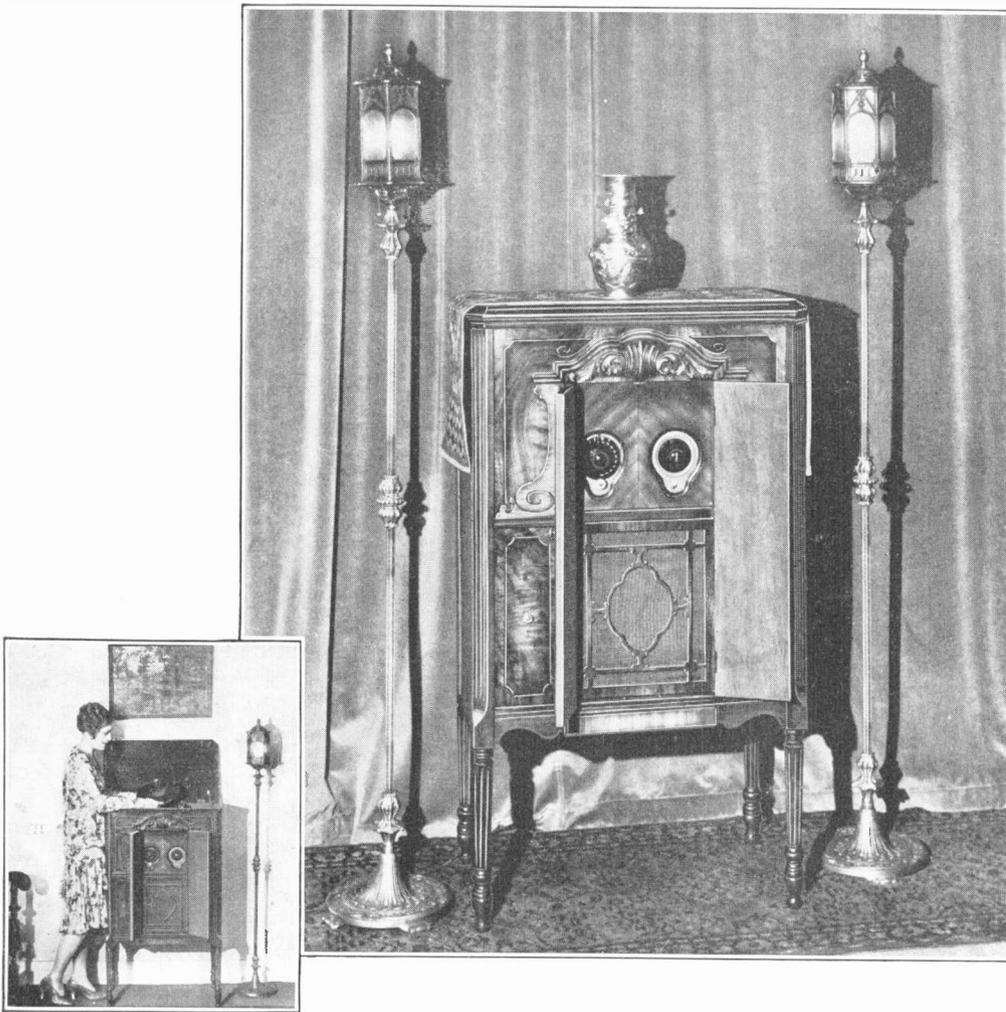
The new Pierson catalog has just been completed—a copy will be mailed to you upon request.

THE PIERSON CO.
831 Cedar Street
ROCKFORD, ILLINOIS

RED LION CABINETS ARE THE AUTHORIZED

*Model 115, Phonograph
and Radio Console*

Designed to take Atwater Kent Sets 40 and 42 and Atwater Kent Speakers, and coming already equipped with an improved phonograph operated by built-in electric motor. Finished in Walnut. Cabinet is 26 inches long, 15 inches wide, and 45 inches high. List Price, \$135.



*A new Red Lion —
Atwater Kent Triumph*

Here is the latest Red Lion achievement. A cabinet to take an Atwater Kent 40 or 42 A. C. Radio Set and Atwater Kent Speaker, in which there is already installed an improved phonograph with built-in electric motor.

Add together the list price of this cabinet (with electrically driven phonograph) and the list prices of radio set, speaker and tubes, and see what an incomparable value this cabinet allows you to give your customers in a complete phonograph and radio combination.

RED LION CABINETS ARE MADE BY CABINET-MAKERS

FURNITURE FOR ATWATER KENT RADIOS

and an entirely new line



Model 121, Secretary

Finished in Walnut. Cabinet is 29 inches long, 13 inches wide, and 49 inches high. For Atwater Kent Sets 40 and 42, and Atwater Kent Speakers. List Price, \$45.



Model 18, Spinet (with disappearing speaker; open)

This view shows the speaker as it appears when in use. As the folding shelf in front of the dial board is lowered, the speaker automatically swings down into its operating position. Design Patented.

Finished in Walnut. Cabinet is 25 inches long, 15 inches wide and 38 inches high. For Atwater Kent Sets 40, 42 and 44, and Atwater Kent Speakers. List Price, \$45.



Model 4500, Console

Double sliding doors. Finished in Walnut. Cabinet is 25 inches long, 15 inches wide and 40 inches high. For Atwater Kent Sets 40 and 42 and Atwater Kent Speakers. List Price, \$45.

Model 30, Console

Finished in Walnut. Cabinet is 21 inches long, 12 inches wide and 38 inches high. For Atwater Kent Sets 40 and 42, and Atwater Kent Speakers. List Price, \$30.



Model 40, Desk

Finished in Walnut. Cabinet is 30 inches long, 20 inches wide and 38 inches high. For Atwater Kent Set 40, and Atwater Kent Speakers. List Price, \$40.



RED LION CABINET COMPANY, RED LION, PENNA.

The new POOLEY

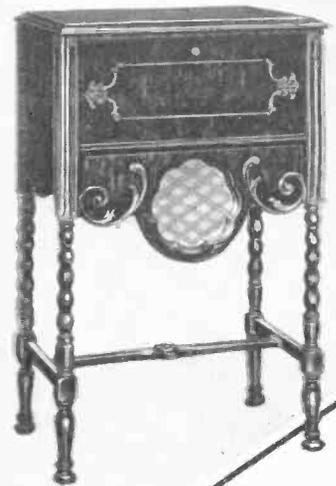
Model 7300 (arright)
Radio-Desk

Same design as Model 7400, shown closed on opposite page. Price, with ink well and large desk blotter but without receiving set or speaker \$58

Model 7500 (below)

Spanish Chest Radio Cabinet

Price, with card and pipe racks, but without receiving set or speaker \$105



Model 7200

(above)

Console Radio Cabinet

Price, without receiving set or speaker \$35



HERE is the complete
Pooley line for 1928-29
—the greatest line Pooley dealers
have ever offered to their customers.

It will pay you to see these cabinets at the
Pooley distributor's in your territory.



Model 7800
Radio-Cellarette
De Luxe

Completely equipped as shown with cut glass, silverware, etc., all specially designed and of highest quality. Humidor drawer at right of speaker. With equipment but without receiving set or speaker \$430

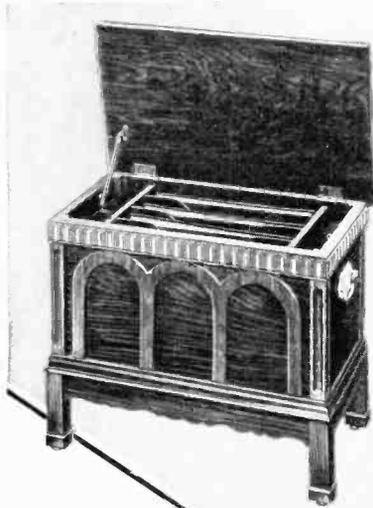
Model 7900
Radio-Phonograph
De Luxe

Automatically plays 10 records. All-electric. Plays all lateral cut records. Equipment includes 8 record albums, as shown. Complete with dynamic speaker and power amplifier, but without receiving set \$1150



RADIO CABINETS

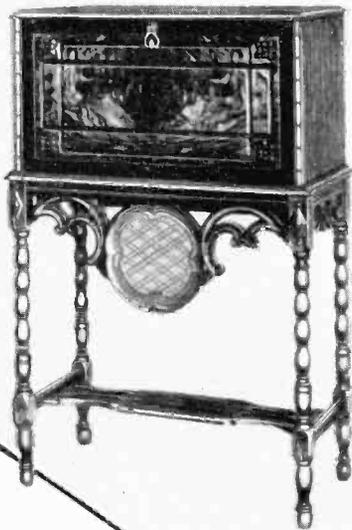
for ATWATER KENT RADIO



Model 10
(above)

Record Chest

Holds six record albums.
Price, without albums \$35



Model 7100
Console Speaker Table
Price, without receiving set or speaker.....\$25



Model 7600 *(below)*

Radio-Phonograph, Spanish Chest Style

All-electric. Complete without receiving set or speaker..... \$255

Mr. Atwater Kent says:

"The new line of Pooley Radio Cabinets is certainly very interesting and should appeal to all those who want the highest type of modern radio furniture.

"For this reason, I heartily approve of their use with Atwater Kent Radio for 1928-29."

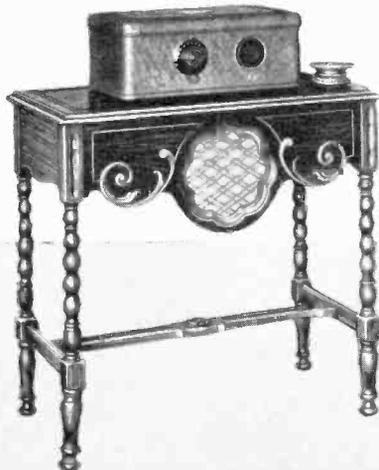
(SIGNED)

A. Atwater Kent.

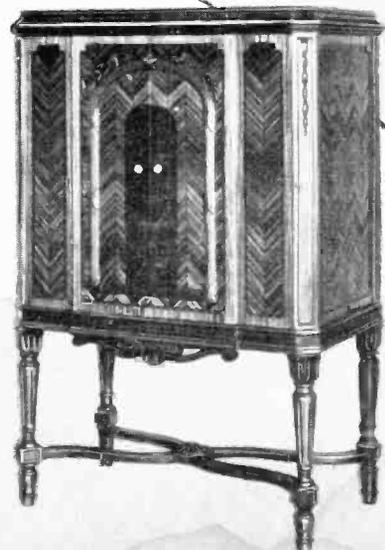
THE POOLEY COMPANY

1600 Indiana Avenue
Philadelphia, U. S. A.

Prices slightly higher West of the Rockies, in Inter-Mountain States and in Canada. Canadian Pooley Radio Cabinets are manufactured by Malcolm & Hill, Ltd., Kitchener, Canada.



Model 7700
Radio Cabinet De Luxe
Price, without receiving set or speaker.....\$325



Model 7400 *(at left)*

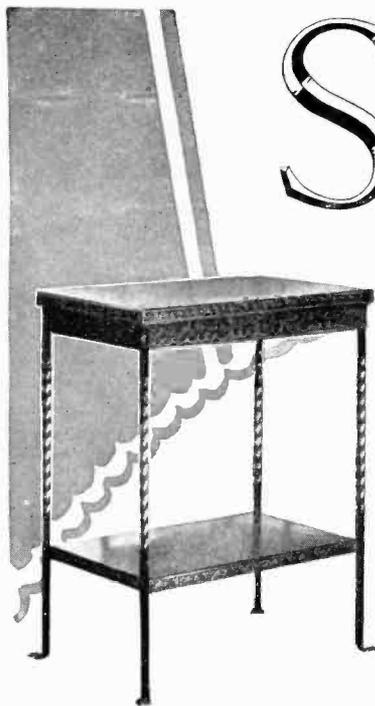
Radio-Desk

Same design as Model 7300, shown open on opposite page. Price, with ink well and large desk blotter but without receiving set or speaker.....\$60



SMITHCRAFT

EXPRESSES THE MODERN TREND IN FURNITURE



MODEL "B" (above) LIST \$17.50. Made of wrought iron and high grade furniture steel. Choice of colors. Top size 23-in. x 14-in.



MODEL "C" (above) LIST \$19.50. Similar in construction to Model "B" but designed to accommodate sets too large for Models A and B. Top size 26-in. x 16-in.

The Beauty of Wrought Iron Furniture has no Equal.

The present day vogue for metal furniture is reflected in the tremendous popularity of Smithcraft Wrought Iron Tables and Benches.

Truly artistic in design and finish, light in weight, yet ruggedly serviceable, these Smithcraft models represent the ultimate in furniture beauty and utility. Designed originally for radio use, they are also ideal for general use in the home.

All Standard Sized Sets easily Accommodated.

Smithcraft Tables easily accommodate all standard sized receivers with base dimensions 30" x 16" or less. You need no large stock of various sizes to fit individual sets. You will find, too, that the charm of these Smithcraft models will instantly appeal to your trade and greatly help your radio sales.

Wide Choice of Designs and Colors Offered.

The following attractive color combinations in various designs are available in the Smithcraft line: Antique Brown and Pale Gold, Black and Silver Grey, Chinese Vermilion and Black, Blending Greens, Yellow Ochre and Black, Hammered Silver, Black and Pale Gold, Polychrome, Blue Gray. All Tables and Benches, except models "D" and "F," are shipped knocked down f.o.b. factory. Prices slightly higher in the West. They are easily and quickly set up by the adjustment of a few screws.

JOBBERs—Valuable territory is still available. Write us for full distribution details.

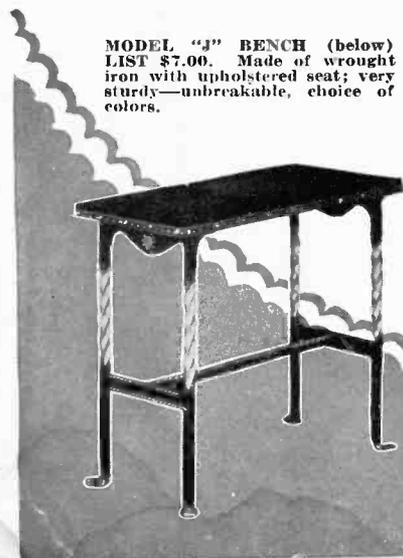
DEALERs—If your jobber cannot supply you, order sample direct on your letter-head—or we will ship C.O.D. if desired.



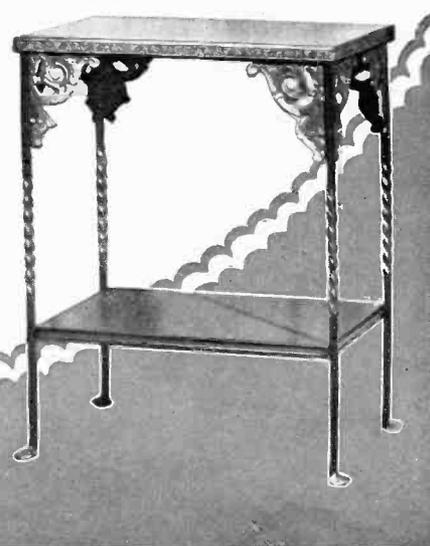
MODEL "D" CONSOLE (above) LIST \$32.00. Console construction permits use of either magnetic or dynamic speaker. Plenty of room for power unit. Top size same as Model "C".



MODEL "F" (above) Queen Anne Table \$17.50. Completely wrought iron combines the charm of period design with utility. Top size 30-in. x 16-in.

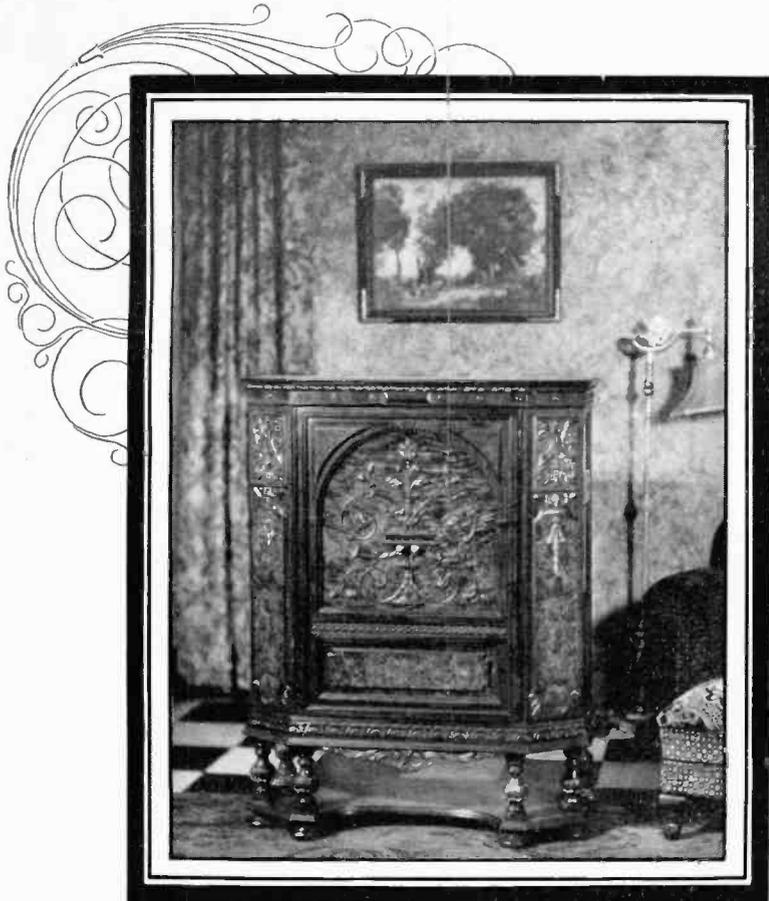


MODEL "J" BENCH (below) LIST \$7.00. Made of wrought iron with upholstered seat; very sturdy—unbreakable, choice of colors.



MODEL "A" (below) LIST \$14.00. Will accommodate majority of radio sets. Very sturdy. Made in all colors. Top size 23-in. x 14-in.

A. L. SMITH
IRON WORKS
Metal Furniture Division
Chelsea, Mass.



At Home in the Luxurious Interior-

The splendor of the most luxurious interior finds this beautiful Radio Master Cabinet right at home. Photography is scarcely adequate to portray its richness.

Doors of choicest, mellowest butt walnut with overlays of the rare carpathian elm and maidou burl. Mouldings, decorations and legs hand carved by Radio Master artist craftsmen. Especially adapted to Grebe A.C. 6 but will take any set not larger than 8 in. high, 32 in. wide, 12 in. deep, with controls confined to 23 in. width.

The Radio Master Line includes everything from simple to elaborate. Every cabinet is a choice design by one of America's greatest furniture designers. Every cabinet is built with greatest care, of perfect materials, and finished splendidly.

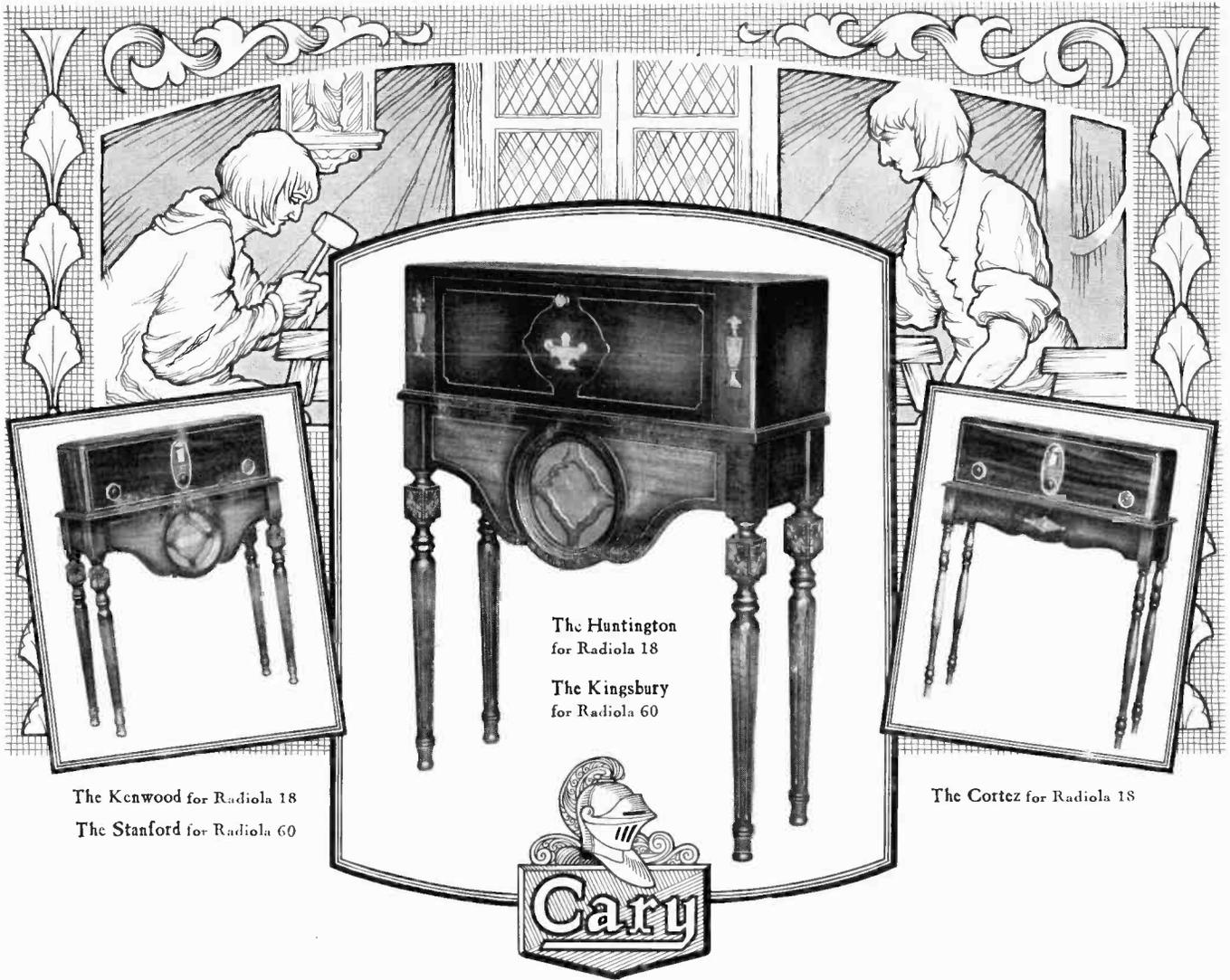
Prices have range so you can meet every purse.

If you Delight in the Beautiful—Like to Sell Good Things, You Should Know Radio Master Cabinets. Send for our Catalogue today.

RADIO MASTER CORPORATION, BAY CITY, MICH.

Cabinet by
RADIO MASTER
ONE OF THE WARD INDUSTRIES





The Kenwood for Radiola 18
The Stanford for Radiola 60

The Huntington
for Radiola 18

The Kingsbury
for Radiola 60

The Cortez for Radiola 18

Custom Built for Radiolas

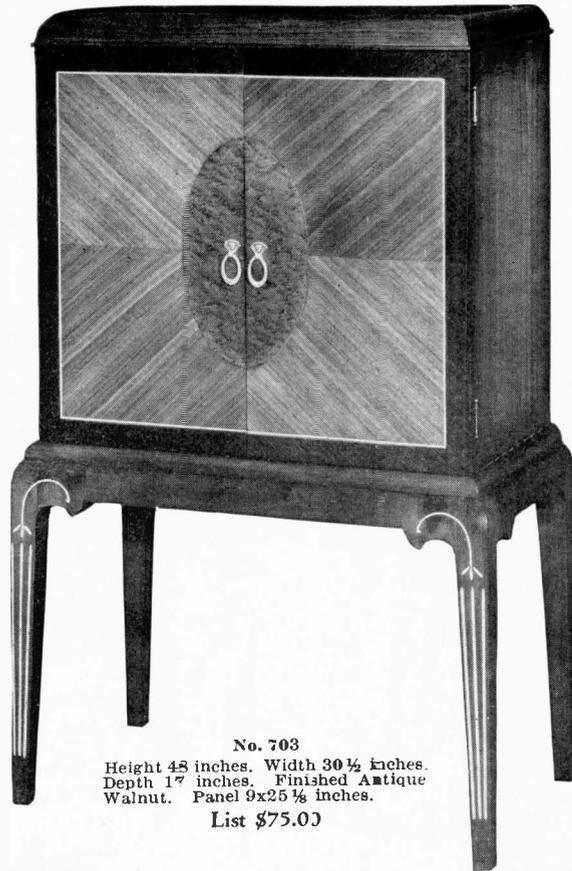
These five pieces were designed and specially built for use with Radiolas. When the receiver is mounted on one of the Spinnet Bases it becomes a one-piece semi-console unit of unusual grace and beauty. Made entirely of genuine American Walnut, created by skilled artisans of the furniture craft in a factory devoted for forty-seven years to wood craftsmanship. Radio furniture by Cary at the prices of these pieces merits your immediate investigation. Also special models for Atwater Kent, Kolster, Crosley, Fada and others. Ask your jobber or write direct to the Cary Cabinet Corporation, Springfield, Missouri

Cary

CABINETS



Trade Mark



No. 703
 Height 48 inches. Width 30 1/2 inches.
 Depth 17 inches. Finished Antique
 Walnut. Panel 9x25 1/2 inches.
 List \$75.00

Prestige and Profits



No. 763
 Height 48 inches. Width 30 1/2
 inches. Depth 18 1/2 inches.
 Finished Antique Walnut. Panel
 8 7/8 x 25 1/2 inches.
 List \$75.00



No. 772
 Height 49 inches. Width 30 1/2
 inches. Depth 18 1/2 inches.
 Finished Antique Walnut. Panel
 9x25 1/2 inches.
 List \$70.00

The radio dealers who are making the biggest profits this year are the ones who are showing the best in Period and Art Moderne Cabinets. And for the coming season all indications point to even greater leadership of the cabinet as a sales builder. The prestige of UDELL Cabinets is firmly established. Artisans thoroughly schooled in cabinet building have been producing UDELL Cabinets since the very beginning of radio and have created for them an enviable reputation throughout the trade for outstanding designs, fine workmanship, and beautiful finish. This prestige is a marked stimulus to sales, and redounds to the profit of every dealer who features UDELL Cabinets.

Our handsome new catalog of distinguished Period and Art Moderne Cabinets is just coming off the press. Write for your copy today.

THE UDELL WORKS

28th St. at Barnes Ave., Indianapolis, U. S. A.



A Good Line of Radio Furniture



**Ideal Spinet
Console in Walnut
and Mahogany**
Size 15 x 30 x 45
11 x 24 x 12 (inside measurements)

List Prices

With RCA-100A or Peerless Magnetic Speaker	\$ 70.00
With Jensen or Newcomb-Hawley A.C. Dynamic Speaker	120.00
With Jensen or Newcomb-Hawley D.C. Dynamic Speaker	110.00
Without Speaker	54.00



**Table for New
Zenith in Walnut**

List Prices

With RCA-100A or Peerless Magnetic Speaker	\$50.00
With Jensen or Newcomb-Hawley A.C. Dynamic Speaker	85.00
With Jensen or Newcomb-Hawley D.C. Dynamic Speaker	80.00
Without Speaker	30.00



**Table for New
Stromberg in Walnut**

List Price

Without Speaker Only	\$24.00
----------------------	---------

THAT is a decided necessity in the dealer's stocks today. This is a good line for you to sell. It is exceptionally well made. Has an "eye-value" that appeals to the most discriminating tastes. And, best of all, sells at a price that puts it in reach of every purse.

THEY are equipped with the latest Jensen and Newcomb-Hawley dynamic speakers, also RCA 100A, Peerless or Decatur magnetic speakers. They are finished to harmonize with all the popular sets and will fit well into every decorative scheme.

YOUR consumers have asked for something like this and this is your opportunity to meet their demands. Also increase your sales volume and profits. Write today for the full details of this fast selling, good value line of radio furniture.

IDEAL RADIO CABINET
MFG. CO., INC.

151 West 19th Street
New York, N. Y.



Model No. 18A in Walnut

Sizes
15 x 30
12 x 30
14 x 25

List Prices

With RCA-100A or Peerless Magnetic Speaker	\$50.00
With Jensen or Newcomb-Hawley A.C. Dynamic Speaker	85.00
With Jensen or Newcomb-Hawley D.C. Dynamic Speaker	80.00
Without Speaker	30.00



**Table for New Radiola 60 in
Walnut**

Size
13 x 32 1/2

List Prices

With RCA-100A or Peerless Magnetic Speaker	\$50.00
With Jensen or Newcomb-Hawley A.C. Dynamic Speaker	85.00
With Jensen or Newcomb-Hawley D.C. Dynamic Speaker	80.00
Without Speaker	30.00



**Ideal Universal
Console in Walnut
and Mahogany**

Size
17 1/2 x 33 x 45
11 x 14 x 29 (inside measurements)

List Prices

With RCA-100A or Peerless Magnetic Speaker	\$ 80.00
With Jensen or Newcomb-Hawley A.C. Dynamic Speaker	130.00
With Jensen or Newcomb-Hawley D.C. Dynamic Speaker	120.00
Without Speaker	65.00

See our exhibit at the Fifth Annual Radio World Show at the new Madison Square Garden, New York, September 17th to 22nd.

Booth No. 7 Exposition Floor

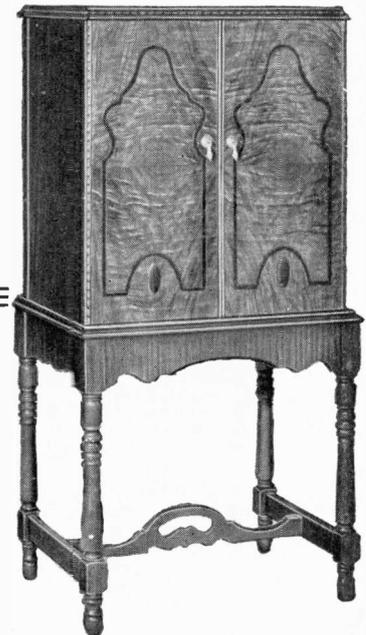
Section No. FS



Model 5. Walnut consolette, takes A. K. Crosley or any 18x7 panel. Price for cabinet, \$25.00. Price complete with guaranteed magnetic speaker, \$35.00.



Model 23. Takes any panel up to 21x10 1/2 inches. Price, \$90.00



Model 25. Walnut cabinet, matched burled Walnut doors. Takes any panel up to 21x10 inches. Price, \$55.00.

LUND

Radio Cabinets and Tables

The Lund Line of Radio Cabinets and Tables includes a suitable type for every set or requirement. We make more than twenty different models. Each model can be furnished either

with or without a speaker. Prompt shipments can always be made. Write for descriptive catalog giving full details on the complete line of this handsome, low-priced Radio Furniture.

J. A. Lund Corporation

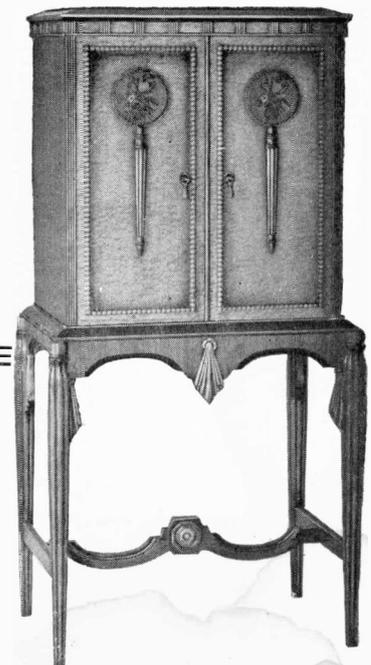
Model 15. For Battery operated or A.C. Sets. Takes any size panel up to 8 3/4 x 21-in. Price without speaker, \$40.00.



Cabinets by a Cabinet Maker
1018-1024 South Wabash Ave.
CHICAGO



Model 3. 5-ply Walnut top, and plywood Walnut front, size 24x14 inches. Price for table, \$14.00. Price complete with guaranteed magnetic speaker, \$24.00.



Model 513. This season's finest example of "Modernistic" cabinet designing. Walnut sides and top. Takes any panel up to 21-in. wide, 11-in. high, 13-in. deep. Price, without speaker, \$98.00.



Model R 44
Closed

Dealers and Distributors ask for particulars of Franchise Proposition.

EXCELLO Radio Consoles

Meet the most exacting demands for beauty and quality in a pleasing variety of models. Cabinet work of character . . . walnut throughout . . . matched butt walnut veneer doors . . . rich piano finish.

Combination Phono-Radio New "EXCELLO" Console

The very attractive model illustrated, No. R 44, has sliding drawer which accommodates any radio set up to twenty-four inches long. Equipped with phonograph turntable, G. E. Electric Phonograph motor, switch and adapter, volume control, electric pick-up with tone-arm and automatic shut-off attachment. Also Cone or Dynamic Speaker.



Model R 44
Open

Nationally Advertised—Sell the Excello—Nationally Preferred

WRITE FOR CATALOG OF COMPLETE LINE

EXCELLO PRODUCTS CORPORATION

4834 W. 16th St., CICERO, ILL. (Suburb of Chicago)

All the Latest Song Hits—3 for \$1

GO into any sizable city and you'll find the store that sells jazz records—usually three for a dollar, sheet music—all the latest song hits, postal cards of the City Hall, souvenir plush pin cushions, and other novelties galore.

Five thousand such stores dot America today and they're usually included in the total count of 10,000 music outlets.

If you want to do business with these record-sheet music-novelty stores, Radio Retailing can't help you—it reaches none of them.

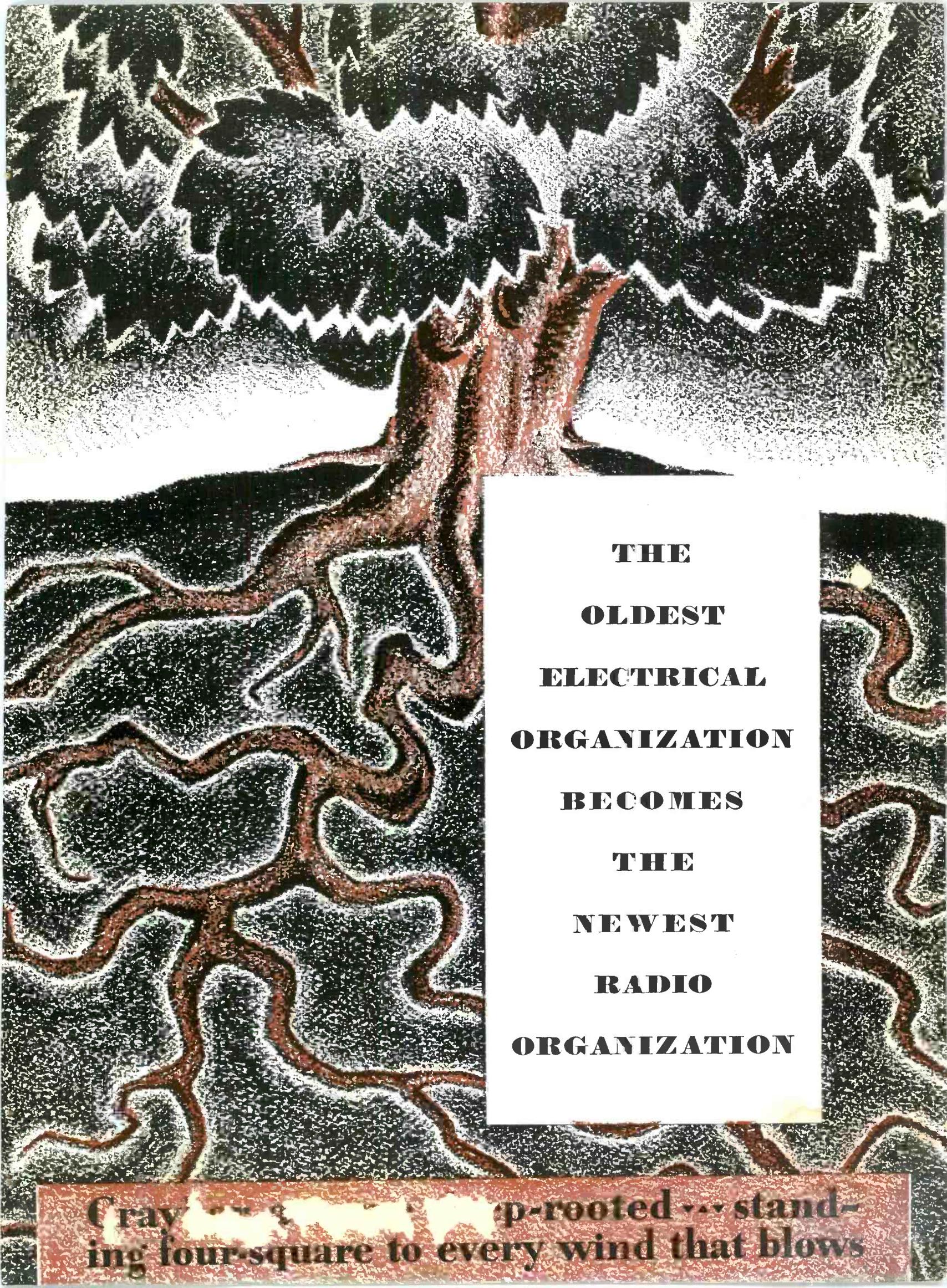
But if you want to reach the 5,000 bona fide music stores of the nation—the outlets that sell the new phonographs, radio receivers and accessories and combinations—Radio Retailing *can* help you. This McGraw-Hill magazine offers manufacturers the only *guaranteed* circulation among music-radio outlets of any magazine published.

Radio Retailing

a McGraw-Hill Publication

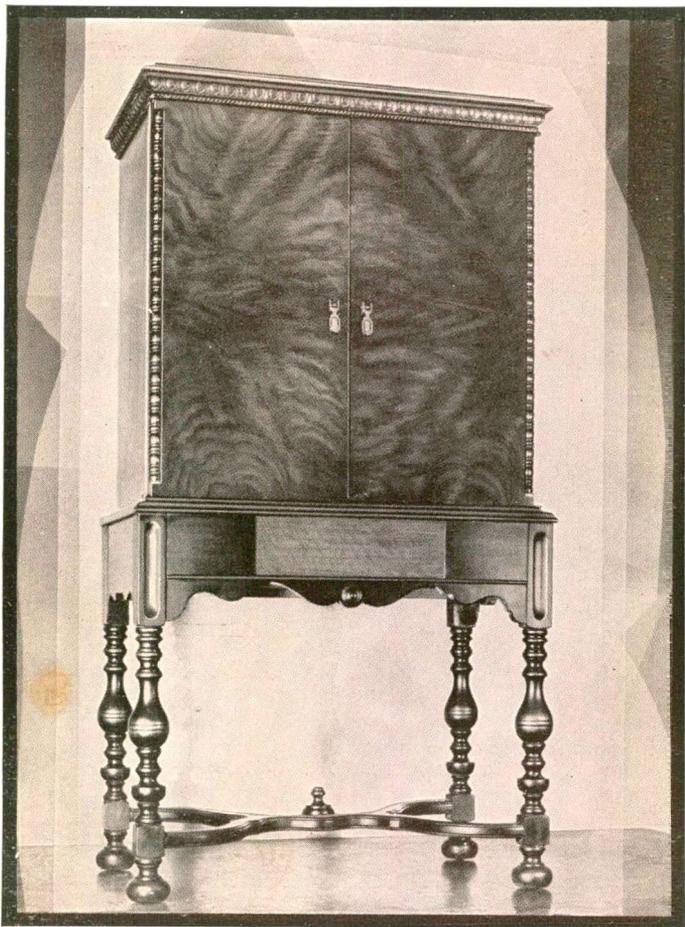
Tenth Avenue at 36th Street, New York City

Member ABC and ABP.



**THE
OLDEST
ELECTRICAL
ORGANIZATION
BECOMES
THE
NEWEST
RADIO
ORGANIZATION**

**Cray ... p-rooted ... stand-
ing four-square to every wind that blows**



GRAYBAR 340—The long-awaited single control A. C. Super-Heterodyne. Eight-tube set. Built-in dynamic speaker. Artistic 5-ply walnut veneer cabinet. Three-quarter revolving doors. Illuminated dial. List, less Radiotrons \$375.00

Gray

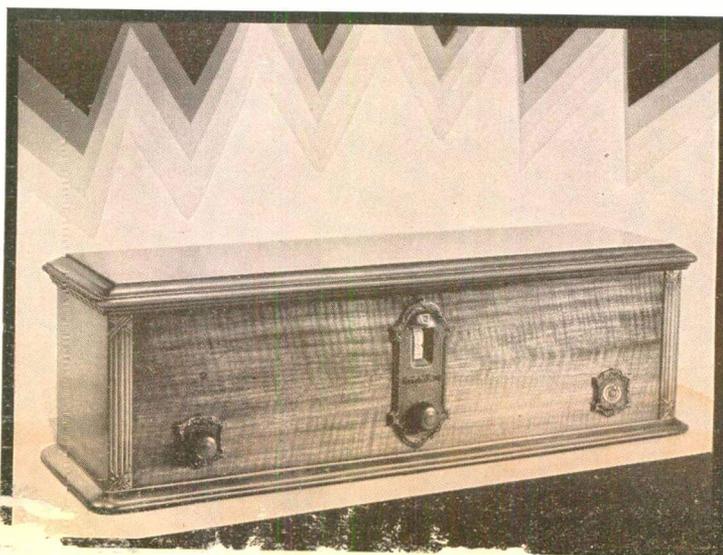
RAD

Its reputation is deeply rooted in electrical history

The oldest name in the electrical industry will now appear on a complete line of radio receiving sets. Associated with these receiving sets is a history that goes back 59 years—first to the days of Gray and Barton, then through the period of this company's organization as the Western Electric Supply Department and finally to its present corporate form as the Graybar Electric Company.

Coupled with this history is an unparalleled

GRAYBAR 310—Leader among A. C. receivers. Single control, illuminated dial, six-tube, tuned radio frequency circuit. 5-ply walnut veneer cabinet. List, less Radiotrons \$115.00





GRAYBAR 300—Single control, six-tube storage battery set, tuned radio frequency circuit. Mahogany finish cabinet. List, \$72.25 with Radiotrons, \$82.75

Graybar



experience in electrical merchandising. It began with the selling of some of the earliest known commercial electrical material. It included, in recent years, the nation-wide merchandising of a complete line of household appliances, the furnishing of Western Electric equipment for 143 of the country's leading broadcasting stations, and the distribution of Western Electric loudspeakers.

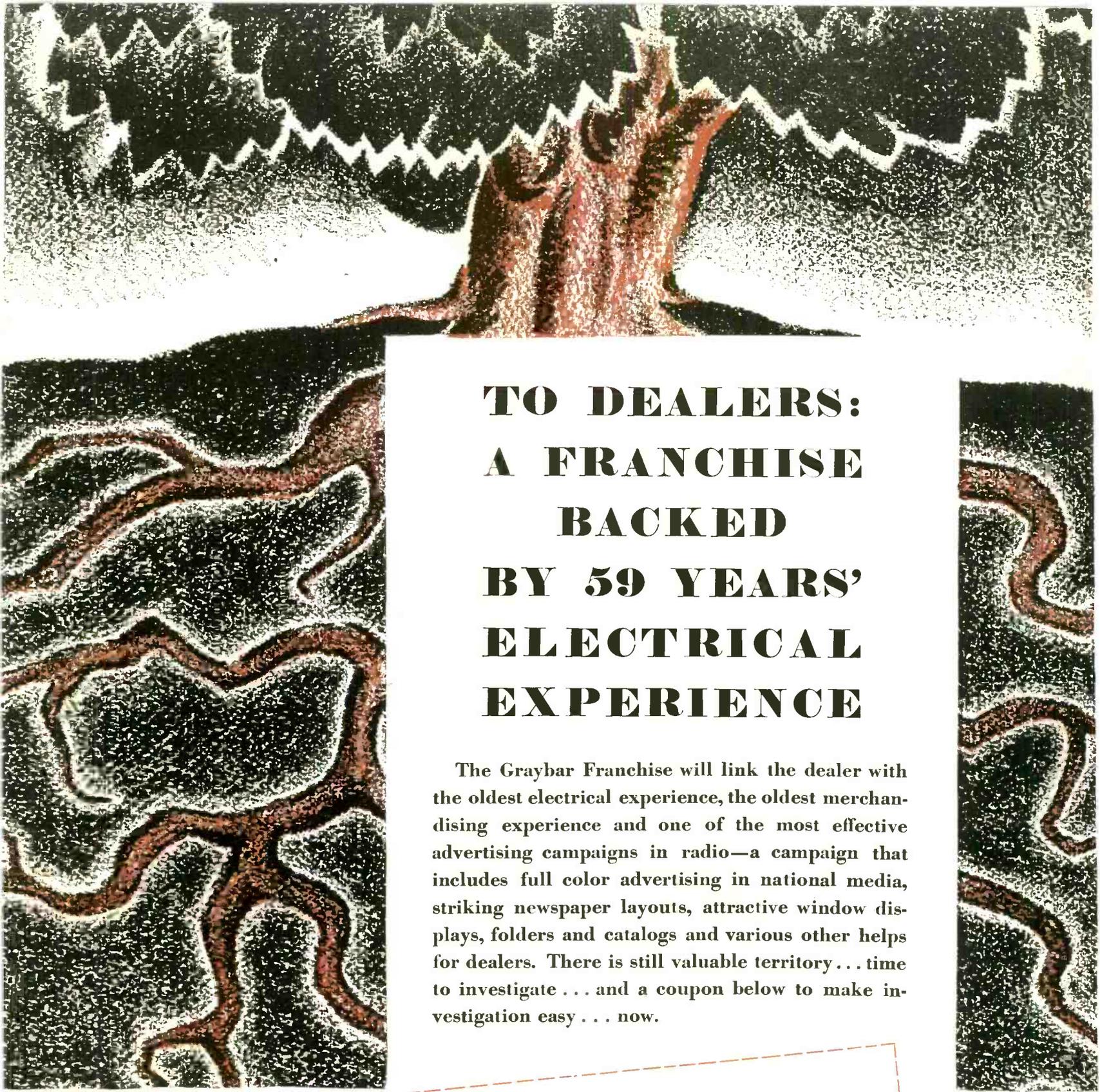
It culminates now in as profitable and as complete a line of radio equipment as dealers have ever been offered—including not only Graybar Radio but also the famous Western Electric loudspeakers and amplifier, Radiotrons and Eveready batteries.



GRAYBAR 320—Single control, tuned radio frequency circuit, six-tube A.C. receiver. Illuminated dial. Built-in magnetic speaker. 5-ply walnut veneer cabinet, high-lighted finish. Three-quarter revolving doors. List, less Radiotrons . . . \$195.00



GRAYBAR 330—Single-control A.C. Super-Heterodyne. 5-ply walnut veneer cabinet. Illuminated dial. Eight-tube set. List, less Radiotrons . . . \$175.00



**TO DEALERS:
A FRANCHISE
BACKED
BY 59 YEARS'
ELECTRICAL
EXPERIENCE**

The Graybar Franchise will link the dealer with the oldest electrical experience, the oldest merchandising experience and one of the most effective advertising campaigns in radio—a campaign that includes full color advertising in national media, striking newspaper layouts, attractive window displays, folders and catalogs and various other helps for dealers. There is still valuable territory . . . time to investigate . . . and a coupon below to make investigation easy . . . now.

GRAYBAR ELECTRIC CO.
Graybar Building, Lexington Avenue and 43rd Street, New York City.

Gentlemen:

Please send me details of the Graybar Radio Dealer Franchise in my territory.

Name

Address

"No Wonder It's Good! It's a

FREED- EISEMANN *The Magnifying Tone* RADIO

THIS remark, heard wherever radio dealers are cheerfully making money with the Freed-Eisemann line, accounts for a great deal of our success. People know the name. They trust it. They know we have been builders of fine radio since broadcasting began. There's no sales resistance. "No wonder it's good!"

You won't have trouble with this line. It will cut your service costs to a minimum. You can make money with Freed-Eisemann. The Great Eighty line is D.C. and A.C. (25-40-60 cycle); the Super-Power Eighty-five is A.C., 60 cycle. Hammered silver effect, walnut, and hand decorated cabinets are available with matching speakers as well as beautiful consoles.

Get the descriptive folder on the line and the details of our dealer proposition. Address Dept. R7. It will pay you.

FREED-EISEMANN RADIO CORPORATION
BROOKLYN, N. Y.

*"Builders of Fine Radio
Since Broadcasting Began"*

The Great Eighty, \$125.

(Illustrated with Magnetic Speaker, \$35.)

Super-Power 85

With Type 350 or 250 Power Tube

\$160.

Dynamic Speaker, \$65.



**8-tube
All-
Electric
\$125**

PACENT
presents

3 of the Seasons

A NEW and instantly popular group of radio electric phonograph accessories that is taking the country by storm. These items afford the finest record rendition available at any price. They strike a new note in accessories for the live dealer who finds accessory sales ever decreasing, because of the growth of self contained sets. Every radio customer is a prospect for the new day electric record reproduction.

PACENT ELECTROVOX

*radio-electric phonograph
reproduction at its best*

\$75.00

without cabinet \$60.00

A COMPLETE electric phonograph when attached to radio which provides astonishingly natural and beautiful tone quality—the tone and volume equivalent to the high priced instruments. Easy to install. Switches instantly from radio to phonograph without removing tube. Encased in beautiful walnut cabinet. Uses Pacent silent induction electric motor requiring no winding. Demonstrate it to your radio set customers.



Outstanding Accessories

FIRST in the field, the new model Phonovox, THE electric pickup is fully justifying its leadership. A popular priced piece of merchandise that has a tremendous appeal to every radio and phonograph owner. Here are sales that are easy to make; just demonstrate it to your set and phonograph customers.



The Pacent PHONOMOTOR with turntable List Price **\$35.00**



The Famous Pacent PHONOVOX De Luxe Model **\$13.50**

INDUCTION TYPE which means no brushes, no sparking, long wearing. Absolutely silent. Nothing to get out of order. The most scientifically engineered phonograph motor on the market. These trouble proof Pacent accessories will build you quick, profitable business. Write or see your jobber today. Get samples and information — but — DO IT NOW.

Attractively cartoned in a compact and colorful display container—ideal for counter use.

PACENT ELECTRIC COMPANY, Inc.
 91 SEVENTH AVENUE • • NEW YORK CITY

Pioneers in Radio and Electric Reproduction for Over 20 Years
 Manufacturing Licensee for Great Britain and Ireland, Igranic Electric Co., Ltd., Bedford, England

*"The New
Voice of the
Skies!"*



Model R-2. Radio with Dynamic Speaker.

Simplicity brought to a new perfection. The cabinet is in blended walnut finish, relieved with burl maple panels. A graceful piece of furniture which reflects credit on the good taste of any householder.

Size 42½" x 22" x 16"

List Price, including Dynamic Speaker, less tubes: \$260.



Model R-1. Radio with Dynamic Speaker. *Charmingly compact, it adjusts itself ideally to the modern home. Blended walnut finish and panels of burl maple attest its handsome quality, in perfect keeping with controls of inlaid maple and trimming of statuary bronze. The doors fold back flat against the sides.*

Size 46" x 22½" x 18"

List Price, including Dynamic Speaker, less tubes: \$315.

The EDISON RADIO

THE new voice of the skies has spoken! It has been heard. Never was success more genuine! Never was acclaim more spontaneous. The world expected much, but was given more!

The Edison Radio is notably advanced in design. It is strikingly beautiful to the eye. It is richly gratifying to the ear. In fact, it has everything—gets everything, does everything.

For local stations, the Edison Radio is a tuned radio frequency receiver of super-selectivity.

It is the best receiver that could be designed for local work exclusively. At the turn of a switch its whole character changes. A new power is unleashed. It becomes a receiver of keenest sensitivity, a champion distance-getter. The Edison is truly the "Local and Long Distance" receiver.

The Edison Radio has a super-power amplifier, using the new R.C.A. "250" tube. It also has an inbuilt new-type, extra size Peerless Dynamic Speaker. As a result, the Edison gives superb quality at all degrees of





Model C-2. Radio and Electric Phonograph.
 Completely electrified. The cabinet of blended walnut finish, with its ornamental panels of burl maple, fits pleasingly into any interior, harmonizing with other furniture. Its doors fold inconspicuously back, flat along the sides, revealing four gold embossed record albums.

Size 48 1/2" x 28 1/4" x 18"

List Price, including Dynamic Speaker, less tubes: \$495.

*"The New
 Voice of the
 Skies!"*



Model C-1. Radio and Electric Phonograph

An exact reproduction of an Italian Credenza, handsomely carved from solid walnut, with rich polychrome motifs. Built-in record console. Special super-power amplifier using two "250" tubes and two Dynamic Speakers. This model is the acme of sound reproduction.

Size 48 1/4" x 48" x 20"

List Price, including two Dynamic Speakers, less tubes: \$1,100.

and RADIO-PHONOGRAPH COMBINATIONS

volume, with a startling response on bass notes. It can be tuned down to a whisper or tuned up to full orchestral volume. Indeed, the Edison way of using and controlling the Dynamic Speaker accomplishes amazing results.

All models are for A.C. operation, using 3 stages of radio frequency, a detector, and super-power amplifier. All have single dial control and concealed phonograph jack, with change-over switch (from radio to phonograph) on the front panel. Throughout, the

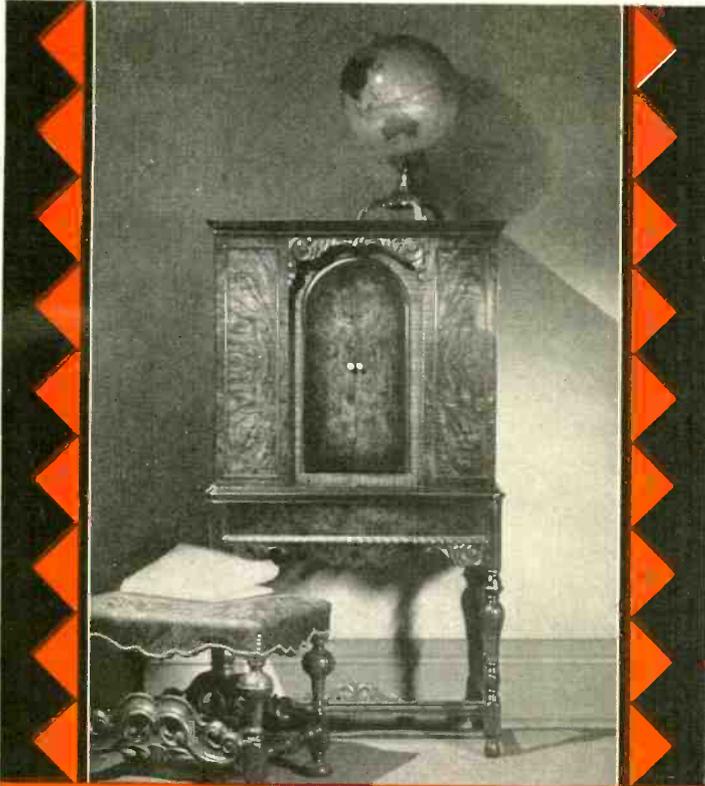
Edison Radio is a notable example of advanced design and electrical efficiency.

The Edison Radio faces a ready-made and nation-wide demand. It is the most asked-for Radio in America. To you, as a dealer, this fact is significant. For in a day when so many sets of questionable quality flood the market, it is reassuring to know that here, at last, is a line of dependable sets offered by a company whose very name is a guarantee of fair dealing, of stability, and worth.

Deliveries start in September. Thomas A. Edison, Inc., Orange, New Jersey.

Thomas A. Edison
 ORANGE, N. J.





Authorized Bosch Radio Dealers are now showing the console Model 29B, specially designed for them with super-dynamic speaker and special high-power speaker supply. Console has sliding doors, beautiful craftsmanship and selected woods. Bosch Radio Dealers are offering this console 29B with super-dynamic speaker and special high-power speaker supply with Bosch Radio Model 28 Receiver for \$295.00.

1928

BOSCH

As the season advances the profit advantages of the Bosch Dealer contract and the quality position of Bosch Radio are becoming more and more pronounced. :: :: :: ::

The Bosch franchise is without precedent in radio history for soundness, for dealer protection, for inventory flexibility, for selling range and strong price position. The new Bosch Radio Receivers are an outstanding success wherever demonstrated and Bosch advertising is greater in size and spread and more profitable to the dealer than ever before. :: :: :: ::

It will pay you to know the details of Bosch selling plans and to be included in them. Write us or our nearest branch today.

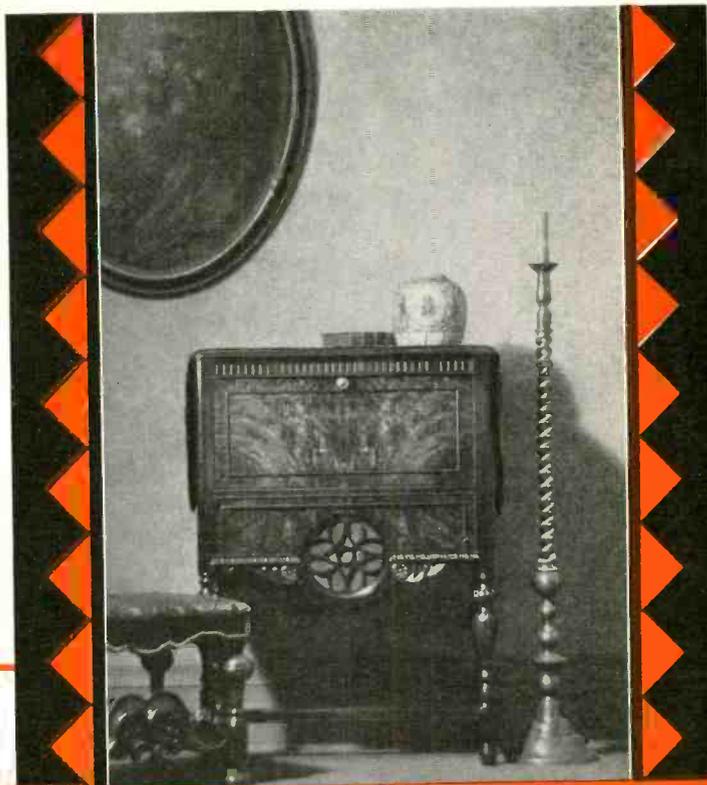
AMERICAN BOSCH MAGNETO CORPORATION
 SPRINGFIELD, MASS. Branches: New York Chicago San Francisco

Prices slightly higher west of Rockies and in Canada—Bosch Radio is licensed under patents and applications of R. C. A., R. F. L. and Lektrophone.



AMERICAN BOSCH

Authorized Bosch Radio Dealers are now showing specially designed console illustrated, with its fine selected and patterned woods, rich carvings and beautiful finish and are offering this console 28-A with Standard Bosch Radio Speaker and the Model 28 Bosch Radio Receiver for \$197.50. Model 28-C, a similar model, with Dynamic Speaker is \$237.50.



1928

RADIO



The Model 28 Bosch Radio Receiver has seven AC amplifying tubes and a power rectifying tube. The three radio frequency stages are—a detector stage and two audio frequency stages using three tubes. The audio stage tubes are on the same circuit, employing "push-pull" amplification—permitting greater volume without distortion, clarity and full golden tone reproduction.

Bosch Radio Model 28—110 volt AC. Seven AC tubes and power tube. Single tuning, lighted dial. Solid mahogany cabinet. Price \$132.50 less tubes.

MAGNETO CORPORATION

ATWATER KENT RADIO

Make the dollars spin !!

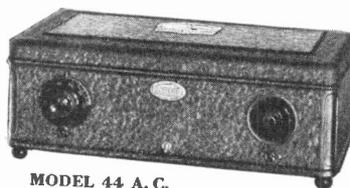
"**H**OW can I speed the rate of turnover? How can I make my capital work faster—yield more?" Dealers who concentrate on the Atwater Kent Radio have found the answer.

PUBLIC DEMAND for an article makes turnover.

Atwater Kent Radio is most in demand. The dollars you invest in it come back to you quickly—with profit.

MODEL 44 A. C. Extra-powerful, extra-sensitive, extra-selective. Crowned lid. Panelled corners. Ball feet. Automatic line voltage control. Local-distance switch. **FULL-VISION** Dial with over-size numbers. Requires seven A. C. tubes and one rectifying tube. For 110-120 volt, 50-60 cycle alternating current.

Without tubes, \$106



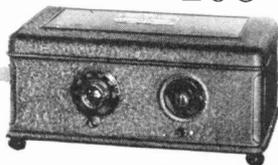
MODEL 44 A. C.

MODEL 48 battery set. Solid mahogany cabinet. **FULL-VISION** Dial. Two stages of T. R. F. in conjunction with Atwater Kent coupling circuit, a detector and two stages of A. F. Six tubes required. Without tubes or batteries, \$49



MODEL 48

MODEL 42 A. C.



MODEL 42 A. C. Similar electrically to Model 40, with addition of automatic line voltage control. Many refinements in cabinet design—crowned lid, panelled corners, ball feet. **FULL-VISION** Dial with over-size numbers. Requires six A. C. tubes and one rectifying tube. For 110-120 volt, 50-60 cycle alternating current.

Without tubes, \$86



MODEL 49

MODEL 49 battery set. Solid mahogany cabinet. **FULL-VISION** Dial. Antenna adjustment device assures unusual selectivity. Three stages of T. R. F., detector, two stages of A. F. Six tubes required. Without tubes or batteries, \$68

Prices slightly higher West of the Rockies

That's turnover. That's the logic of concentrating on the inexpensive radio that most people ask for by name.

*On the air—every Sunday night—Atwater Kent Hour—listen in!
Write for illustrated booklet of Atwater Kent Radio*

ATWATER KENT MANUFACTURING COMPANY

A. Atwater Kent, President

4733 Wissahickon Avenue

Philadelphia, Pa.

ATWATER KENT RADIO

THE 1929 ELECTRIC SET



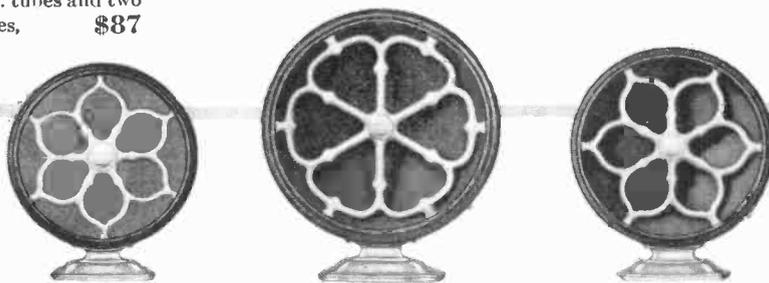
MODEL 40

\$77

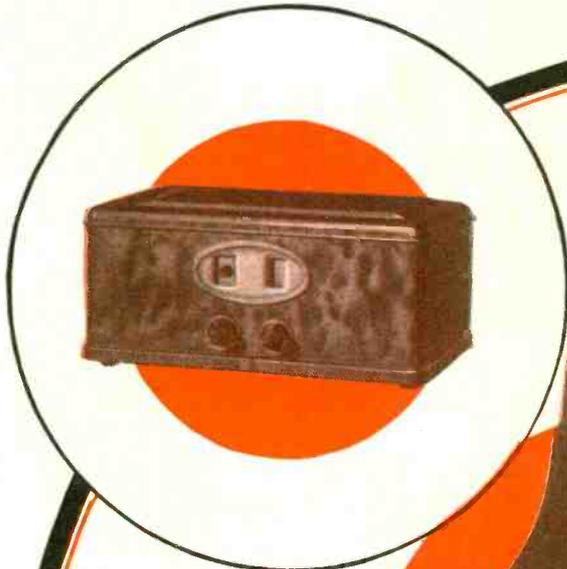
(without tubes)

MODEL 40 A. C. The 1929 improvement on the famous Model 37. More powerful, more sensitive. New sealed power unit. **FULL-VISION Dial.** Satin finished in dark brown and gold or deep golden bronze and gold. Requires six A. C. tubes and one rectifying tube. For 110-120 volt, 50-60 cycle alternating current. **\$77**

MODEL 41 D. C. Satin finished in brown and gold or golden bronze and gold. **FULL-VISION Dial.** For 110-120 volt direct current. Requires five D. C. tubes and two power tubes. Without tubes, **\$87**



"RADIO'S TRUEST VOICE." Atwater Kent Radio Speakers: Satin finished—some in dark brown and gold, some in deep golden bronze and gold. Models E, E2, and E3, same quality, different in size. Each **\$20**



Model 801 Series B
—same as 801-A Series B, but not equipped for attachable reproducer. Without tubes,

\$96

\$98.50 west of Rockies.

Model 806—Same general style as 801, but operated by battery or eliminator. Without tubes,

\$69

\$71.00 west of Rockies.



**All-Electric
A. C. Combination**

This combination of Model 801-A Series B Receiver, with Model 435-A Reproducer attached to the cover, is a completely self-contained radio. Seven receiving tubes. One rectifier tube. Push-pull power stage. FOUR tuned circuits. ONE dial control. Calibrated wave-length dial, illuminated. Built-in light socket aerial. Price of set, **\$96**, without tubes. Attachable reproducer, **\$16**. Price of combination, without tubes,

\$112

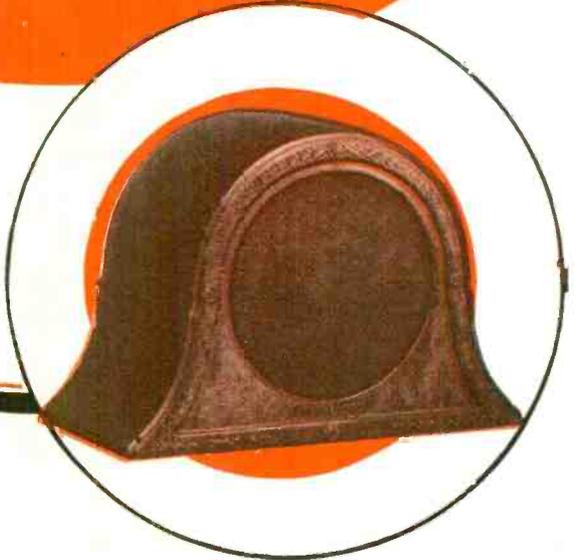
\$115 west of Rockies.

Model 435 Stewart-Warner Reproducer

\$16.50

\$17.25 west of Rockies

New type magnetic cone speaker with new tone depth and beauty.



REALISM in RADIO
THRU THE
Electric Ear
TRUE TONE BY TEST

STEWART

Sell this radio of REALISM STEWART-WARNER All-Electric A. C. Radio

YOU, as a Stewart-Warner dealer, now can offer not only the year's outstanding radio value, but the year's greatest radio achievement—*REALISM in Tone Reproduction!* This set is perfected by the exclusive Stewart-Warner Electric Ear test, which records minutest sound vibrations of music as broadcast, and of the same music re-created by the radio set. Comparing the records, our engineers make adjustments which give to these sets a tone realism near perfection.

Stewart-Warner advertising will tell and re-tell this amazing achievement. REALISM will be the big buying

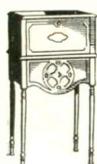
word in radio. Let it be your selling word in offering this super-selective set. Your big opportunity for money making and business-building—for radio leadership in your town.

Learn about the new Stewart-Warner Nation-Wide Acceptance Plan for Retail Sales. It opens to you a market vastly greater than the cash market. Yet every sale is virtually a cash sale for you.

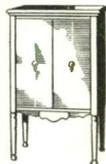
Learn the full facts about our Franchise and our selling cooperation. Start now toward big success. Grasp this opportunity while you can. Territories closing fast. Write or wire today.

STEWART-WARNER SPEEDOMETER CORPORATION, Chicago

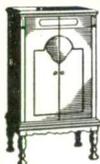
*22 years in business—world-wide service—50 million dollars in resources
—4th successful radio year*



No. 1
\$42.50



No. 2
\$52.50



No. 3
\$62.50



No. 4
\$72.50



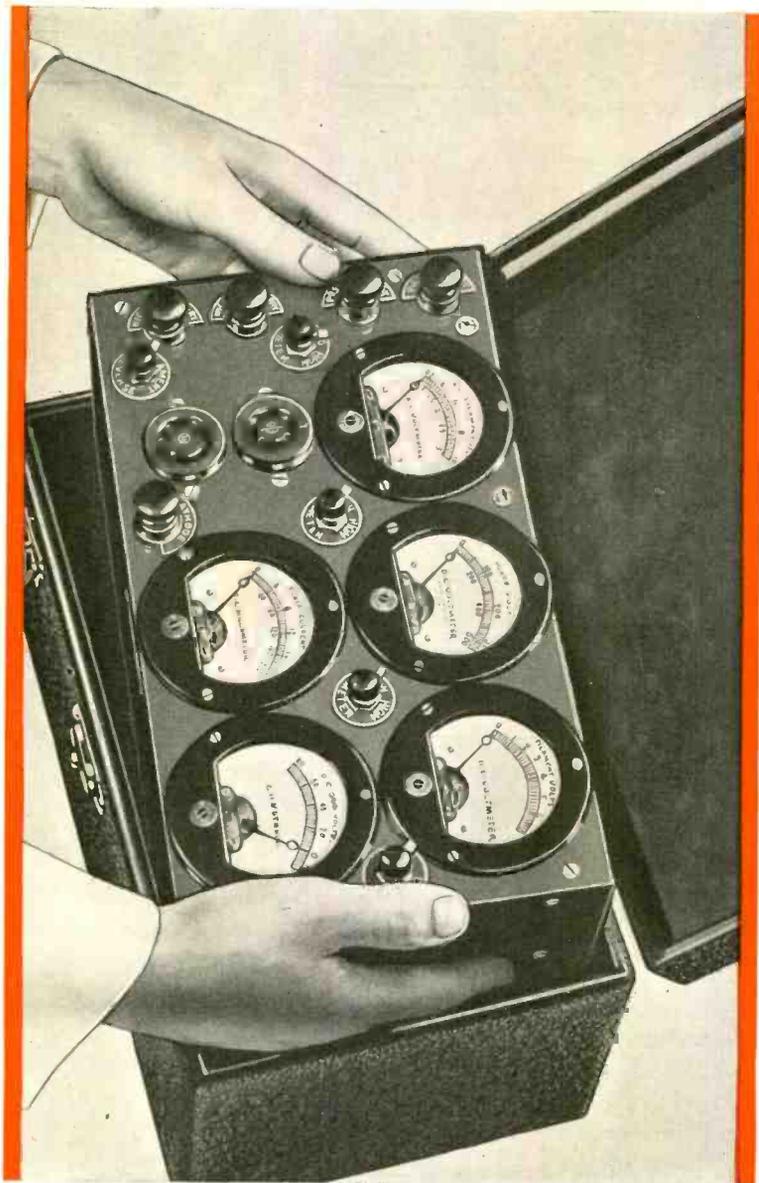
No. 5
\$87.50

Complete line of approved Console Cabinets, made exclusively for Stewart-Warner by Buckeye Manufacturing Co., Springfield, O. Consoles have built-in reproducers.

THE VOICE OF AUTHORITY IN RADIO

WARNER

Radio's most complete testing outfit



Converts service calls into sure profits!

THIS Hickok Set and Tube Tester meets every requirement of service dealers who demand accurate, complete testing equipment to safeguard their interests and increase their profits.

Within this single unit is incorporated the necessary apparatus for making any and every test on all types of AC and DC Sets and Tubes; it consists of five meters:

Plate Voltmeter AC Filament Voltmeter
DC Filament Voltmeter Grid Voltmeter
Plate Milliammeter
Resistance per volt — 1333- $\frac{1}{3}$ ohms

Two sets of cables are furnished for UV and UX or UY tubes; also attachments for all dome type tubes.

At a slightly extra cost, a serviceable black leather carrying case with a compartment for extra tubes, cables and tools is provided, making the Hickok Tester the logical complete equipment for service work.

A beautiful scientifically designed testing unit containing 5 meters at practically the same price you would pay for 2 meter testers.

No buttons to push — no multi-scale meters to read.

The correct equipment for store and home service work everywhere.



Write for latest Service Manual No. 25 containing valuable Service Data on proper testing methods. Free upon request.

HICKOK

"SEES ALL—TELLS ALL"

RADIO SET TESTER

for every AC and DC Set and Tube

**THE HICKOK ELECTRICAL
INSTRUMENT COMPANY**
Cleveland, Ohio

PRICE and QUALITY the World's Greatest Radio Values in Both!

Model 55 With Base

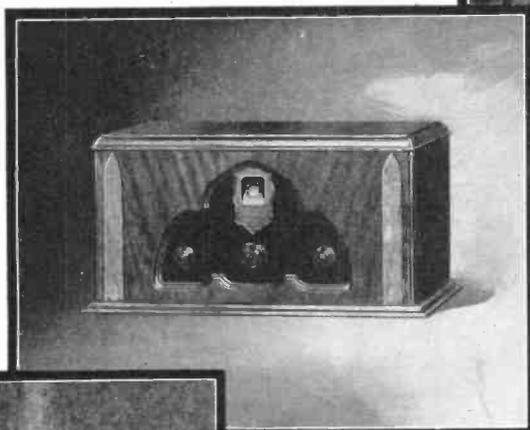
Loftin-White A.C. Circuit. Seven A.C. tubes plus rectifier tube. Entirely self-contained. Push-pull power amplifier. Phonograph Pick-Up Jack. Cabinet of genuine mahogany, finished in deep rich brown, with high polish.



Model 55 Chest Type Cabinet

The finest radio in the world. Cabinet beautifully grained, selected Mahogany. A.C. electric, entirely self-contained.

List price, \$185.00



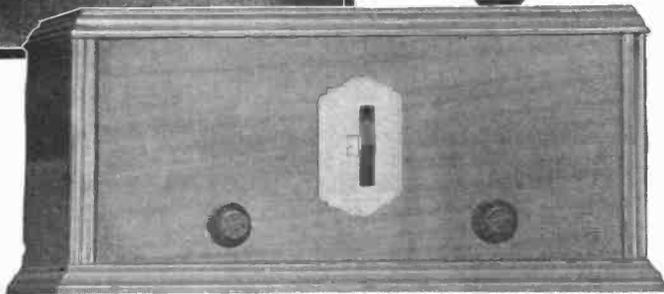
Model 45 with Base (shown to the left)

No. 99 Circuit. 7 tubes plus rectifier tube. A.C. voltage regulation 90 to 130. Completely self-contained, shielded. Phonograph pick-up jack. Housed in a beautiful, hand rubbed, mahogany finished cabinet.



MODEL 45
AC. Electric
7 Tubes PLUS RECTIFIER
One Dial

\$75



Anticipate Public Choice With ARBORPHONE'S Advanced Quality!

Arborphone's rapid rise to dominance in the radio world is assured. First of all because of the quality appeal of the entire range of Arborphone Models. No other radio duplicates the wealth of advanced mechanical features incorporated in the new Model 45 and 55 series. No other radio gives evidence of the same inclusive foresight in the creation of cabinet designs to harmonize with every taste and every purse. Inspection of the Arborphone line will furnish substantiating evidence to every alert profit-minded radio dealer.

And back of the surpassing quality that reveals itself on demonstration is the broad, distinctive result-producing national advertising campaign that reaches and appeals to every strata of wealth and class—and acquaints every potential radio buyer with Arborphone superiorities.

Be sure to investigate the Arborphone franchise.

Arborphone Div.
Consolidated Radio Corporation
Ann Arbor, Mich.

ARBORPHONE
"All You Could Ask of a Radio"



LSA

High-
Vacuum
RADIO
TUBES

A Complete Line of
High-Vacuum Quality Tubes
Two A. C. Types (L. S. 227)
Other Standard Types for Battery Power and Rectifiers

LaSalle

High Vacuum makes better Radio Tubes

Once the radio public realizes that high vacuum will give them better reception, they will change to LaSalle HIGH-VACUUM Radio Tubes.

As a LaSalle dealer or jobber you will be able to take advantage of this public preference.

In LaSalle High-Vacuum Radio Tubes the highest possible vacuum is created. Even after one thousand hours of use LaSalle Tubes do not diminish in volume. There are no burned-out filaments, no outside noises. A tube that will outlast any other and fully guaranteed. The volume and clarity of tone it produces will convince you it is the right tube to carry.

Yet, LaSalle Tubes carry with them a better profit plan, which it will be to your advantage to investigate



Manufacturers

LA SALLE RADIO CORPORATION
149 West Austin Avenue · Chicago, Illinois

Sole Distributors

MATCHLESS ELECTRIC COMPANY
143 West Austin Avenue
Chicago, Illinois

McGraw-Hill Publishing Co., Inc.
JAMES H. MCGRAW, President
EDGAR KOBAK, Vice-President

Radio Retailing

The Business Magazine of the Radio Industry

EARL WHITEHORNE
Editorial Director
WILLIAM ALLEY
Managing Editor

Vol. 8

SEPTEMBER, 1928

No. 3

THIS season will be the best in radio history."

We've heard that at the start of every season since 1922. But each year some monkey wrench has been thrown into the machinery to disrupt the pleasant flow of shekels from the ultimate consumer through to the original producer. Last year, it was A.C. tubes; the year before that it was one-dial control; in 1925 it was overproduction and the consequent succession of cut price sales that kept the trade in a turmoil.

This time, however, the radio trade faces the new selling season with fewer storms on the horizon than has been the case in many years. But there are a few disturbing factors that must be taken into consideration.

Therefore, it's going to be a good season for radio—"if"—and we can sum up the "ifs," this way—

One—IF nobody brings out the screen-grid tube for alternating current;

Two—IF the retail trade keeps its head on its shoulders regarding trade-ins, and

Three—IF the manufacturing industry doesn't let the craze for lower prices run away with its better judgment.

Now, let's take a look at these three fears that are confronting the trade—

ONE—The screen-grid tube for A.C. So far, they have progressed no further than the laboratory. Leading tube manufacturers have privately, if not publicly, declared that this type of tube will NOT be marketed this year. Definitely, then, receivers using these tubes cannot be made in time to disrupt the peak months just ahead. Next year will be another story. These tubes will be perfected and marketed in due course. But the trade has learned the bitter lesson of last year. When the A.C. screen-grid tubes are ready they will be brought

out in an orderly fashion. For it is a pretty safe statement to say that the trade has learned how to merchandise new developments properly.

Two—Trade-ins. Up to the retail trade itself, of course. Retailers will stand or fall on their own policies. Keeping trade-in sales to a minimum and shaving allowances to the bone are the only two generalities which can be laid down. Battery-operated sets have little value as trade-ins for the new A.C. receivers except as they can be resold to the farmers. If dealers watch their steps carefully

here, the trade-in danger can be minimized.

Third—Cut-price competition among manufacturers of low-priced sets. A foolhardy procedure, certainly, but one that must be reckoned with seriously at this time. Liable to disrupt the whole industry if permitted to develop. Manufacturers **MUST** remember that cost of production—NOT competition—decides the

ultimate selling cost. Those who adhere to their prices and go ahead with a good job at legitimate profits will be the only ones to get a laugh out of the grief that inevitably follows demoralization of prices.

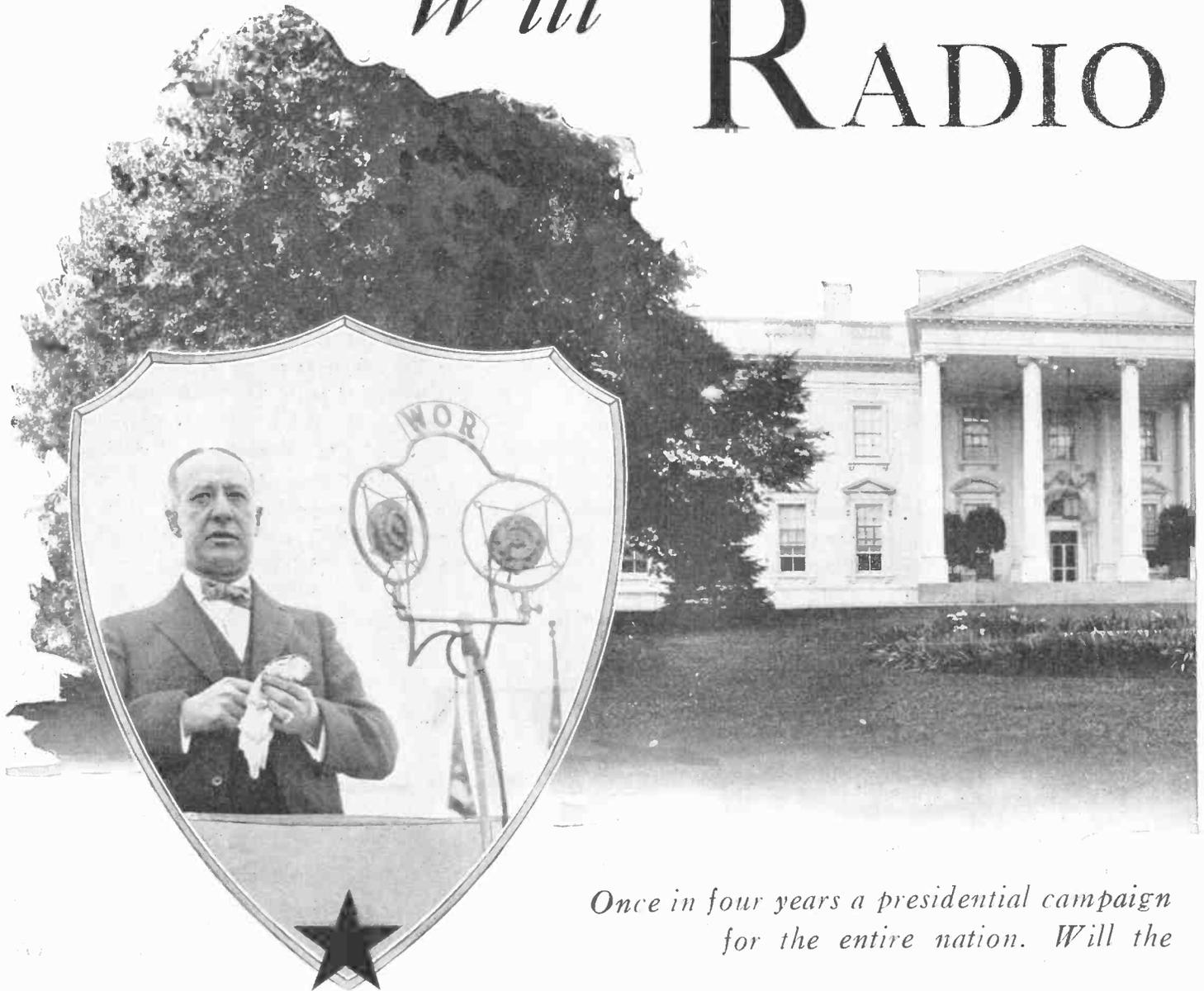
The rest of the trade will be busy burying the corpse.

WITH these factors properly handled, the industry faces a new season that is singularly free from disturbing influences.

Lines are stabilized as never before. Summer business was exceptionally good. Normal, healthy increases in volume and profits are generally anticipated. Manufacturers are scheduling production more accurately. Retailers are finding receivers easier to install and cheaper to service. The industry has never been in a better position to go through a peak season with flying colors.

IF—

Will RADIO



*Once in four years a presidential campaign
for the entire nation. Will the*

ALFRED E. SMITH OF NEW YORK

By William

THIS year, for the first time, radio is playing a major part in the election of a President of the United States. In fact, it is not an exaggeration to say that radio may play the deciding part in the 1928 election.

Both parties have announced their intention to wage an intense campaign via radio. Political issues are being carried home to the people in a way never before possible. The candidates and their personalities are literally being taken into eight million American homes.

The radio trade has a unique sales opportunity presented to it on a silver spoon. Once in four years does a similar opportunity present itself. And this year's campaign has the added interest of novelty. It will be the first presidential campaign in which the voting citizens of the country will be able to consider each party's issues

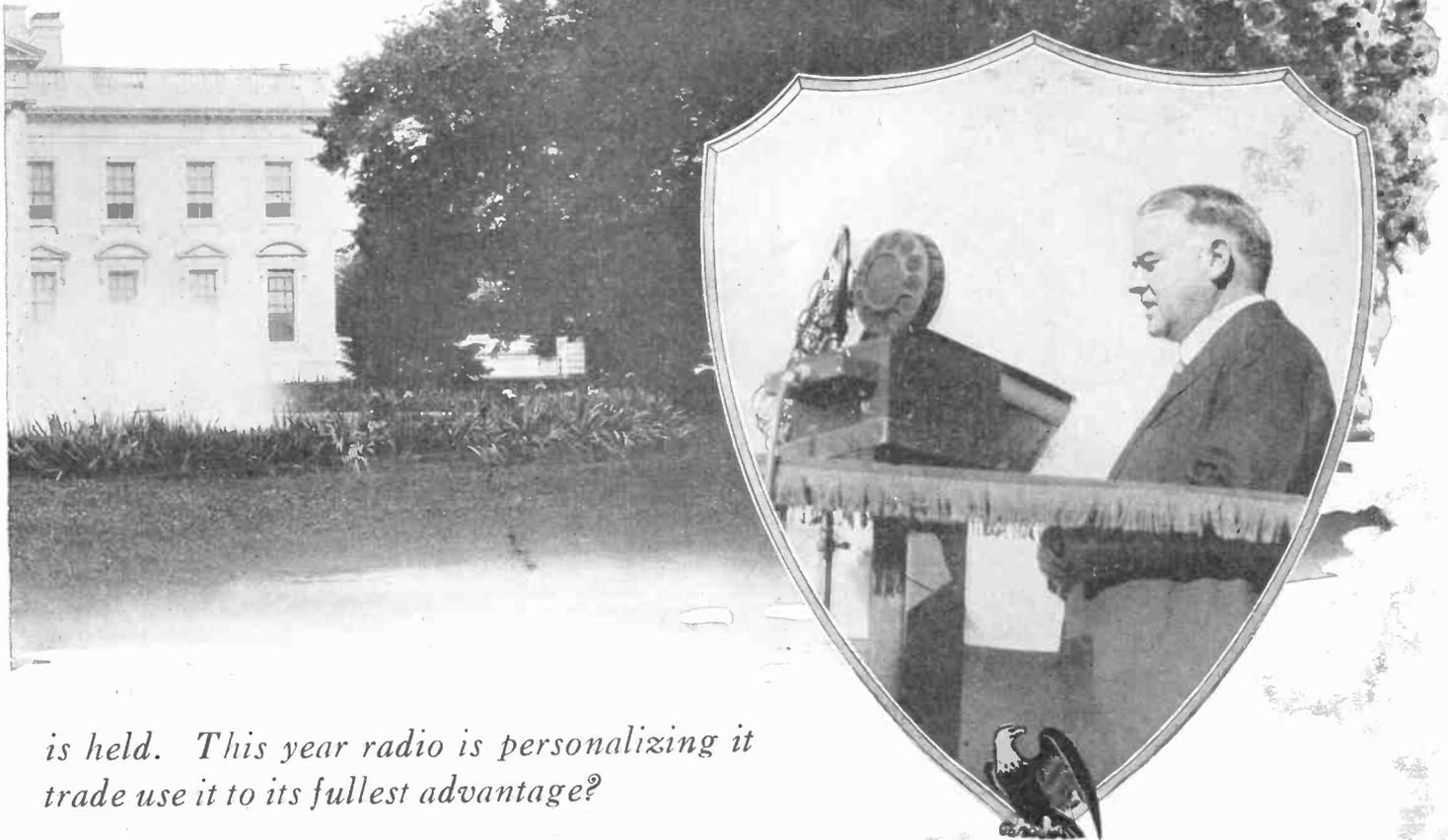
and each candidate's qualifications in the peace and quiet of their homes. This year's election will be dramatized and personalized for millions of people in a manner that would be impossible without radio.

The campaign thus has a definite cash value to the radio industry, the size of which it is difficult to estimate. If the trade does not capitalize it to the fullest advantage it will be just so much money thrown to the winds.

There are two months before the election takes place. In those two months, the public will make up its mind as to its choice for the Presidency. And there can be little question that the popularity of each candidate will be decided by the impression each one will make upon those who hear them by radio.

From this time until the sixth of November radio will be brought into the national spotlight and the radio ad-

DECIDE?



is held. This year radio is personalizing it trade use it to its fullest advantage?

Alley

HERBERT HOOVER OF CALIFORNIA

dresses of the candidates will be the topics of discussion by millions of people. Such a campaign of nationwide word-of-mouth advertising has never in history been presented to any article of merchandise.

For the following two months the political campaign should be the great sales subject of the industry. The advertising is ready-made and prepaid. The public is anxious and waiting to hear each candidate. Both speeches of acceptance have already been made and were heard by 70,000,000 people, according to the best estimates. More radio speeches are planned, both by the candidates themselves and by famous party leaders whom everyone knows and wants to hear. It is doubtful whether there is a single citizen in the nation who would not buy a radio set at this time if properly solicited.

In addition to the public as a whole, a great spe-

cialized market exists upon which the trade's sales efforts can be concentrated in the next few weeks. These are the great mass of public officials, office-holders, State, Federal and local employees, civic workers, politicians, political organizations and others who have a direct and vital interest in the outcome of the election.

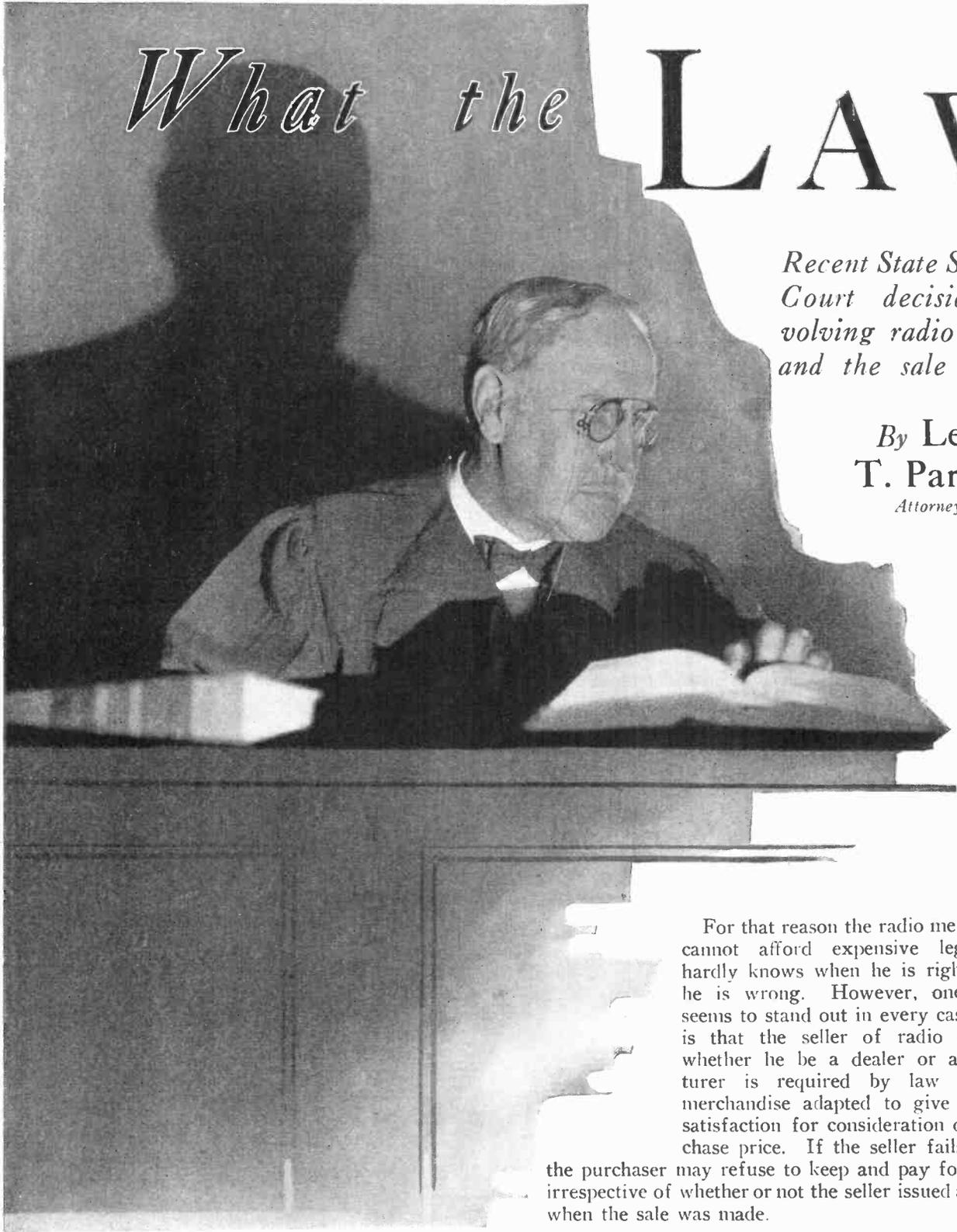
Membership lists of political clubs and lists of those enrolled in political parties can undoubtedly be secured from their local headquarters. These should form the nucleus of intensive sales effort during the entire period of the campaign.

Will radio decide the 1928 election? That's the question everybody is asking. Will the personality of each candidate, as brought into our homes by radio, win or lose this election? At any rate, it is a golden sales opportunity that "comes once in a lifetime." Use it.

What the LAW

Recent State Supreme Court decisions involving radio dealers and the sale of sets

By Leo
T. Parker
Attorney



IN THIS day of law suits, counter suits and court appeals it is important for the radio dealer to have some idea of where he stands when a controversy arises between himself and a manufacturer or a customer over the question of unsatisfactory merchandise. Many laws are in existence throughout the United States covering the buying and selling of radio goods, some laws apparently conflicting with others, and all of them being subjected from day to day to varying court interpretations.

For that reason the radio merchant who cannot afford expensive legal advice hardly knows when he is right or when he is wrong. However, one principle seems to stand out in every case and that is that the seller of radio equipment, whether he be a dealer or a manufacturer is required by law to deliver merchandise adapted to give reasonable satisfaction for consideration of the purchase price. If the seller fails to do so, the purchaser may refuse to keep and pay for the radio irrespective of whether or not the seller issued a guarantee when the sale was made.

RADIO MERCHANT LIABLE FOR QUALITY STATEMENTS

FOR example, in the case of a dealer in Cincinnati it was shown that a prospective purchaser of a radio set entered a store and requested that various kinds of radios be demonstrated. After deciding upon an expensive radio which he intended to purchase he asked the proprietor if it would "get California." The store owner assured the customer that the set would bring in California and other distant states.

The customer purchased the radio on a credit payment plan. After having the set for several days the owner became dissatisfied because he could not hear California

Has Decreed

at frequent intervals. He refused to pay the dealer the amount due on the radio and the former filed suit to collect the amount.

But the court held the customer not required to pay the account and explained that where a prospective customer is assured by a dealer that a radio will "get California," the assertion means that the set will bring in stations in the state regularly, and that where such stations can be tuned in only occasionally, the purchaser is entitled to recover the purchase price if the same has been paid, or if unpaid the radio store may not legally enforce payment of the same.

RADIO MANUFACTURER LIABLE IN DAMAGES

LIKEWISE, it is worth while to know that a manufacturer of radio sets is liable in damages where he sells to a retailer, radio sets which do not conform with the guarantee given when the sale was made. Moreover, the Court may infer that the seller gave a guarantee, even though the contract of sale may not specify a warranty.

For example, in the case of a radio manufacturer and a large retailing concern in the State of Massachusetts (Case No. 160 N.E. 821), it was disclosed that a manufacturer sold to the retail establishment several hundred radio sets. Three hundred and fifteen sets were delivered. Two hundred and thirty-eight of these were sent back with a letter stating that they were not good radio sets in that they would not properly operate and were not in accordance with the contract of sale.

After lengthy correspondence, the buyer filed suit against the manufacturer to recover damages which he claimed were sustained by loss of profits by reason of not being able to deliver the radio sets to his customers.

In this case the manufacturer contended that he was not liable because the contract of sale contained no stipulation pertaining to a guarantee or warranty of the quality of the radio sets. However, the buyer introduced as evidence certain circulars that the seller had published, and on which were printed assertions regarding the quality of the sets which indicated that they were of exceptionally good quality.

The Court held the buyer entitled to recover \$8,157 damages, saying:

"Where the goods are bought by description from a seller who deals in goods of that description, there

is an implied warranty that they shall be of marketable quality. Where an article is sold by a trade-name there is no implied warranty as to its fitness for any particular purpose. But there is an implied condition of the merchantability of the goods according to such trade-name."

UNSATISFACTORY MERCHANDISE GROUNDS FOR NON PAYMENT

IN ANOTHER recent case between a dealer and a finance company in the State of Alabama (Case No. 114 S. 298), it was disclosed that a manufacturer of radio equipment sold to a prospective dealer a radio. The latter gave notes in payment therefor which the manufacturer discounted with the finance company.

The testimony showed that after the prospective dealer had thoroughly tested the radio, he wrote the manufacturer the following letter:

"After carrying out all instructions to the letter as to the operating and handling of same, I am unable to give any kind of demonstration that would recommend it to

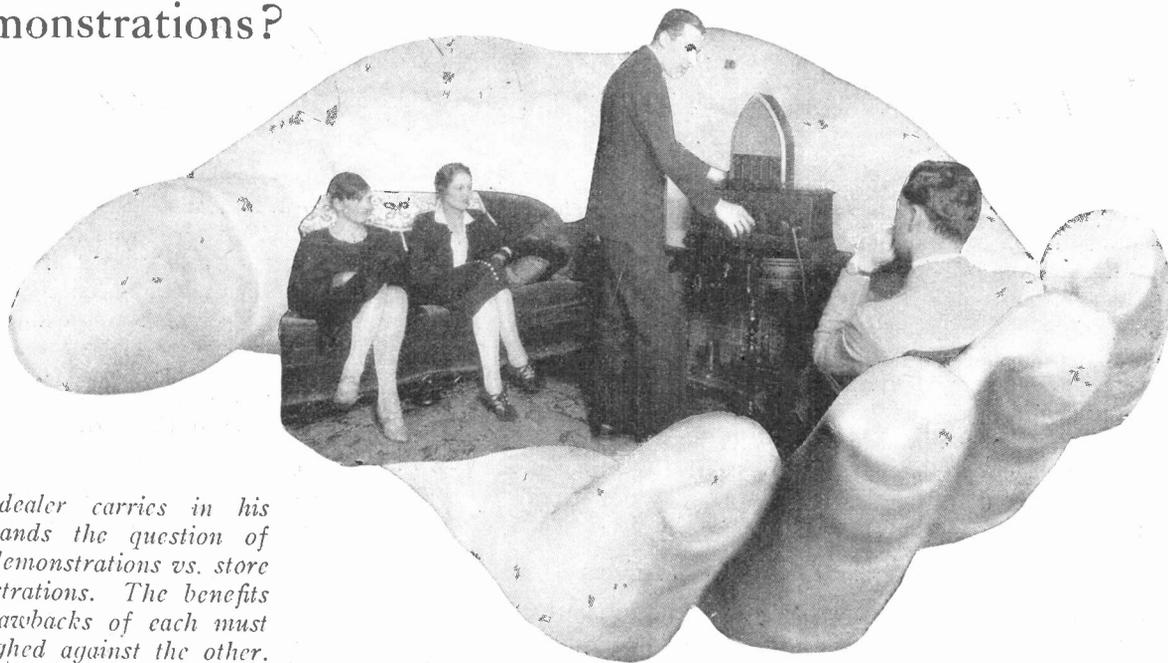
(Please turn to page 84)



Home

Demonstrations?

or—



Each dealer carries in his own hands the question of home demonstrations vs. store demonstrations. The benefits and drawbacks of each must be weighed against the other.

ONE of the most discussed topics of the radio industry is the question of home demonstrations and opinion seems to be divided as to whether it pays. Manufacturers are in favor of it and many of them are aiding the dealers by promoting the idea in their advertising. On the other hand the dealers are not entirely in accord with the manufacturers on this point nor, for that matter, with each other.

Some dealers look upon the home demonstration and the free trial offer as the most productive method at their command for making sales. Yet, there are others who wouldn't consider a demonstration in the home without a signed order beforehand. The whole subject is a controversial one and not to be decided by one group of the industry or another. Neither can one dealer determine by his experience what is best practice for another dealer in an entirely different neighborhood.

At present there appears to be a majority of dealers in favor of home demonstrations and free trial offers. But at least one emphatic vote against this policy is registered by Tull and Gibbs, a furniture and radio company of Spokane, Wash., whose radio department, under the management of Nicholas Rich, has been built up to a point where it sells \$150,000 worth of radio a year, by store selling alone.

The experience of this concern, according to Mr. Rich, has been that the customer is willing to accept the performance of the set in store surroundings as a fair sample of its performance in the home, or at least as a means of judging between makes, while the better programs of evening are taken for granted. As a result, sales are confined to the store and to business hours. This means, of course, no home demonstrations and no night time appointments, but neither of these conditions has been found an insuperable obstacle to the sale of sets.

"Very few purchases nowadays seem to be made by individuals who know nothing at all of radio when they come in," he states. "Most customers have had access to some set before and are making the purchase in order

Do HOME

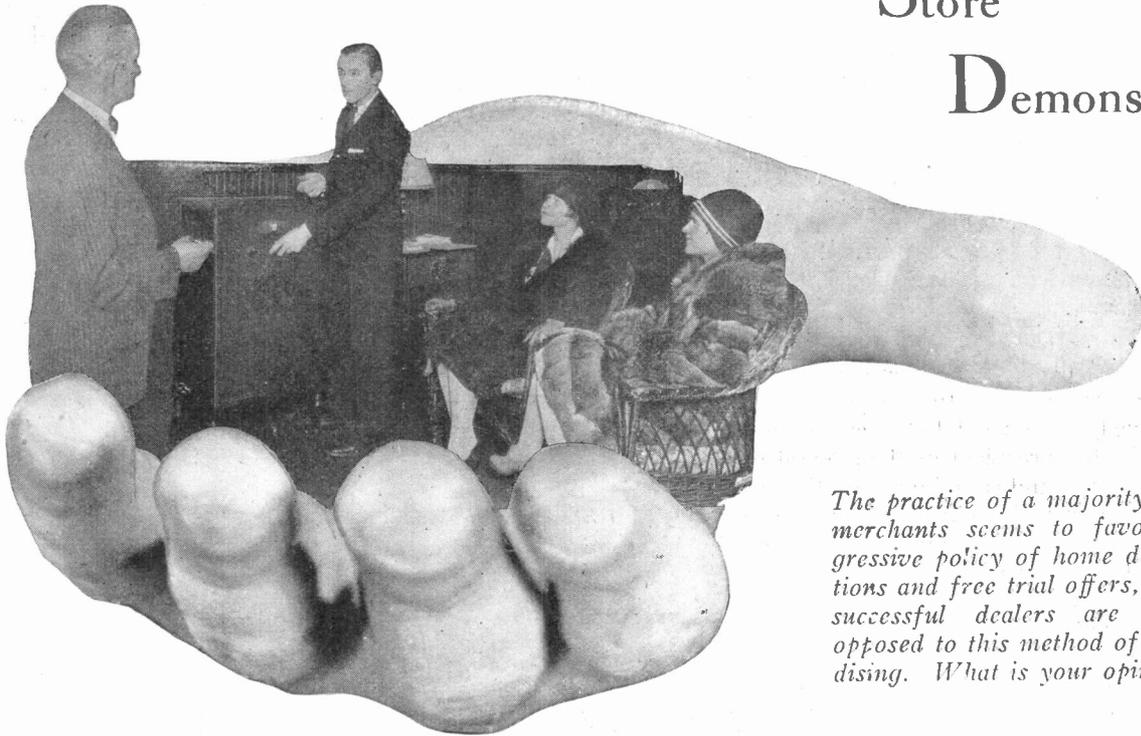
The radio industry is divided on this question. Many manufacturers and dealers say yes but this Spokane furniture and radio company says no and is grossing \$150,000 a year in radio with store demonstrations alone.

to be able to obtain a service with which they are reasonably familiar. Their questions have to do with the performance of the individual set, whether or not it will give trouble and require much servicing, whether its price and appearance are satisfactory, and what terms are available.

"Most of these questions require no demonstration in the answering and when it comes to questions of performance, the customer is usually as willing to accept the advice of a merchant whom he trusts as to depend upon his own inexpert judgment."

In this connection, Mr. Rich points out that the smaller store which has only one or two sets on hand is not in as favorable a position to carry out this policy as is the larger store, for the fact that the customer knows he

Store Demonstrations?



The practice of a majority of radio merchants seems to favor an aggressive policy of home demonstrations and free trial offers, yet many successful dealers are definitely opposed to this method of merchandising. What is your opinion?

Demonstrations PAY?

can exchange the set for another if it is unsatisfactory is one of the factors which leads to his accepting it without demonstration in his home.

THE strict application of the no-demonstration rule implies also that the customer be permitted to return the set if not found satisfactory within a short time limit. This is fixed by Tull and Gibbs at three days from the time of delivery. In cases where the customer is well known to the firm, a set will sometimes be charged and sent out with this return provision. But no set leaves the store unless it is recorded as a sale. Returns under this policy of "satisfaction guaranteed" have been negligible.

No effort is spared to sell the maximum amount of

merchandise possible to each customer on a store demonstration, according to Rich. It costs money to bring people into the store, he claims, and, once they are there, it is good judgment to fill not one, but all their needs. It is surprising the number of people whose first and last contact with the radio store from which they purchase their set consists in that one transaction. When they have something else to purchase, they drop into the nearest store and pick it up.

Mr. Rich figures that the first sale to a customer should average from \$150 to \$160 and that every one of these purchasers will return during the first year's time to buy 20 per cent more in accessories and radio odds and ends. This result is brought about by following up sales through the service department, by means of letters and by broadcast advertising which reaches specifically the possessors of sets.

All of the salesmen (there are three in the summer and four in the winter) are specialists in radio. The importance of maintaining this standard was one of the reasons for doing away with home selling, it having been found much more difficult to control outside men. At the present time no radio customers are handled by salesmen from any other department, even music department representatives turning over the prospect who expresses an interest in radio. The confidence thus made possible on the part of the customer toward the man with whom he is dealing perhaps accounts for the extent to which he is willing to trust to his judgment and advice.

RECOMPENSE is on a salary basis. No commissions are paid, which means no high pressure salesmanship. No exorbitant claims are made in selling and distance reception is never promised. The customer is told frankly just what to expect by way of maintenance cost. If he purchases a set it is because he wants the sort of service that set can give him in his home; which, being the case, there is little chance of his returning it later on.

(Please turn to next page)

Every form of promotional advertising that might aid store selling is used in generous amounts. The radio department has an excellent location, occupying half of the main floor. It is always represented in the window displays. Daily papers, broadcasting and direct by mail advertising all are used as means of attracting the public. A direct connection is made from the radio broadcasting station to the store so that programs can be given without the necessity of going down to the station. A special room is provided for this and from here announcements are given out daily on features from each department of the store, combined with musical programs furnished by the music department.

Direct by mail advertising has been found to bring excellent results principally because it is made as personal as possible. Likewise, when a time-payment account is satisfactorily closed, a personal letter is written to the customer signed by the president or the general manager expressing appreciation and complimenting the customer. If the account appears to be a perfectly sound one, the offer is made to open a new account without any down payment required. Frequently, accounts are reopened in response to this letter, but very seldom is this latter provision taken advantage of, a good customer preferring to make a substantial down payment.

The store is well known in the district for its liberal credit terms, with small down payments and long terms allowed. This is carefully supervised, however, the store knows its customers thoroughly, investigates them before acceptance and keeps track of their movements. All credit questions are handled by the credit department and not by the salesman making the sale.

LETTERS are sent whenever an account is opened and when it is closed and once a year letters go to all prospects in the city who are not customers. From time

The unusually spacious radio department of the Tull and Gibbs Company lends itself to comfortable store demonstrations. It is a store of this type, where demonstrations may be made amid attractive surroundings that can get away with a "no home demonstrations" policy.



to time, letters in 10,000 lots are sent out, calling attention to special opportunities. April is the new account month, then follow the anniversary sale, fall sale and so on.

There is almost always some reason for circularizing the housewife and bringing radio—and its benefits—to her attention.

IN OTHER words, Tull and Gibbs believes that with a generous sales promotion policy, in all those items that are common to good merchandising, the customer can be brought into the store—and sold there—without the necessity of home demonstrations and free trials. While this theory does not seem to check with the majority of dealers and a number of manufacturers, this concern is amply substantiating its position with a store sales record that would look well for any radio concern.

The guarantee which Tull and Gibbs issue with every set sold. Its provisions leave no question in the customer's mind as to the store's sales and service policies.

WARRANTY

TULL & GIBBS, Spokane, Wash.

warrants each new radio receiver, to be free from defects in material and workmanship under normal use and service. Our obligations under the warranty are limited to providing you any part or parts thereof which shall, within ninety days after delivery, be returned to us for examination and which our examinations shall disclose to our satisfaction to be defective.

This warranty shall not apply to any instrument which shall have been repaired or altered by anyone excepting our authorized representative, so as in our judgment to affect its stability, and reliability nor which has been subject to misuse, negligence or accident.

This warranty applies only to the bare instrument itself and does not apply to radio tubes, radio batteries or radio accessories, of any kind whatsoever. Accessories cannot be warranted but a thorough inspection of all accessories before shipping assures the delivery of perfect merchandise to our patrons.

For any service call after thirty days from installation, or for any service call within thirty days of installation for any purpose not included in foregoing warranty, a minimum service charge of \$1.50 shall be made.

Date _____

Type _____ Serial No. _____

Inspected by _____

Installed by _____

More Approval for "RADIO in Every Office"

Believes Many Executives Would Find It Useful

BY JULIUS KLEIN

Director, Bureau of Foreign and Domestic Commerce,
Department of Commerce, Washington, D. C.

I BELIEVE if the matter of a broadcasting news service to business and industry was developed along proper lines that many executives would find it useful. It presents an extremely interesting new development in radio reception.

From my personal point of view, I would hardly know what to tell you regarding the kind of information which would be most interesting and valuable to me, inasmuch as the Bureau endeavors to cover the entire industrial and business field.

Such wonderful strides are being made at the present time in so many different ways that are helpful in maintaining the prosperity of this country that any improvement in dissemination of news is, of course, another step ahead and I feel sure that your idea of a broadcasting news service, if properly handled, would be a highly commendable project.

* * *

Should Be Broadcast During Afternoon as Well as Morning

BY FRED W. ROMBACK

Vice-President, Watontown Table and Furniture Company,
Watontown, Pa.

WE note with very much interest the contents of the July issue of *Radio Retailing*, regarding installation of radio receivers in offices. I am certain that if the broadcasting stations could be induced to broadcast with the co-operation of business publishing houses, news of the hour regarding general business, that a large percentage of business executives would install radio sets.

We think this service should be broadcast in very short periods throughout the business day. If it were confined to morning broadcasting, a large percentage of the information given out would be happenings of the day before, which would be available in newspapers. When important developments are occurring in the stock market, hourly bulletins concerning this activity should be of general interest.

It is evident to us that the first step is to interest the broadcasting authorities in this service, and have it actually started before any effort is made among the trade to induce business men to install receiving equipment in their offices, because I agree with Mr. Kobak that today a radio set is of no value in a business office. It is more apt to be a distraction than a help.

You are to be congratulated on your efforts and I hope you will be successful in inaugurating this new service.

* * *

Has Great Value

BY A. D. STRATHY

Assistant General Manager, Ken-Rad Corporation
Owensboro, Ky.

MR. KOBAK'S letter, published in the current issue of *Radio Retailing*, gave me considerable food for thought. Such a service as Mr. Kobak suggests would without a doubt be tremendously valuable to all of us. With such a service as a regular daily feature I am sure every modern office would take full advantage and equip themselves with a receiver and make a point of tuning in that part of the broadcast which was of direct interest to them.

This service is only a step removed from the intercommunicating systems which are now in operation within so many organizations having farflung branch offices. The number of such installations is increasing rapidly and I have yet to learn of one which has not proved entirely successful.

I am just wondering how such a service as Mr. Kobak suggests

could be supported. I have not had opportunity to give this angle mature thought and would like to hear a few opinions. This service would cost considerable inasmuch as it would doubtless be broadcast at least one hour every morning and one hour every afternoon. Broadcasting is a more or less expensive pastime and I fail to see from where the stations would receive the necessary revenue to support this service. I don't see any reason why the newspapers or the A. P. or other news services should be expected to contribute; the stations involved would probably not feel the advertising received justified the expense, organizations such as a Chamber of Commerce could hardly be called upon. It seems to me that some scheme will have to be worked out making this service a revenue-producer, some scheme covering the provision for and the proper handling of the consequent expense.

I must admit this letter contains no constructive suggestions or really helpful ideas. I would like, however, to convey my whole-hearted support of this idea, in whatever way it may ultimately work itself out.

* * *

Business Man Would Benefit as Well as Radio Trade

BY JESS B. HAWLEY

Vice-President, Newcombe-Hawley, Inc.,
St. Charles, Ill.

IT would certainly seem that the idea of having a business office equipped with a radio holds forth opportunities, both from the standpoint of the radio manufacturer and the business man himself.

Obviously, it would be necessary to first sell the business man, and this would consist of giving him over the radio something which would be of value to him. Every business would be benefited by getting instantly and from a known source a variety of business information, which could easily be sent by the broadcasting station. It would enlarge their audience, especially the day-time audience, tremendously; it would increase the utility value of radio, and it would most certainly open a new market for the manufacturer.

* * *

Office Reception Conditions a Barrier

BY MORRIS METCALF

Treasurer, American Bosch Magneto Corp.,
Springfield, Mass.

MR. KOBAK'S idea impresses me as having merit. It might require considerable effort to develop the four points he sets forth, but I think the plan might develop rapidly after it had reached a certain point and received the necessary publicity.

The difficulty of getting sets to operate satisfactorily under the conditions prevailing in many offices is not to be overlooked. For instance, inability to use outside antenna, direct current supply, steel buildings, and local interference have all tended, I think, to discourage the business man from trying to start anything of this sort.

* * *

Would Have Far-Reaching Results

BY J. H. GUGLER

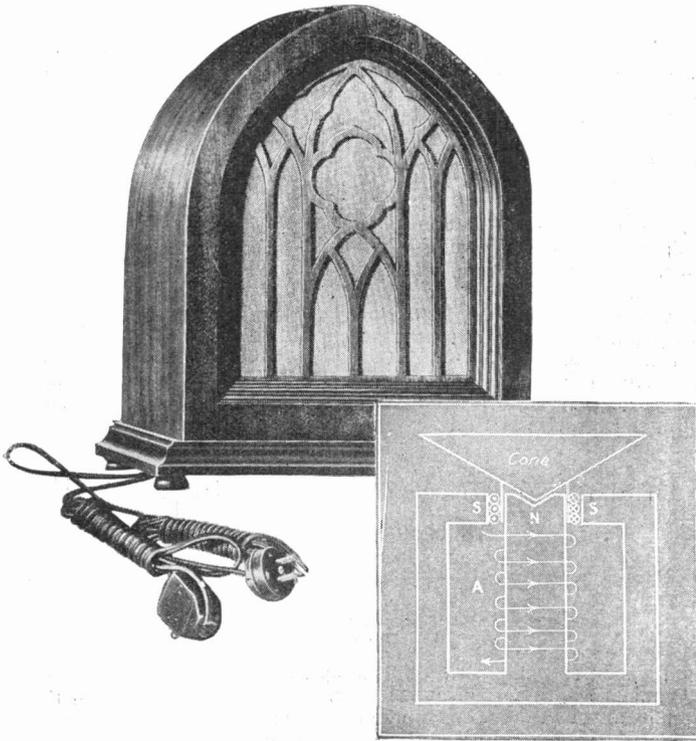
President, Empire Electric Co.,
Milwaukee, Wis.

THE idea of broadcasting business news, market reports, commodity prices and events of commercial interest will, without doubt, result in a great many business men buying radio receivers for use in their offices.

If the broadcast news of the stock market and the New York Produce Exchange can be put out so that it will reach a man's office as promptly as the ticker service, it would result in a tremendous sale of receivers.

One manufacturer in Chicago claims that he has recently sold 1,000 receivers to offices for office use.

What Is the DYNAMIC as Compared



The DYNAMIC Reproducer

1. High efficiency
2. Allows use of high voltage
3. Powerful distortionless volume

ONE OF the most popular items of radio merchandise this season is the dynamic reproducer. It is widely advertised and much is being written about it. However, it is not quite clear to many, just how this type of reproducer operates and what its advantages are. With this in mind, the following article attempts to clear up any questions that may be asked of the radio merchant and also to show where the magnetic reproducer still has its very definite place.

First of all, what is the meaning of this word "dynamic"? It is without a doubt a coined word, probably taken from the words "electro dynamic" or "dynamo" as the principle of this particular type of speaker is not at all unlike that of an electric motor, because it has an electrically energized coil located in an electrical field.

Dynamic describes a reproducer and not a new brand of radio set or a new type of circuit, as some readers of radio advertisements have been led to believe.

The principle and theory of this particular type of

reproducer is not at all new. In fact, it is somewhat older in principle than the type of receiving set to which it is attached, and also the broadcasting which it reproduces. Records show that in the early 1900's Sir Oliver Lodge employed such a principle but, of course, the mechanical assembly was somewhat different than it is now.

THE first patent issued in this country on the dynamic reproducer dates back to January, 1912. This was the first of what are now known as the Jensen-Pridham patents and which are in force today. This type, it will be remembered, used a metal diaphragm and horn and had to be energized by a separate storage battery of six volts.

The theory of the moving coil unit is in fact very simple. By referring to the figure you will find the conductors of the moving coil illustrated cross sectionally. This moving coil is in a strong magnetic field set up by the electro magnet resultant from the direct current passing through the energizing or field coil "A." It is known that when a conductor carrying current is placed in a magnetic field, this conductor will move in a definite direction and if the simple left hand rule for motors is used the moving coil as illustrated will move down.

By the same rule when the flow of current through the moving coil is reversed the coil will move up. It was found that the movement of this coil was dependent on many factors, primarily the strength of the magnetic field in the gap between the north and south pole pieces, the number of turns in the moving coil and the amount of current passing through this coil. It is therefore necessary that this gap be made as small as possible; the coil designed to carry as many turns as possible and the resistance of this coil be reduced to a minimum in order to pass the greatest amount of current. The moving coil is mounted on the apex end of a paper cone, resulting in the cone moving back and forth as a mass, creating an air displacement which in turn causes sound reproduction.

THE moving coil, sometimes called the "voice coil" is not directly coupled to the output of the last tube in the radio set, but through a coupling transformer. This transformer varies in ratio, according to the different makes of dynamics, from 1 to 1 to 25 to 1.

This brings up the question of the cone and coil construction and assembly. Three different types of construction were found, two of which attached the moving coil to the frustum of the cone and the cone in turn was held in the center of the air gap by means of a screw passing through the spider and into the end of the pole piece. These methods are good, but still a better way used the complete cone as the vibrating element, with the moving

Reproducer

By
Frederick J. Kahn

with the MAGNETIC CONE?

coil attached to the apex of the cone by means of an aluminum frustum of a cone, a leather diaphragm attached to the aluminum piece and mounted in rings to centralize the moving coil in the gap. The leather piece near the apex of the cone proper serves two purposes. It holds the moving coil centrally in the gap and helps materially in obtaining the correct frequency response. The outer edge of the cone is held between two ring supports by means of a leather suspension. The use of this leather not only allows full movement of the cone en masse but also eliminates paper rattle due to the whipping of the paper's edge.

The tension of this leather is of extreme importance, as improper tension will place a bad elastic restraint and will prevent the cone from vibrating freely at all frequencies. This latter condition is more pronounced on the cones using the first described or "spider" method of mounting. So much for that.

It is also quite important that a baffle board be used with a dynamic reproducer. The size of this varies according to the lowest frequency it is desired to reproduce. Instructions are given by manufacturers covering this and they should be carefully carried out.

NEXT, it was found that various ways were used to excite or energize the field coil.

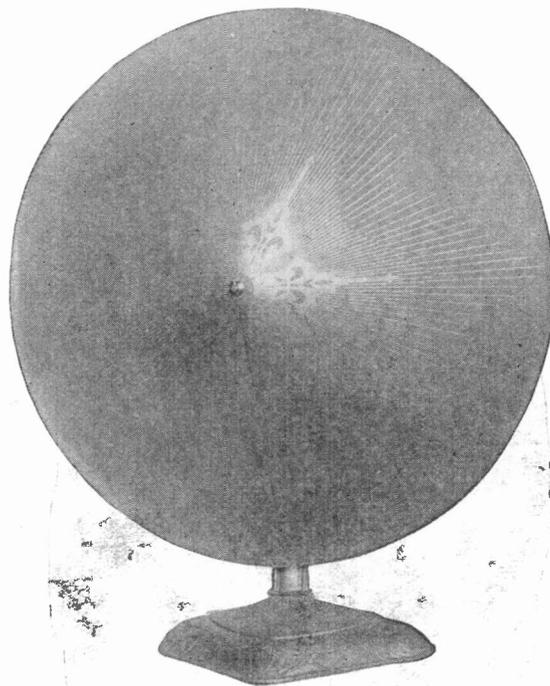
We found when a dynamic reproducer is combined with a power amplifier or built-in console receiver model the field coil is usually energized by high voltage from the rectifying tubes. In this case the field coil becomes a choke coil in the filter system and thereby does double duty.

Other types of field coils are to be had for operation on 6, 32, 110 and 220 volts of direct current. The first is for use on a storage battery the second for farm lighting system and the last two for districts being supplied by the Public Service with either 110 or 220 volts d.c.

Those types of dynamics for operation on 110 volts either 50-60 cycles or 25-40 cycles have field coils essentially the same as the d.c. types and are supplied with rectified current from the transformers and rectifier built in. Of all the various ways of energizing the field coil the tube rectifier supplying high voltage appears to be best as it is cheaper to operate, more stable in operation and much easier to filter. Most of these various types can be had in either table or console models.

It is very important therefore, for dealers to ascertain just how the dynamic is to be operated before making a sale.

Dynamic speakers, we now know, are marvelous things, they give clear reproduction, stand more power without rattling and all that sort of thing than any other type of speaker, but in all this frenzied excitement, we must not



The MAGNETIC Cone

1. *More sensitive on weak signals*
2. *High voltage not needed*
3. *Cheaper to operate*

lose sight of the magnetic type of cone reproducer or consign it to the ash can.

This type of reproducer is entirely different in principal from the dynamic. By comparative tests, it proved itself to be more sensitive on weak signals and to be equal in tone to the dynamic type when only moderate volume was desired. Another feature in favor of the magnetic reproducer lies in the fact that high voltage output is not needed, whereas with the dynamic reproducer best results are obtained only when 400 volts or more are used with a power tube in the set. However, magnetic reproducers have certain limitations due to their construction. As they depend on the vibration of the paper cone for reproduction, the frequency range is governed by the size and type of paper used. Inasmuch as this article is intended solely to help clear so much misunder-

(Please turn to page 95)

How We Meet Down

By Kent
Sagendorph

*The Shanahan Radio and Music Shop
in the world. How its proprietors*



RADIO merchants who are located in outlying districts of large cities face a complex merchandising problem. Not only is the neighborhood radio dealer competing with department stores, chain stores and furniture houses, but he often finds himself opposed to his city's "radio row"—that district where everything goes, and cut-price sets and bootleg tubes distress the small retailer to the point of desperation.

In the suburban section of Brooklyn, N. Y., the Shanahan brothers of the Shanahan Radio and Music Shop, 1571 Flatbush Ave., have been endeavoring to find a workable solution to this downtown competition. They have found it and have so thoroughly vanquished the competition of radio row in their neighborhood that

they feel their efforts will be valuable to other dealers.

How do they do it? "It's very simple," they claim, and give the following account of their methods.

"There are several essential differences in the policies of this store as compared to the large downtown firms," state the Shanahan brothers. "For one thing, we try to keep our prices up—we never attempt to undersell radio row, nor do we quote list prices minus a few cents, as some department stores are in the habit of doing. The more our potential customers show us statements that some other store is cutting our price, the firmer our stand in the matter.

"It's a simple procedure to explain to one of these price-conscious customers that reductions of thirty and

Town Competition

*is within the shadow of the greatest cut-price radio row
meet Cortlandt Street competition is told in this article*



forty per cent from its list price indicate that the merchandise is not guaranteed, and that responsible firms do not authorize a dealer to sell their goods in this way. Department stores which announce a sensational sale in which they cut a few cents off the list price don't worry us particularly either, for the reason that we can usually convince our prospect that by purchasing

from us he makes up more than those few cents in convenience and service. The price of the set is one of the main features of downtown retailing methods, but one of our first and most marked differences is that we make it one of the least important of the whole transaction.

“WE DO not advertise in the metropolitan dailies, nor do we maintain an outside staff of bell-pushing commission salesmen. Neither do we place sets in a prospect's home on trial. Experience with all these forms of advertising and attention-getting has shown them to be useless from a neighborhood point of view, and we confine our efforts purely to those few people living within a short radius of our establishment who

can be depended upon to furnish the main source of our revenue. This is done by attractive window displays, which are arranged for us by a professional decorator; by our service and delivery truck with our name prominently displayed thereon; and by a conservative half page in the neighborhood school and church publications.

“About two years ago we made a thorough study of the district with a view to finding out how many sets were owned by the families in the neighborhood. Most of our customers live in their own one-family houses—there are comparatively few apartments or apartment hotels in this section—and go to and from their downtown offices by trolley and subway, which meet right across from our store. We sent out an appeal to as many families as we could muster, suggesting that they come into the store and make themselves known. The result was a gratifying number of contacts with potential customers, and a large number of sales.

“Follow-ups of replies by mail brought in more neighbors—result being more sales. Then we let matters alone. As new families move into our neighborhood, we endeavor to make our usual friendly contact, nothing more. We have found by studying the circumstances and clientele carefully that it pays to encourage the cus-

tomers to make the first contact and assume the initiative. How many downtown stores could afford to do that?

"We also find it advisable to handle only three well-known makes of sets, varying in price, of course, but all within the general reach of residents of this neighborhood. We do not, as downtown stores are forced to do, carry a large and diverse stock of sets in the hope that the customer can select one which appeals to his fancy, or that the difference in price from the cheapest to the most expensive will help him to find one which will fit his pocketbook. We try to convince our customers out here that the sets we handle are those which will give them the maximum results with a modest outlay, and our well-established firm name and reputation helps us to convince many a wavering prospect."

The Shanahan store is able to close a large number of sales which would otherwise fall to the downtown stores through their policy of remaining open in the evening. Most sets are used more in the interval between dinner and bed-time than at any other period of the day, and it follows naturally enough that most of the demands upon the dealer will occur at that time. When the set is being used is the time that the need for new tubes and batteries is most apparent, and if the store is open, the customer makes his purchases then and there, according to the Shanahan brothers.

If the set is in need of adjustment, the store which

is open in the evening is the one which is called to send out their service man—at so much per call. When a purchaser desires something in the way of supplies or service for his set, the store where he purchased it is naturally the first one in his mind, but if it is closed, or located at a great distance from his home, the business comes to them, they claim.

Over seventy-five per cent of the families in Messrs. Shanahan's neighborhood are enthusiastic boosters and either present or former customers of their store. New families continually locate in that district; the neighborhood is comfortable and moderately prosperous, and they are justified on planning conservatively on a steady increase in business from year to year.

"Our entire experience as a neighborhood retailer" conclude the Shanahan brothers, "justifies our contention that the uptown or outlying dealer must use entirely different methods from those of the downtown stores if he would succeed against their competition. If he tries to ape the methods of the bigger stores with their larger volume and wider sales field, he will be swamped. A neighborhood dealer can't meet the prices of some unethical downtown cut-price house, so why try it? A thorough study of the district, the people who live in it and the average income of those people—plus the foregoing tactics. That's the only formula for neighborhood success we can think of."

CORRECTION

Statement of Departments for First Six Months, 1928								
	Pianos	Radios	Phono-graphs	Small Goods	Sheet Music	Records	Total	Net Profit
Sales	\$25,118	\$16,063	\$11,725	\$10,191	\$5,210	\$4,656	\$72,963	
Cost of Merchandise	15,769	9,538	7,155	7,910	3,089	2,923	46,384	
Operating Expenses	8,726	3,701	2,322	2,178	2,097	1,103	20,127	
* Net Profit	\$ 623	\$ 2,824	\$ 2,248	\$ 103	\$ 24	\$ 630	\$ 6,452	From Departments
Net Profit by Per cent of Gross Sales	.85%	3.87%	3.08%	.15%	.03%	.66%	8.84%	\$6,452 (8.84%)
Operating Expenses Itemized								Total
** Store Operation -	\$ 1,298	\$ 424	\$ 364	\$ 519	\$ 454	\$ 324	\$ 3,403	
Rent	342	85	85	137	119	85	853	
Salaries	1,050	840	815	815	815	475	4,810	
Commissions	1,732	1,103					2,835	
Misc. Selling	1,014	275	275		198		1,762	
Autos	488	181	162	81			912	
Advertising	500	425	125	200	175		1,425	
Tuning and Servicing	754		84				838	
Drayage	371		124				495	
Insurance	233	46	46	70	46	23	464	
Taxes	262	52	52	78	52	26	522	
Administration	682	270	170	278	248	170	1,808	
Total Expenses	\$ 8,726	\$ 2,097	\$ 2,178	\$ 2,322	\$ 3,701	\$ 1,103	\$ 20,127	
Other Income and Expenses								
Income:	Interest Earned on Time Paper					\$1,144		
	Purchase Discounts					729		
	Miscellaneous					15		
						\$2,154	\$ 2,154	
Expense:	Interest Paid					\$1,144		
	Pledged					16		
	Piano Underwriters					26		
						\$1,186	\$ 1,186	From Miscellaneous
						968	\$ 968	Income
							\$ 968 (1.32%)	
							Total Net Profit	\$7,420 (10.16)

Totals incorrect - should read as follows:—

Radio	Phonographs	Small Goods	Sheet Music
\$3,701	\$2,322	\$2,178	\$2,097

Radio Retailing desires to correct several mistakes which occurred in the above table. This was published on Page 59 of the August issue in connection with the article concerning the Poppler Piano Company. Several of the totals in the itemized operating expense columns were in error, and should read as corrected in the

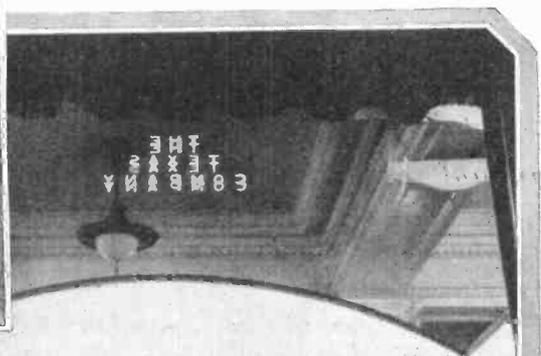
table above. Radio Retailing regrets this mistake and takes this means of apologizing for it. It was purely a mechanical mistake within the editorial office of Radio Retailing and no blame attaches either to Ray Sutcliffe, author of the story, or the Poppler Piano Company.

Three Unusual WINDOWS



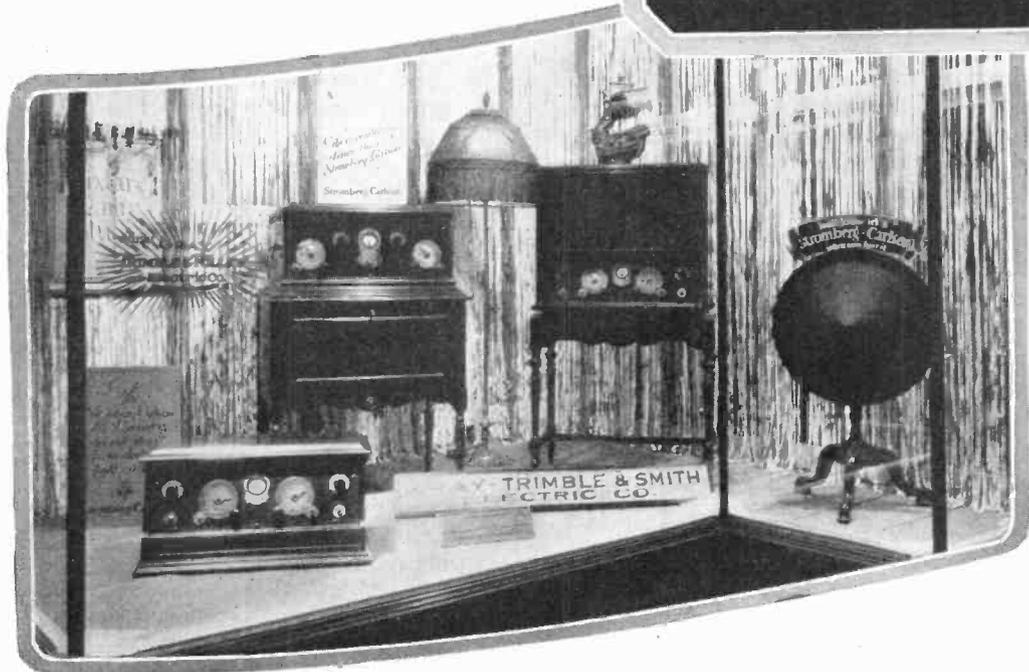
WHEN THE CIRCUS COMES TO TOWN
(Above)

This display of a miniature circus won third prize in the recent Fada window contest for Tull and Gibbs, Spokane, Wash. This store capitalized on interest in the annual visit of the circus by displaying this unusual window.



SMALL SPACE WELL UTILIZED
(Right)

Although the window display space of the Public Service Company of Denver, Col., is small, it is always well utilized. There is just enough in this window to fill it up without the appearance of crowding.



STREAMERS ATTRACT ATTENTION (Left)

Crepe paper streamers in various colors always serve as an attractive background. This window of the Gray, Trimble and Smith Company, Bloomington, Ill., illustrates how attractive and attention-getting this type of window background can be made.

Interest in

By W. A. Schudt, Jr.

Short Waves

Waveband from 10 to 100 meters offers unusual entertainment opportunities for seekers of DX thrills

GROWING

THE fascination of short waves has taken hold of every type of radio enthusiast. Still in its infancy, there is no telling to what extent the development of the short waves will finally lead. It behooves every earnestly interested radio dealer to follow closely this interesting phase of radio development. Short-wave activities are so diversified as to be of interest to everyone.

Short wave parts for several years have been among the parts dealers' best sellers, and lately several set manufacturers have put on the market complete short wave receivers as well as adapters that enable any broadcast receiver to take in the lower waveband.

Of prime importance at this time is the low wave broadcasting being carried on by a number of American and foreign broadcasting stations. Of these, perhaps WGY and KDKA are the pioneers, operating on various low wavelengths simultaneously with their high wave broadcasting stations.

They have been heard in all parts of the world, far beyond the distance obtainable on their regular broadcast waves. Just lately the Grebe Company has joined the ranks of short wave broadcasters. Its new crystal controlled station 2-XE, operating on 58.5 meters, transmits simultaneously with WABC, New York, of the Atlantic Broadcasting Corporation. Many other stations throughout the country broadcast regularly on short waves.

IN ADDITION to the domestic and foreign entertainment programs available in the lower wavelengths, low wave amateur experimentation has resulted in phenomenal increase in the range of amateur stations. Owners of very moderately equipped amateur stations in all parts of the world have become neighbors and exchange almost daily conversations and messages for their friends.

The McMillan Arctic Expedition and the Hamilton-Rice party on the Amazon were probably the first

to realize the advantages of the short waves in establishing contact with the outside world. Short wave radio has become an invaluable adjunct to exploration.

This is further emphasized by the use of radio equipment with the Wilkins and the Byrd Arctic expeditions, and on several of the recent transatlantic and transpacific airplane flights. All of these intensely interesting features were available first-hand for owners of short wave sets or adapters.

It is impossible to discuss in detail the theory of short wave operation in the scope of this article. As

yet much of the phenomena encountered in the short wave spectrum remain unexplained and therefore it offers a fertile field for the enthusiastic experimenter and keen observer who will apply himself to the collection of data on this important subject.

A great deal of valuable experimental work can be accomplished by anyone who

will listen in on the short wavelengths and keep an accurate record of the results obtained. One of the problems involved is the nature of propagation of the signal between transmitter and receiver.

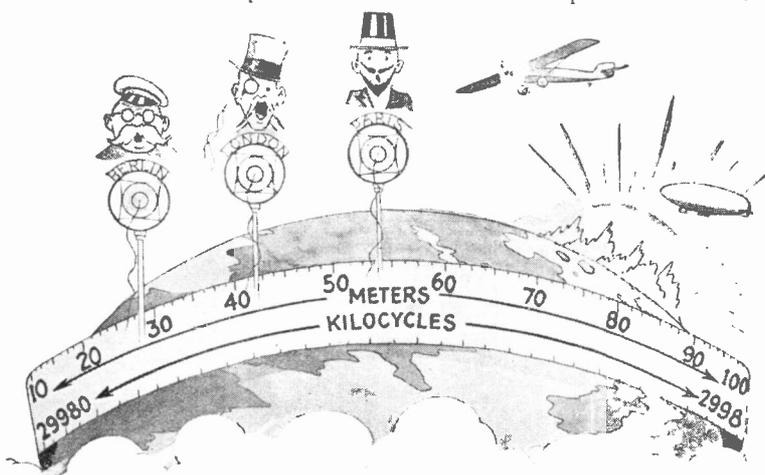
During the months already passed in 1928, there has been a decided increase in interest in short wave broadcasting, shown not only among the broadcasters themselves but by the listeners as well.

Not so long ago this writer told a neighbor that with a two-tube short-wave receiver he had tuned in a musical program from Holland. The neighbor was more than astonished at this statement and said ironically: "Yes, and I suppose you hear Russia, China and all the rest, too! Don't you?"

HE VISITED our home one night and not only listened to PCJJ, in Holland, but admitted that he had never thought it possible with even ten tubes!

The foregoing is set down to bring home the fact that the average person does not realize the possibilities

(Please turn to page 84)

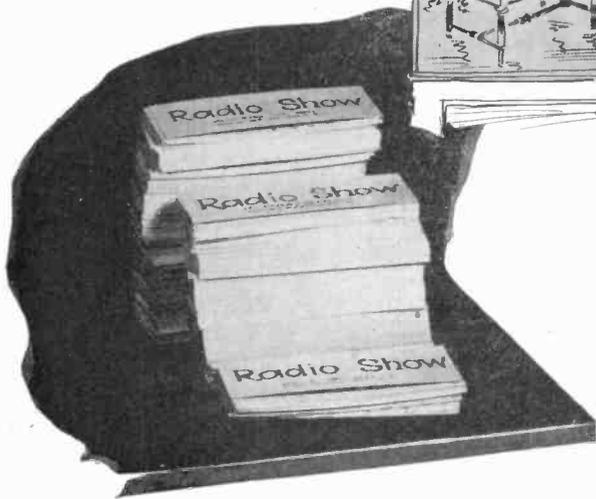


Capitalize Your Local SHOW

By G. Clayton
Irwin, Jr.

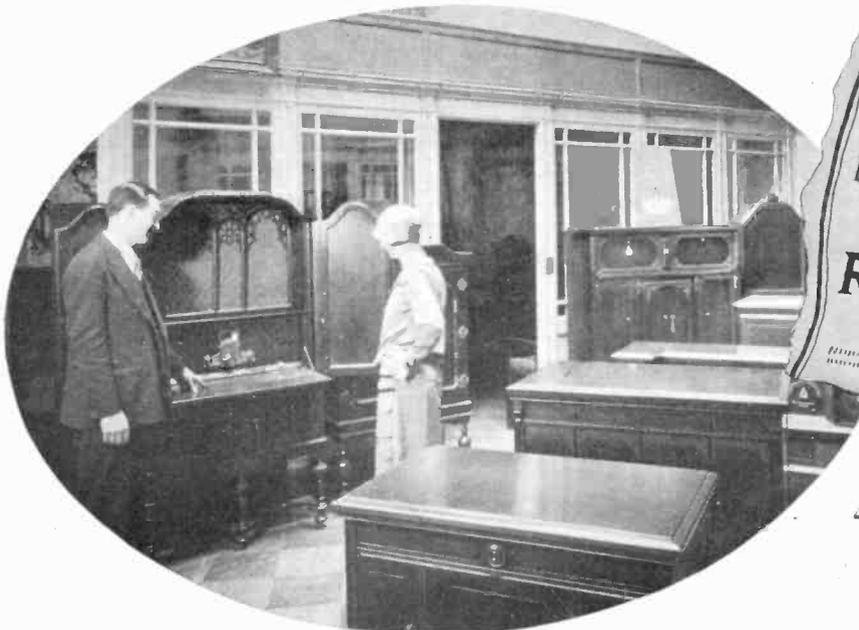
DURING radio show week, everybody is thinking and talking radio. This provides the dealer with a wonderful sales opportunity if he will tie up with his local show and take full advantage of the interest it arouses. Co-operation with the show will insure its success and reflect on the dealers in the form of increased business.

Following are four things the dealer should do to profit from his local radio show:



1. Install a radio-show window display built around a large card worded "Visit the Radio Show This Week, Then Come Here and Listen to the Best in Radio."
2. Make your store a source of tickets for the show. Distribute them to customers, prospects and friends. This will gain good will and impress them with your up-to-dateness.

3. Let your newspaper advertising carry still further the message of "Visit the Radio Show." The more people who go to the show, the better for the radio business—and you.



4. Be sure to have in your store a number of the sets being exhibited at the show.

Factors *that* Influence

The qualities customers are asking for when they contemplate purchasing a set—the results of a survey of 1,000 dealers made by "Radio Retailing"

WITH the year's peak selling season just ahead, those in the front line trenches of the radio merchandising battle—the retail field—will find it well worth while to take a moment off from the day's rush and check up the various factors that will influence the buying public in the purchase of radio sets this Fall.

There are many qualities that must be incorporated in a receiving set before it will be accepted by the public. But there are also several definite qualifications that Mr. and Mrs. Cash Customer are demanding when they enter the store to buy their set.

It has been the custom of *Radio Retailing* each year to ascertain by a direct survey of the trade just what these public demands are. Last year, if you will think back, the whole hue and cry in the early part of the season was for better tone quality—those rich booming low notes that were avidly pursued and sometimes caught. Then, in the last two months of the year, everything else was forgotten in the mad rush for A.C. operation.

This year, A.C. operation holds over as the leading factor in the minds of the radio buying public, if the overwhelming choice of the 1,000 retailers surveyed can be considered authentic. Over 35 per cent of the dealers declared that complete elimination of batteries

was the major requirement. The remaining votes for first place were spread out over six or seven other "entries," with tone quality easily second.

The demand for battery elimination was first apparent in 1925 when *Radio Retailing's* survey showed it as the least important in that year's requirements, when the distance-getting qualities of the set, its volume, and its price were the uppermost considerations.

In this respect, however, it is significant to note that dealers in the rural districts of the West and Middle West are emphatic in their statements that battery-operated sets are far from dead and that A.C. operation is either impossible or undesirable for many of their farmer customers. With these customers, distance and selectivity are the two major requirements, according to those who serve the rural market.

It is also interesting to note the gradually waning importance of selectivity, volume and simplicity of control. These are factors which are now automatically incorporated in every receiver. Without each of them, no receiver would find a ready market. They are requirements which have already been universally met, and thus they are playing smaller parts in the public mind than was the case a few years ago.

Buying Factors During the Past Four Years

Comparing this season with previous years

1925	1926	1927	1928
1. Distance	1. Tone	1. SIMPLICITY <small>(No longer a factor)</small>	1. AC Operation
2. VOLUME <small>(No longer a factor)</small>	2. SELECTIVITY <small>(No longer a factor)</small>	2. Tone	2. Tone
3. PRICE	3. Appearance	3. AC Operation	3. Appearance
4. Tone	4. PRICE	4. PRICE	4. PRICE
	5. Distance	5. Distance	5. REPUTATION
	6. SIMPLICITY	6. Appearance	6. Distance
	7. AC Operation	7. REPUTATION	

Volume, selectivity and simplicity of control, important in previous years, can be disregarded. Every receiver now made has them. Thus they are public demands which have already been universally met.

quality. Last year's major demand fell to second place this year because of the overwhelming desire for A.C. But tone quality is still a highly important item in the public mind. Very few dealers voted for tone quality lower than third place, the majority placing it second, with quite a few firsts.

In this regard, a reflection of the manner in which the public has been educated, or rather mis-educated, in radio, is the opinion of a number of dealers that the customer does not so much desire "faithfulness" of reproduction as he does a rich, mellow tone. Many dynamic speakers, according to dealers' comments, reproduce the high frequencies too faithfully. The public ear has become accustomed to accentuation of the lower tones. Anything that is higher pitched hasn't got "good tone quality." And you can't convince them otherwise. Therefore, when the public demands tone quality it apparently means low notes rather than faithful reproduction. And, right or wrong, "give the public what it wants" is the plea from the retail trade. However, many dealers report great public interest in the dynamic speaker, and it will undoubtedly prove popular this season.

BEAUTY ANOTHER GROWING TREND

IMPROVEMENT in the appearance of the receiver is another demand that customers are exhibiting to a greater extent this season than ever before. Beginning in 1924, when a few pioneering manufacturers feebly struggled with furniture-makers in attempts to provide more attractive consoles, "beauty" has come rapidly to the fore until, this year, some of the finest creations of the woodworker's art are being made for the sole purpose of housing radio receivers.

The appearance of the set, how it will improve the room in which it is placed, ranks third in importance this season, surpassing price considerations and performance qualities other than those already mentioned. Dealers state that an attractive cabinet will often swing a sale, even at a higher price, other factors being equal, of course. Retailers all over the country are beginning to realize this growing requirement and are capitalizing upon it through greater attention to the sale of cabinets.

Quoting the Turner Furniture Company of Carthage, Mo.: "We find a definite trend for more attractive merchandise. Everything else being equal, price is the last consideration."

This ideal condition, though, is disputed by the majority of merchants who put the price factor as the fourth major requirement. Generally speaking, radio customers still watch the pennies carefully. The price equation has stabilized at fourth place for several years, indicating that the price will probably always remain one of the foremost considerations, although it has decreased in importance since 1923, when it was voted for as third.

Its importance is most outstanding in rural districts. Several dealers who serve both rural and city trade declare that the same factors cannot be applied to the far-

mer's requirements as are applied to those who live in cities. For the farmer, dealers state, distance, selectivity and price are uppermost. What the farmer wants is a set that will WORK. Tone quality and appearance are secondary factors to him.

The position of price, therefore, is of much greater importance to the farmer than it is to the average customer. And, as there is little demand for A.C. sets on farms, it would seem apparent that there is greater need for a low-price battery-operated set than there is for a low-priced A.C. receiver. The results of this survey indicate that there is very little justification for a downward revision of prices in A.C. sets.

REGARDING MANUFACTURERS' REPUTATION

HERE, undoubtedly, is the surprise of the survey. That illusive but eagerly sought quality—reputation of the manufacturer—is put far down on the list by the majority of dealers. The reason for this subjugation by the trade of a quality that has been put forth as one of the major requirements in the sale of radio sets, may be due to

the fact that the local reputation of the dealer is the most important to the public.

To the majority of the public, a radio manufacturer is just a name. The customer relies upon the dealer for all responsibilities connected with the purchase. No matter how widely known or how widely advertised a set may be, if the dealer's recommendation is not favorable, that set is not purchased. While the reputation of the manufacturer may mean much to the trade itself, the dealers answering *Radio Retailing's* survey state it doesn't mean a thing to their customers.

DISTANCE IS LEAST IMPORTANT

AWILSON AND SONS, of Berlin, Wis., declare that reputation ought to come nearer the top, but doesn't. "Customers seldom mention it," is their comment. Similarly, the Globe Radio Shop, of Globe, Ariz., says, "Nine times out of ten our customers want to buy a set but don't know what make. We'll make a suggestion and that is what they will buy."

The dealer, then, it would seem, is the deciding factor in the sale, which would account for the apparent public disregard of this element.

Now we come to the least important of the requirements, according to the dealer's vote, and that is—distance. From first place in 1923, to last place this year, this quality has shown a steady decline. Only in isolated instances, and in farming communities, is any importance placed on this factor. Local stations, bringing Metropolitan programs within easy reach of most receivers, have eliminated the necessity for super-sensitive sets.

Dealers who have a line of receivers embodying A.C. operation, good tone quality, attractive cabinets, and with an adequate price range, can rest assured that their line meets every requirement which readers of *Radio Retailing* have stated their customers are demanding.

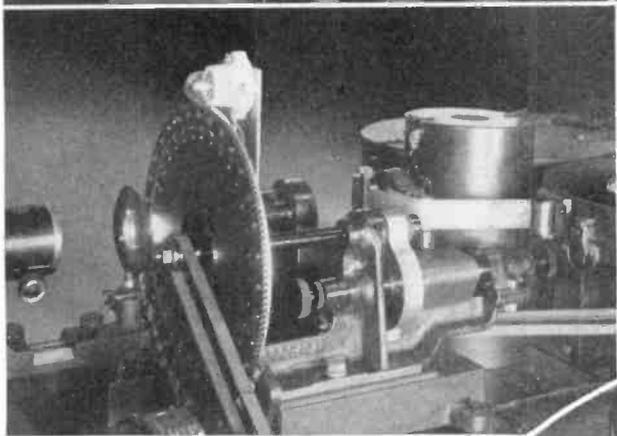
WHEN a customer comes into your store to buy a receiver, what is he thinking about? What questions does he ask? What requirements are uppermost in his mind? Here's a consensus of the opinion of 1,000 dealers surveyed by this publication.

Camera NEWS of the Radio World

MOVIES BY RADIO

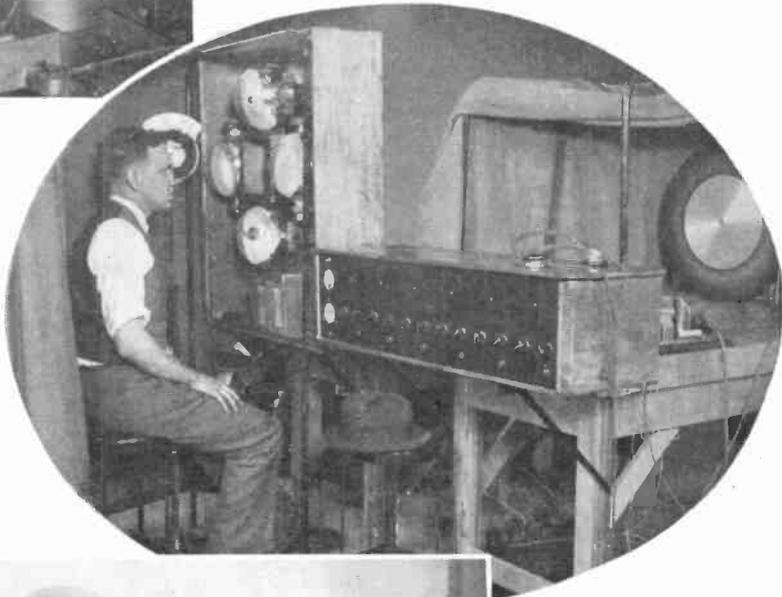


The Westinghouse Company recently gave the first demonstration of its newly-developed system of transmitting motion pictures via radio. Dr. Frank Conrad, inventor of the system, is shown with his apparatus, which closely resembles a television transmitter. The film was broadcast from KDKA. Below, a close-up of the film and scanning disc.



TELEVISION IN CHICAGO (right)

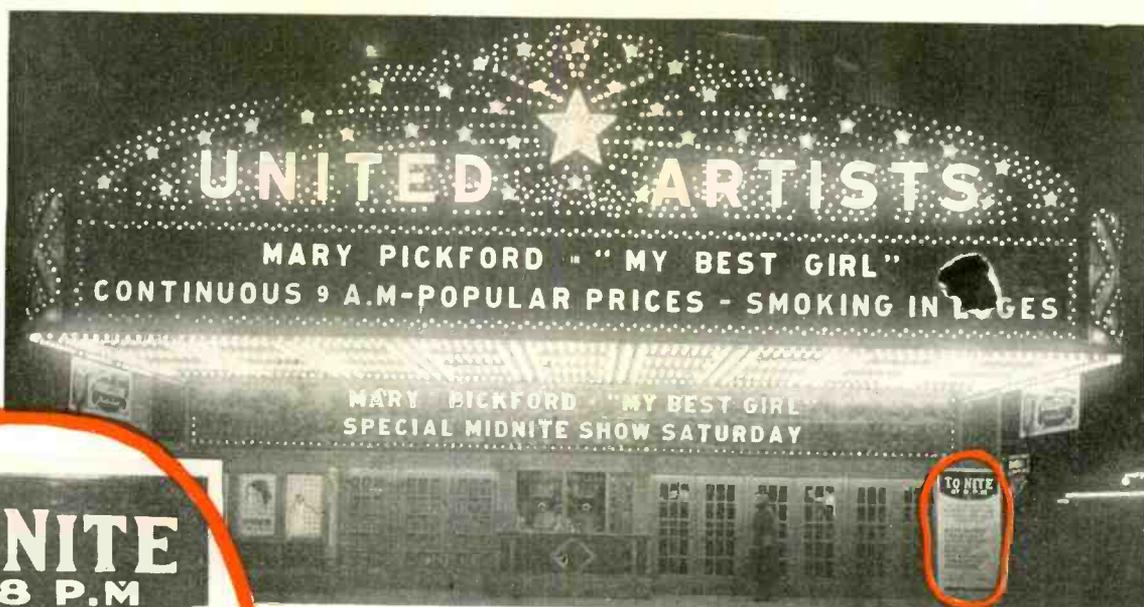
Even the Windy City is not immune from the television germ. Here's the Senabria television transmitter used in the recent tests at WCFL, the Federation of Labor Station in Chicago.



HOW SHOCKING ARE You? (left)

Dr. Jean Saidman, director of the Institute D'Actinologie, Paris, has perfected an instrument which measures the amount of electricity stored in the human body. The "Faraday Cage," as it is called, is used to determine the body potential of patients desiring health treatments of ultra-violet rays and short wave radio irradiations.

Radio dealers and theater owners in Chicago co-operated on the occasion of the broadcasting of the second Dodge program, which included eight Hollywood stars. Five thousand dollars of radio merchandise was sold as a result.



TO-NITE
AT 8 P.M.

THESE UNITED ARTISTS STARS
WILL BROADCAST OVER 55 STATIONS
THE GREATEST RADIO HOOK UP
EVER ATTEMPTED

NORMA TALMADGE :
CHARLIE CHAPLIN
DOUGLAS FAIRBANKS
DELORES DELRIO
VILMA BANKY
DAVID WARK GRIFFITH
JOHN BARRYMORE
RONALD COLMAN :

Master of Ceremonies : Music By
DOUGLAS FAIRBANKS : PAUL WHITMAN

COURTESY YOUNG-LORISH-RICHARDSON SPARTAN DEALERS.
NO ADVANCE IN PRICES

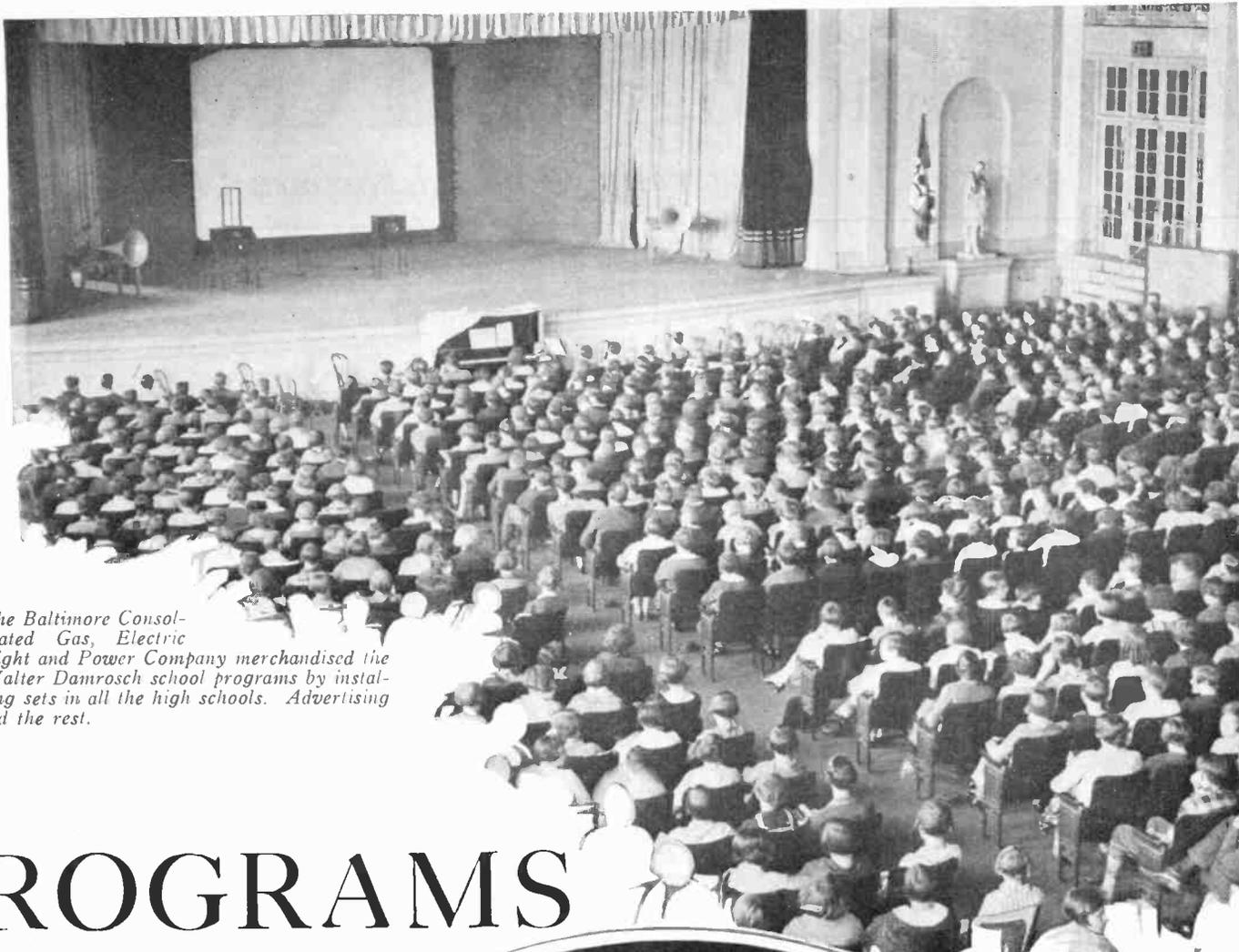
TYING IN With P

Methods dealers have used to merchandise
How one company "tied in" local schools with

THE importance of tying-in with feature broadcast programs can hardly be over-estimated by radio merchants as the resulting publicity and good-will constitutes one of the greatest sales-promotion activities that the dealer can carry out with a minimum of expense. There are, however, some things which "take" with the public and other stunts which do not get across so well and a knowledge of what others have tried should prove of value in capitalizing on forthcoming broadcast events. Take the second Dodge program, for example. Eight stellar lights of Hollywood on one grand and glorious national "hook-up." One would naturally suppose that motion picture audiences would "eat up" such a treat, if presented from the stage of their favorite theater. What actually happened in the experience of Young, Lorish and Richardson, distributors in Chicago, in a tie-up with their dealers and a chain of local moving picture theaters?

The dealers and Lubliner and Trinz, owners of a chain of 25 playhouses, gave full co-operation. For a week prior to this event announcement signs and radio sets were displayed in the lobbies of these 25 theaters. The night of the broadcast every house was filled to capacity.





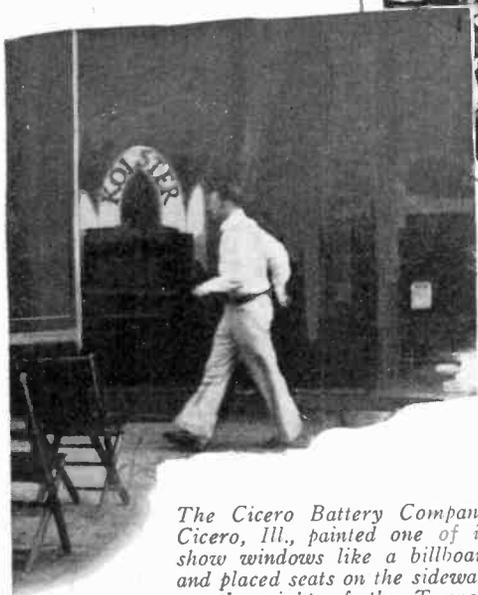
The Baltimore Consolidated Gas, Electric Light and Power Company merchandised the Walter Damrosch school programs by installing sets in all the high schools. Advertising did the rest.

ROGRAMS

*broadcast features.
the Damrosch series*



The Tunney-Heeney championship fight was capitalized in Newark, N. J., by the Kolster Radio Corporation, which placed a receiver and eight power speakers in Military Park.



The Cicero Battery Company, Cicero, Ill., painted one of its show windows like a billboard and placed seats on the sidewalk on the night of the Tunney-Heeney fight.

The lights went up, the radio program started. And then, without exception, here is what took place: For the first 15 minutes the audiences listened in respectful silence to the voices of their "favorite stars." Then "embarrassing moments" began to pile up. First a polite clapping of hands, soon followed, however, by a more strenuous registering of objection to the interruption of the regular movie program, in the form of vocal and foot stamping noises. Hurried consultations followed. It was decided to terminate abruptly this "special feature."

HERE, then, are the lessons learned from this experiment:
1. Commercially speaking this "stunt" sold not less than \$5,000 worth of radio merchandise for the participating dealers, at a cost, per dealer,

(Please turn to page 167)

New Phonograph Records

Inaugurating a new department, listing the

Record Order Form

Latest COLUMBIA Records

TO.....(Name of Distributor)
(Street and Number)
(City)

Please ship to me, at once, the following numbers:

RECORD No.	TITLE	RECORDER	QUAN- TITY
156-M	Carmen: Habanera	Sophie Braslau	
9038-M	Carmen: Air des Cartes	Riccaro Stracciari	
155-M	Barbiere Di Siviglia: Largo al Factotum	Violin, Szigeti	
154-M	Otello Credo	Piano, Grainger	
50082-D	Minuet in G. (Beethoven)	Maria Kurenko	
1479-D	Bouree in B Minor. (Bach)	Alexander Kisselburgh	
50083-D	Shepherds Hey	Elea Alsen	
1476-D	Country Gardens	Edna Thomas	
50084-D	La Boeme: Mi chiamano Mimi	Royal Philharmonic	
50081-D	Madame Butterfly: Un bel di vedremo	Sir Dan Godfrey's Symphony Orch.	
50080-D	The Voice in the Wilderness	Columbia Symphony Orch.	
50079-D	Just for To-day	J. H. Squire Celeste Octet	
1475-D	Tristan and Isolde: Isolde's Liebestod	Seiberling Singers	
1476-D	Were You Dere	Paul Whiteman	
50084-D	Swing Low, Sweet Chariot	Paul Whiteman	
50081-D	On the Beautiful Blue Danube	Paul Whiteman	
50080-D	Kaiser March	Paul Whiteman	
50079-D	Selection from Faust	Ted Lewis	
1475-D	Hungarian Rhapsody No. 1	Leo Reisman Orchestra	
1505-D	At Dawning	Ben Selvin's Orchestra	
1496-D	A Japanese Sunset	Ben Selvin's Orchestra	
1491-D	Just a Little Bit o' Driftwood	California Ramblers	
1484-D	Out-o'-Town Gal	Broadway Nitelities	
1478-D	I'd Rather Cry Over You	Eddie Thomas' Collegians	
1478-D	It is Gonna Be Long	Charles Kaley's Orchestra	
1485-D	Georgie Porgie	Van and Schenk	
1506-D	Oh! You Have No Idea	Art Gillham	
1512-D	If You Don't Love Me In the Evening	Lee Morse and Her Blue Grass Boys	
1490-D	Mother Goose Parade	Segar Ellis	
1504-D	Felix the Cat	Charles Kaley	
1486-D	King for a Day	Lewis James	
1497-D	Moonlight Madness	James Melton	
1506-D	Old Man Sunshine		
1512-D	Little Boy Bluebird		
1490-D	I Still Belong to You		
1504-D	Jeannine I Dream of Lilac Time		
1486-D	Grieving		
1511-D	Just Imagine		
1492-D	Dream House		
1472-D	Who Wouldn't Be Blue		
1472-D	Adoree (I Adore You)		
1497-D	You're a Real Sweetheart		
1477-D	Don't Wait until the Lights Are Low		
1493-D	My Darling		
1477-D	Gee! But I'm Lonesome		
1493-D	To-Night		
1477-D	Get Out and Get Under the Moon		
1493-D	Skadatin-Dee		
1477-D	My Heart's Aching for My Old Gal		
1493-D	I'm Missing the Kissing of Someone		
1477-D	Mother and Dad		
1493-D	Shadows on the Wall		
1477-D	When You Said "Good-Night"		
1493-D	"Good-Night"		
1477-D	When You're Smiling		
1493-D	Sweet Sue—Just You		
1477-D	I'm Making Believe That I Don't Care		
1493-D	A Dream		
1477-D	Dreams		
1493-D	My Angel		
1477-D	Neapolitan Nights		

Columbia Records—Continued

1474-D	Good-Bye Hawaii	Norman Clark and South Sea Islanders
1513-D	Uluwehi O Kaala	Vaughn De Leath
1495-D	Giggling Gertie	Edith Clifford
1488-D	Why Do They Call Them Flappers	The Diplomats
1483-D	Blue Grass	Vernon Dalhart
1487-D	Just a Little Blue for You	The Happiness Boys
	Hallelujah! I'm a Bum	Charles W. Hamp
	The Bum Song	
	Mr. Hoover and Mr. Smith	
	He's Our Al.	
	Rosette	
	Down Where the Sun Goes	
	Down	

(Signed).....(Your Name)
(Street and Number)
(City)

Record Order Form

Latest EDISON Records

TO.....(Name of Distributor)
(Street and Number)
(City)

Please ship to me, at once, the following numbers:

RECORD No.	TITLE	RECORDER	QUAN- TITY
52338	Because	Rollo Maitland	
25234	Ave Maria	Charles Hart	
52331	King Ever Glorious	The Rollickers	
52312	My Hope Is in the Everlasting	Dixie Mountaineers	
52346	I Got Religion	Palais d'Or Orchestra	
52313	Ready For the River	John Baltzell and Samuel C. Shults	
52357	We Parted By the Riverside	John Baltzell	
52356	Down on the Banks of the Ohio	Vaughn De Leath	
52352	Come Back, Chiquita	Frank Wallace	
52351	For Old Times' Sake	Al Friedman's Orchestra	
52320	Paddy Ryan's Favorite Irish Jig	John Luther and Carson Robison	
52334	Flowers of Edinburgh	Aloha-Land Serenaders	
60073	Hornpipe	J. Donald Parker	
52358	Mother Goose Parade	Milla Dominguez	
52353	The Gingerbread Brigade	The Rollickers	
52363	Away Out on the Mountain	Duke Yellman's Orchestra	
52359	Blue Yodel	Palais d'Or Orchestra	
52349	Flora (I A-dor-a You)	Piccadilly Players	
52335	Evening Shadows	Bob Pierce	
52320	The Little Green Valley	Hans Barth and Marjorie Todd	
52334	Six Feet of Earth (Make Us All of One Size)	Hans Barth and Bonnie Howell	
52334	Honolulu Sweetheart of Mine	Vernon Dalhart & Co.	
52334	Dream River		
52334	I Wonder		
52334	Trinkets		
52334	Nunca (Never)		
52334	Muneca Quiero Ser (I Want To Be a Doll)		
52334	Ol' Man River		
52334	Crazy Rhythm		
52334	Louisiana		
52334	No Parking		
52334	Old Man Sunshine		
52334	If You Don't Love Me		
52334	King of the Bungaloes		
52334	Ya Gonna Be Home		
52334	To-Night		
52334	Moment Musical		
52334	Marche Militaire		
52334	The Hanging of Charles Birger		
52334	The West Plains Explosion		

Announced This Month

latest records of the leading manufacturers

Edison Records—Continued

52354	Hungarian Dance No. 8 Nocturne in E Flat (Op. 9, No. 2)	Kathleen Parlow
52325	My Arcady Bird Songs at Eventide	Steel Jamison Westell Gordon
52347	Meditation Branch Brook Park March	Frank Lucas
52364	That's My Weakness Now Butternut	Jack Kaufman and the 7 Blue Babies
52362	Memphis Blues Ida! Sweet as Apple Cider	Jack Parker and Will Donaldson
57031	Ein kleines Malheur Das Dorigeheimnis	Arion Male Chorus

(Signed).....(Your Name)
.....(Street and Number)
.....(City)

Victor Records—Continued

21528	Blue Yodel Away Out On the Mountain	Nat Shilkret and the Victor Orchestra
21562	Indian Cradle Song It Must Be Love	Coon-Sanders Orchestra Don Bestor and His Orch.
21560	Five Pennies Harlem Twist	Red Nichols and His Orchestra
6836	Humoreske (Dvorak) Valse Triste (Sibelius-Franke)	Mischa Elman
1337	Espana Rapsodie—Part 1 (Chabrier)	Detroit Symphony Orchestra
1338	Espana Rapsodie—Part 2 La Capinera (The Wren) La Paloma (The Dove)	Amelita Galli-Curci
8096	Lucia—Giusto cielo! Rispondete	Beniamino Gigli-Esio Pinza
1339	Lucia—Tu che a Dio spiegasti Tango (Albeniz, Op. 165, No. 2)	Fritz Kreisler
1326	Danse Espagnole (from "La Vida Breve")	Sergei Rachmaninoff
21608	Prelude in C Sharp Minor Spinning Song	Amos and Andy
21609	The Presidential Election— Part 1	Johnny Marvin
21604	The Presidential Election— Part 2	Bud Billings Billings-Robinson
21603	Old Man Sunshine If You Don't Love Me	Nat Shilkret and the Victor Orchestra
21602	I Tore Up Your Picture When You Said Good-Bye Do You Still Remember	Masters' Orchestra
	Moonlight Madness Nagasaki	
	Don't Cry Baby Is It Gonna Be Long	

(Signed).....(Your Name)
.....(Street and Number)
.....(City)

Record Order Form

Latest VICTOR Records

TO.....(Name of Distributor)
.....(Street and Number)
.....(City)

Please ship to me, at once, the following numbers:

RECORD No.	TITLE	RECORDER	QUAN- TITY
21566	Old Man Sunshine King for a Day	George Olsen and His Music	
21565	Just Imagine My Darling	Goldkette's Orchestra F. Masters' Orchestra	
21559	Doin' the New Low Down Spanish Dream	Jack Pettis and His Pets	
21564	Jeannine (I Dream of Lilac Time)	Gene Austin	
21531	Then Came the Dawn Blue Yodel No. 3 Never No Mo' Blues	Jimmie Rodgers	
21572	Jeannine I Dream of Lilac Time	Nat Shilkret and the Victor Orchestra	
21590	Out of the Dawn Memories of France That's Just My Way of Forgetting You	The Troubadours Goldkette's Orchestra	
21589	Ten Little Miles From Town Driftwood	George Olsen and His Music	
21588	Rag Doll Kiddie Kapers	Victor Arden-Phil Ohman and Orchestra	
21591	My Angel Revenge	Franklyn Baur	
35927	Blue Danube Wedding Dance	International Concert Orchestra	
35928	Fantasia and Fugue on "B. A. C. H."—Part 1 Fantasia and Fugue on "B. A. C. H."—Part 2	Guy Weitz	
21558	Honolulu Sweetheart of Mine Along Miami Shore	Hilo Hawaiian Orchestra	
21563	The Sidewalks of New York In the Good Old Summer Time	Eddie Jordan and His East Side Boys	
21529	Giggling Gertie Must You Wear a Moustache	The Happiness Boys	
21561	Doing Things Wild Cat	Joe Venuti and Eddie Lang	
21555	A Mother's Plea Since Mother's Gone	Bud Billings	
21550	Too Busy Waitin' for Katie	The Four Rajahs	
21493	The Sidewalks of New York In the Good Old Summer Time	Nat Shilkret and the Victor Orchestra	
21508	Stack o' Lee Blues Farewell Blues	Waring's Pennsylvanians	

Record Order Form

Latest BRUNSWICK Records

TO.....(Your Name)
.....(Street and Number)
.....(City)

Please ship to me, at once, the following numbers:

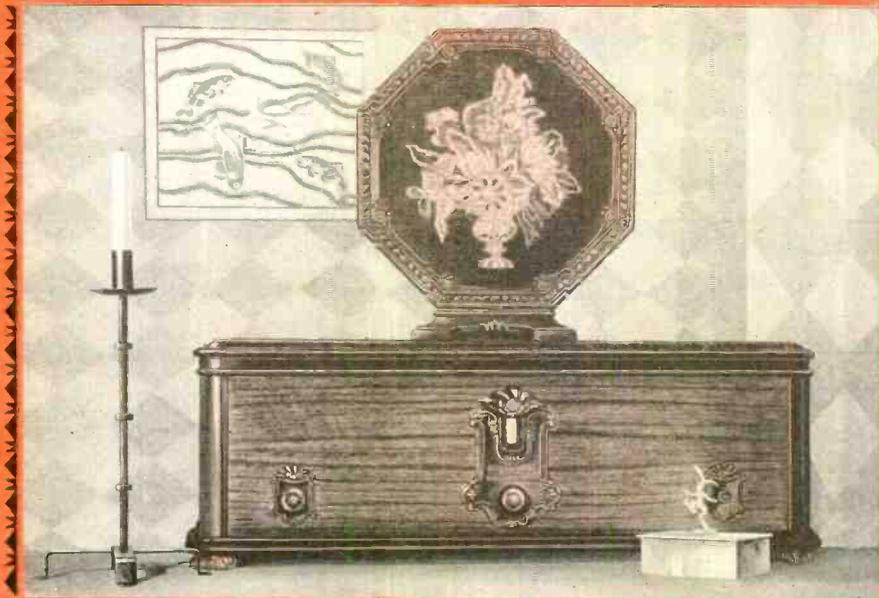
RECORD No.	TITLE	RECORDER	QUAN- TITY
3994	You're a Real Sweetheart Down Where the Sun Goes Down	Abe Lyman & His Orchestra	
3965	Just Like a Melody Out of the Sky For Old Time's Sake	Nick Lucas	
3958	Ramona My Heaven.	Louis Betancourt's Guate- mala Marimba Band	
3979	Blue Yodel Away Out on the Mountain	Frank Marvin	
3985	Blue Yodel No. 2 In the Jail House Now	Frank Marvin	
4008	I'm On the Crest of a Wave What D'ya Say	Harry Richman with Orchestra	
3992	Sidewalks of New York Medley of Old Timers	Frances Williams and Harry Richman with Orchestra Played on Hurdy Gurdy	

(Signed).....(Your Name)
.....(Street and Number)
.....(City)

The new Super-Heterodynes sensational new line



This sign marks the leading dealer in every community.



RCA
LOUDSPEAKER 153
The famous "100A" in a new dress. The speaker made a thing of beauty as well as utility. Tapestry covered. A beautiful ornament that will fit into any theme of decoration. \$37.50

RCA RADIOLA 50—The famous super-selective and sensitive RCA Super-Heterodyne, now with the new A.C. tubes, for simplified house-current operation. Remarkably faithful reproduction. Ideal for congested broadcasting areas—highly sensitive for places remote from broadcast stations. Illuminated single dial. Two-toned walnut, veneered table cabinet. (\$175 less Radiotrons)



RCA RADIOLA 62—Cabinet model of the new RCA Super-Heterodyne. The enclosed Dynamic Speaker is an improved model of the incomparable RCA Reproducer. Superior fidelity of reproduction over the entire musical range never before achieved in radio. Beautiful cabinet of walnut veneer with maple inlays. \$375 (less Radiotrons)



RCA RADIOLA 64—De luxe model of new RCA Super-Heterodyne. Special automatic volume control bringing in weak and strong stations at any desired even degree of volume. Needle meter for accurate tuning. Amazing fidelity of reproduction hitherto unachieved in radio. Enclosed in finely finished cabinet of rich design. \$550 (less Radiotrons)



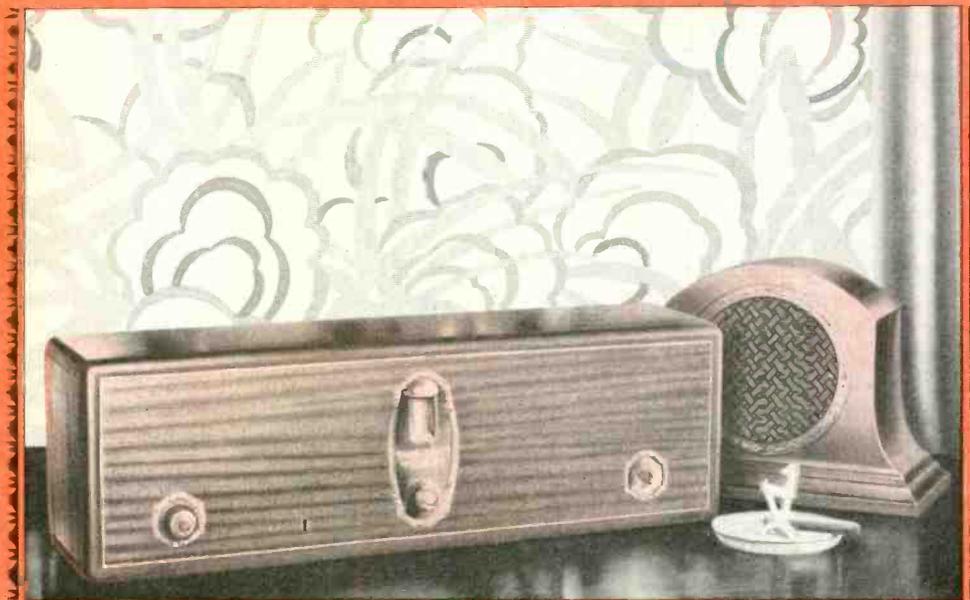
RCA RADIOLA 30A—Custom-built cabinet model of the famous RCA Super-Heterodyne with RCA Loudspeaker. At the new price this is an unusual value in fine radio receivers. Operates directly from the house current. \$285 (with Radiotrons)

RADIO CORPORATION OF AMERICA NEW YORK CHICAGO SAN FRANCISCO

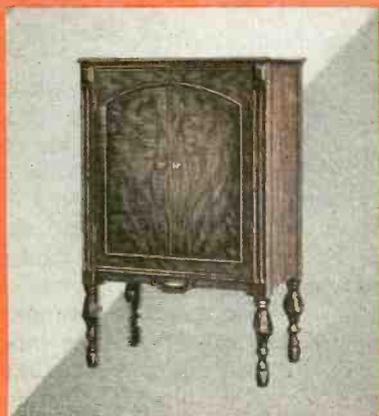
RCA Radiola

MADE BY THE MAKERS OF THE RADIOTRON

now take leadership in the of RCA Radiolas



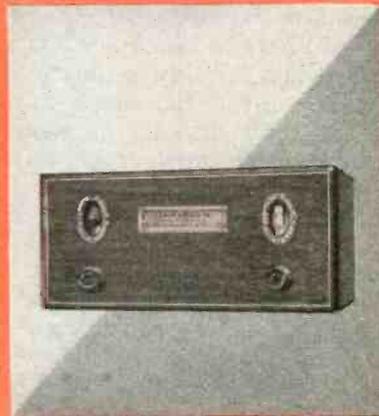
RCA RADIOLA 18—Most popular type Radiola ever built. Entertaining a million listeners every night. Finely-designed receiver of broad range and capacity for simplified lighting current operation (110 volt A. C.). Wonderful tone. Illuminated tuning dial. Solid mahogany cabinet, walnut finish. \$115 (less Radiotrons).
RCA LOUDSPEAKER 100A—Over three-quarters of a million of this type of RCA speaker are now in use. Sturdy construction and fine performance have made them the most popular of all reproducers. \$29.



RCA RADIOLA 51—The nationally popular "18," with A. C. electric operation, in a specially designed cabinet with RCA Loudspeaker enclosed. All ready to connect to aerial and ground, and bring in the best that's out there. \$195 (less Radiotrons)



RCA DE LUXE LOUDSPEAKER 105 A super repro:ces of universal range, tone fidelity and capacity. Operates from A. C. home current. Will supply "B" and "C" voltages for receiver to which it is attached. Beautifully designed cabinet. \$350



RCA RADIOLA 16—Designed to give the finest radio entertainment in homes not wired for electricity. Battery-operated. A receiver known for its wonderful performance and long life in thousands of homes all over the country. \$82.75 (with Radiotrons)

RADIO CORPORATION OF AMERICA NEW YORK CHICAGO SAN FRANCISCO

RCA Radiola

MADE BY THE MAKERS OF THE RADIOTRON

Radio Retailing

A McGraw-Hill Publication

SEPTEMBER, 1928

Vol. 8, No. 3

How Much Business to BREAK

Know Your "Break Even" Point

"HOW many of you fellows know how much business you must do a month to break even?" asked our Western editor recently, addressing a group of 138 radio dealers. Four hands were half-heartedly raised. In the light of that showing, we give, for the benefit of all our readers, this principle of cost accounting as it was then explained. This basic and essential formula, reduced to its simplest terms, is as follows:

Operating expense plus cost of merchandise equals gross sales.

Assume, for purpose of illustration, that minimum operating expense is \$400 for the month under consideration.

Let cost of merchandise be taken at 65 per cent of the selling price. Thus, operating expense is 35 per cent. Thirty-five per cent equals \$400 as stated above. One

per cent equals $\frac{\$400}{35}$ or \$11.43. One hundred per cent, or gross sales, therefore, equals \$1,143.

It will be seen that our dealer in this case must sell \$1,143 worth of merchandise each month in order to meet expenses.

If he does less than that gross amount he most assuredly will have to take a loss. If his sales exceed that figure he is in a fair way to show a net profit.

Obviously, before this simple calculation can be made our friend must first set up some simple system for recording monthly expenses and costing his goods. *Radio Retailing* has carried many articles on these subjects in past issues and will continue to do so in the future. But do not put off until tomorrow this matter of applying this vital principle to your business. This information is not difficult to obtain. Any bookkeeper worthy of the name can get it in less than an hour's work per day.

* * *

Television!—If Any

THIS craze about television seems to be a trifle premature. A survey of broadcasting stations by *Radio Retailing* discloses that not more than five or six stations are experimenting with television and that only two are maintaining any sort of a regular schedule of television programs. By television is meant, of course, the transmission of moving images, not still pictures.

Also, the quality of the results to be obtained is highly questionable. And still another difficulty is that there is practically no standardization in the type of equipment needed for reception, such as there is in the reception of aural programs.

The 24-hole scanning disc, for instance, which is necessary to receive the WGY programs, is absolutely useless

for anyone desiring to receive the 48-hole disc pictures being sent out by Jenkins at Washington, D. C. Likewise, the 45-hole disc necessary to receive the WCFL experiments in Chicago is useless for either the WGY or Jenkins programs.

And, while the Radio Commission is licensing stations for television experiments in the short-wave band, from 40 to 65 meters, WGY is broadcasting television on its regular frequency of 379.5 meters.

Undoubtedly television will progress and time will iron out these difficulties. In the meanwhile, the trade should proceed with the utmost caution. Radio merchants should acquaint themselves with these facts so that their customers will not be misled. No customer is going to feel kindly toward a dealer who sells him \$200 worth of television apparatus, only to learn that the sum total of results obtainable is next to nothing at all.

Therefore, when a station in your territory starts television transmissions, then and not until then is the time for you to sell television equipment—and then not until you have built such a receiver yourself and can demonstrate actual results.

* * *

Radio in the Office?—Ask the Farmer and the Fisherman

A CAR full of vacationers drove up to a New England fisherman's wharf the other day to arrange for a day of deep sea angling. The fisherman cocked his eye at the clouds and said, "You wait till I get the weather report on the radio and then I'll tell you whether I'll take you out." Radio has done a lot for the fisherman, though the average landlubber has not thought of it. And radio has done a lot for the farmer, as everybody knows.

In both cases there is a precedent and an example that justifies the belief that radio could serve the business executive no less directly if a clear cut service to the business man were organized. And obviously if such a service were established a new market would be opened, for there would be immediate need for a set in every office.

Some day the executives of industry will look back aghast at the looseness of the present practice of waiting until the reading of the evening paper at the end of the day to hear what has been going on in the world of business through the morning and the afternoon. But there is no other way now except to the few where the news ticker is at hand. The day will come, however, when radio will provide news for the business man at regular intervals, so that executives may set aside these listening periods on their engagement pads, or have a secretary typewrite the desired features of this news as it is broadcast, and lay it before them. So why not make this day come now?

The first reaction of the average man to such a sugges-

Must You Do EVEN?

*A Simple Formula,
Television, Keeping Customers,
Dynamics, Radio in Business,*
and other things discussed
by the editors

tion is skeptical. It never has been done, so he thinks it can't be done. But the whole radio industry itself gives the lie to such a thought. A radio set in every office will come as just another forward step in the progress of broadcasting. What has been done for the farmer and the fisherman will soon be done for business. Getting news to the business man will be more difficult but that means just another problem to lick, in order to develop another market.

* * *

Co-operate with Your Local Radio Show

THIS is the time of the year when almost every town and hamlet has some sort of a radio show. They accomplish a very definite purpose for their communities and are equally as beneficial in their own trading areas as the big New York and Chicago shows are in those two cities.

Every retailer and jobber should support his local show in every way at his command. It is to the trade's own advantage that as much public interest as possible be stirred up in the radio shows and that the largest possible number of people attend them.

There are several practical ways in which dealers can help to accomplish this. The public can be urged to attend the shows in window displays and newspaper advertising, and tickets of admission to the show can be distributed from your store. By tying up with the show in every way, a subtle impression is created that your store is "headquarters for everything new in radio."

* * *

Sidelights on Dynamics

WITH all this excitement about the development of the "new" dynamic speaker, it is interesting to recall that experimental work and research leading up to the present dynamic reproducer dates back to January, 1912. It was then that the first patent employed in the

present dynamic was issued. This was the first of a series of patents known as the Jensen-Pridham patents.

The original air-column dynamic reproducer, as put on the market years ago by Magnavox under the above mentioned patent, was essentially the same as it is today except that the voice coil was attached to a metal diaphragm and reproduction came forth out of a horn. It will be remembered that it was necessary to use a separate storage battery to energize this reproducer as the field coil drew about one ampere at six volts.

However, with the passing of years and the development of the paper cone reproducer, the original power speaker as it was then called has evolved into the modern type of dynamic reproducer. The windings on the field coils have been changed so that they draw but a fraction as much current as the original "dynamics." Then, too, with the modern type of power unit, the question of current supply is no longer such a vital factor.

* * *

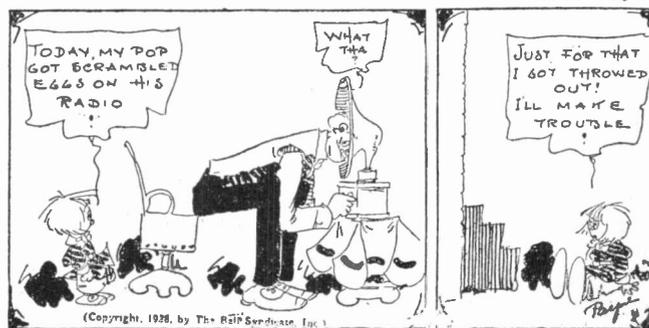
Getting Customers and Keeping Them

MOST radio dealers go to great lengths to obtain customers. Direct-mail and newspaper advertising, outside selling, free demonstrations, free service, all go into the effort to get buyers. But then what? Once sold, we forget the customer and go on with the process of securing new ones.

Isn't it possible that the old customer is just as profitable a source of business as a new one? And you have the old customer "in your hand." Why pass him up? Let him continue to be *your* old customer instead of somebody else's new one. At least find out whether there isn't something that he still wants or should have.

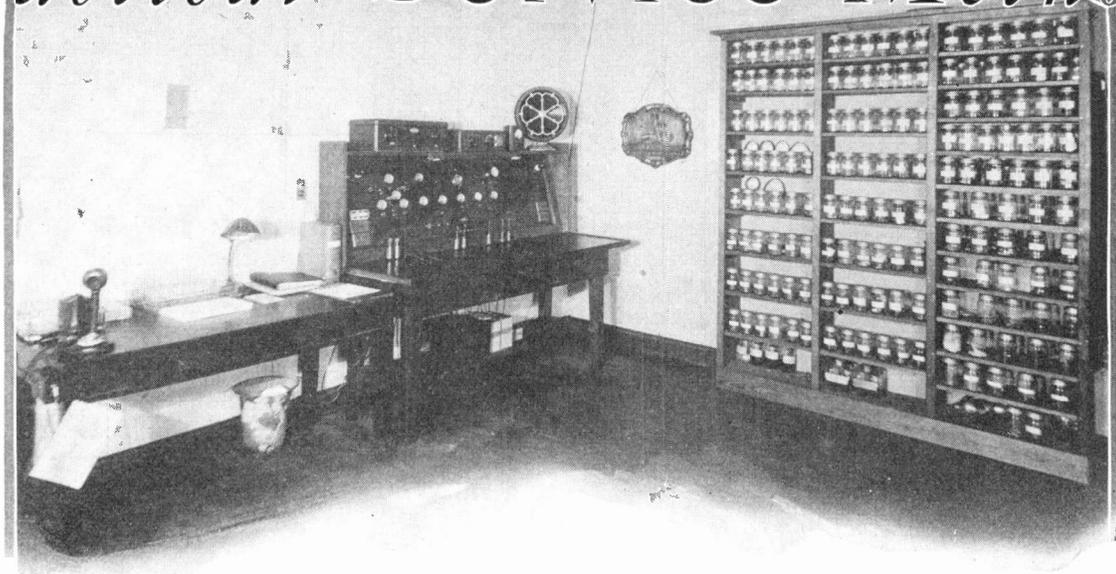
Go over your list of customers for several years back. Locate them. Are you getting the business from them that you should? Why spend dollars to get new customers but not even nickels for old ones? They both use the same kind of money.

ONE MORE ACCOMPLISHMENT!



Copyright, New York Evening World

Practical Service Methods



The neat and orderly service department of the Van Zandt Leftturch Company, Huntington, W. Va., keeps its spare parts in glass jars, thus avoiding corrosion, dust and confusion.

Operating a 6-Volt Pilot Lamp on a 15-Volt A.C. Source

Many battery-operated sets are being changed over, using the A.C. tubes. Some of these sets have on them a pilot lamp operating normally from a 6-volt source. These lamps draw $\frac{1}{10}$ of an ampere. When the standard type of A.C. tubes is used in conjunction with a 171 power tube in the last stage, operating a pilot lamp is comparatively simple as we have a 5-volt source running the 171 tube. However, when the Arcturus 15-volt A.C. tubes are used this presents a different proposition as now only one voltage is in the set. However, this need present no difficulty providing a small resistor is used in series with the pilot lamp. This should be of from 70 to 80 ohms. This resistance is arrived at by the usual method of substituting in the equation R equals E over I where we have a 15-volt source and it is desirable to obtain 6 volts, therefore, E equals the difference between 15 and 6 or 9, I of course equals $\frac{1}{10}$. Although this works out to be exactly 90 ohms it will be best to raise this slightly in order to operate the pilot lamp at a safe voltage in order that it will not burn out if the line voltage suddenly increases above normal.

Automatic Voltage Regulators

There having been so much discussion lately about voltage regulators with regard to a.c. receivers, it is well to call attention to the fact, at this time, that there are now several very good automatic voltage regulators on the market. The first ones that came out were nothing more or less than variable resistances and had to be operated manually. This meant that you adjusted the

voltage supplied to the receiving set and any variations that took place after this adjustment was made, had their effect on the receiver unless further adjustment was made. Increase or decrease of volume is the effect.

Others made use of special resistance wire and had a balancing action similar to the familiar automatic voltage control unit used with d.c. tubes. Briefly, however, several well-known concerns have developed and placed on the market automatic voltage regulators which operate below and above 110 volts and maintain this voltage to the radio set regardless of the line voltage. These devices sell in the neighborhood of \$15 to \$25. It should be remembered, however, that in order to get this action a certain amount of current has to be used and therefore these devices will consume up as high as 50 watts. This should not be considered a drawback where voltage regulation is essential.

Conducted by
HENRY W. BAUKAT
Technical Editor

Installing Radio Sets in Autos

Installing either a special or a standard radio receiver in an automobile is not particularly difficult provided certain points are very carefully watched. All the cables leading from the distributor to the spark plugs, and also the high tension cable from the spark coil to the distributor should be wrapped in heavy lead foil or incased in metal and grounded. Where the spark plugs are exposed, they should be shielded, if at all possible. In some cars, such as Buicks, spark plugs are incased in iron casings, and are, therefore, very well shielded.

Most of the disturbances which will give trouble to the radio set originate from the spark coil. To avoid and eliminate this, the coil should be completely incased in a box of heavy copper or other metal.

The six-volt car battery may be used to heat the filament of the tubes with, provided a four or five-microfarad condenser is placed across the generator brushes. This will minimize disturbances set up by this part of the car.

In order to avoid trouble from the spark plugs, it is also possible to dampen the interference by means of a 200,000-ohm resistor in the spark plug lead. However, this method, while it has been used, is not at all desirable, because it weakens the spark and thereby lessens the pulling power of the car, which is noticeable on steep hills.

Sometimes, after placing the condenser across the generator brushes, there is still some disturbance noticeable in the receiving set. In this case, it is wise to put a two-microfarad condenser from the positive lead of the battery to the frame of the car. Of course, if a completely shielded set, or one in a metal cabinet is used, installation is facilitated. The B and C batteries can be placed in most any position depending upon the type of car body. It is wise to fuse all battery leads to save the batteries in case a wire comes loose.

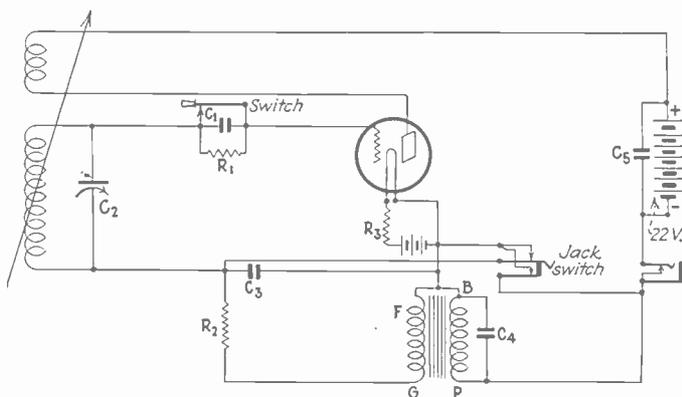
What Value Resistors to Use for Various High Line Voltages

Much of the trouble experienced during the last few months with short life of A. C. tubes has been traced to excess line voltage. Most dealers are well aware that it is good practice to measure line voltage value with an accurate A. C. voltmeter before installing the A. C. receiver. Where voltage is found to be above the arbitrary value assumed by the manufacturer (which is usually 110 volts) add the correct value resistor to reduce it to the safe figure.

The table below lists the current in amperes drawn by the receiver, several line voltages in excess of 110, and the value of resistors which will reduce the abnormal line voltage to 110 across the receiver. It should be borne in mind that the current is the primary current rating, which will be found in most commercial receivers on the name plate inside the cabinet, or on the power supply transformer. If the information is not found, it will be well to write to the manufacturer of the set asking for the primary current rating of the model of receiver in question.

Service Receiver and Oscillator

Many times when a service man is called to shoot trouble in a customer's house he finds that there are not any stations broadcasting to test to. Either he must then wait for a station or take the set to the shop for



Parts indicated in above diagram are C₁, C₃, C₄—.00025 mfd. mica condensers; C₂ a .00325 mfd. variable condenser; C₅ a .001 mfd. mica condenser; R₁ a 5-megohm resistance; R₂ a 1/2-megohm resistor and R₃ the ballast unit for 199 tube.

repairs, which entails an extra trip. A portable receiver and oscillator that is nothing more than a revamped super-regenerator of ye olden days is a very handy instrument to have in a case like this. The parts are easily found around the average shop and can be assembled by any one who can handle a soldering iron.

The set can also be used for neutralizing and to find out whether or not a set is alive, and can be used to test the radio and audio frequency amplifiers for comparative output.

The inductance is a General Radio coupler, as it is very compact, although any coupler can be used. Any good transformer is suitable and if the set does not generate the A.F. note reverse the secondary connections. The filament is controlled by a ballast to save space. The tube is mounted on rubber to prevent damage by rough handling. Two switches are used to change the set from receiver to an A.F. oscillator or C.W. The switch on the transformer is used to short out the transformer when the set is used as a receiver or as C.W. the switch on the grid condenser

Resistors to Use at Various Line Voltages for Various Loads

Current In Amperes Drawn By Receiver	These Resistors Will Reduce the Voltage Across the Receiver From the Voltages Shown to 110 Volts										
	2.5 Ohms	3.5 Ohms	5 Ohms	7 Ohms	10 Ohms	12.5 Ohms	15 Ohms	22 Ohms	30 Ohms	45 Ohms	62 Ohms
	line voltage	line voltage	line voltage	line voltage	line voltage	line voltage	line voltage	line voltage	line voltage	line voltage	line voltage
0.25						112.5	113.0	114.3	116.3	119.2	122.7
0.50				112.7	114.0	115.1	116.1	119.0	122.7	128.7	136.0
0.75			113.0	114.2	116.1	117.5	119.2	123.6	129.4	138.1	
1.00		112.7	114.0	115.6	118.2	120.2	122.2	128.2	136.0		
1.25	112.5	113.5	115.0	117.1	120.2	122.7	125.2	133.1			
1.50	113.0	114.1	116.1	118.5	122.2	125.5	128.7				
1.75	113.5	114.8	117.1	120.0	124.3	128.2	131.9				
2.00	114.0	115.6	118.2	121.5	126.5	130.8					
2.25	114.5	116.5	119.1	123.0	128.7						
2.50	115.1	117.1	120.2	124.3	130.9						

For this useful table of voltage and resistance values we are indebted to the Ward Leonard Resistance Co.

short out the grid leak and condenser when the set is used as an oscillator. The A.F. note can be changed by connecting various size condensers across G and P. A small C battery is used to heat the filament of the tube. A Yaxley jack switch is used to turn off the tube. The panel need not be larger than 6x6 in. and the whole set with the battery and headphones can be mounted in a small fishing tackle box.

Important to Test Tubes

"While it is true," comments the service division at F. A. D. Andrea, Inc., "that with the introduction of the better type A.C. tube receivers, much unnecessary service has been eliminated in regard to batteries, charges, etc., still it is true that radio sets use tubes and therefore this advice is about them."

A radio tube is a delicate piece of mechanism. It can be damaged by dropping it on the table and of course it is true that there are a few that will prove "not so good" after being in use for a short time. It is as important as ever that tubes be tested at reasonably frequent intervals if your customers are to receive maximum satisfaction from their sets.

If an automobile owner drives into a service station

and leaves his car over-night, he expects, as a matter of course, that they will fill his battery with water and see that he has sufficient oil and gas. It has become common practice to have periodic inspection of automobiles.

The wise radio merchant encourages his customers to bring tubes in to the store every three or four months for a proper testing. When one of your customers telephones a complaint, the first question you should ask is, "How old are your tubes and when were they tested last?"

A small permanent card in your window reading, "Radio Tubes Tested Here Without Charge," and the gradual education of your customers to bring in, of their own volition, three or four times a year, all of the radio tubes in their receiver for a proper testing, will be two factors productive of not only more business for you in tubes, but much greater and, beyond that, provide you with customers who are truly satisfied. Some of the finest A.C. sets on the market use the indirect heater element five prong tubes. In a majority of cases, if these 227 type tubes light they will operate and operate at maximum efficiency as long as they light for the entire length of life. This does not apply to power tubes. Your customers who own this type of set should be urged to bring their power tubes for testing at least every three months.

What the Law Has Decreed

(Continued from page 57)

a prospective customer and I am today notifying the bank that I will not take up the note placed with them for collection. I am ready to crate and ship your machine to you or turn it over to your representative on demand."

The manufacturer did not agree to take the radio back, and the finance company filed suit to collect the purchase price, but it is interesting to note that the Court held the purchaser not required to pay for the radio, and quoted the law as follows:

"Where a manufacturer or a retail merchant contracts to supply an article, which it manufactures or produces, or in which it deals, to be applied to a particular purpose, so that the buyer necessarily trusts to the judgment or skill of the manufacturer or dealer, there is in that case an implied term of warranty that it shall be reasonably fit for the purpose to which it is to be applied."

RADIO REPAIR BUSINESS NOT SUBJECT TO BULK SALE LAW

Generally speaking, a retail merchant who sells his entire business is required to advertise the fact of the intended sale for several days before the sale is completed. This law is intended to protect creditors of the retailer.

However, in a recent case in the State of Arkansas (Case No. 300 S.W. 443), a radio company engaged in the business of repairing and selling radios and similar merchandise sold the business without advertising the intended sale. Legal proceedings were instituted against the concern by its creditors for violation of this law, but the Court held that the sale of a business of this nature is not controlled by the Bulk Sale Law, quoting:

"Here there was a sale of the entire business but the question is whether there was a stock of merchandise

within the meaning of the statute. . . . The business sold was primarily and essentially a repair shop."

Likewise in a case in the State of Texas (Case No. 252 S.W. 20), the Court held that the Bulk Sale Law "has no application to a manufacturing plant, which sells its product merely as an incident to the business."

Interest in Short Waves Growing

(Continued from page 68)

of DX reception on the short waves. An average set consisting of but a detector and a single stage of audio frequency amplification will do wonders on short waves . . . of course, if properly designed.

AND if good international reception is had with such a combination, some thought should be given to the possibilities of a set equal in receptive power or sensitivity per tube to our present day long-wave broadcast receivers. Supposing we had tuned radio frequency amplification ahead of our detector . . . Australia, Asia, South America . . . all the world, in fact, would be just around the corner, so to speak.

The point should be stressed that in no case do we refer to code reception. Entertainment programs on short wavelength are available from any number of American stations and also from foreign stations and are comparable in every way with the programs on the 200—500 meter waveband—and with the added thrill of being received from much greater distances than is possible in the ordinary channels.

There are quite a number of European broadcasting stations sending musical programs on wavelengths ranging from twenty to ninety meters, which, with an average short-wave receiver, may be easily picked up in almost any part of the country.

Furniture Sales *discussed* by READERS

Marketing the Set and the Cabinet Separately

Editor, *Radio Retailing*:

INEVITABLE as has been the materialization of this new merchandising scheme in radio—radio furniture—to some degree, it has been unheralded. Those who were close observers of the radio market were fully aware of the advent of the radio furniture era; while there were those, who, like most of us, are just beginning to realize, after the great inroads radio furniture has already made on the market, that the radio furniture era is really here.

When the demand for radio console models first evidenced itself, the radio manufacturers were not in a position to put out the furniture required. The explanation lies in the fact that the manufacture of furniture on any considerable scale requires an elaborate outlay of special equipment as well as a comprehensive background of first-hand acquaintanceship with the special problems of that particular field. In their inability to handle an output of furniture along with their regular output of radio equipment, the manufacturers contracted with large furniture companies for the manufacture of cabinets designed for the several standard makes of radio outfits. The furniture manufacturers shipped the completed cabinets to the radio factories, where the chassis of the radio outfits was then fitted in the cabinets. From the radio manufacturer, the radio set and cabinet went through the conventional course of exchanges from wholesaler to dealer, and from dealer to the buying public.

Some of the radio manufacturers, after a critical analysis of the situation, inaugurated, last year, a new system which promises to be the desired simplifying and cost-reducing agency in the radio furniture field.

In connection with this new cabinet sales policy, the experience of one large Cincinnati radio manufacturer is particularly noteworthy. This manufacturer obviated the necessity of shipping radio furniture from the furniture factory to the radio factory by substituting an arrangement whereby the furniture company ships the radio furniture of his design direct to his radio distributors.

So, through elimination of superfluous handling costs it has been possible to make consoles available to the public at prices consistent with the prices on standard radio outfits. The reduced selling prices have brought with them a correspondingly increased volume of sales.

If the dealer is wide-awake, he will recognize the radio furniture field; if the dealer is looking for greater profits, he will find his sales of radio furniture a counter-balance to the radio slump of the summer season; if the dealer is looking for expansion with a view of keeping abreast of the very latest developments in his field of activity, he will do well to recognize the profit possibilities of radio furniture.

JAMES L. WOODS, JR.,
Sales Manager, Radio Furniture Division,
Showers Brothers Company.

Bloomington, Ind.

What Good Furniture Means to the Retailer

Editor, *Radio Retailing*:

TO date the majority of radio furniture sold by dealers has been "distress" merchandise, produced originally on a contract quantity basis and as the result of close bidding, for some set manufacturer. With few exceptions the set maker would over-order and later refuse to accept the balance of his contract. Result—"dumping" with its attendant train of evils.

This has meant unprofitable business for the furniture concerns, shoddy cabinets on the dealers' floors, and the creation of a false standard of furniture values in the mind of the public. Briefly, a glorious opportunity to do a high class merchandising job, with plenty of room for a proper profit all around, has been kicked in the face by mutual short-sightedness. It is with such a market, filled with hastily built and under-priced goods, that the manufacturer of quality cabinets and the retailer who is featuring high class period pieces, must contend.

The solution is quite obvious. A new standard of furniture values must be raised. Set manufacturers must, in the future,

not only order conservatively, but give greater thought to the constructional merit of the cabinet work which will house their set, and less thought to shaving the last penny. Manufacturers of quality furniture must create, through dealers direct and with advertising, a new appreciation of the importance and lasting value of conscientiously built merchandise.

The radio dealer and radio jobber should make it a point, in other words, to handle only such radio furniture as is produced exclusively for the dealer and jobber trade, on which proper list prices are established and maintained for their protection, and on which definite discount schedules are adhered to.

Most radio dealers have been plunged into the radio furniture business against their will. The majority have had a hard time telling the genuine pieces from the false. This has given the unscrupulous manufacturer a wonderful supply of suckers on whom to unload shoddy merchandise. Things that the regular furniture dealer would never condone have been swallowed hook, line and sinker by the unsuspecting radio dealer. From the point of view of design, most of the lower priced cabinets on the market have been an "abomination before the Lord." Many have been so constructed that they would not even "hang together."

People are glad to pay more when they get what they want, rather than pay less for what they do not want. The true home-lover buys what is best adapted to the period that he is following in his home.

Also, may I go so far as to suggest that producers of speakers who are catering to the radio furniture manufacturers should not attempt to sell their merchandise to the contract trade. I am informed that one or two of the largest and leading producers of high grade speaker equipment are limiting the sale of their product to cabinet manufacturers who sell to the jobbing trade exclusively. Also, manufacturers of furniture who cater to this trade are becoming very much set against speaker manufacturers who are peddling their products promiscuously.

C. W. PIERSON,
President, The Pierson Company.

Rockford, Ill.

Suggests New Name for "Radio Furniture"

Editor, *Radio Retailing*:

IN discussing with your Chicago man the radio cabinet industry, I gave him some thoughts which appealed to him. He also asks that I write you.

There seems to have developed in the radio trade the idea of calling radio cabinets, "radio furniture," so that the people who specialize in radio instrument cabinet manufacturing find that any furniture manufacturer is led into the business and identified with it to a certain extent by the entire industry.

Radio instruments have been housed in boxes, hurriedly made by various table, chair, bedroom, dining room and all branches of the woodworking industry. Radio also has caused undue suffering on the part of the woodworking plants who specialize in piano instrument manufacturing as well as phonograph instrument case manufacturing. They were forced to compete with the furniture manufacturer in making radio instrument cabinets.

Today it would be absolute folly for a bedroom manufacturer to make and endeavor to market a piano instrument cabinet or a phonograph instrument cabinet. These instrument cabinets have developed into specialty items and plants are built and adapted to their manufacture. The same thing should be true in the radio industry. The plants that are developed for instrument cabinet manufacturing maintain a good, sizeable organization who are skilled in the building, construction and finish of instrument cases and have an intimate knowledge of instrument cabinet business, and until they fall down on the job woodworking plants should not be brought into the picture and cause the chaotic condition which has existed in the radio instrument cabinet business in the past and at this time.

With this thought in mind I strongly recommend that the trade in the future term all radio cabinets as radio instrument cabinets, instead of using the broad term, "radio furniture."

E. V. HUGHES,
General Manager,
Wasmuth-Goodrich Company.

Peru, Ind.



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.

New Brunswick Receivers

The Brunswick-Balke-Collender Company, 799 Seventh Ave., New York, has placed on the market a table and a cabinet model a.c. operated super-heterodyne. The circuit uses seven 227 tubes, one 171A, and one 280. The external operating equipment consists of a single dial control, power switch, and volume control. The carved walnut escutcheon encloses the selector dial and shades the pilot light. The receiver is built of sheet metal throughout.

Model 5NO, a table model, is 11 in. high, 31 in. wide, and 10 in. deep. The cabinet is finished in American walnut. It is designed to operate on from 105 to 125 volts, 50 to 60 cycles, or with an additional transformer on 25 to 40 cycles, but the latter must be specially ordered. The frequency range covered by the set is from 550 to 1,500 kilocycles. The retail price, less tubes is \$175.

Cabinet model 5NCS is 49½ in. and 29 in. wide, and 16½ in. deep. The cabinet is finished in American walnut with overlays and carvings, and all of the cabinet hardware is antique oxidized. The circuit is the same as with the table model, with the addition that this model contains a built-in reproducer. This reproducer is of the electro-dynamic type with an 8 in. cone and a Rectox unit. The intended retail price of this model is \$375.—*Radio Retailing*, September, 1928.

Radio Cabinets

Six radio cabinets, designed expressly to accommodate Crosley sets, are the latest addition to the line of the Showers Brothers Company, Bloomington, Ind. Model C-1, a console, is 54 inches high with top dimensions of 18 inches by 30 inches. The intended retail price is \$84.

Model C-2 is 43 inches high and is of the table type to take the set on top and the reproducer below. Intended price, \$70. C-3, illustrated, is \$50. C-4 is a console type cabinet with attractive doors and carved legs. The intended retail price of this model is \$70; 400D stands 41 inches high and has the reproducer built in below. Model 405D is 32 inches high with the reproducer.—*Radio Retailing*, September, 1928.



A Ceramic Product

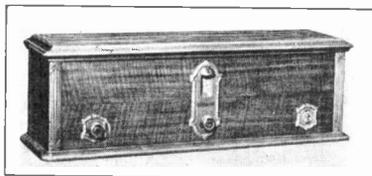
Henry L. Crowley & Company, Inc., 545 North Arlington Ave., East Orange, N. J., have placed on the market a ceramic product known as "Crolite." This is a synthetic product and can be made to fit individual requirements.—*Retailing*, September, 1928.



Graybar Receiving Sets

The Graybar Electric Company, 220 West 42nd Street, has entered the radio receiving field. The entire line will be comprised of 6 and 8-tube sets, available in cabinet combinations. One model will contain a built-in dynamic speaker, while a special table with built-in magnetic speaker will be furnished with other models if desired.

The two largest sets are designated as 330 and 340. Each will have an 8-tube chassis incorporating an a.c. superheterodyne circuit. Next in size is the 310 receiver employing six a.c. tubes, and having a single illuminated dial control. It will utilize a tuned radio frequency circuit with three stages of radio frequency amplification, a detector, and two stages of audio. This set uses four 226 tubes, one 227, one 171A, and one 280.



The 320 line is a single control illuminated dial 6-tube receiver using a.c. tubes, and employing the same circuit as the 310. It is enclosed, however, in a low, long type console cabinet of 5-ply walnut veneer, with high-lighted finish. The magnetic speaker is incorporated at the right side of the cabinet.

Following are the specifications and prices, less tubes:—Model 300—16½ in. x 8½ in. by 7½ in., \$72.25. This is a 6-tube battery operated set. Model 300—29½ in. x 9½ in. by 9 in., \$115; Model 320—30 in. x 34½ in. by 18½ in., \$195; Model 330—29½ in. x 10½ in. by 11 in., \$175; Model 340—26 in. x 50 in. by 16 in., \$375.—*Radio Retailing*, September, 1928.

Receiving Tubes

A complete line of tubes at popular prices has been placed on the market by the Neutron Corporation, Salem, Mass. Included in this line are the following: X226, Y227, X280, X171A and X201A.—*Radio Retailing*, September, 1928.

B Battery

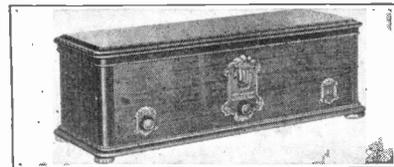
The National Carbon Company, Inc., New York City, have placed on the market a small, 45 volt B battery known as No. 762, specially designed for use in portable receivers.

Table A.C. Super-Heterodyne

The illustrated table type Super-heterodyne is made by the Radio Corporation of America, 253 Broadway, New York.

The cabinet is of two-toned walnut. A solid bronze, escutcheon plate in the center of the panel encloses the selector dial and conceals the small bulb which illuminates the dial and tuning control. In addition to the single tuning control, there is a power switch and volume control. Operation of this new super-heterodyne has thus been reduced to its simplest form.

Seven UY-227 Radiotrons and one UX-171-A power radiotron are used in the new AC super-heterodyne circuit which comprises two stages of tuned radio frequency amplification, first detector, oscillator, two stages of tuned intermediate frequency amplification, a second (power) detector, and one stage of power audio frequency amplification. Rectification of the current for the plate and grid supply of all the Radiotrons is accomplished by a UX-280 Radiotron. A voltage switch is provided to take care of variations in line potentials of 105 to



125 volts. Antenna and ground connections and speaker pin jacks are easily accessible at the rear of the cabinet. The list price of Radiola 60, without Radiotrons, is \$175.00.—*Radio Retailing*, September, 1928.

Radio Cabinet

Madden-Schenkel Company, Inc., 19 West 44th Street, New York City, have on the market a line of radio cabinets made by the Robert W. Irwin Company, located in Grand Rapids, Michigan. Model 484 illustrated, is a Tudor model, fitted with a center grill, of typical English gothic design, behind which may be fitted various reproducers. Its rolling tray will accommodate all receivers up to 28 in. long, 10 in. high, and 13 in. deep. The cabinet itself is 46 in. long, 34 in. wide, and 17 in. deep. This is but one of the many models produced by this company which are designed in medium dark oak, antiqued and high lighted to produce an aged and mellow effect.—*Radio Retailing*, September, 1928.



Where to Buy It

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

A.C. Tube Super-heterodynes, Dynamic Reproducers, New A.C. Receivers, Radio Map, and A.C. Screen Grid Tube among the items announced by manufacturers this month.

Eight Tube A.C. Super-heterodyne

Among the new additions to the line made by the Radio Corp. of America, 233 Broadway, New York, is the illustrated receiver. The walnut cabinet of this new instrument is distinguished by a studied attention to detail and design which is usually found in furniture built to order for individual particular requirements.

The new AC super-heterodyne circuit employed in Radiola 60 is used with modifications and additions in Radiola 64. There are eight UY-227 Radiotrons (one of which functions as an automatic volume control) and a UX-250 power amplifier Radiotron in place of the UX-171-A. Two UX-281 Radiotrons supply the rectified plate and grid current for all the Radiotrons as well as the field current for the dynamic speaker. Because the RCA Dynamic Speaker used in Radiola 64 is driven by the UX-250 power amplifying Radiotron, it will deliver tremendous volume without distortion.

To the many features of the AC super-heterodyne may be added several that are individual with Radiola 64. It has a tuning meter which provides an accurate method of tuning. An automatic volume control keeps the output of the loudspeaker at any desired level of sound and avoids the necessity of frequent adjustment of the volume control as local or long distance stations are tuned in. Thus in localities where stations have a tendency to fade in and out, Radiola 64 will, through the operation of its automatic volume control, prevent this annoying condition almost entirely. Finally, sensitivity control permits the operator to vary the sensitivity in accordance with his requirements and take into account seasonal static conditions.

The list price of Radiola 64, without Radiotrons, is \$550.—*Radio Retailing*, September, 1928.



Arborphone A.C. Sets

Manufactured by the Consolidated Radio Corp., Arborphone Division, Ann Arbor, Mich. an A.C. receiver using four 226 tubes, one 227, two 171 and one 280 rectifier tube—8 tubes in all. Three stages of radio frequency amplification, detector, one straight audio and push and pull audio output. Patented A.C. Hum Filter. Single Control. Fully adjustable to variation in house current voltage. Phonograph pick-up Jack. Mahogany cabinet. Chest type cabinet list price \$75.00. BM Base with balanced armature speaker \$45.00. BD Base with A.C. rectifier and dynamic speaker \$70.00.—*Radio Retailing*, September, 1928.



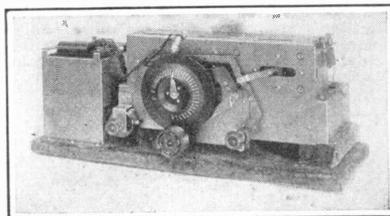
Dynamic and Magnetic Reproducers

The Sterling Manufacturing Company, Cleveland, Ohio, has placed on the market both dynamic and magnetic speakers. The dynamics are provided in four forms of chassis. One for 6-volt d.c. operation, one for 110 volt d.c. operation, one for 110 volt 50 to 60 cycle a.c. operation, and a special model for 110 volt, 25 to 40 cycle a.c. operation. The furniture models have wood grill work made by a new process which gives an accurate imitation of actual hand carving. Two furniture models are provided, one a compact floor model or console type, and the other an artistic table model to set on the table.

The magnetic reproducers come in two models, and go by the name of "Vari-tone." This is derived from the fact that a feature is incorporated which permits the operator to vary the tone of the speaker for different types or programs. One model is in a metal case in which the grill work depicts rays of light bursting through clouds. The color scheme is warm brown with a dash of bronze, and deep Roman gold as the predominating color in the grill. The second is in a cabinet of solid walnut. The grill and border are similar to the dynamic cabinets being made by the special process. The list prices of the dynamic speakers are in order, \$35, \$40, \$50 and \$60. The variatone magnetic chassis can also be had at list price of \$18.—*Radio Retailing*, September, 1928.

A. C. Receiver

The chassis of the new all electric G model radio receivers made by the Federal Radio Corporation, Buffalo, N. Y., is all metal, with mechanism completely closed. The set has seven tubes, including rectifier; single dial, electrically illuminated control; push-pull amplification; two-way selectivity; vernier tuning control; perfect volume gradation; and uses a sliding type condenser. It is adjustable to line voltages, and is self-contained in mahogany or walnut, either table or console type.—*Radio Retailing*, September, 1928.



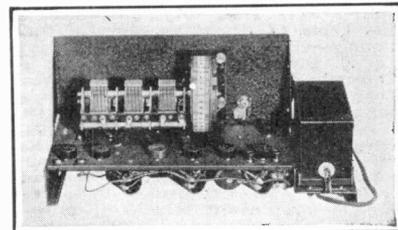
A. C. Amplifying Tube

A new amplifying tube for use in radio and audio frequency amplifiers has been placed on the market by the Arcurus Radio Company, Newark, N. J. This tube, type 48, is of the fifteen volt heater design and is similar in many respects to the number 28 amplifier. However, it is designed to operate with a 4.5 volt bias, at a plate potential of 135 volts, instead of the 1.5 volts bias required by the earlier tube. Redesign of the tube makes it possible to accommodate a much larger grid swing, raising the voltage input the tube can handle without distorting and increasing its value as a general amplifying tube.—*Radio Retailing*, September, 1928.

A.C. Receiver

The Acme AC-7 which is the latest radio set made by the Acme Electric & Mfg. Co., Cleveland, Ohio, has now been put into production by the company. This is a seven tube AC set containing three stages of radio frequency amplification with three 226 tubes, a 227 detector and one 226 for the first audio stage with one 171-A tube for output, and a 280 rectifier tube makes the seven tubes.

The set is housed in a decorated wooden cabinet with a removable chassis for console installation. The special feature of the Acme AC-7 is the one piece steel chassis holding the entire equipment including the power pack. The retail price is \$65 less tubes. An illustration of the chassis is shown. The A.C.-4 set made by this company uses 1-227 2-112 and 1-280 tube. It has an illuminated dial and is constructed similar to the A.C.-7. Both are for use on 110-volt 60-cycle current. The A.C.-4 has a retail price of \$49.50, less tubes.—*Radio Retailing*, September, 1928.



Radio Tubes

A line of radio tubes has been placed on the market by the National Tube Manufacturers, Inc., 1890 East 40th Street, Cleveland, Ohio. Type R-226 is a 1.5 volt, 1.05 ampere, A. C. filament tube, \$2.50; R-227, is a 2.5 volt, 1.75 ampere A. C. heater type detector and amplifier, \$5; R-171A is a .5 volt, .5 ampere power amplifier, \$3; R-280 is a 5 volt, 2 ampere full wave rectifier, \$4.50; R-200A is a 5 volt, .25 ampere detector, \$4; R-201A is a 5 volt, .25 ampere detector and amplifier, \$1.50; R-210 is a 6.0 to 7.5, 1.25 ampere (max) heavy duty power amplifier, \$9; R-250, is a 7.5 volt, 1.25 ampere special power amplifier, \$12, and R-112A, a .5 volt, 5 ampere power amplifier is \$3.—*Radio Retailing*, September, 1928.

Glass Insulators

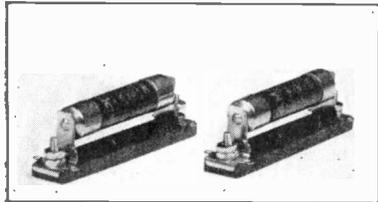
The A. G. Kaufman Co., Inc., 527 Fifth Avenue, New York City, is placing on the market a line of glass insulators. These come in six sizes and are packed two in a box.—*Radio Retailing*, September, 1928.



Voltage Regulator

A small device which checks excess voltage before it can damage A.C. tubes, has been developed by the Insuline Corporation of America, 78 Cortlandt Street, New York City. The "Resistovolt" as it is called, has a specially constructed coil which reacts only when the line output is higher than 110 volts and does not decrease the voltage when below 110 volts. It is a small cylindrical Bakelite product with prongs at one end to plug into the wall socket, its other end being a socket to receive the set plug which is usually connected directly to the house current.

Type I.C.A.-7 operates any electric set up to seven tubes; type I.C.A.-10 operates seven to ten tubes. Both types work on A.C. or D.C. current. In case of a short circuit in the radio set this device blows out—acting like a fuse. It also is claimed to hold back line noises such as are caused when any electric switch in the house is turned on or off, and act as a lightning arrester.—*Radio Retailing*, August, 1928.



A.C. Filament Ballasts

The Radiall Company, 50 Franklin Street, New York City, announces two new types of Amperites for A.C. tubes, namely—Amperite No. 226, which is designed for the '26 type tubes, and Amperite No. 227, for the '27 type tubes. These are used exactly in the same manner as the battery type Amperites. Their object is to protect the tube filament against overheating or underheating. The effect of the line fluctuations is eliminated and the life of the tubes prolonged. The list price of both models is \$1.10 each, complete with mounting.—*Radio Retailing*, August, 1928.

Sets and Reproducers

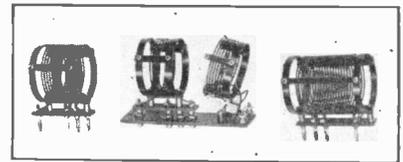
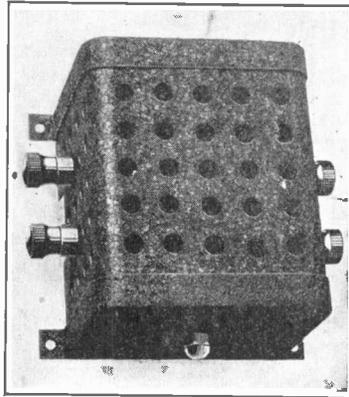
Two table model receivers and two consoles, as well as a mantel type reproducer have been brought out by the WorkRite Manufacturing Company, Cleveland, Ohio. Model 38, an all-electric, has nine tubes, including a rectifier, an all metal chassis, complete copper shielding, and the single drum type illuminated control. No ground wire is necessary. The cabinet is built of walnut. The intended retail price is \$160. Model 18 is a seven tube, A. C. table model with all metal chassis, copper shielded coils and single illuminated dial. Intended retail price, \$128.50.

Console model 28 is an A. C. set with seven tubes, including the rectifier. It is equipped with the WorkRite type B reproducer and enclosed in a dark walnut cabinet. Price, \$195. Console model 48, has nine tubes, including rectifier and has the type B reproducer, all encased in an attractive cabinet, and priced at \$250.

The reproducer deluxe is a double-magnet cone with a built-in filter. It is the mantel clock type in a walnut finished cabinet. The intended retail price is \$32. Type B, built in plain box for use inside consoles, is \$20.—*Radio Retailing*, August, 1928.

Rectifier Replacement Units

A complete line of Kuprox replacement units for removing the rectifying element in electrolytic, bulb or vibrating type rectifiers, is being placed on the market by the Kodol Elec. & Mfg. Co., Cincinnati, Ohio. These units contain no acids; are solidly constructed of Kuprox disc rectifiers; are noiseless and require no attention. Individual models are available for replacing the acid jar on electrolytic trickle chargers or power units; the bulb in bulb rectifiers or power units, and the vibrator on the vibrating type rectifiers. No change in construction necessary, or rewiring on your present trickle charger. Simply attach the replacement unit and forget it. List price, \$5.—*Radio Retailing*, August, 1928.

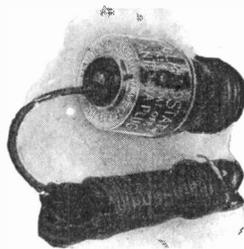


Short Wave Coils

New short wave coils for short wave reception are now being made by Aero Products, Inc., 1768 Wilson Avenue, Chicago. These coils retain several features which proved advantageous in the former types, notably the plug-in feature permitting all wave lengths to be received from 13 meters up to 725 meters by changing the secondary-and-tickler-coil-form and the variable primary, permitting a further adjustment for compensating the antenna length and degree of coupling desired. The same type of conductor support and air spacing has been retained on the secondary coil but a larger size wire is now used resulting in a much lower resistance. The diameter has been reduced to two inches. The space-wound feature has been extended to the primary which now utilizes an identical construction with the secondary of the coil, giving much greater sensitivity to the outfit. The plug-in base and primary coil mounting are of the same dimensions as the previous types, permitting either the new or old coils to be in the same base mounting. A set of three coils, covering a wave band from 13 to 130 meters will be sold in a kit, and two additional coils, to reach the broadcast band, will be sold separately to fit the same base. The kit retails at \$12.50, and the additional coils at \$4 each.—*Radio Retailing*, August, 1928.

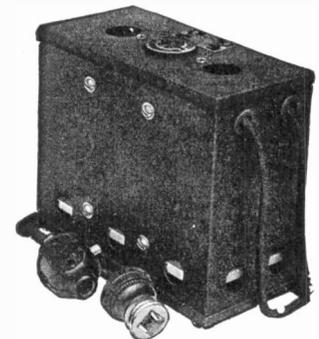
Socket Antenna Plug

Several novel features are incorporated in the Clarostat light socket antenna plug just introduced by the Clarostat Mfg. Company, Inc., 285 North Sixth St., Brooklyn, N. Y. This device converts any electric light socket or convenience outlet into a good antenna. The ground connection for the set may also be made to the electric light system. The plug is provided with a condenser made up of brass plates and mica for mechanical as well as electrical strength. A detachable screw base permits of utilizing either side of the electric line for the antenna. A long flexible cord, permanently connected with the antenna plug, provides a simple and positive means of connection with the radio set. The list price is \$1.50.—*Radio Retailing*, August, 1928.



Socket Antenna

The Eagle No. 225 antenna eliminator, made by the Eagle Electric Manufacturing Company, 59 Hall Street, Brooklyn, N. Y., furnishes the radio fan an efficient method of doing away with the outside antenna. It is designed to utilize the electric wiring of the house as the antenna, and it is claimed that there is no danger of leakage of electrical current due to its construction.—*Radio Retailing*, August, 1928.

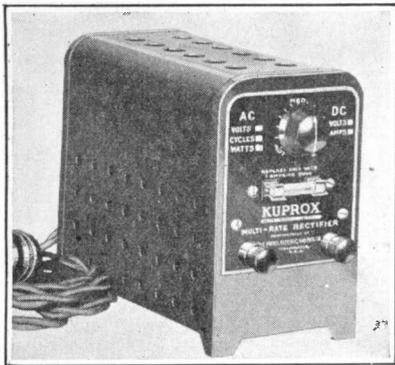


Automatic Voltage Regulator

The Acme Apparatus Corporation, Cambridge, Mass., has developed a voltage regulator which maintains a voltage of from 109 to 111 on the radio set even though the line voltage be at any point from 90 to 150. No tubes, no moving parts, no attention. Just plug the set or A. C. device in one side and the line in the other and constant voltage is assured. The size of the VR-1 voltage regulator is 3 1/2 in. x 7 1/4 in. x 6 1/4 in. high and its operation consists of attaching it to the 110 volt supply and to the radio set. It comes complete with cable and plug for the 110 volt supply and a receptacle for the radio set plug. A switch and cable is provided to turn the power off and on. Intended retail price (60 watt size), \$15.—*Radio Retailing*, August, 1928.

A.C. Receiver

The model 80 A.C. receiver made by the Freed-Eisemann Radio Corp., Junius Street and Liberty Avenue, Brooklyn, N. Y., contains seven tubes, besides the rectifier tube, and incorporates three stages of t.r.f. and two stages of audio frequency. An output transformer supplements the audio stages. Four tuning condensers operating by a single tuning drum are utilized. The radio stages are fully neutralized. Matched coil inductances are used, with individual copper compartments for each coil. There is an illuminated dial, and the cabinet bears an ornamented bronze escutcheon plate. Intended retail price, \$125.—*Radio Retailing*, August, 1928.

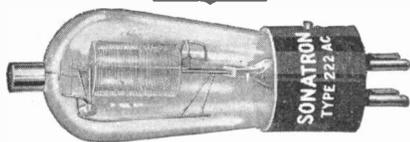


Multi-Rate Rectifier

A new Kuprox multi-rate rectifier, incorporating the new Kuprox rectifying element, is now made by the Kodak Electric and Manufacturing Company, Cincinnati, Ohio. This device will give any charging rate between .25 and 1 ampere, and can be regulated for any rate by a rheostat for either 4 or 6-volt battery. A self-contained fuse protects both transformer and rectifier against over-loading or burning out. It contains no acids, liquids or bulbs and is now in popular use for trickle charging radio batteries, operating dynamic reproducers and to supply filament current for D.C. tubes. Intended retail price, complete, ready for use, \$11.50.—*Radio Retailing*, September, 1928.

Inductive Interference Preventors

Two simple and inexpensive devices for the prevention of inductive interference are announced by the Dubilier Condenser Corporation, 4377 Bronx Boulevard, New York City. The devices, each comprising a pair of condensers of ample capacity and working voltage for use across 110-volt or 220-volt lines, with a center tap for the ground connection, will be found satisfactory for most cases of inductive interference. Interference Device No. 1 has a pair of condensers of sufficient capacity for the usual minor causes of inductive interference, while Interference Device No. 2 has condensers of a larger capacity for taking care of greater inductive interference. Either type may be employed on 110 or 220 volts. The devices are provided with two pigtail leads, for connecting with each side of the line, and a binding post for the center tap to ground. Mounting feet facilitate the permanent installation of the device. They may be used to connect an interference device across the line, and to ground the center tap. This takes care of inductive interference coming through the electric line, sparking brushes of a motor, oil-burner spark transformer, electric refrigerators, arcing contacts, and so on. The intended retail price of No. 1 is \$5 and of No. 2, \$7.50.—*Radio Retailing*, September, 1928.



AC Screen Grid Tube

A screen grid tube for use as a radio frequency amplifier, in A.C. circuits especially designed to make use of its high voltage amplification and low feedback capacity between plate and control grid has been placed on the market by the Sonatron Tube Company, 108 W. Lake St., Chicago, Ill. It may also be used as an audio frequency amplifier where resistance coupling is employed. It has a special oxide coated ribbon type filament designed to operate from a step-down transformer supplying 1 volt. The operating data is as follows: filament volts 1., filament amperes 1., plate volts 90 to 135, control grid bias -1 to -1.5 (with respect to center of filament), shielded grid bias +45. The positive bias of 45 volts for the shielded grid may be obtained by tapping direct from the plate supply battery.—*Radio Retailing*, September, 1928.

ABC Converter Units

The Acme ABC converter, type ABC-5, with multiple attachment plug, made by the Acme Electric & Manufacturing Co., 1444 Hamilton Ave., Cleveland, Ohio, enables D.C. sets to be operated on A.C. The transformer windings are designed to carry the required load—1½ volt winding supplies five '26 tubes; the 2½ volt winding will carry one '27 detector tube, and the 5 volt winding is designed for '71-A power tube used in the last stage. The B power unit delivers 40 milliamperes at 180 volts and uses a full wave '80 filament type tube. A C-voltage of 45 volts is furnished for power tube and other C-voltages are included. The 1.5 volt filament winding is center tapped to an adjustable variable resistor. It is 7½ in. high by 11 in. long by 5 in. wide and is finished in crystal-line lacquer. The intended retail price, 110 and 115 volts (50 or 60 cycle) is \$32.50, less tube; harness 6 tubes, \$7.—*Radio Retailing*, September, 1928.

Power Amplifier

Several novel ideas are being included in the design of an amplifier which is being brought out this season by the L. S. Brach Manufacturing Corporation, 127 Sussex Ave., Newark, N. J. In addition to the increased amplification factor, it also provides the adjustable B voltages to 45 and 90 volts, up to a load of 45 milliamperes. Independent terminals are provided for both the dynamic as well as the magnetic types. A switch, which is operated automatically by the removal of the cover of the container, cuts off the current when connections are made and all connections are made on the inside of the container. A convenient leather carrying handle is part of the equipment. This unit is designed for the '10 power and '81 rectifier tubes and operates on 110 volts, A.C. 60 cycles. Intended retail price, \$47.50, less tube.—*Radio Retailing*, September, 1928.

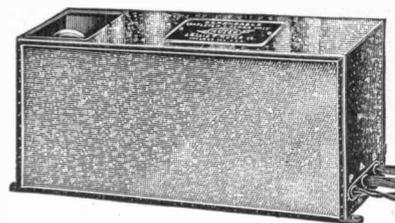


Aerial Eliminator

A device which is connected to the ground through one coil and to the secondary of the first R. F. coil through the other coil contained in the device has been brought out by the Electrical Devices Company, Middletown, Ohio. It is particularly helpful to hotel owners and dealers find it useful in demonstrating as it does away with the necessity of a temporary aerial according to the maker. The intended retail price is \$3.50.—*Radio Retailing*, September, 1928.

Home Broadcaster

Among the products of the Brooklyn Metal Stamping Company, 718 Atlantic Avenue, Brooklyn, N. Y., is a "home broadcaster," consisting of a microphone, extension cord and tube socket adaptor. It may be left permanently connected and will not interfere with radio reception, which is switched on or off at the microphone. The intended retail price, complete, is \$7.50, for either 4 or 5 prong detector tubes.—*Radio Retailing*, September, 1928.



ABC Power Unit for A.C. Sets

The output of the new ABC power unit for A.C. sets which has been brought out by the Leslie F. Muter Company, 76th and Greenwood Avenue, Chicago, is 220 volts at 40 mls with a 280 tube and a primary voltage of 110 volts. This gives an allowance of 180 volts for the power tube, with 40 volts for the C-bias. It will supply complete A, B and C power for any set up to seven tubes with a power tube in connection with A. C. tubes. The size is 12 in. long, 3½ in. wide and 5½ in. high. The intended retail price, without tube, is \$30.—*Radio Retailing*, September, 1928.

Spark Suppressor

A new type of interference prevention device intended for use directly across sparking or arcing contact points, is now announced by the Dubilier Condenser Corporation of New York City. Aside from reducing the sparking or arcing, thereby preventing "freezing" of points and also adding materially to the life of the points, the Dubilier spark suppressor, Type PL 1083, effectively prevents interference with radio receivers in the vicinity. Also, this device serves to eliminate errors in operation caused by sticking contacts.—*Radio Retailing*, September, 1928.

Console Cabinets

The two new consoles of the Caswell-Runyan Company, Huntington, Ind., combine durability and attractiveness. Model 25 is a combination desk and cabinet, 52½ in. high by 33 in. wide by 20 in. deep with a set compartment 9½ in. high by 28 in. long and 14½ in. deep. It is constructed of walnut and red gum with overlays of diamond matched oriental walnut on the doors and drawer front. Installation panels furnished for any standard make of set. The intended retail price less reproducer, is \$112. Model 35 is a lower cabinet, standing only 33 in. from the ground. The set compartment is 9½ in. high by 27½ in. wide and 13½ in. deep. The top is made of five-ply four-way matched butt walnut veneer and the front panels are overlaid with five ply diamond matched satinwood veneer. The intended retail price, less reproducer, is \$72.—*Radio Retailing*, September, 1928.



Antenna Plugs and A.C. Adapter Harness

The L. S. Brach Manufacturing Corporation, 127 Sussex Ave., Newark, N. J., is introducing a light socket antenna plug to replace the outdoor or indoor antenna. This plug will work in either A.C. or D.C. sockets. The casings are of genuine Bakelite and the terminals are of a special spring type post. This company is also featuring a new waterproof extension cord, in lengths of ten, twenty, forty and one hundred feet, available either in pure silk or mercerized cotton. The special features of this cord are the low resistance, extreme flexibility and the colored rubber covering so that the polarity is easily distinguishable.—*Radio Retailing*, September, 1928.

Receiving Tubes

The DeForest Radio Company, Jersey City, N. J., is placing on the market a complete new line of radio receiving and rectifying tubes. The first, type 401A, which is a detector-amplifier, has a list price of \$2; the 410, a power amplifier has a list price of \$9; the 412A, a detector, amplifier or power amplifier has an intended retail price of \$4; the 426 and a.c. amplifying tube has a list price of \$3; the 427, the heater type a.c. detector tube has an intended retail price of \$6; the 471A power amplifier a list price of \$4; the 480 a full wave-rectifier with an output of 125 milliamperes a list price of \$6; the 481, a half wave rectifier with an output of 110 milliamperes has an intended retail price of \$10, and the 450, a super-power amplifier has an intended retail price of \$12. These tubes are now standard size and shape and are equipped with a black Bakelite base.—*Radio Retailing*, September, 1928.



Dynamic Reproducers

The illustrated reproducer is made by the Jensen Radio Manufacturing Company, 338 North Kedzie Avenue, Chicago, Ill. These are made in both table and console models, and also are furnished in chassis units. Model D-4 chassis is designed for 6-volt operation and has a list price of \$40. Model D-4 A.C. is designed for 110 volt a.c. operation, and has a list price of \$55. Model D-5 is designed for 90 to 120 volt d.c. operation and has a list price of \$43.

Of the console models, D-74, is for 6 volt operation and lists for \$75; D-74 a.c. is for 110 volt a.c. operation, and lists for \$90; D-75 is for 90 to 120 volt d.c. operation and lists for \$78.

Of the cabinet models, D-64 listing for \$55 is for 6-volt operation, D-64AC listing for \$70, is for a.c. operation, and D-65 listing for \$58 is for 90 to 120 volt d.c. operation. This completes the line being made by this company.—*Radio Retailing*, September, 1928.



A.C. Receiver

The Nassau "power radio" brought out by the Nassau Radio Company, Inc., 20 Bergen St., Brooklyn, N. Y., uses the 250 power tube. A dynamic cone reproducer and a volume control are built-in. The cabinet is made of American walnut veneer. Type DYP, No. 301, has an intended retail price of \$350.—*Radio Retailing*, September, 1928.

Power Tube for A.C. Sets

The Sonatron Tube Company, Chicago, has developed a new tube called the X171 A.C., designed especially for the 171 sockets in A.C. sets. It is said to have a longer life than has come to be expected of the 171. At the same time, volume is appreciably increased. The list price is \$4.50.—*Radio Retailing*, September, 1928.



Table, Bench, and Chair

Attractive new wrought iron tables, benches and chairs may now be had for use with Kellogg model 515 table type receivers. Arrangements have been made so that dealers may obtain this special equipment, which is designed especially for the Kellogg table model receiver, by sending their orders to the Kellogg distributor in their territory. In territories which are not served by a distributor, dealers may purchase this equipment direct from the Kellogg Switchboard and Supply Company in Chicago.

Three of the new models are now being shipped equipped with phonograph jacks.

The models so equipped are those listing at \$375, \$495 and \$775.—*Radio Retailing*, September, 1928.



Voltage Regulator

A small device which checks excess voltage before it can damage A.C. tubes, has been developed by the Insuline Corporation of America, 78 Cortlandt Street, New York City. The "Resistovolt" has a specially constructed coil which reacts only when the line output is higher than 110 volts and does not decrease the voltage when below 110 volts. It is a small cylinder Bakelite product with prongs at one end to plug into the wall socket, its other end being a socket to receive the set plug which is usually connected directly to the house current. Acting as a valve it allows only the necessary 110 volts to enter the set holding back the excess line voltage and thus preventing damage to the tubes and set.

Type I.C.A.-7 operates any electric set up to seven tubes; type I.C.A.-10 operates seven to ten tubes. Both types work on A.C. or D.C. current. In case of a short circuit in the radio set this device does the blowing out—acting like a fuse—the whole set of expensive A.C. tubes and set wiring remaining unharmed.

It holds back line noises such as are caused when any electric switch in the house is turned on, or off. Also acts as a lightning arrester.—*Radio Retailing*, September, 1928.

Correction Item

On page 79 of the August issue of *Radio Retailing*, the model 7-A Peerless reproducer made by the United Radio Reproducers, Inc., was incorrectly priced at \$30 instead of \$35.

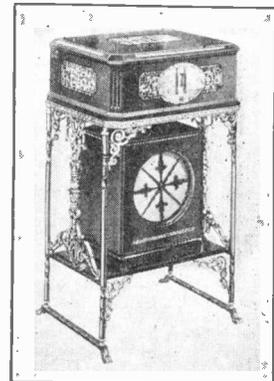
A.C. Receivers

In announcing this new receiver the Freed-Elsemann Radio Corporation, Long Island City, N. Y., states that superb tonal quality, distinctness of speech and musical reproduction, with tremendous reserve power, distinguish this set.

The NR 85 has seven A.C. tubes plus a high power rectifier tube. The output or second audio tube is the new 250 super power amplifier delivering tremendous volume when necessary. A specially designed power pack is built into the set, with automatic connection for Freed-Elsemann Dynamic Speaker.

The set is encased in a pressed steel cabinet with olive green lacquer finish and inlay finish decorations.

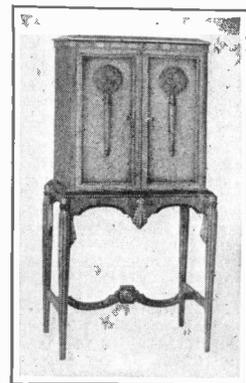
In the photograph is also shown the dynamic speaker. A specially designed output transformer and automatic connection plug with cable are built in as part of this speaker.—*Radio Retailing*, September, 1928.



Console Cabinets

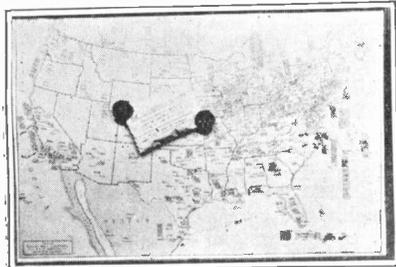
Two console cabinets of modernistic conception are offered by the I. A. Lund Corporation, 1018 South Wabash Avenue, Chicago. Model 511 has striped mahogany doors with center ornaments and drape effect hand carving at top, highlighted to contrast. The legs as well as the stretcher are fluted in the modernistic design. The side and tops are walnut. The outside dimensions are: 27½ in. wide by 18½ in. deep and 57 in. high. It will accommodate a set up to 21 in. wide by 11 in. high by 13 in. deep. The inside measurement of the reproducer space is 21 inches wide by 11 inches high by 12½ inches deep. The intended retail price without reproducer is \$94.

Model 513 has natural grain blistered maple doors with beaded panels and figured burl overlay decorations. The legs and stretcher are fluted as well as the sides and top. The intended retail price of this cabinet is \$98.—*Radio Retailing*, September, 1928.



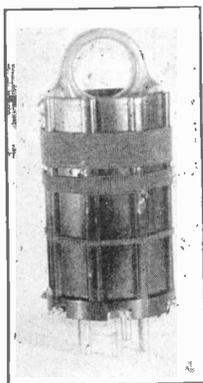
Radio Station Map

The illustrated radio station map is being merchandised by the Radio Map Company, 1554 W. Sixth Street, Los Angeles, Calif. It is encased in a neat black frame and measures, over all, 20 in. x 13½ in. The various stations of the United States, Canada and Cuba are printed in such a manner as to allow the various colored markers, glass lead pins, to be easily placed in the map. Intended retail price, with 100 markers, \$2.—*Radio Retailing*, September, 1928.



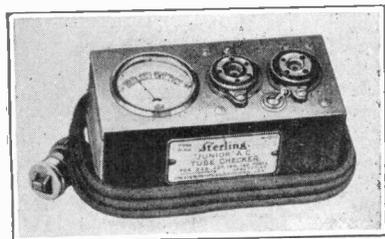
Plug-in Coils for Tube Sockets

Plug-in coils, covering all frequencies between 17 megacycles and 515 kilocycles with five coils, have been designed by the Pilot Electric Manufacturing Company, 323 Berry Street, Brooklyn, N. Y. The coils approximate the size of the standard vacuum tube and are designed for plugging-in to the '27 five prong base sockets without special mounting. Primary, secondary and tickler windings are wound on a ribbed form lowering the losses of the coils and meeting the requirements of amplifying and detecting circuits. Where regeneration is desired it is obtained by parallel feeding the tickler through a variable condenser. Handling rings for plugging-in the coils, are in different colors to identify readily the different range coils.—*Radio Retailing*, September, 1928.



Tube Checker

A tube checker for use with any type of A.C., D.C. or rectifying tube has been introduced by the Sterling Manufacturing Company, 2831 Prospect Avenue, Cleveland, Ohio. It operates from the 115 volt, 60 cycle A.C. line. Shorts, but not emission, for the 201A, 300A, 112, 171 and all rectifier tubes such as the 213 and 216B, may also be tested. It is 3 in. by 3 in. by 6 in., and weighs 3½ lb. Price, including adaptor for 199 and 120 tubes, \$13.50.—*Radio Retailing*, September, 1928.

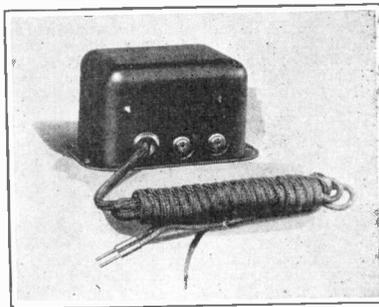


Radio Retailing, September, 1928



Resistor

The Allen-Bradley Co., 286 Greenfield Ave., Milwaukee, Wis., has added to its line of radio resistance units, the "Bradleyunit-B," a fixed resistor for use as a grid leak or other fixed resistance in radio circuits. It is said to have a constant resistance regardless of voltage employed and oscillographs also show that it does not introduce noises or interference in the radio circuit. Furnished with or without tinned copper leads in calibrated units of from 500 ohms to 10 megohms.—*Radio Retailing*, September, 1928.



Output Transformer

To insure the proper application of reproducers to any type receiver or power amplifier, a special output transformer is now being introduced by the Radio Corporation of America, 233 Broadway, New York.

The device is intended as an efficient coupling means for output in excess of 10 milliamperes of direct current. It serves to by-pass the direct current component with minimum resistance so as to operate the power tube at highest efficiency while transferring the alternating current component to the reproducer. In this manner the delicate coil windings and mechanism of the reproducer are protected from damage against excessive direct current. The intended retail price is \$6.—*Radio Retailing*, September, 1928.

Power Supply Units

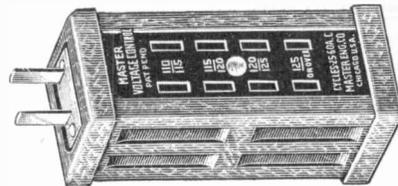
Among the new products of the Greene-Brown Manufacturing Company, 5100 Ravenswood Avenue, Chicago, are included a dry electric A-unit, which requires no water, contains no acids, and employs two special "Syncrofilter" chokes, three heavy duty condenser banks and a dry plate rectifier, type B-16. It operates on 50-60 cycle, 90 to 135 volt A.C. The maximum output is 2½ amperes at 6 volts. The size is 9½ in. high by 9 in. long by 3½ in. wide. List price, \$37.50.

The "A.C. Syncrofilter" is for use in converting battery type D.C. tube sets to A.C. tube operation. It is absolutely dry and batteryless, containing no acid and never needs water. Models AJ and RJ, designed for use by manufacturers, utilize the 12-contact Jones multiplug for connection to the set and models AB and RB, designed for use by jobbers and dealers, employ fixed output binding posts plainly designated. They operate with the type '80 full-wave rectifier tube, and may be installed either inside or outside the cabinet. List price, \$37.50.

The "A.C. Syncrofilter compact," manufacturers' model, is constructed similar to the above but is smaller in size, being 5½ in. high by 14½ in. long by 3½ in. wide. A 12-contact Jones multiplug set connector, fixed binding posts or rubber covered output leads are optional and subject to the manufacturers' requirements. Metal case, finish as desired. Quantity prices will be furnished upon application.—*Radio Retailing*, September, 1928.

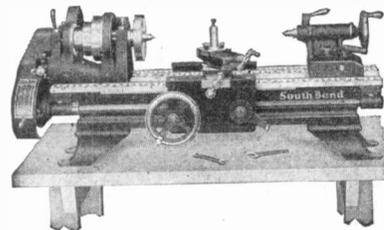
Voltage Control

A "Master" voltage control to reduce excess line voltage to the correct value, and protect the tubes is being made by the Master Engineering Co., 122 South Michigan Ave., Chicago. It is 4 in. long, 1½ in. wide, and 1½ in. high. Packed ten in a box. The intended retail price, \$2.50 each.—*Radio Retailing*, September, 1928.



Lathe

Useful in the radio part replacement field because of its wide range of work, is the new 9-inch Junior lathe, made by the South Bend Lathe Works, 932 East Madison Street, South Bend, Ind. It has six changes of speed—three are direct belt and the others are obtained through the back gears. The hollow spindle permits lining rods, bars and tubing to be passed through it while being machined, making it especially useful in radio work. The swing measurement over the bed is 9½ in. and over the carriage, 6½ in. Five models are available ranging with bed measurements of from 2½ to 4½ feet. A ¼ hp. motor drives this lathe from the ordinary lamp socket connection. Either an overhead countershaft of three types of direct motor drives may be used in operating it.—*Radio Retailing*, September, 1928.

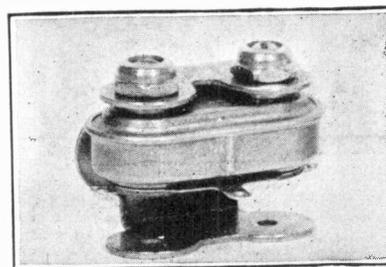


Duplex Clarostat

Comprising two variable resistors in one, the Duplex Clarostat, which is made by the Clarostat Manufacturing Company, Inc., 285 North Sixth Street, Brooklyn, N. Y., is adjusted in either section by means of an ordinary screwdriver. The stout metal shell may be mounted on a panel, by slipping the threaded nipples through two holes and drawing the nuts up tightly, or on a baseboard by means of the special bracket supplied.

There are three terminals, representing the two outside connections and the center connection between the two variable resistors. This device can serve as: two separate variable resistances, with a common terminal; two variable resistances with very high series resistance or greatly increased current-handling capacity when used in parallel; a resistance network with two variable voltage taps, simplifying the usual output circuit of a radio power unit; or a potentiometer or balancing resistance, with variable total resistance and variable mid-point.

It may be employed singly or in gangs. The list price is \$2.25, complete with mounting bracket.—*Radio Retailing*, September, 1928.



What the Trade is Talking About

Radio Industries Banquet Set for September 18

The Fifth Annual Radio Industries Banquet will be held this year on Tuesday evening, September 18, at the Hotel Astor in New York City. The affair is sponsored by the National Association of Broadcasters, The Radio Manufacturers Association and the Federated Radio Trades Association.

An extraordinary program of entertainment is being planned for the two hour broadcast direct from the banquet room. Linked together for this broadcast, which takes place from ten to twelve o'clock, eastern daylight saving time, will be all of the stations of the Red, Blue and Pacific Coast networks of the National Broadcasting Company and the Columbia Broadcasting System, together with a large number of other stations not included in either chain.

Paul B. Klugh is general chairman; Powel Crosley, Jr., treasurer, Arthur C. Stringer, director of publicity, and L. S. Baker, secretary. They will be assisted by the following committees:

Arrangements: Earle C. Anthony, chairman; C. Bohnsack, vice-chairman; John C. Tully, Otto Frankfort, Alex Eisemann, Douglas Rigney, Orin Dunlap, Jr., Don Lee, Ellis Chaney, Jack Binn, Frank Burns, C. W. Craig.

Speakers: Herbert H. Frost, chairman; J. A. White, vice-chairman; C. A. Earle, H. K. Throckmorton, B. G. Erskine, J. L. Ray, A. Davega, George Kiley, F. M. Rosenfeld, Lloyd Spencer, F. A. D. Andrea, John Pearson.

Seating: Harold J. Wrape, chairman; Morris Metcalf, vice-chairman; W. P. Roche, Lloyd Jacquet, E. F. Pooley, Byron F. Pink, A. J. Carter, L. J. Shields, Quin Ryan, Henry Shaw, Harry La Mertha, Frank Hinman.

Broadcasting: George C. Furness, chairman; L. C. Noble, vice-chairman; V. W. Collamore, A. J. McCosker, Joseph B. Groce, Phillips Carlin, H. A. Bellows.

Tickets: A. Atwater Kent, chairman; E. N. Rauland, vice-chairman; Joseph Freed, Austin Howard, Walter Schilling, George Patterson, Paul Godley, William S. Hedges, Eric Palmer, Jesse Jay, Robert D. Heini, N. P. Bloom.

Reception: C. C. Colby, chairman; Sydney Neu, vice-chairman; Michael Ert, H. G.

Erstrom, Harry Alter, Thomas White, E. T. Cunningham, R. W. Seagury, Robert Davis, F. W. Stein, J. C. Baker, Floyd Best.

Finance: R. W. Lawrence, chairman; Max Landay, vice-chairman; Frank Elliott, John S. Cohen, George Lewis, Leslie Allen, Dave Goldman, Irvin Kurtz, Dave Casem, H. H. Cory, M. K. Gilliam, George H. Phelps.

Press: E. F. MacDonald, chairman; Bond P. Geddes, vice-chairman; Lee Robinson, Glad Henderson, Arthur Sinsheimer, J. F. Maher, Robert Woods, Stuart Hawkins, E. L. Bragdon, H. S. Scott, Leslie Muter, James Skinner.

Liaison: M. H. Aylesworth, chairman; F. D. Scott, vice-chairman; A. G. Grigsby, P. L. Deutsch, C. B. Smith, Seldon May, Louis Sterling, Peter Sampson, M. F. Flanagan, Fred Williams, Al Newcombe, W. E. Harkness.

Stage: E. E. Schumacher, chairman; G. F. McClelland, vice-chairman; Paul Stacey, stage director; B. E. Bensinger, T. K. Webster, L. G. Baldwin, Arthur Lynch, Arthur Haugh, Graham McNamee, Alfred Bloom, William Hay, H. B. Richmond.

National Radio Festival: David Sarnoff, chairman; W. L. Jacoby, vice-chairman; Charles Edison, Hugh Eby, Lambdin Kay, J. W. Laughlin, James E. Hahn, E. A. Schwab, Walter W. Clark, George Junkin, Walter Damm, Credo Harris.

Regulatory: U. J. Herrmann, chairman; J. B. Hawley, vice-chairman; William Sparks, W. C. Alley, H. C. Forster, C. W. Poponoe, Myron Craddock, Paul W. Morency, Curt Wessel, G. Clayton Irwin, Jr., E. C. Raynor, Wm. F. Heinz.

Many Events for Dealers At New York Show

Plans for the Fifth Annual Radio World's Fair, which will be held at the new Madison Square Garden, New York City, the week of September 17, are rapidly coming to a successful culmination, according to G. Clayton Irwin, Jr., Show Manager, 1800 Times Building, New York City.

Not only will the dealers have an opportunity to examine all the newest in radio during the Trade Show hours, 11 a.m. to 1 p.m. each day, but, according to him, they will have the opportunity of sitting in on a joint meeting of the Federated Radio Trade Association and the Talking Machine and Radio Men, Inc., of New York City. Mr. Harold J. Wrape of St. Louis,

president of the former, and Mr. Irwin Kurtz, president of the latter Association, will preside. It is expected that many important problems to radio and music dealers will be threshed out at this meeting. The date has been announced for Wednesday, September 19.

Tuesday, September 18, has been designated by the Radio Industries Banquet Committee as National Radio Festival Day, to be observed all over the nation by radio dealers and fans. Its observation will be climaxed with the Radio Industries two-hour banquet broadcast from 10 to 12 p.m. Eastern Daylight Savings Time. Mr. Paul B. Klugh, General Chairman of the Committee, is arranging to stimulate the interest of dealers and listeners in this broadcasting event by mailing 30,000 radio dealers an attractive two-colored window poster calling the public's attention to this affair. Mr. Wrape states that to his knowledge 39 local dealer associations will foster and promote the idea of Radio Week at this time.

Radio Stocks Held by Dealers

Stocks of battery-operated radio receiving sets in the hands of the 5,737 dealers reporting to the Department of Commerce for July 1 quarterly survey of radio stocks in the hands of dealers totaled 28,311 with the same number of dealers carrying 24,566 A.C. operated sets compared with 49,682 battery-operated sets and 31,069 A.C. operated sets held by the 8,289 dealers reporting for the April 1 quarterly survey.

Some 39,675 ordinary reproducers and 2,483 amplified reproducers were held by the dealers reporting on July 1 compared with 67,952 ordinary reproducers and 3,126 amplified reproducers in the hands of dealers reporting on April 1.

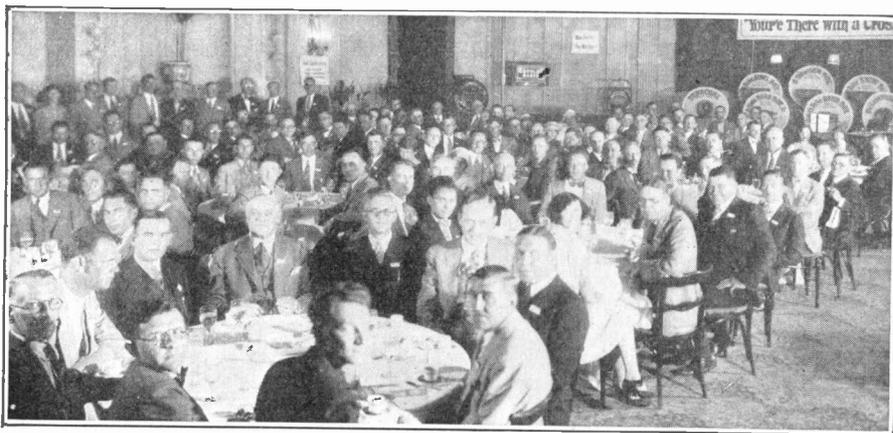
Receiving tubes for alternating current held by 5,737 dealers on July 1 totaled 122,722 with dry and storage battery tubes, respectively, totaling 87,593 and 144,800, compared with 154,603 tubes for alternating current, 136,150 tubes for dry batteries, and 274,516 tubes for storage batteries held by the 8,289 dealers reporting on April 1.

Storage batteries numbering 19,984 were in the hands of the dealers reporting for the July 1 survey with the same number of dealers holding 80,545 45-volt dry B batteries, 26,212 22½-volt dry B batteries, and 50,764 4½-volt dry C batteries compared with 37,579, 142,060, 47,370 and 82,673 batteries, respectively, in the hands of the 8,289 dealers reporting on April 1.

These statistics were compiled by the Electrical Equipment Division, Department of Commerce, with the assistance and cooperation of the Radio Division of the National Electric Manufacturers Association.

THE DE FOREST RADIO COMPANY, Jersey City, N. J., newly reorganized, has appointed the following district managers: *Northeast*—William J. Barkley, R. A. Chambers Co., Boston, Mass.; *Detroit*—Phillip M. Day, 517 East Woodbridge St., Detroit, Mich.; *West Coast*—Jerry F. Hill, 823 San Sarnanda Bldg., Los Angeles, Calif.; *Pittsburgh*—H. B. Parke, 305 7th Ave., Pittsburgh, Pa.; *Philadelphia*—Charles N. Wiltbank, 609 Washington Square Bldg., 7th and Chestnut Sts., Philadelphia, Pa.; *Greater New York*—Harry Southgate; *Chicago*—Tideman and Whetter, 600 W. Jackson Blvd.

Two Crosley Meetings Held on West Coast



Two well-attended meetings of Crosley dealers were recently held on the Pacific Coast. The Northern California retailers convened at the Hotel Whitcomb, San Francisco, and the southern California dealers (above), assembled at the Hotel Biltmore, Los Angeles. A. E. Ravenscroft, president of Kierulff and Ravenscroft, welcomed the guests at the Los Angeles gathering. The entire Crosley-Amrad line was exhibited and demonstrated at both meetings.

R.M.A. Directorate Holds First 1928-29 Meeting

The R.M.A. Board of Directors held their first meeting of the 1928-29 year at Buffalo, N. Y., on August 10 and laid preparations for an expansion of activities. This meeting was also the first of the new administration headed by Herbert H. Frost of New York City, since his election as president at the Chicago Convention in June.

In lining up the R.M.A. for the 1928-29 year, President Frost appointed the following as chairmen of the R.M.A. committees:

Broadcasting Committee, B. G. Erskine; Contact Committee, A. T. Haugh; Credit Committee, T. Sheldon; Distribution of Publications Committee, L. E. Parker; Engineering Division, H. B. Richmond; Fair Trade Practice Committee, W. L. Jacoby; Finance Committee, John C. Tully; Foreign Trades Committee, G. H. Kiley; Legislative Committee, C. C. Colby; Membership Committee, H. H. Eby; Merchandising Committee, L. E. Noble; Patent Committee, Fred D. Williams; Public Relations and Educational Committee, J. B. Hawley; Resolutions Committee, T. K. Webster, Jr.; Show Committee, Morris Metcalf; Statistics Committee, L. A. Hammarlund; Traffic Committee, Wm. Sparks.

On motion of former President C. C. Colby of the R.M.A., a special committee was directed to make a thorough survey of television and formulate a carefully digested statement for the public and the industry. President Frost appointed on this committee as chairman, Mr. H. B. Richmond of Cambridge, Mass., Director of Engineering of the R.M.A., together with Mr. B. G. Erskine of Emporium, Pa., Mr. A. J. Carter of Chicago, Ill., and Mr. M. F. Burns of New York, all of whom are identified with television.

The Board also reappointed the following

Kansas City Kolster Dealer Club Host to Visitors



The Kansas City Kolster Dealer Club recently played host to visiting Kolster officials and distributors at a presentation of the Kolster line and the advertising and merchandising plans for the coming season. At the speaker's table from left to right are T. W. Lee, Sterling Radio Co.; H. A. Spokesfield, Kansas City Power and Light Co.; H. A. Hutchins, Jr., assistant general manager Kolster Radio Corp.; W. C. Miller, Butler Music Co. and president of the club; H. H. Frost, vice-president Kolster Radio Corp.; H. C. Bonfig, Sterling Radio Co.; H. A. Hamilton, Jones Store Co.; and C. M. Willis, Sterling Radio Co.

executive officers: Bond P. Geddes, Executive Vice-President; M. F. Flanagan, Executive Secretary; John W. Van Allen of Buffalo, Legal Counsel, and Frank D. Scott of Washington, Legislative Counsel.

Lektophone Suit Lost

The recent suit of the Lektophone Corporation, Jersey City, N. J., against the Rola Company, Oakland, Calif., has ended in a Federal Court decision in favor of the Rola Company. One of the Lektophone patents was declared invalid and the other not infringed.

Battery Men to Convene At Atlantic City

Final arrangements have been made by the Program Committee of the National Battery Manufacturers Association, of 7 East 44th Street, New York City, for the annual convention to be held at the Ambassador Hotel, Atlantic City, on Thursday and Friday, Sept. 20 and 21.

A comprehensive business program is being planned including many papers of technical and general interest by prominent men in the industry. A new feature this year will be an exhibit by the manufacturers of materials used in the making of batteries.

The Program Committee of which Mr. J. B. Perlman of the Hartford Battery Mfg. Company is chairman is also at work on an attractive social program, planning to devote Thursday evening, Sept. 20th to a smoker, at which time the Informal Suggestion Hour will give everyone an opportunity to cite the various problems in the battery industry for co-operative consideration. The annual dinner and entertainment will be on Friday night, Sept. 21.

Richmond Dealers Set Date For Radio Show

Plans were discussed and the date set for the forthcoming Third Annual Richmond Radio Show at a recent meeting of the Richmond Radio Dealers Club. The show is scheduled for Sept. 18 to 22 inclusive and will be held in the Mosque.

Following is a list of the committees appointed by Ben H. Hoffman, president of the club:

Show Committee: Ben H. Hoffman, chairman; F. L. Shelor, C. C. Quinn and L. T. Christian, Jr.

Price Committee: J. M. Wyatt, Jr., chairman; H. R. Perkinson and J. B. Secrist.

Member Committee: W. M. Smith, chairman; S. P. Cornick, L. C. Jensen and Charles Ramstetter.

Entertainment Committee: R. A. Fraser, chairman; O. B. Thomas and J. R. Price.

Decoration Committee: Pete Christian, chairman; Robert Carter and Fred Palmer.

Advertising Committee: E. W. Bugg, chairman; J. A. Steere and H. H. Fricke.

Finance Committee: H. R. Perkinson, chairman; J. B. Secrist and H. E. Tiller.

Radio Shows and Conventions

September 11-14: Fifth Annual Columbus Radio Show, Memorial Hall, Columbus, Ohio.

September 17-22: Fifth Radio World's 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 18: Radio industries Banquet, Hotel Astor, New York City.

September 18-22: Third Annual Richmond Radio Show, The Mosque, Richmond, Va.

September 20 and 21: National Battery Manufacturers Association, Ambassador Hotel, Atlantic City, N. J.

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

September 24-29: Fifth Annual Montreal Radio Show, Windsor Hotel, Montreal, Canada.

September 27, 28, 29: Youngstown Third Annual Radio and Electrical Show, Rayen-Wood Auditorium, Youngstown, Ohio.

October 1-6: Eighth Annual Boston Radio-Aero 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 15-20: Detroit Radio Show, Convention Hall, Detroit, Mich.

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.

Novel Record to Demonstrate New Speakers

Putting a miniature broadcasting program on a Victrola record is the unique idea used by the United Radio Corporation of Rochester, N. Y., to free dealers from the limitations of broadcasting hours in demonstrating Peerless Speakers. The record gives a program that is a sample of the Sunday Peerless Half Hour and one that is particularly rich in the difficult low tones which are the heart of a Peerless demonstration.

Graham McNamee, the best known voice in radio, makes the announcements just as in a regular radio program, and John Oakley, noted bass of the National Light Opera Company and a familiar soloist to radio fans, sings the bass number. The "Peerless Reproducers" under the direction of Hugo Mariani, play the instrumental solos and orchestral selections.

The record is standard, 10-inch, double-sided record requiring about six minutes to play. The compositions range from classical music to jazz and were chosen especially for their difficulty to reproduce and the variety of tone qualities involved. They include some passages in the softest pianissimo and others in thunderous orchestral style to test the full range of the speaker.

Peerless dealers have long been handicapped in making demonstrations by lack of any programs during certain hours of the day and by lack of programs sufficiently difficult to reveal the full powers of Peerless speakers at other times. This Victrola record makes it possible for the dealer to give satisfactory demonstrations at any hour of the day.

Advance Showing of Sonora Lines Held at New York

The first meeting of the branch managers and distributors of the Sonora Phonograph Company, Inc., to see the new line was recently held at the New York office. Sales, distribution and advertising were fully discussed and plans laid for an intensive six months sales campaign.

At the close of the conference, Percy L. Deutsch, president, gave a dinner on the roof of the Lombardy Hotel, at which were presented plans for the future of Sonora.

The sales staff was represented by A. J. Kendrick, vice-president and general sales manager; H. B. Haring, eastern sales manager; H. L. Spencer, New England sales manager; H. B. Bibb, midwest sales manager. G. A. Michel of the Belmont Corporation, Minneapolis and H. C. Schultz, of H. C. Schultz, Inc., Detroit, Sonora distributors also attended as well as Adam Stein, Jr., who has just been made vice-president of the Acoustic Products Company; W. A. Thomas, of the engineering department; C. A. Craig of the sales promotion department and C. A. Richards, of the export department.

Ken-rad Sales Staff Holds Two-Day Convention

Twenty-five members of the sales force of the Ken-rad Corporation attended the Annual Two-Day Sales Convention recently at Owensboro, Ky. Talks by company executives followed by sports and other entertainment marked this annual gathering of the sales staff. President Thomas E. Sandidge made an address of welcome to the men and a response was made

by Roy Burlew, Vice-President, who detailed the purposes of the gathering. A. D. Strathy, Assistant General Manager of the Ken-rad plant, delivered an illuminating discussion on "Past Operations," and was followed by Sales Manager, Irvin K. Feran, who discussed the company's "new policies of 1928." Hal R. Keeling, Advertising Counsel for Ken-rad, talked on the concern's advertising program, while W. F. Kegley spoke on the advantages of the use of displays and dealer helps in selling the company's products. J. D. Jordan, Chief Engineer, and J. N. Woodworth, Superintendent of the plant, conducted an inspection of it and explained the improvements and new developments in tubes.

Sports were the chief pastime following the business session and the convention closed with a banquet and entertainment at the Hotel Owensboro.

Norfolk, Va., Show Plans

The week of October 22 to 27 has been selected for the second annual Norfolk Electric and Radio Show, to be held in the City Auditorium and sponsored by the Norfolk Electric Club, of which G. A. Bering is president. The committee is arranging for the appearance of "Radiana," the internationally famous lady of light. The show will again be under the direction of John W. Gates, who will be aided by Sam Goodman, H. B. Bibb and J. H. Shelly. The show committee is composed of W. E. McCreery, chairman, C. W. Bradley, Henry Covington, T. L. Woodhouse, J. J. Collins and G. A. Bering.

THE UNITED RADIO CORPORATION, Rochester, N. Y., has made arrangements with the following furniture manufacturers to handle Peerless reproducer units through the jobbing trade: Adler-Royal Mfg. Co., G. H. Bear Furniture Co., Caswell-Runyan Co., Chillicothe Furniture Co., Knoxville Table and Chair Co., Radio Master Corp., Showers Bros., Superior Cabinet Co., New York City and Muskegon, Mich., and the Wasmuth Goodrich Company.

THE SONORA PHONOGRAPH COMPANY, New York City, has withdrawn its opposition to the use of the word "Sonatron" as a trade mark by the Sonatron Tube Company of Chicago, and has agreed to permit its registration.

Detroit Radio Show to Have Unified Displays

The annual radio show given by the Radio Trade Association of Michigan, will be held this year at Convention Hall, Detroit, from October 15 to 20. The program includes a display of television and radio electric stunts as well as the customary musical events, with the Dealers' Day banquet coming on Tuesday evening, October 16.

This year the show will appear in new dress. Every large exhibitor will have a stage setting, 24 feet by 24 feet, furniture equipped and completely decorated, each being different from the other. No individual decorations will be permitted. In addition, there will be sixty smaller metal-frame booths which may be decorated by the exhibitor.

A. M. Edwards will again manage the show and he will be assisted by a committee consisting of: Corley W. Kirby, of WGHP, chairman; H. M. Grier, Grier Sutherland Company, president of the association; H. J. Van Baalen, Van's Auto Accessories; Warren F. Brennan, Stewart Company; D. W. Burke, Radio Distributing Company; Barney McEachen, Aitken Radio Corporation; E. L. Tyson, Detroit News; L. C. Knopp, Cumings Bros.; H. E. Haggerty, manufacturers' agent, and Leslie A. Peck, Northwestern Tire and Battery Company.

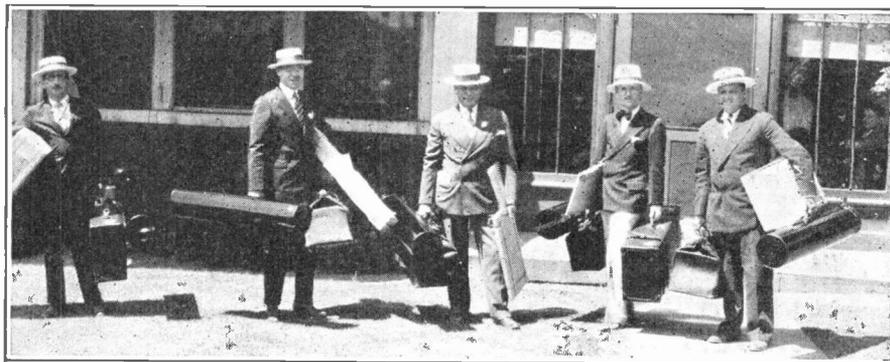
THE DEFOREST RADIO COMPANY, Jersey City, N. J., is going into production on a complete line of DeForest audions, covering the usual standard types for battery and A. C. operation.

THE AMERICAN MECHANICAL LABORATORIES have changed their name to the Clarostat Manufacturing Company, Inc. Offices will be maintained as usual in Brooklyn, N. Y., and there will be no change in the policy or personnel of the company.

THE ELECTRICAL RESEARCH LABORATORIES, Chicago, have been licensed by the Radio Corporation of America to manufacture Erla products under R.C.A. patents.

THE LEKTOPHONIE CORPORATION, Jersey City, N. J., has licensed the Jensen Radio Manufacturing Company, Oakland, Calif., under its controlled edge radio cone speaker patents.

Sparton by Name and Spartan by Nature!



To carry the story of the new Sparton Equasonne circuit to every part of the country by aeroplane, train and automobile is the aim of Louis Gruen, sales supervisor; Edward Hutchins, assistant sales manager; William Sparks, president; V. A. Seales, advertising manager, and Harry Sparks, sales manager, all of the Sparks Withington Company, Jackson, Mich.

Splitdorf Officials Make Extensive Sales Tour

Carrying the policy and aim of their organization direct to the trade through personal contact, Walter Rautenstrauch, president, and Hal P. Shearer, general manager, of the Splitdorf Radio Corporation, Newark, N. J., held a series of meetings lasting throughout the entire month of August. These meetings were conducted with the co-operation of Splitdorf distributors and the tour included practically all of the large Eastern and Middle Western cities.

The caravan gave an exhibition and demonstration of the complete line of receivers at each stop, and luncheons or dinners were served, depending upon the arrangements made by the distributors.

THE DUBILIER CONDENSER CORPORATION, New York City, has established an office in the city proper at 10 East Forty-third Street, for its sales and advertising departments in order to maintain closer contact with the trade. The factory will remain as usual at 4377 Bronx Boulevard. W. H. Lipscomb, who was recently elected president; G. E. Palmer, general sales manager; J. A. Fried, industrial sales manager, and J. George Uzmahn, advertising manager, will be located at the new office.

Dubilier has also opened branches in two other cities. The Chicago office, located at 330 South Wells Street, is managed by Fred Damarin, and the Philadelphia office, at 1524 Chestnut Street, is under the direction of Joseph H. Myers.

W. J. HALLIGAN and L. A. CHAMBERS have formed the firm of Chambers and Halligan, with headquarters at 549 West Washington Boulevard, Chicago, where they will act as manufacturer's agents for Silver-Marshall, Inc., and the Potter Manufacturing Company. Mr. Halligan was formerly vice-president and sales manager of the Tobe Deutschmann Company, Cambridge, Mass.

THE WEINSTOCK-NICHOLS COMPANY, San Francisco, Calif., has changed its name to Robert Weinstock, Inc., and moved to 643 Mission Street. The newly appointed officers are: Robert Weinstock, president and general manager; W. A. Creelman, vice-president and sales manager; and Marshall Robinson, secretary and credit manager.

J. A. MALLOTT has been placed in charge of the entire southern territory by the Amrad Corporation, Medford Hillside, Mass. He will also direct a great deal of the sales promotion work done by Amrad at radio shows and conventions.

H. C. HOLMES has been made general sales manager of the DeForest Radio Company, Jersey City, N. J. Prior to his present appointment, he was vice-president of Henry L. Crowley & Company, East Orange, N. J.

THE SUPREME INSTRUMENTS CORPORATION, Greenwood, Miss., has completed arrangements with the Burton-Rogers Sales Organization, Boston, Mass., for exclusive representation in the United States.

ERNEST EVERETT YAXLEY, president and founder of the Yaxley Manufacturing Company, Chicago, died on July 27 after a long illness.

THE RADIO CORPORATION OF AMERICA, New York City, has made the following changes in its personnel: Quinton Adams, formerly manager of the Radiola Division, becomes manager of the Engineering Products Division, a new section which will handle the sale of broadcasting stations; E. A. Nicholas, formerly New York district sales manager, fills the vacancy left by Mr. Adams' promotion; A. R. Beyer has been transferred from Chicago to New York as district sales manager, and D. A. Lewis becomes assistant district sales manager at Chicago.

THE GRIGSBY-GRUNOW COMPANY, Chicago, has appointed Milton J. Barrett as special sales representative in the East. Associated with him at the New York office at 33 West 42nd Street, will be two new additions to the staff. They are G. L. Bailey, who has been made sales representative, and E. H. McCarthy, who will act as distributor contact man.

PAUL S. WEIL and MARTIN ZATULOVE, formerly connected with the Chas. Freshman Company, New York, have organized the Martwel Sales Company with offices in the Paramount Building, New York City. At present they are international distributors for Magnatron tubes and expect to take on the national distribution of additional lines shortly.

THE RADIOVISION CORPORATION, New York City, has appointed two Pacific Coast representatives. Lombard J. Smith will cover the southern section including Los Angeles, and A. J. Anderson, who is associated with Alex Kelly, will cover San Francisco and south to Bakerfield.

THE DAYTON RADIO TRADE ASSOCIATION, Dayton, Ohio, had as its speaker at a recent monthly meeting, Captain William B. Sparks, president of the Sparks-Withington Company, who talked on "Merchandising As It Pertains to Radio." There were 125 in attendance, including the majority of the radio manufacturers, jobbers and retailers in Dayton and vicinity.

THE BENJAMIN ELECTRIC MANUFACTURING COMPANY, Chicago, has appointed the following radio sales representatives: A. Irving Witz, Philadelphia; Brower Murphy, Atlanta, Ga., the B. J. Fitzner Company, Detroit, Mich., and the Otto E. Heilmann Company, St. Louis, Mo.

R. P. CRAWLEY, formerly with the Crosley Radio Corporation, Cincinnati, and the Colin B. Kennedy Company, Highland, Ill., has been placed in charge of the Kansas City office of F. A. D. Andrea, Inc., Long Island City, N. Y.

F. A. D. ANDREA, INC., Long Island City, N. Y., has appointed James D. Gibson as sales representatives in southern New Jersey and eastern Pennsylvania, with headquarters in Philadelphia.

JAMES H. BLINN has been added to the sales force of the Jensen Radio Manufacturing Company, Oakland, Calif., and assigned the states of Colorado, Utah and Wyoming. Harry Merrithew will cover Texas and New Mexico.

HERBERT E. YOUNG, who has been eastern sales manager of the Grigsby-Grunow Company, Chicago, for two years, has been made general sales manager.

THE A-C DAYTON COMPANY, Dayton, Ohio, has appointed the Friedman-Snyder Company, 9 Park Place, New York City, as sales representative in the metropolitan area.

HARRY REED CARLISLE and ROBERT C. BOHL, both in the merchandising and sales promotion division of the sales department of the Atwater Kent Manufacturing Company met death through a collision between an automobile in which they were riding and a trolley car at Germantown, Philadelphia, on the night of August 13.

Harry Reed Carlisle was one of the oldest employees of the Atwater Kent Manufacturing Company, having entered Mr. Kent's employ as a boy. He was forty-three years old and is survived by a widow and a young daughter.

Robert C. Bohl had been with the Atwater Kent Manufacturing Company less than a year but during that time he traveled widely as a member of the outside staff of the merchandising division. Mr. Bohl was thirty years old and leaves a widow and a seven-year old son.

What Is the Dynamic Reproducer?

(Continued from page 63)

standing regarding reproducers the following major questions and their answers may not be out of place.

Can a dynamic reproducer be used with any existing set? Yes, provided a power tube of the 171 type or larger is used.

Is an intermediate power amplifier necessary? No, if a power tube is used in the set.

How about sets without a power tube? A power amplifier should then be used and the number of audio stages in the set be reduced.

Is the higher price of the dynamic worth it to most people? Yes, the type of set used and volume desired governs the type of reproducer to use and dealers should in all cases investigate conditions at the consumer's end before specifying any particular reproducer.

Will a radio set have to be rewired to use a dynamic reproducer? No, unless an inferior or defective output transformer is in the set.

Why do some console sets have a dynamic reproducer and others have a magnetic reproducer? This is generally due to price limitations and also, as explained earlier, a good magnetic cone reproducer is equal to a dynamic reproducer for a certain amount of volume.

In summarizing, it seems that the dynamic reproducer, although it cannot be surpassed for some classes of reproduction, will not cause the good grade of magnetic reproducer to become an extinct piece of apparatus.

Each has its outstanding virtues and shortcomings and one type does not take the place of the other.

News of Jobbers and Distributors



Radio's Flying Jobber

Fred E. Burrall, (center), president of the McIntyre-Burrall Company, Green Bay, Wis., Steinite distributors, delivering to a local dealer a radio receiver which he brought back, via the air route, from the Steinite convention recently held at the factory in Atchison, Kan. Mr. Burrall made the trip both ways by airplane. Receiving the set are: William Bubolz (left), Green Bay Steinite dealer, and George Christopherson, (right), manager of the Green Bay Steinite radio department.

Freed-Eisemann Distributor Holds Dealer Rally

Under the auspices of the Wright and Wilhelmy Company, Freed-Eisemann distributor of Omaha, Neb., one of the largest rallies of Nebraska dealers was conducted at Grand Island. W. H. Allen, territorial representative, addressed the group and later the new line of receivers and reproducers was demonstrated.

Announcement was made of a jobber's salesman's contest in which a trip to the 1929 R.M.A. Trade Show will be awarded as first prize, in addition to several cash prizes.

WILLIAM R. MCELROY COMPANY, Pittsburgh, Pa., manufacturers' representative, has recently appointed two distributors for the Steinite line. Smith-Wadsworth Company, Charlotte, N. C., will cover North and South Carolina, while the Lamb and Love Electric Company, Huntington, W. Va., will cover central West Virginia and southeastern Ohio.

F. A. D. ANDREA, INC., Long Island City, N. Y., has appointed Andres G. Jimeno, Barranquilla, Colombia, South America, as distributor in that territory, and the A. Knoll Electric Supply Company, Cincinnati, Ohio, has also been named Fada distributor in Ohio.

THE GEORGE C. BECKWITH COMPANY, Minneapolis, Minn., will cover the large area served from Minneapolis for the Amrad Corporation, Medford Hillside, Mass.

THE FROMAR COMPANY, Harrisburg, Pa., has been appointed distributor for the Kolster Radio Corporation, Newark, N. J., in eastern Pennsylvania.

THE PEASLEE-CAULBERT CORPORATION, Louisville, Ky., distributor for F. A. D. Andrea, Inc., has had its territory extended to cover the state of Texas, with the exception of the extreme southern portion.

THE NATIONAL ELECTRICAL MANUFACTURERS' ASSOCIATION, 420 Lexington Avenue, New York City, has issued a 31-page booklet entitled, "The Radio Market," based on the three quarterly radio dealer surveys, beginning October 1, 1927, conducted by the Electrical Division of the Department of Commerce and sponsored by Nema. It lists, by type of apparatus, the average stocks held by jobbers and dealers in each state, together with various graphs, charts and tabulations which contain a vast amount of information not available from any other source. The price is \$2.

Sales Force of Boston Jobber Visits A-K Factory

Every member of the sales staff of the J. H. Burke Company, Atwater Kent distributor of Boston, journeyed to Philadelphia to visit the factory. After an inspection tour, during which each step taken in the manufacture of a set was observed, luncheon was served at Alden Park Manor in Germantown. The afternoon was spent at a ball game.

Following the game, a combined dinner and business session was held at the Penn Athletic Club. John McCoy spoke on the "Tone in the Home" campaign. Leon Charbonnier, A-K service manager, covered service and H. A. Arany, territory manager, talked on the sales policy. Later in the evening everyone went to the fights.

THE K. W. RADIO COMPANY, INC., New York City, distributor for the Grigsby-Grunow Company, Chicago, has moved into more extensive quarters at 350 Hudson Street, where over 4,000 sq. ft. of office space and 10,000 sq. ft. for warehousing purposes are available.

W. E. AND W. H. JACKSON, INC., San Francisco, Calif., have moved to their own building at 255 Ninth Street, where more spacious stock room and shipping facilities are available.

Majestic Dealers Guests of the Roycraft Company

Over one hundred and fifty Majestic dealers in the Minneapolis, Minn., section, were the guests of the Roycraft Company, Grigsby-Grunow distributors of that city, at a banquet held at the Nicollet Hotel.

William C. Grunow and E. D. Coots, both of the Grigsby-Grunow Company; R. O. Foster of Foster & Waldo, Minneapolis; Louis Melamed, advertising and merchandising specialist, and H. H. Cory, secretary of the Northwest Radio Trade Association, spoke.

Special entertainment, including vaudeville acts and a ten round bout, concluded the evening.

STERN & COMPANY, INC., Hartford, Conn., recently held its semi-annual sales conference at the Hotel Bond, Hartford, with all the executives of the company and fourteen travelling salesmen in attendance. The group made a tour of inspection of the new home office building being erected. The ground floor is to be devoted to the display, demonstrating, shipping and stock rooms, while the second floor will be given over to private offices. The third floor will be used as a warehouse.

THE NORTHWESTERN RADIO, INC., Boston, Mass., has added L. R. Schadwald, formerly New England district manager for the French Battery Company, Madison, Wis., to its sales force to cover the Greater Boston territory.

THE NORTH AMERICAN AUTO SUPPLY COMPANY, Cleveland, Ohio, has established a Columbus branch at 1456 North High Street, under the management of Victor H. Orenbach.

THE FRANK M. BROWN COMPANY, Portland, Maine, has recently been appointed distributor for the Bremer-Tully Manufacturing Company, Chicago.

Over Six Hundred Guests Enjoy A-K Barbecue



Seated at huge tables placed in an oak grove, more than six hundred dealers and distributors were the guests of the Atwater Kent Manufacturing Company at a barbecue which formed a part of the annual A-K California "frolic." Ray Thomas of Los Angeles, southern California wholesaler, acted as master of ceremonies and introduced the artists, who presented a wide variety of entertainment.

“Have Made Only One Service Call”

says an Iowa dealer of his experience with

Bremer-Tully Radio

And he has sold a lot of them.

He further states, “After several trying experiences on price goods we are thru with the so-called cheap sets.”

Years of radio dealership have shown him that Bremer-Tully Radio *insures greater safety, better results, less service expense, better unit sales and more repeat orders.*

That is why the thousands of B-T dealers all over the country are content to renew their franchises year after year.

—And that’s your safest guide to the selection of a profitable line—the successful experience of the dealers handling it.

If you are not yet franchised by BREMER-TULLY send the coupon.



A complete line of seven models from \$115.00 to \$500.00 meets every reasonable requirement.



The B-T Seven-Seventy-One

An exceptional radio value.

Distinctive in design—it set a new style in radio furniture—and combines quality in radio performance far beyond that ever believed possible at its price.

Better value cannot be found anywhere and in few instances can 7-71 quality be equalled—even at considerably higher prices.

Genuine American walnut with sliding doors of bur-maple and satinwood overlay panels and a speaker of finest quality. Model 7-71M, Magnetic Speaker, \$245.00. Model 7-71D, Dynamic Speaker, \$280.00. Prices quoted less tubes.

Bremer-Tully Speakers

A revelation to all who hear them.

They simply cannot be surpassed.

The outward excellence of the solid walnut cabinets is less than half the story—it’s the interior mechanism that counts. The Magnetic cone is \$30.00—and the Dynamic \$60.00 and \$65.00.

The coupon will bring details.

Coupon

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

Please Send Information Checked

Dealer Franchise Speakers

Dealer
Street
City State

New Dealer Help Material

Manufacturers bring out several new ideas in dealer helps

Modernistic Trend Predominates

ONE of the features of the Chicago Trade Show this year was the wealth of dealer help material offered by manufacturers and the decided improvement in its tone. Particularly noticeable was the modernistic trend in the design of displays and new catalogues. The use of vivid color in streamers and window trim material was also prominent.

Every furniture manufacturer at the Show had distinctive catalogues or folders on his new lines for the coming season and the futuristic trend was quite noticeable in their material, particularly in the cover designs and styles of printing.

Among the furniture descriptive material distributed was a ten-page circular with a modernistic cover by Karpen & Bros., Long Island City, N. Y., containing photographs of the various models;

a 4 in. by 9 in. hand circular, fully illustrated, by the Caswell-Runyan Company, Huntington, Ind.; a red and yellow leaflet by the Federal Furniture Factories, Inc., 206 Lexington Avenue, New York City; a combination circular and wall poster, suitable for mailing, showing the various models, by the Excello Products Corporation, Cicero, Ill., and an eight page leaflet with complete description and photos of each model, together with detail drawings, by The Grand Rapids Furniture Company, Grand Rapids, Mich.

Radio manufacturers are also placing more and more emphasis on their display material and many of the larger companies have brought out special material to aid the dealer in dressing his windows more effectually. They are getting away from the stereotype form of dealer helps and placing at the dealer's disposal such material as small stands, drapes, and effective cut-out display cards from which can be built up a complete window display.

THE MARTIN-COPELAND COMPANY, Providence, R. I., has prepared a pamphlet in the modernistic style on its dynamic reproducer. A full-page photograph of the reproducer is shown together with descriptive matter on it. Free to dealers.

ELKON, INC., Port Chester, N. Y., is offering, free, a catalog sheet showing its line for the coming season.

New Kellogg Billboard



Fifty illuminated outdoor billboards have been contracted for in middle western and eastern cities by the Kellogg Switchboard and Supply Company, Chicago. The copy on the boards is changed every month. Dealers in cities and towns where these billboards are not located are offered a special outdoor advertising tie-up, details of which will be furnished upon request.

NEWCOMBE-HAWLEY, INC., St. Charles, Ill., has prepared a new catalog on its dynamic cone reproducers. Photographs of each type are shown together with complete details as to the construction, size and price. A circuit diagram of the dynamic cone reproducer is also given. Free to dealers.

THE O'NEIL MANUFACTURING CORPORATION, West New York, N. J., has available a distinctive catalog on its new line of reproducers. It is artistically finger-indexed for ready reference and contains many illustrations. Free to dealers.

THE SAMSON ELECTRIC COMPANY, Canton, Mass., has free for its dealers a broadside illustrating the various uses of its PAM type amplifier. This poster is 20 inches by 25 inches, and can be hung on the wall or folded for use as a mailing piece.

F. A. D. ANDREA, INC., Long Island City, N. Y., has arranged for its dealers to secure business cards and letter heads printed in three colors with the characteristic Fada trademark. One hundred cards are \$1; five hundred, \$3.75; one thousand, \$4.25. The letter heads are \$5.50 per thousand complete. These items may be ordered direct from the Fada Company.

Raytheon's Standard Package



The Raytheon Manufacturing Company, Cambridge, Mass., is now merchandising its type BH tube in the above carton, holding four tubes. A complete list of all current supply devices using Raytheon tubes is on the back.

Miss Sonatron



A series of four cut-out window displays, built around the central figure of the Sonatron Girl, is the latest dealer help offered by the Sonatron Tube Company, 108 West Lake Street, Chicago. These easel-backed displays are done in bright colors and stand approximately 12½ in. by 8 in. wide. Free upon request.

Stewart-Warner Providing Rental Displays for Dealers



These complete window displays, adaptable to any size window, are now available to Stewart-Warner dealers on a

moderate rental basis. They may be obtained by writing to the Stewart Warner Speedometer Corporation, Chicago.

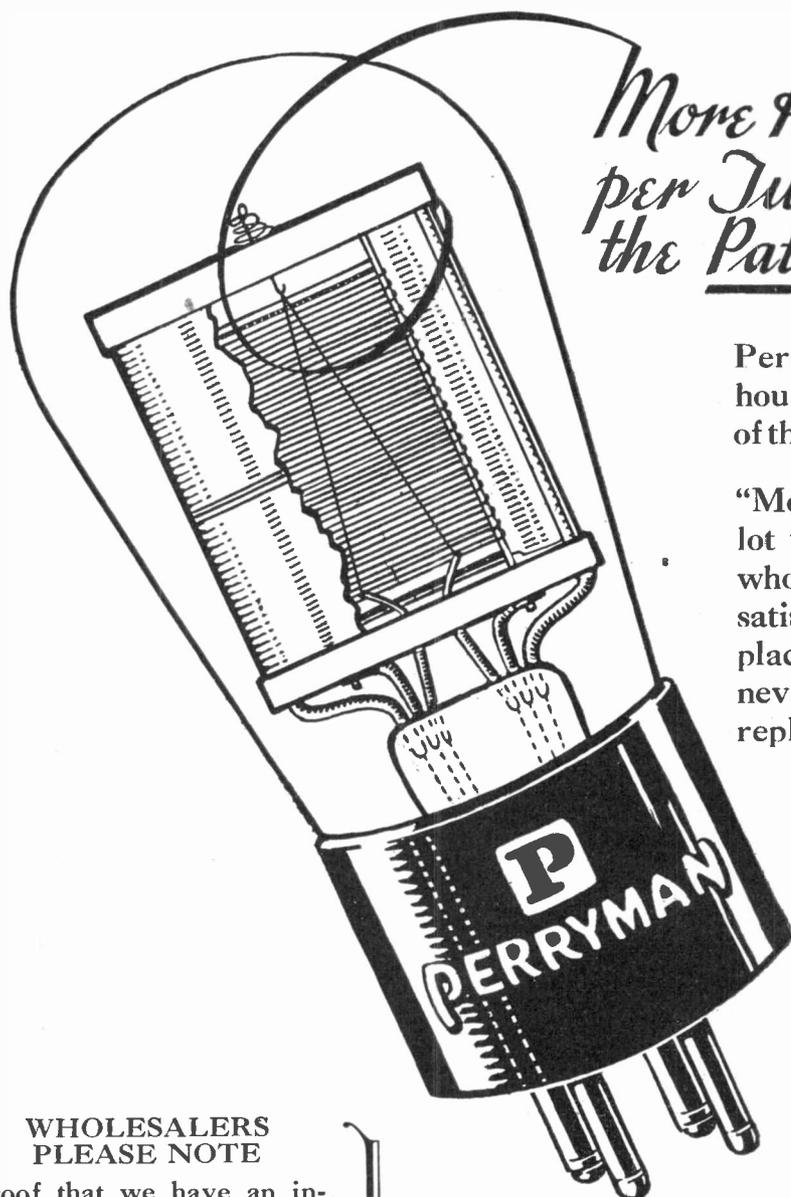
THE RADIO RECEPTOR COMPANY, 106 Seventh Avenue, New York City, has a folder on its Powerizers, done in the modernistic style in red and black. The various models and their uses are shown on the inside page. This company also has a handy size leaflet on the same device with a place for the dealer's business card on the back.

THE BREMER-TULLY MANUFACTURING COMPANY, 520 South Canal Street, Chicago, Ill., has just issued an attractive circular featuring its new model 6-40 A.C. receiver. It will be sent to Bremer-Tully dealers upon request.



PERRYMAN RADIO TUBES

"DISTANCE WITHOUT DISTORTION"



*More Hours of Service
per Tube because of
the Patented Bridge!*

Perryman Tubes deliver more hours of service per tube because of the patented Perryman Bridge.

"More hours of service" means a lot to A.C. users and to dealers who sell A.C. Tubes. It means satisfied customers and fewer replacements. Perryman Tubes never cost the dealer a penny in replacements. They are unconditionally guaranteed to satisfy.

A.C. Tubes are frequently one third of the set in dollars and cents. Get our 1928 proposition. It assures extra profits and greater satisfaction.

WHOLESALEERS PLEASE NOTE

Proof that we have an interesting proposition for wholesalers will be furnished to you on request. Not by us alone, but by Perryman Wholesalers who have been with us for years and who will write you directly, telling you of their experiences with regard to sales, profits and cooperation.

PERRYMAN ELECTRIC COMPANY
INCORPORATED

33 West 60th St.

NEW YORK, N. Y.

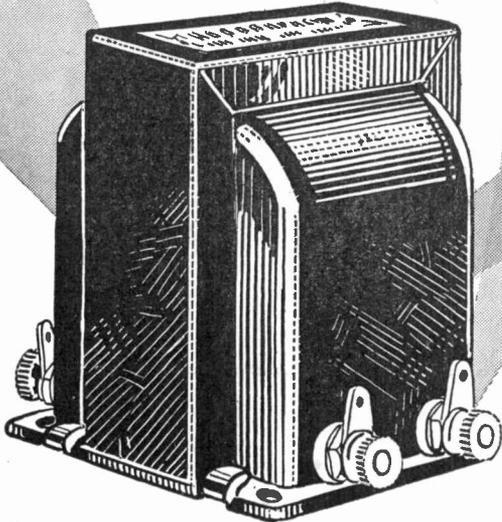
Laboratories and Plant: NORTH BERGEN, N. J.



PERRYMAN RADIO TUBES
A Complete Line of Standard Equipment for every Radio Purpose



A NEW NOTE IN AUDIO AMPLIFICATION



THORDARSON R-300 AUDIO TRANSFORMER

SUPREME in musical performance, the new Thordarson R-300 Audio Transformer brings a greater realism to radio reproduction. Introducing a new core material, "DX-Metal" (a product of the Thordarson Laboratory), the amplification range has been extended still further into the lower register, so that even the deepest tones now may be reproduced with amazing fidelity.

The amplification curve of this transformer is practically a straight line from 30 cycles to 8,000 cycles. A high frequency cut-off is provided at 8,000 cycles to confine the amplification to useful frequencies only, and to eliminate undesirable scratch that may reach the audio transformer.

When you hear the R-300 you will appreciate the popularity of Thordarson transformers among the leading receiving set manufacturers. The R-300 retails for \$8.00.

THORDARSON ELECTRIC MANUFACTURING CO.
Transformer Specialists Since 1895
WORLD'S OLDEST AND LARGEST EXCLUSIVE TRANSFORMER MAKERS
Huron and Kingsbury Streets - Chicago, Ill. U.S.A.

Power Supply Transformers

These transformers supply full wave rectifiers using two UX-281 tubes, for power amplifiers using either 210 or 250 types power amplifying tubes as follows: T-2098 for two 210 power tubes, \$20.00; T-2900 for single 250 power tube, \$20.00; T-2950 for two 250 tubes, \$29.50.



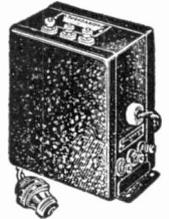
Double Choke Units

Consist of two 30 henry chokes in one case. T-2099 for use with power supply transformer T-2098, \$14; T-3099 for use with transformer T-2900, \$16; T-3100 for use with transformer T-2950, \$18.



Power Compacts

A very efficient and compact form of power supply unit. Power transformer and filter chokes all in one case. Type R-171 for Raytheon rectifier and 171 type power tube, \$15.00; Type R-210 for UX-281 rectifier and 210 power tube, \$20.00; Type R-280 for UX-280 rectifier and 171 power tube, \$17.00.



Speaker Coupling Transformers

A complete line of transformers to couple either single or push-pull 171, 210 or 250 power tubes into either high impedance or dynamic speakers. Prices from \$6.00 to \$12.00.



Screen Grid Audio Coupler

The Thordarson Z-Coupler T-2909 is a special impedance unit designed to couple a screen grid tube in the audio amplifier into a power tube. Produces excellent base note reproduction and amplification vastly in excess of ordinary systems. Price, \$12.00.



THORDARSON ELECTRIC MFG. CO.
500 W. Huron St., Chicago, Ill. 3583-M

Gentlemen: Please send me your constructional booklets on your power amplifiers. I am especially interested in amplifiers using.....tubes.

Name.....
Street and No.....
Town..... State.....

Experimental Data

for Dealers



Parts—Short Waves—Television—Radio Pictures

A Section of Radio Retailing

September, 1928

The Elements of Television Reception

Television is far from perfect. Nevertheless, it is sufficiently advanced today to provide an interesting and fruitful field for the radio amateur and experimenter. In several localities, there are television signals "on the air," ready to be received with relatively simple and inexpensive equipment, while in others television service is promised in the not distant future. Therefore, this is an opportune time for a study of the elements of television reception and experimentation. For the following data we are indebted to the Raytheon Mfg. Co.

To begin with, it is well to build no false hopes regarding the results from present-day television transmission and reception. The pictures are small, generally $1\frac{1}{2}$ by $1\frac{1}{2}$ inches, and the detail is but fair. It is possible to recognize the person televised, see him turn his head, open his mouth, and roll his eyes. Even the smoke may be seen to rise from his cigarette.

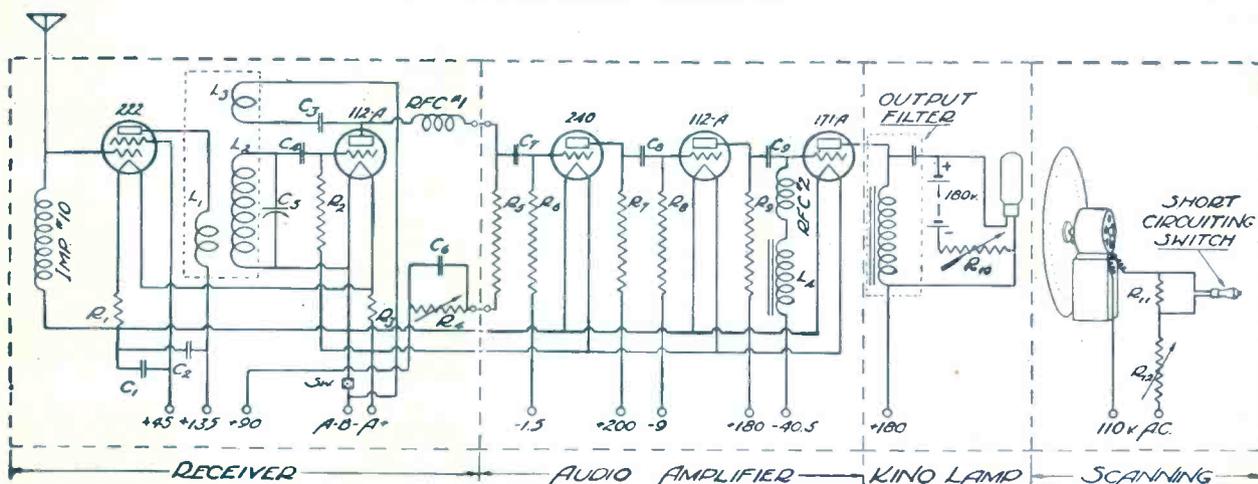
While there are several television systems being employed at present, they have many points in common, and an outfit designed to receive images from one source may readily be altered to work from other transmitting stations. The system employed at WLEX, Lexington, Mass., is typical of that most generally followed, and therefore serves as our basis.

Because of the relatively wide channel required for television signals, such transmission should take place on the higher frequencies or short waves although some stations are experimenting with signals on their regular broadcast channels. Accordingly, the following components are required for television reception: (1) The short-wave receiver; (2) the audio-frequency amplifier; (3) the neon-lamp; (4) the scanning device. Taking these up in turn, we have first the receiver.

While any good receiver, capable of

being tuned to the wave length of the transmitting station, may be employed, it has been found that a receiver employing a stage of untuned r.f., using the shield-grid tube, is generally preferable. In the accompanying illustration is presented an ideal receiver for this purpose. It is built around a single tuning control and a foundation unit design which permits an efficient layout of parts with a minimum of connections to be made by the assembler. As a result of the shield-grid tube, the sensitivity of the receiver is better than that of the plain regenerative detector. Furthermore, the use of this r.f. stage ahead of the regenerative detector precludes radiation, which must become an important consideration with the increasing use of short-wave receivers. Still another important advantage is the elimination of tuning "holes" or "dead spots" commonly encountered with plain regenerative receivers. Shielding is unnecessary, because of the use of the untuned antenna system. The only precaution in assembling the receiver for television reception is to obtain the

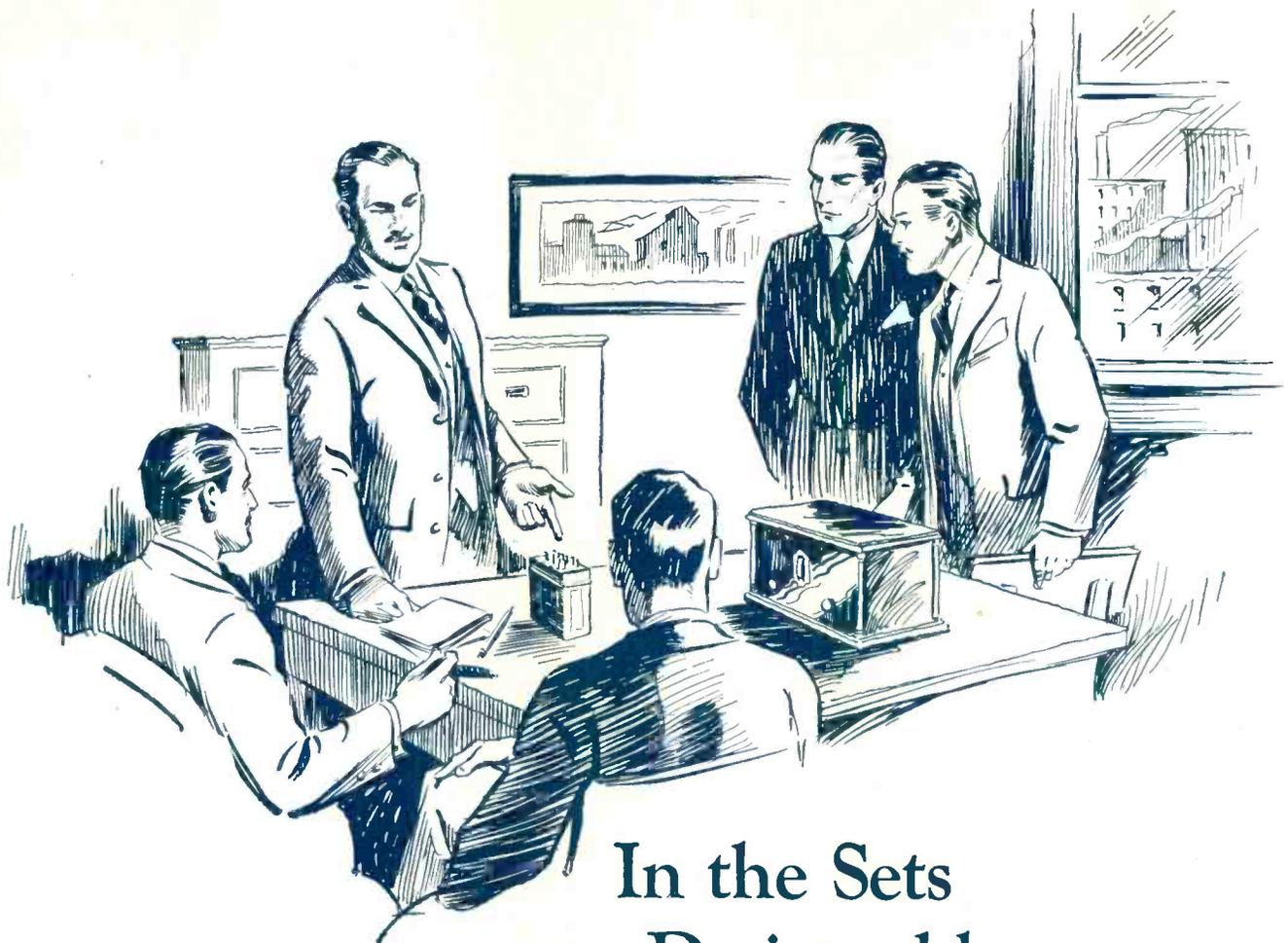
Circuit Arrangement and Parts Necessary for Television Receiver



Short-wave antenna impedance.
R. F. C. No. 1—90 M.H. R.F. choke.
R. F. C. No. 2—500 M.H. R.F. choke.
L1-L2-L3 Short wave plug-in coils.
L4—A.F. grid impedance.
C1—0.5 mfd.
C2—0.5 mfd.
C3—0.001 mfd.
C4—0.00025 mfd.

C5—0.000125 mfd.
C6—1.0 mfd.
C7—0.5 mfd.
C8—0.5 mfd.
C9—0.5 mfd.
R1—15 ohms.
R2—6 megohms.
R3—2 ohms.
R4—0 to 500,000 ohms.

R5—50,000 ohms.
R6—500,000 ohms.
R7—300,000 ohms.
R8—500,000 ohms.
R9—25,000 ohms.
R10—0 to 10,000 ohms.
R11—5 to 10 ohms, 40 watts.
R12—0 to 100 ohms, 75 watts.



In the Sets Designed by Leading Engineers

Faradon Capacitors are specified as standard equipment where electrostatic condenser long life and durability is essential.

Your trade knows that it is a mark of quality and dependability to offer Faradon equipped sets, kits, or replacement parts.

WIRELESS SPECIALTY APPARATUS CO.

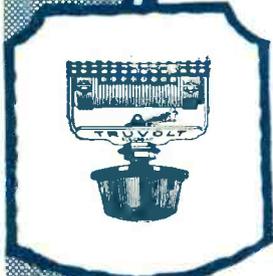
Jamaica Plain, Boston, Mass., U. S. A.

Established 1907

Faradon

Electrostatic Condensers for All Purposes

The Standard of Comparison! ELECTRAD RADIO CONTROLS



THE goodwill which Electrad Products enjoys among builders of receivers and power devices is not the result of accident.

Rather it is the outgrowth of building year after year radio products of the highest quality — superior in performance, design and ability to meet every requirement in radio construction and operation.

TRUVOLT

U. S. Patent 1,676,869 and Patents Pending

ALL-WIRE RESISTANCES

Remarkably accurate and dependable due to unique air-cooled design. Truvolt Variables are potentiometer type, eliminating difficult calculations and permitting easy adjustment to receivers and tubes. Truvolt Fixed are adjustable to any set values desired by the use of sliding clip taps.



TONATROL

TRADE MARK

A complete Line of Volume Controls

Tonatrol Volume Controls are designed in types to meet the specific requirements of all types of circuits. There are specialized volume controls for A.C. circuits as well as for the conventional battery type receivers. Furnished in standard types or with filament switch or power switch attached.

We specialize in a full line of Resistance Controls for all radio purposes.

Tear Out and Mail This Coupon

ELECTRAD, Inc.,
Dept. K-9,
175 Varick Street
New York

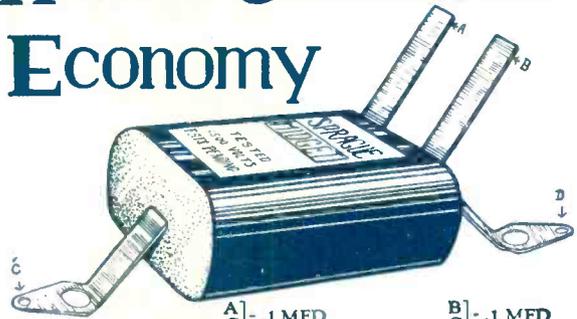
Please send me FREE circulars on the Electrad line of resistances, also complete dealer information.

Name

Address

ELECTRAD

Here's Condenser Economy



A]—.1 MFD B]—.1 MFD
C—Common Terminal D—Dummy

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.



BEEDE Socket Test Kit

A complete and efficient test kit at a very low price.



Simply remove tube and insert Socket Meter.

Contains an individual meter for each test and makes mistakes impossible

List of Meters in Kit

- 1 No. 50 Plate Voltage Tester, 0-300 v.
 - 1 No. 55 Grid Bias Tester, 0-50 v.
 - 1 No. 60 A.C. Filament Tester, 0-7½ v.
 - 1 No. 75 A.C. Line Tester, 0-150 v.
 - 1 Adapter for 5-prong sockets.
- Leatherette Carrying Case.

LIST PRICE \$15.00—Dealers \$9.00.

If your Jobber cannot supply you we will ship direct at dealers' price.

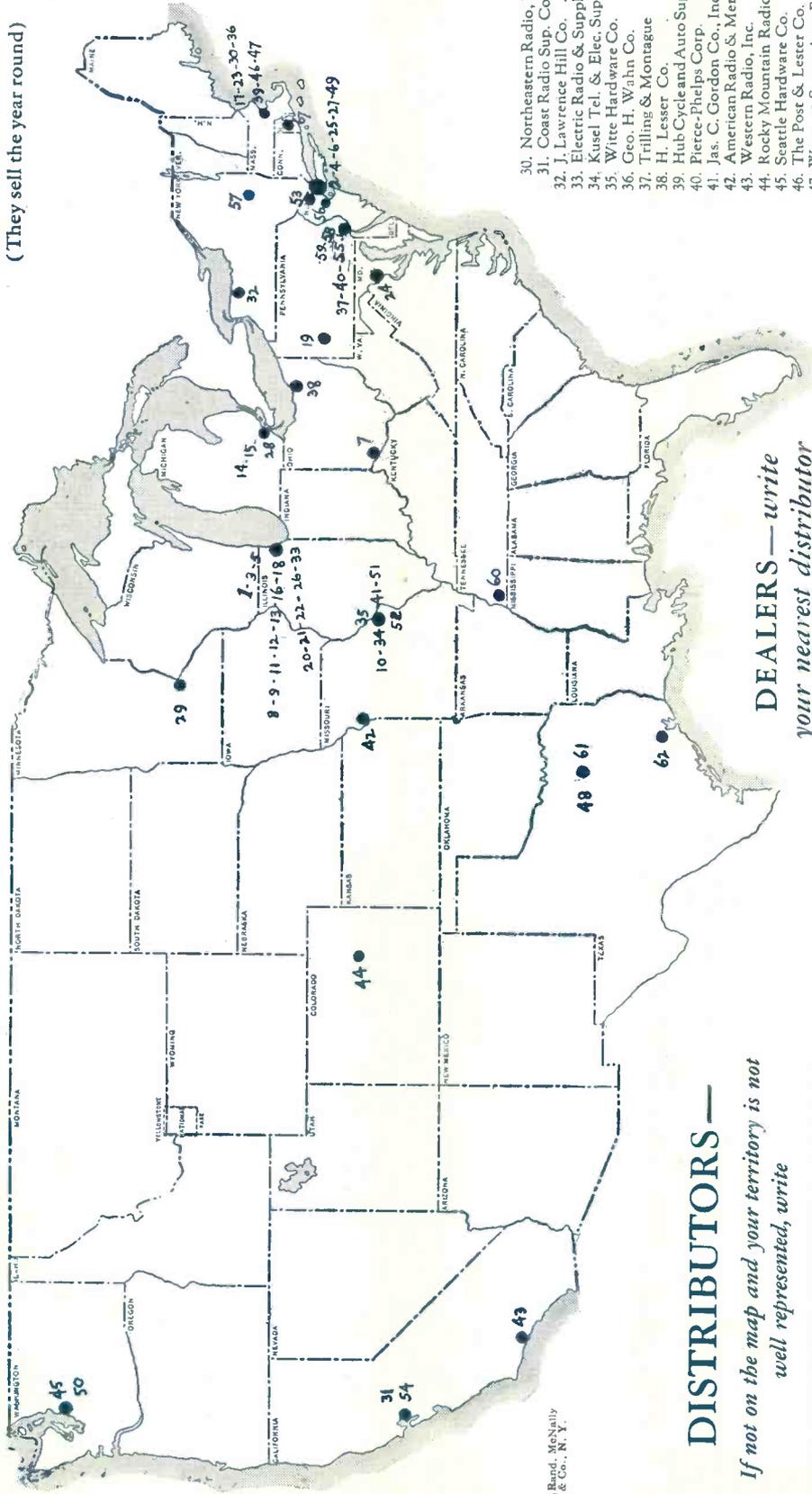
Write us about other Beede Products.

Beede Electrical Instrument Company
136 Liberty St., New York

Are you on the September map?

—IF SO, note your standing according to number compared with others in the distribution of **TRAV-LE-R Portable Radio Receivers**

(They sell the year round)



DISTRIBUTORS —

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

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



THE "ORIGINAL"
 ONE-MAN PORTABLE RADIO

LIST only \$57.50 East of the Rockies. \$60.00 West

DEALERS — write your nearest distributor

1. Lyon & Healy Chicago, Ill.
2. Specialty Service Corp. Brooklyn, N. Y.
3. Triangle Electric Co. Chicago, Ill.
4. Auto Hardware & Equip. Co., New York, N. Y.
5. Hudson-Koss, Inc. Chicago, Ill.
6. Stuyvesant Electric Co. New York, N. Y.
7. C & D Auto Supply Co. Cincinnati, Ohio
8. Young, Lorch & Richardson Chicago, Ill.
9. Telephone Maintenance Co. Chicago, Ill.
10. Van Ashe Radio Co. St. Louis, Mo.
11. Beckley-Ralston Co. Chicago, Ill.
12. Western Radio Co. Chicago, Ill.
13. Harry Alter Co. Chicago, Ill.
14. Beckley-Ralston Co. Detroit, Mich.
15. Detroit Electric Co. Detroit, Mich.
16. National Radio Co. Chicago, Ill.
17. F. D. Pitts Co. Boston, Mass.
18. New England Mills Co. Chicago, Ill.
19. Beckley-Ralston Co. Pittsburgh, Pa.
20. Chicago Auto Equipment Co. Chicago, Ill.
21. Triangle Radio Supply Co. Chicago, Ill.
22. Walker & McLaughlin Co. Chicago, Ill.
23. Milhender Electric Supply Co., Boston, Mass.
24. Robert C. Rogers Co. Washington, D. C.
25. Mackenzie Radio Corp. New York, N. Y.
26. Manhattan Electric Co. Chicago, Ill.
27. R. H. McMann Co., Inc. New York, N. Y.
28. Automobile Equipment Co. Detroit, Mich.
29. Kern-O'Neill Co. Minneapolis, Minn.

30. Northern Radio, Inc. Boston, Mass.
31. Coast Radio Sup. Co., San Francisco, Calif.
32. J. Lawrence Hill Co. Rochester, N. Y.
33. Electric Radio & Supply Co. Chicago, Ill.
34. Kusel Tel. & Elec. Supply Co., St. Louis, Mo.
35. Witte Hardware Co. St. Louis, Mo.
36. Geo. H. Wahn Co. Boston, Mass.
37. Trilling & Montague Philadelphia, Pa.
38. H. Lesser Co. Cleveland, Ohio
39. Hub Cycle and Auto Supply Co., Boston, Mass.
40. Pierce-Phelps Corp. Philadelphia, Pa.
41. Jas. C. Gordon Co., Inc. St. Louis, Mo.
42. American Radio & Mer. Co., Kansas City, Mo.
43. Western Radio, Inc. Los Angeles, Calif.
44. Rocky Mountain Radio Co. Denver, Colo.
45. Seattle Hardware Co. Seattle, Wash.
46. The Post & Lester Co. Boston, Mass.
47. Wetmore-Savage Auto Equip. Co., Boston, Mass.
48. Atlantic Sales Co. Dallas, Texas
49. Witmore Sim Co. New York, N. Y.
50. L. C. Warner Co. Seattle, Wash.
51. A. C. Radio Co. St. Louis, Mo.
52. Campbell Iron Co. St. Louis, Mo.
53. Federal Radio & Electric Co., Paterson, N. J.
54. Lisenwiler & Gouch. San Francisco, Calif.
55. Motor Ignition Co. Philadelphia, Pa.
56. Roth & Schlenker Newark, N. J.
57. Corlier Radio Corp. Schenectady, N. Y.
58. Keystone Radio Co. Philadelphia, Pa.
59. Radio Parts Co. Philadelphia, Pa.
60. Clayton-Hughes Co. Memphis, Tenn.
61. Ferris-Simpson Co. Dallas, Texas
62. Star Elec. & Engineering Co., Houston, Texas
63. Waite Auto Supply Co. Providence, R. I.

MANUFACTURERS and MARKETS

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

A Section of *Radio Retailing*

September, 1928

Manufacture For The Customer's Convenience

The king of the radio realm is the purchaser. He and he alone controls the destiny of the radio manufacturer. As such, he must be catered to.

The art of manufacturing is not solely economical and rapid manufacture. Admittedly, economical manufacture means visible profits, but visible profits do not always constitute a foundation for a consistent business and a permanent institution. Good will between the customer and the manufacturer, however, assures the permanency of a manufacturing organization. The radio receiver business unlike many others, is a replacement business. The purchaser of a radio receiver does not believe that he is buying the ultimate, but buys because he desires to derive the benefits of the radio receiver. He realizes that improvements will be perfected in years to come and as such, knows fully well that he will again buy new equipment.

His action when contemplating a new receiver are governed by his association with the old one. The most minute detail is lasting—has its effect. Items which appear without consequence, belie their appearance, because they usually effect convenience of operation and installation. The grief caused thereby is remembered. An analysis carried out by the H. H. Eby Mfg. Co. according to F. C. Trimble, its sales manager, proved conclusively that so-called unimportant details are of greater consequence than the average receiver manufacturer is wont to imagine; particularly in instances of modern radio receiver design.

Take for example the receiver output circuit. Shall the speaker connect to binding posts or tip jacks? To all appearances a trifling item, yet important with respect to the customer's convenience when the receiver is being installed or when he desires to change speaker connections. The speaker terminals are invariably located in cramped quarters. Placing the speaker cord tips within the hole in the binding post shank is labor in itself, and after one or two fruitless, annoying efforts, plus a few personal comments pertaining to the cord tip and the binding posts, the former is fastened in the best way possible. Tip jacks instead of binding posts for the speaker connection, alleviate all of this trouble. Modern tip jacks are as efficient electrically as binding posts—with the additional advantage of more rapid connection. Less trouble—more rapid connection—spells one thing—greater public convenience.

A similar condition applies to vacuum tube sockets. The average socket located within a shield compartment devoid of all light such as the average shielded stage of

radio frequency amplification, is an unending source of trouble when efforts are made to align a four or five prong tube with the holes in a four or five prong socket. Lack of light removes the advantage of the socket guide arrow. Fishing and blind groping for the proper alignment of the tube prongs and the socket holes, often results in skinned fingers and knuckles. Albeit its importance, the manufacturer who buys his sockets, never gives this a thought. A socket with a guide groove interconnecting the socket holes would greatly simplify the insertion of the tube. The tube prongs rest in a groove, a simple twist of the wrist and the tube prongs slide into place. . . . The argument that tubes are not changed frequently does not hold water. . . . An abraded knuckle lasts for a long time and is a good reminder. . . . Convenience is a prime mover in life. . . .

Manufacture for your customer's convenience.

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.

An asterisk (*) indicates that the inquirer would act as purchaser and agent.

Canada—32442. Radio sets.

England—*32010. Radio sets and parts.

Germany—32446, 32447, 32448, 32449, 32450, 32451. Radio sets and parts.

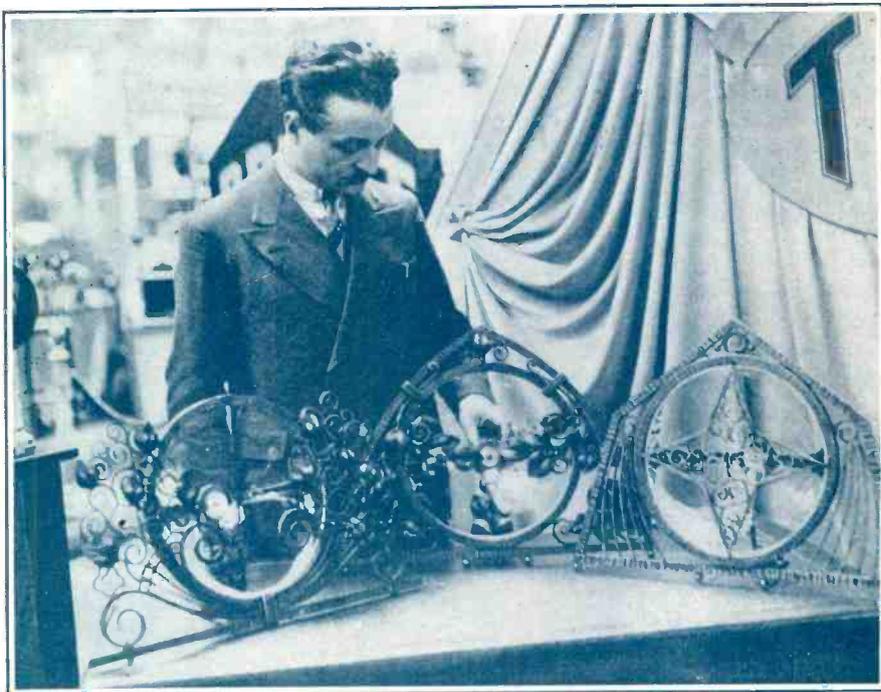
Poland—*32432. Radio sets and parts.

India—*32563. Wires, electric, rubber-covered, and cotton-covered.

Yugoslavia—32444. Wires and cables, copper, bare, and insulated.

*32548. Wires and cables, insulated.

Reproducers—"à la Parisienne"



France, true to her ideals and reputation, endeavors to get the artistic touch even in the most mechanistic of modern devices, the radio. This photograph shows some of the wrought-iron speakers which are designed for practically any style of interior. These speakers are now on sale in Paris.

Are You Prepared to Fill Orders for these New HAMMARLUND Products?

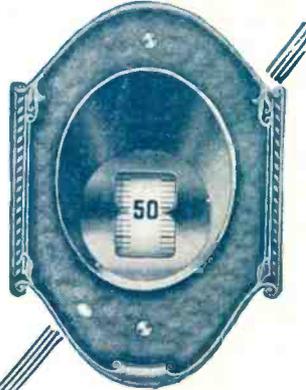
Knob-Control Drum Dial

Unmatched beauty and a mechanism that would delight a watchmaker.

The control knob is uniquely planned to be placed in any position on the panel desirable for attractive balance.

Absolutely no backlash or lost motion.

Numbers and degrees illuminated from the back.



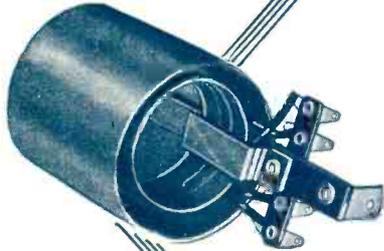
Shield-Grid Coils

Exceptionally efficient low-resistance, space-wound, self-supporting inductance, 2 in. in diameter.

A high-impedance primary with three taps for desired pick-up and selectivity.

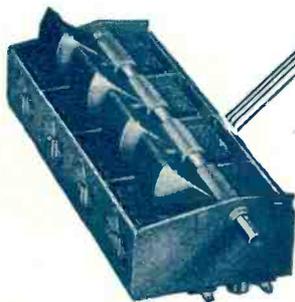
Antenna coupler and R.F. transformers for use with either .0005 mfd. or .00035 mfd. condensers.

Vertical mounting bracket. Convenient soldering terminals.



For the Short-Wave Fan

Plug-in Coils covering the short-wave bands from 8 to 215 meters. Extremely low resistance; widely-spaced plug-in terminals. Adjustable primary, held in any position by friction.



"Battleship" Multiple Condenser

Leader of the gangs. Built for strength as well as beauty. Die-cast frame, free-moving rotor. Sections accurately matched to within 1/4 of one per cent (plus or minus).

Made in 350 mmfd. and 500 mmfd. sizes, with two, three and four gangs.

Recesses in the frame permit direct attachment of new type Hammarlund Equalizing Condensers for utmost precision.

Write for literature on these and other new Hammarlund developments

HAMMARLUND MFG. CO.
424-438 W. 33rd St., New York, N. Y.

For Better Radio
Hammarlund
PRECISION
PRODUCTS

FROST-RADIO

A COMPLETE PARTS LINE

Frost-Radio has scored another of its characteristic achievements in bringing out a number of new items to supplement its already famous line of parts. Frost now offers the finest and most complete parts line of any manufacturer in the field.



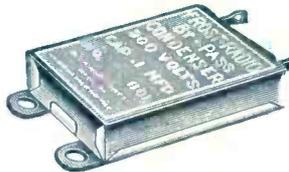
FROST-RADIO BAKELITE
CABLE PLUG
Plug and Cord \$2.25



Socket 75c.



FROST-RADIO
VOLUME CONTROL
WITH A.C. SNAP
SWITCH
\$2.74 and \$3.00



FROST
RADIO
BY-PASS
CONDENSERS
80c. to \$2.09

HERBERT H. FROST, Inc.
Main Office and Factory, ELKHART, IND.

HERBERT H. FROST, INC., ELKHART, IND.

Send me your new Catalog of all Frost-Radio Parts, including the new items listed in Radio Retailing.

Name
Address
City State.....

Used and Surplus Equipment

INDIVIDUAL items of used equipment, or surplus new equipment, or complete plants, are disposed of (and found) through advertising in the *Searchlight* Section of this paper.

This is the section which so effectively aided the Government in selling the many millions of dollars worth of surplus material and equipment accumulated during the war without disturbing the market.

"SEARCHLIGHT"

Patents, Designs and Trade Marks

New Radio Patents

JULY 17, 1928

- 1,677,190. Modulating Arrangement. Owen H. Loynes, Woodbridge, N. J. Assor. to American Telephone and Telegraph Company.
- 1,677,191. Modulating Arrangement. Owen H. Loynes, Woodbridge, N. J. Assor. to American Telephone and Telegraph Company.
- 1,677,268. High-Frequency Signaling System. Walter John Brown, Eversley, England. Assor. by mesne assignments, to Metropolitan Vickers Electrical Company, Limited.
- 1,677,288. Rheostat. William Edward Newman, Utica, N. Y.
- 1,677,296. Process for Wireless Telegraphy and Telephony. Bruno Rosenbaum, Berlin, Germany. Assor. to Westinghouse Electric & Manufacturing Company.
- 1,677,355. Electron-Discharge Device. William A. MacDonald, Little Neck, N. Y. Assor. to Haseltine Corporation, Jersey City, N. J.
- 1,677,589. Radio Apparatus. Josef Henrik Hallberg, New York, N. Y.
- 1,677,632. Sound-Wave Transmitting and Amplifying Device. Walter Harden, Cincinnati, Ohio.
- 1,677,694. Frequency-Responsive Instrument. Francis B. Vogdes, Schenectady, N. Y. Assor. to General Electric Company.
- 1,677,727. Vacuum-Tube-Control Device. Jackson H. Pressley, Long Branch, N. J.
- 1,677,737. Radio Tuning Device. Oshel C. Staats, Rindley, W. Va.
- 1,677,797. System of Reception for Modulated-Wave Telegraphy and Telephony. Ernest Yeoman Robinson, Withington, England.
- 1,677,850. Vacuum Tube. Ernest Yeoman Robinson, Manchester, England. Assor. to Metropolitan-Vickers Electrical Company, Limited.
- 1,677,851. Vacuum Tube. Ernest Yeoman Robinson, Manchester, England. Assor. to Metropolitan-Vickers Electrical Company, Limited.

JULY 24, 1928

- 1,677,886. Variable Resistance. Edwin C. Ballman, St. Louis, Mo. Assor. to Valley Electric Company, St. Louis, Mo.
- 1,677,896. Radio Tube and Method of Operating Same. Earl L. Koch, Pittsburgh, Pa. Assor. to Frederick S. McCullough, Wilkinsburg, Pa.
- 1,677,900. Method of Degassing Radio Tubes. Frederick S. McCullough, Wilkinsburg, Pa.
- 1,677,935. Adjustable Electric Condenser. Chester H. Thordarson, Chicago, Ill.
- 1,677,945. Method and Apparatus for Sound Transmission. Robert Longfellow Williams, Newton, Mass. Assor. to Submarine Signal Corporation, Boston, Mass.
- 1,677,956. Broadside Antenna Array. Samuel W. Dean, Houlton, Me. Assor. to American Telephone and Telegraph Company.
- 1,677,967. Radio Signaling System. William H. T. Holden, Brooklyn, N. Y. Assor. to American Telephone and Telegraph Company.
- 1,678,032. Console Radio Cabinet. Johan O. Bergman, Rockford, Ill. Assor. to Rockford Novelty Furniture Company, Rockford, Ill.
- 1,678,077. Thermionic-Tube Circuits. Winfred T. Powell, Rochester, N. Y. Assor. to Stromberg-Carlson Telephone Manufacturing Company, Rochester, N. Y.
- 1,678,145. Electron-Discharge Device. Mervin J. Kelly, New York, N. Y. Assor. to Western Electric Company, Incorporated, New York, N. Y.
- 1,678,160. Electric-Wave-Translation System. Arthur A. Oswald, East Orange, N. J. Assor. to Western Electric Company, Incorporated, New York, N. Y.
- 1,678,163. Modulation. Eugene Peterson, New York, N. Y. Assor. to Western Electric Company, Incorporated, New York, N. Y.
- 1,678,182. Transmitter for High Frequency Sound Signaling. Marion S. Estes, New York, N. Y. Assor. to Western Electric Company, Incorporated, New York, N. Y.
- 1,678,183. Signal Reception. Harold T. Friis, Cliffwood, N. J. Assor. to Western Electric Company, Incorporated, New York, N. Y.
- 1,678,188. Electric Wave Transmission. Robert C. Mathes, Wyoming, N. J. Assor. to Western Electric Company, Incorporated, New York, N. Y.
- 1,678,214. Acoustic Amplifier and Radiator. Edward Alfred Graham, deceased, Brockley, England, by Marie Graham, Executrix, Beckenham, England, and Alfred Graham, Executor, Forest Hill, England.

Assors. to Graham Amplion Limited, London, England.

- 1,678,288. Accessory for Radio Signal Receivers. Samuel N. Fleming, Hopkinsville, Ky.

JULY 31, 1928

- 1,678,653. System for Reducing Static Disturbances. Fritz Schröter, Berlin, Germany. Assor. to Gesellschaft für Drahtlose Telegraphie m. b. H., Berlin, Germany.
- 1,678,672. Two-Way Radio Telephone System. Lloyd Espenschied, Hollis, Herman A. Affel, Brooklyn, and Clifford N. Anderson, New York, N. Y. Assors. to American Telephone and Telegraph Company.
- 1,678,737. System of Radiogoniometry. William Arthur Loth, Paris, France. Assor. to Société Industrielle des Procédés W. A. Loth, Paris, France.
- 1,678,840. Variable Condenser. Robert T. Williams, Los Angeles, Calif.
- 1,678,869. Static Dissipator. Montford Morrison, Chicago, Ill.
- 1,678,870. Vacuum-Tube Device. Iliia Emmanuel Mourontseff, Wilkinsburg, Pa. Assor. to Westinghouse Electric & Manufacturing Company.
- 1,678,965. Frequency Multiplier. Otto von Bronk, Berlin, Germany. Assor. to Gesellschaft für Drahtlose Telegraphie m. b. H., Berlin, Germany.

JULY 31, 1928

- 1,679,192. Radio Wave Switch. Jesse S. Wheeland, San Francisco, California.
- 1,679,194. Radio Receiving Apparatus. Eugene A. Widmann, Brooklyn, N. Y., and Frank D. Lewis, West Orange, N. J. Assors. by mesne assignments to Pathé Phonograph and Radio Corp.
- 1,679,310. Detector apparatus. Arthur Atwater Kent, Ardmore, Pa.

AUGUST 7, 1928

- 1,679,341. Detector Condenser. John James Aurynger, Brooklyn, N. Y.
- 1,679,347. Radio Circuits. Robert Bell, Hanover, Ontario, Canada.
- 1,679,434. Electric Wave Filter for Variable-Load Circuits. Ralph G. McCurdy, Englewood, N. J. Assor. to American Telephone and Telegraph Company.
- 1,679,449. Gaseous-Conduction Apparatus. Charles G. Smith, Medford, Mass. Assor. to Raytheon, Inc., Cambridge, Mass.
- 1,679,459. Tuning Device for Radio Receiving Sets. Peter William Willams, Towcester, and Arthur Stanley, Bloomfield, near Chelmsford, England. Assors. to Radio Corporation of America.
- 1,679,533. Radio Receiving Apparatus. Alexander B. Kupsche, Chicago, Illinois.
- 1,679,597. Radio Receiving Circuit. Thomas H. Berkland, Chicago, Ill.
- 1,679,675. Antenna Support. Manuel L. Lujan, Los Angeles, Calif.
- 1,679,932. Adjustable Combined Sound Box and Radiophone. Charles J. Del Marmol, Philadelphia, Pa.
- 1,680,042. Radio Receiving Apparatus. Albert M. Harding, Boston, Mass. Assor. to Flash Radio Corporation, Boston, Mass.
- 1,680,086. High-Frequency Apparatus. Wendell L. Carlson, Schenectady, N. Y.
- 1,680,164. Radio Log and Program Device. Thomas W. Montrose, Jersey City, N. J.
- 1,680,207. Radio Signaling System. Lee De Forest and Charles V. Logwood, New York, N. Y. Assor. to De Forest Radio Telephone and Telegraph Company, New York, N. Y.
- 1,680,217. Radio Alarm Signal System. Randall M. Keator, New York, N. Y. Assor. to De Forest Radio Telephone and Telegraph Company, New York, N. Y.
- 1,680,239. Variable Electric Condenser. John C. Barrett, Chicago, Ill.

Designs

JULY 17, 1928

- 75,814. Radio-Receiving Cabinet. Albert Taylor, Henryville, Indiana.

JULY 24, 1928

- 75,827. Radio Cabinet or Similar Article. Gaetano Calafato, Westbury, N. Y.
- 75,841. Radio Receiving Set Cabinet. Albert E. Hansen, Chicago, Ill.
- 75,859. Loud Speaker Extension. Arthur B. McCall, Springfield, Ill.

JULY 31, 1928

- 75,933. Combined Radio Table and Loud-Speaker Casing. Frederick Schwartz, Brooklyn, N. Y. Assor. to Robert Findlay Manufacturing Company, Inc., Brooklyn, N. Y.

Radio Trade Marks

The following is a report of trade marks favorably acted on by the United States Patent Office during the past month and which, unless opposed, will be duly registered. Anyone believing that such registration would be an infringement of his own rights may oppose the application or seek its cancellation.

The editors of *Radio Retailing* have arranged with Lester L. Sargent, patent attorney, of 1115 K Street, Washington, D. C., by whom this report is furnished, to make an advance search without charge on any trade mark any reader may contemplate registering if he will communicate either with the editors of *Radio Retailing* or with the attorney direct.

JULY 17, 1928

"Heinafone" (with picture of a radio dial) for portable radio receiving sets and antenna and speakers adapted to be used in connection with auto vehicles and the like portable purposes. Ser. No. 239,983, Heina Radio Corp., Long Island City, N. Y. Filed Nov. 12, 1926, used since Oct. 24, 1926.

"D" (with representation of lightning flashes through it on background of black) for radio speakers, radio receiving sets, switches for radio receiving sets with one or more speakers, radio loud speaking receiver units for attachment to sounding boards of pianos, etc. Ser. No. 249,514, Dictograph Prod. Corp., New York, N. Y. Filed May 25, 1927. Use claimed since April 1, 1927.

JULY 24, 1928

"REL" enclosed in an ellipse, for fixed and variable condensers, inductors for transmission, transmitter frames, panels, transmitting inductances, grid leaks, plug-in coils, receiving kits, coil kits, holders for transmitting tubes, tube sockets, choke coils, tuned-plate tuned-grid transmitting kits and complete transmitters, vacuum tube relays, assembled oscillator power-amplifier units, microphone units and receivers of the earphone type for radio apparatus and complete radio picture-transmitting apparatus, low-power transmitting kits, short wave superhetrodyne receiving sets, assembled broadcast station line amplifiers and control units, tube mountings and tube adapters. Ser. No. 257,713, Chas. M. Srebroff, doing business as Radio Engineering Laboratories, Long Island City, N. Y. Filed Nov. 17, 1927. Use claimed since Oct., 1924.

"Enterite" for bare and insulated electrical wires and cables. Ser. No. 265,788, General Cable Corp., New York. Filed May 2, 1928. Used since Nov. 29, 1927.

"Orchestraphone" for electrical reproducing and amplifying apparatus for phonograph records. Ser. No. 262,252, Orchestraphone Co., Chicago. Filed Feb. 28, 1928. Used since Aug. 1, 1927.

"Visionola" for radio sets adapted to receive and reproduce sounds and images and the like transmitted from a distance. Ser. No. 265,347, Wm. D. Stewart, doing business as Visionola Company, St. Petersburg, Fla. Filed April 24, 1928. Used since July, 1927.

"Phono-Link" for electric pick-up device used as a reproducer in conjunction with phonographs and radio receiving sets. Ser. No. 265,496, The Phono Link Co., Inc., New York. Filed April 27, 1928. Used since Dec. 1, 1927.

JULY 31, 1928 AND AUGUST 7, 1928

(No radio trade marks)

AUGUST 14, 1928

"Midline" for electric condensers for radio receiving circuits. Ser. No. 258,634, The Hammerlund Mfg. Co., Inc., New York, N. Y. Filed Dec. 8, 1927. Used since Sept., 1926.

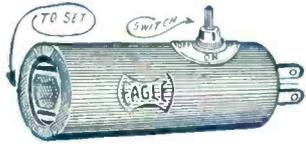
"Redi-Blox" for audio frequency and radio frequency amplification and detector units for radio receiving apparatus. Ser. No. 259,132, The Pilot Elec. Mfg. Co., Inc., Brooklyn, N. Y. Filed Dec. 19, 1927. Used since Aug. 1, 1927.

"Ulectra" (with representative of lightning flashes) for radio receiving sets and parts thereof. Ser. No. 260,249, Utah Elec. Radio Co., Salt Lake City, Utah. Filed Jan. 17, 1928. Used since Sept. 20, 1927.



THREE WONDERFUL

RADIO SPECIALTIES



PROTE X TUBE

PAT. APPLIED FOR
CAT. NO. 240 & 241

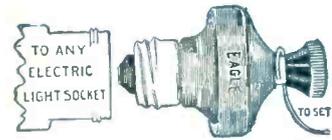
A voltage control and safety fuse in one offering full protection to sets using "A.C." tubes.



Variable Gridleak

PATENTED
CAT. NO. 275

The most precise and positive variable Gridleak on the market today. Micrometer screw adjustment.



Antenna Eliminator

CAT. NO. 225

Offers a ready means of doing away with the bothersome outside aerial, and brings in better reception.

MOUNTED ON ATTRACTIVE COUNTER DISPLAY CARDS FOR QUICK SALES

Items that can be sold everywhere.

Moneymakers that run into volume, and allow you a large profit.

Sold under exclusive jobber policy, which helps you.

Largest and old manufacturers of Lead-Ins and ground clamps, at prices unequalled by any manufacturer.

Over 100 other Eagle Electrical Appliances and Specialties

which you can sell to your Dealer trade, during the slack Radio months.

DEALERS: Write for complete catalogue and prices.

JOBBERS: Get our exclusive jobbers proposition and catalogue.

EAGLE ELECTRIC MFG. CO.

59 TO 79 HALL ST.

RADIO DIVISION

BROOKLYN, N. Y., U. S. A.

Hoyt

OFFERS to the RADIO SERVICE MAN

A COMPLETE LINE OF TESTING EQUIPMENT; from the Universal Set and Tube Tester, Model 500, which combines all meter ranges necessary in one convenient and compact portable case, to the newest meter in the Hoyt line for testing line voltage—No. 550. All are Hoyt quality in accuracy, ruggedness and dependability.

For complete information consult your jobbers' salesman, or write us on your letterhead.

See the Hoyt Display in the New York Show, Booth 4, Section GG, Madison Square Garden, September 17th to 22nd.



TYPE 550 A.C. POCKET
VOLTMETER
A. C. LINE TESTER
List Price, \$3.75



UNIVERSAL A.C. D.C. SERVICE
SET TESTER
(Model 500)
List Price, \$90.00



UNIVERSAL TUBE TESTER
(Model 400)
List Price, \$30.00

HOYT ELECTRICAL INSTRUMENT WORKS

857 BOYLSTON ST., BOSTON, MASS.



Braidite

HOOK-UP WIRE
"THE BRAID SLIDES BACK"

**READ WHAT
 "BRAIDITE"
 USERS SAY:**

"Corwico Braidite is the only stranded insulated hook-up wire that I have ever used that holds its shape permanently after bending. All others twist and get out of place."

A Professional Set Builder.

"As an amateur who has built quite a number of sets, I can honestly say that Braidite is the fastest and easiest hook-up wire to work with and it also makes the neatest and most workmanlike looking job. I like the way the insulation on Braidite slides right back into place after making a connection, thus leaving no exposed sections of bare wire."

An Amateur Set Builder.

"After exhaustive laboratory tests, we have found your Braidite hook-up wire the most practical on the market. It's the one hook-up wire that you cannot scorch or burn with a soldering iron."

A Radio Engineer.

"Please send us six boxes of Braidite solid, color black. There is nothing like it, we could not do business without it now."

A Radio Repair Man.

BRAIDITE is the sleeve insulated hook-up wire. It's as safe as insulated wire and as convenient as bare wire. It's quick and easy to work with, cutting wiring time in half. To make a connection, simply shove back the insulation. After soldering, the insulation slides right back into place, leaving no exposed sections of bare wire and making the neatest and most workmanlike looking job.

Braidite is consistently advertised in radio magazines and newspapers and is specified in the leading circuits described in all the "Fan" magazines and newspapers throughout the country. It is radio's biggest selling hook-up wire.



SPECIAL FREE SAMPLE OFFER

Send us the name and address of your jobber and we will send you two packages of Braidite free—one solid and one stranded. Show these samples to your clerks; then turn them over to your service man for use on his next job. Learn about Braidite and you will be convinced of its quick selling possibilities.

Red, Green, Yellow, Blue and Black

List Prices:

25 Ft. Stranded 35c. 25 Ft. Solid 30c.

AT THE NEW YORK RADIO SHOW

See the Cornish Wire Company's Display of Braidite and other Corwico Radio Wires in Section CC Booth 19.

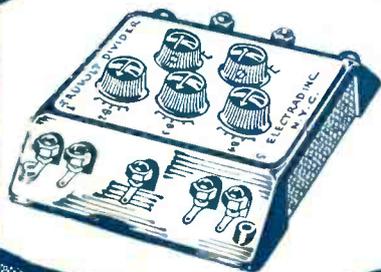
CORNISH WIRE CO. 28 CHURCH ST.
 NEW YORK CITY

CORWICO
RADIO'S BEST WIRES

<p>ANTENNA WIRES</p> <p>Stranded</p> <p>Braided</p> <p>Solid</p> <p>Plain, Tinned</p> <p>Enameled</p>	<p>Cables</p> <p>Complete Aerial Kits</p> <p>A-C Adapter</p> <p>Harnesses</p>	<p>HOOK-UP WIRES</p> <p>"Braidite"</p> <p>"Flexibus"</p> <p>Colored Rubber</p>
--	--	---



Electrad Scores Again!



The
New

TRUVOLT DIVIDER

U. S. Patent 1,676,869 and Patents Pending

A Universal Voltage Separator

EVERY man who is thinking of building a power supply unit will be keenly interested in the Truvolt Divider.

There is nothing else like this wonderful new Electrad Device on the market. It takes all guesswork out of building a power pack. With it, even an amateur can very quickly construct a thoroughly efficient, high-grade eliminator.

The Truvolt Divider is a complete unit of wire-wound resistances so arranged with adjustable contacts that proper voltages can be obtained with any set and eliminator combination.

By dividing the filtered voltage into usable values, it eliminates all necessity of mathematical calculations in constructing a power pack. It does away with a great deal of wiring and the need of voltage regulator tubes. It makes it possible to build a power supply device which is universal in its application.

Case made of genuine bakelite, it will add a smart appearance to any unit. Five potentiometer type control knobs show values on a scale of high visibility. Can be mounted on baseboard or sub-panel, or used as the front panel on a metal cabinet, at the same time providing binding posts for all B and C voltages. List \$12.50.

Electrad Specializes in a Complete Line of Resistance Controls for All Radio Purposes including Television.

Mail Coupon below for Full Information on the Profitable Electrad Line.

-----COUPON-----

Electrad, Inc., Dept. K-AD, 175 Varick Street, New York

Please send me FREE circulars on the Electrad line of resistances, also complete dealer information.

Name

Address

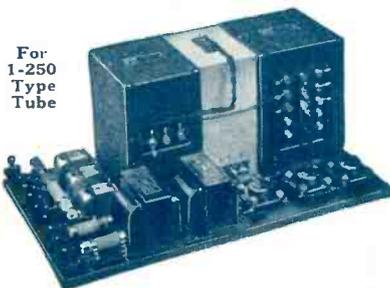
ELECTRAD

New T. C. A.

AMPLI-PACK

Make Your Set an Ultra-Modern A.C. Power Receiver

A complete A. C. Power Supply—"A" and "B" and "C"—makes any D. C. set into an Ultra-Modern A. C. Receiver. Uses two 210 type tubes in push-pull; or one of the new 250 type tubes. Power Amplification gives perfect reproduction over the entire musical scale range.



For
1-250
Type
Tube

Lets You Enjoy Real Musical Reception

Clear, bell-like tone. Powerful volume. AmpliPack gives you an advanced Radio instrument at less cost than ever before offered. Consumes no more current than an ordinary 50-watt light. Cool, quiet, dependable.

Quickly Assembled

You can assemble an AmpliPack easily in one evening. A screw driver, a pair of pliers and a soldering iron are all the tools needed. We supply complete layout diagrams. Simple to install. Attached to set in three minutes.

171 Push-Pull and Straight 210 Power Packs

Complete power supply units for home constructed amplifiers. Compact, scientific design together with silent, absolutely dependable operation makes these our most popular Power Packs for home construction.

The T. C. A. High Quality Line

Also Includes

Audio Transformers, Audio Output Chokes, Power Packs and Chokes, and Other Transformers

Every coil in our Transformers is vacuum impregnated with a special compound. This prevents moisture disintegration and short circuiting. Clean cut laminations make them hum proof and banish noise interference.

Manufacturers:

Send us your specifications on power packs, audio transformers, and chokes. We will gladly furnish samples together with quotations on your season's requirements.

Leading jobbers all over the country are now stocking and selling T.C.A. Products.

Dealers: If your jobber cannot supply, write to us direct.

Transformer Corporation of America

1428-32 Orleans St., Chicago, Ill.



“The Samson PAM Amplifier brings out the best in our speakers,” say many manufacturers

**PAM 16 or 17
List Price, without tubes,
\$125.00**

Sell more speakers this proven way. Quickly switch the PAM-amplified output of a good magnetic pick-up and phonograph record from speaker to speaker. You need not wait for suitable broadcast music and you can repeat selections for direct comparison. You can also switch the PAM-amplified output of the detector tube of any radio set in a similar manner. Only in this way can you get the best there is in radio reproduction.

Many dealers are doing this right now so successfully that loud speaker manufacturers are recommending Samson PAM 16 or 17 Amplifiers for demonstrating their product. Dealers everywhere can in this way save business lost by demonstrations from cheaper audio amplifiers or through the absence of or unsuitable broadcast programs.

No better unit is available for a piece of service equipment for testing loud speakers.

With this unit you can bring a game to the crowd, or a crowd to your store.

The Samson PAM 16 is for ordinary and the PAM 17 for dynamic type speakers for which it supplies field current. Both are built in accordance with A.I.E.E. Standards and Underwriters' Requirements. These amplifiers are completely A.C. operated and are designed to run from 105 to 120 volt, 50-60 cycle A.C. current.

“Samson PAM Amplifiers are a Sound Investment.” Send for booklet RR describing the above and other amplifiers.

Main Office: Canton Mass.
Manufacturers since 1882

Samson Electric Co.

Factories at Canton
and Watertown, Mass.

MEMBER
RMA



Pattern
No. 580

JEWELL Radio Test Bench

Many requests from jobbers and dealers have come to us for a service panel or bench which would contain, interconnected, all the instruments necessary to completely check the circuits and general working condition of radio receiving sets and accessories. The Jewell Pattern No. 580 Radio Test Bench has been designed for that purpose.

The bench proper is substantially made of hard maple with a top of generous size, 24 x 42 inches. The working surface is 36 inches high. A tool drawer is included.

The testing panel is steel, black enamelled, with all markings engraved directly in the steel and filled with white. The panel carries seven instruments, as follows: 0-7.5 volts D.C.; 0-75 volts D.C.; 0-150-300-750 volts D.C.; 800 ohms per volt; 0-15-150 D.C. milliamperes, 0-4-8-16 volts A.C.; 0-150-750 volts A.C., and 0-1.5-15 microfarads.

The panel is supplied with binding posts, so that all instruments can be used individually and with switches to cover all ranges. It is also supplied with a plug and cord like our Pattern No. 199 above, so that all circuits in a radio set can be tested along with the tube, which may be placed in a socket in the panel. A pair of outlets are arranged to be connected to the 110 volt, 60 cycle, A.C. line, so that line voltage is also used for measuring the capacity of condensers.

This Radio Test Bench is a well made, carefully designed and practical piece of equipment which jobbers and dealers who have a large quantity of servicing to do will find very efficient as a part of their testing equipment. Large, precision type instruments with long scales can be read to a high degree of accuracy. Readings are simultaneously and independent of each other.

Our descriptive circular Form No. 2004 describes the Radio Test Bench in detail. Write for a copy.

"28 Years Making Good Instruments"

Jewell Electrical Instrument Co.
1650 Walnut St., Chicago



Pattern
No. 77 A.C.
Portable for
Service Work

Potter Condensers

*Selected as Paramount by
Leading Radio Engineers*

Made to exclude air permanently, retain high resistance and withstand working voltages are a few reasons why POTTER CONDENSERS last longer than others. It is the *high quality* of this product that makes possible the fulfillment of every service requirement. This NEW POTTER CONDENSER BLOCK is a fast, popular seller.

No.
T2900
where
one 250
type
Power
Tube
is used
\$20.00



No.
T2950
where
two 250
type
Power
Tubes
are used
\$22.50

Write for complete information on the
POTTER line of condensers.

POTTER MFG. COMPANY
North Chicago, Illinois

The new and better

Vitalitone Dynamic Speaker



Tone Quality Unsurpassed . . .

Beautiful Walnut Cabinet

Modeled by W. & J. Sloane

Cabinet Model for 110 AC, \$47.50

Eight Different Models Made for AC-DC and 6-Volt Battery Operation

Price Range From \$27.50 to \$47.50

Don't buy until you have heard this revelation in tone reproduction.

VITALITONE RADIO CORP.
88 University Place, New York City, N. Y.



AGK **LOW LOSS**
GLASS INSULATOR

GLASS INSULATORS

Five Sizes

Better Quality and Finish

Lowest prices - - Guaranteed

We sell all the largest jobbers

Write For Samples and Prices

A. G. KAUFMANN COMPANY, INC.

527 Fifth Avenue, New York City, N. Y., U. S. A.



Radio Control Box

THE Real Volume seller of the season. A manual line voltage regulator to fit all "AC" receivers. Protects "AC" tubes from overloading. One adjustment at time of installation. Lists at \$3.00. Only one model to stock.

Write for details and nearest jobber.

Centralab

CENTRAL RADIO LABORATORIES
30 Keefe Avenue, Milwaukee, Wisconsin

BRYANT
Superior Wiring
Devices
for
Radio
Manufacturers

THE BRYANT ELECTRIC CO.

Bridgeport, Connecticut

NEW YORK PHILADELPHIA CHICAGO SAN FRANCISCO

Manufacturers of "Superior Wiring Devices" since 1888.

MANUFACTURERS OF HEMCO PRODUCTS

Only reliable products
can be continuously
advertised

PROTECTS A C TUBES

Cuts down service calls and sales resistance on AC sets.

Piles up profits with quick counter sales.

RESISTOVOLT checks all line voltage in excess of 110 volts, protecting tubes from burning out or blowing from a line "surge". Acts as fuse in case of short-circuit. Eliminates speaker noises caused by electric light and appliance switches.



Packed in counter display cartons containing one dozen. List Price each:

\$1.50

If your jobber cannot supply you, write us.

Write for new I.C.A. Catalog of Radio Parts and TELEVISION KITS AND PARTS

INSULINE CORPORATION OF AMERICA

Standard Products Since 1921

78-80 Cortlandt Street, New York City



Whatever Your CONNECTION with RADIO

Whatever your need for instruments—whether as set builder, amateur transmitter or service and repair man—the name “WESTON” on any meter you select is the highest guarantee of long life and dependable service with the lowest possible cost of instrument upkeep. Listed herewith are but a few timely models. The complete radio line is fully described in Circular J, mailed upon request.

A. C. and D. C. Portable Models



The compact little instrument held in the hand above is a new 3-range A.C. voltmeter—for testing the supply and tube voltages of A. C. receivers. 150 8- and 4-volt ranges. Mottled red and black bakelite case. Made also in double voltage ranges. Prices, \$13.50 to \$18.00. Also D.C. voltmeter with black bakelite case—1,000 ohms per volt—\$28.00.

A. C. and D. C. Set Tester. Model 537

A dealer's or radio serviceman's complete testing outfit. Weight, only 6½ lbs. No additional tools, instruments or equipment necessary. Simple, automatic method of making connections. Meter equipment: Two 3¼" diam. high grade Weston models. (1) 3-range A.C. voltmeter—150/8/4 volts. (2) D. C. volt-milliammeter with four voltage ranges—600/300/60 8 volts (1000 ohms per volt resistance) and two current ranges—150/30 milliamperes. Price, \$100.00.

A. C., D. C. and Thermo-Couple Types

For panel mounting. Two complete lines—2" and 3¼" diam. sizes, uniform in appearance. Remarkably precise as to electrical characteristics and of highest quality in workmanship and construction. From \$7.00 up.



WESTON ELECTRICAL INSTRUMENT CORPORATION
581 Frelinghuysen Ave., Newark, N. J.

WESTON RADIO INSTRUMENTS

Talking in Terms of Tube Profits!

Here's **CASH REGISTER** Reception Unparalleled



AX 226



NOT



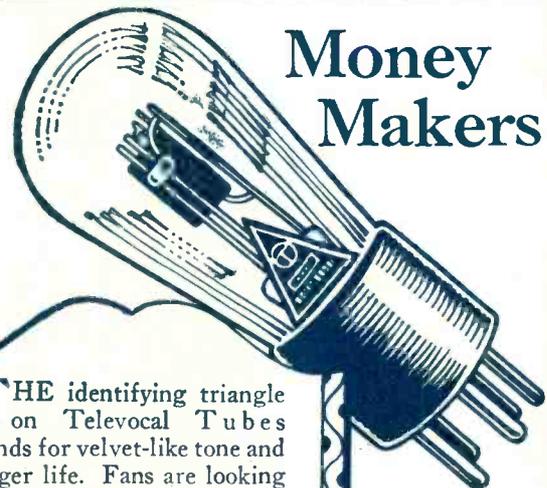
A 227

until you have investigated this real profit-producing proposition will you have finally acquired the last letter in *Tube Profits*. The ultimate change—get in line now—don't wait. A complete line of A.C. and D.C. Tubes, backed by an unquestionable guarantee.

ALLAN MANUFACTURING CO.

Factory and Offices: HARRISON, NEW JERSEY
Los Angeles, 487 C of C Bldg.

Money Makers



THE identifying triangle on Televocal Tubes stands for velvet-like tone and longer life. Fans are looking for this symbol of tube quality. Sell TELEVOCALS . . . all standard types.

Write for full description and prices

Televocal Corporation
Televocal Building
Dept. E-4, 588 12th Street
West New York, N. J.

Televocal
Quality Tubes

MORE POWER

TO THE

COMO



Built of two-toned walnut. Dimensions, 44" high—36" wide.



NEW specifications for the chassis of the Splittdorf COMO model offer outstanding sales and profit opportunities. Read this description. You will recognize the COMO'S remarkable merchandise values—its strong, compelling sales appeal.

A perfect piece of cabinetry, following the beautiful lines of an Italian credenza.

Chassis contains the Splittdorf DUPLEX Receiver, Senior amplifier with two "250" tubes and double dynamic loudspeaker reproducer. Needless to say, with this tremendous power, the tone quality of the Como is absolutely unsurpassed. Its volume is sufficient to fill an auditorium, either when operated as a radio receiver or when reproducing phonograph records.

Eye Appeal, Ear Appeal, Price Appeal, all combine to make the Splittdorf COMO commanding value in today's radio market.

List price, for A. C. Operation, without tubes \$490

Ten Other Models from \$135 to \$850

Do you know the facts about Splittdorf's amazingly liberal discounts?

Write for franchise details and territorial protection.

SPLITTDORF RADIO

SPLITTDORF RADIO CORPORATION Subsidiary—Splittdorf-Bethlehem Electrical Co., NEWARK, NEW JERSEY

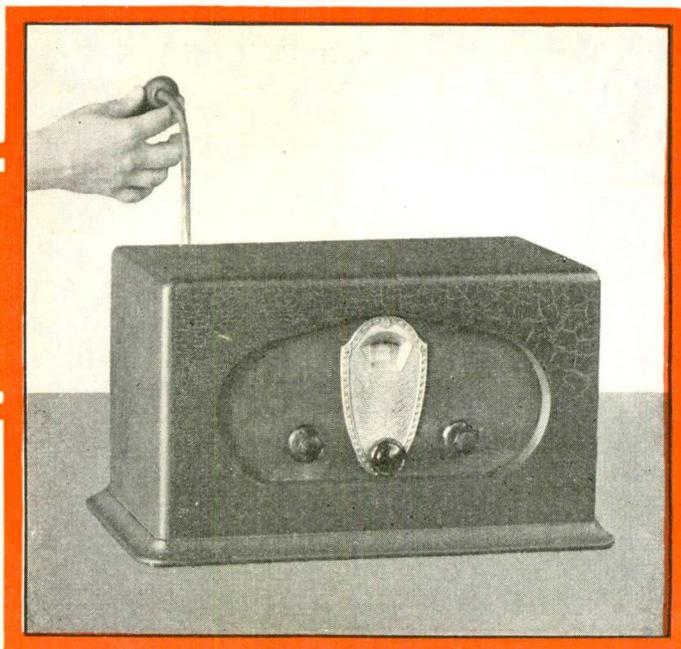
They Knew What They Wanted!

—1539 dealers recognized the profit making possibilities of the new ACME A. C. SET



THE SET THAT
SELLS THE
MILLIONS

—write or wire
today for complete
information



FROM Australia, South America, England, Canada, Mexico—all corners of the globe came the inquiries—requests for complete dope—orders for sample sets. These dealers wanted a set that appealed to radio bugs because it was a real set—a carefully engineered set—yet a beautiful set to sell at a price that would sell the millions.

The new ACME was the answer—the new ACME *is the set they wanted*—the set *you* want. Perfect reception—sharp tuning—single, illuminated dial control—highly attractive. Order a sample set today—start selling the millions now!

Bulletins No. 100 to 104 describe the complete line of ACME power units. Write for them today.

There is a special ACME set for distant stations, using A.C. tubes. \$65.00 list less tubes. Write for complete information.

LIST PRICE
COMPLETE
WITH TUBES
—READY TO
PLUG IN

\$
65

THE ACME ELECTRIC & MFG. COMPANY

1446 Hamilton Ave., Cleveland, Ohio

Representatives in principal cities

Established 1917

Member R. M. A.

New! TOBE 'A' Supply with one year guarantee for either 4 or 6 volts



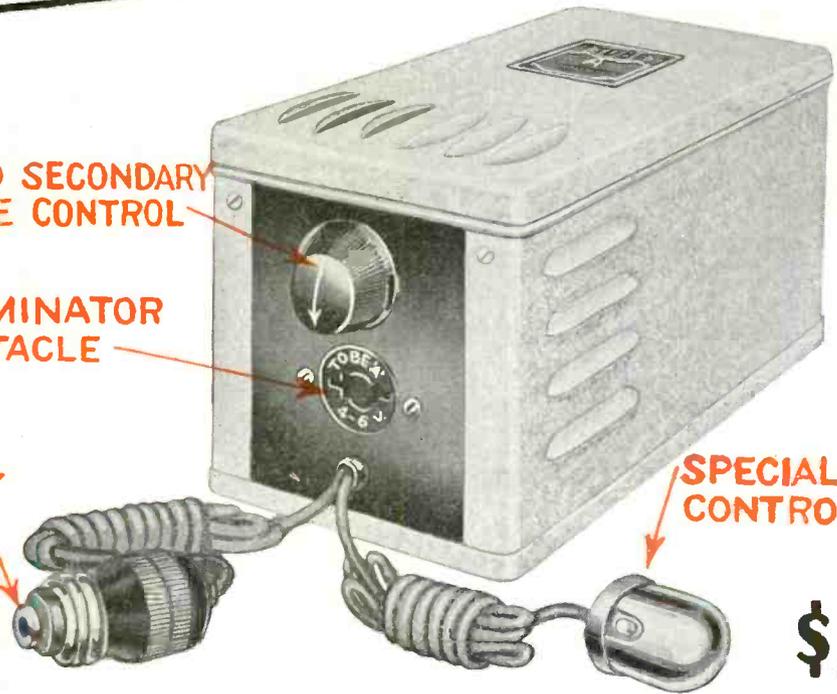
THIS product fills the demand for a GOOD "A" SUPPLY, reasonably priced, carefully designed, assuring satisfactory service.

TAPPED SECONDARY VOLTAGE CONTROL

B ELIMINATOR RECEPTACLE

POWER SUPPLY

SPECIAL PENDANT CONTROL SWITCH



\$35.00

A BETTER Unit or Tobe Would Never Build It

This TOBE "A" is GOOD, will do its designated job and do it WELL. We stand ready to make a satisfactory adjustment within one year if the unit becomes defective. A contact card is packed with each unit so that we may place your name on our service record.

TOBE DEUTSCHMANN CO. CANTON, MASS.

**MUSIC AND RADIO DEALERS
EVERYWHERE ARE "CASHING IN"
ON THE AMAZING POSSIBILITIES
WITH CARRYOLA ELECTRIC
PICKUPS AND PORTO PICKUPS
---EVERY RADIO OWNER IS A
PROSPECT FOR EITHER ONE
...AVOID THE TRADE-IN EVIL
AND TURN AN EXTRA SALE
--DEALERS MAY WRITE
FOR ADDITIONAL INFORM
-ATION AND ADDRESS OF
YOUR NEAREST DIS
-TRIBUTOR.-----**

ALSO ASK ABOUT CARRYOLAS
NEW METAL LONG AIR COLUMN
HORN PORTABLES RETAILING
AT \$15.00 \$25.00 & \$35.00



CARRYOLA PORTO PICKUP plays records through your Radio and loud speaker by placing cord tips to one prong of the detector tube and ground post of your Radio set. Records played through loud speaker with increased volume and rich tone. Volume control built in. Fabrikoid case. \$20.00 with spring motor; \$38.50 with electric motor; AC or DC form.



LOOK FOR THE
CARRYOLA
GIRL TRADE
MARK



CARRYOLA ELECTRIC PICKUP can be used with any Radio set and phonograph. Simply replace the reproducer with the pickup furnished and attach cord tips to prong of the detector tube and to round post of radio set. Records reproduced electrically through Radio speaker. Volume control built in. \$7.50 List. AC or DC form.

THE CARRYOLA COMPANY of AMERICA
World's Largest Manufacturers of Portable Phonographs
Milwaukee, Wisconsin

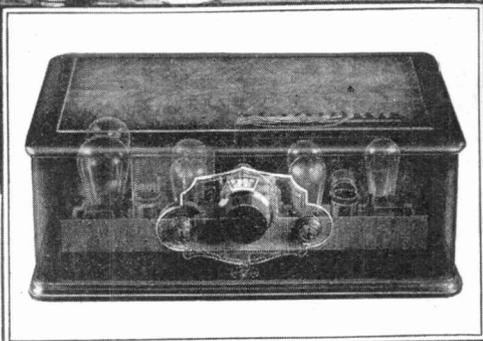
Believe Him

—when your distributor talks Profit for A-C Dayton dealers

By J. M. MARTIN, Sales Mgr. The Swords Electric Co. ROCKFORD, ILLINOIS



J. M. Martin



Phantom View of A-C 66 Receiver

"FIVE years ago, when we took on the A-C DAYTON line, we made our first real profit in radio—and our dealers shared with us. That was the beginning of good times for my house as radio distributors.

"Ever since we've found we could count on two things—low sales costs and minimum service costs. Where there have been defects (and there have been mighty few) A-C DAYTON guarantee and adjustment have stood good down to the smallest item.

"Today we can still give our dealers *absolutely exclusive territory* just as we did 5 years ago. We can truthfully promise and *deliver* protection because the A-C Dayton Company in turn protects us. This is the only protected franchise I know of in the radio field.

ant and real improvements—in stabilized balance, increased volume, and the new Flewelling Short Wave Adapter invention.

"I can safely say that this year is going to be the best the Swords Electric Company and its A-C DAYTON dealers have ever known. And I think that's good enough to interest any radio dealer who is in business to make money."



NOTE: Complete details of the A-C DAYTON franchise will be sent to any aggressive dealer where territory is still open. Write or clip the coupon to your letterhead.

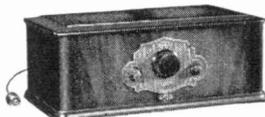
A-C DAYTON RADIO

Mail it TODAY!

THE A-C DAYTON COMPANY, Dayton, Ohio 4
Gentlemen: Please send complete details about your dealer's franchise.

Name.....

Address.....



This amazing device instantly adapts any radio set to receive broadcasting on short wave lengths. Gets international programs. The biggest radio development in recent years.

AC-63, SELF CONTAINED ALL-ELECTRIC: a 6-tube receiver complete for light socket operation except for tubes and speaker. May be used with any type speaker. Power tube takes full rated voltage. A reliable electric set listing \$98, except Canada and West. Model XL-61 listing at \$65, is same as AC-63, except that it is battery operated.



FLEWELLING SHORT WAVE ADAPTER \$22.50

Everyone Wants Her!

SHE'S the most popular girl in the radio world—the SONATRON Girl! She's painted in oil by a famous illustrator, reproduced in full colors and made up into cut-out display cards 12½ inches high by 7¾ inches wide with an easel that can be folded flat if you prefer to hang them!

We have spared no expense to make these cards the most attractive and interesting displays ever produced by a tube manufacturer! In your windows, on your counters or walls, the SONATRON Girl will boost your tube sales. Mail the coupon—and remember—these cut-outs are

free to you!



The SONATRON GIRL

..most popular display cards in recent years

There are four of these beautiful cut-outs—the two that are ready now will be sent to you—FREE—with an instruction folder telling you how to use them to best advantage. The other two cards (which will be ready within a month or two) will be reserved for you if you will mark the space indicated for that purpose on the coupon.

SONATRON TUBE COMPANY
NEW YORK CHICAGO NEWARK, N. J.

Mail the Coupon!

Get this extra help in making the most of your tube business! Watch the SONATRON Girl boost your sales!

SONATRON TUBE COMPANY, Advertising Dept.
108 W. Lake Street, Chicago

Please send me the 2 SONATRON Girl cut-outs now ready.

Please reserve for me the 2 cards to be ready soon.

(If you are not a Sonatron dealer, check here for the Sonatron proposition and details of our great National Advertising Campaign.)

Name.....

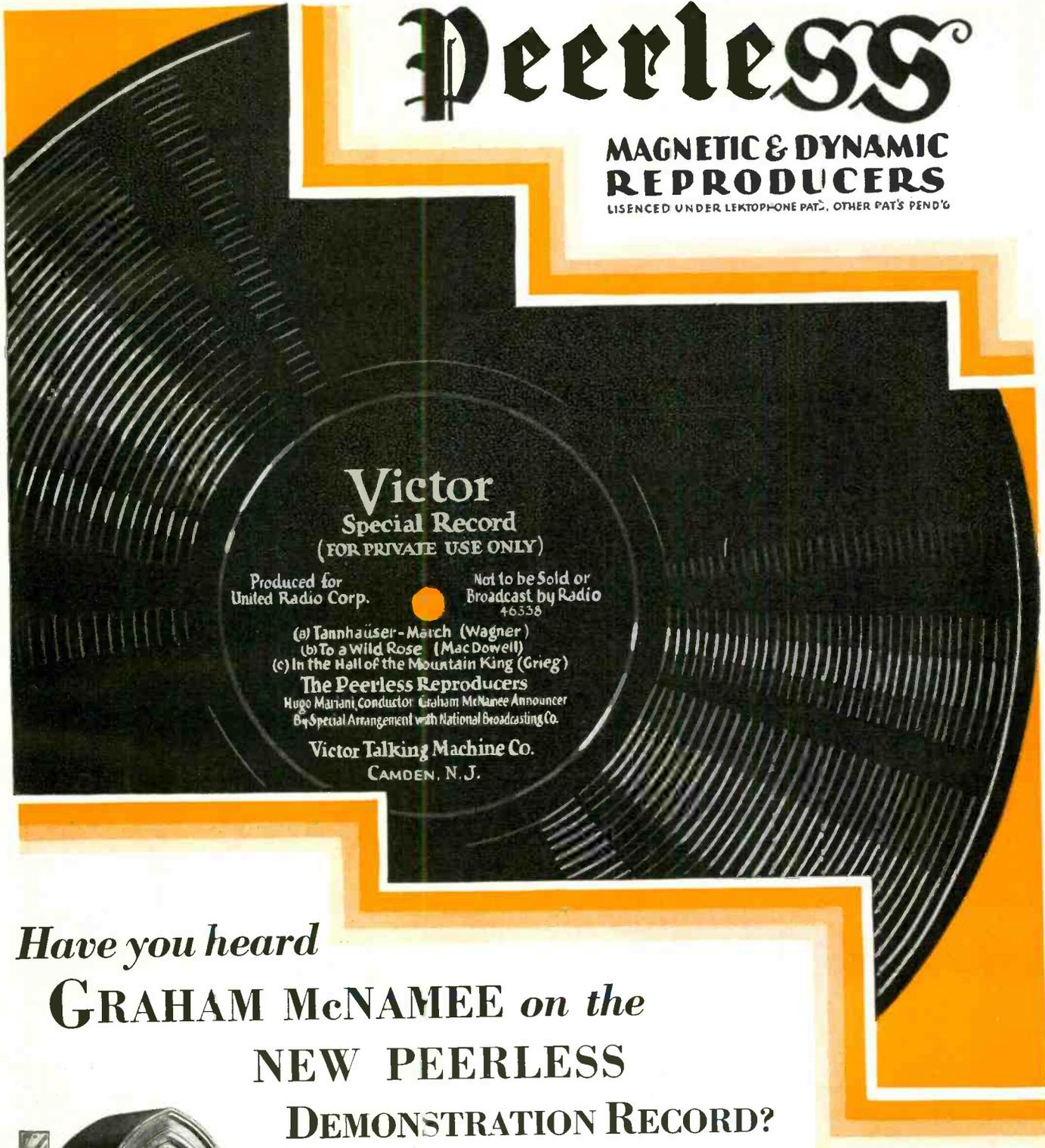
Street and No.....

City and State.....

Peerless

MAGNETIC & DYNAMIC REPRODUCERS

LICENSED UNDER LEKTOPHONE PAT. OTHER PAT'S PENDING



Victor
Special Record
(FOR PRIVATE USE ONLY)

Produced for
United Radio Corp.

Not to be Sold or
Broadcast by Radio
46338

- (a) Tannhäuser - March (Wagner)
- (b) To a Wild Rose (MacDowell)
- (c) In the Hall of the Mountain King (Grieg)

The Peerless Reproducers

Hugo Mariani, Conductor Graham McNamee, Announcer
By Special Arrangement with National Broadcasting Co.

Victor Talking Machine Co.
CAMDEN, N. J.

Have you heard

GRAHAM McNAMEE on the

NEW PEERLESS

DEMONSTRATION RECORD?



Above: Peerless Dynamic Speaker 19-A
List \$75. Plugs into light socket. Mar-
velous tone—volume to fill a hall—a
sturdy construction to last a lifetime.

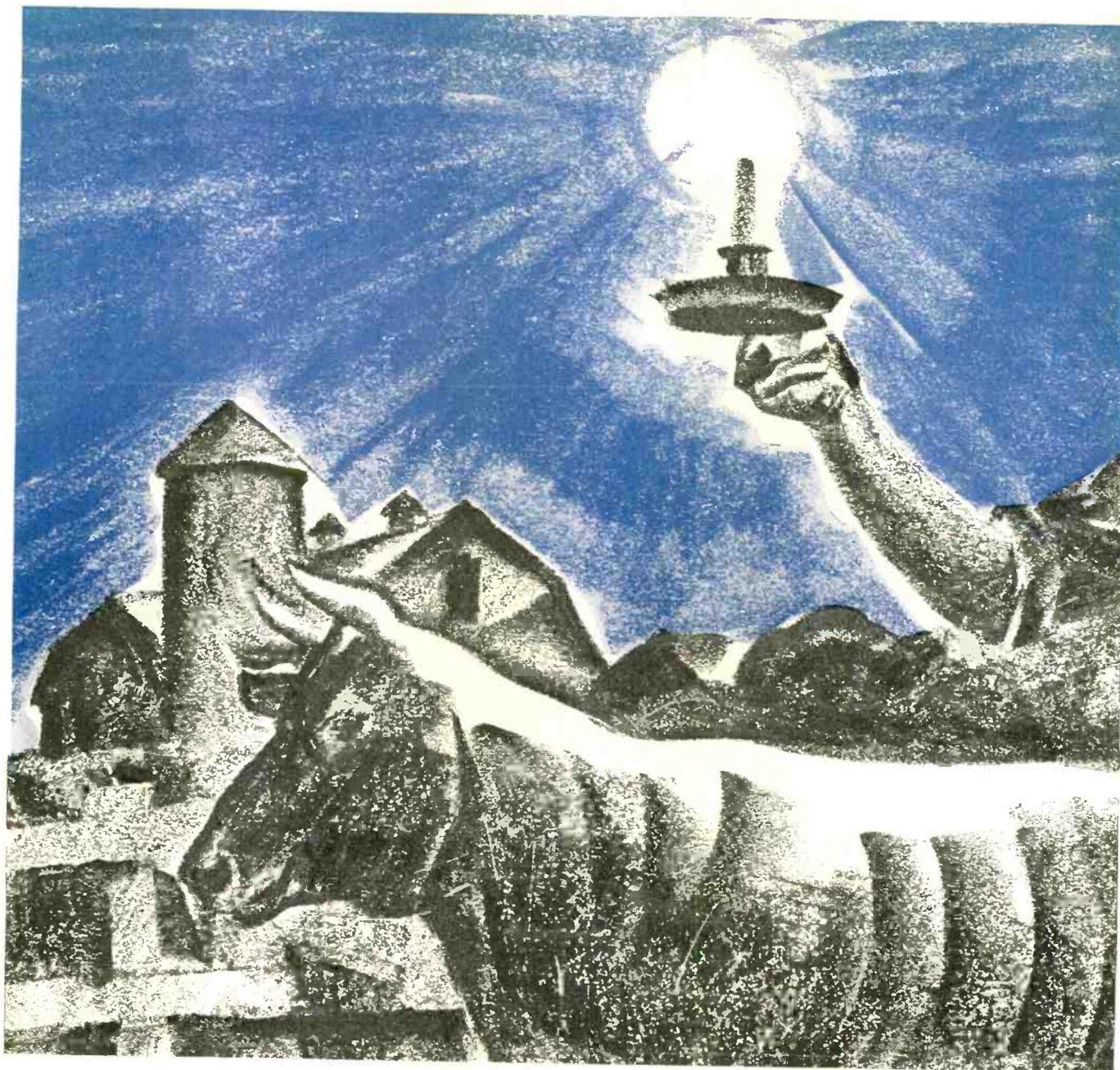


At Right: Peerless Magnetic Reproducer 7-A. List \$30. (Formerly \$35.)
Last year the industry's largest-selling independent speaker. Again the leader.

PEEERLESS Reproducer offers a new and unique idea
... a 10-inch two-sided electrically recorded special
Victor Record ... McNamee announcing ... The
Peerless Reproducers Orchestra ... John Oakley, Bass.
Six wonderful musical selections for demonstrating the
Peerless in hours when there is no broadcasting. And "the
best-known voice in radio" giving the sales talk. Peerless
Dealers get these from Peerless Jobbers. Or write us direct.
Price \$1.00. Restricted to one to a dealer.

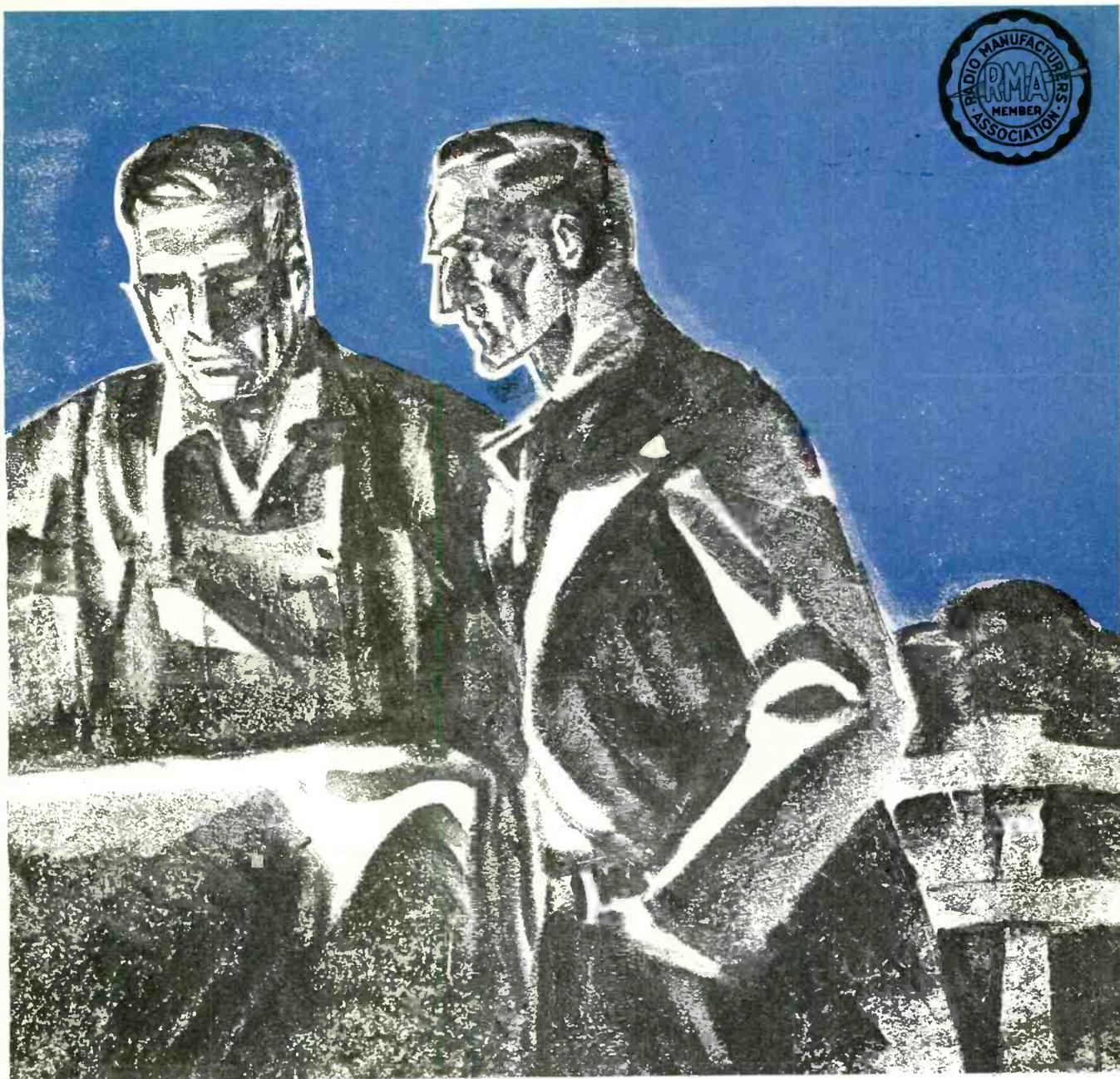
*Peerless Big Broadcasting Schedule starts 1:30 E. D. S. T. Sunday, Sept. 16.
Newspaper campaign begins Sept. 13. Dealers not signed up—see your Peer-
less jobber now. This is the biggest Peerless year.*

UNITED RADIO CORPORATION, 25 Leighton Ave., Rochester, N. Y.



Buying Cows

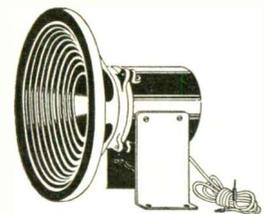
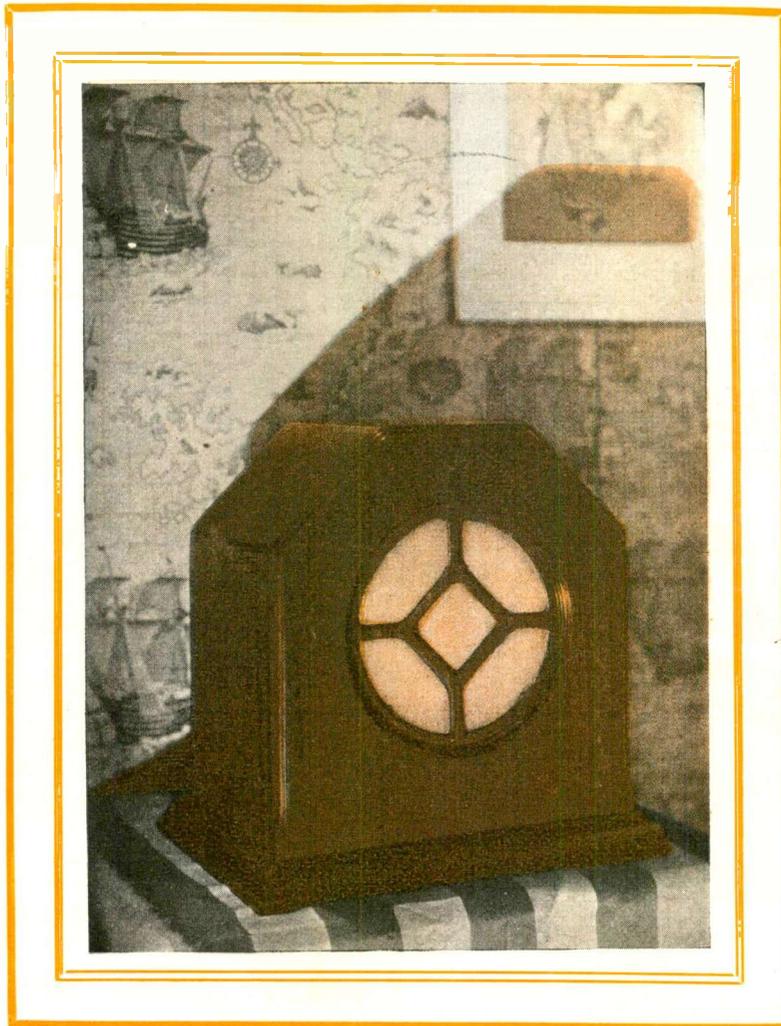
¶ You would not buy a cow by candlelight. Yet that seems to be the way some dealers used to buy radio sets. Those days are gone. ¶ The successful dealer of today investigates the stability of the manufacturer. He carefully scrutinizes the Policy behind Dealer Appointments. He checks up Advertising. Above all he wants to know how the brand name stands with the Public TODAY.



By Candlelight!

☞ Candlelight days are gone. Consumer-light days are here. When the public knows that a certain Line stands for Scientific Quality and is manufactured to stay sold long after price is forgotten—why, that is the most profitable line for any dealer to handle. ✓ ✓ ✓

NOTE: The Kolster Line will be on display at the Annual Radio World's Fair in New York beginning Sept. 17th. As you approach Booths 1 and 3, take note how strongly the beauty of the cabinets impresses you as you get your first glimpse. That first impression is valuable because that is the customer's point of view as he enters your store.



**The MARCO
DYNAMIC CHASSIS**

For radio and phonograph installation; sold without case.

- Type DU-110 (110 v. 60 cycles). List \$50.
- Type DU-90 (110 volt D. C.). List \$40.
- Type DU-6 (6 volt D. C.). List \$35.

CREATED and designed for a discriminating clientele who can afford the luxury of satisfying its cultivated tastes, this New MARCO DYNAMIC REPRODUCER is probably the most expensive product of its kind yet developed.

Distinguished from the general run of speakers by its aristocratic contour, its dignified semi-lustrous finish, its very appearance foretells the quality of reproduction which may be expected.

Nor will the listener suffer even the slightest shade of disappointment, for the MARCO DYNAMIC CHASSIS actually does achieve

the full natural realism for which radio engineers have sought these many years.

Scientifically speaking, the response curve of the MARCO is practically "flat" over the entire broadcast band from 50 to 6,500 cycles. From the merest whisper to the mightiest blasts of the greatest pipe organ, this remarkable instrument renders a quality of reproduction which is genuinely astounding.

The New MARCO DYNAMIC is made in three models, which list at \$65.00, \$67.50 and \$75.00, respectively. Standard trade discounts. Literature sent upon request.

**MARCO
DYNAMIC
REPRODUCER**
"Superbly Beautiful"

MARTIN-COPELAND CO.
PROVIDENCE, R. I.



Radio Products
ESTABLISHED 1880

Conquered!

Sales Resistance— Both Mythical and Real

Champion

Radio Tubes

IN

Equipment Packages

(Assorted types for all standard radio sets)



CHAMPION equipment packages carry direct to the radio set purchaser a convincing assurance that standard quality tubes are being furnished with his set.

Securely packed in neat, sturdy shipping cartons, which portray the responsibility of the manufacturer, each set of tubes is accompanied by our sealed guarantee.

Can you imagine anything more helpful in selling the consumer—to say nothing of the convenience and economy in handling?

There is nothing like it on the market.

Dealers—Order a few equipment packages today, for the Radio you are handling. You will immediately recognize the most advanced step in radio tube selling.



Individual Sets of Tubes—packed for shipment

POPULAR TYPE COMBINATIONS

EQ-1
4—Type 226
1—Type 227
1—Type 171-a
1—Type 280

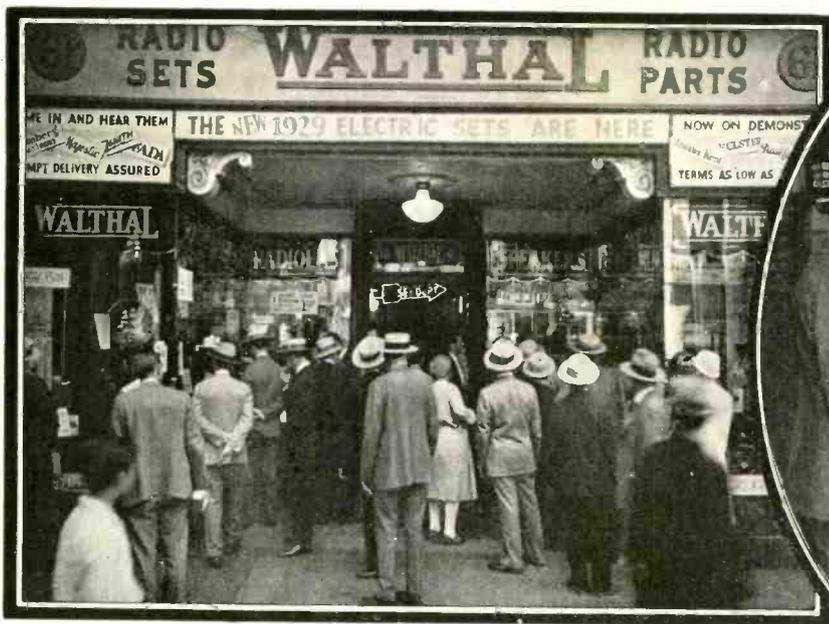
EQ-2
5—Type 226
1—Type 227
1—Type 171-a
1—Type 280

EQ-3
4—Type 226
1—Type 227
2—Type 171-a
1—Type 280

EQ-4
5—Type 227
1—Type 171-a
1—Type 280

Champion Radio Works, Inc.





How New York's Biggest Tube Retailer Boosted Tube Sales With ARCTURUS

WALTHAL has a chain of eight large radio stores throughout greater New York—sells more tubes than any other radio retailer in that section of the country.

Arcturus A-C Long Life Detector Tubes operate in 7 seconds—against 30 to 60 seconds for other tubes. A demonstrable advantage which a keen merchandiser like Walthal was quick to recognize.

Walthal arranged window and store displays demonstrating the Arcturus Detector Tube. Walthal states: "The manner in which this tube was accepted by our customers and the unanimous expression of approval it enjoyed, stamps the Arcturus 127 A-C Tube as a Detector of the highest merit. Its amazing features of low time lag, wide operating range and efficient

service were clearly demonstrated to the public through our window displays in which the actual performance of the tube was matched against other detectors playing on similar sets. Personal demonstrations were held inside the stores where the most skeptical customer was instantly won over after he had compared the tube himself." Photos of display and demonstration shown above.

You can also boost tube sales just as New York's biggest tube seller did with Arcturus A-C Long Life Tubes. There's an Arcturus A-C Tube for every purpose. Write for detailed information.

ARCTURUS RADIO COMPANY, 255 Sherman Avenue, Newark, N. J.

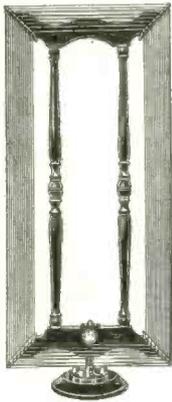
ARCTURUS

A-C LONG LIFE TUBES

3 RADIO UNITS that are *Big Sellers*



Bodine DeLuxe Loop

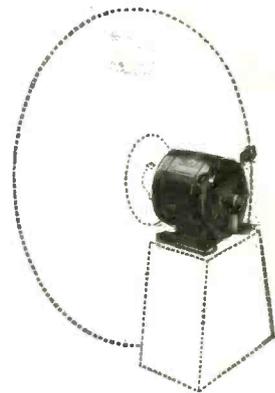


AN exceedingly popular and attractive loop. Its remarkable efficiency brings in distant stations with great volume, and the extraordinary tuning characteristics greatly increase the selectivity of any superheterodyne or T. R. F. receiver.

The Bodine DeLuxe Loop is constructed of the finest walnut, with a beautiful hand-rubbed finish. This loop is used extensively in apartments and in congested broadcasting districts to eliminate interference. Dealers will find the Bodine DeLuxe Loop an added source of profit.



Bodine Television Motors



THE rapidly increasing interest in television has created a demand by experimenters for a special motor for driving television scanning discs. Bodine Television Motors are designed especially to meet these requirements. Unusual stability of speed is assured, and yet with a suitable rheostat the speed may be varied 25 per cent above or below the synchronizing speed. These motors are made for 18, 20 and 24-inch discs. A special winding permits the motor to be run either as an alternating or direct current motor. Write for complete details.

Bodine Type RC-10 Electric Turntable

No Brushes No Sparking
No Commutator No Interference

DEALERS everywhere are cashing in on the big demand for this ideal electric turntable for phonographs and radio-phonograph combinations. Perfect operation, with absolutely no hum or scratching noises in the loudspeaker makes it an exceptionally fast selling item.

The Bodine Type RC-10 Electric Turntable is driven by a high-torque, spring-supported Bodine Induction Motor. There are no commutators or brushes to spark and cause noises in the loudspeaker. A reliable and easily adjusted governor permits the record to be played at any speed, and maintains this speed regardless of line voltage fluctuations. Easily installed. Unit construction. No exposed rotating parts to gather dust. Mail the coupon for latest price sheet.

To Radio and Phonograph Manufacturers

These units utilize a standard industrial motor representing a substantial design that will appeal to the best trade. Supplied with or without turntables. Sample units will be furnished for inspection and test. Write today!

BODINE

Mail the Coupon
BODINE ELECTRIC COMPANY,
2242 W. Ohio Street, Chicago, Ill.
Please send information and prices on the items checked below.

Bodine Television Motors
 Bodine Type RC-10 Electric Turntable
 Bodine DeLuxe Loop

Name City

Address



CITIZENS RADIO CALL BOOK 50c
 THE SATURDAY EVENING POST
 RADIO NEWS
 RADIO BROADCAST
 Popular Science
 RADIO ENGINEERING

Big Advertising BEHIND THE Big Belden Line

Once more a big national advertising program is paving the way to profitable sales for Belden dealers.

Like a giant barrage Belden advertising in the Saturday Evening Post, Popular Science Monthly, Radio News, Citizens' Radio Call Book, Radio Broadcast and Radio Engineering is driving home the importance of using Belden Radio Accessories to millions of home owners in every corner of the country.

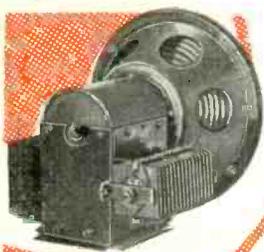
Tie up with this big program. Stock up with Belden Radio Accessories. Display them on your counters, in your windows and on your shelves. Suggest to radio users that Belden Accessories provide better reception.

Belden Manufacturing Company
 2308-A S. Western Avenue • • Chicago, Ill.

Specify Belden



Hitting the Bull's-eye of popular demand



Dynamic Unit Chassis



DC 507



DX 505

THAT'S exactly what O'Neil Dynamics have done. As the O'Neil Magnetic Speakers were famous in past years so are these new Dynamics—and they received the same instantaneous and enthusiastic approval.

All that you can ask of a speaker, the O'Neil does—and in a better way. The breath-taking pauses of the vocalist, the soft tonal shadings of the instrumentalists, the majestic vibrancy of an organ or orchestra are reproduced without rattle or distortion. The entire broadcast is reproduced with unusual fidelity to the artist.

Volume sales are further assured by the exceptionally fine cabinet work and moderate prices of O'Neil Speakers. The Model DX 505 is the one to use as your leader.

Handling the famous O'Neil Line will bring you big profits. Made right—O'Neil Speakers stay sold. If you haven't already written, do so at once, and we will send you full details of our dealer's proposition.

O'NEIL MANUFACTURING CORPORATION

—the famous O'NEIL Radio Speakers

West New York, N. J.

Model DX 505—Fitted with our dynamic speaker, equipped with a standard dry disc Rectifier and powerful transformer for operation from A.C. 110 volts house current. No other auxiliary apparatus required, \$65.00.

Model DC 507—Equipped with our dynamic unit. Finished in a beautiful two-tone walnut to match the popular sets. Small in size, 13¼-in. high by 12¼-in. wide by 11½-in. deep. Operates from 6-volt storage battery or 6-volt battery eliminator. List, \$50.00.

Model A506—Same cabinet as above. Ready to operate from any A.C. 110-volt, 60 cycle lighting circuit. List, \$60.00.

Model A508—Like above, except that it's made to operate from a D.C. lighting circuit. List, \$50.00.

Dynamic Unit Chassis

A.C. Model A510—For A.C. light socket operation, equipped with dry disc rectifier and powerful transformer 110 v., 60 cycles. List \$45.00. In Baffle Box, \$2.50 extra.

O'NEIL
DYNAMIC SPEAKER

* O'NEIL speakers are licensed under the Lektophone Patents.

The "Supreme" Portable Radio Laboratory makes every test on any set



New Model 100A, \$112.50

Cash Price \$101.25

A complete portable laboratory in a handsome brass-bound leatherette carrying case. Makes any test on any set. Has built-in power plant from A.C. line furnishing all filament and plate voltages; has 0/10/50/250 Supreme 3/4 inch voltmeter, 1000 ohms per volt; an 0/50/100 Supreme milimeter with 50 divisions; various fixed condensers from .001 to 2 mfd.; 500,000 ohm variable resistance; 30 ohm rheostat, etc.

Will bridge open transformers, and play sets with transformers open. It will work radios for condenser, choke coil outputs, and inductive outputs, although they are not wired for the purpose. Row of pin jacks gives access to any part of the instrument and makes the instrument a part of the set to be tested. Price includes tools and supplies necessary to step out on the job. Large portable 0/3/18/150 A.C. voltmeter in leather case, with leads is obtainable for use with above instrument, \$11. (Add \$1 to down payment and one \$10 payment if buying on installments.) When plugged in this meter becomes a part of the instrument; otherwise it is portable for line voltage readings.

No. 400A Equipped with WESTON Meters, \$138.50

Cash Price \$124.65

This is a set worthy of the most skilled radio engineer. Will do all the 100A will do and in addition, it will test trickle chargers and other apparatus up to 2 1/2 amps. Is 100% accurate on all tests, because it has 0/10/100/600 WESTON voltmeter, 1000 ohms per volt; WESTON 0/125 mils/2 1/2 amps. milimeter; built-in WESTON 0/3/15/150 A.C. Meter. SELECTOR TYPE push button testing for selecting any scale on any reading. Oscillator and power plant. Price includes laboratory tools and equipment.

No. 99A. Practical and Comp. Set Tester, \$108.50

Cash Price \$97.65

Ideal for the radio service man. A complete set tester. Quality and accuracy equal to Model 400A, but does not include laboratory features. Has oscillator and power plant; rejuvenates 12 tubes at a time; makes any test on any set. Price includes all necessary adapters and accessories.

SUPREME INSTRUMENTS CORPORATION
GREENWOOD, MISSISSIPPI

Takes the Guesswork Out of Radio Repairs

Now you can have one instrument that will make every possible test on any radio set. In the "Supreme" you have a complete radio laboratory in a handy carrying case and you can make a 100% correct diagnosis of the trouble in any set from the home-made "mongrel" to the newest type A. C. You guess no longer. You KNOW

what's wrong—and because you KNOW you can repair the set quickly and earn larger fees.

You can test all tubes (for current pass and oscillation), make all continuity tests, test and balance condensers, test wiring, audio transformers, trickle-chargers, loud speakers, batteries, eliminators, and any other part of any set.

Power Plant Built In

The "Supreme" is the only instrument in the world with a complete self-contained power plant

giving perfect oscillation on all tubes, A.C. or D.C., including screen-grid, heater type, rectifiers, etc.

Rejuvenates Radio Tubes

In servicing a set, you can make a good profit and win a permanent customer by rejuvenating or reactivating thoriated filament tubes

in the set to be tested. "Supreme" Instruments will rejuvenate up to 12 tubes in the set at one time in 10 minutes!

Broadcasts for Testing at Any Time

Each "Supreme" Instrument is a miniature broadcasting station. You use it 24 hours a day to test sets when no other carrier wave is on the

air. Simply plug into an A.C. socket and it sends out a modulated high-frequency wave that can be tuned to, like a broadcast station.

LIBERAL TIME PAYMENTS

If you wish, you can let your "Supreme" pay for itself from the added profits it brings to you. Pay only \$28.50 down for the model 99A; balance in 8 monthly payments of \$10 each. Pay only \$32.50 down

for the new 100A—balance \$10 monthly for 8 months. Pay only \$38.50 down for the 400A—then \$10 monthly for 10 months. Fill out the coupon below for a free examination.

Free Examination

Order the "Supreme" Instrument that best suits your needs. Pay the cash price to the express agent (or pay the down payment and sign the installment notes), when he delivers the instrument. Try the "Supreme" for 6 days. If you are not completely satisfied, return the instrument to the agent, any time within 6 days, pay the transportation charges, and he will refund your money and cancel the notes without question.

All "Supreme" Instruments are Fully Guaranteed

SEND COUPON NOW!

The Supreme Instruments Corporation,
 Department
 Greenwood, Miss.

Please send me set No. _____

I will pay the cash price on delivery or (check payment method desired), I will pay _____

on delivery and sign installment notes of \$10 each for _____ months

If I am not satisfied with the instrument, I will return it to the express agent within 6 days, pay the express charges only, and he will refund my money.

NAME _____

ADDRESS _____

CITY _____

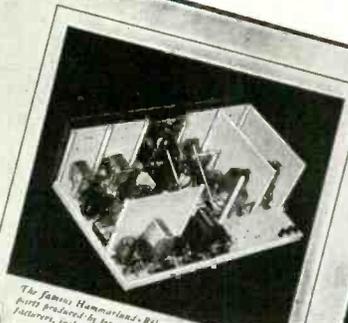
NOTE—If you are not a rated dealer and wish to buy on deferred payments, enclose a letter giving three trade references, including your banker.

Don't Take Chances with Condenser Breakdown!

"The man who tries to save a few cents by buying cheap condensers is almost sure to pay the price of his mistake in the form of a broken-down radio receiver."



Felix J. Bels



The famous Hammarlund-Roberts, H. Q. Six employs parts produced by the use of America's best wide margin factories, including Acme Parvolts by Parvoltage.

Play Safe with PARVOLTS!

THE rapidly increasing use of by-pass and filter condensers in modern A. C. operated circuits demands the greatest caution against poor quality, inaccuracy of rating and uniformity in condensers.

Nothing can do so much harm to radio reception or effect such costly losses in assembled parts as defective or inaccurate condensers. It is of vital importance to know the ratings actually stated and that all stated ratings are UNIFORM.

It is vital to use condensers whose ratings are based upon CONTINUOUS DUTY.

It is vital to use condensers that

are made with AT LEAST the overload factor of safety demanded by the R. M. A. and N. E. M. A. Condensers which possess these qualities not only insure quality reception, but overcome the possibility of break-down and heavy losses from tubes, transformers and other parts.



ACME PARVOLT FILTER CONDENSERS are available in all standard mfd. capacities for 200, 400, 600, 1000, and 1500 Volt D. C. requirements. Supplied singly or in complete housed blocks for the important power supply units such as Thordarson, Samson and others.

ACME PARVOLT BY-PASS CONDENSERS are available in all standard mfd. capacities and for all the required working voltages.

ACME PARVOLT CONDENSERS
Made by the Manufacturers of
ACME CELATSITE HOOKUP WIRE
ENAMELLED AERIAL WIRE
CELATSITE FLEXIBLE and SOLID
ACME SPAGHETTI

Reprint of Current PARVOLT Advertisement in Leading Magazines



ACME PARVOLT FILTER CONDENSERS are supplied in all standard mfd. capacities for 200, 400, 600, 1000, and 1500 Volt D. C. requirements. Uniform height and width for easy stacking. Supplied singly or in complete housed blocks for the important power supply units such as Thordarson, Samson and others.

ACME PARVOLT BY-PASS CONDENSERS are supplied in all standard mfd. capacities and for all the required working voltages.

The ACME WIRE Co.



New Haven, Conn.

You Too, Mr. Dealer— Play Safe with the Condensers That STAY SOLD!

SHOWERS

Cabinets for Crosley Radio

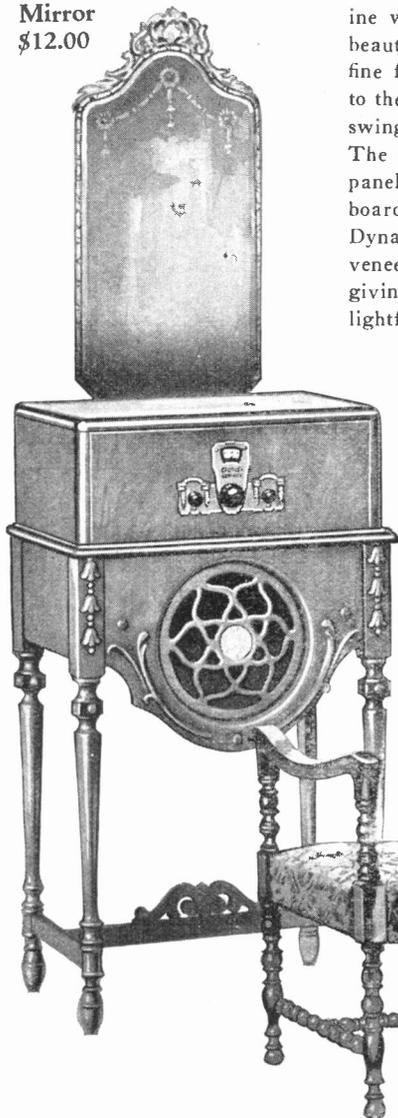
Powel Crosley, Jr. has approved these consoles as best suited mechanically and acoustically for Crosley radio. From a value angle they are in every way comparable with Crosley radio. Both firms have the same BIG IDEA—to give the world the most for its money in the popular price field.

Exquisitely matched walnut veneer with over-laid decorations of blistered maple veneer is the keynote of beauty in this model. The principle of design which made such a type of cabinet so popular last season is continued in this model.

Model C-4 with Crosley Show Box installed is a wonderful feature at

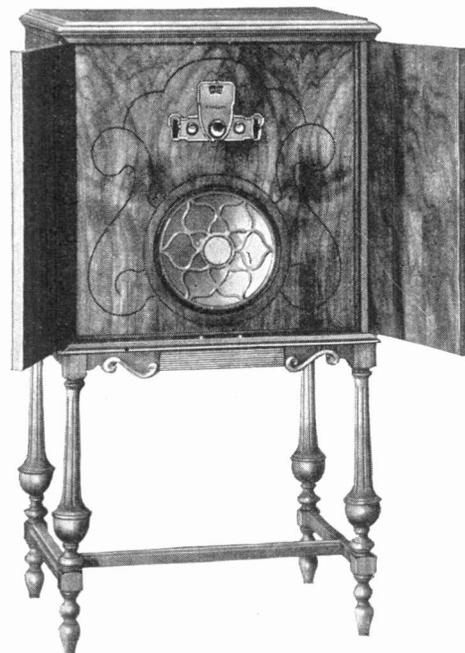
\$150

Matching
Mirror
\$12.00



Tuning Bench
\$16.75

Improvements incorporated in this year's model make it a truly great value. Genuine wood carvings are high lighted and beautifully finished in the mode of today's fine furniture. The top opens for access to the radio chassis and the doors are full swinging type with solid brass door pulls. The doors open upon a solid front inside panel, using a three-quarter inch baffle board to improve the tone of the Crosley Dynacone speaker, which is built in. The veneer is of four-way matched walnut, giving a charming appearance and delightful effect.



Genuine Crosley Dynamic Power Speaker—
The DYNACONE

built in each cabinet

Model C-3 with Crosley Gem Box installed is Radio's greatest value!

\$115

Beautifully grained veneers form exquisitely matched patterns and genuine wood carvings add a decorative note of real distinction. Gracefully proportioned, the beautifully turned legs and the artistically designed stretcher not only add a greater measure of beauty, but a solidity of construction not found in "cheap" radio cabinets. The wonder-toned Crosley dynamic speaker, the Dynacone, is built in.

SHOWERS Brothers Company

Department 130

Bloomington, Indiana

Montana, Wyoming, Colorado, New Mexico, and
West Prices Slightly Higher.

CROSLEY

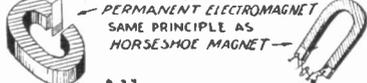
DYNACONE



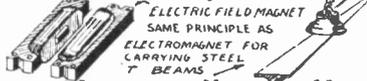
A simple explanation of the new, amazing power dynamic speaker that has swept the radio market at \$25

The dynamic principle of radio speakers means **POWER**-combined with the finest attainable **QUALITY**.

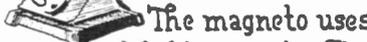
Dynamic speakers get their **POWER** by the use of an *electromagnetic field*. Translated from Engineering into English this means that the permanent field



magnet of the average radio speaker is replaced by a powerful electromagnet.



Comparing the possible **POWER** of electromagnets and permanent magnets is like comparing a magneto to a dynamo.



The magneto uses permanent field magnets. It will serve admirably as a shocking machine but cannot light a single lamp bulb.

The dynamo uses *electromagnets*. Even a moderate sized dynamo will run the lights of an entire village.

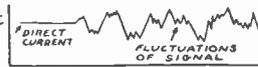


Heretofore, the use of

dynamic speakers was limited to a comparative few who could afford them because they required a separate battery to supply the current for their electromagnet coils.

DYNACONE eliminates the battery —  and utilizes current direct from the set to operate its field coils.

A continuous direct current is always flowing in the plate circuit of the power output tube of the radio set. Upon this direct current is superimposed the fluctuations of the signal.



It has been customary to keep the direct current out of the loudspeaker because so strong a current would tend to *paralyze* the speaker by pulling its armature over against the field magnet.

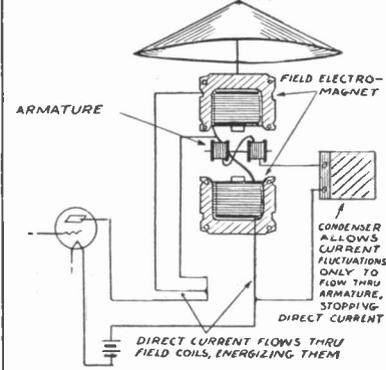


To get rid of this strong direct current, a transformer,

or a condenser is used,

which allows only the signal fluctuations to

enter the speaker armature. **DYNACONE** uses the latter method for keeping the direct current out of its armature but makes use of this very current, which other speakers throw away, for energizing its field electromagnets.



By thus ingeniously utilizing energy heretofore thrown away **DYNACONE** achieves **POWER** and **QUALITY** only attainable with the dynamic principle, without any special batteries or other apparatus. It is simply connected direct in the output circuit of any set using a 171 type power tube operating at 180 volts on the plate.*

* If the set has an output transformer, this is disconnected by the dealer when **DYNACONE** is installed.

The above description applies to the Type E **DYNACONE**. The Type F **DYNACONE**, which has four connections to the set, takes its direct current from ahead of the output transformer instead of using a condenser to effect its separation from the voice current which actuates the armature.

THE CROSLEY RADIO CORPORATION

DEPARTMENT 130

Cincinnati, Ohio Powel Crosley, Jr., Pres.

Montana, Wyoming, Colorado, New Mexico and West prices slightly higher

For the AC Radio **PREFERRED** by Millions

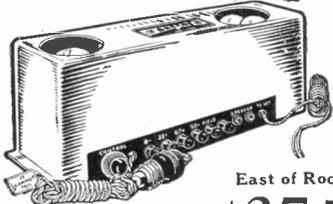
Super AC Reception

The **ULTIMATE** in Radio Power

—requiring **NO** change in Set or Tubes

Announcing

THE GREAT
GREENE
DYNAMIC
AMPLIFIER



East of Rockies
\$37.50 Less
Tubes

**Push Pull Amplification
Plus "B" Power
for every receiver
and any type speaker**

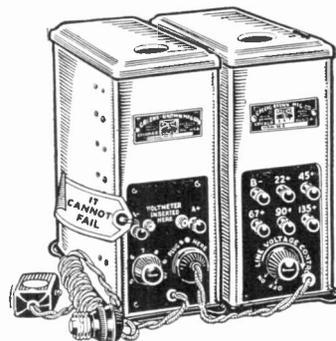
Furnishes Push-Pull audio frequency amplification making possible the undistorted tone quality obtainable only in the very finest of sets. Also furnishes D.C. current for energizing field of a dynamic speaker and supplies the necessary B power for the receiver.

This great GREENE amplifier fits any set without changing tubes or wiring. Easily installed. A Radio Luxury low enough in cost for all.

For Distributors and Dealers

Here are power devices for Super-A.C.-Reception and over-the-counter selling. Any novice can install them. By concentrating selling efforts on this line you secure total elimination of the service problem, plus definite profits. Use the coupon.

The **GREAT GREENE**
DRY-Electric
Light Socket Power Units



The Great Greene
Dry Electric A
List
East of
Rockies
Complete
\$37.50

The Great Greene
B-5-6-7
List
East of
Rockies
for all sets of 7 tubes or less
\$27.50

Sensational! New and novel Humproof A.C. power units. Supplying unfailing A and B power from any 90 to 135 volt (50-60 cycle) A.C. light socket. Converting any battery-operated set into a completely A.C.-operated set, without changing tubes or wiring. **THESE GREAT GREENE UNITS NEVER GYPED OR DUMPED**—will help you win loyal, appreciative customers.

Concentrate your selling on the majority—modernize their present sets. Sales resistance will be lessened—and your profits larger.

MAIL THIS COUPON TODAY

GREENE-BROWN MFG. CO., 5100 Ravenswood Av., Chicago
I am interested in the huge sales possibilities of the Great Greene Line for 1929. Please send full descriptions of your A.C. units.

Name.....

Address.....

Dealer

Jobber

Manufacturer

OPERADIO

THE LINE COMPLETE!

Dynamic and Air Column

SPEAKERS

\$15⁰⁰~to~\$250⁰⁰



The Bloc-Type Tone Chamber

Designed to give accurate reproduction. The tone chamber is an exponential air column cast in a solid monolithic bloc of a new light weight material, "Vocalite", which is absolutely inert, non-vibrating and unaffected by any climatic conditions.

The Junior
\$15.00



New Senior
\$25.00

The New Senior is last year's most popular model, improved in performance with many refinements of design and finish. Either will deliver satisfactorily the output of any set up to and including five and six tube neotrodynes, superhetrodynes, etc. using the 201-A type tubes. Great volume, range and sensitivity. The Junior has a 30 inch air column, Senior, 54 inch air column.

THE sensation of the R. M. A. Trade Show --- the complete Operadio line of Speakers to meet every requirement at every price level. Air column speakers of the successful Bloc Type in three beautiful Table Models and one Dynamic Table Model, and three handsome Cabinet Models equipped with air columns of various lengths or with Operadio Dynamic units, either type with or without Operadio amplifiers. Dealers find Operadio the greatest profit builder.



The Operadio Dynamic Unit

Incorporates decisive improvements in power reproduction. Manufactured under special Operadio designs to handle the output of the largest sets built regardless of the stages of power amplification used, without trace of distortion, blasting or rattling.



THE WESTMINSTER

The newest and finest of the Operadio Air Column Speakers embodying all that is new and beautiful in design. May be connected to any set and will handle the output of any standard amplifier system up to and including the 171 tube [171 push-pull excepted]. Has a 61 inch air column.

Price \$35.00



The St. Charles

A beautiful cabinet model Dynamic Speaker which will handle and give tremendous volume with undistorted tone fidelity. Recommended for sets employing power tubes or equipped with separate amplifiers using power tubes.

6 vol. D. C. \$70; 110 volt A. C. \$90



The Barcelona

A very attractive speaker table of Spanish design equipped with 54 inch air column. A beautiful cabinet that is also designed to accommodate any standard radio set. **Price \$42.50**



The Bel Canto

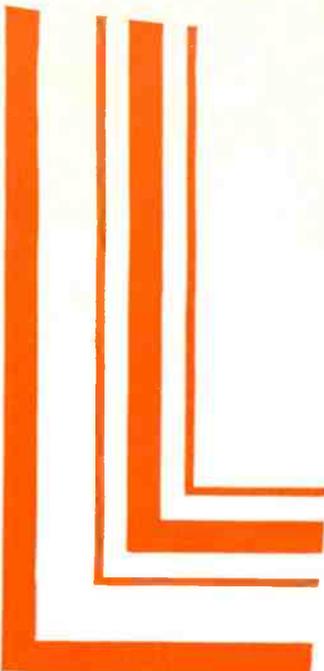
The Bel Canto

Obtainable with an 84 inch air column or Dynamic unit, 6 volt D. C. or 110 volt A. C. [with or without an Operadio four or five tube amplifier]. Amplifiers may be used in combination with either air column or Dynamic units.

Price Range, \$80.00 to \$250.00

Manufacturer
OPERADIO MFG. CO.
St. Charles, Illinois
Greater Chicago District

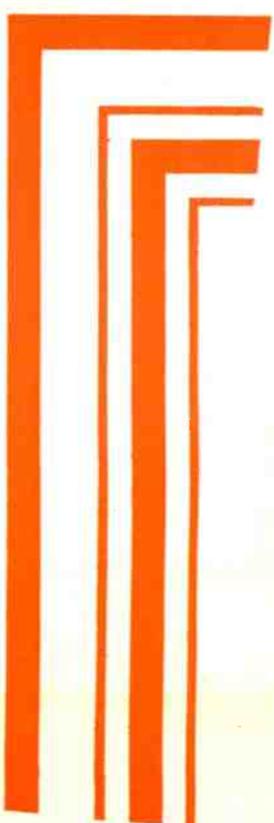
Sales Department
THE ZINKE COMPANY
1323 S. Michigan Ave.
Chicago, Ill.



PROTECT your name and your product. A Novar Transfer Nameplate on every article you manufacture is the last link in your advertising. It identifies your product, protects your customer and brings re-sales.

NOVAR

TRANSFER NAMEPLATES



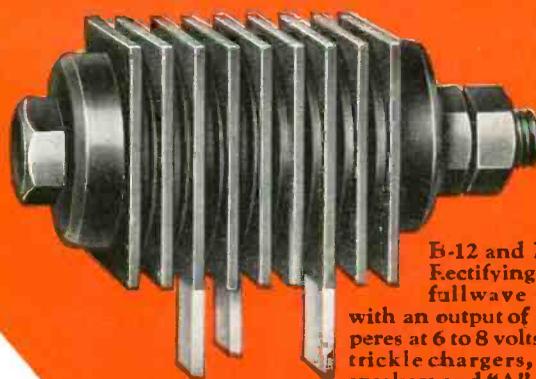
are used by thousands of manufacturers in every industry. They are easily put on to *stay put*, and can be applied to wood, glass or metal. They are made by the largest manufacturers of decalcomanie products in the world in any shape or design and in any color or combination of colors. They are inexpensive. Send for free samples and judge for yourself why so many national organizations use Novar Transfer Nameplates.



Palm, Fechteler & Co.
67 Fifth Ave., New York



**B-L
RECTIFIERS**



B-12 and B-16, B-L Rectifying Units are full wave rectifiers with an output of 1 to 3 amperes at 6 to 8 volts D. C. for trickle chargers, dynamic speakers and "A" power devices. List price, B-12 \$4.50, B-16 . . . \$5.00.

Tried and Proved

B-L Rectifiers furnish smooth, unfailing, uniform power to all electrical equipment and apparatus—dynamic speakers, power devices, chargers etc.—requiring low voltage rectification. They are highly efficient and have been adopted as standard by many of the largest manufacturers.

B-L Rectifiers are Bone Dry . . . Noiseless . . . Durable and Compact. Built of Metal and Composition discs—They are long lived . . . nothing to get out of order. Install them and forget them.

Furnished in standard capacities—single or full-wave—or built to your specific needs. Outline your requirements and we will send you samples and full information.

An interesting booklet, describing the characteristics and some applications of B-L Rectifiers, is yours for the asking . . . A post card brings it.

Jobbers—Some desirable territories open . . . *Dealers*—Order from your jobber, or write us for name of nearest distributor . . . *Manufacturers*—Send for information on B-L Rectifying Elements for your power equipment.

Manufactured by

The BENWOOD-LINZE CO.
St. Louis, Mo., U. S. A.

**Bone Dry . . . Compact
Durable Noiseless**



C-110, B-L Rectifying Unit is a single-wave rectifier for replacing charger bulbs. Furnished with either Edison or double-contact screw base. List price, C-110 . . . \$4.00, C-210 . . . \$4.00.



D-24, B-L Rectifying Unit is a full-wave rectifier for supplying direct current to excite magnetic field coils of dynamic speakers. List price . . . \$6.00.



A-20, B-L Rectifying Unit is to replace electrolytic rectifiers in trickle chargers and power devices. List price, A-20, 40 and 40P \$4.50 each.

PROTECTION

The franchised AMRAD DEALER sells with confidence that his standing and his profits are assured!

The position of Amrad in radio engineering, with five great laboratories at its disposal, is second to none in the industry.

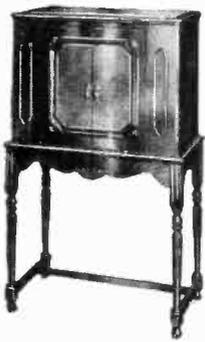
Amrad products are priced so favorably that ready acceptance by the public may be counted upon.

Amrad, with the genius of two great manufacturing plants behind it, may be depended upon to provide radio receivers of the highest class.

And Amrad dealers are protected against a possible decline in price.

What a tone to HEAR and what a line to SELL!

Prices slightly higher west of the Rockies.



The NOCTURNE
Handsome walnut cabinet; built-in dynamic speaker; eight tubes; double shielded. \$295 (not inc. tubes).



The SONATA
Richly beautiful walnut and satinwood console, built-in dynamic of finest type; eight tubes including 250 power tube. \$475 (not inc. tubes).

AMRAD

The Amrad Corporation

Medford Hillside, Mass.

J. E. Hahn
President

Powel Crosley, Jr.
Chr. of the Board



BUILD A BIGGER BUSINESS WITH THE GREATEST NAME IN FURNITURE

Here's an opportunity worth seizing. Be the first in your community to take on the new line of Berkey & Gay Radio Furniture.

The shrewdest furniture dealers everywhere admit that the Berkey & Gay name sells furniture faster, turns the stock more rapidly and yields a larger average profit than any other name. The same thing is true of Berkey & Gay Radio Furniture.

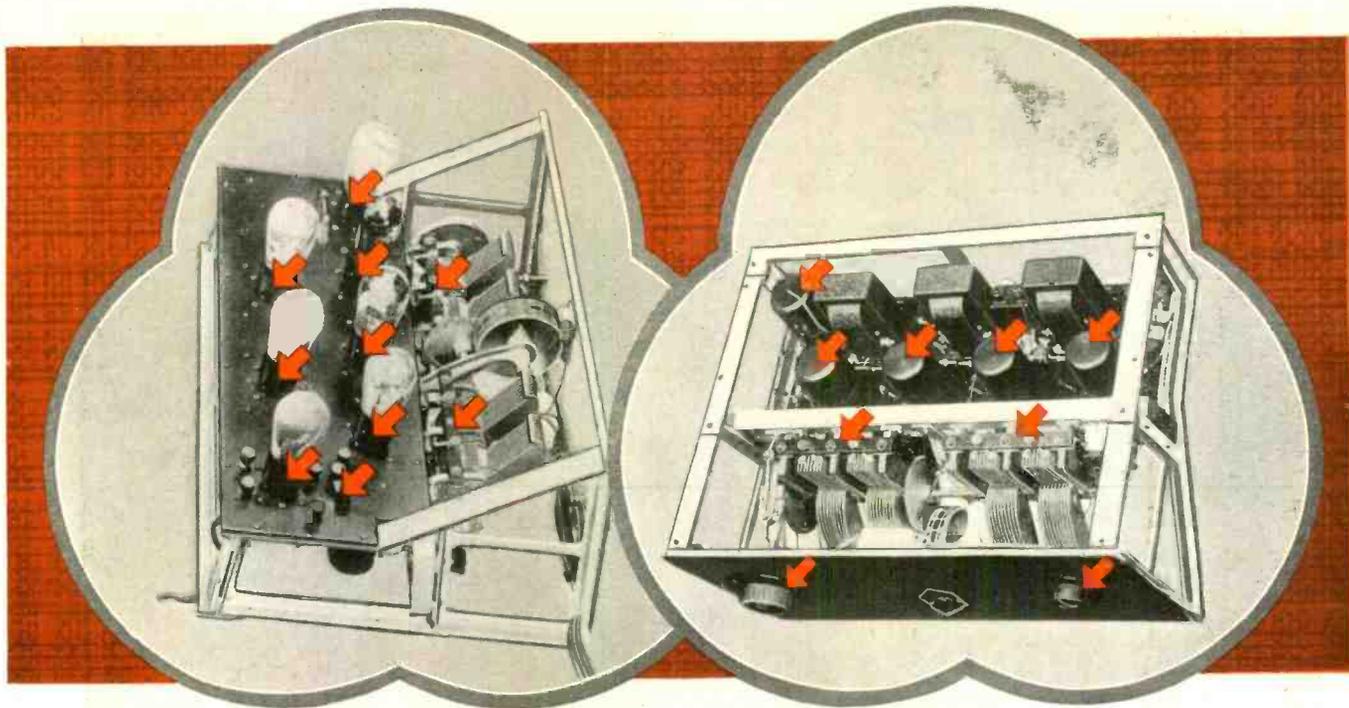
The remarkable beauty of this new line, the rare woods, exquisite designing, beautiful workmanship and finishing and tonal qualities, plus the famous Berkey & Gay Shop Mark inset in each piece—all at prices no higher than unknown makes. This is a combination that you can't afford to pass by.

BERKEY & GAY *Radio Furniture*

Learn All About
Berkey & Gay Radio
Furniture

For full particulars write, wire or phone the Radio Allied Manufacturers Corporation, 1340 South Michigan Ave., Chicago, Illinois—Radio Furniture Sales Division of the Berkey & Gay Furniture Company.





Chassis of All-American Receiver showing parts using Bakelite Materials. Made by All-American Radio Corp., Chicago

Bakelite Materials are used for insulating "All-American" Radio Receivers

THROUGHOUT the splendid radio receivers of the All-American Radio Corp., Bakelite Laminated and Bakelite Molded are used for insulating the various elements. Some of these Bakelite Insulated parts are indicated by arrows in the photograph above.

The extensive use of Bakelite Materials is a standard practice with more than ninety-five per cent of all radio set and parts manufacturers. They have learned through

years of experience that dependable radio performance under all conditions requires insulation that retains its original value indefinitely.

The fact that the radio industry has practically standardized on Bakelite Materials, indicates how important it is for radio dealers to make sure that the sets and parts which they sell are Bakelite Insulated. Write for a copy of Booklet No. 39, "Bakelite in Radio." It contains much of interest to the dealer.

BAKELITE CORPORATION

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

BAKELITE

REGISTERED

U. S. PAT. OFF.



THE MATERIAL OF A THOUSAND USES

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

THE ILLUSTRATION at the right is from the first of a series of advertisements in The Saturday Evening Post, appearing September 15th. It shows the new Ken-Rad carton, now being put into circulation. Distinctive in color and character. Produced in red, yellow and blue.



Put *new* LIFE

In Your Radio Tube Sales

YOUR tube department should soon be the liveliest in your store . . . and just how active it will be depends on what you sell and how you merchandise it. Ken-Rad offers you a line of *standard quality* radio tubes, backed by national advertising and unusual sales helps that will put your tube volume up where it belongs and keep it there throughout the season.

The company behind Ken-Rad tubes is one of the three oldest in the industry and has been outstanding in tube development and research. Ken-Rad tubes are *individually* tested before

they leave the factory. And by means of more complete degasification, they have exceptionally long life and more perfect uniformity.

Ken-Rad customers *will* be satisfied, because you'll have the protection of an adjustment policy that makes friends for you and brings repeat sales. You'll have the benefit of price declines and protection against types becoming obsolete. It's a real line to sell!

Your jobber is ready to tell you how to do a bigger tube business this year. Ask him to call now.

THE KEN-RAD CORPORATION, *Incorporated*, OWENSBORO, KENTUCKY

KEN-RAD

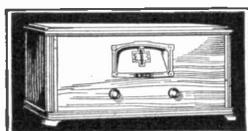
ARCHATRON



Balkite A-7 in a rich, hand-carved, walnut cabinet by Berkey & Gay. Includes dynamic speaker. Complete but for tubes, \$487.50.



The function of Balkite Radio is to open up a new market



Balkite A-5 (table model). Walnut cabinet by Berkey & Gay. Complete but for tubes and speaker, \$230.

Balkite A-3 the same, in an all metal case, \$197.50.

All models are identical in operation; the only difference is in the cabinet. Prices are slightly higher west of the Rockies.

CABINETS
BY
Berkey & Gay

Not to compete with any existing receiver. Rather to serve a portion of the market that is still, in our opinion, untouched. The same market that is served in the automotive field by a fine car.

Serving this market demands primarily not price, but a combination of performance and simplicity. It calls for a receiver that matches the best standards of laboratory reception, yet is fool-proof in operation. That makes the purchaser conscious only of the engineering refinement of the finished product.

How well Balkite has done this job is now evident. The professional appearance of the chassis, the like of which radio has never seen before; the cabinets, by Berkey & Gay; performance in competition; there's the evidence — not to mention the amazing and obvious simplicity of the whole job.

Regardless of what low-priced receiver you are already selling, Balkite means an opportunity to add to your volume. It gives you a higher unit of sale, a higher unit of profit, with service reduced to a minimum. When service is necessary the Balkite Service organization, one of the greatest in the industry, is at your disposal.

Balkite is today a major factor in the radio market, backed by consistent advertising. Sell Balkite and share the profit.

FANSTEEL

Balkite Radio

Fansteel Products Company Inc., North Chicago, Illinois



PERFECTED— at the expense of the factory

At a cost of \$80,000, Neptrons were perfected at the expense of the factory, not at the expense of the public.

And now that they are perfected, Neptrons are ready for you to sell in active competition with any radio tubes of character now on the market.

There is a practical way for you to prove to yourself that they are the kind of tubes that will bring you the most permanent profit.

Write for the Neptron Story

Neptron Corporation
Salem Mass

A Subsidiary of the Hygrade Lamp Company

THERE REALLY ISN'T ANY SUBSTITUTE FOR Raytheon BH LONG LIFE RECTIFYING TUBE



NOW in actual use—are literally millions of “B” Power Eliminators, specially designed to take Raytheon B. H. Tubes. To give the best results, each of these eliminators requires at least two new tubes a year. For these replacements, no other tube will adequately take the place of a Raytheon B. H.

Few radio products command so large a market, with practically no competition.

In addition to this natural demand, we are putting behind Raytheon B. H. a strong advertising campaign. Many distributors and retailers are reporting record sales. Are you getting your share by displaying and recommending Raytheon B. H. Tubes?

RAYTHEON MANUFACTURING CO.
Cambridge, Mass.

One sales-making display carton of 4 Raytheon B. H. Tubes costs the retailer \$10.80. He makes a clear profit of \$7.20 on each carton.



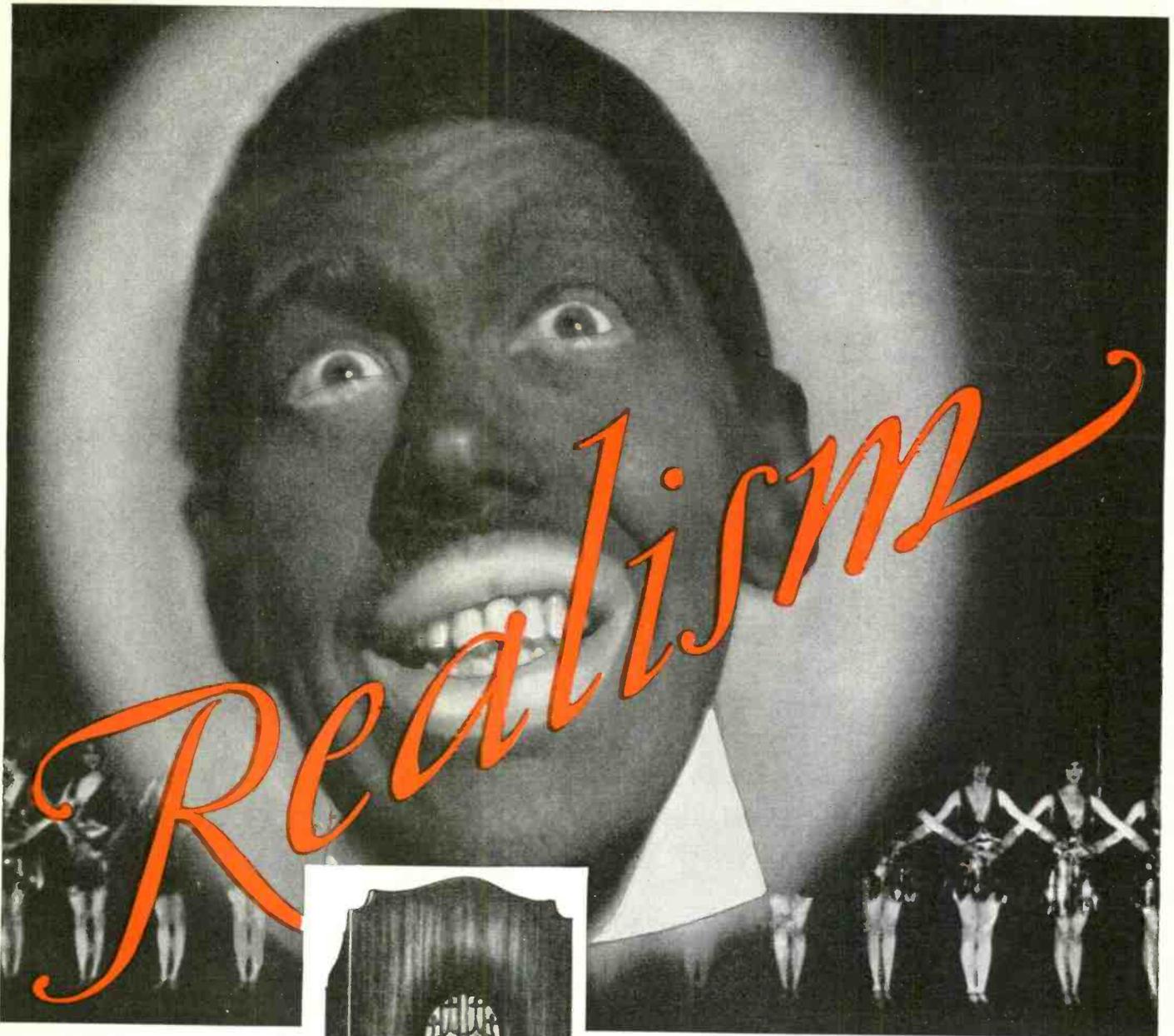
Mail This Coupon
to Your Distributor

Please send me.....display
cartons of Raytheon B. H. Tubes.

Name.....

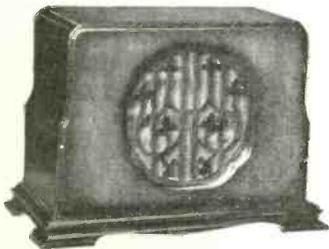
Address.....

MAGNAVOX "Dynamic" SPEAKERS



Belvedere Model

Two-tone walnut floor screen
 For A-Battery Operation . . . \$50
 For AC Operation \$65



Beverly Model

Gracefully proportioned cabinet
 finished in light mahogany.
 For A-Battery Operation \$55
 For AC Operation \$70

Other floor and table models up to \$175.
 Units only, DC \$35; AC \$50.

"FIRST
 SPEAKER
 FIRST
 DYNAMIC"



First place in realism . . . extreme fidelity of reproduction . . . is accorded Magnavox Dynamic Speaker by fourteen makers of fine radio sets. They use it as built-in equipment to assure rich, undistorted reproduction, with great volume.

THE MAGNAVOX COMPANY

Oakland, California Chicago, Illinois

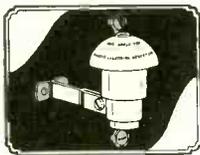
It Takes Out Static!



WIRT STATIC FILTER

Here's what you have been looking for—a device that takes out static and sells for a small price. Wirt Static Filter does take out static, and it sells for only \$2.25. Sharpens selectivity, too — makes DX sharper and clearer. With Wirt Filter music and the speaking voice are more pleasing—rounder tone, and no roughness. Does not distort. Attractive to look at.

\$2.25 retail, complete. Usual discounts. 10 individual cartons in one display carton. Window strips. Circulars. Wire your jobber or us for a display carton.

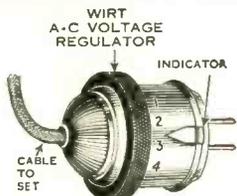


STOPS LIGHTNING!
Wirt Lightning Arrester safeguards set and house. Air gap type. Made of bakelite and brass. Sturdy and looks big value for its price—only \$1. Complete with rigid bracket, brass screw for mounting. Aerial fastens to terminal without cutting—much the best practice. \$1 list—usual discounts.

WIRT COMPANY

5221 Greene Street Philadelphia, Pa.
MAKERS OF "DIM-A-LITE" AND "DIM-A-LAMP"
New York, N. Y. Chicago, Ill. San Francisco, Calif.
Hathaway & Co., Inc. Geo. Richards & Co. James J. Noble Co.
16-22 Hudson St. 557 W. Monroe St. 915 Bryant St.

Wirt Voltage Regulator Protects A-C Sets



Wirt Regulator (211) prevents burning out tubes and sets. Eliminates extraneous current line noise. Controls "surges". Saves hours and hours of servicetime. Your A-C customers can put it on for themselves and adjust it in 3 minutes, and it's there for life, always safeguarding the set. Only \$2.25 list. 10 in a carton.

Wirt Static Filter Sure Does Work!

The Wirt Static Filter is still a good bit of a mystery. We've worked over it for three years, but even yet are not positive as to *why* or *how* it gets the static out. It does not have a condenser effect, it does not depend on induction, but it sure does the job. To folks who like *real music*, recommend Wirt Static Filter. They will improve their reception and get rid of practically all static. Works on battery sets and on A-C sets. Requires little adjustment. Order 10 today—\$2.25 is mighty little to risk on a device that gets out all the static except the crashing of a nearby storm.

USE COUPON NOW

WIRT COMPANY
5221 Greene St.,
Philadelphia, Pa.

- Ship me 10 Wirt Static Filters (223) *at once*
- Ship me 10 Wirt Voltage Regulators (211)

Bill through.....(jobber)

My name

My address

Over 900,000 Balkite Chargers Need this Authorized Replacement Rectifier



Type BNK for Models N and K Balkite Trickle Chargers.

Type BJ for Model J Balkite Charger.

ELKON the only authorized Replacement Unit for Balkite Chargers

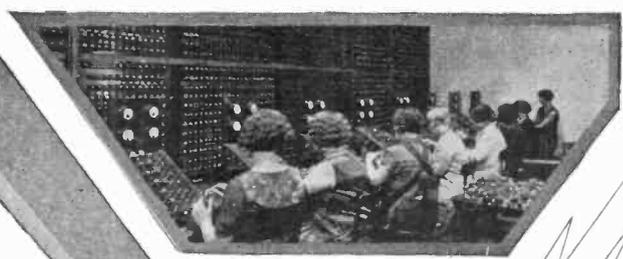
The Elkon Replacement Units and those made by the Fansteel Products Co. containing the Elkon Dry Rectifier are the only ones authorized for replacing the acid jars in Balkite Power Units.

No trouble in making the change—anyone can do it. And the difference! No fussing and messing with water and dangerous acids, with the Elkon Rectifier in place all trouble, attention and adjustment is eliminated for 5000 hours!

Increased efficiency, too. With the Elkon Replacement Units, the charging rate of Model K is increased from 4/10 of an ampere to 8/10; The Model N is increased from 8/10 to 1 ampere; and all of the charging rates of the Model J are increased 20%!

Solid, dry, self-healing, not affected by line surges, noiseless—truly the trouble-free rectifier.

ELKON, INC.
PORT CHESTER, N. Y.
Division of
P. R. MALLORY & CO., INC.



Not a telephone switchboard—operators testing Elkon rectifiers and the seasoning boards in the background.

IN DISPLAY CARTONS THAT SELL

Mighty good profits for you, too, and the attractive counter display sells 'em for you. If you have not been supplied fill in the coupon and send it along—now!

Radio Department, ELKON, Inc.
205 Fox Island Road, Port Chester, N. Y.
Send us full information on Elkon Radio Products
 Jobber Dealer (Please check)
If you are a dealer please indicate your favorite jobber
Favorite Jobber
Name _____ Address _____

Federal Retailers Are Staying "Federal"

THIS is a year of many "switches" in lines. Hundreds of retailers are still unsettled, but Federal Retailers are staying "Federal"—an increasing number of Retailers are turning "Federal"—many of them exclusively Federal.

These are the reasons they give us -

1. Federal is a radio pioneer. Federal knows how to build quality into radio—has always built that kind of radio and still is.
2. Federal offers a complete line of radio—in every pocket-book range (\$90 to \$1290)—without a sacrifice of tone quality, selectivity or distance range in any model.
3. Federal's increased discounts and Federal prices assure the Retailer a profit on every sale—and the confidence and applause of customers.
4. Federal's policy never overloads the Retailer with merchandise—or overloads his territory with Federal Designated Retailers,

Phone, wire or write for the Federal proposition.

FEDERAL RADIO CORPORATION, BUFFALO, N.Y.
OPERATING BROADCAST STATION WGR AT BUFFALO
 Federal Ortho-sonic Radio, Ltd., Bridgeburg, Ont,

Federal Radio

ORTHO-SONIC*

Licensed under patents owned and/or controlled by Radio Corporation of America, and in Canada by Canadian Radio Patents, Ltd.

* Federal's fundamental exclusive development making possible Ortho-sonic reproduction is patented under U.S. Letters Patent No. 1,882,470

FEDERAL RADIO CORPORATION,
 1738 Elmwood Avenue, Buffalo, New York

Please send me complete details of the Federal proposition.

Name

Address..... City.....

And Now
TEMPLE DYNAMIC
SPEAKER

The New



THE New Temple Model 50 Dynamic sets another standard of tone value. It is a table model for A. C., D. C. or Battery Operation.

In quality it is amazing. The low notes—clear down to the lowest register—are reproduced in their true values, round and mellow, absolutely lifelike in their realism. The treble notes and overtones—all important for faithful reproduction—display a tonal splendor that sets the actual broadcast right before you. Volume aplenty for a small auditorium—yet it may be operated at a whisper without loss of quality.

Model 50 Temple Dynamic is a worthy addition to the famous Temple \$49 line of reproducers—every comparison means a sale



Model 15
Air Column Speaker

Model 15 is the refined and improved air column speaker—the same type of speaker upon which Temple success was founded—but now better than ever. It is a true exponential design, mathematically correct and perfect in its quality \$29—price

Model 20
Air Chrome Speaker

Model 20 Temple Air Chrome Speaker represents a sensational new development in loudspeakers. The open radiator consists of two sections instead of one, driven by the powerful Temple Double Action Unit, thus substantially increasing the volume \$29 and tonal range—price



Write for Full Particulars

TEMPLE, INC.

1929 S. Western Ave.

Chicago, U. S. A.

Leaders in Speaker Design

3 Reasons Why Ray-O-Vacs give LONGER LIFE and BETTER RECEPTION



Cell-Pocket Construction

The ordinary radio battery is filled with pitch to separate the cells and hold them in place. We formerly used this construction for Ray-O-Vac "B" Batteries, but recognized a serious fault. Poured in molten form, at high temperature, the pitch required hours to cool. Excessive heat is destructive to any battery. We knew this extreme heat stole a share of the battery's useful life, so we developed Ray-O-Vac Cell-Pocket Construction—each cell in a separate insulated pocket—making unnecessary the hot pitch application. Thus we safeguard the longer life which is built into every Ray-O-Vac cell.

Round Ray-O-Vac Cells

Ray-O-Vac cells could be made square, flat, oblong, or any other shape we might choose. But we make them ROUND, because we know from both experience and experiment that round battery cells will give you the best service. Why is a locomotive boiler always round? Why is a steam pipe always round? Why are oranges and peaches round? It is a scientific fact that power is delivered more efficiently—and juice is carried more effectively—in round containers. Ray-O-Vac "B" Batteries deliver power and contain electric "juice." Ray-O-Vac "B" Batteries make any radio a better radio.

Lower Internal Resistance

Every radio "B" battery has internal resistance—but the lower this resistance can be held the better is the effect on radio reception. Any electrical engineer will tell you that low internal resistance gives best results in tone quality, because it makes for the absence of interference with a flexible flow of current to meet all requirements. Ray-O-Vac "B" Batteries are known for their low internal resistance. Yet their rugged cells—plus life-preserving Cell-Pocket Construction—afford longer life. FRENCH BATTERY COMPANY
Sales Office: 30 No. Michigan Ave., Chicago
Factory: Madison, Wisconsin
Also makers of Ray-O-Vac "A" and "C" Radio Batteries, Ray-O-Vac Flashlights and Batteries, Telephone Batteries and Ignition Batteries

Lower Prices

make Ray-O-Vacs more economical than ever!

RADIO IS BETTER WITH BATTERY POWER

—and Best with Ray-O-Vacs!

Turnover

"B" batteries represent the fastest-turning "bread-and-butter" merchandise in the radio dealer's entire stock.

You can make enthusiastic, permanent "B" battery customers—and sell more "B" batteries—if you sell Ray-O-Vacs.

The Ray-O-Vac features described above are being dominantly advertised in The Saturday Evening Post, The Country Gentleman and other publications.

Order Ray-O-Vacs from your jobber.

On Exhibit, Fifth Annual
Radio World's Fair,
Booth BB-1



Jensen
DYNAMIC SPEAKER

The new Jensen cabinet models are in full production in both Jensen factories. Orders, regardless of quantity, are being shipped promptly. Jensen distributors throughout the country have these new models in stock.

Above is shown the new Jensen Model 7 Console. List prices range from \$75.00 to \$90.00 depending upon the type of Jensen Dynamic Speaker unit installed in the cabinet.

FULL PATENT PROTECTION

Jensen Dynamic Speakers are manufactured under the patents of the Lektophone Corporation, and also under Electro-dynamic patents which name Peter L. Jensen as co-inventor. Additional patents are allowed and pending covering exclusive Jensen features.

No other dynamic speaker offers such advantages: licensed under Lektophone and Dynamic patents and constructed under additional exclusive Jensen patents.

SIFTING THE DYNAMIC SPEAKER FIELD



The new Jensen Model 6 Cabinet (shown above) sets a new vogue in truly artistic and finely finished cabinet design. Prices range from \$55 to \$70, depending upon type of Jensen Dynamic Speaker Unit installed in cabinet.

Jensen Dynamic Speaker Units for installation in radio or phonograph cabinets are priced at \$40, \$43 and \$55. Made in types to operate with 6 to 12 volt D.C., 100 to 120 volt A.C. and 90 to 180 volt D.C.

Jensen Dynamic Speakers are fully protected by licenses and patents as follows:

Licensed under Lektophone Patents . . . Licensed under Magnavox patents . . . Jensen patents allowed & pending

DEALERS, jobbers and manufacturers have quickly learned to sift the dynamic speaker field. Jensen continues as the standard of comparison, and Jensen popularity increases each day as the real advantages of a true tone dynamic speaker are understood.

But this steadily increasing leadership is a perfectly logical result for no other dynamic speaker has these five points of excellence—typical Jensen features:

1. Manufactured under both Lektophone and Dynamic patents.
2. Exclusive features in design covered by Jensen patents allowed and pending.
3. In quantity production for over a year with uniform high quality maintained.
4. Selected by leading radio set, cabinet and coin operated phonograph manufacturers as standard equipment.
5. Two factories in full production; deliveries apace with demand for the first time.

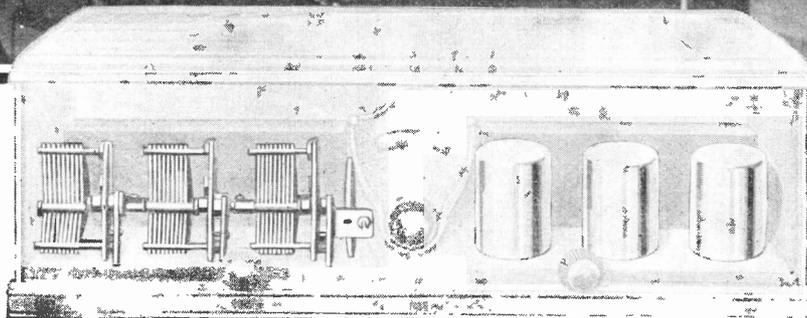
Five proven advantages—and the reason for Jensen leadership in the dynamic speaker field.

Write or wire us regarding wholesale or retail distribution in your territory.

Jensen Radio Manufacturing Company
338 North Kedzie Ave., Chicago, Ill. 212 Ninth St., Oakland, Cal.



In the studio of station WEA, New York, from which some of the most delightful programs are broadcast.



Clearer reception, finer tuning, reduced interference with aluminum equipped receiving sets.

Reception as Fine as the Broadcast

EVERY DAY millions of families throughout the world are listening to delightful broadcast programs with a keener enjoyment because their radio sets are "Aluminum equipped."

Reception is made clearer, tuning made finer, interference reduced to the minimum by designers who have found that this wonderful metal meets the varied needs of radio so admirably.

Aluminum is the ideal radio metal because it combines high electrical conductivity, permanence, beauty and extreme lightness.

Leading radio manufacturers recognize its superiority. So, in many receiving sets you find

aluminum shielding, aluminum condenser blades and frames, aluminum foil fixed condensers, chasses, sub-panels and cabinets.

When you see an aluminum equipped set you will know that its manufacturer has done everything he can to bring the true enjoyment of radio to you—to give you reception as fine as the broadcast.

Look for aluminum in the set you buy—if you build a set, by all means, use aluminum. We will be glad to send on request a copy of the booklet, "Aluminum For Radio," which explains in detail the many and varied radio uses to which this modern metal is adapted.

ALUMINUM COMPANY OF AMERICA

ALUMINUM IN EVERY COMMERCIAL FORM

2462 Oliver Building
Pittsburgh, Pa.



Offices in 19 Principal
American Cities

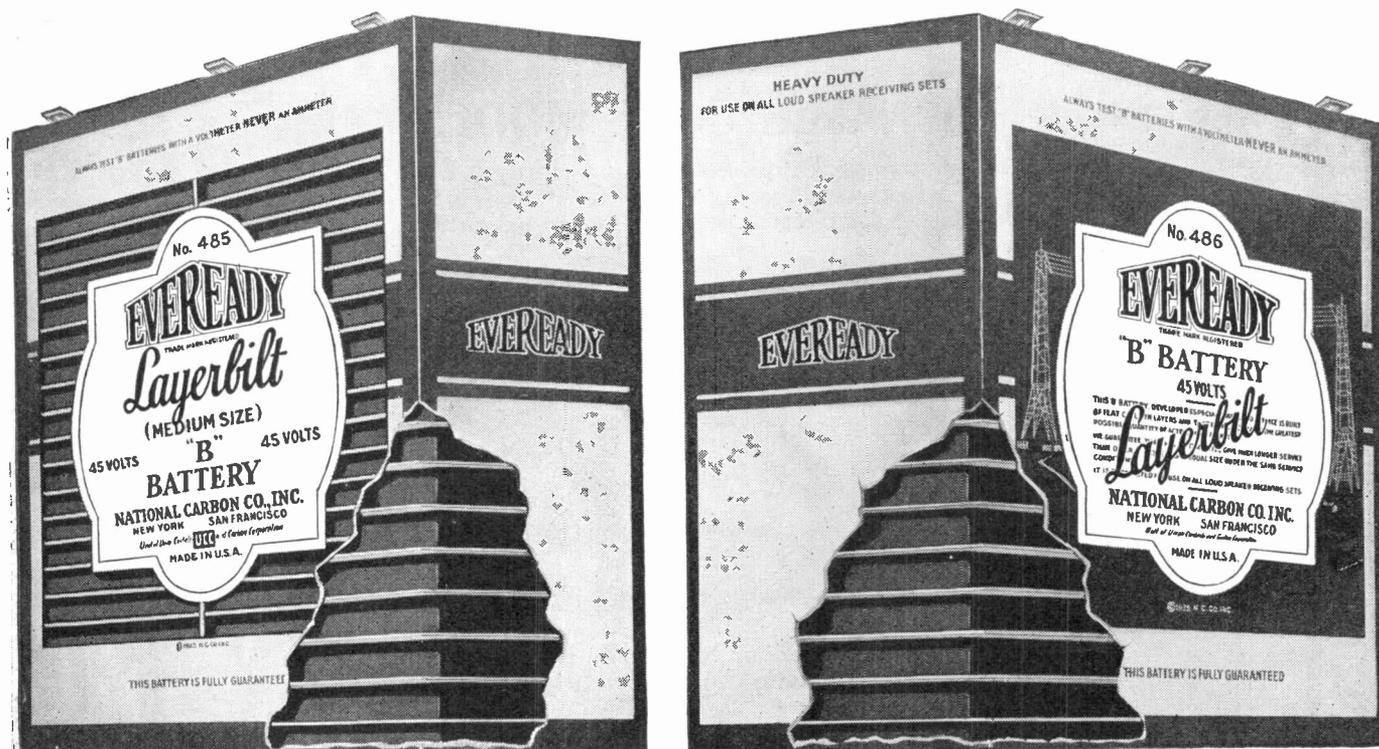
ALUMINUM

The mark of Quality in Radio

medium size \$ **2.95**
 Eveready
 Layerbilt No. 485

heavy duty \$ **4.25**
 Eveready
 Layerbilt No. 486

cost but little more



and last much longer

EITHER of these two Eveready Layerbilt "B" Batteries costs the public only a few cents more than cylindrical cell batteries of the same size, but they will last much longer.

Longer life — much less frequent renewals—greater economy — greater reliability — greater convenience—those are the things the Eveready Layerbilt construction gives your customers.

One of these batteries is the famous Eveready Layerbilt No. 486, the original Eveready "B" Battery to be made of flat cells instead of cylindrical ones. This is the largest of the Eveready Layerbilts, and lasts longest. It costs

only 25c more than the cylindrical cell Eveready of the same size.

The other is the newer Eveready Layerbilt No. 485. It comes in the same size as the Eveready "B" Battery No. 772, which uses cylindrical cells. The flat cells of the new No. 485 make it last much longer. It is the most economical medium-size Eveready "B" Battery, and costs only 20c more than the No. 772.

The flat cells of which Eveready Layerbilts are made fill all available space within the battery case, avoiding the useless holes between the cells of a cylindrical cell battery. More materials mean longer life. To give your

customers the greatest possible economy, convenience and satisfaction from "B" batteries, sell them Eveready Layerbilts.

NATIONAL CARBON CO., INC.
 New York, N. Y.

Branches: Atlanta, Chicago, Kansas City, Long Island City, San Francisco

Unit of Union Carbide and Carbon Corporation

EVEREADY
Radio Batteries

Layerbilt construction is a patented Eveready feature. Only Eveready makes Layerbilt batteries.

NEWCOMBE-HAWLEY RADIO REPRODUCERS

Tie up with the complete Newcombe-Hawley line and enjoy maximum turnover and profit.

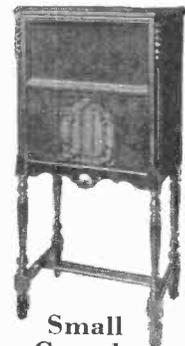
DYNAMIC CONE MODELS

Unsurpassed tone quality and volume. Fine cabinet work. Excellent finish. All models furnished for battery or light socket operation.



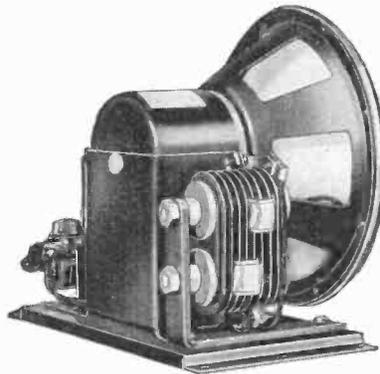
Table

With D. C. or A. C. Dynamic Cone Reproducer. Wide enough to hold most radio receivers.



Small Console

For the smaller receivers. With Dynamic Cone Reproducer.



The Heart of Newcombe-Hawley Dynamic Cone Reproducers



Radio-Phonograph Combination

With Dynamic Reproducer, electric turntable pickup and space for set.



Portable

Satinwood front. With Dynamic Cone Reproducer.



Portable

Burl walnut cabinet. With Dynamic Cone Reproducer.



Large Console

For large R. C. A. Model 18 and other large sets. With Dynamic Reproducer.

AIR COLUMN MODELS



Console

With Newcombe-Hawley 72-inch air column and Nathaniel Baldwin unit.



Portable

Equipped with Nathaniel Baldwin unit. 56-inch air column. Bronze metal case.

MAGNETIC CONE MODELS



Portable

A beautiful portable reproducer in burl walnut cabinet.



Table

For large receivers such as R. C. A. Model 18 A. C. sets. Unit mounted behind grill. Requires little space.

Send for complete catalogue
Newcombe-Hawley, Inc.
201 First Ave., North, St. Charles, Ill.



On Land, Sea, or in the Air DURHAMS are Supreme!

—wherever the perfect operation of radio apparatus is of paramount commercial and governmental importance—in radio transmitting or receiving apparatus—in power amplification units—in the sensitive resistance-coupled amplifiers of the photo-electric cell circuit in Television apparatus—there you will find that experienced radio engineers use and endorse DURHAM Resistors, Powerohms and Grid Suppressors! Why? Because years of experiment have proved the indisputable value of the DURHAM Metallized principle. Because these resistances are calibrated accurately according to their stated ratings. Because they are available for every practical resistance purpose from 250 ohms to 100 Megohms and in power ratings. We will be glad to send you descriptive literature explaining the entire Durham line.

DURHAM

METALLIZED

RESISTORS & POWEROHMS

INTERNATIONAL RESISTANCE CO., 2006 Chestnut Street, Philadelphia, Pa.

Slagle Radio



SLAGLE MODEL TEN 29-D.

THE Slagle model pictured above is a ten-tube radio and phonograph combination, and one of five quality console numbers comprising the Slagle line for Nineteen Twenty-Eight and Nine.

Again we utilize the same new and revolutionary circuit which has made the Slagle,— Beautiful — Faithful — Outstanding, — without a peer in radio today.

Dealers are invited to write us for interesting facts on net radio profits.

Slagle Radio Company
Fort Wayne, Indiana
Division United States Electric Corporation

Licensed under patents of Radio Corporation of America and associated companies, and The Technidyne Corporation.

The Country Approves Zenith Automatic!

See **ZENITH**
Automatic Display

Fifth Annual Radio
World's Fair

*New Madison Square
Garden, New York*

September 17th to 22nd
Inclusive

BOOTHS 1 and 3
SECTION J—ARENA

▼
30 Models—3 different
circuits—including De
Luxe, Automatic and
Phonograph Models—
with or without loop or
antenna — battery or
completely electric —
\$100 to \$2500

*Licensed only for Radio ama-
teur, experimental and broad-
cast reception. Western United
States prices slightly higher*

The way in which the public is swinging to Zenith Automatic Radio more than fulfills our prophecy. At the R. M. A. Show we said that Automatic Radio would be the biggest sensation of the season. And right now the demand has dwarfed the generous production schedule we laid out for the Automatic Models. Zenith dealers have this feature **EXCLUSIVELY**—Automatic Tuning has tapped a golden stream of profits for the sellers of Zenith Radio.

ZENITH
TRADE MARK REG.
→ **LONG DISTANCE** ← **RADIO**
TRADE MARK REG.
3620 IRON STREET, CHICAGO

"Automatic Radio" Owned and Controlled by The Zenith Radio Corp., Chicago, U.S. A., under the following patents—
Vasselli 1581145, Re-issue 17002, Heath 1638734. Canada 264391, Gt. Britain 257138, France 607436, Belgium 331166. Also
under Marvin and other U. S. and foreign patents pending.

WORLD'S LARGEST MANUFACTURERS OF HIGH GRADE RADIO

KELLOGG

The RADIO with the Cathedral Tone

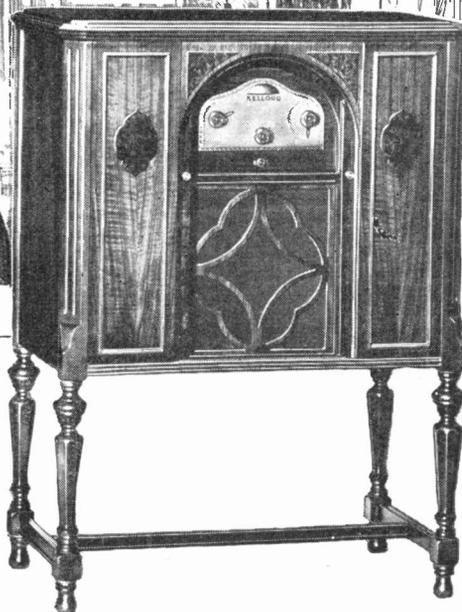
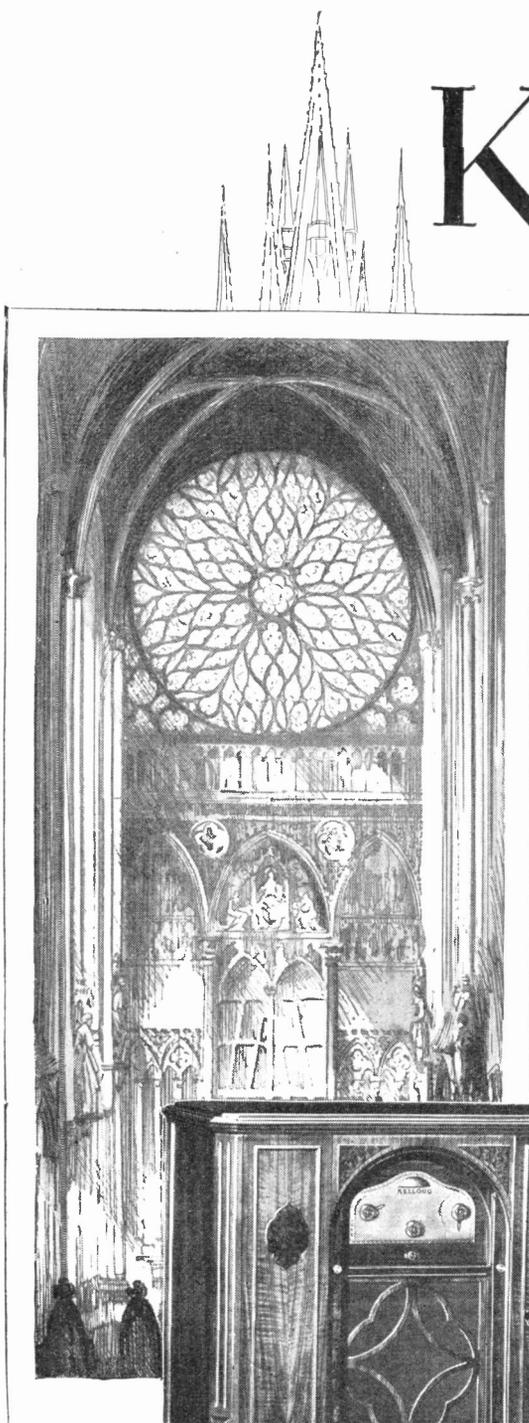
*Are You
Tone-Conscious?*

"Are you Tone-Conscious? . . .
"Hear Kellogg—the Radio with the
Cathedral Tone, and your tone-
consciousness will prompt you to
select Kellogg above all others."

This is the theme of the most unique and powerful advertising that has ever been sprung on a public, hungry for better quality in radio reproduction.

This advertising will appear in newspapers—concentrating its tremendous pulling power in every section where good Kellogg dealers are selling.

Ask us for the plan that will put it in YOUR local paper—over your own name. Advance proofs are ready. Would you like to see them?



Model 519
With "B"
Chassis and
built-in speaker
\$275
Model 516
With "A"
Chassis and
built-in speaker
\$375

Other models
priced complete with Kellogg A-C Tubes, ranging from \$169.50 to \$775

KELLOGG SWITCHBOARD & SUPPLY CO.
Dept. 54-76 CHICAGO

listen to
S O N O R A
in september



Manufacturing has started
on 11 revolutionary new Sonora Instruments . . .

They will amaze you, astound you, delight you!

The first public showing of these remarkable new
Sonoras will occur early in September.

Every dealer in the land, Sonora dealer or not, will
find his Fall business affected by these startling in-
struments and their tremendous advertising attack.

Day-Fan

RADIO

PRICE and PROFITS

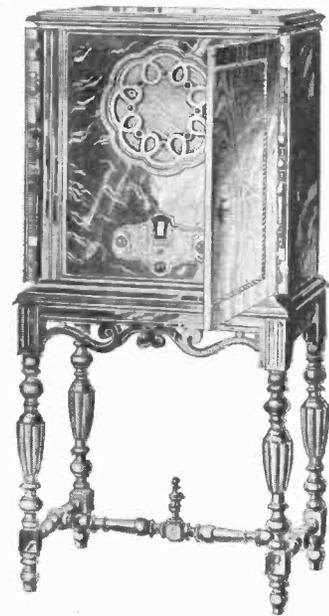
When a Day-Fan dealer sells a new Day-Fan set, he gets his due *volume of profit*. He receives, for a high quality product, the price that such an article commands. And his profit will not be reduced by servicing expense.

The new Day-Fan is designed and built for the cream of today's market. The public is becoming more and more discriminating about radio—is buying, replacing old apparatus, with years ahead in mind. A better set at a little better price is not hard to sell. Deliberately, we set out this season to develop the best receiver possible.

The new Day-Fan is an 8-tube, all electric self-contained set, with 4 stages of radio frequency, push-pull amplification, single dial control, and many other excellent features of design and construction. Cabinets are walnut; front panels burlled walnut. Unusually handsome.

The Consolette at left below, which consists of the Table Model and a speaker table, retails at \$205.00 less tubes. The Table Model, alone, \$150.00 without tubes or speaker. The Console, illustrated at right, \$205.00 less tubes.

DAY-FAN ELECTRIC COMPANY, Dept. M, Dayton, O.



All-American Mohawk Corporation

LYRIC RADIO

QUALITY

THE
BIGGEST
THING
IN
RADIO
TODAY

RADIO buyers are becoming more and more critical because they are becoming more and more educated in values. They know that real value lies in just one thing—*Quality!*—and it's quality they want.

Entertainment in its fullest measure. Excellence—not experimentation. Proven merit and satisfactory performance—not pretense or promises. *Quality*—the mightiest selling force in Radio today!

All-American Mohawk Corporation Lyric Radio—RADIO'S REALISTIC CLOSE UP—possesses *super*-quality beyond doubt or dispute. Demonstrable supremacy in selectivity—sensitivity—precision of operation—naturalness of tone—combined with exquisite beauty of design and finish that gives a delightful touch of modernity to home furnishings. Radio that meets the most exacting demands of Radio's most discriminating age.

Model 85

A distinctively designed Console of 5-ply selected Burl Walnut housing the 8 tube, one dialset. Curly Maple trimmings, turned legs. Hand rubbed piano finish, enclosed cone speaker. For 110 volt A.C. operation. Less tubes, \$195.



Accredited dealers are invited to write or wire us immediately for full particulars regarding a very desirable dealer franchise available in unassigned districts.

PRICES SLIGHTLY HIGHER WEST OF THE ROCKY MOUNTAINS

And standing firmly in the background of this quick trade development—is trade permanency—assured by long experience, modern manufacturing facilities, and progressive methods directed by a powerful organization comprised of radio pioneers who will maintain the highest standard of quality throughout the years to come.

ALL-AMERICAN MOHAWK CORPORATION
Dept. 49, 4201 Belmont Avenue, Chicago, Illinois



ADLER-ROYAL RADIO CABINETS

VISIBLE value, when found in any display, is at once remarked upon. It captures the shoppers attention and preference. It is *easier* to sell. Every Adler-Royal cabinet design is developed with this thought in mind. On the other hand, *ordinary* value excites no comment. It is everyday routine. Seen *everywhere*. It creates no thrill. It is competitive—*difficult to sell*.

ADLER MFG. CO., Inc.

See the Adler-Royal Exhibit at the FIFTH ANNUAL RADIO WORLD'S FAIR, New Madison Square Garden, New York, September 17-22, Booths 6 & 7, Sec. S.



Every Adler-Royal cabinet has that visible individuality that arrests the shoppers attention, that compelling quality of appeal that wins her spontaneous preference. That helps you where help is most vital—with *the Dealer*. Does the Dealer know this? *He does!* Each month more learn that it speeds the sale to say, "Cabinet by Adler-Royal."

LOUISVILLE, KENTUCKY

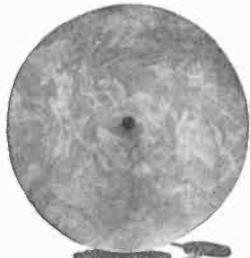
Super Reception It's Here!



—PRESENTS—
THE MOST COMPLETE AND DISTINCTIVE
LINE OF REPRODUCERS EVER OFFERED TO
THE TRADE
Covered by Lektophone License



Price
AC1 Dynamic Chassis...\$48.00
DC2 Dynamic Chassis...\$38.00
6-volt No. 3 Chassis...\$35.00



American Junior Magnetic Type. 20-in. Double Cone, Real Performer, exceptional value—
Price, \$9.00



Gothic Model Magnetic Type Artistically Handsome and Acoustically Correct Type No. 6 Walnut Finish Only.
Price, \$30.00



Dynamic Portable Walnut Finish
Price
No. 100 AC Type...\$65.00
No. 200 DC Type...\$55.00
No. 300 6-volt Type \$50.00



Liberty Model Magnetic Type. The Gold Standard of Cone Speakers. A better Cone Speaker is not obtainable at any Price. 20-in. Cone. Bronze Finish Only.
Price, \$30.00



Dynamic Table Model Sufficiently Large to Fit Any Make AC or DC Receiver. Furnished in Walnut Finish. Sizes: 32" x 14" x 29" 29" x 18 1/2" x 29"

No. 500 AC Dynamic Type.
Price, \$85.00

No. 600 DC Dynamic Type.
Price, \$75.00

No. 700 6-volt Dynamic Type.
Price, \$65.00



American No. 1B Unit Magnetic Type. An excellent Unit for Cabinet Installation. Furnished in Plain Wood Box.
Price, \$15.50
Chassis only, \$13.50

After six years of continuous and successful operation the AMERICAN REPRODUCER CORPORATION now offers to the trade what it believes to be as complete a line of dynamic and magnetic reproducers as any wholesaler could desire. The prices of the ARC line place this quality product within reach of all classes of buyers.
The beautiful designs offered, plus the wonderful performance assured, will prove a real money maker for the aggressive dealer.
The sale of an ARC speaker makes real profit in money and friends.
Written factory guarantee of one year on all models.
Prices slightly higher west of the Rockies.

SOLD EXCLUSIVELY THROUGH WHOLESALERS
A FEW TERRITORIES AVAILABLE TO EXPERIENCED REPRESENTATIVES
AMERICAN REPRODUCER CORP.

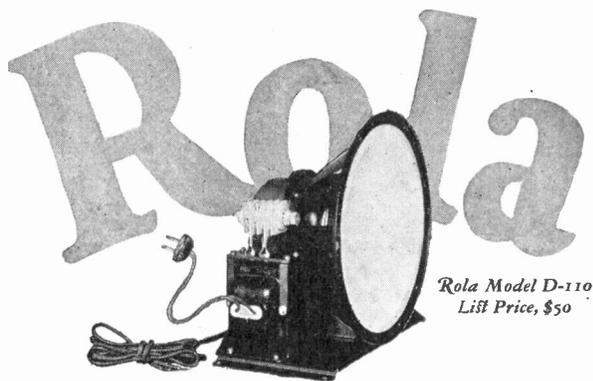


See Our Exhibit
Fifth Annual Radio
World's Fair, New
Madison Square
Garden, Sept. 16th
to 22nd, Inc.
Booth 16—Section C C

AMERICAN REPRODUCER CORPORATION,
55 West 42nd St., New York City.
Please send at once information and prices on the ARC line.
Name
Address
Per Title

Factory: Jersey City, N. J.

General Sales Offices:
55 West 42nd St.,
New York City



Magical *1 1 1*
in Performance

THE new Rola Dynamic Power Unit, the outstanding loudspeaker achievement of the radio industry, is almost magical in its performance. Its marvelous rendition of the deepest bass and the highest treble without distortion and with every note kept in proper balance has proven sensational wherever demonstrated. The Rola Dynamic Power Unit sets new standards for power and quality of reproduction.

The following Rola Speakers are equipped with the Rola Dynamic Power Unit (Model D-110) for operation directly on 110-volt AC socket:

Rola Model 35. A console speaker with ample baffle surface for super-reproduction. Top dimensions (16½ x 30 inches) give sufficient space for any standard radio set. *List Price, \$110*

Rola Model 30. Table model designed for efficient operation with type 171, 210 or 250 tubes. *List Price, \$75*

Rola Model 25-D. Radio speaker table with built-in unit. *List Price, \$90*

1 1 1

ROLA MAGNETIC ARMATURE SPEAKERS

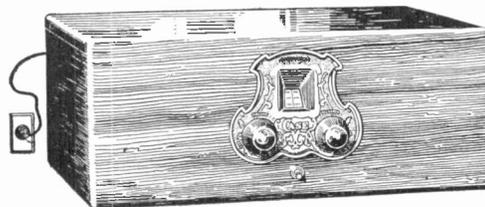
Rola Model 25. A radio table with built-in magnetic armature unit. *List Price, \$55*

Rola Model 20. Cabinet speaker representative of the finest magnetic armature design. . . *List Price, \$35*

Ask your jobber for full details on the 1929 line of Rola loudspeakers, or write factory for name of Rola jobber nearest you.

THE ROLA COMPANY
OAKLAND, CALIFORNIA: 45th & Hollis Streets
CHICAGO: NEW YORK:
612 N. Michigan Avenue 47 W. Sixty-third Street

**SUPER-POWER ASSURES
GREATER SALES and PROFITS**



**CASE AC
Neutrodynes**

With the CASE line you can give every type of radio buyer a finer set for less money. From the table model (shown above) at \$98 to the GLORITONE Combination at \$500 CASE offers a most remarkable group of fine sets.

Everything new and good in radio — full AC operation; remarkable tone; selectivity; sensitivity; greater power stage by stage; and a ruggedness of construction that cuts servicing to a minimum. Fully licensed.

Send today for details of our money making franchise.

CASE ELECTRIC CORP.
Division United States Electric Corp.
MARION, IND.

Majestic
ELECTRIC RADIO
[Grigsby-Grunow Company, Exclusive Mfrs.]

Everybody wonders:
“How can it
be done?”

Majestic
is doing it!

GRIGSBY-GRUNOW COMPANY
5801 Dickens Ave. Chicago



Tying In With Programs

(Continued from page 75)

of about \$50 for his time and material, and arranging for the lobby display and the stage presentation.

2. It drew packed houses for the theater owners.

3. Acoustically it was satisfactory.

4. But—the program was too long and not dramatic enough to suit the psychology of the crowd.

Given a shorter and snappier program it might have been entirely different. The publicity obtained was entirely up to expectations. Most of the dealers ran newspaper tie-in copy and reported an average of ten inquiries from this joint publicity activity.

As another example of capitalizing an outstanding program take the manner in which the Baltimore Consolidated Gas, Electric Light & Power Co. merchandised the Walter Damrosch School programs. When it was announced that Dr. Damrosch, conductor of the New York Symphony Orchestra, would broadcast these programs, Dorsey R. Smith, merchandising manager of this concern lost no time in bringing together the school authorities and the municipal director of music.

Mr. Smith installed radio equipment in all the junior and senior high-schools of Baltimore and had programs printed for all the school children. Thousands of these programs went home with the children. Special newspaper tie-up ads were run in all daily papers. The radio window carried a story of the school installations. All this brought his radio department publicity not possible to value in dollars and cents!

THE Damrosch lectures and programs are to be given again this winter in a definite series and present an outstanding opportunity to obtain valuable sales publicity as well as to sell equipment to public and private schools, musical schools and conservatories, hospitals and homes. Dr. Damrosch recently said, "My plan for next fall, if consummated, is to conduct twelve concerts for grammar school children to be offered during school hours and to be broadcast as widely throughout the country as possible at that time. Over a like period I hope to conduct twelve concerts for students of high school and college age. I plan to supplement the teachers' work. It is 'the little red school house' in the rural districts that interests me most of all. These are districts where good music by a good orchestra is seldom heard."

Twenty-four Damrosch lectures and concerts is a full-fledged, one hundred per cent opportunity to sell radio equipment! Are there any "little red school houses" in your vicinity? Will the scholars of these schools enjoy the Damrosch programs? Of course, it means some

work. School installations have to be handled, as a rule through the school department or Teacher-Parents Association, but they're willing to be shown.

IN THE last championship fight, radio played a larger part than in any previous ring battle, according to reports coming in from the radio industry—and from Tex Rickard. The Kolster Radio Corporation capitalized it in Newark, N. J., by placing a receiver with eight power speakers in the center of Military Park, the heart of the city. Bright lights shone down on the speakers and a 16-foot sign, "Kolster Radio," on each side. A huge balloon, also bearing the words "Kolster Radio," raised the aerial a hundred feet in the air. A crowd estimated by the police at 5,000 heard the fight described there.

Two power speakers installed by Kolster, also gave the fight to movie fans in the Rivoli and Rialto theaters on Broadway, New York and another set installed on the boardwalk at Asbury Park attracted a large crowd. A motion picture theater in Newark also had a Kolster speaker and a sign on the stage, and several theaters in Brooklyn and the Bronx did the same thing. The program broadcast in this instance, however, was of a much more dramatic character and was much better received by the audiences.

Eight out of nine theaters in Houston, Texas, used sets supplied by the Goddell Piano Company. Newspaper advertisements and movie trailers called attention to these sets for several days before the fight. The Straus Co., in St. Louis, made the battle an opportunity for a public demonstration. Haas Electric Co., in Cleveland, placed sets in several theaters in the city and vicinity, which resulted in purchases by some of the movie houses for permanent installations.

Five power speakers brought the fight to several thousand people in Times Square, Seattle, where Harper-Meggee, Kolster distributors, repeated their installation for last year's fight, and two of the largest theaters in Portland, Ore., installed sets and power speakers.

The accompanying illustration shows a simple scheme which the Cicero Battery Company, of Cicero, Ill., carried out to gain publicity for its store and merchandise, at the time of the Tunney-Heeney fight. One of the show windows of the store was painted up like a billboard in front of a fight arena and about fifty chairs were furnished for interested listeners the night of the fight. Instead of fifty people they had about four hundred.

"We are more than satisfied for spending the time and going to the slight expense attached," states Fred W. Kirshbaum, of this concern, and hope that some other dealer will try this stunt out some time.

Lighting Socket Power •• For Your Radio ••

YOU don't have to put up with the annoyance of having radio A and B batteries go "dead" just when you are particularly anxious to hear a special program. Socket power units are now available to replace the customary batteries and serve your radio set with electric current without bother or interruption. Reasonable in first cost and economical in operation.

See your dealer for complete information as to types and prices.

LOS ANGELES GAS AND ELECTRIC CORPORATION

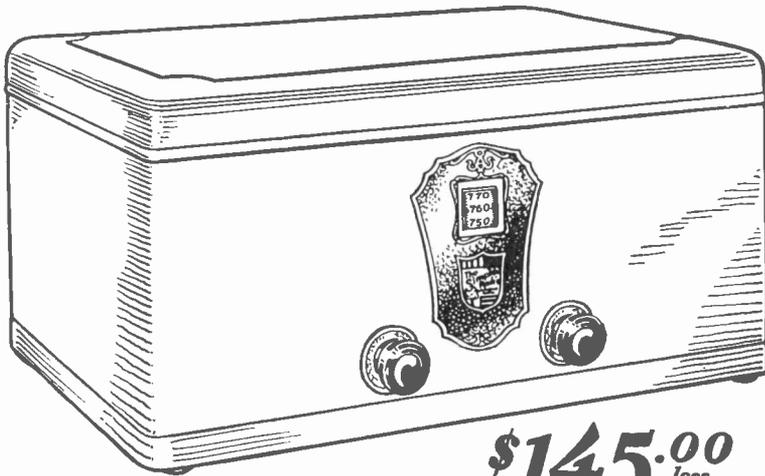
Los Angeles Power Company Co-operates with Local Radio Merchants

The Los Angeles Gas and Electric Company figures that the monthly revenue of the power company is increased by \$1 for every radio set sold in its territory and has undertaken to play ball with the radio dealers of Los Angeles in encouraging radio sales, by attaching this sticker, printed in brown on buff, to all bills sent out. The company estimates that 5,000 radio sets are sold every month in its district, meaning an increase in annual revenue of some \$60,000.

Here is an opportunity for any radio merchant to contact his local power company and induce it to tie in with a direct-mail, advertising campaign which should prove profitable to both.

Simplex Electric

A Startling New Instrument By Simplex. Pioneers in AC Radio. Originators of Single Dial Control



\$145.00
less tubes

THE SIMPLEX RADIO CO., Sandusky, Ohio

Tremendous power, house current stepped up to 650 volts, ordinary radios use but 180 volts. There is no comparison. High power means finer tone, deep full volume, greater range, greater selectivity. Simplex originated single control, other types soon became obsolete—so will 180 volt sets. See and hear this new engineering marvel. Be prepared for a surprise. The new Simplex has everything; illuminated dial, kilocycle calibration, heavy shielding throughout, voltage regulator, safety fuse, built in aerial, phonograph attachment, dynamic speaker jack. Never before so much radio for so little money and, it costs less than one cent per hour to operate.

A new type power motor (magnetic) cone speaker designed especially for high power amplification.



\$25.00

AMAZING PROFIT IN GULBRANSEN RADIO

We Asked 1500 Dealers To Give Us The Facts

We asked 1500 Gulbransen dealers to study the Gulbransen Radio, from their own standpoint, and to tell us what possibilities they saw in it. Hundreds of them, after inspecting the Gulbransen Radio and analyzing its salability, set surprisingly large quotas for themselves.

One of the questions on our questionnaire was: "How many Gulbransen Radio Sets do you estimate you can handle yearly?"

Another: "Do you want us to authorize you as a franchized Gulbransen dealer?"

Many different angles of the Radio were covered by this questionnaire: Sales policy, price practices, separation of radio activities from other departments, etc.

We felt it wise to face the facts—to get the true picture of the Gulbransen Radio *as dealers see it.*

A full endorsement has been given the Gulbransen Radio by hundreds of merchants. Others made valuable suggestions, the practical ones having already been put into effect.

The Gulbransen Radio has back of it one of the most substantial and successful industries in the music business. *We understand music merchants' problems.* In the piano business, Gulbransen has attained leadership that all recognize. Gulbransen has name value on any musical instrument.

Gulbransen stands for sound, sane methods. Gulbransen is now presenting to the piano trade the most aggressive, most practical business-building program that the piano trade has ever known.

These resources of a five million dollar company become yours when you hold a Gulbransen Radio franchise.

Gulbransen Radio in table and console models—A.C. sets only. Gulbransen Radio Speakers.

Unsurpassed cabinet work—real piano finish. A highly selective set that radio experts

and the lay public recognize as far ahead of the ordinary run. We understand tone.

We understand eye-appeal. Rock-bottom prices just announced.

Gulbransen Radio franchise requests from desirable dealers are being filled in the order of their receipt. Use the handy coupon and get complete information on a radio proposition that will make money and build substantially for you.

GULBRANSEN COMPANY
3232 W. Chicago Ave., Chicago

MAIL TODAY!

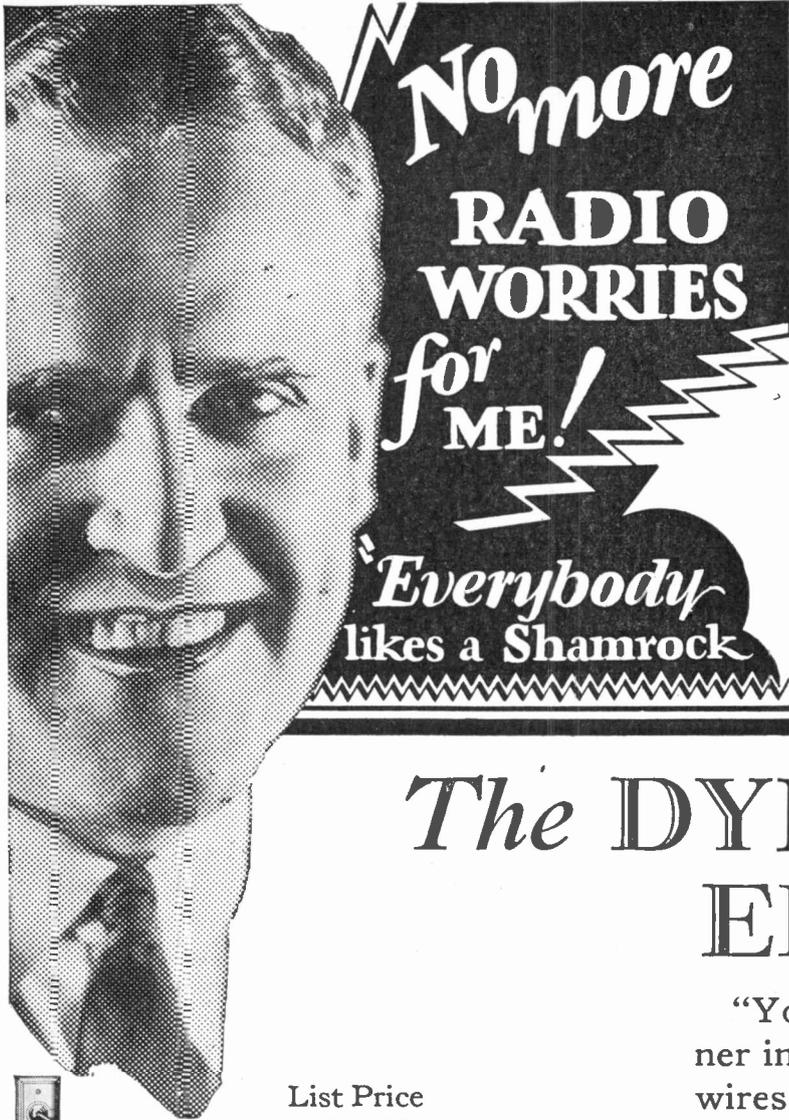
Gulbransen Company
3232 W. Chicago Ave., Chicago

Without obligation, give us full details of the Gulbransen Radio and Speaker.

Name

Address

City and State



**No more
RADIO
WORRIES
for
ME!**

**Everybody
likes a Shamrock**

**NATIONAL
ADVERTISING**

with a real human interest appeal is broadcasting the good news that here at last is a radio set the whole family agrees on!

The DYNAMIC ELECTRIC

"You certainly have got a winner in the new Dynamic Electric" wires a large Western dealer. "I thought your slogan was just an advertising blurb, but after hearing the new Shamrock and hearing other dealers talk about it, I can see why 'Everybody likes a Shamrock!'"

Wherever this marvelous new Shamrock is heard it makes friends and customers and profits for the dealer. Orders are being filled in the order in which they come in. Avoid disappointment by ordering at once.

SHAMROCK
DYNAMIC ELECTRIC

152 Summit Street
Newark, N. J.

List Price

\$95.

**JUST
PLUG IT IN
YOUR LIGHT
SOCKET**



Shamrock Cabinets are available in finishes to accord with every color scheme—Antique Walnut, Chinese Jade Green, Mandarin Red, Ebony and Gold and Ivory. Their beauty of design and decorative hand-carved wood panel make them effective on any type of table, cabinet, or console, yet they are modestly priced at only \$95 list.

Readrite

UNIVERSAL TEST SET

Tests A.C. and D.C. Circuits
Quickly Locates Set Troubles

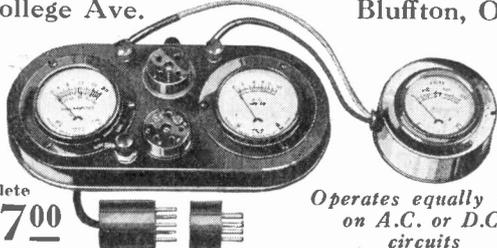
Standard with No. 215 Tube Tester, list price \$12.00, and No. 346 Voltmeter, range 0-300 volts, list price \$5.00. Optional with No. 347 Voltmeter, 0-500 volts, for \$1.00 additional. Tube Tester plugs into socket from which tube to be tested has been removed. A practical outfit for service man or set owner.

Readrite Meter Works

Established 1904

6 College Ave.

Bluffton, Ohio



List Price Complete

\$17.00

Operates equally well on A.C. or D.C. circuits

MASTER VOLTAGE CONTROL

Eliminates Free Service Calls

This voltage regulator (patent pending) is a necessity on all A-C sets. It protects A-C tubes from burning out by reducing excessive line voltage to the proper value.

Easy to Sell—

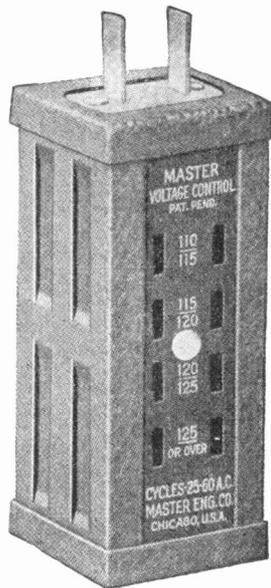
Simple to Install

The various line voltages which are in daily use throughout the country have been compensated for in MASTER VOLTAGE CONTROL. These line voltages are clearly indicated so that the proper setting may be had to correspond with the line voltage of the set user in his district. All that is necessary to do is to ascertain from the power company the maximum line voltage and plug the A-C set into the marked outlet of MASTER VOLTAGE CONTROL to correspond to that line voltage.

Requires no guesswork in setting for correct voltage. Has no moving parts to get out of adjustment. No volt meters, no tools or a service man's time are required for installation. Once installed it requires no further attention.

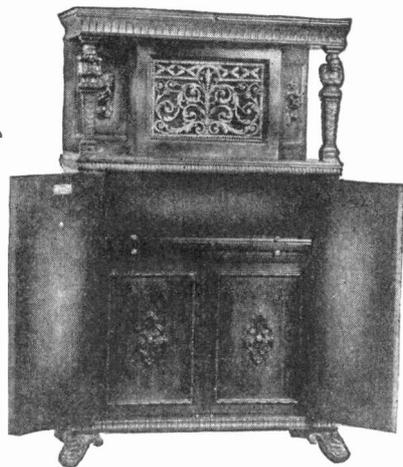
ORDER FROM YOUR JOBBER AT ONCE— if he can't supply you send your order to—

MASTER Engineering Co.
128 So. Michigan Ave.
Chicago



LIST PRICE

\$2.50



Classic Beauty in ASTON Design

is uniquely displayed in this ideally proportioned cabinet. Full length doors of matched butt walnut are embellished with imported marquetry inlay in a distinctive motif at once rich and restrained. The entire cabinet is of 5-ply walnut. Interior grille polychromed.

Learn all about the interesting Aston line. Write for our catalog.

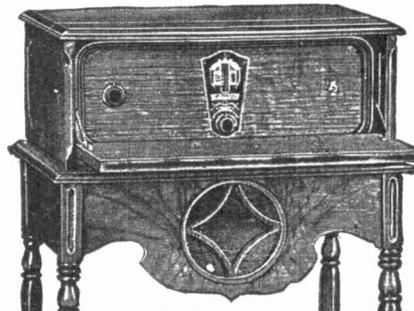
ASTON CABINET MANUFACTURERS

Distinctive Originality in design of High Grade Radio Cabinet

1223-1229 W. Lake St., CHICAGO, ILL.

Sell Radio Under Your Own Label

Longer Profits For You!
Quicker Stock Turnover!



Console Model. A beautiful walnut finished cabinet. Size 26-in. x 40-in. x 16-in. deep. Equipped with "Peerless" Speaker.

Here's How—And Why

PREMIER Radio comes to you under your own private label—free of heavy selling expense. Therefore, your profit margin is greater.

With your private brand, price is flexible. You can meet any condition of competition or market.

Selling your own label radio is the remedy for top-heavy inventories; no territory contracts necessary. It preserves your trade identity—the most valuable possession you have.

Material and manufacture determine the quality of a receiver—not advertising! In performance, quality, looks and saleability, Premier Private-Label Radio is equal to any receiver on the market. Write us for price quotation. No obligation.

Chassis Specification

All metal chassis, rigid, strong, stays put. Unconditionally guaranteed. Apparatus 100% shielded. Furnished standard in 6 tube and 7 tube Push-Pull. Licensed under U. S. Navy Patents and Hogan Patent No. 1,041,002.

PREMIER ELECTRIC COMPANY

Established in 1905 and Manufacturers Ever Since
3823 Ravenswood Ave., Chicago, Illinois

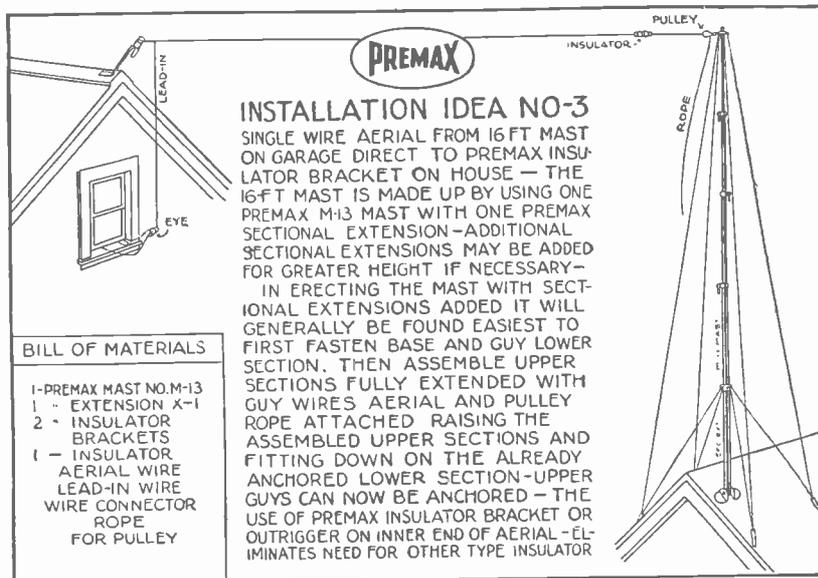
Here's Another One from the FREE Premax Handbook

Single wire, multiple wire, umbrella type—there's no limit to the efficient aerials you can erect with handy Premax accessories.

The installation illustrated at the right, for example, shows an easy way of stringing an effective single wire aerial from garage to house.

With neat, efficient Premax equipment your men can put up a real job at a cost no greater than that of the sloppy, make-shift aerials that are responsible for 90% of radio complaints.

The **FREE PREMAX SERVICE HANDBOOK**, giving many other practical and approved methods of aerial erection, and complete descriptions of Premax accessories, will be sent promptly on request. Why not write for your copy today?



Cross-arm or Spreader

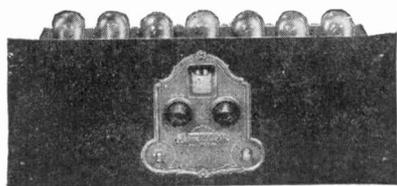


Outrigger Arm



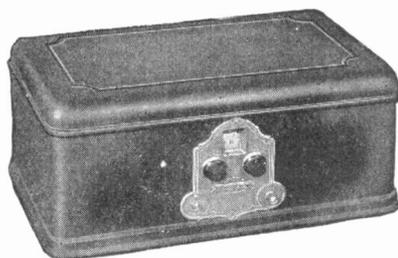
Insulator Bracket

NIAGARA METAL STAMPING CORPORATION, Dept. RR 9-28, Niagara Falls, N. Y.



Pierce-Airo Chassis Model A-C 171

Chassis of heavy gauge, drawn and welded steel housing all parts including power supply. Illuminated single drum control. One stage of audio with one stage of power push-pull amplifying transformers insures great volume without any sacrifice in tone. Power supply of liberal design and construction to withstand heavy over-loads. Type 280 filament rectifier; type 226 tubes for radio frequency and audio; type 227 for detector and two type 171-A for power amplifier circuit. Chassis finished in highest grade bronze Duco lacquer; panel in natural grain burl walnut.



Pierce-Airo Cabinet Model A-C 172

This distinctive two-tone russet bronze metal cabinet houses the famous 7-tube PIERCE-AIRO Chassis described above.

WITH THESE TWO A-C JOBS SET SALES ARE EASY



Self-Contained

SEVEN TUBE ELECTRICS

Chassis or Cabinet

Whether your prospect wants a table set or a console you can easily meet his requirements both as to price and performance with either of these two Pierce-Airo A-C jobs. A demonstration of Pierce-Airo Cabinet Model A-C 172 proves it to be the best radio buy today regardless of price.

If your prospect desires a console the Pierce-Airo Chassis Model A-C 171 fits into any standard console

thus enabling the customer to make his own choice as to price and style. Both models are entirely self-contained with power amplification and, considering appearance, construction and performance, represent wonderful radio values.

Write for circular giving complete specifications, prices and discounts or order a sample Pierce-Airo for a tryout in your store.

See Our Exhibit at the **FIFTH ANNUAL RADIO WORLD'S FAIR**, New Madison Square Garden, New York, Sept. 17th to 22nd, incl., Booth No. 1 Sec. Z.

PIERCE-AIRO, INC., 113-R Fourth Ave., New York City

NEW AERIAL!

SIMPLE! PRACTICAL! EFFICIENT!

The SuperMasTenna gets the stations—Brings in not only the usual but an unbelievable number of new stations—Increases signal strength.

Made of special grade aluminum alloy, whose vertically exposed surface simplifies station selecting and noticeably increases volume.

Strongly built to do a maximum amount of radio work—Quickly installed—Light in Weight, only 5 lb.—Height 10 ft. 6 in. fully extended—Screw tight connections—Non-directional—Will not rust or corrode.

**REVOLUTIONIZES
THE ANTENNAE WORLD**

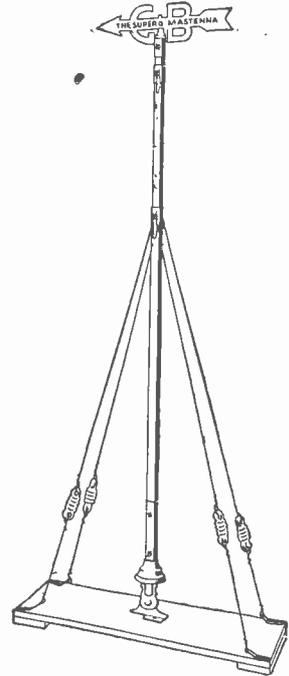
Write for Booklet

GB—The SuperMasTenna Aerial

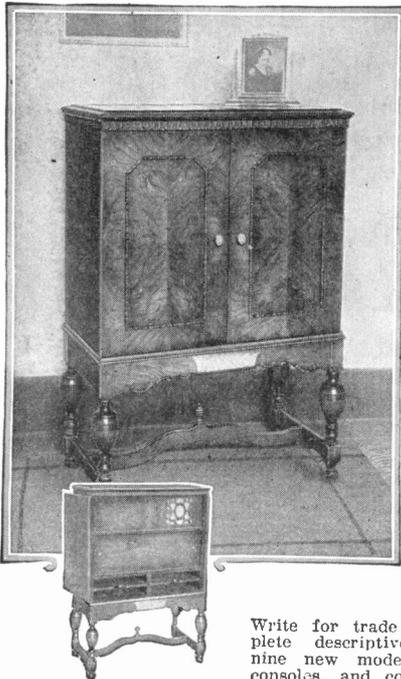
GUSTIN-BACON MFG. CO.

Dept. 1028-R

KANSAS CITY, MO.



A New Corbett Console for Radio and Phonograph



A distinctive Corbett design enabling the custom set builder or dealer to offer an electrical instrument equal and in most cases superior to the highest priced Radio-Phonograph combinations on the market.

The receiver compartment is a sliding tray 9x28x13½ in. deep. Special panel arrangement for any circuit or receiver will be cut out gratis, when specified, otherwise a 7/32 in. blank panel is included. Will take RCA No. 18 receiver.

Write for trade proposition and complete descriptive literature showing nine new models of radio cabinets, consoles, and combinations.

CORBETT CABINET MFG. COMPANY
St. Marys • • Pennsylvania



Radio's Best Accessories

"From the Ground Up"

Since 1850, we have been manufacturers of products in the electrical field. Mast Products are now handled by the leading jobbers and retailers throughout the world.

MAST PRODUCTS INCLUDE

Under the Window-Lead-In-Strips.
Ground Clamps, Various sizes.
Ground Rods, Various kinds and sizes.
Aerial Connectors.
Tube Silencers.
Mast Radio Lightning Arrester, best by test.
It positively keeps out lightning.

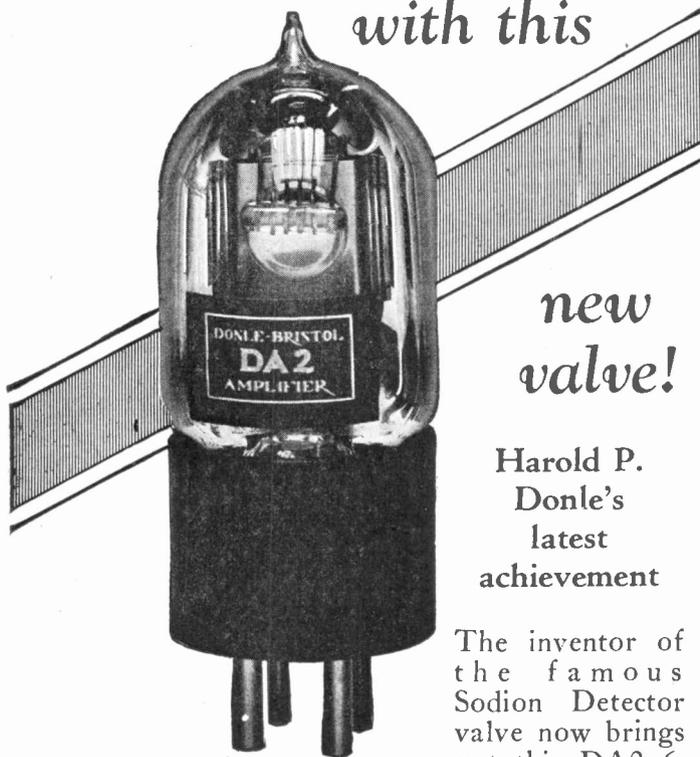
Write for Catalogue page and prices—Electros are supplied free to those listing our line.

ADDRESS

Mast Lightning Rod Co.

Radio Department, R.R.
West Milton, Ohio, U. S. A.

Increased Amplification Improved Quality with this



Full size DA2 Valve
Retail for \$3.00

new valve!

Harold P.
Donle's
latest
achievement

The inventor of the famous Sodian Detector valve now brings out this DA2 6-volt amplifying valve for any type of D.C. set.

After exhaustive tests in order to perfect it for the market, this company is now in a position to fill orders from dealers for this wonderful valve.

Here is what some enthusiasts say of this new valve:

"Really it is the most marvelous valve I have ever come in contact with."

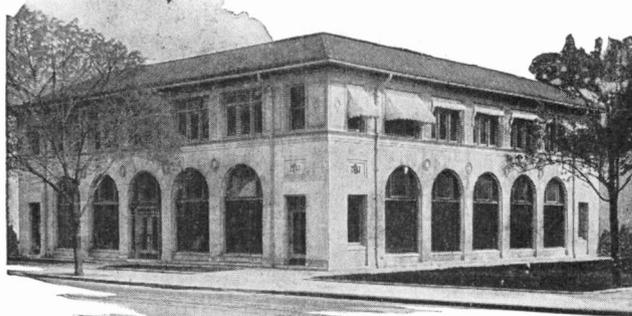
"Received the four tubes ordered, today. Must say that they even exceed all my expectations."

"It is a pleasure to report that the three tubes I received from you Saturday, have increased the sensitivity of my Hammarlund-Roberts Hi Q to a considerable degree. I also tried one in the R.F. stage of a Browning-Drake and there, too, the gain was considerable."

Dealers, here is a chance to improve both volume and quality of your customers' D.C. sets.

Send today for two samples for test. They will be billed at full discount. We can make prompt shipments.

DONLE ELECTRICAL PRODUCTS CORPORATION
MERIDEN, CONN.



We have many trained experienced salesmen and service men available

WE HAVE just the man you want—whether you need a salesman, one, two or three or any number, or one or more service men. Call on us. We have trained experienced men available. Save the time, save the dollars involved in training men yourself. We specialize on training men for the Radio industry. We are the Pioneer Home-Study Radio School and the Largest Organization in the World devoted exclusively to teaching the science of Radio.

Others are doing it

Practically every large Radio concern in the United States has one or more of our men in their employ. We receive many letters every year complimenting us on the work we are doing—the money we are saving dealers, jobbers, by supplying trained men—trained as they should be trained.

No charge to employer or employee

Any service we render in connection with supplying trained men to dealers, jobbers, broadcasting stations, in fact any branch of Radio, is absolutely free to the employer and employee. We spend thousands of dollars every year maintaining and conducting an Employment Department in connection with our Institute, entirely in the interest of our graduates and the Radio trade.

Clip the coupon and let us show you what we have to offer you. Whether you need men now or expect to need any in the future, send in the coupon just the same. Even if you have no immediate prospects of openings in your company send it in and let us put you on our list to receive our Employment Bulletin regularly. There's no obligation.

National Radio Institute,
Dept. RR-9
Washington, D. C.

ATTENTION: EMPLOYMENT DEPARTMENT

Gentlemen:
We have an opening for.....
.....
We Shall need.....
.....
Send me the names and address of the men you have available.
 Put us on your list to receive regularly your bulletin listing available men with their qualifications.
Name of firm.....
Address.....
City..... State.....
By..... Position.....

SEARCHLIGHT SECTION

SURPLUS STOCKS—BUSINESS OPPORTUNITIES

UNDISPLAYED—RATE PER WORD:
 Positions Wanted, 6 cents a word, minimum \$1.25 an insertion, payable in advance.
 Positions Vacant and all other classifications, 10 cents a word, minimum charge \$2.00.
 Proposals, 40 cents a line an insertion.

INFORMATION:
 Box Numbers in care of any of our offices count 10 words additional in undisplayed ads.
 Discount of 10% if one payment is made in advance for four consecutive insertions of undisplayed ads (not including proposals).

DISPLAYED—RATE PER INCH:
 1 to 3 inches.....\$6.65 an inch
 4 to 7 inches.....6.40 an inch
 8 to 14 inches.....6.20 an inch
 Rates for larger spaces, or yearly rates, on request.
 An advertising inch is measured vertically on one column, 3 columns—30 inches—to a page.

Radio Retailing

SALESMEN WANTED

Salesmen—Sideline

A few high-grade radio salesmen are wanted to carry a sideline of portable phonograph and musical small goods in the territory they are now covering. Represent one of the leading jobbers in the Middle West. Liberal commission given. SW-79, Radio Retailing, 7 South Dearborn Street, Chicago, Ill.

SALESMEN AVAILABLE

SALESMAN: Experienced salesman desires position with reliable jobber or manufacturer. Understands all makes of radio and electrical supplies. Eight years' experience. Married and resides in the Metropolitan district. Has a following in New Jersey and Brooklyn. SA-80, Radio Retailing, Tenth Ave. at 36th Street, New York.

BUSINESS OPPORTUNITIES

Radio-Slot Machine

Sell patent outright or upon a royalty basis, tremendous money making possibility, meritorious invention—for details write Joseph Pinto, 1624 South 8th St., Philadelphia, Pa.

TOWN'S only radio store in Western Mass., doing good business from seven nearby towns. Also G. E. refrigerators. Right price. Have other interests. BO-81, Radio Retailing, Tenth Ave. at 36th St., New York.

FREE BULLETIN

NAVY surplus and surveyed material sale at the Navy Yard, Philadelphia, Pa., 10 a.m., September 18, 1928. Catalogue No. 638-A. Copies may be obtained from the Supply Officer, Navy Yard, Philadelphia, or the Bureau of Supplies and Accounts, Navy Department, Washington, D. C.

TO A SMALL MANUFACTURER or Distributor:

Do you need an associate who can relieve you of, or work with you on, the practical and technical manufacturing details of radio and electrical specialties?
 Graduate electrical engineer with 6 years' experience; shop supervision and also design work.
 PW-78, Radio Retailing
 Tenth Ave. at 36th St., New York

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.

"RADEX" The Tuning Book

Calibrates any set—turns dial numbers into frequencies and vice versa. Shows where to set dials for any station in America. Identifies programs received without announcement.

Issued monthly; always up-to-date, accurate, convenient. Lists all stations by dial readings, by frequencies, by wave lengths, by call letters and by states and cities. Contains complete weekly calendar of chain programs, radio map, distance table.

Sells everywhere at 25c. \$2.00 per doz., half gross \$10.80, gross \$18.00. Can be imprinted for premiums or souvenirs. Three new copies sent for each four unsold ones returned. See sample page (greatly reduced) below.

THE RADEX PRESS

P. O. Box 143-W, Cleveland, Ohio

INDEX BY FREQUENCIES AND DIAL NUMBERS

640 kilocycles 468.5 meters	71-70
KFI 590 Los Angeles, Calif. WJZ 590 Jefferson City, Mo. WRC 590 Washington, D. C.	Erie C. Anthony, Inc. Radio Retailing Radio Corp. of America
650 kilocycles 461.3 meters	
KFP 390 Shenandoah, Iowa KSL 390 Dallas, Tex. WWS 390 Louisville, Ky.	Henry Field Seed Co. 218 E. 1st St. Courier-Journal and Times
660 kilocycles 454.3 meters	69-68
KPRC 3900 San Francisco, Calif. WJZ 3900 New York City	Dan Lee, Inc. Radio Corp. of America, Inc.
670 kilocycles 447.5 meters	
KJDA 4900 Seattle, Wash. WFL 4900 Miami, Fla. WJZD 4900 New York City WJZD 4900 Chicago, Ill. WJZD 4900 Chicago, Ill.	Rhodes Department Store 1100 Broadway, N.Y. 1100 Broadway, N.Y. 1100 Broadway, N.Y. 1100 Broadway, N.Y.
680 kilocycles 440.9 meters	67-66
KFTY 190 Fort Dodge, Iowa KFTY 190 Fort Dodge, Iowa KFTY 190 Fort Dodge, Iowa KFTY 190 Fort Dodge, Iowa KFTY 190 Fort Dodge, Iowa	C. B. Tinsell Atlantic Radio College Atlantic Radio Corp. 1100 Broadway, N.Y.
690 kilocycles 434.5 meters	66-64

When Writing Your Ad

Provide an indexing or subject word.

Write it as the first word of your ad.

If it is a Position Wanted or Position Vacant ad, make the first word the kind of position sought or offered.

This will assure proper classification in the column. The right is reserved to reject, revise or properly classify all Want Advertisements.

Proper Classification increases the possibility of Prompt Returns

Watch the SEARCHLIGHT SECTION for Business Opportunities

Make a practice of turning to the Searchlight Section of your issue of *Radio Retailing* regularly! Hundreds of other readers do.

It brings the miscellaneous business opportunities of the industry to you. In this issue for instance, several companies offer you cash for your surplus stocks—others offer you many items at bargain prices—an engineer offers his services—and the salesman advertising may be just the kind of man you have been looking for.

If you don't find your business needs advertised, advertise them. The cost is small and many times the results are more than gratifying.

Let the SEARCHLIGHT SECTION help you!

DEALERS— here are real bargains

(NATIONALLY ADVERTISED ITEMS)
everyone a money maker!



UNI-RECTRON POWER AMPLIFIER

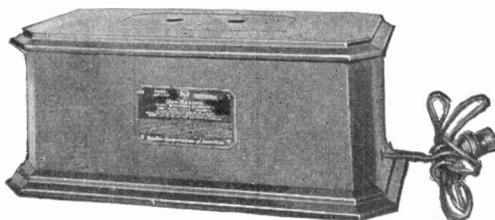
[Ideal for use with Dynamic Speakers.]

Model AP-935)



As the Uni-Rectron stands it is a super power amplifier, which can be used in connection with any radio set and loud speaker. Binding posts are provided for input to the Uni-Rectron and output to a loud speaker. Requires no batteries for its operation. It obtains its power from the 110 volt, 60 cycle alternating current house lighting circuit.

Radiotron UX-210 and Rectron UX-216-B or 281 Tube are used with this Amplifier. All that is necessary is to insert the plug into a wall or lamp socket and the R.C.A. Uni-Rectron, by means of the UX-216-B or UX-281 changes or rectifies the current so that the correct



voltage will be delivered to the super-power amplifier tube, UX-210. The whole unit is enclosed in a metal cabinet which is small and compact and presents a good appearance.

This super power amplifier cannot overload. From the faintest whisper to the loudest crash of sound — R.C.A. Uni-Rectron amplifies each note at its true value. High and low notes are all treated alike.

Not only is its volume and quality a revelation but it lowers the cost of set operation, for when Uni-Rectron is used the drain on the batteries which operate the receiver is greatly reduced.

List Price \$88.50 each [without tubes]
Special at \$14.50 Ea.

New *Algonquin* CONE SPEAKER

Will stand powerful or weak volume equally well and reproduce with wonderful tone quality and volume.

Has a full-floating large 18-inch Cone, brought to the highest point of perfection. Made of a special impregnated fabric (not paper) which is absolutely unaffected by moisture or atmospheric conditions.

Equipped with an extremely sensitive electro-magnetic Cone unit with direct drive to Cone and is exact to highest degree.

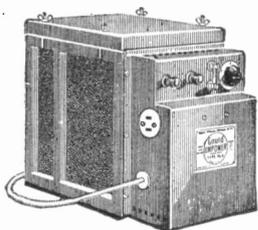
A beautifully designed Speaker with art metal scroll. Ship model. Finished in polychrome gold stipple.



Special \$3.95 Ea.

List Price \$30.00
Reduced to \$15.00

List Price \$39.50 ea.



Extra Special \$9.75
Lots of Three 8.50
ea.

The New Gould Kathanode **Unipower**

GOULD PRODUCT
[WITH BUILT-IN RELAY]

Automatic Radio "A" Power From Light Socket

Model AC-6-K (6-volt) Kathanode Unipower is the highest quality "A" Power Unit built. Furnishes rich, smooth, unflaring "A" current without any trace of hum for the largest power tube sets, which is automatically replenished from the light socket. Installed in less than three minutes, makes any set as simple and convenient to operate, as an expensive AC outfit at only a fraction of the cost. No rewiring necessary in your set.

Its Kathanode construction insures longer life and freedom from service expense and when sold it will take care of itself. It is very economical and will outlast several storage batteries. Its Kathanode construction is an exclusive patented feature now being used by the U. S. Government in their submarine batteries which are furnished by Gould.

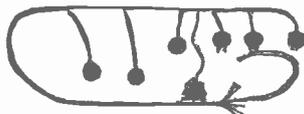
Equipped with a new noiseless **Balkite Charging Unit** which has four graduated charging rates and in addition one booster rate (1½ amperes) for an emergency charge. Operates on 110-120 V., 50-60 cycle current. *Complete with extra fuse.*



A. C. ADAPTER HARNESS with VOLUME CONTROL

All Adapters have Mid-Tap resistances and can be used with A.C. Filament Transformers which are and are not center tapped.

The EBY A.C. Harness when used with any standard filament transformer will convert any D.C. set to A.C. operation. Designed for use with U.X. 226, U.Y. 227 and U.X. 171, or 112A, power tube.



Two Universal Models

For 5 tube set—List Price, \$9.00

Our Price, **\$2.75**

For 6 tube set—List Price, \$10.00

Our Price, **\$3.00**

The best Nationally Advertised Harness sold. Recommended by the following Transformer Manufacturers: Scanlan, Karas, Acme, Jefferson, Silver-Marshall, and many others.

Very simple to connect. No rewiring necessary on sets. Installation can be made in 10 minutes.

Complete simple instructions packed with each Harness.

All units offered in this advertisement are BRAND NEW, packed in original factory sealed carton and fully guaranteed!
TERMS: 20% cash with order, balance C. O. D. f.o.b., New York (2% Discount for Full Remittance with Order)

AMERICAN SALES CO., 19-21 Warren St., NEW YORK CITY

These items represent only a few of our real buys. Send for our latest complete Catalog.

THE TALK OF THE TRADE!!

RADIO CIRCULAR COMPANY'S

BARGAIN BULLETIN

225 VARICK ST., NEW YORK CITY

Vol. 4, No. 7

SEPTEMBER, 1928

FREE TO DEALERS

SPECIAL FEATURE

JUST TO MAKE NEW FRIENDS

We are offering this SPECIAL FEATURE to meet the tremendous demand for a COMPLETE A. C. Electric set at a price within reach of the average buying public. At regular list price this complete outfit is a remarkable value—at our SPECIAL FEATURE price, it is easily the outstanding value of the radio industry.

We have placed a tremendous contract with the factory—volume production makes it possible to offer this sensational A. C. Electric set fully equipped at such an unheard of price.

See description below. Remember—our price is \$49.95 for the complete combination—NOTHING ELSE TO BUY.

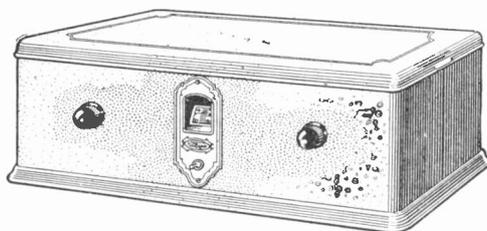
This combination consists of:—

	List Price
1—A. C. VIA-Radio Electric set	\$75.00
1—Utah Cone Speaker	18.00
5—A. C. 226 tubes @ \$2.50 each	12.50
1—A. C. 227 tube	5.00
1—UX 171 power tube	3.00
1—Full wave rectifier No. 280 tube	4.00
TOTAL	\$117.50

Our Special Feature
Price Complete

*Compact, easy tuning
and attractive drum
dial.*

For districts having
fluctuations in line
voltage, we recom-
mend Webster voltage
regulator.



VIA RADIO

A. C. ELECTRIC

One Dial Control—Eight Tubes including Rectifier

Receiver contains four stages of radio frequency, one stage of detector and two stages of audio frequency; employs 5 type 226, 1 type 227, 1 type 171 tube and 1 type 280 rectifier tube. Balanced receiver, free from annoying oscillations.

Combination metal and Bakelite chassis of rigid construction, housed in thoroughly shielded metal cabinet, finished in bronze crackle.

SPECIAL
COMPLETE

\$49.95

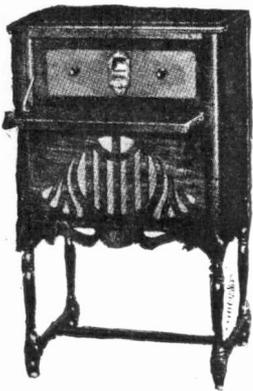
INCLUDING ALL NECESSARY TUBES!

Radio Circular Company, Inc.

225 Varick St., New York City, N. Y.

Radio Circular Co., Inc., 225 Varick Street, New York City

VIA RADIO SET
in "RAMCO" Console
Cabinets



For the person who wants radio furniture in the home, we have housed the remarkable set described on the opposite page in this beautiful American Walnut and imported overlay "Ramco" Console Cabinet.
Outside dimensions: 21 1/4-in. wide, 37-in. high, 15-in. deep.
Shipping weight, approximately 100 lbs.



OUR PRICES

WITH UTAH POWER MOTOR (Magnetic) SPEAKER	WITH UTAH DYNOLA (Dynamic) SPEAKER
\$59.50	\$74.50

NO TUBES INCLUDED

**HARTMAN
PEDES-TELLER
SPEAKER**



SPEAKS FROM
FOUR SIDES

FINISHED IN BROWN
MAHOGANY

Height 48 in.

LIST \$38.00
OUR PRICE
\$8.50

"AC" TABLE
MODEL 23

Specially constructed for "AC" Sets—Drawer space provided for spare tubes, etc.
Mahogany Finish. Top 30 x 16 in. Height 31 1/4 in.

OUR PRICE
\$7.50



Battery Table
MODEL 44

Ample space for Batteries, Eliminators, etc.
Mahogany Finish. Top 34 x 18 in. Height 32 1/2 in.

OUR PRICE
\$8.50



VIA RADIO

"AC" ELECTRIC

Our Price
\$39.50 SET ONLY

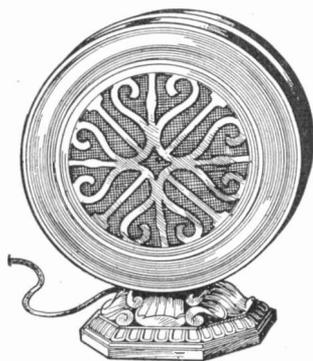
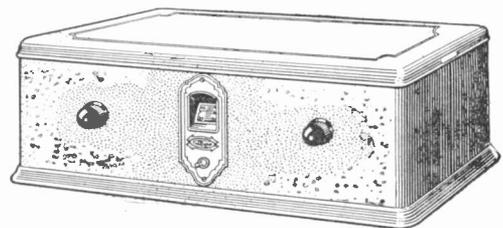
Receiver contains four stages of radio frequency, one stage detector and two stages of audio frequency: employs 5 type 226, 1 type 227, 1 type 171 tube and 1 type 280 rectifier tube.

Balanced receiver, free from annoying oscillations.

Combination metal and Bakelite chassis of rigid construction, housed in thoroughly shielded metal cabinet, finished in bronze crackle.

Compact, easy tuning and attractive drum dial.

For districts having fluctuation in line voltage, we recommend Webster voltage regulator. All A. C. sets offered by us are for 110 volt, 60 cycle A. C. line only.



"X" Speaker

Made by a nationally known manufacturer whose name we are not at liberty to mention and made to sell at a much higher price.

Cabinet made of metal mounted on ornamental wood fibre base, finished in antique brown walnut. Height 16 1/2 in. Weight 9 1/2 lbs. Packed 1 to a carton.

OUR PRICE
\$7.50



Upholstered Radio Bench

Velour top in popular red shade; iron construction; supported with two wrought iron cross bars; imitation Swedish steel finish antiqued gold. Size: 12-in. x 24-in.—height 18-in. Weight packed 15 1/2 lbs.

OUR PRICE **\$3.75 Ea.**

BRANDES SUPERIOR PHONES—\$1.35 pair.
WEBSTER RELIABLE B ELIMINATORS—\$10 each.
PHILCO AB, 6-150 dry type and AB 356—\$23.50

Are you one the preferential list? Hundreds of other bargains.
Send for BARGAIN BULLETIN.

All Goods Guaranteed New and in Original Factory Cartons
20% CASH MUST ACCOMPANY ALL ORDERS

**Every Item
A Bargain!**

100 ft. 7/25 Stranded Copper Aerial Wire	each	\$.20
500 ft. Pool 2/18 Silk Parallel Wire	each	4.20
250 ft. Coil 2/18 Twisted Lamp Cord	each	2.25
500 ft. No. 18 Cotton Fixture Cord	each	1.60
500 ft. No. 18 Silk Fixture Cord	each	2.20
500 ft. Coils No. 14 Lead-in Wire RC.	each	1.90
Bell Wire 1/2 lb. Cartons	each	.17
Underwriters Approved Lightning Arrestors	each	.09
Aerial Insulators 3 1/2-in. long (heavy)	each	.03
Lead-in Strips with Clips	each	.05
Ground Clamps with Clips	each	.04
Eagle Hydrometers (highest grade)	each	.29
20-ft. Extension Speaker Cords	doz.	2.00
30-ft. Extension Speaker Cords	doz.	3.25
50-ft. Extension Speaker Cords	doz.	4.50
Bakelite Cord Connectors for the above	doz.	1.00

Terms: 20% with order. Balance C.O.D. or 2% discount full cash with order.

FISHER ELECTRIC CO.

Department R.

771 Coney Island Ave., Brooklyn, N. Y.

**Vacuum Cleaner
Bags at 85c. each**

Made of the highest grade black dust proof material to fit all makes.

Less hardware.

Hoover brushes rebristled in exchange for old one—95c. each.

Belts—Hoover	15c. ea.
Premier Dup.	7c. ea.
Western Elec.	15c. ea.
Hamilton Beach	7c. ea.
Ohio (Flat)	7c. ea.

Write for jobbers bulletins f.o.b. Indianapolis

Vacuum Cleaner Supply Co.

1314 W. Washington St., Indianapolis, Ind.

DEALERS

Send for our Catalog of
Nationally Advertised
Merchandise at Bargain Prices

BALTIMORE RADIO CO.

138 Liberty St., New York City, N. Y.

ONE DEALER

sold 200 Lambert Pocket Radios from 9:00 A. M. to 3:00 P. M. May 21st. How many can you sell between now and Christmas?

Write today for special dealers' offer.

LEON LAMBERT MFG. COMPANY

133 N. Market St., Wichita, Kansas

MAGNAVOX

201-A—TUBES

A real good non-microphonic tube

List \$1.75. Special .48 cents ea.

AMERICAN SALES CO., 21 Warren St., New York City, N.Y.

**Surplus
Stocks**

When you have surplus stocks of radio equipment to sell—coils, tubes, sets, speakers, cabinets, insulators, etc., or when you are in the market to purchase such surplus stocks of other dealers—

Use a "Searchlight" Ad.

Are You On the Preferential List?

Over 12,000 live dealers receive our BARGAIN BULLETINS regularly. We are the pioneer mail order radio house in the country. The national products sold by us at substantial reductions are the talk of the industry.

Let us put your name on our list. There is no charge for this service and no obligation, of course.

RADIO CIRCULAR CO., INC.

225 Varick St., N. Y. City, N. Y.

Gentlemen: Please place my name on your Preferential List to receive your BARGAIN BULLETINS.

Name

Address

City State.....

Use this coupon today. We are always making good "buys" and this is our means of passing the news to you.

Keep Posted!
Radio "Buys"
Make More Sales!

Use the Coupon.

**Radio
Manufacturers
Jobbers
Dealers
Contractors
Merchants
Commercial
Depts.**

(of Central Stations)

their
**Sales Managers
and Salesmen**

and
all others associated
with the merchandising
of radio apparatus
or service

**Employers
and Employees
Buyers
and Sellers**

You can reach them all through the
SEARCHLIGHT SECTION

Searchlight Advertisements are quick acting. They usually bring prompt returns. There is no better way to reach the men of the radio field at small cost.

For Every Business Want

"Think
SEARCHLIGHT
First"

Quick Tests For All Troubles!

Complete Line of *Readrite* Meters for all Purposes

Radio Test Set

A Laboratory at Your Finger Tips

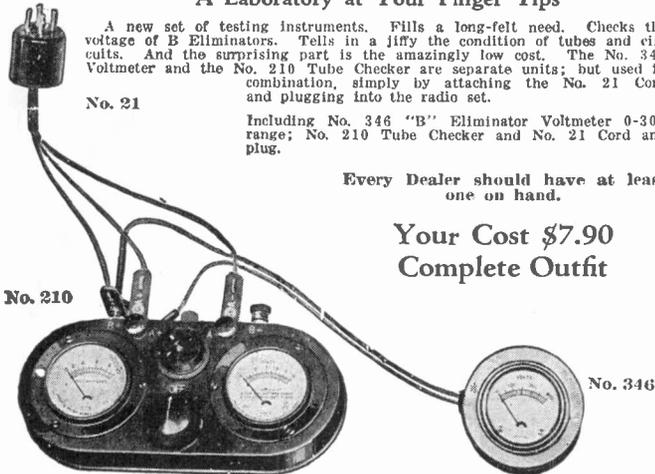
A new set of testing instruments. Fills a long-felt need. Checks the voltage of B Eliminators. Tells in a jiffy the condition of tubes and circuits. And the surprising part is the amazingly low cost. The No. 346 Voltmeter and the No. 210 Tube Checker are separate units; but used in combination, simply by attaching the No. 21 Cord and plugging into the radio set.

No. 21

Including No. 346 "B" Eliminator Voltmeter 0-300 range; No. 210 Tube Checker and No. 21 Cord and plug.

Every Dealer should have at least one on hand.

Your Cost \$7.90
Complete Outfit



This item will pay for itself quickly and make money for you steadily.

No. 210 Tube Checker

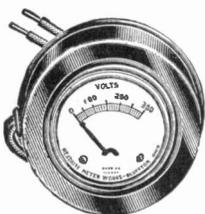
contains 0-6 D.C. Voltmeter—0-10 Milliammeter, grid bias switch, rheostat, socket and binding posts. Connect to Batteries or Eliminators or to set socket with cord and plug No. 21. Tests quickly tubes operating at 5 volts or less. Especially recommended for 199 and 201-A type tubes. For Dealer, Service Man and Set Owner. Instructions and chart of tube readings supplied. Your cost \$4.40

No. 212 Tube Checker

for Dealers counter testing. Connected permanently to Eliminators or Batteries. Tests all tubes including power and A.C. types. Supplied with adapter No. 45 and equipped with 5-prong socket. Meters consist of 0-8 D.C. Voltmeter and double reading 0-20 and 0-100 Milliammeter. Has grid switch and power rheostat, and 6 marked binding posts for A-B-C circuits. "B" & "C" Voltmeters can be attached. May be used with No. 22 Cord and Plug for connecting to set socket thereby testing the circuits and securing current from the set to test tubes. Combined in black finish steel case. Full instructions and Tube Test Chart furnished. Your cost \$5.90

No. 22 Cord and Plug

brings the Plate, Grid and Filament circuits from the set to be connected to either No. 210 or 212 Tube Checkers, B and C Voltmeters may also be attached to the respective posts for making all set tests where D.C. is furnished for the filament circuit. Your cost \$3.90



No. 346

High Resistance Voltmeters

- 346 For B Eliminators 0-300 volts (portable).....Your cost \$2.95
- 347 For B Eliminators 0-500 volts (portable).....Your cost \$3.50
- 348 For A.C. Current Supply Line 0-150 volts.....Your cost \$2.95

Readrite Test Kit

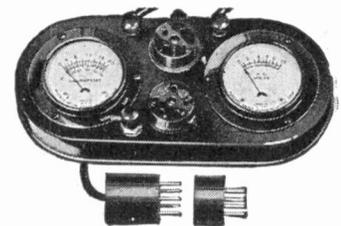
Contains 9 meters fitted in tip jacks 0-50, 0-500, 0-8 D.C., 0-15, 0-6, 0-150 A.C. Voltmeters; 0-10, 0-100, 0-300 Milliammeters, in black metal case with leather handle size 7x10-4-in. high. Has 4 meter tube tester connected with five-foot cord, plug and adapters. Also a five-foot polarity cable with tips for special test meter Power rheostat, grid switch, four and five prong sockets with interchangeable meters all on marked Bakelite panel. Makes every kind of test of tubes and circuits. Locates faults quickly without switches or other cord connections. Full instructions and Tube Chart.
No. 9 Your cost \$20.40



No. 9

No. 215 Tube Checker

is used for A.C. or D.C. for servicing sets. Complete with cord, plug, and adapter. Has grid switch and two binding posts for connecting B Voltmeter, such as 346 for testing plate voltage. Besides testing all circuits, either A.C. or D.C., this tester will check all tubes, including power tubes. Equipped with two sockets for four and five prong tubes. Full instructions and Tube Charts.

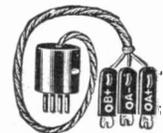


No. 215

Your cost \$6.90

No. 21 Cord and Plug

brings the plate and filament circuits from the set socket to the No. 210 Tube Tester. Combining No. 21 Cord, No. 210 Tube Checker and No. 346 B Voltmeter, makes up a Test Set for testing A & B volts direct from the set socket, as well as to test tubes. No. 21.....Your cost \$3.60



No. 21

Single Socket Testing Meters

For reading PLATE-FILAMENT-GRID voltages by plugging directly into tube socket

- 146 Plate Voltmeter—0-300 volts. Resistance 54000 ohms. Your cost \$1.80
- 150 Grid Voltmeter—0-50 volts. Resistance 8800 ohms. Your cost 1.80
- 152 Filament Voltmeter A.C.—D.C. 0-10 volts Your cost 1.50

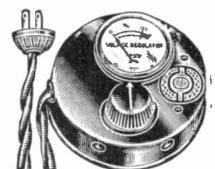


No. 146

A. C. LINE VOLTAGE REGULATOR

A protection for A. C. Tubes. The power rheostat gives a working range between 130 and 100 volts.

Your Cost \$3.85



No. 218

All of the above meters are guaranteed to be new and in original factory cartons and are guaranteed both by the manufacturer and us.

Send for complete List of Bargains!

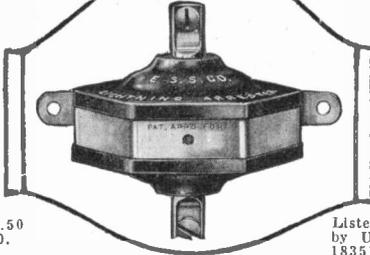
VENUS RADIO CORP.

142 Liberty St., New York City

Phone REctor 7190-7191

Terms: 20% with order Balance—C.O.D.

KEYSTONE



Retail price \$1.50
In Canada \$2.00.

Listed as Standard
by Underwriters (E-1835).

Sell one with every set!

Every time you sell a radio set or some antenna material, you can easily sell the purchaser a Keystone Radio Lightning Arrester.

This proven protective device is made of genuine Bakelite and heavy brass and provides maximum protection always. It is reliable, safe and stays sold.

Manufactured by a company having more than thirty years' experience in design and manufacture of lightning arresters.

Jobbers and retailers—send for complete details of our attractive proposition.

ELECTRIC SERVICE SUPPLIES CO.

Home office and plant at 17th & Cambria Sts., PHILADELPHIA; District Offices at 111 N. Canal St., CHICAGO; 50 Church St., NEW YORK; Bessemer Bldg., Pittsburgh; 88 Broad St., Boston; General Motors Bldg., Detroit; 316 N. Washington Ave., Scranton.

RADIO LIGHTNING ARRESTERS



WEBSTER AUTO-POTENTIALATOR, \$15.00

It offers you a fast-selling A.C. voltage regulator for which every set owner is a prospect. Entirely automatic. No tubes, no liquids. To secure sample fill out and mail coupon below. Mention your jobber's name when ordering. Order sample today so as to be ready for a big fall business.

THE WEBSTER COMPANY
854 Blackhawk Street, Chicago

THE WEBSTER COMPANY, 854 Blackhawk Street, Chicago
Please ship me..... Webster Auto-Potentialators, price \$15 each.

I inclose \$.....

Name

Address

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

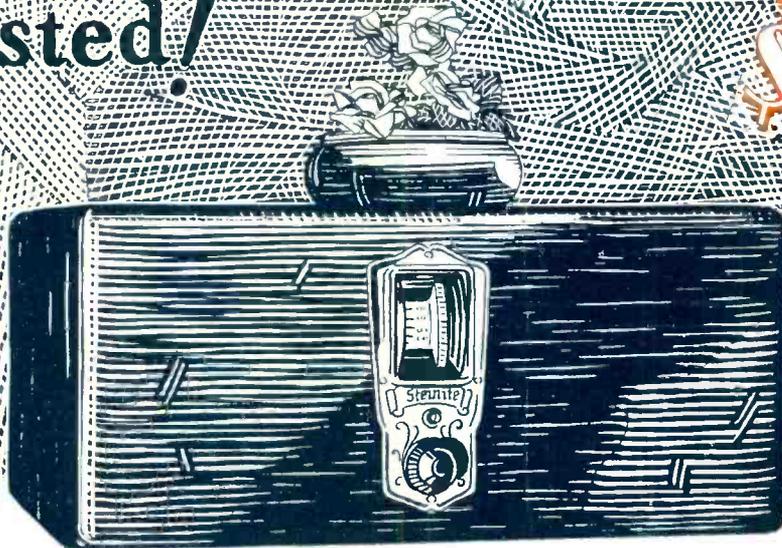
ALPHABETICAL INDEX TO ADVERTISEMENTS

	Page		Page
A-C Dayton Co.	121	French Battery	152
Acme Electric & Mfg. Co.	118	Freshman Co., Inc., Chas. H., 14-15-Front Cover	108
Acme Wire Co.	133	Frost, Inc., Herbert H.	108
Adler Mfg. Co.	164	Gold Seal Elec. Co., Inc.	4
All-American Mohawk Corp.	163	Graybar Electric Co.	33-34-35-36
Allan Mfg. Co.	116	Grebe & Co., Inc., A. H.	5
Aluminum Co.	154	Greene-Brown Mfg. Co.	136
American Bosch Magneto Co.	42-43	Grigsby-Grunow Co.	166
American Reproducer Corp.	165	Gulbrandsen Co.	168
Amrad Corp.	140	Gustin Bacon Mfg. Co.	172
Andrea, F. A. D.	16	Hammarlund Mfg. Co.	108
Arcturus Radio Co.	128	Hickok Elec. Inst.	48
Aston Cabinet Co.	170	Hoyt Electrical Inst. Co.	110
Atwater Kent Mfg. Co.	44-45	Ideal Radio Cabinet Co.	26
Bakelite Corp.	142	Insuline Corp. of America.	115
Beede Elec. Instrument Co.	104	Internat'l Resistance	157
Belden Mfg. Co.	130	Jensen Radio Mfg. Co.	153
Benwood Linze Co.	139	Jewell Elec. Instrument Co.	114
Berkey & Gay.	141	Kaufmann Co., A. G.	115
Bodine Elec. Co.	129	Kellogg Switchboard & Supply Co.	160
Bremer Tully Mfg. Co.	97	Ken-Rad Corp., Inc.	143
Bryant Elec. Co.	115	Koister Radio Corp.	124-125
Carryola Co.	120	La Salle Radio Corp.	50-51
Cary Cabinet Corp.	24	Lund Corp., I. A.	27
Case Electric Corp.	166	Magnavox Co.	147
CeCo Mfg. Co.	9-10-11-12	Martin-Copeland Co.	126
Central Radio Lab.	115	Master Engineering Co.	170
Champion Radio Wks., Inc.	127	Mast Lightning Rod Co.	172
Consolidated Radio Corp.	49	Nat'l Carbon Co.	155
Corbett Cabinet Mfg. Co.	172	National Radio Institute.	173
Cornish Wire Co.	111	National Vulc. Fibre.	13
Crosley Radio Corp.	135	Neutron Corp.	145
Day Fan Elec. Co.	162	Newcombe-Hawley, Inc.	156
De Forest Radio Co.	8	Niagara Metal Stamping Corp.	171
Deutschmann, Tobe.	119	O'Neil Mfg. Co.	131
Donle Electrical Products Corp.	173	Operadio Mfg. Co.	137
Eagle Electric Mfg. Co.	110	Pacent Elec. Co.	38-39
Edison, Inc., Thomas A.	40-41	Palm Fechteler & Co.	138
Electrad, Inc.	104-112	Pierson Co.	17
Electric Service Supplies Co.	180	Perryman Elec. Co.	99
Elkon Wks.	149	Pierce-Airo, Inc.	171
Excello Products Corp.	28	Pooley Co.	20-21
Fansteel Products Co.	144	Potter Mfg. Co.	114
Federal Radio Corp.	150	Premier Elec. Co.	170
Freed-Eisemann Radio Co.	37	Radio Corp. of America.	78-79, Back Cover
		Radio Master Corp.	23
		Raytheon Mfg. Co.	146
		Readrite Meter Works.	170
		Red Lion Cabinet Co.	18-19
		Rola Co.	166
		Sandar Corp.	Inside Front Cover
		Samson Electric Co.	113
		Searchlight Section.	174 to 179
		Shamrock Mfg. Co.	169
		Showers Bros.	134
		Simplex Radio Co.	168
		Slagle Radio Co.	158
		Smith Iron Works, A. L.	22
		Sonora Phono Co.	161
		Sonatron Tube Co.	7-122
		Splitdorf Radio Corp.	117
		Sprague Specialties Co.	104
		Steinite Radio Corp.	Inside Back Cover
		Sterling Mfg. Co.	6
		Stewart-Warner.	46-47
		Stromberg-Carlson Tel. Mfg. Co.	2
		Supreme Inst. Corp.	132
		Sylvania Prod. Co.	52
		Televocall Corp.	116
		Temple, Inc.	151
		Thordarson Elec. Mfg. Co.	100
		Transformer Corp.	112
		Trav-Ler Mfg. Corp.	106
		Udell Wks.	25
		United Radio Corp.	123
		Utah Radio Prod. Co.	3
		Vitalitone Co.	114
		Webster Co.	180
		Weston Elec. Instrument Co.	116
		Wireless Specialty Apparatus Co.	102
		Wirt Co.	148
		Zenith Radio Co.	159

Steinite

ELECTRIC AC RADIO

Time Tested!



Beautiful Wood Cabinets

Uses 6 AC tubes Plus 1 Rectifier tube

\$75

FREE Home Demonstrations are Selling Steinite

STEINITE—and Steinite dealers—welcome home demonstrations. The unflinching, thrilling performance of the Steinite Electric AC Radio and the rich beauty of its Duco-finished wood cabinets, have made eager buyers of the many thousands who have responded to Steinite's invitation for a free test.

There is no more convincing way to prove that Steinite is America's greatest value than

to demonstrate it *in the home*. Steinite advertising is bringing thousands of inquiries for free demonstrations . . . thus creating a striking opportunity for a limited number of new dealers. The coupon below will bring a Steinite jobber's salesman to you promptly. He will demonstrate to you, and give you full particulars.

Beautiful Console Sets • \$115 • \$130 • \$150
Polyphonic Speakers—Table Model \$20 • Console \$45



The STEINITE RADIO COMPANY
506 S. Wabash Ave.
CHICAGO

STEINITE RADIO COMPANY *Mail this Coupon TODAY!*
506 So. Wabash Avenue, Dept. E. J. Chicago
Please send me complete information on the New Steinite Line.

Name	My Jobber's Name and Address
Street Address	
City	State

Mail the Coupon

Factories:
Atchison, Kans.

**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-228**
A.C. Filament
- RADIOTRON UV-227**
A.C. Heater
- RADIOTRON UX-280**
Full-Wave Rectifier
- RADIOTRON UX-281**
Half-Wave Rectifier
- RADIOTRON UX-874**
Voltage Regulator Tube
- RADIOTRON UV-876**
Ballast Tube
- RADIOTRON UV-886**
Ballast Tube

The standard by
which other vacuum
tubes are rated



- A Radiotron
for every purpose
- RADIOTRON UX-201-A**
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-228**
A.C. Filament
 - RADIOTRON UV-227**
A.C. Heater
 - RADIOTRON UX-280**
Full-Wave Rectifier
 - RADIOTRON UX-281**
Half-Wave Rectifier
 - RADIOTRON UX-874**
Voltage Regulator Tube
 - RADIOTRON UV-876**
Ballast Tube
 - RADIOTRON UV-886**
Ballast Tube



Look for this mark
on every Radiotron



Leading makers of radio sets recognize RCA Radiotrons as the standard vacuum tubes for all uses in both transmitting and receiving instruments. They specify them for tests, initial equipment and replacement.

Radiotrons are the heart of the receiving set. To maintain fine reception, the vacuum tubes in your set should be replaced with new Radiotrons at least once a year. Do not use new tubes with old. Best results are obtained by changing all tubes at one time.

RCA Radiotron

MADE BY THE MAKERS OF THE RADIOLA

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

It's repeat sales that count, and when you offer your customers RCA Radiotrons you may be sure that they will come back for more. That is because RCA Radiotrons offer the greatest value and greatest performance of any vacuum tube on the market. The expert engineers of RCA have spent millions of dollars and years of patient research and experience in their development and perfection. You may stake your reputation on the quality of RCA Radiotrons—and their own reputation will bring you prestige as well as profit. It will pay you to carry the complete line.

RADIO CORPORATION OF AMERICA
NEW YORK CHICAGO SAN FRANCISCO

Smashing magazine pages and impressive newspaper advertisements are telling your customers how tremendously improve broadcast reception. No other vacuum tube has such widespread and consistent publicity behind it. No other tube equals RCA Radiotrons in volume of sales. Novel counter and window displays, folders, etc., help you to get your share.



RCA Radiotron

MADE BY THE MAKERS OF THE RADIOLA