

Radio Retailing

The Business Magazine of the Radio Industry

A McGraw-Hill Publication

APRIL, 1929

In This Issue!

On pages 10 · 11 · 12 · 13
you will find the most
important message of
the year

announcement of the
new STEWART-WARNER
line—complete as to
models—outstanding in
value—and embodying
radio's greatest advance
—**CERTIFIED REALISM**

Gold Seal Radio Tubes



**“Kind to”
all broadcasting”**

**Gold Seal Electrical Co. Inc.
250 Park Ave. New York**

Also makers of the well known Gold Seal Electrical Appliances

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Western Editor, Chicago
S. J. RYAN,
Merchandising Counsellor
HENRY W. BAUKAT,
Technical Editor
M. E. HERRING,
Publishing Director

Radio Retailing

The Business Magazine of the Radio Industry

O. H. CALDWELL, Editor
WILLIAM ALLEY, Managing Editor

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

Radio Retailing for APRIL, 1929

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- This "Summer Census" Will Lead to Summer Sales 48
A tried and proven hot weather activity that will add volume to this summer's business.
- Jobber-Dealer Co-operation Sells \$1,000,000 in Sets 56
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- How to Build a Window Action Device 60
The combination of a fan and a few radio parts puts color, light and action into window displays.

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- Making It Mighty Hard for Radio 47
O. H. Caldwell tells some of the reasons why politics is holding back the wheels of radio progress.
- Our Future Lies in "Home Entertainment" 70

Trade-in Survey Next Month

"Radio Retailing's" nationwide survey of radio trade-in practices has assumed such large proportions that it has been found impossible to prepare the results for publication in this issue.

Twenty-five hundred questionnaires were sent to all types of stores and the returns are still pouring in as this issue goes to press. If the unusually large number of returned questionnaires can be tabulated and analyzed in time for publication in the May issue, this trade-in survey will be one of the features in next month's issue of "Radio Retailing."

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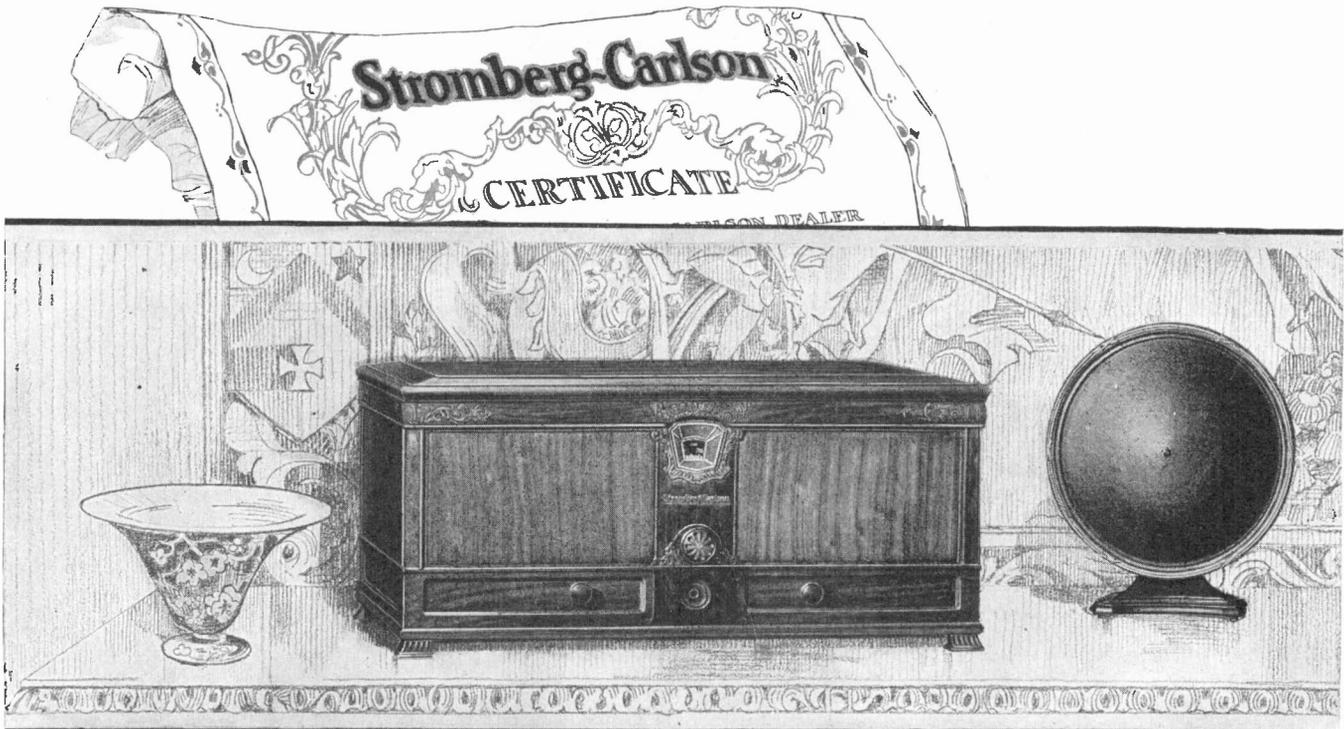
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McGRAW-HILL PUBLISHING COMPANY, INC., Tenth Ave. at 36th St., New York, N. Y.

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NEW YORK DISTRICT OFFICE, 285 Madison Ave.
Electrical World Electrical West Ingenieria Internacional
Engineering and Mining Journal Food Industries
Chemical & Metallurgical Engineering American Machinist
Electrical Merchandising Power Electric Railway Journal
Bus Transportation Engineering News-Record
Coal Age Aviation Construction Methods
Copyright, 1929, by McGraw-Hill Publishing Company, Inc.
Cable Address: "Machinist, N. Y."
Annual subscription rate is \$2 in United States and Canada.

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



Receiver-Dealer-and Consumer

STROMBERG-CARLSON RECEIVERS—have always occupied the “Quality” place in radio—because

They possess exceptional fidelity of tone.
 Stromberg-Carlson is a recognized pioneer of reception-improving features.
 Each Receiver is engineered with exacting precision.
 Every Cabinet is a triumph of design and finish.

STROMBERG-CARLSON DEALERS—have always occupied the “Quality” place among dealers—because

They are carefully selected — Careful zoning eliminates over-crowding.
 Active merchandising counsel from Stromberg-Carlson representatives is a definite advantage.
 The Stromberg-Carlson franchise incorporates many protective features.

STROMBERG-CARLSON OWNERS—are the discriminating clientele, whose patronage every dealer is anxious to obtain.

Stromberg-Carlson Models for A. C. and D. C. areas
 range in prices from \$185 to \$1205, East of Rockies.

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

Stromberg-Carlson

MAKERS OF VOICE TRANSMISSION AND VOICE RECEPTION APPARATUS FOR MORE THAN THIRTY-FIVE YEARS

Announcing **UTAH** **SUN** **ULTRA-VIOLET RAYS**



This remarkable Utah Sun (adjustable stand) generator complete, with one pair of goggles, screen and four carbons, \$35.

Utah Sun carbon package of forty, \$6.

Utah localizer set, \$5 extra.

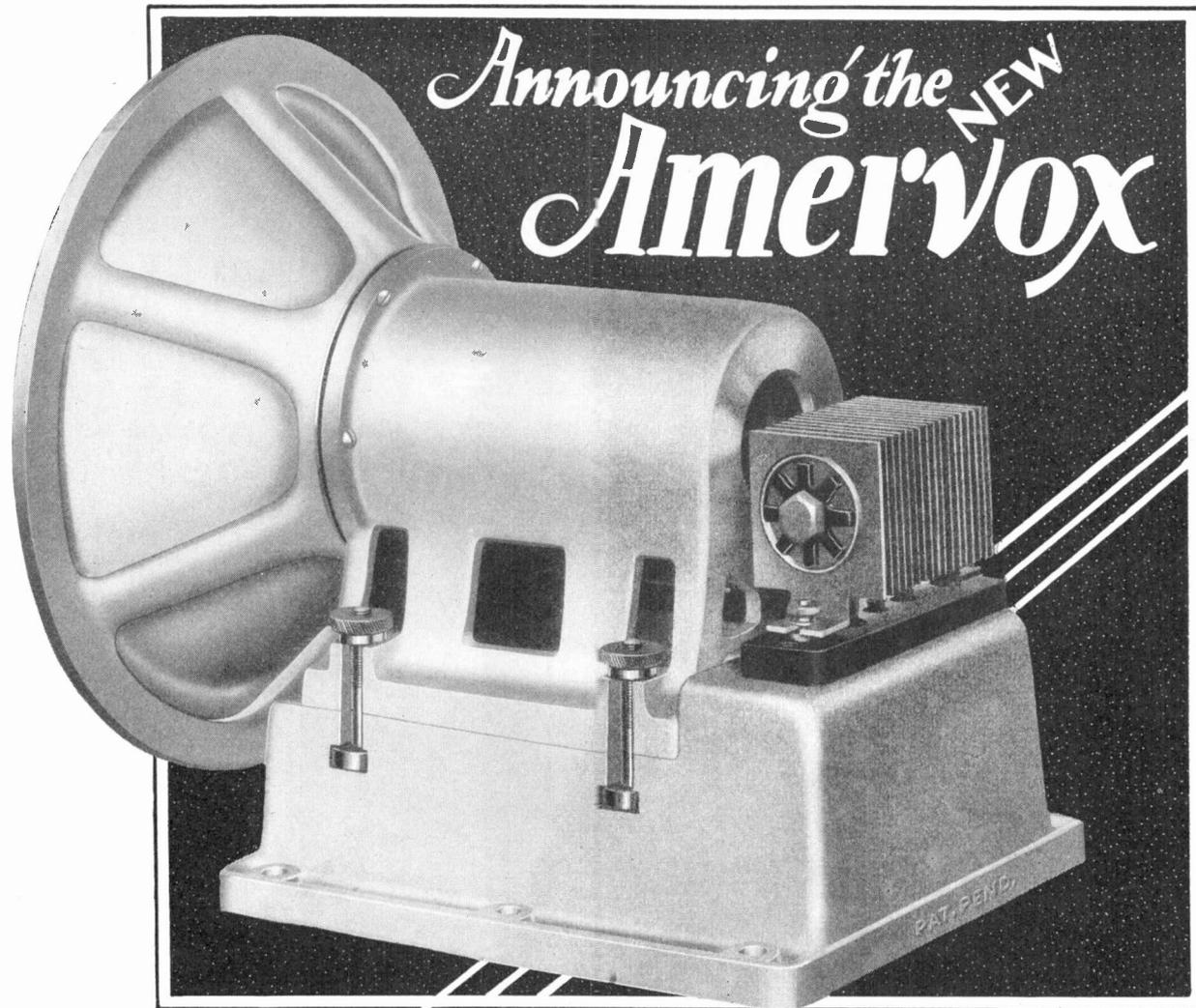
Opening a New PROFIT MARKET

Here is a brand-new market created by the sensational new Utah Sun Ultra Violet Rays. Now it is possible for every home to have the benefit of the vital rays of the natural sunshine.

Every consumer is a prospect! Every one who enters your store can afford

Utah Sun. Few will be without it when they hear the price. Cash in on this ever increasing tremendous demand! Here is a real money maker. Get the facts from your Utah jobber or write us today.

UTAH RADIO PRODUCTS CO.
 Chicago .. U. S. A.



the Electro Dynamic Reproducer
that is sure to create a sensation!

In tone volume and quality of reproduction, the new Amervox Dynamic Speaker is the ultimate in radio development for the year 1929. It will take some new and revolutionary discovery in sound reproduction to better it. All who have listened to the Amervox are captivated by its absolute fidelity in reproducing all the rich and varied tones of speech and music.

The Amervox has been developed by an organization with long experience in radio reproduction. The combined knowledge, skill and experience of over thirty experts from many separate and distinct arts, crafts, pro-

fessions and trades have been drawn upon in producing the Amervox. It is truly the supreme expression of pure quality production.

Quality reproduction is to be the outstanding consumer demand this year. We urge manufacturers of radio sets and cabinets, also jobbers to investigate the new Amervox, which is sure to become one of the leaders in a remarkably short time.

The list price will surprise you. Write for full details and discounts.

Pronounced as radio's most perfect reproducer—acoustically, mechanically, and electrically by America's foremost radio engineers.

PRODUCT OF

American Reproducer Company

1204 Summit Ave., Jersey City, N. J.

NEW—radio input utilizing equalizing

perfecting dynamic reproduction

new ideas in circuit simplification

the latest developments in vacuum tube design

MUSIC as the microphone hears it. Reserve volume to fill a ballroom. Cabinets that harmonize with the finest home interiors. Prices that make fast, satisfying sales. The new Grebe Synchrophase Radio! Write!

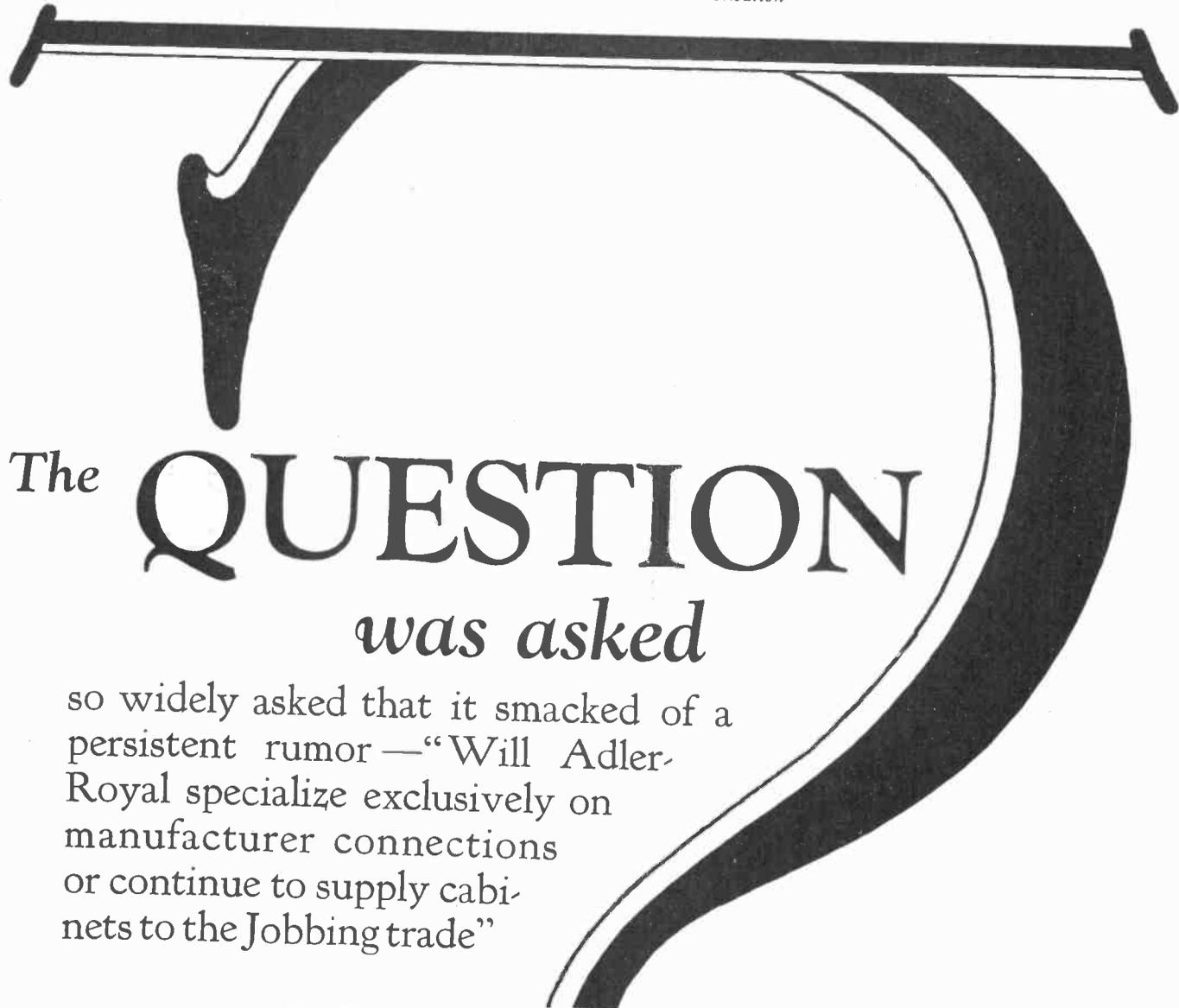
A. H. GREBE & COMPANY, INC.
Richmond Hill, N. Y.

Western Branch:
443 So. San Pedro St., Los Angeles, Calif.

GREBE
SYNCHROPHASE
RADIO

Makers of Quality Radio Since 1909

GET IT BETTER WITH A GREBE
new principle of phonograph pickup



The **QUESTION**
was asked

so widely asked that it smacked of a persistent rumor — "Will Adler-Royal specialize exclusively on manufacturer connections or continue to supply cabinets to the Jobbing trade?"

ADLER-ROYAL
RADIO CABINETS

It is true that Adler-Royal has this year contracted to supply exclusive design cabinets in larger quantity and to a considerably greater number of Radio manufacturers than in previous seasons. We are very proud of these connections, which include the country's leading set manufacturers.

We are equally proud of our Jobber connections, and we now have in process for these good friends a line of distinctive Adler-Royal Cabinets which we believe will afford them larger profit possibilities than in any previous year.

ADLER MFG. CO., Inc.



LOUISVILLE, KY.

"...a Quick Heater...a Fast Seller

...THE SONATRON Y227AC!"

5 TO 7 SECONDS is all this new Sonatron requires to heat up. This newest type in The World's Largest Radio Tube Line is a true Sonatron Product—made to the most exacting standards in the industry. Its powerful appeal to owners of AC sets will be forcefully merchandised—in magazines—in newspapers—and over the a.r! To get your share of the sales which this tube will create—write for the Sonatron proposition!

SONATRON TUBE COMPANY

1020 S. Central Park Ave.
CHICAGO

15 Hudson Street
NEW YORK

55-57 State Street
NEWARK, N.J.



SONATRON Builds An Audience!

Consumer inquiries received in response to our last broadcast were far greater than were received from any previous program. Thus Sonatron is building a huge audience on the air, adding its tremendous sales influence to that of Sonatron's Saturday Evening Post, newspaper and trade paper advertising. Every Sunday, 8:30 to 9:00 P.M. Eastern Standard Time, Sonatron's unique programs go over the Columbia Chain from coast to coast! Write for the Sonatron Proposition!

Soon—Maximum Production in Sonatron's Great New Chicago Factory



High Vacuum Quality Outstanding Performance

That is the winning combination LaSalle High Vacuum Tubes is giving dealers all over the country.

LaSalle High Vacuum Tubes build your business prestige because they give clearer reception, longer range, volume without distortion and last longer. And because of this High Vacuum quality the necessity of replacements are almost eliminated. This means bigger net profits to you.

Jobbers: Are "come backs" seriously affecting your net profits? If so, protect yourself with LaSalle High Vacuum Quality. *Less than half* the returns of any known tube. Write for our proposition.

This is not fancy but facts proved by the record. Ask your jobber for LaSalle service.

LA SALLE RADIO CORPORATION
(Division of Matchless Electric Co.)

143 West Austin Avenue

Chicago

LaSalle

HIGH VACUUM TUBES



Throughout the music world AUDAK Reproducers have long been the standard by which others are judged and valued. Their ability to respond to every shade and colortone . . . so essential to REAL music . . . has been faithfully transmitted to the AUDAK Chromatic Pick-up, creating a new standard of performance in this field, too. Everyone knew, when AUDAK delayed the announce-

ment of this instrument, that it was because we are hard to please . . . that we could not bring ourselves to launch a pick-up one whit less effective in its own province than AUDAK Reproducers have always been in theirs. We were determined to make a pick-up so highly scientific, so wondrously sensitive that it would reproduce NATURALLY . . . and we did!

The AUDAK COMPANY, 565 Fifth Avenue, New York

"Creators of High Grade Electrical and Acoustical Apparatus Since 1915"

PRESENTING
THE NEW
STEWART-WARNER
[SERIES 900]
RADIO

plus CERTIFIED REALISM, an exclusive advantage to the final purchaser, and a tremendous sales advantage to the Stewart-Warner Dealer.

It has been our aim to give our dealers and distributors *the value in the product* that should immediately seize and hold leadership in this field. And the new Stewart-Warner 900 Series amply demonstrates the success of our effort.

On the page opposite and the two following, we portray and describe two smartly modern consolettes of unusual beauty — one finished in hammered gold bronze, richly blended with ivory black; the other softly shaded with dull jade green and ivory black; two table models in the same finishes as the consolettes, two choice wood console models of rich walnut and rare charm, and the new Stewart-Warner Dyphonic Reproducer.

In *veracity* of performance, in sensitivity, selectivity, volume and truth — Stewart-Warner has achieved the outstanding advance, in CERTIFIED REALISM.

Naturally the Stewart-Warner organization, with its 23 years of *precision* manu-

facturing, is first to discard "rule of thumb" methods in judging radio reception — and devise a modern *scientific* method. This definite and accurate standard for judging radio performance, this specific, known merit of Stewart-Warner instruments, gives the Stewart-Warner dealer an unanswerable sales advantage.

For on top of all that the customer may ask for, in fine-edged selectivity, in distance-getting ability, in volume, and in tone quality, you offer the one thing above all that is really important to him — Certified Realism.

A unique precision instrument devised by Stewart-Warner Laboratories does away with

"rule of thumb" methods of testing radio reception, and provides an accurate, scientific test, resulting in CERTIFIED REALISM.

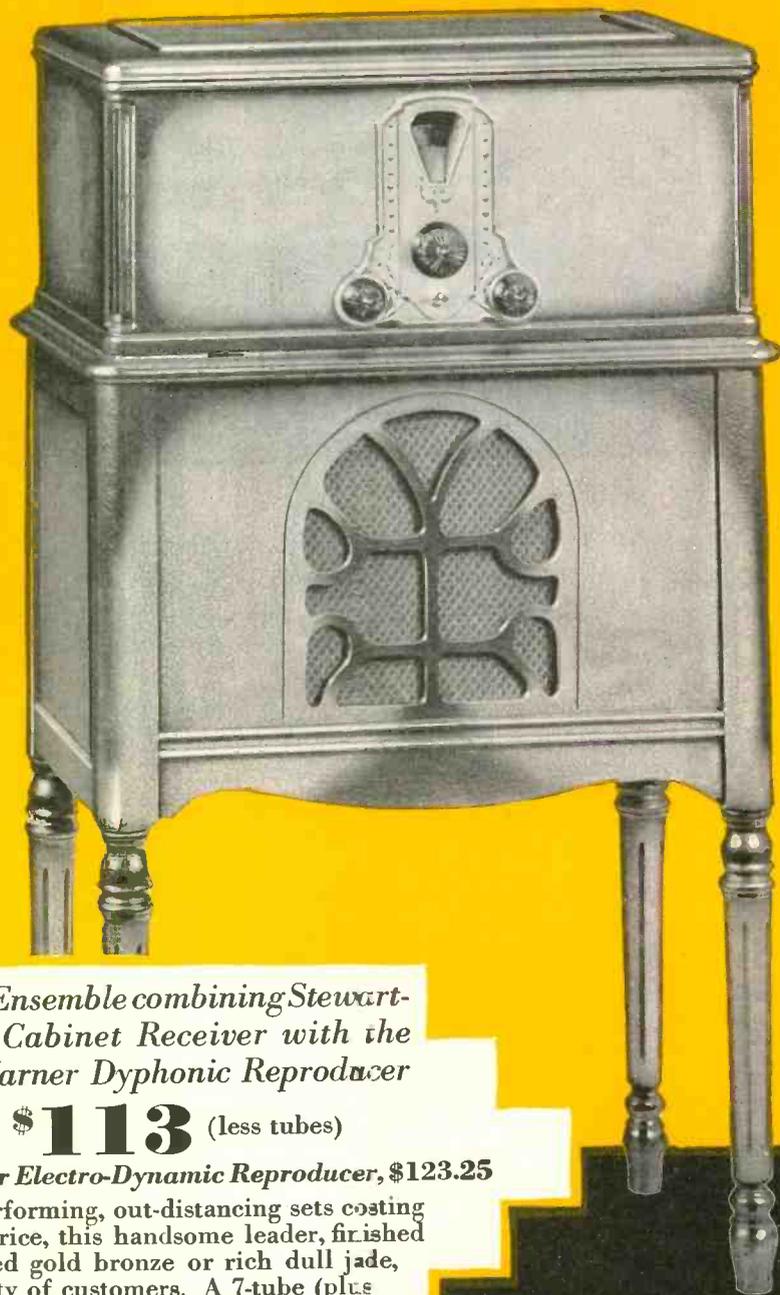
This marked advantage makes the Stewart-Warner dealer franchise the most valuable ever offered. Wire or phone for details.

CERTIFIED
REALISM

— *means tested,
proved
performance —
not promises!*

*An Exclusive
Stewart-Warner
Advantage*

See SUPER-FEATURES on second page following



This Console Ensemble combining Stewart-Warner Table Cabinet Receiver with the New Stewart-Warner Dyphonic Reproducer

an arresting **\$113** (less tubes)
value at

With new Stewart-Warner Electro-Dynamic Reproducer, \$123.25

Out-smarting, out-performing, out-distancing sets costing double or more its price, this handsome leader, finished in either hammered gold bronze or rich dull jade, will attract plenty of customers. A 7-tube (plus rectifier) set, with built-in (light socket) aerial.

THE NEW
STEWART-WARNER
[SERIES 900]
RADIO

CERTIFIED REALISM MEANS TESTED, PROVED PERFORMANCE- -NOT PROMISES

Note these SUPER-FEATURES of the new Stewart-Warner 900 line

New Smartness—every detail of visual refinement that might add to the rich and harmonious appearance of the 900 series has been given extreme care. For example:

The Embossed Bronze Escutcheon Plate, in its capacity as mounting for the control knobs and as the setting for the dial "window," harmonizes perfectly with the rich hammered gold bronze or dull jade finishes of the consolettes and table models, as well as with the warm burl walnut finish of the cabinet models.

Specially Designed Control Knobs of black bakelite, unlike the usual "stock" knobs, are of distinctive Stewart-Warner design.

Illuminated "Visible Angle" Dial, set at an angle of 45 degrees, revolves as the control knob is turned and moves across the *line of vision*, giving perfect legibility not only of the centered figures, but the figures to each side. The dial face of translucent amber color shows the calibrations (both kilocycles and standard 0 to 100 scale) in bold visibility when pilot light is snapped on.

NEW ADVANCEMENTS

The New "Balanced Bridge" Circuit completely eliminates Oscillation disturbance, entirely without the use of suppressors, therefore without affecting sensitivity. As a consequence, signal strength broadcast by far distant stations is much greater, practically all electrical energy received being transformed into audible sound. Thus programs coming from distant stations are heard with excellent volume and no trace of distortion.

Unaffected by Tube Replacement: The new "Balanced Bridge" circuit makes it unnecessary to "match up" any of the several tubes to insure satisfactory reception. Like tubes can be changed from one socket to another, or replaced entirely, with absolutely no effect on operation.

The New UX-245 Tubes: The last or two power stages of the Stewart-Warner 900 Series are equipped with two of the new UX-245 tubes developed by R. C. A. In conjunction with the improved Stewart-Warner "push-pull" transformers, these tubes provide fidelity of tone heretofore unknown.

The Variable Condensers in the new 900 series are of rigid, heavy construction designed to keep always in alignment and in phase.

The New Audio Transformers are without a peer in the field. They cover the entire musical range from highest treble to lowest bass with a fidelity comparable only to the actual tones being broadcast.

Tuning Coils in this 900 series are held to precise accuracy by crystal-controlled oscillators, the device used by all broadcasting stations licensed under the Federal Radio Commission, to keep exactly on their own wave lengths.

All Connections 22-carat Gold Plated: Radio engineers know that gold provides the surest and finest of all radio connections. And Stewart-Warner is the only maker to take advantage of this precious metal in every single connection.

Drawn Copper Shielding houses the four radio frequency coils of the

set. Seamless and of copper: the far greater efficiency justifies this more expensive construction.

High Safety Factor: Both the power transformers and the filter system are made to pass tests at more than double the voltage they will ever be called upon to handle. The advanced filter system also reduces A. C. hum and provides ample power for dynamic speaker.

Compensation for Different Aerials: In order that purchaser may adjust to any length or type of antenna, the set is provided with three antenna taps.

Built-in Antenna for local reception is installed right in the chassis. This feature serves the dealer ably in making house demonstrations.

Automatic Voltage Control to take care of variations in line voltage is governed by Stewart-Warner's ballast developed in conjunction with the power transformer, assuring unimpaired reception within a range of 90 to 135 volts. Thus no adjustment is required.

Electric Phonograph Connection: Reproduction of phonograph records on a par with the most expensive electric phonographs is now available by connecting the jacks provided in the new Stewart-Warner with any standard phonograph pick-up attachment.

Plug-in for Television: Unique in the industry and making this Stewart-Warner Radio the last word, are the two connections provided for Television, should its broadcasting be brought within range in the near future.

The New STEWART-WARNER RADIO Series 900



*Approved Cabinet No. 35
With Model No. 900
Stewart-Warner Radio*

Jacobean design, finished in matched burl walnut, its handsome exterior makes as powerful an appeal to the eye as does CERTIFIED REALISM to the ear. With new Stewart-Warner Electro-Dynamic Speaker, \$142.50 (less tubes).



*The New Stewart-Warner Dyphonic
Reproducer*

Model 441, finished in hammered gold bronze; Model 442, finished in dull jade green and ivory black. Price, \$19.25.



*This handsome Table Model with Built-in
Aerial, \$89.75 (less tubes)*

An unmatched value—finished in either hammered gold bronze or dull jade green.



*Approved Cabinet No. 58
With Model No. 900
Stewart-Warner Radio*

A Sheraton masterpiece. Its graceful lines, imposing height and rich walnut finish have irresistible eye value. With Stewart-Warner Electro-Dynamic Speaker, \$165.50 (less tubes).

[Cabinets exclusively for Stewart-Warner, east of Rockies, by the Louis Hanson Co., Chicago; west of Rockies by the Burnham Talking Machine Co., Los Angeles.]

THE NEW STEWART-WARNER [SERIES 900] RADIO

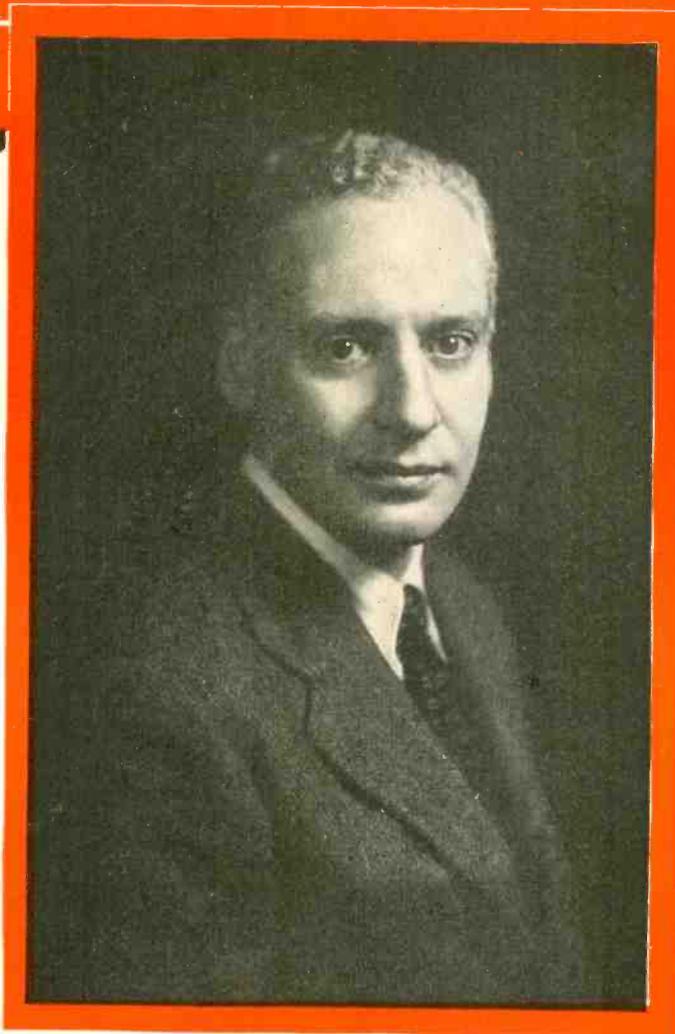
*Tear out and
mail this coupon
NOW!*

STEWART-WARNER CORPORATION, 1826 Diversey Parkway, Chicago
I want full particulars of the new Stewart-Warner Radio Dealer Franchise.

BB-4

Name _____

Address _____



DR. FULTON CUTTING
President of Colonial Radio Corporation. Builder of successful radio apparatus since 1916. A pioneer in the development of electric receivers and dynamic reproducers.

EVER since I began designing radio receivers...long before the present era...my object has always been to build quality instruments which could be produced at a price favorable to purchase by as large a number of people as possible. I believe that Colonial's success in the large Eastern markets this year has demonstrated the wisdom of that policy.

Last year...when we announced the new Colonial with the built-in Cutting Dynamic Speaker...I felt that this was to be the crowning achievement of my engineering career. With that invention it seemed to me that the ultimate in radio re-

ception has been reached. And it *has* created a sensation.

But we, at the Colonial laboratories, have not rested on our laurels. With past performances as our inspiration, we have gone forward. And now, we expect shortly to make an announcement which will not only be a matter of pride with ourselves, but which, we are sure, will be of most exceptional interest to radio jobbers, dealers and the general public.

COLONIAL RADIO CORPORATION

Jobbers...dealers your three questions answered

1 What about the Product?

Colonial Radio...with the built-in Cutting Dynamic Speaker...*different from all other Dynamics*...is the greatest performance sensation in the Eastern market.

In design, appearance, construction and dependability Colonial Radio has always embodied values far in excess of those of any product on the market...at anywhere near the price.

Colonial's immediate public acceptance...its volume sales...minimum service requirements have always tended to preserve the dealer's ultimate profits.

1929 will be no exception!

2 What about the Manufacturer?

Licensed under patents of R.C.A., General Electric, Westinghouse and the American Telephone and Telegraph Companies...financially strong...with wide production facilities.

Last year Colonial added more than six hundred dealers in New York and Philadelphia alone and spent more than \$150,000 in advertising in those two cities.

Colonial understands jobber and dealer problems...knows how to cooperate for your best interests and has the resources in men and methods to do so.

Colonial is SOUND.

3 What about the Merchandising?

What we did in New York and Philadelphia we will do in other markets.

Our experience...over a period of successful years...has taught us the value of advertising and dealer helps. We have learned how to advertise.

1929 will be our biggest advertising year.

Every item and service which help the sale of Colonial Radio...for jobber and dealer alike...will be included in this campaign.

Colonial's merchandising methods will do a REAL job for YOU.

You have read the FACTS. Every element of sound merchandising is presented in the Colonial situation. Full particulars are now available. Jobbers...dealers...write.

COLONIAL

Radio

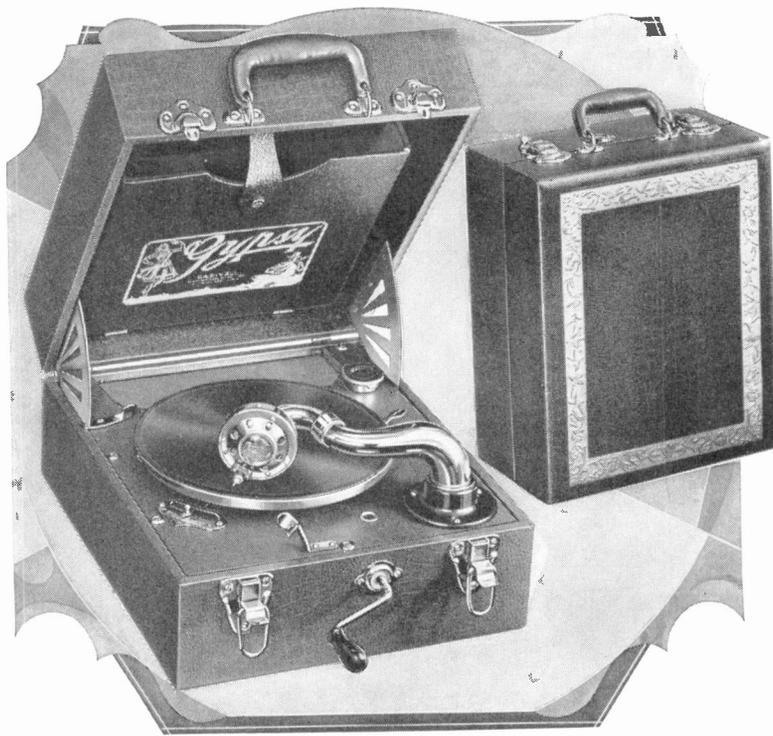
LONG ISLAND CITY, NEW YORK

THE RADIO CORPORATION
of AMERICA has granted its
first tube license to the
Raytheon Manufacturing Co.

THE RAYTHEON MFG. CO.
Cambridge, Mass.

Makers of

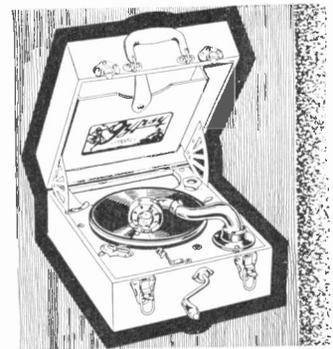

HEALTHY TUBES



The Caswell Gypsy—
showing open and
closed view. Note
richly embossed cover
design.

List Price \$20.00

QUICK TURNOVERS ... FOR GREATER PROFITS



Gypsy—\$20.00



No. 12—\$12.50



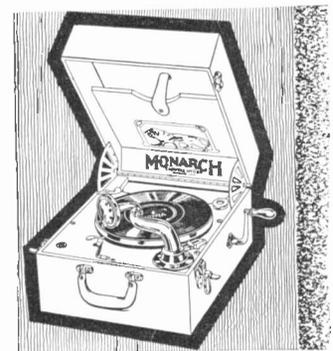
Melody—\$15.00

RADIO dealers who are featuring Caswell Portable Phonographs realize the profits that result from quick turn-over. For Caswell Portables sell themselves. Their beauty, quality and fine tone are unmistakably that of superior instruments.

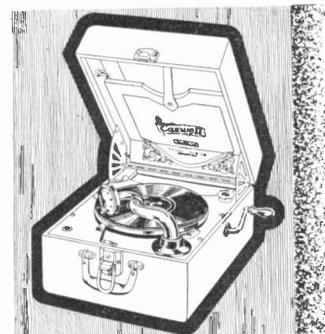
In addition to offering a quality instrument, Caswell alone gives to the portable phonograph industry, a price based on value—a price that represents the most drastic savings it is possible to effect through quantity production methods.

Radio dealers who feature the Caswell line are able to offer as a result, a matchless instrument at a figure so low as to preclude competition.

CASWELL MANUFACTURING COMPANY
10th and St. Paul Avenue
Milwaukee, Wisconsin



Monarch—\$25.00



Aristocrat—\$35.00

CASWELL





McMurdo Silver
PIONEER RADIO ENGINEER

Announces

Silver Radio

SILVER - MARSHALL

SM

“Silver on Radio is like

870 WEST JACKSON BOULEVARD



The Most Sensational Development Since A.C.

1929 is a SCREEN-GRID YEAR. Its pace will be set by the *new type* radio that is SILVER RADIO.

For SILVER RADIO comes from a designer, a laboratory, and a factory that have *mastered* SCREEN-GRID technique—and *proved* it by eighteen months of highly profitable SCREEN-GRID *merchandising*. Just as A. C. tubes changed the "fashion" in radios from battery to light socket in 1927, so will SILVER RADIO, with SCREEN-GRID tubes in *every r. f. stage*, revolutionize public demand in 1929.

SILVER RADIO is *first* to use the new UX245 power tubes in "push-pull" with *Matched-Impedance* Dynamic Speaker.

SILVER RADIO for the first time *eliminates all installation bother*. No antenna or ground connections are used—just plug it in as you would a floor lamp. This one feature of *convenience* will sweep the country as A. C. tubes did in 1927.

SILVER RADIO—on demonstration early in May—will be sold through exclusive distributors to franchised dealers whose every effort will be protected to the utmost. A dominating factory newspaper campaign, plus the most generous co-operative advertising allowance, will put SILVER among the five heaviest-advertised names on your customers' tongues.

Only the briefest of facts are told here. Just mail the coupon for advanced confidential information, and to be "in" on the first demonstration of SILVER RADIO in your territory.



Incorporated

"Sterling on Silver"

CHICAGO, ILL.

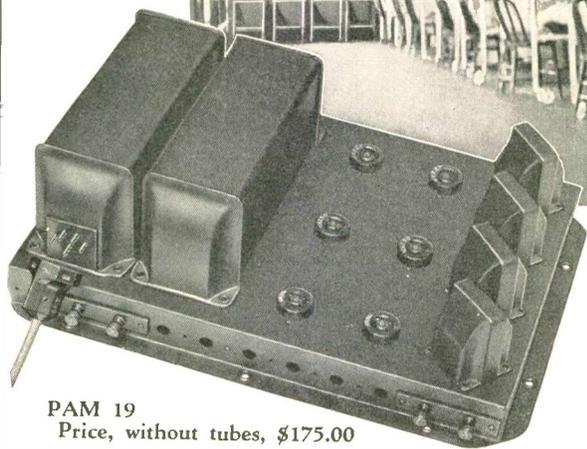
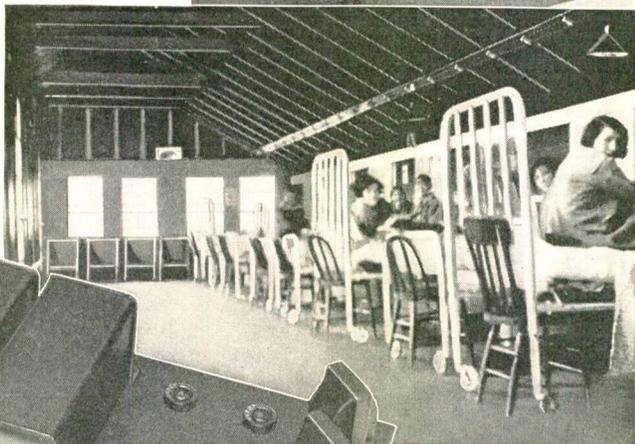
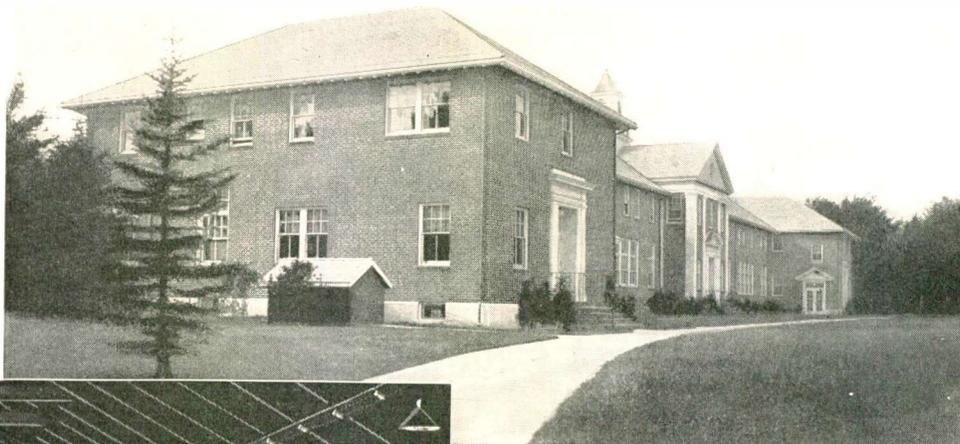
SILVER-MARSHALL, Inc.
870 W. Jackson Boulevard,
Chicago, U. S. A.

Send me the dope, and tell me where I can see and hear it—I'm interested.

Name

Address

City State



PAM 19
Price, without tubes, \$175.00

PAM—The healing assistant

Throughout the North Reading State Sanatorium, pictured above, the children are helped to recovery and keep in touch with the outside world—its news, its fun, its music—by means of a radio set and a “PAM” Amplifier. In this installation both head sets and loud speakers are used.

The radio dealer who sold this installation supplied a high grade all-electric radio set and a PAM Amplifier, as well as the loud speakers, tubes, outlet plates, and did the wiring.

This really worthwhile job is typical of many now being installed in hospitals, apartment houses, theatres, clubs, hotels, etc. throughout this country.

What are you doing to get your share of this record breaking business?

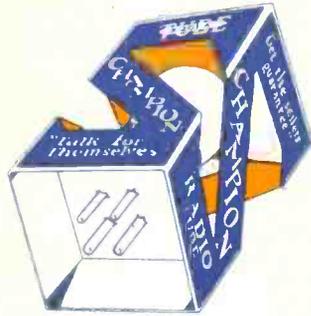
Send for booklet RR8 which shows how PAM Amplifiers are a “Sound Investment.”

Samson Electric Co.

Main Office: Canton, Mass.
Manufacturers Since 1882.



Factories at Canton
and Watertown, Mass.



Quick-test easy sales!

**you test them
in the Box**



with this adapter

One of many reasons why CHAMPION TUBES are steadily increasing in popularity is the *quick test* feature of the box—a very valuable selling help, on the “firing line.”

CHAMPION alone provides this convenience. The test set adapter and the “open” style box makes this feature valuable, only with CHAMPION. The dealer’s label can be applied through box openings. Save your clerk time—demonstrate Champion quality without removing tube from box.

If you are not familiar with CHAMPIONS, you had better try them.

Adapter free to CHAMPION dealers.



TUNE IN!

Champion Weatherman
Broadcast Daily by
Westinghouse Stations
KDKA, KYW, WBZ, WBZA

Champion Radio Works, Inc.
136-143 Pine Street
DAN VERS
MASSACHUSETTS

Champion

RADIO TUBES

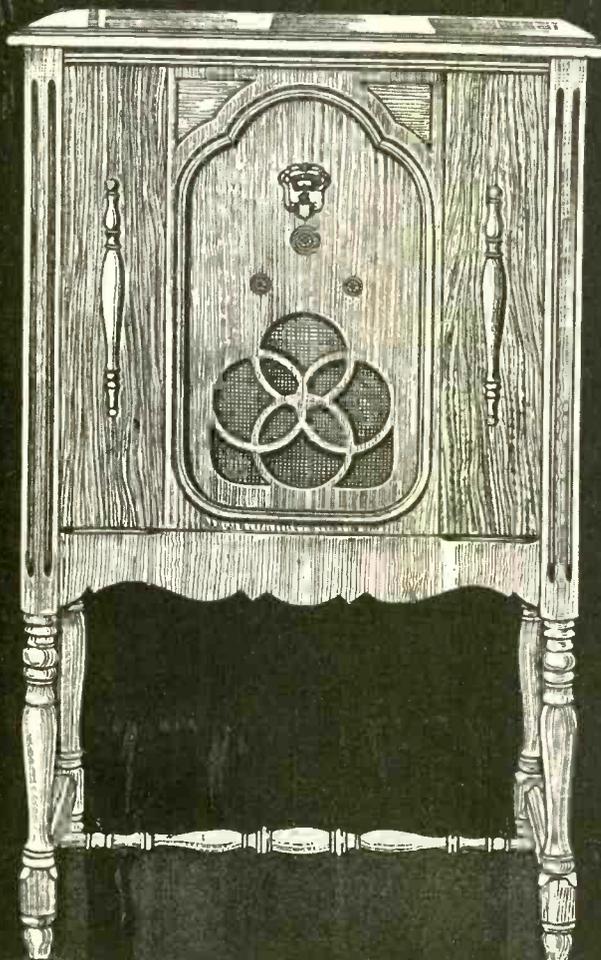




C.A. Earl Radio

NEW SUPER-SELECTIVE RADIO

*Tested to Meet Any
Broadcasting Condition
in the Country*



AN old-established reputation counts for little in radio. Each new model must stand or fall on its own merits.

We offer you the Earl as a "show-down" set, a challenger for first place, on the strength of its performance — tested as to super-selectivity and tone quality.

* * * *

For some time important dealers have been urging me to put out a set bearing my own name. I appreciated the compliment but—

I determined to wait until we had produced a receiver that would offer a really brilliant performance under the most adverse reception conditions imaginable.

The Earl is that receiver.

\$99.50 (less tubes) MODEL 22

Complete with tubes \$120

ALL ELECTRIC 8-TUBE SET.

Neutrodyne. Four tuned circuits. Push-pull amplification. Inductor Dynamic Speaker. Walnut finish cabinet.

1701
1944
2057



C.A. Earl Radio

THE tone, power and sensitivity of the Earl you may take for granted. These you may expect in any good radio. But a "Hair Line" Super-Selectivity that is absolutely unique in radio—that is exclusively Earl.

At any hour of the day or night the Earl brings in the station you want, just as you would like to have it.

* * * *

That Hair Line Super-Selectivity has been tested from New England to California. The Earl has been subjected to the most searching tests any radio has ever undergone — in good reception areas and bad reception areas. The performance is the same under any conditions. We know that.

In subsequent advertisements we shall give details of these tests. But in the meantime, I shall be glad to write any dealer a personal letter in regard to them.

On the basis of Super-Selectivity the Earl challenges the radio world. On the basis of Super-Selectivity, I believe the Earl will be one of the best sellers of 1929.

C. Earl

President

Earl Dealer Franchises are available in certain territories. Wire for details.

CHAS. FRESHMAN CO., INC.
122 E. 42nd St., New York City

BRANCH OFFICES

Chicago Los Angeles San Francisco Kansas City

MODEL 32 (less tubes) \$169

Complete with tubes \$196

ALL ELECTRIC 8-TUBE SET.

Neutrodyne. Four tuned circuits. Push-pull amplification. Dynamic speaker. Walnut cabinet with contrasting panels.



196
169
27.00

A FLICK of the selector and the Star-Raider carries you gloriously along any of the many romance roads of Heaven. And each note that dances down the road you ride is yours with all the subtle shading, all the overtones, all the life some far-away artist flung at the stars. No other radio can ride the sky-roads so sweetly. For Continental's new Star-Raider is built on the exclusive new Technidyne Circuit.



Write for further information to:

CONTINENTAL RADIO CORPORATION
(Successor to Slagle Radio Company)
 Fort Wayne, Indiana

Please send me detailed information on the Star-Raider

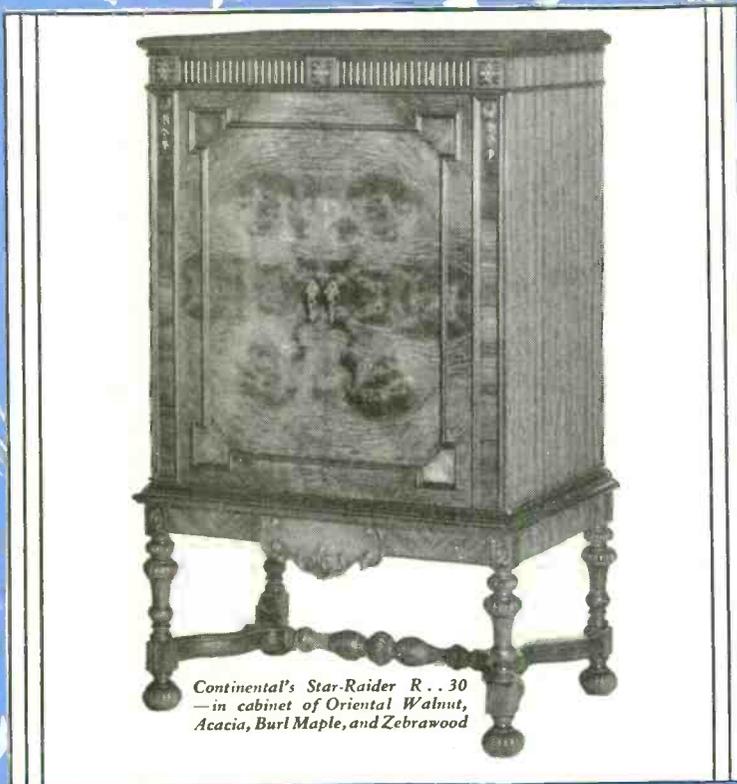
Name.....

Street Address.....

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

A M E R I C A ' S F I N E S T

The INDUSTRY'S Opportunity



Continental's Star-Raider R. 30
—in cabinet of Oriental Walnut,
Acacia, Burl Maple, and Zebrawood

RADIO has graduated from the plaything of the fireside engineer to a foremost entertainer of the home.

So important has radio become that it is no longer bought on price alone. Not how much, but *how good* is the important question.

So Continental builds the new Star-Raider to be the finest of America's fine radios. Continental builds the Star-Raider on the exclusive new Technidyne Circuit—with custom-built care that mass production can never equal.

That's the opportunity of the industry.

For the New Star-Raider carries its owners down the heavenly highroads of song that no other radio has ever ridden so sweetly.

The New Star-Raider outsells on faultless reproduction and faultless appearance. And that is what radio buyers seek today.

And that's the opportunity of the industry.

For the Star-Raider gives the dealer what he wants, because it gives the customer what he wants.

Star-Raider means more profits per sale. Less servicing per sale. And every sale adds the selling power of another enthusiastic Star-Raider owner.

CONTINENTAL RADIO CORPORATION, FORT WAYNE, INDIANA
(Successor to Slagle Radio Company) © CRC, 1929

the STAR-RAIDER

R A D I O M A D E F I N E R

 *Made by Eveready in an
Eveready factory*

*The
new* **EVEREADY**

*Beautiful and exclusive cabinets in rich walnut finish . . .
Remarkable prices . . . Sturdy, lifetime chassis . . .*

THE new Eveready Radio Sets are exclusive Eveready creations throughout — both cabinets and chassis. Made in an Eveready factory. Embodying several unique features. Sensitivity more than doubled. Dynamic speaker built in all consoles. Table model and separate dynamic speaker included in the line. And the famous Eveready Battery Set is continued, enabling you to serve the unwired home. List prices so low as to be on a strictly competitive basis throughout, on both all-electric and battery sets.

Remember that to the public, as well as to you, the name Eveready stands for long years of satisfaction with Eveready Flashlights, Eveready Radio Batteries, Eveready Dry Cells and other famous Eveready products. Since 1923 it has stood for the Eveready Hour, the oldest commercial feature on the air. The prestige of the trade-name Eveready is a tremendous sales asset. Behind it lie 33 years of experience in manufacturing electrical and associated apparatus.

Several years of intensive, scientific laboratory work in the Eveready laboratories developed the new all-electric set. No wonder its performance is so convincing to every ear. True tonal values are produced. The dynamic speaker reproduces the deep bass notes in all their vibrant richness, and the essential high notes as well. Doubled sensitivity provides unusual distance for those who want it. Chassis is built on a steel foundation, and is so strong and heavy in every part as to be virtually everlasting. Servicing is reduced to tube replacements.

These remarkable new sets are ready for shipment now. Write us for details of our unusually liberal sales and service plans, including our extensive newspaper advertising program.

NATIONAL CARBON CO., INC.
New York, N. Y.

*Branches: Atlanta, Chicago, Kansas City
Long Island City*



*Unit of Union Carbide and Carbon Corporation
Licensed under patents and applications of RCA and RFL*

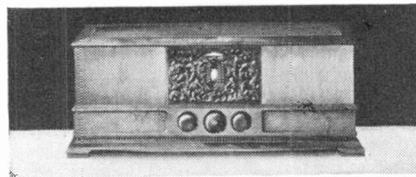
RADIO SETS

Offer you unusual sales possibilities



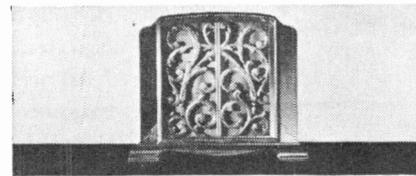
Model 32, small console in a cabinet of rich walnut finish that fits in any decorative scheme whatever. Dynamic speaker built in. Chassis has seven radio tubes and one rectifier, eight in all.

LIST \$175
Without tubes



Model 31, table type, for those who prefer separate speaker and set. Cabinet in rich walnut finish. Same radio chassis as the console. Will operate either dynamic or magnetic speaker.

LIST \$115
Without tubes



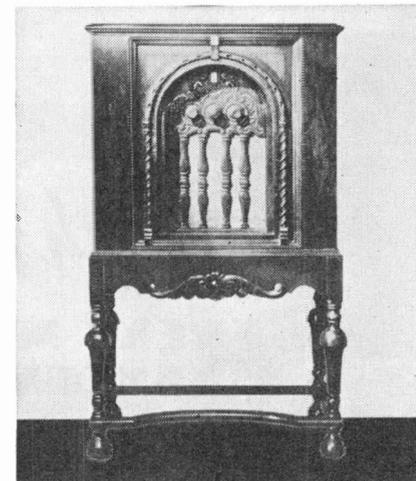
Eveready Speaker, Model 8. A sensitive and powerful dynamic, accurately matched with the Eveready Radio Set for the utmost fidelity.

LIST \$50



Model 33, a larger and more luxurious console in walnut finish with decorative carvings. Same all-electric chassis as Model 32. All cabinet designs are exclusive with Eveready.

LIST \$210
Without tubes



Model 34, a de luxe console in the grand manner, for the most luxurious homes. Will harmonize with any background. Walnut finish in rich grain, with delicate carvings. A triumph of craftsmanship.

\$225
LIST
Without tubes

EVEREADY'S year-ahead improvements

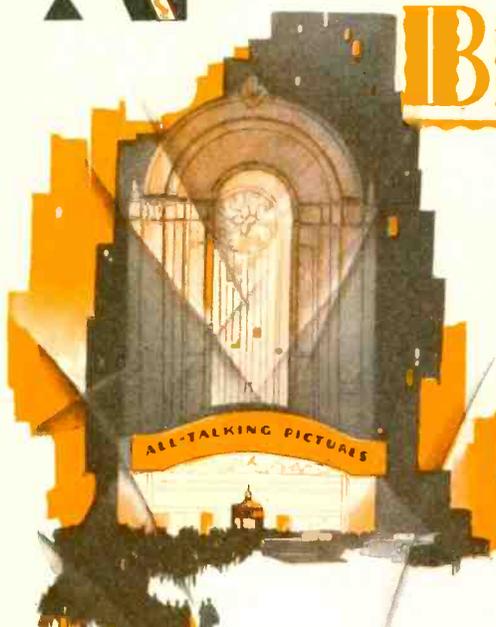
Sensitivity more than doubled.
New and unique variometer tunes the first circuit.
Antenna tuning control needs little attention—this is a real one-dial set.
Built-in dynamic speaker.
Sealed against humidity, so damp days will not alter either sensitivity or selectivity.
Adjusted for temperature. Characteristics of the set will not change

with the thermometer. Built like a fine watch or clock in this respect.
All parts heavier, stronger, more rigid. Proof against the jars of shipment. Will reach your shop in exactly the perfect condition in which it left the Eveready factory.
Low prices made possible by scientific control of all manufacturing processes.
Luxurious cabinets created exclusively for Eveready.

EVEREADY
TRADE MARK REG.
Radio Sets

NEW, REVOLUTIONARY, A YEAR AHEAD

BEST Theatre PICK-UP



AS soon as you see the Best Theatre Pick-up, you will recognize the difference between it and ordinary pick-ups. It is bigger—and better. Its massive head tells you of the power and volume, but it does not tell you of the soft, sweet tone—true quality which makes the Best Theatre Pick-up the wonder of musicians. *Theatre Performance now available for the home.*

Largest Pick-up Ever Put on the Market

Best has built the largest, heaviest and most powerful pick-up available to the general public. Naturally, to get power you must have size. And with size you must have weight. The Best Suspension Bridge Counter-Balance makes it possible to use this weight with but the weight of a feather on the delicate record.

And Volume!

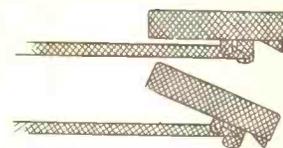
Volume . . . thunderous volume . . . enough to tax the capacity of any speaker . . . and yet you can cut down the volume to the barest whisper. And without the slightest distortion! Performance that beggars description, so much better than ordinary pick-ups, that there is no comparison.



Know the Best by the Box

Individually packed in the most sumptuous display box known to the Radio Industry. To place one of these display boxes on your counter, is to sell it. Complete with volume control and adapter for four or five prong tubes (in case the set does not have a phonograph jack).

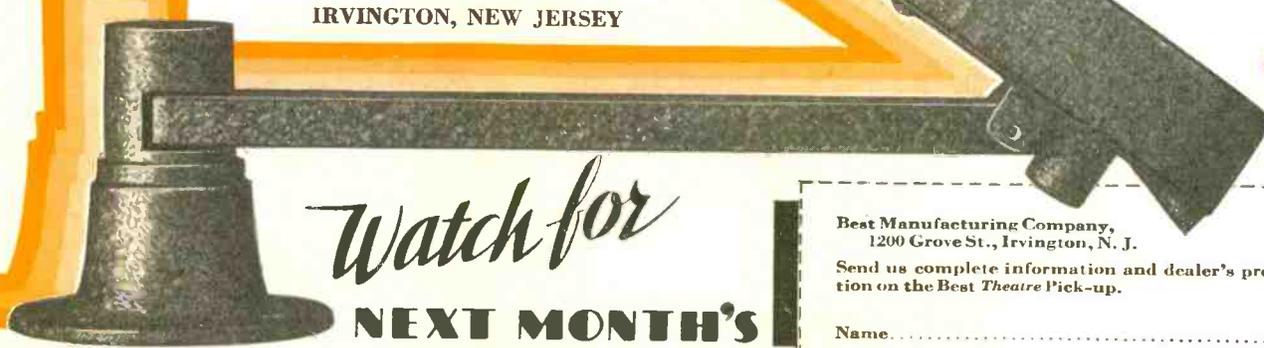
COUNTER BALANCED!



Built like a suspension bridge. So delicately is it balanced, that only a feather weight is placed on the record. When finished playing a record, simply tip the head—it stays—no danger of ruining record or woodwork. Perfect balance does it!



Best Manufacturing Company
1200 Grove Street
IRVINGTON, NEW JERSEY



Watch for

NEXT MONTH'S ANNOUNCEMENT

Best Manufacturing Company,
1200 Grove St., Irvington, N. J.

Send us complete information and dealer's proposition on the Best Theatre Pick-up.

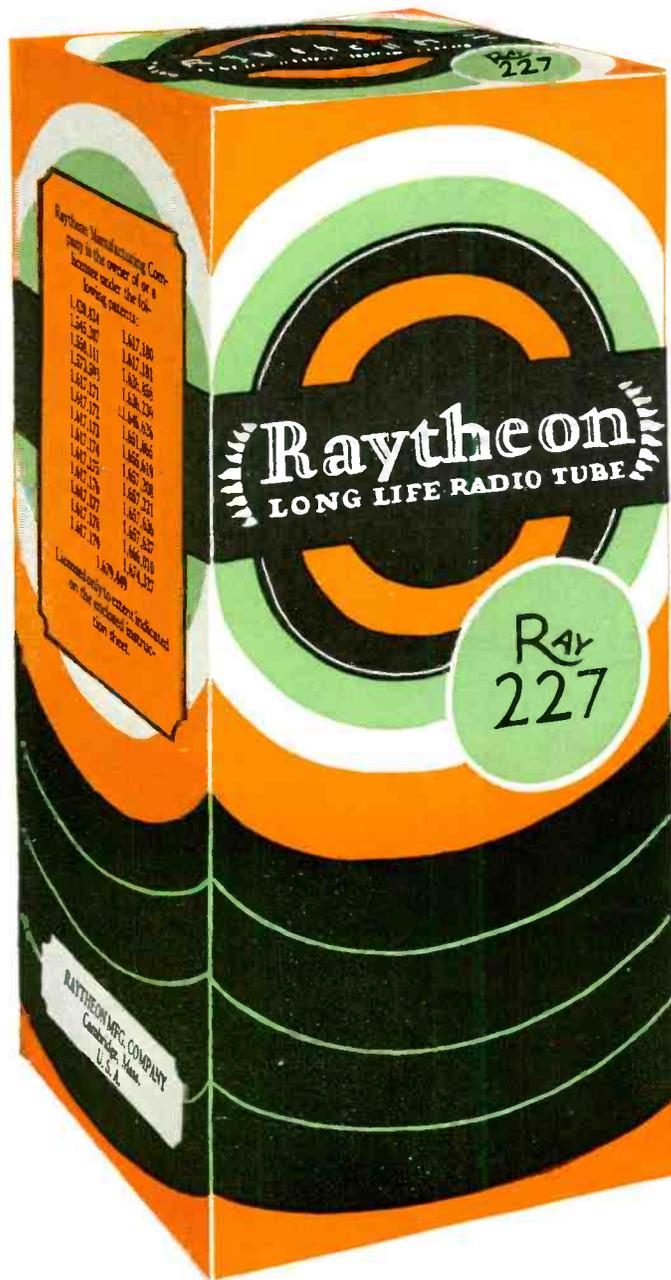
Name

Address

.....

Raytheon

"The Healthy Tubes"



**Complete
the Line**

Two New AC Tubes

These tubes are destined for a wide sale in 1929, as they are of types that will be required in many new sets now going into production.



RAY-224
SHIELD GRID AMPLIFIER
(A. C. Heater)
HEATER
2.5 Volts 1.75 Amperes
PLATE
180 Volts (max.)



This exclusively Raytheon construction insures permanently correct relative positions of the tube-elements. The result is lengthened life and normal reception, without distortion or microphonic noise.



RAY X-245
POWER AMPLIFIER
FILAMENT
2.5 Volts 1.5 Amperes
PLATE
250 Volts (max.)
List Price, \$4.25

Three Improved DC Tubes



RAY X-201-A
AMPLIFIER and
DETECTOR
FILAMENT
5.0 Volts
0.25 Ampere
PLATE
135 Volts (max.)
List Price, \$1.40



RAY X-200-A
DETECTOR
FILAMENT
5.0 Volts
0.25 Ampere
PLATE
45 Volts (max.)
List Price, \$3.50

RAY X-240
AMPLIFIER
DETECTOR
FILAMENT
5.0 Volts
0.25 Ampere
PLATE
180 Volts (max.)
List Price, \$2.00



With the addition of these tubes to the Raytheon line, those who have powered their receivers with the Raytheon BH Rectifying Tube may have a set completely Raytheon-equipped

RAYTHEON MANUFACTURING CO.
CAMBRIDGE, MASS.

Raytheon
"HEALTHY TUBES"

WANTED DISTRIBUTORS

To handle the sale of a complete line of assembled Thordarson Power Amplifiers to legitimate radio and music dealers and other recognized radio retail outlets

Protective Franchise!

Co-operative Advertising!

Assured profit awaits the right distributor who will receive a protective territorial franchise, backed by a generous co-operative advertising policy. Every possible protection will be extended the distributor in confining the merchandising of these amplifiers to such clean-cut channels as will prove mutually beneficial to dealer, distributor and ourselves.

Licensed!

License arrangements have been completed. Thordarson Power Amplifiers will be sold under protective licenses issued by the Radio Corporation of America.

Trade Recognition!

In the field of audio and power amplification, the enviable position of Thordarson is already nationally recognized. In fact, it is difficult to find a single dealer who does not boast of at least one make of Thordarson equipped receivers among his quality models. Dealers will welcome Thordarson Power Amplifiers as a real money maker in bringing old receivers up to present standards of musical performance with a minimum of effort on the part of their service departments.

Price!

Due to the extensive and complete production facilities of the Thordarson plant, these quality instruments will be priced sufficiently low to meet competition, and will be well within the means of the average set owner.

Requirements!

The type distributor we seek must be financially able to carry an adequate stock to supply the trade in the territory which will be assigned to him. He must have a reputation among the dealer group in his territory for dependability of service and discrimination in the type of merchandise he handles. He must have had experience in distributing radio sets and accessories. He must be acquainted with the details of handling co-operative distributor and dealer advertising, and must have an operating service department. He should have a few popular, good selling items rather than a long list of "slow movers." Above all, he must have an energetic selling organization capable of actually pushing the lines he represents. We are looking for selling organizations, not just "order takers."

THORDARSON ELECTRIC MANUFACTURING CO.

Transformer Specialists Since 1895

Huron, Kingsbury and Larrabee Streets, Chicago, Ill.

This is a real money-making proposition for the right distributor

Write Today for Complete Distributor Franchise Propo:ition

⎓ The distributor arrangements on assembled power amplifiers will not alter the sales policy on radio parts. Thordarson transformers will continue to be sold through recognized parts jobbers as in the past. ⎓

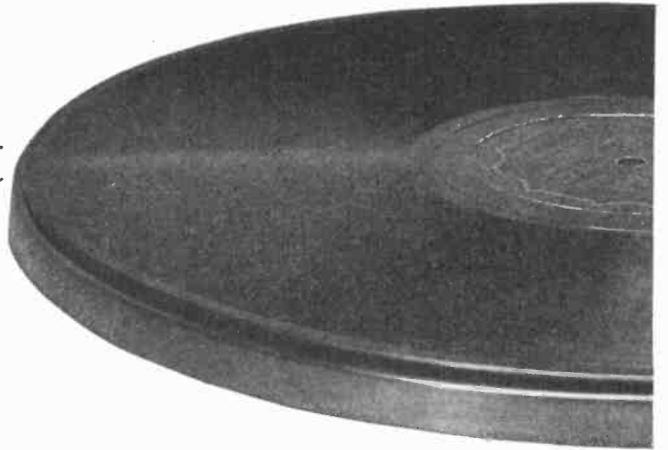
THORDARSON POWER AMPLIFIERS

S U P R E M E I N M U S I C A L P E R F O R M A N C E

T H E P H O N O V O X I S B Y F A R

New Pacent Super

Compare the
SUPER PHONOVOX
with any Pick-up
regardless of price!



THE original Pacent Phonovox built up *and held* a sales volume never equalled by all its combined competitors. Now comes the NEW SUPER PHONOVOX—with even greater sales appeal.

The Super Phonovox is the last word in electric pick-ups. *Make your own comparisons*—and you will find that no other pick-up yields such startling fidelity and richness of tone—such sensitivity through the entire range of sound frequencies found on phonograph records.

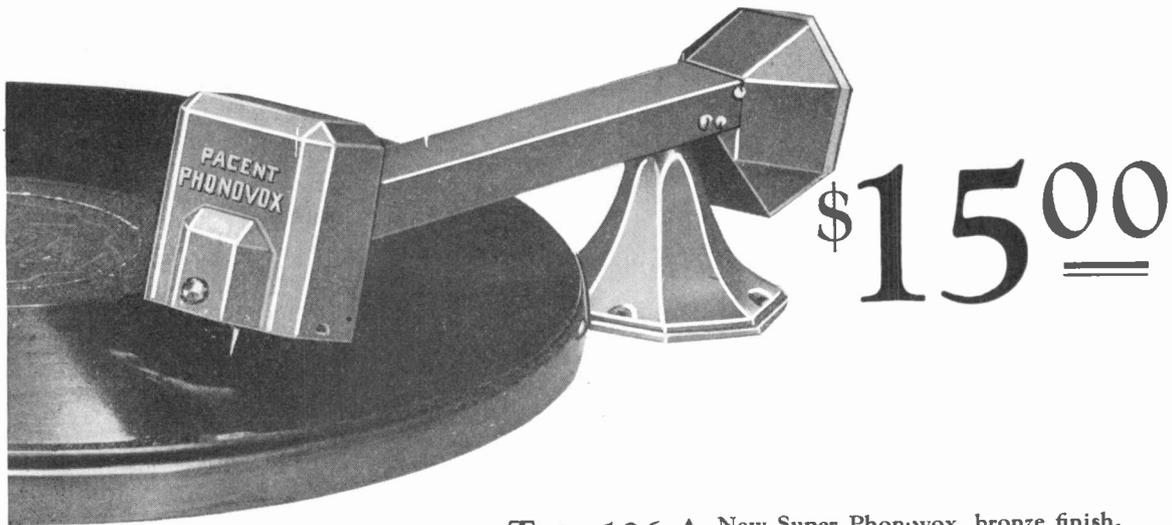
Pacent did both the technical and the merchandising pioneering in the pick-up field. The Phonovox caught on instantly with the public. Now the New Super Phonovox will inevitably ride to higher sales levels on the popularity wave already started.

This is a quick-sale proposition—in almost every instance a demonstration means a sale. The customer's ears are the dealer's best salesmen.

WRITE FOR COMPLETE INFORMATION ON PRICES,

THE LARGEST SELLING PICK-UP

PHONOVOX



Type 106-A New Super Phonovox, bronze finish. Without tone arm \$12.00

Type 106-B New Super Phonovox, on new balanced tone arm, complete as illustrated. Bronze finish . . . \$15.00

Seven Selling Points for You to Use

- 1 New construction eliminates all rubber bearings, which have been responsible for the usual variations between pick-ups.
- 2 Tone arm scientifically balanced to insure correct needle pressure on the record, and prevent needle from leaving record groove.
- 3 Proper centre of gravity, with scientifically correct tone arm design, prevents resonance and rattle.
- 4 Extreme sensitivity—covers entire range of frequencies found on phonograph records.
- 5 Built-in mechanical filter eliminates peaks and does away with need for electrical scratch-filter.
- 6 "Fold-back" hinge permits easy insertion of needle and eliminates need of rest for pick-up when Phonovox is not in use.
- 7 Genuine English 36% Cobalt Magnets —the best pick-up magnets available.

PACENT ELECTRIC CO., INC., 91 Seventh Ave., New York

Pioneers in Radio and Electric Reproduction for Over 20 Years

Manufacturing Licensee for Great Britain and Ireland: Igranic Electric Co., Ltd., Bedford, England

DISCOUNTS, SALES HELPS, ADVERTISING, ETC.

MARATHON

Free Tube Day

Saturday, April 6th

Jobbers!

Dealers!

Marathan Free Tube Day is a great event for the public and a great sales plan for the jobber and dealer. It sells lots of radio sets—sells them quickly and at full prices.

Free Tube Day means—on Saturday, April 6th, for one day only, every dealer who handles Marathon Tubes will give away *Free of Charge* sufficient tubes to completely equip every radio set he sells.

Stop and think what this sensational offer means! To the public it means a saving of from \$7.50 to \$50.—to every Marathon Dealer it means an enormous set business.

The tubes the dealer gives away will cost him nothing. They will be replaced by the factory through his jobber.

To help our dealers and jobbers secure maximum business on this great occasion, we will give them powerful window display material, poster, streamers, special price tags, folders, mats, etc.

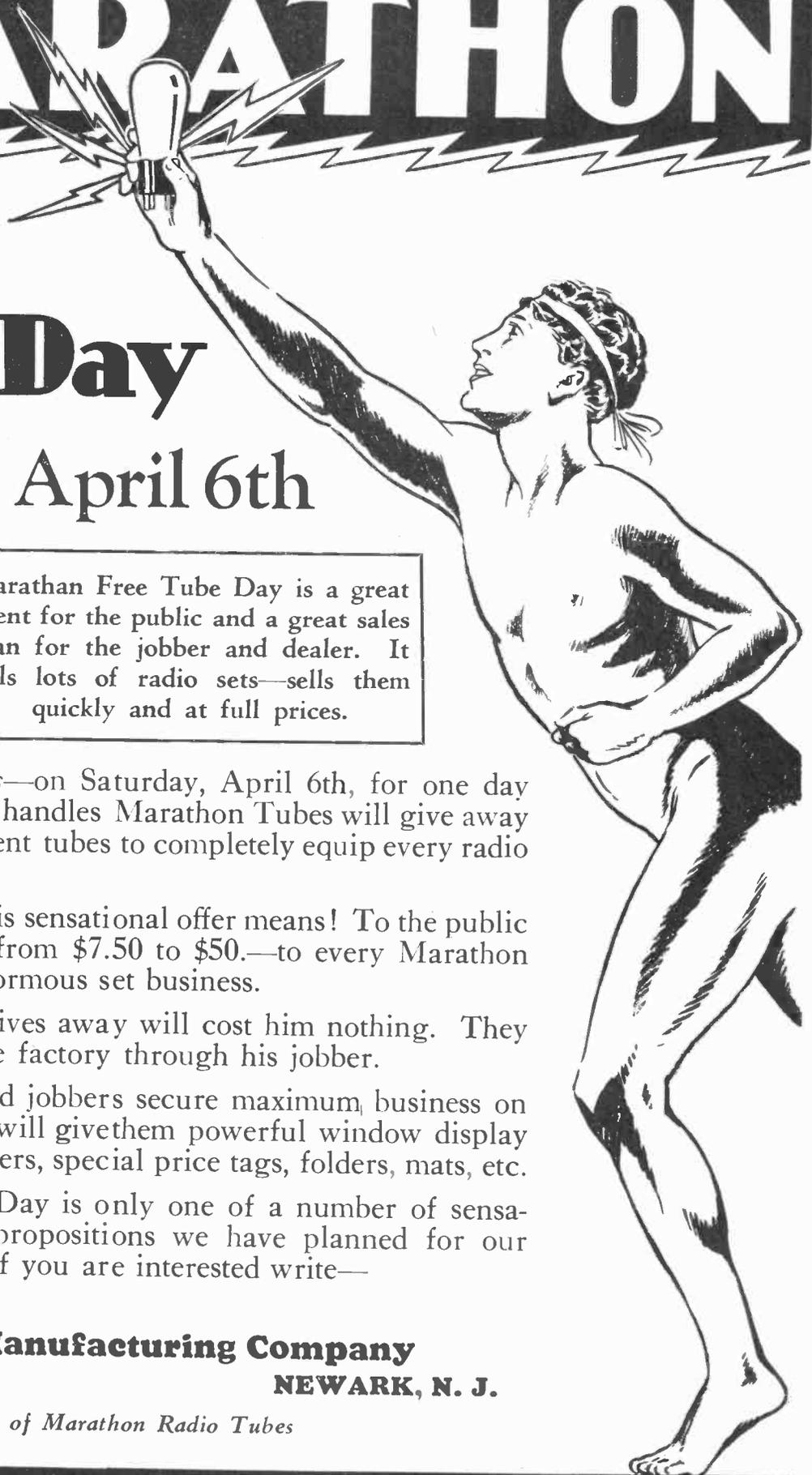
Marathon Free Tube Day is only one of a number of sensational money-making propositions we have planned for our jobbers and dealers. If you are interested write—

Northern Manufacturing Company

371 Ogden Street

NEWARK, N. J.

Makers of Marathon Radio Tubes



The
N*ew* **KELLOGG**

*is more
than ever
deserving
of its
enviable
reputation
as*

**New Cabinets . . New
Speaker . . Improved
Tuning Method . .
Startling Selectivity
Tremendous Power
and New Kellogg
Standard Base Tubes**

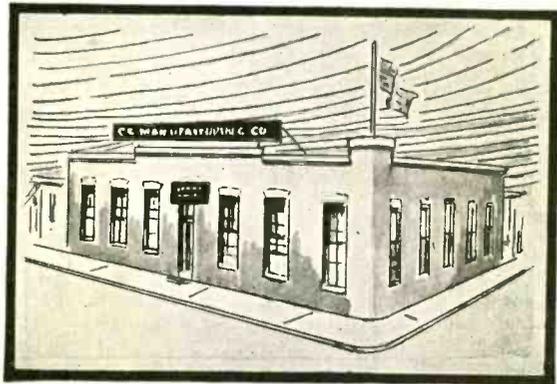
(Watch for further announcement)

The **RADIO** *with
the*
Cathedral Cone

Licensed Under
R. C. A. Patents

**KELLOGG SWITCHBOARD
& SUPPLY COMPANY**
1020-1070 West Adams Street, Chicago

3 Acres of working overtime



The Original Plant in which CeCo Tubes were first produced.



Section of the General Office in Plant No. 2

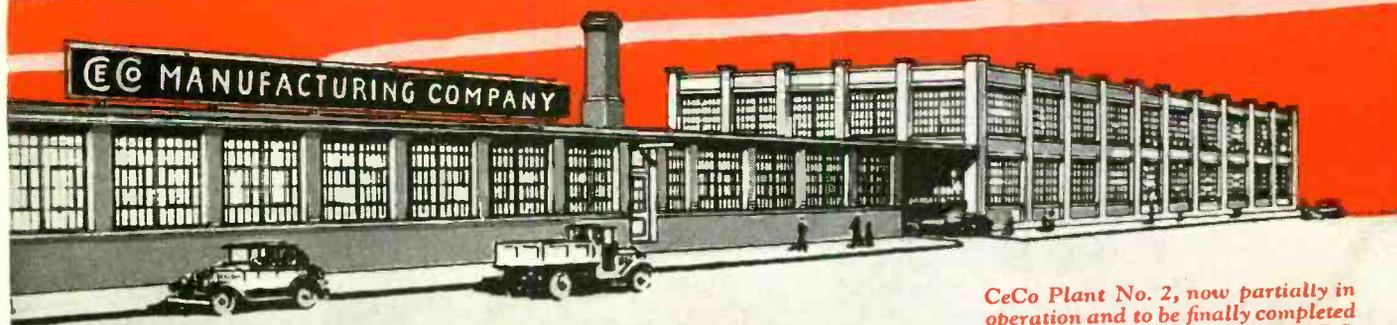
ONLY A FEW years ago a little group of engineers concluded to experiment and devise what should be the finest radio vacuum tube possible to produce.

A small, one-story brick building was acquired and work begun on the radio tube which has achieved such tremendous popularity—"now used by millions." By a policy of constant progress and the painstaking use of only the finest materials, "CeCo" today has outgrown two sizable factories and now opens the largest plant in America devoted exclusively to the manufacture of radio tubes.

Plant No. 1 which, on completion of Plant No. 2, will be devoted largely to engineering and experimental laboratories.



Factories



CeCo Plant No. 2, now partially in operation and to be finally completed in April—located at Providence, R.I.

making **CECO** tubes

45,000 tubes a day—over 120,000 square feet of working floor space—more than 3 acres! 1000 skilled craftsmen

devoted to the manufacture of one brand of radio tubes! Such is the program and production schedule of the enlarged CeCo organization.

In a measure, this expansion was dictated by necessity—by our desire to ensure prompt deliveries and meet the ever-increasing demand for CeCo tubes. More important, however, is that it provides adequate equipment and facilities to continue our policy to produce the very finest radio tubes it is possible to make—to fashion each tube as painstakingly as though it were the single product of the entire factory.

Newer and finer testing equipment has been installed. Every device known to science is employed to safeguard the flawless tone quality of CeCo tubes—to assure their sturdiness and durability and to constantly make progress in the development of new tubes.

To those who handle the CeCo line, it means prompt deliveries, and with the constantly increasing number of CeCo fans—more business and more profit.

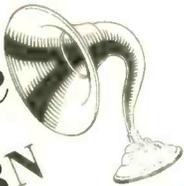
Are you familiar with the attractive proposition offered in the CeCo line? If not, write for complete detailed descriptions, prices, etc. Do not miss CeCo's entertaining radio broadcast Program each Monday evening at 8:30 Eastern time (7:30 Central time) over the Columbia Broadcasting System.

CeCo MANUFACTURING CO., Inc., Providence, R.I.



CeCo Tubes give better tone quality and clearer reproduction. They cost no more but last longer.

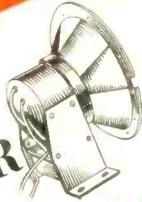
First came the
HORN



...then came the
MAGNETIC CONE



...then came the
DYNAMIC SPEAKER



and



NOW

*another milestone in
radio reproduction....*

Farrand

INDUCTOR

Dynamic

THE FOURTH great stage in speaker development has arrived! Now an advancement over the ordinary Dynamic speaker that is as revolutionary as was the eclipse of the Magnetic Cone and the displacement of the old-fashioned Horn. Here is not only 100% Dynamic operation and purest Dynamic performance, but the elimination of all heavy, costly, trouble-breeding features heretofore

associated with Dynamic reproduction. Field Coil, Voice Coil, Iron Pot, Transformer, Rectifier or Condenser no longer are essential to Dynamic operation... thanks to Farrand engineering skill. As a matter of fact, the Farrand INDUCTOR principle has made their usage as out-of-date as the Magnetic speaker itself. Here, indeed, is the radio reproducer of the future.

MANUFACTURERS
write AT ONCE
for full details

The Farrand INDUCTOR
Dynamic Speaker is just what
you have been demanding —
a quality Dynamic speaker
at a cost that exacts no pen-
alty from the purchaser.

FARRAND MFG. CO., INC.
Metropolitan Building
Long Island City, N. Y.

ANNOUN



AT THE RIGHT
—Reduced facsimile
of typical newspaper
advertisement.
BELOW—unique es-
cutcheon plate of the
new "Navigator."

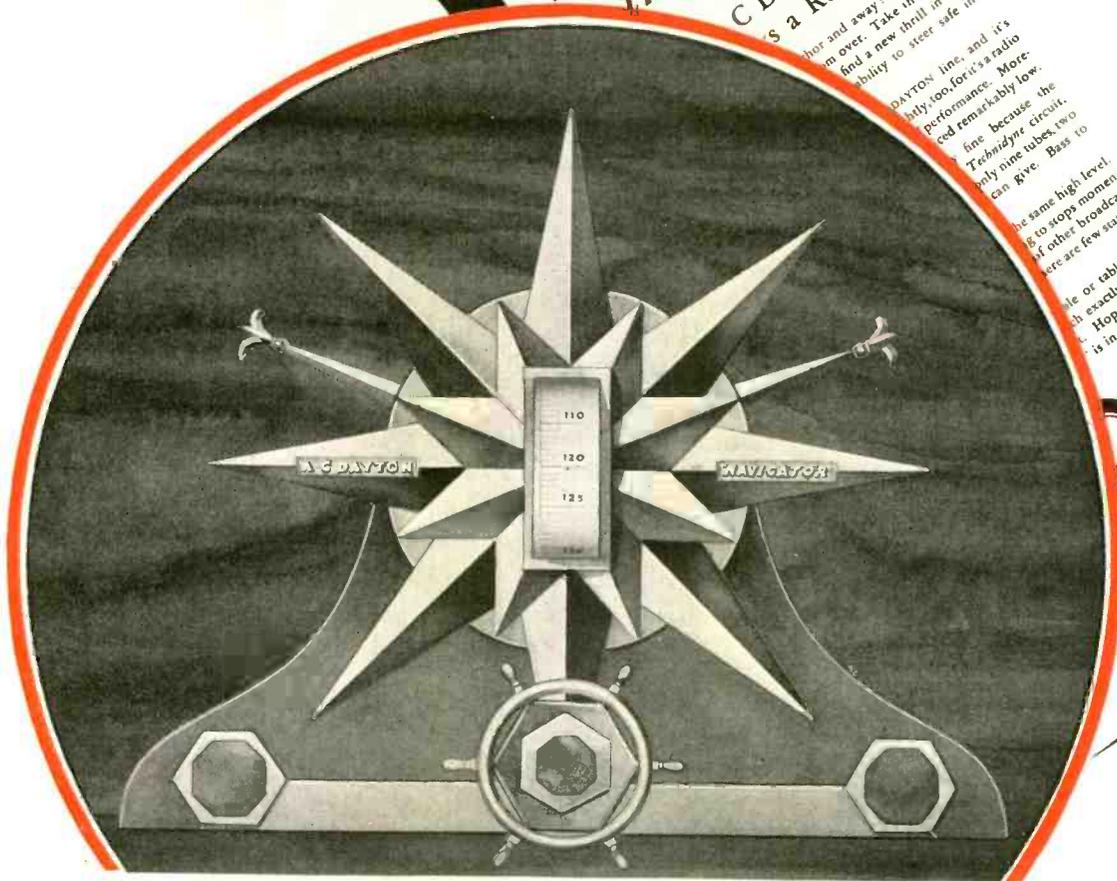
A-C DAYTON Radio
is a Real Thrill

... and away! The days of
... over. Take the helm of
... find a new thrill in skim-
... ability to steer safe into

DAYTON line, and it's
... uly too for it's a radio
... performance. More-
... ced remarkably low.
... fine because the
... Technidyne circuit,
... only nine tubes, two
... can give. Bass to

... the same high level.
... g to stop momen-
... at other broadcast-
... here are few stations

... or table model,
... th exactly suits your
... Hop aboard—the
... is in port today!



A-C DAYTON
"for the"

A-C DAYTON

NAVIGATING

A RADIO that has "IT"

RADIO retailing is about to enter a new phase. The day when sets were sold on mechanical differences is fast drawing to a close. Engineering improvements will continue to be made, of course. But generally speaking—just as with the motor car—"all sets are good sets today." *And the public knows it!*

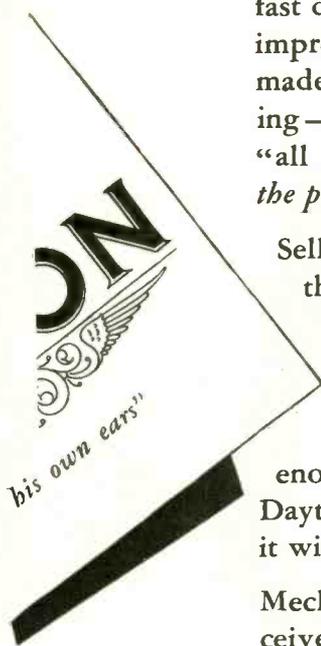
Selling success, in the future, lies along the path recently blazed in the automobile industry. The radio public is poised ready to flock to the receiver which first and best catches its imagination. Reason enough for the remarkable new A-C Dayton "NAVIGATOR." We present it with pride.

Mechanically, you will find this receiver superb. With the Technidyne system of complete tuning, push-pull amplification, and nine tubes, including two of the great "245's," it speaks with a voice of uncanny realism. Its bass is sonorous—its treble clear as

a bell—its selectivity amazing—its range one that will cover the country.

But what will make selling the "Navigator" a pleasure and an ever-growing profit is its personality. More than any previous radio, the "Navigator" has "IT." And for proof, you need go no farther than its inspired "compass" escutcheon plate, which instantly converts a mere box into a captain's locker—and magically turns the stay-at-home owner into a romantic rover of the seven radio seas.

The following combinations are available—two consoles, one phonograph combination, and two table models. Retail prices run from \$69.00 to \$234.00 *not including tubes*. Generous advertising will help you sell. Our dealer policy is based on your making money. Important territory is still open. We suggest that you file your application immediately. Write or telegraph The A-C Dayton Company, Dept. 1, Dayton, Ohio—NOW!



"FOR THE MAN WHO BELIEVES HIS OWN EARS"

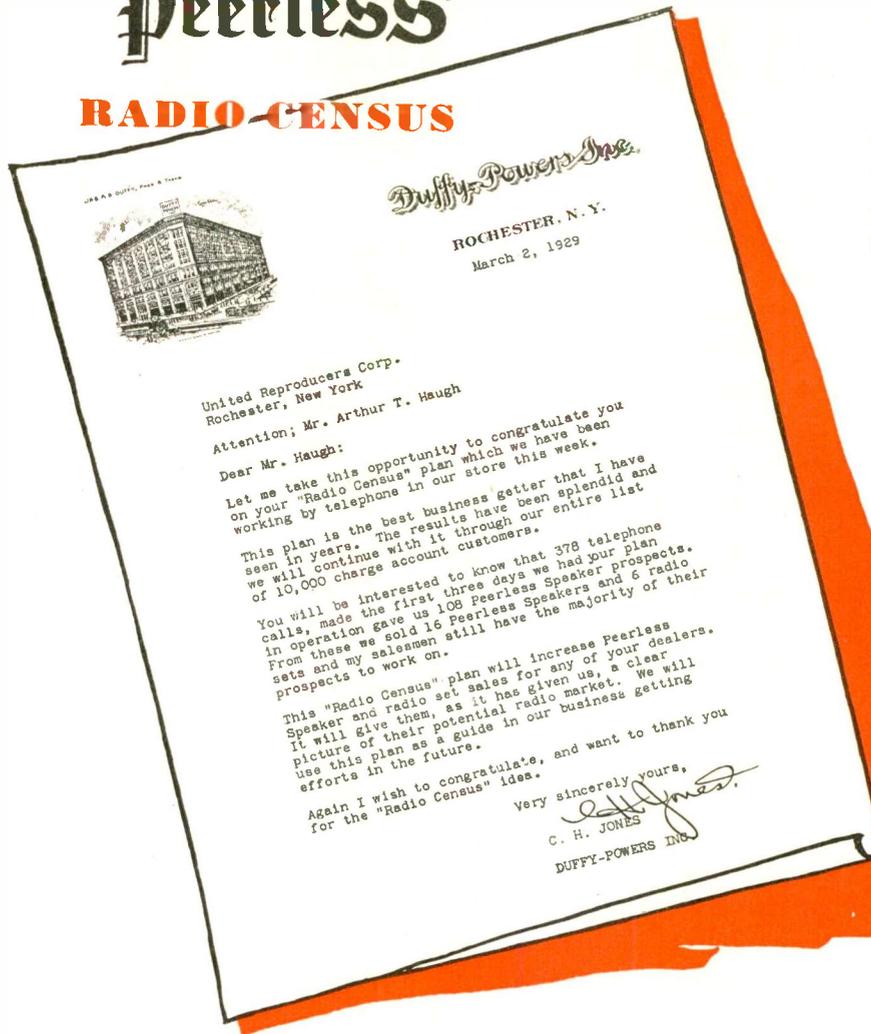
NAVIGATOR

378 Phone Calls Produce 108 Peerless Speaker Prospects

Read what C.H. Jones says about the great success of the

Peerless

RADIO-CENSUS



NOTICE to Peerless Dealers:

The Peerless Trade-In Plan will be continued to

June 1

The Radio Census Plan is extremely simple; it can be used in any radio store--and can be effectively followed up with the Peerless Trade-In Plan. Complete details are FREE to Peerless Dealers.

MAIL THE COUPON TO YOUR DISTRIBUTOR

UNITED REPRODUCERS CORP.

Peerless Division - Rochester, N. Y.

Export Department 130 West 42nd St., New York, N.Y.

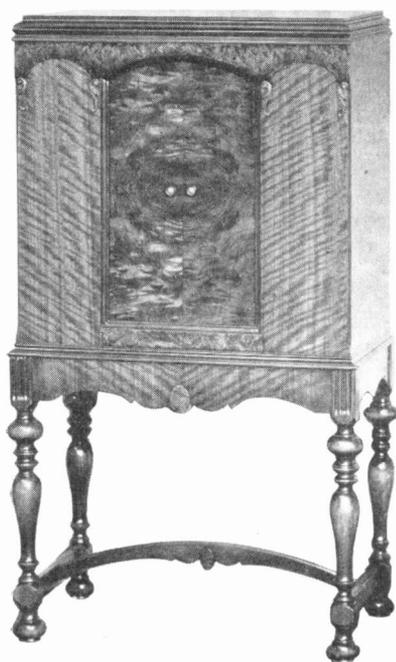
PEERLESS DISTRIBUTOR:
Send to us at once the following free material to be used in connection with the PEERLESS TRADE-IN PLAN:

- Trade-In Plan Operation
 - Trade-In Certificates
 - Window Streamer
 - Radio Census Manual
 - House-to-House Campaign Manual
 - Double Postcard Plan
 - Dealer Report Blank
 - Newspaper Mats
- NAME.....
STREET.....
CITY.....
STATE.....
- Date



A N N O U N C I N G

**A New Radio having all the
Beauty of a Fine Piano
An Exclusive Agency Plan that
will yield Maximum Profits**



7 New Models

Bush & Lane Radios are complete in the range of both prices and styles. Starting with an exquisite table model at \$125, the models ascend in elaborateness up to \$275. All are electro dynamic, operating from A.C. house current of either 30 or 60 cycles. Fully licensed under R.C.A. Hazeltine and other patents. Model 70 is illustrated above—it lists at \$199.50.

Nationally—Locally Advertised

National advertising of Bush & Lane Radio in harmony with the high character of the product starts in May. A vigorous newspaper tie-up under dealer's auspices will be inaugurated. Will you be the dealer to reap the business that develops?

An old and honored name in the realm of music now becomes a new and promising name in radio. In every respect is Bush & Lane Radio new—in grandeur, in tone, in performance.

The past 60 days have witnessed some radical developments in radio engineering in bringing about a betterment in tone and performance. In the Bush & Lane chassis will you find the very latest of these improvements, incorporating the newest of heater type and output tubes.

Every Bush & Lane Radio has the advantage of being built side by side with concert grands. A dignity and richness of finish is apparent—virtues heretofore lacking in radio.

Tonal engineers have skillfully mastered the problems of resonance, giving to Bush & Lane Radio a clarity and fullness of tone never before realized.

Renowned technicians have equipped Bush & Lane Radio with a chassis of marvelous refinements. In its operation an entirely new pleasure is found.

Naturally, such a radio will appeal to those who desire and seek the finest. And so Bush & Lane Radio will be sold by dealers of prestige who command the confidence of these people. To one such dealer in every community will be given an exclusive agency franchise, insuring volume sales with maximum profits.

If you believe yourself to be the dealer who should have this franchise, we invite your inquiry.

BUSH & LANE Co. HOLLAND, MICHIGAN.

MAIL THIS COUPON

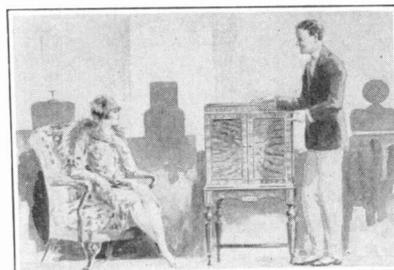
BUSH & LANE CO.,
Holland, Michigan

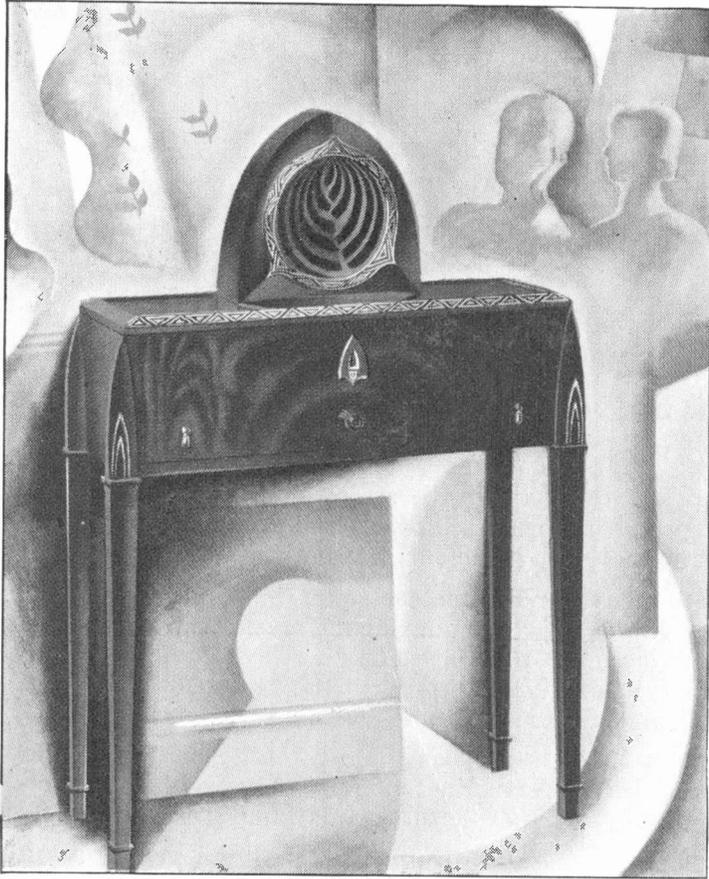
We're the dealer you want—but you'll have to prove that you have both the product and the plan to insure volume sales at maximum profits. Send along the proof.

Name

City

State





GRAYBAR

Imagine a radio set of Graybar quality so much below a hundred dollars! And what a radio! What possibilities it opens up for the dealer! What wonderful new values for the buyer!

A daring departure — its material is *all-metal*, with "silvered" edges.



Truly a lifetime cabinet... not susceptible to warping or marring.

All this in Graybar Radio 311 retails for only

\$ 77.50
LESS TUBES
LOUD-SPEAKER \$22.00

Tuned radio frequency, single control, illuminated dial, 6 tubes, Magnetic speaker.



It suggests tomorrow's mode today . . . yet note the modest price!

Yet there's much more to this radio than a tale of technique and artistry. There's the reputation back of it. There's the sixty years of electrical experience which endorses Graybar Radio.



There's almost no end to the story a Graybar Radio dealer can tell his customers. About Graybar reputation in other electrical fields. About Graybar quality in a complete line of household appliances.

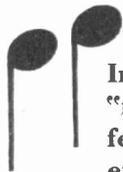
There may be a valuable franchise in your territory. Graybar invites inquiries via coupon opposite.

Graybar

GRAYBAR ELECTRIC CO.



STRIKES A NEW NOTE



Imagine a set you could call "modern" yet not apologize for fearsome prospect might think it extreme! That's the new Graybar.



Faintly geometric in design . . . "planed" discreetly in the new manner . . . the latest Graybar Radio has just a hint of the "modern" about it...sophisticated...smart.



"Demountable" legs make every set both console and portable table model. (Every set in stock is really two.)



An idea for summer sales: Customer buys console but takes only the "portable" camping.



But, in camp or at home this Graybar Radio is "at home" . . . very decidedly and definitely.

It has an air of unaffected simplicity . . . gracious, homelike. It is very "livable."



Graybar Radio catches the mood of the moment. There's nothing sensational about it yet it is a sensation.



Sheer beauty alone isn't its one talking point. Beautiful furniture, to be sure, but a *new kind* of beautiful furniture . . . as customers are bound to note.

There's the association of Graybar men with radio since its beginnings. Graybar men were radio men back in days of earphones. Graybar has sold most of the country's finest broadcasting equipment.



Graybar has struck a new note in the loudspeaker, too. Note the simplicity and harmony of the silver-and-black-and-brown coloring. And hear its faithfulness to tone!

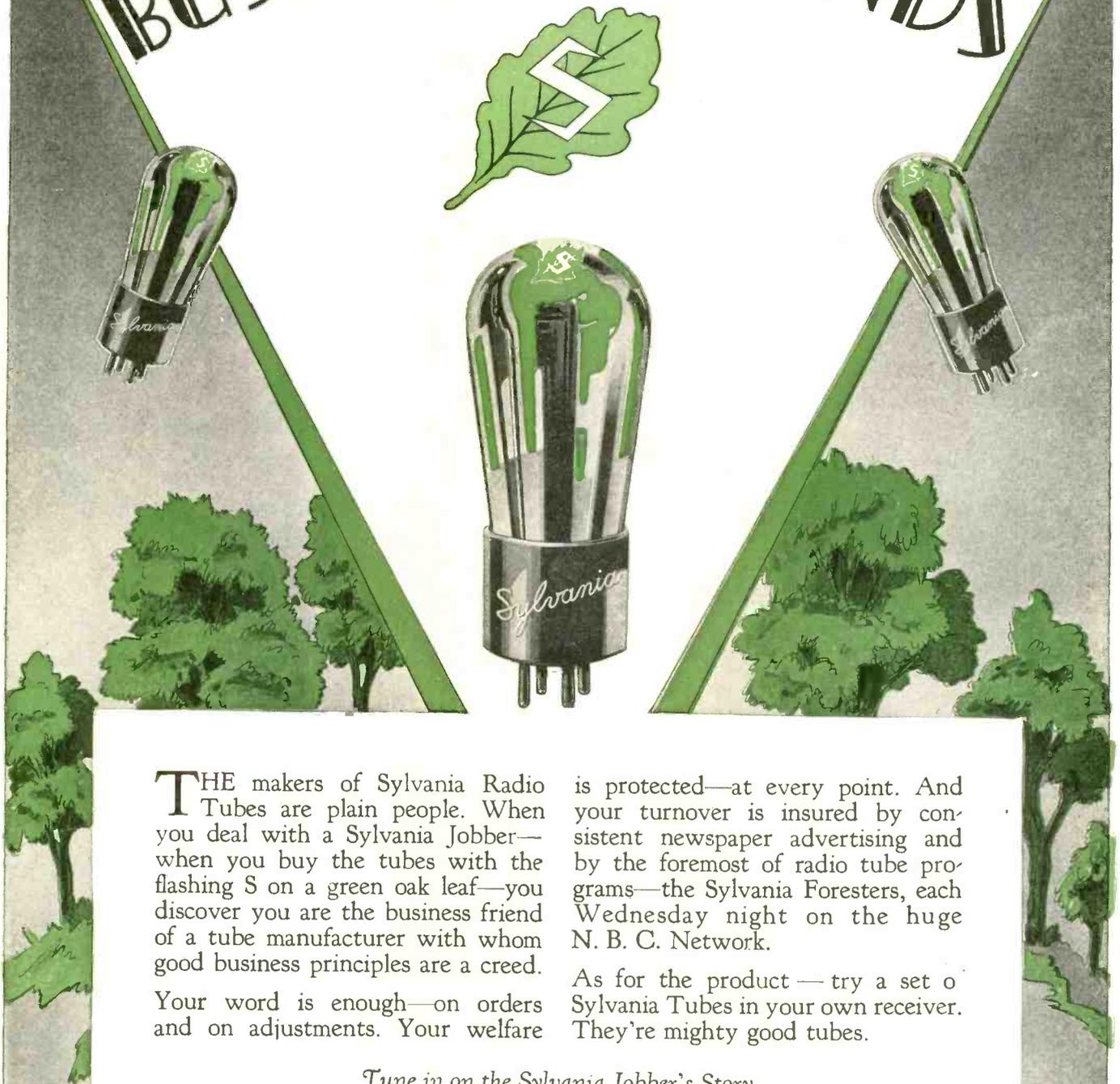
RADIO

The Graybar shield identifies the dealer with a nation-wide organization and advertising campaign. Coupon will bring more details.



-----COUPON-----
 Gentlemen: Please tell us about
 Check Graybar Radio 311.
 Here A Graybar Dealer Franchise.
 Name.....
 Address.....

BUSINESS FRIENDS



THE makers of Sylvania Radio Tubes are plain people. When you deal with a Sylvania Jobber—when you buy the tubes with the flashing S on a green oak leaf—you discover you are the business friend of a tube manufacturer with whom good business principles are a creed.

Your word is enough—on orders and on adjustments. Your welfare

is protected—at every point. And your turnover is insured by consistent newspaper advertising and by the foremost of radio tube programs—the Sylvania Foresters, each Wednesday night on the huge N. B. C. Network.

As for the product—try a set of Sylvania Tubes in your own receiver. They're mighty good tubes.

*Tune in on the Sylvania Jobber's Story
Tune in on the Sylvania Foresters Every Wednesday Night.*

SYLVANIA PRODUCTS COMPANY, Emporium, Pennsylvania

Sylvania

RADIO TUBES

McGraw-Hill Publishing Co., Inc.
JAMES H. MCGRAW,
Chairman of the Board
MALCOLM MUIR, President
EDGAR KOBAK, Vice-President

Radio Retailing

The Business Magazine of the Radio Industry

O. H. CALDWELL,
Editor
M. E. HERRING,
Publishing Director

Vol. 9

APRIL, 1929

No. 4

Making it *Mighty Hard for* Radio

By O. H. Caldwell

Editor, Radio Retailing
Former Federal Radio Commissioner

EFFICIENT, fairminded and courageous administration of radio by the supervising authorities at Washington is the desire of the American public and of the radio industry. Broadcasting is the very lifeblood of our whole radio business, and upon the vigilant policing of the ether waves depends the public's satisfaction and continuation of the trade's prosperity.

Yet a political-minded group in the last Congress seems to have contrived in every way to hamper and hinder the usefulness and force of the Federal Radio Commission in discharging the duties assigned it.

Weeks ago, two highly capable radio engineers were nominated by the President to fill the vacancies on the Commission, rounding out its personnel with much-needed technical knowledge. After long delays, the Senate failed to confirm these men because they were not politically acceptable. The politicians thus served notice that not radio skill but political considerations govern the confirmation of Radio Commissioners.

As the result of the Senate's failure to confirm them, the recess appointees as selected by President Hoover must hereafter serve without pay until the Senate sees fit to take up their cases, and even then they run the risk of being turned down altogether, losing pay and all.

Only citizens with a high sense of public duty are willing to accept such risks and personal sacrifices—coupled with the inevitable attacks incident to a Senate confirmation. For almost invariably attacks occur wherever the appointee is found to have any record of service or usefulness to industry or business that might qualify him for his position.

ANOTHER triumph of political machination, at the expense of radio efficiency, was the amendment cutting the terms of all the Radio Commissioners to one year—in place of the terms of two to six years for which they were appointed under the 1927 law.

A public officer safeguarded with a four or six-year term can be expected to exercise his judgment and convictions in the broad public interest. But as matters now stand, any Radio Commissioner who wants his job next year faces daily in his duties the jeopardizing of his whole future, if in serving the national interest he

treads ever so lightly on the toes of this or that politician's "favorite" broadcasting station or radio interest.

The passage of this one-year-term provision was a threat and warning to the Radio Commissioners that no constructive progress was wanted during 1929, and that one year hence, the axe would be waiting for any Commissioner so rash as to put the general public interest ahead of subservience to demands of the politicians as to how individual cases should be dealt with.

RANK discrimination against radio principles and radio engineers still persists in the minds of some Congressmen, led by men like Ewen Davis and C. C. Dill, and is reflected in harmful radio legislation. For example, an excellent provision in the 1929 act authorizes a chief counsel at \$10,000 a year, and several assistants at \$7,500. These legal services are, of course, urgently needed to protect radio. But no provision was made for corresponding compensation for a radio engineer and staff, although the legal and the engineering functions of the Commission run exactly parallel. In fact, the radio and engineering work of the Commission grows increasingly important as the art becomes more complex, and hence engineering advisers should be available, at a scale of compensation comparable to the lawyers' salaries provided by the new law.

AFTER two years' experience, it is thoroughly proven that any Commission plan inherently is not adapted for handling administrative work in a complex situation like that of radio.

But when Congress, through incompetent radio leaders, further weakens an already unsound structure, stifles the independent action of the Commission, hobbles its membership in personnel and funds, discriminates against engineers and expert radio advisers, and generally seeks to reduce the board's functioning to lowest political levels, with radio considerations ignored—it is time the whole Radio Commission idea be booted bodily out of the window, and radio administrative authority placed once more in the Executive branch of the government, where it functioned so well under the Secretary of Commerce until 1926.

Check Up Every Home

A "radio census" of your locality will bring to light essential facts concerning your market—a hot weather activity that has always shown immediate sales results

THE "radio census" is by no means a new idea. In one form or another it has been part and parcel of merchandising plans for a good many years. It has been successfully used by a variety of trades, and particularly by the music trades in making a "musical census" of localities in order to determine the state of the market for numerous musical instruments.

The effectiveness of the census plan has been so widespread that it is little short of remarkable that its use has not become more general in selling radio. Briefly, the census plan, as applied to radio consists merely of finding out which families in any given territory own radio sets, which families do not, and which families are in the market for a new set, or additional accessories.

The procedure of the most successful of the census plans now in use is as follows: the dealer has printed a number of "census forms," a copy of which is reprinted on these pages. Boys and girls of high school age are supplied with the cards and receive a cent or a cent and a half for each filled out card they return. Definite territories are assigned to each canvasser, preferably in their own neighborhoods where they are known and where a minimum of difficulty would thus be encountered in securing the necessary information.

The canvassers naturally do no soliciting. Their sole purpose is to secure information and they should be selected on that basis. It has been found, unfailingly, that the type of prospect secured by this means is the easiest to sell. It has been definitely established that he is in the market for a set and the dealer has a clean list of "willing prospects" to work on. And the names and addresses of the colder prospects make the nucleus of an excellent mailing list for future sales.

Many radio retailers have tried this plan during the summer months and have found that it works in ideally with their general sales plans. Students take it up eagerly as it gives them something to do during their vacation period and enables them to make a few dollars for "spending money." It gives the dealer's organization a definite job to do when sales activities normally slacken, and has invariably been found to result in in-

creased sales just as soon as the names and addresses are followed up.

It is inevitable that a sales plan of this nature should be taken up and developed by radio stores, especially since it has been found to work so satisfactorily in the well known "musical censuses" that have been taken by music dealers for many years.

NO more complete picture of a prospective market could possibly be secured. The canvassers should be required to report on every home visited. The cards, thus sorted out, will give you the following information: homes without sets and immediately interested to buy; homes remotely interested to buy; homes with obsolete battery sets and in the market for new sets; homes with satisfactory installations and not in the market; homes in the market for various accessories.

With definite information of this sort readily at hand, the road is paved for the sales staff to make direct contact with the families who are on record as being interested in a set and whose names and addresses have been card-indexed by the canvassers.

A sample "radio census" form which may be used is reproduced on these pages. It is the suggestion of the United Reproducers Corporation and has been found practical and valuable by many dealers in the merchandising of Peerless speakers.

It contains provisions for the home-owner's name and address, phone number, make of radio owned, style, when bought, and type. It also contains provision for information concerning the speaker owned, and has a special section to be filled in if the prospect has no radio at all. It is easily adaptable to any business and may be developed or simplified according to individual dealers.

The cost of such a market analysis of your town is negligible when compared with the sales which have been found inevitably to follow the survey. The cost of printing the cards varies with every printer, of course, but should not exceed a few dollars per thousand. Payment to the boys who do the actual bell-ringing also cannot

Wouldn't you like to know the names and addresses of the families in your town who are in the market for a new set right now?

Here's a plan that will give you precisely that information with a minimum of expense. And it will enable you, during the summer to build up an excellent list of prospects to work on next season.

in TOWN

By William Alley

Let your organization devote the summer months to a door-to-door or telephone "census" of every home in town. Illustrated below is a "radio census" form recommended to dealers by the United Reproducers Corporation. It has been successfully used by a number of dealers in almost every type of locality.



Have your printer make up a quantity of these blanks and then get your census by telephone or house-to-house.

RADIO CENSUS

Name _____

Address _____

Phone No. _____

*If Person Called Has a Radio
Fill in Here:—*

Make of Radio _____

Style _____ When Bought _____

Type Console or Table Model _____

If Table Model, Fill in Here:—

Make of Speaker _____

Style Horn or Cone _____ When Bought _____

Type Magnetic or Dynamic _____

*If Person Called Has No Radio
Fill in Here:—*

Why _____ Radio

Is Interested in a _____ Radio

Expects to Buy a Radio _____ When _____

REMARKS: _____

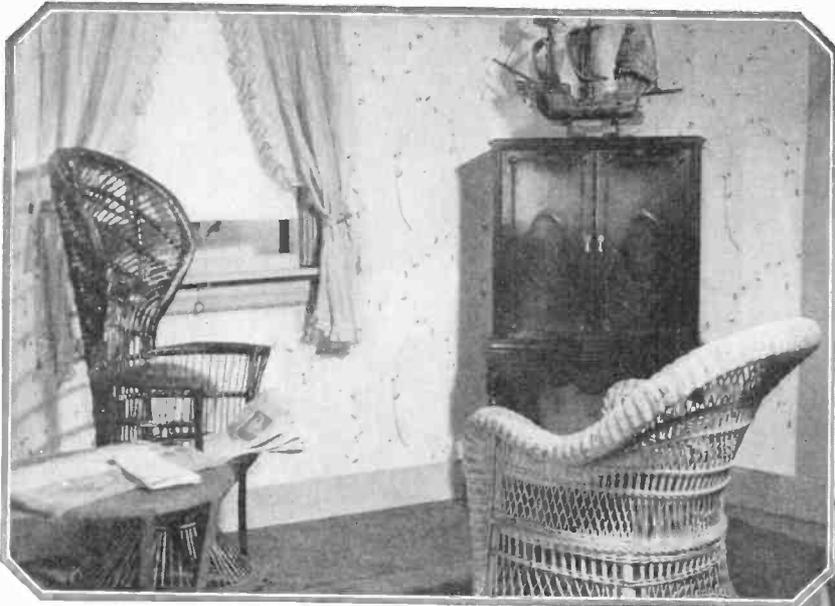
mount to very high figures, even if, at the outside, they are paid two cents per card. A 1,000 card survey, then, would cost about \$20 plus the printing.

And if the regular sales staff does the work, even the expense of the canvassing is saved. The census resolves itself, then, into a job which can undoubtedly be done with existing facilities and some slight extra expense. All it needs is a little initiative in getting it started.

The radio census is simply a "market analysis" of the saturation and sales possibilities of a given territory.

It has been tried and proven many times to be a most economical method of obtaining names and addresses of hot prospects. Try it out in your town, and if it runs true to custom, it will result in any number of sales to customers who ordinarily would not buy in the summer months.

They'll



In 1925 — they deserted their sets because there were few good programs to hear.

THERE'S no more "summer slump" in broadcasting. It would be difficult for the radio industry to find a merchandising opportunity of greater significance than that. It means that the best programs will be continued throughout the hot weather. It means that the public will have more incentive than ever to buy radio sets in the summer months. It means that those who already own receivers will listen to radio entertainment to a larger degree than has ever been the case in previous summers.

How can retail dealers take best advantage of the unusual broadcasting opportunities that will be presented this year? What advertising plans, what selling methods can be put into effect by the dealer so that he can wring the utmost in dollars and cents from this development?

The answer is—know the programs. Follow them. Learn them. Be able to talk about them intelligently. Then put that knowledge into your merchandising plans. For instance, do you know the stations on the three leading chains, National Broadcasting Company's Red and Blue, and Columbia, that are within the range of your customers and prospects? Do you know the week-in and week-out programs on these chains and what time they come on the air? Get to know these "regulars," the ones that go on every week, fifty-two weeks in the year, because they are the backbone of broadcasting. See to it that every member of your organization knows them and can interpret them to your customers and prospects.

You can put broadcasting right to work for you in your advertising and your selling. It is the most powerful indirect selling force you have at your command.

ADVERTISING

Let us consider some of the advertising tie-ups which you as a local dealer can make to identify yourself



definitely with broadcasting in your community. Your advertising divides itself up into three forms, namely, *Action*, *Identification* and *Reminder*. We will discuss each from the standpoint of its broadcast tie-up.

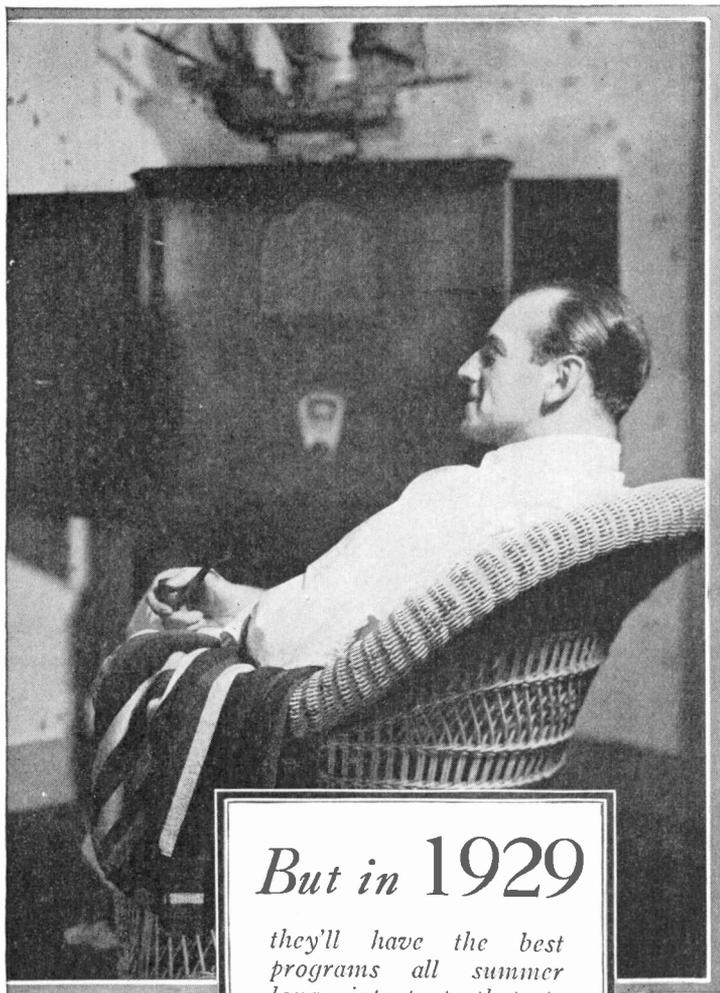
Action Advertising

Newspapers

Almost every dealer handles the products of a set, tube or speaker manufacturer that is sponsoring a program on the air. Why not tie up with this program in your local newspaper? This can be done by a small advertisement, one, two or three inches, on the radio program page drawing attention to the program and the fact that you carry the product. If you are inserting a larger advertisement during the week, why not run it on program day and mention the program? By doing so, you can make both the manufacturer's and your own advertising dollar go farther.

Write to your manufacturer for publicity notices, mats of the talent or anything else he has which you can get inserted in the editorial columns of your paper.

Listen This Summer



But in 1929

they'll have the best programs all summer long—interpret that to customers and prospects.

Direct-by-Mail Suggestions

Prepare a series of letters on the program sponsored by the radio manufacturer whose product you sell. No doubt the manufacturer has special literature, publicity notes, cuts and other interesting material all ready for you.

You might include in one letter a list of every type program on the air, such as:—

- Orchestra
- Popular Entertainers
- Dance Music
- Musical, Semi-Classical
- Short Talks on Interesting Subjects
- Religious Service
- Athletic Reports
- Grand Opera
- Comedy
- Crop Reports
- Plays
- Educational Service
- Children's Programs
- Domestic Science
- Drama
- Physical Exercises

"The best programs continued throughout the year"—how to take advantage of the public interest thus created—advertising and sales plans that will sell sets this summer.

By Sherman G. Landers

Assistant Instructor in Merchandising, Wharton School of Finance and Commerce, University of Pennsylvania, and Contact Executive of the Aitkin-Kynett Advertising Agency

Ask them to check the type programs they prefer, numbering them in the order of their preference. If your organization will permit, take on the burden of serving as a clearing house for comments on programs. Invite these comments and pass them on to the manufacturers, talent or stations.

Prepare a series of inexpensive Government printed post cards, drawing attention to the wonderful programs that are on the air. Make the suggestion that with these programs and a *good* radio set, the family would stay at home in the evenings and thus the receiver will soon pay for itself. After exhausting the programs of the manufacturers whose products you carry, then sell everybody's broadcasting. Take the different nights in the week, starting with Monday, and draw attention to the features. (See *Radio Retailing's* special Broadcasting Section each month.)

Time	Tuesday Night on the Radio	Station or Stations
6:30 to 8:00	Dance Music	
8:00	Stromberg-Carlson Sextette	
8:30	Prophylactic Program	
	Michelin Men	
9:00	Paul Whiteman Old Gold Hour	
	Eveready Hour	
	Three-In-One Theatre	
9:30	Dutch Masters Minstrels	
10:00	Cliquot Club Eskimos	
10:30	Freshman Orchestradians	
11:00	Wrigley Program	
	Radio-Keith-Orpheum Hour	
	Slumber Music	

SELL them every night on the radio; then get up a larger card showing the features for a whole week. Make them feel that you are a part and parcel of this great entertainment and then sell them a set that will get it better.

There is no reason, with the fifty-two week programs definitely scheduled, why you cannot have the same information you put on these postcards for each night in the week, reprinted on larger cards for your windows and change them daily.

You also can use the inexpensive postcard idea to draw

attention to unusual programs such as the recreating of the black face days of yore by the Dutch Master Minstrels, Uncle Bob Sherwood in the Dixie Circus, and Chesborough Real Folks. The manufacturers outside of your industry are equally willing to furnish you with all the information necessary. Be sure that your trade knows all about these unusual programs, and get the credit for telling them.

Write to the radio broadcast advertisers for photographs or reprints of their talent. Get liberal quantities, paste them up in your window and store and distribute them to your trade where you are sure they will be most appreciated.

Use Popular "Signatures"

Some broadcast advertisers are offering copies of their musical signatures, such as Philco's "Mem'ries," Freshman's Waltz and the Champion Sparkers' March. Send for a supply of these songs and ask if they have been made up on phonograph records. If so, make use of them in demonstrating radio in your store. They are new, directly associated with broadcasting and should delight the average radio listener.

Identification Advertising

Use the radio manufacturer's lithography, window transparencies, inside signs, streamers and other helps which draw attention to a program sponsored by the maker of products you sell. This will identify your store at the point of purchase and tie up with all the rest of your advertising on broadcasting.

If you handle the set of a manufacturer sponsoring a regular program, look into the question of small signs about town or road signs inviting people to listen in to your program. The very unusualness of the appeal will win you attention and identify you with entertainment in the community.

Reminder Advertising

You can add strength to your other advertising on a specific program by distributing novelties such as log books, matches, bridge score pads, etc., which feature the program and are imprinted with your name.

The radio manufacturers will gladly furnish you with some of these reminder forms of advertising at cost.

SELLING

WE HAVE discussed how you can make broadcasting work for you by knowing the programs, being able to talk about them intelligently and advertising to identify yourself with entertainment in the community. Now a word about how broadcasting can help in sales contact work.

Some dealers broadcast big events such as the World's Series, prize fights and inaugurations either through a speaker on the street or to a packed audience in the store.

Other dealers have gone so far as to clean out the store at night and invite an audience to hear an evening's entertainment on the latest improved set—and what a fine chance this presents to sell those obsolete set owners if you have located them. Posting ball-scores on the window each evening is another favorite way to make people conscious of what you are selling.

Everyone is talking about more intensified sales effort these days, which calls for door-to-door canvassing. This kind of selling is undeniably the hardest work. Turndowns, insults and scenes—all because the salesman

cannot get on "common ground" before the interview is closed. Radio is no exception unless you make it so and you can do this by knowing, advertising and talking broadcasting. It serves as the instant basis for small talk or gossip about something both prospect and salesman know or think they know. What a happy lifesaver this becomes when you are calling up over the telephone to make an appointment and what a grand excuse it becomes to keep in touch between calls with those obsolete set owners.

If you have properly laid the background by so advertising broadcasting in order that you become identified with certain programs and entertainment in general in your community, then your entree should be wide and your advice and information respected.

However, do not attempt to set yourself up as an authority without laying this background and being sure you know what you are talking about. Remember, all of the good work you do can be undone unless you and your salesmen use good judgment in contacting the public when you are talking broadcasting. Most people like to feel they are good judges of music, art and entertainment. By and large they are not, if radio fan mail is any criterion. However, they think they are and you will get your best results by not trying to break down that conceit. You should be able to color a picture they already know, by little ins and outs, bringing them some new gossip about the programs in a refreshing manner.

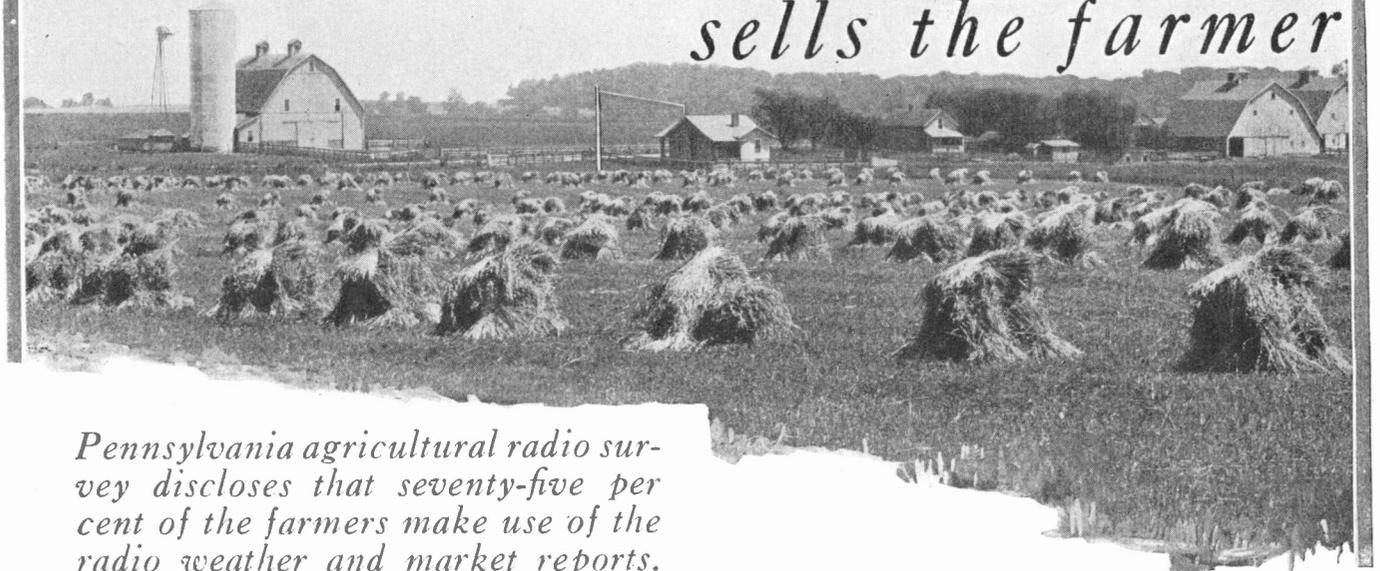
Broadcasting has graduated from the *little* to the *big* theater of the air. Advertisers are clamoring to get more *good* time. Chains are being expanded monthly. All-day as well as all-night broadcasting is now a reality. And there is a wild scramble for talent that is outstanding.

The technique outlined here might seem like an involved and very indirect manner to sell radio sets; yet, after all, you are not selling machines but the entertainment these machines will give. There is no doubt that the new improved models will give better reception than the obsolete ones, and if you will start building a broadcast entertainment consciousness in the minds of the people of your community you will find that what appears to be the longest way around will prove to be the shortest cut to greater radio sales.

Sample newspaper ad which many dealers are using to advantage in bringing broadcast features to the attention of the public. It may be used alone, with the name and address of the dealer inserted, or it may be used as part of a larger ad.

Sample newspaper ad which many dealers are using to advantage in bringing broadcast features to the attention of the public. It may be used alone, with the name and address of the dealer inserted, or it may be used as part of a larger ad.

“Fair and Warmer” sells the farmer



Pennsylvania agricultural radio survey discloses that seventy-five per cent of the farmers make use of the radio weather and market reports.

RECOGNIZING the growing importance of radio in farm business and farm life, the Pennsylvania Department of Agriculture conducted a survey recently to gain first-hand information on radio ownership among farmers and to ascertain their viewpoints on, and reactions to, the various radio programs.

The results of this survey are of particular interest to radio merchants because they throw considerable light on the availability of the farmer as a prospect for radio sales.

Three hundred and fifty-two farmers, located in half a dozen different counties, answered the questionnaires which were sent out by the Pennsylvania Department of Agriculture. A study of these replies discloses a number of interesting facts:

Thirty-nine per cent of the farmers have had radio sets for four years; the average length of ownership, however, being three years. Sixty-five per cent have their original sets while the remaining 35 per cent have made at least one change. Five and six-tube sets predominate. The average set cost, compiled from 312 replies, is \$111.36.

The approximate cost of operating sets for a year was reported in 288 cases, the average being \$17.30. Sixty-six per cent of the farmers are dependent upon storage batteries and dry cells for electricity; 24 per cent upon dry cells exclusively, and 10 per cent have light socket power.

The survey indicates that the type of programs preferred are, in the order named: old-time songs, weather reports, sacred songs, church services, news items, market reports, talks, Jarn dances, classical music, jazz and cooking recipes. Seventy-seven per cent of those replying said they made special efforts to get farm programs.

Both market and weather reports are regular features in the programs of most broadcasting stations and to ascertain the value of these reports was one of the objects of the survey. In answering the question, "Do you depend upon market reports in buying and selling?" 199 replied "yes" and 121 said "no." The radio weather reports were found useful, according to over three-fourths of the replies. Two hundred and seventy-four said "yes" in answer to the question: "Do the radio weather reports help you in planning your farm work?"

Of 352 Farm RADIO OWNERS

231 have 5 OR 6-TUBE SETS.

315 have SPEAKERS.

270 make a special effort to tune in on FARM PROGRAMS.

199 said they depended upon the RADIO MARKET REPORTS in buying and selling.

274 replied that RADIO WEATHER REPORTS helped them in their work.

330 were sure their families would NOT BE SATISFIED WITHOUT A RADIO.

220 believe that radio is KEEPING YOUNG PEOPLE ON THE FARMS.

The FARM RADIO OWNERS REPORT

An average original set cost of \$111.36.

An average annual expense of \$17.30 for operation.

An average daily use of the radio of 2.8 hours.

A preference for old-time songs, sacred music, church services, political features, sports and barn dances.



S. J. RYAN

President of Rines Brothers Company, Portland, Maine,
and Merchandising Counsellor to "Radio Retailing"

RYAN SAYS—

"Don't forget that the proper sort of a window display is working for you day and night."

MOST stores remain just stores; but now and then some store will graduate into an institution. There is no one policy or combination of policies which develop a store into an institution. Rather it is an accumulation of things—little things that are often overlooked. The most beautiful residence in the world, if in the hands of a poor housekeeper, would soon degenerate into an unlovely and unattractive house.

These remarks are, of course, generalities, but my purpose is to bring home the point that people instinctively like to, and as a matter of fact *do*, give their trade to the well-kept store as against its careless competitor.

Take your window displays for example. These are mighty important. Don't forget that the proper sort of a window display is working for you day and night. Long after the store has been closed, people are still inspecting the windows, and your displays will work for you in proportion to the amount of good taste and interest you can get into them.

Now we all know this, but so many of us *don't do anything about it!* Every single piece of merchandise that goes into the window should be carefully studied with relation to the other articles which are to be displayed at the same time. And while the display is being arranged, make frequent inspections from the *outside*.

Keep your displays simple; featuring merchandise rather than useless decorations—what you are trying to sell in the store is *merchandise*, not mediocre art work, and a good display not only helps to sell merchandise but very definitely helps to sell the store as a whole!

Make your displays definite and not general. A general display of merchandise is seldom of interest and the only kind of a message it conveys to the consuming public is that you have a lot of different things for sale. Change



RYAN SAYS—

"It is the neat, harmonious arrangement of your merchandise that increases its value in the eyes of the purchaser."

your displays *frequently*, concentrating each display on one of your items; for example, there might be a certain make of radio today, phonographs a few days later, tubes another time, speakers after that, etc.

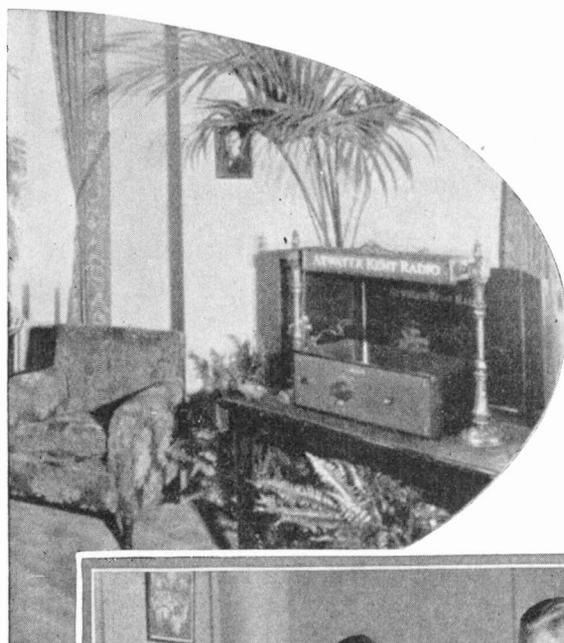
Study the department store window displays; analyze them. Just consider the amount of thought and care that goes into these seemingly simple yet actually effective displays.

Beware of the show card "artist." Your cards should always be uniform in style and color, well lettered, but simply done and in one style of lettering. Again it is not show cards you are selling, it is merchandise.

DISPLAYS in the interior of the store should likewise be as carefully thought out as your window displays. Although not of as great importance because seen by fewer people, it is the neat, harmonious arrangement of your merchandise that increases its value in the eyes of the prospective purchaser. Cleanliness and neatness in storekeeping are appreciated far more than many

Talks About Store Attractiveness

Three things impress themselves upon the customer's mind—window displays, appearance of the store, and attitude of the salespeople. A practical merchandiser, out of his years of experience, says, "Watch those three sales principles."



RYAN SAYS— "No one connected with your store has any right to be ill-kempt at any time."

of us realize. This is especially true so far as women customers are concerned because they have the same problem daily in their own homes.

Looking back a few years, we realize how important an element in the sale of radio the question of style has become. Style and color have invaded our business as they have all businesses having to do with the life of the home in recent years. But don't overlook the fact that for every good style there are probably nine poor ones. It may seem out of place to suggest that *fashion* be advertised in radio, but as a matter of fact style is very largely a generality until it is adopted by the consuming public and then it becomes a fashion or a fact. So when I suggest advertising *fashion* you are stepping along side by side with the consuming public on something upon which they have placed their stamp of approval, and there is no more effective advertising than stressing what the people want when they want it.

ANOTHER altogether too frequent abuse of the small things is careless personal appearance. No one connected with your store who comes in direct contact with the consuming public has any right to be ill-kempt at any time. Of course the most effective plan is to have some uniform method of dress. I remember how impressed I was some years ago when for the first time I went into a famous tobacconist on Fifth Avenue, New York, and found all the clerks garbed in spotless "linen dusters." They were cut in the English fashion and they certainly added atmosphere to that very smart shop.

I know a store down South employing about twelve men and each man wears a plain white broadcloth shirt with a neat black bow tie. There again a pleasant impression is created upon the prospective purchaser.

Why there is even art in tying up a bundle! Go out any time in the next few days and visit a store where they toss your purchase into a sloppy paper bag, then go into another store and buy the same article and it is neatly done up, and tell me whether or not it makes any difference to you as a buyer.

Another of the seemingly unimportant things is the question of your adjustment policy. In making adjustments, you are dealing with what is usually an irate customer and the greatest tact must be exercised in such situations. Have a definite policy of adjustment—and stick to it. Either make the adjustment promptly, courteously and with a smile, or don't make it at all. You are the best judge as to just how far you want to go in the matter of adjustments. In fact every merchant has thousands of adjustments he never has to make because people just simply don't bother to kick, and unfortunately they don't bother to come back to your place of business again either. So adjustments are not a nuisance or a source of loss, but intelligently handled, are one of the best forms of advertising a merchant can use.

At the right is some of the literature of the "Red Hot Sales Campaign," sponsored by the Pacific States Electric Company for its dealers. First, a direct mail return postcard; second, inside spread of a four-page newspaper-size folder used as a direct mail piece; third, first page of folder; lower right hand corner, direct mail letter.

JOBBER and DEALERS Cooperate to Sell

\$1,000,000

in SETS



By C. Grunsky

THE function of the modern jobber is greater than simply to provide a convenient means of merchandise distribution. It is to the jobber's own interest to render every possible aid to the retail merchant to help him sell—and to show him how to do it.

That this policy pays is borne out by the experience of the Pacific States Electric Company, which, as the result of a sales campaign calling for close co-operation with its dealers, sold over a million dollars' worth of radio sets in three months.

"The wholesaler must be ninety per cent merchandiser and only ten per cent warehouseman," says D. E. Harris, president of the Pacific States Electric Company, radio jobber with headquarters in the leading Pacific Coast cities.

In accordance with this idea, the company instituted its "Red Hot Million Dollar Drive," one million dollars being the quota set for all districts, and a close tie-up was effected with all dealers. Salesmen's and dealer

helps were mounted in red covered booklets with singed edges. Within the organization, stock market terms were assigned, each district office representing an exchange on which the individual salesman's stock was quoted according to the percentage record he had made.

A four-page rotogravure section of regular newspaper size,

devoted to subjects of interest from a radio program standpoint formed the central piece of literature. It pictured characters heard over the radio, with scenes from local football games and historic events which had recently been broadcast. It was varied in its interest and layout and calculated to impress the reader with an idea of the interesting world open to the possessor of a radio set. The front page of the spread featured a letter to the customer from the radio dealer, with his name and that of his store used as a letter head. This gave the whole sheet the necessary personal touch. A description of the sets occupied the last page.

This rotogravure bulletin was preceded by a personal letter sent each name on a list furnished by the retailer. The letter bore the photograph of the dealer, with an introduction and recommendation below, signed by the district manager of the Pacific States Electric Company. The rotogravure advertisement was received by the prospect about a week later, together with a return postcard on which the request for a demonstration might be made.

On the same card was space for the recording of information in regard to whether or not the prospect now possessed a radio set and if so, of what make and model.

The charge to the dealer was 10c. for every rotogravure bulletin. The letter of recom-

How the Pacific States Electric Company, radio jobber, created business for its dealers through its famous "Red Hot Sales Campaign"

YOURS to Choose at Will

A snap of the s
—and
bring's cl

Endless HOURS of PLEASURE

The finest, most varied entertainment in the world's history
is yours — at its best — with a Radiola

YOUR NAME HERE

Telephone Number Here
Your Street Address and City

Important Note:

such as the

—and

THE famous RCA
Orchestra, Max
Baerwald conducting—
featured by the Pacific
Coast Network of the
National Broad-
casting Company.
Such delightful music
represents just one of
the many joys of a
RADIOLA, owner
ship—a pleasure
shared by the entire
family. Modern radio
entertainment pro-
vides constant variety
features to suit each
taste and mood—every
hour of every day!



T. A. PORJALO

Radiola
Dealer

Prospect 600

PACIFIC STATES ELECTRIC COMPANY

MAIN OFFICE, SAN FRANCISCO

Perhaps you, too, have asked that puzzling question: "How
can I be sure of satisfaction and service in buying a radio set?"

The answer is simple: Look for the R C A Sign. It marks a
dependable dealer, who is now showing the complete line of new
RADIOLAS—combining tone-quality, selectivity and beauty never
before offered at the price! They so far surpass all previous
standards of broadcast reception as to leave no comparison!

You simply can't go wrong on a RADIOLA. It is one set you can
buy with complete confidence. And now the famous Super-Heterodyne
circuit has been adapted, for the first time, to complete AC
(light socket) operation, with single-dial control.

Then why not have the utmost in radio enjoyment now? The air
is filled with delightful entertainment, awaiting just the touch
of a dial on your RADIOLA to give you endless hours of pleasure.

A demonstration involves no obligation. See and hear these
exciting new RADIOLAS! There's an RCA Dealer in your community.
whose name and address appear above.

This RCA Dealer is selected for integrity, and ability to
give prompt, efficient service.

You know that the name RADIOLA denotes the finest in radio.
And you can have equal confidence in this RCA Dealer. Ask for a
demonstration—today!

Sincerely yours,
Fred C. Jandt
District Manager

recommendation was sent free of charge by the Pacific States Electric Company and all mailing was handled by it, the retailer merely furnishing the list of names to which he wished the literature sent.

In addition, the wholesaler advertised with from one to three quarter-page spreads in newspapers reaching a public of 1,437,943 readers.

It was anticipated that about 50,000 rotogravure bulletins would be ordered by dealers, but the number reached 100,000 by the end of the campaign.

This was the framework of the drive, but its success, both from a jobber and a dealer standpoint was due largely to the personal effort placed behind it by the Pacific States sales force. Each district had been assigned a quota and cash prizes were offered to the high man in each district, with an additional prize for the high man in the winning district. The minimum quota was fixed at \$800,000 for all districts, with \$1,000,000 as the

hoped-for goal to be attained. The actual sales netted \$912,620, while if orders are counted on which delivery was not possible until later, the figure reached \$1,052,470. The salesmen not only took orders for the direct-by-mail literature, but they went out and helped the retailer sell.

Among the merchandising principles which they preached to the radio merchant were the following cardinal points:

1. *Sell the man who owns a radio.* The man who owns a battery-operated set is a prospect for an electric set. Those owning table models are possible purchasers of console sets. Utilize the good will already built up by selling the man with whom you previously have made contact.
2. *Get the new slant on radio.* To appeal to the beauty sense of the customer, means the sale of a higher-priced set. The woman of today is beauty conscious. She is remodelling her home, studying interior decorating and is generally engaged in providing an attractive background for herself.
3. *Encourage trade-ins.* This means many a sale to present owners of sets who would not consider the purchase unless they received something for their old model. But make an allowance which will permit you to sell the old set at a profit.
4. *Advertise by mail.* This means the use of auxiliary direct-by-mail literature furnished by the jobber, with emphasis upon certain models which the merchant feels would be of special interest to his clientele.
5. *Sell the higher priced sets.* A customer does not have to wear diamonds to be a prospect for a console set. Any man who can afford a \$1,500 car—and there are many of them running about the streets—can afford the best in radio. It takes five small sets to equal the profit on one big sale. Would five times the effort put on the more expensive models bring results?
6. *Sell to offices.* Besides receiving market quotations, weather reports, etc., there are always events of national interest being broadcast during the daylight hours which the business man can hear only if he has a set in his business home.
7. *Know your product.* (In this connection, salesmen were urged to take one of the more expensive instruments home to be used and studied at their leisure.) A man who enthusiastically approves of the product he sells can always convince his customer.
8. *Give home demonstrations.* Once in the home, the instrument stays, nine times out of ten. One way for the retailer to quicken acceptance of a home demonstration is to select some program of interest and to phone the prospect.

FOLLOWING the conclusion of the drive, the winning salesmen were asked to report on how they had helped the retailer to get results. Here are some of their methods:

"Ninety per cent of my dealers took advantage of the personalized letter and the rotogravure section. My success is due not alone to the help given on this drive, but to my consistent contacts with them on radio questions through the entire year, summer and 'off-season' as well as fall and winter."

"Each name on the dealer's mailing list was considered

from the standpoint of the type of set most appropriate for the customer's pocket-book. I am of the opinion that a very careful selection of names with careful investigation is a better plan than picking a longer list of names at random."

"I spent considerable time with my small dealers out of town. I find it pays to contact salesmen—and also service men."

"We started off with dealers' meetings in every district throughout our territory," reports the manager of one division. "These were very well attended, some of the dealers driving a hundred miles or more to attend. Besides outlining the sales promotion plan, talks were given on servicing and on the various types of circuits and the talking points of the instruments. Later, daily salesmen's meetings were held to exchange ideas and experiences. The power companies were asked to co-operate on account of the increased power sales accruing to them. In one instance, the power company held district meetings of their salesmen which were addressed by the sales manager of the Pacific States as well as by their own sales manager."

"I called over and over again—passing on suggestions from one place to another. When I couldn't call, I telephoned."

"**M**Y PLAN was to assign definite quotas to all the dealers in my territory, on a graduate scale for the 90-day period. Each quota was then split into three parts, 20 per cent of the total to be attained by the end of the first month, 50 per cent by the end of the second and 100 per cent by the close of the campaign. When I found some dealers slipping by the end of the first thirty days, I gave them some extra attention and helped them put over a few sales. This was repeated at the close of the second month and again near the end of the drive."

"One dealer had no mailing list and was not enthusiastic at first about our plan. I got to work with his typewriter and telephone book and selected a list of 300 names in the better residential districts. He saw at once that he would be directing his efforts on people who could afford to buy and signed the order. His enthusiastic letter showing results tells the rest of the story."

The emphasis of the drive was placed on future as well as present sales and every effort was made to see to it that the retailer did not overbuy, but was left with a healthy stock, ready for a normal Christmas business.

The attitude of the Pacific States company throughout the campaign is well expressed by: "In the old days, a jobber was simply a time and place utility. His function was to deliver the merchandise when and where the dealer wanted it. Today the successful jobber creates business for the dealer by sales promotion plans. It pays three ways—profit and good will for the dealer, distributor and manufacturer."

Keep Your Prospects Thinking in Terms of New Sets

HAVE you ever stopped to think of the psychological effect which your attitude toward trade-ins has upon a prospective buyer?

Sometimes it doesn't pay to tell the prospective purchaser bluntly how little you can give him for his old radio set. Keep him thinking entirely in terms of the new set and the deal will at once be placed on a much higher plane. Remember—you, as a merchant, are selling a new outfit not buying an old one. Keep the transaction on that basis.

“We’ll See You

at the

**TRADE
SHOW!”**

It’s the Week of June 3rd.

In CHICAGO, of course.

* * *

*At 3 HOTELS this year—
the Stevens, the Blackstone, and
the Congress.*

* * *

*Sponsored by the
RADIO MANUFACTURERS’ ASS’N,
as usual.*

* * *

Get Your INVITATION from G. CLAYTON IRWIN, JR., 1800 Times Building, N. Y. C.

* * *

And PREPARE to GO . . . Because—

*You’ll see some startling innovations in radio and
probably in other home entertainment lines, too. It’ll
be the biggest conclave of radio men in history.*

* * *

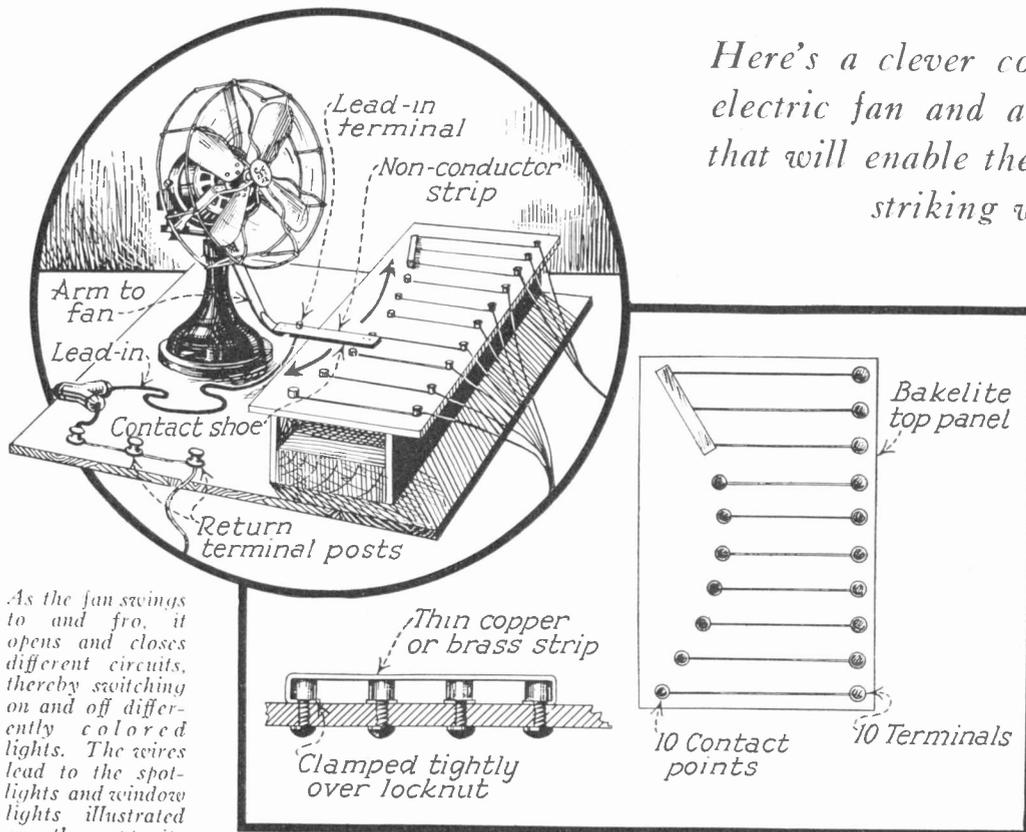
And don’t forget to remind us to hand you your daily copy of The TRADE SHOW DAILY NEWS

Published, as usual, during the show, by

RADIO RETAILING

How to build a simple device that will put Color, Light

Here's a clever combination of an electric fan and a few radio parts that will enable the dealer to install striking windows.



As the fan swings to and fro, it opens and closes different circuits, thereby switching on and off differently colored lights. The wires lead to the spot-lights and window lights illustrated on the opposite page.

The construction of the contact points and the method of fastening them to the bakelite board.

on the fan used. Securely fasten it to a convenient lug, or other swinging section of the fan, and bend it under the guard as shown.

Cut off so that 2 in. of the brass strip project beyond the fan guard. In the outer end, drill two small holes for bolts and nuts with which the remainder of the arm is secured. For the time being, do not attach the bakelite strip and the contact shoe, as illustrated, until the table has been made and the radius and length of swing determined. A platform about 18 in. long, two wooden upright supports and a sheet of bakelite or other panel board

on top then follow. The length and depth of the top panel is determined by the length and depth of the swing of the arm; generally between 10 and 15 in. length will be required and 8 to 12 in. width. The heights of the panel board, including height of contact points, should be the distance between the bottom of the arm and the top of the base, so the shoe will gently press upon the contact points. Variations may be taken up by bending the brass arm. Also, be careful to make the top panel level, although the heights of the contact points may be adjusted to level up.

WHEN the top panel has been cut to size, drill four holes to receive the wood screws that will attach it to the wooden uprights. Then, mark off the radius of the swing, drill 10 holes equidistant from each other, and into each place a heavy radio contact point. Also drill 10 equidistant holes near the outer edge and into each put a heavy radio binding post, running wires to connect each couplet, as shown. With both contact points and binding posts use lock nuts and washers. Do not solder

THERE are three things that will stop almost every passerby and interest him in a store window.

They are color, light and action.

And here is a simple device, inexpensive to make, which converts light into action and color and which can be made to give a window display a thousand variations. It can be used in an endless number of different ways and radio men will easily devise new uses and combinations of light and color by means of this homemade contact panel.

An oscillating fan, assembled to a few radio parts, is the basis of the idea. As the fan swings back and forth, the projecting arm automatically switches lights of various hues on and off, many or few, of high (within reasonable limits) or low wattage, according to the layout. The set-up illustrated and described is only one of the possible hook-ups for effective windows which will suggest themselves.

The first thing to secure is an oscillating fan. Then take a strip of brass about $\frac{1}{16}$ in. thick and 1 in. wide, and varying in length from 8 to 12 in., depending

and ACTION—

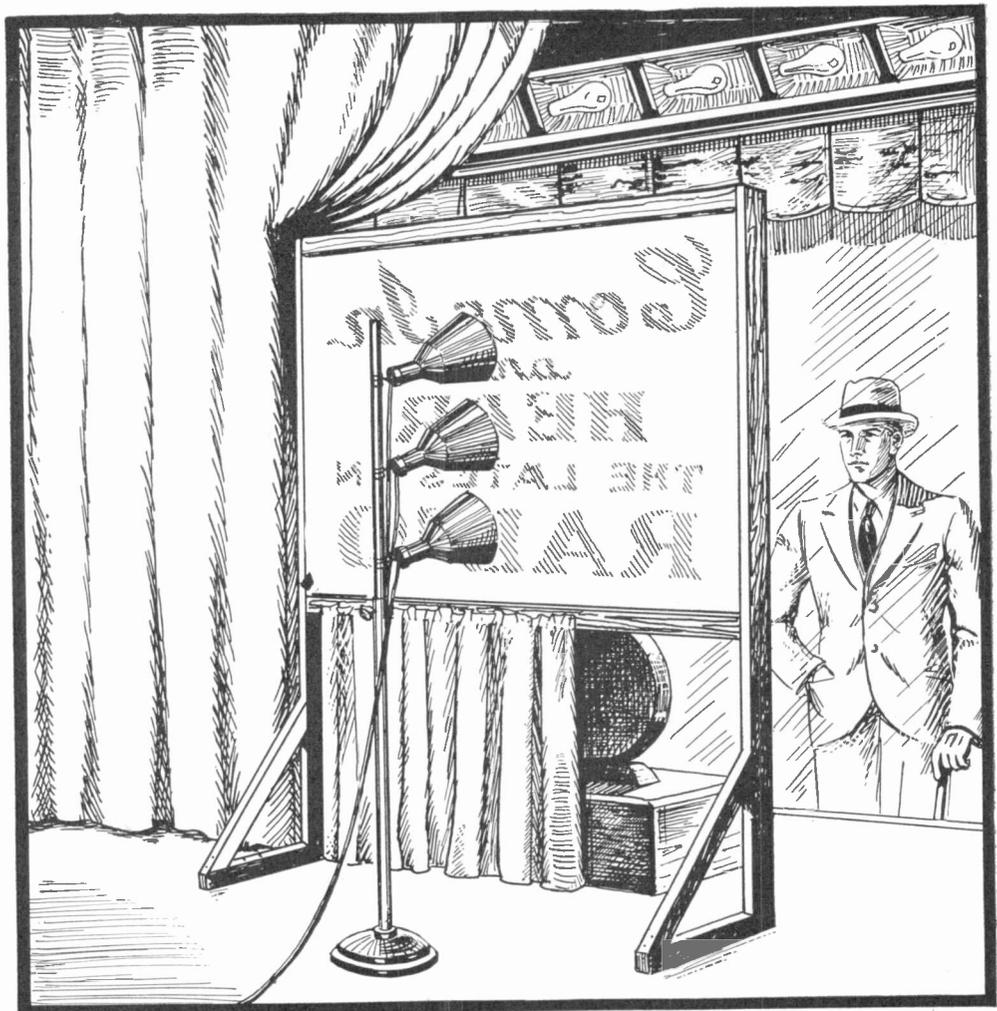
in WINDOW DISPLAYS

as the panel wiring will be frequently changed; this outfit has many adaptations.

Now to return to the bakelite strip and contact shoe. The radius having been found and the contact points in position, the length of 1-in. wide bakelite strip is known. To make the contact shoe, cut a strip of thin brass or copper, long enough to run from the outer end of the bakelite strip to within an inch of the arm attached to the fan and $\frac{1}{2}$ in. wide. Drill holes to fasten the bakelite strip and contact shoe together—with a small bolt and nut at the outer end, and inside the contact points, and another hole to take binding post near the other end of bakelite strip, as shown. To the binding post, attach a lead-in wire, with plenty of slack to take up the to-and-fro swing.

In the set-up given you will notice that contact points 8 to 10 are formed or bridged into one continuous contact point by fastening a strip of very thin brass or copper over those contact points, as shown in the illustration. This suggests a wide number of variations. Also, if the spotlight is not to be used, remove the wire between couplets 1, 4, 7 and 10, and contact points 2 and 3, 5 and 6, 8 and 9 are bridged so that you can have only three points; or, hook up 1, 2, 3 and 4 for a long flash; then 5 and 6, etc.

IN the May issue of *Radio Retailing*, and also in several subsequent issues, radio action-window displays will be described in which a flasher will form a very important item. Make one and have it ready—but, in the meantime, you will have seen a lot of ways to use it effectively.



This illustrates one way in which the contact panel board may be used. A spotlight plays on a muslin sign for a few seconds and is followed by a twinkling change of colors in the background. Many other different effects can also be obtained.

As one man said: "I have used this contrivance for nearly a year, and it suggests one idea after another." Here are a few of its many uses.

Take a fancy display card and continuously change the tones of its color scheme and the density of illumination. That is *action*; something different to catch the eye and turn it to the message on that card. Or, change the lighting of the window from white to blue, then red, purple, and back again to white—naturally a lot of other color combinations are possible. Again, as in the illustration, paint a sign on a piece of muslin, fasten it into a frame, and have a spotlight play on it for two or three seconds, followed immediately by a twinkling change of colors forming the background.

Be sure to place a metal cover over the flasher box when in use—bent tin will answer.

The Best SALES IDEAS

These Premiums Stimulate Summer Sales

CONSERVATIVE merchandisers in all lines find merit in the premium idea for stimulating off-season business. To be most effective and profitable, however, the "added inducement" should not exceed, in advertising value, five per cent of the retail price of the commodity it is associated with, and should be offered for a limited time only, according to reputable authorities.

Out in Hannibal, Mo., C. E. McKay increased his normal spring and early fall radio volume 20 per cent because of his offer, during April, May and September only, of an aerial-ground plate with every set order. No charge was made for installation. This type of premium makes a big hit with the ladies, he declares.

Another item suitable for this purpose is that of a socket voltage-regulator. The voltage of the municipal lighting plant in Hannibal varies from 90 to 120. McKay takes his readings, and sets the regulators, between 2 and 4 p.m., when line pressure is at its highest.

Let the Mail Man Make Your Calls

"WHY bother sending salesmen into the field when Uncle Sam is willing to do it for you at 2c. per call?" So says the manager of the radio department of the Schwabacher Frey Company, San Francisco. This company specializes in stationery and office materials, but has also, for the past few years, featured radio and now has an extensive department covering the rear half of the mezzanine floor.

Ninety-eight per cent of sales are made on the floor of this department. Fifteen hundred personal letters per month and 16,000 mail circulars bring people into the store asking for radio.

A Billboard That Actually Talks

AN ILLUMINATED billboard equipped with a radio set and powerful loud speaker, attracted so much attention the first night it was in operation that it was necessary to move it back fifty feet from the highway to afford parking space for the many autoists who stopped their cars in front of it. The night of the Dempsey-Sharkey fight, a traffic policeman was required in front of the sign to keep the road open.

John Hall, manager of the radio department of the Pioneer Electric Company, St. Paul, Minn., the man who conceived this



The talking, illuminated, billboard installed by St. Paul dealer which stopped traffic on the highway.

idea, states that during the first four weeks this "loud-speaking billboard" was in operation, scores of auto owners made personal inquiry at the store concerning the matter of radio equipment.

The set is locked in a strong weatherproof box in the back of the board. An opening, the size of the speaker, permits all programs from local station WCCO, to be heard up and down the St. Paul-Duluth highway for a distance of 300 ft., in either direction.

Health Motors Make Excellent Summer Line



The Stewart Baldwin Electric and Radio Company, Hartford, Conn., has found a good summer line in health motors and exercisers. Many radio dealers, as illustrated above, are using these motors to bolster their summer sales volumes.

Red "Busy" Buttons Save Annoying Interruptions

SMALL, red, "busy" buttons outside the demonstration booths of the Fitzgerald Music Company of Los Angeles, which light up when the booth is occupied, have done away almost entirely with annoying interruptions.

The company has found that glass booths are not entirely satisfactory, as the customer's attention is diverted by what goes on around, which he can see as well as if he were entirely in the open.

A light curtain over the glass secures the desired result, but it has the drawback that if it shuts out the view in one direction, it also does in the other. Of course, when a demonstration is under way, there will be no need of further signal. But when the customer is talking it over and making up his mind to close—in short, just at the time when interruptions are most annoying—there is apt to be an intermittent opening of the door by others who are looking for a vacant booth. The small red light just outside the door insures undisturbed privacy.

of the MONTH

Soundproof Booths Made This Show a Success

AN OBJECTION frequently voiced by dealers and prospects alike at radio shows is that the necessary restriction prohibiting the operation of sets in the exhibitors' booths limits the fullest possibilities of radio exhibitions. This ruling has lost many a sale which otherwise would have been closed on the spot.

To surmount this difficulty, the Kansas City Electric Club at its recent show, provided fifteen sound proof demonstration booths adjacent to the main hall. Not only did the introduction of sound, properly handled, put life into its 1928 radio show but, according to manager C. F. Farley, it increased the ratio of orders to inquiries 400 per cent.

The booths measured 15 by 20 feet. One was allotted for each make of set shown. Thus, if two or more dealers handled the same set, they shared the same demonstration booth.

"These booths," states Mr. Farley, "were the center of attraction. They were always crowded. The results obtained substantiate the theory that radio shows in the future must find some way to let the public hear the sets if they would continue to draw worthwhile crowds."

Exchanging Silent Pianos for Radio Sets

BECAUSE there is always a sale for second hand pianos, the Falk Mercantile Company of Boise, Idaho, conceived the idea of replacing a few unused pianos in Boise homes with active radio sets. The music department hit upon the catchy phrase, "Have you a silent piano in your home?" which they used in advertising over a period of some weeks. The question was followed, of course, by the suggestion that it might be exchanged for a radio set. The response was prompt and gratifying.

It was surprising how many people there were who harbored unused pianos in their homes and who were glad to turn them into something which would bring them more immediate returns in enjoyment. On the part of Falk's the transaction was particularly attractive because it was possible to make a profit on the pianos as well as on the radio sets, with the result that the returns were better even than straight selling of radios.

If You Have a Silent Piano
In Your Home, Exchange
It For a Radio at

FALK'S
MUSIC DEPT.—SECOND FLOOR

Crosley Radios Pfansteihl Radios

Falk's found that there are lots of people who are glad to exchange their little-used pianos for a modern radio set.

Would You Take \$5 for an IDEA?

RADIO RETAILING will pay \$5 every month for the best sales idea and \$3 for every sales idea accepted for publication in this department.

All you have to do is to write us a letter telling us about that successful display, that sales-getting campaign, or any other experiences which helped to increase your business. If possible, send us a photo or diagram.

Address:

SALES IDEA EDITOR,
Radio Retailing, 36th Street and Tenth Ave.,
New York City.

It Pays to Keep a File of Ad Ideas

"I FIND it is a good plan to keep a regular file of advertising ideas right on my desk," says a radio dealer who does his own advertising. "I also keep articles separate from clipped ads, and my own ads are kept in a separate book, with a statement of results obtained from each, so I can tell what copy pays best, even if I only trace two orders to one ad. "By filing copies of my ads with a note of the day they were

DIRECT-MAIL CAMPAIGN						
Date	No. Mailed	Results	Follow-Up	Orders	Cost of Mailing	Gross Business Obtained

NEWSPAPER CAMPAIGN						
Dates Run	Cost	Telephone Calls	Letters	Post Cards	Direct Business Received	Gross Business Obtained

Advertising record chart which is part of this dealer's idea file.

used and the sales which followed, I have gradually acquired a good scientific basis on which to construct future copy and make future expenditures.

"The benefits of such a file are:

1. I can repeat any performance when I choose.
2. Costly pitfalls are avoided.
3. I can keep track, in this way, of what my competitor is doing and size up the results of his advertising by measuring it up with my own.

"A test chart for your advertising may also be properly included in your file, as illustrated."

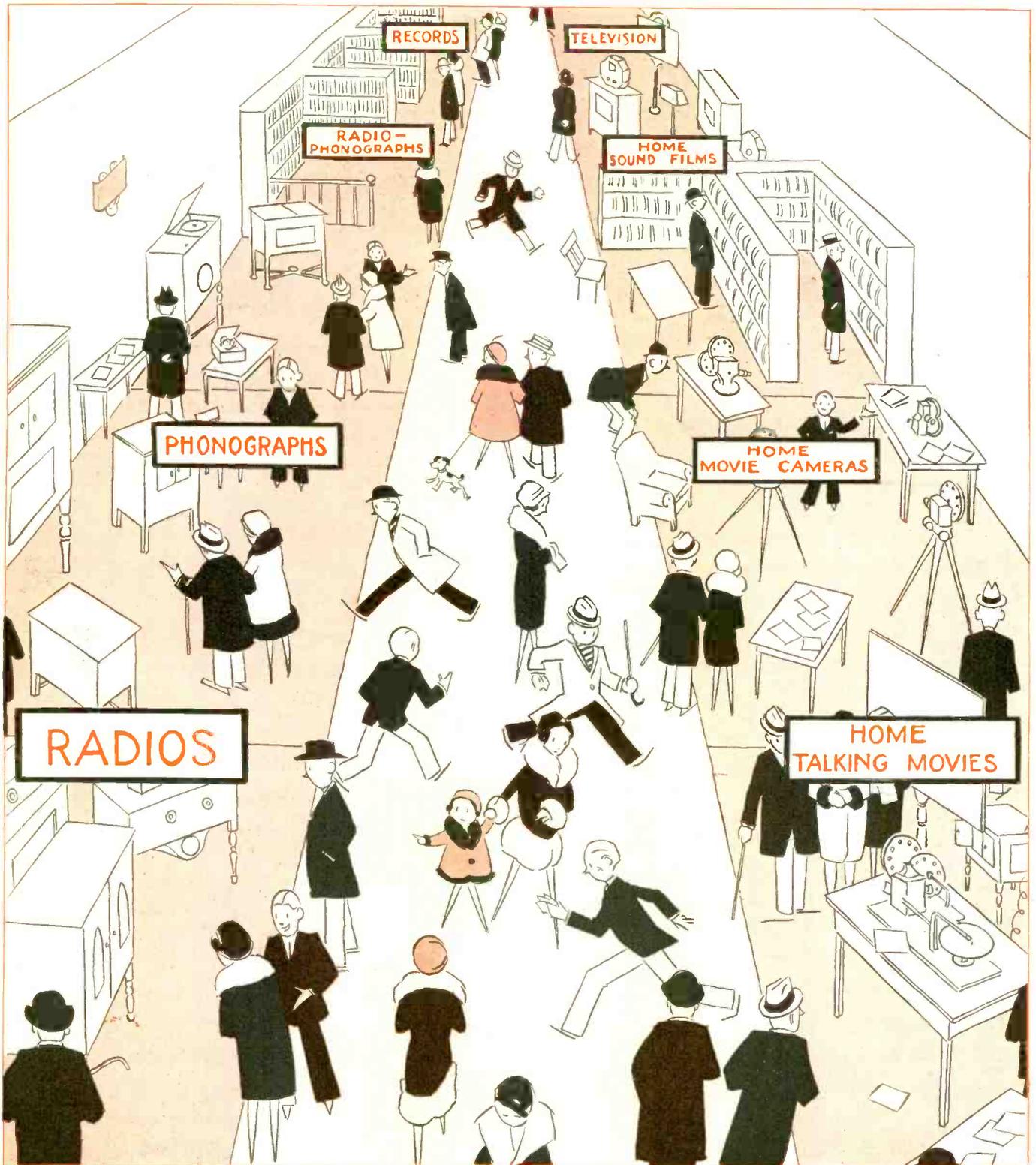
Rounding Up the "Think-It-Overs"

B. F. CARR AND SON, Chicago, employ a part-time university student to specialize on "rounding-up" that large percentage of prospects who drift into its radio store to look at sets but who desire to "look around" or "think it over."

"Eighty per cent of this type of buyer would undoubtedly get away from us," declares the junior member of this firm, "were it not for the fact that I always make it a point to secure their name and address and to put our part-time salesman on their trail the following day."

Carr pays this student ten per cent of the gross amount of every sale which the latter closes himself and five per cent if the sale is eventually consummated by the proprietor.

“Home Movies ..”



*What the "Radio Store of the Future" will look like—
Headquarters for all types of "Home Entertainment"*

..An Opportunity for Expansion

The radio trade will expand to include allied lines—the first is “home movies”—what the merchandise is and how to sell it.

By E. A. Portal

President, E. A. Portal and Co., Inc.,
San Francisco



FOR the radio retailer who desires to expand his business into a veritable “home entertainment” headquarters, there is no better field than that of home motion pictures. In California and in Florida there is already a widespread public interest in the motion picture camera, and the radio trade in these sections has become one of the important outlets for this equipment. A similar development, I believe, is scheduled to take place in other sections of the country.

In my own case, I added this line to our regular radio business about three years ago. The reason for diversifying the stock in a specialty radio or music store is not that the radio business cannot carry itself, nor, particularly, that it is seasonal and requires building up in a summer valley, for our business maintains a satisfactory year-round level. But it is a logical thing to sell something which makes *repeat business* possible. With the abandonment of the battery type set, the accessory field has been narrowed. Pleasant relationships made with customers through the sale of a set frequently lead to a regular service connection,

Editor's Note—This is the first of a series of articles to be written exclusively for *Radio Retailing* by E. A. Portal, head of the company which bears his name. Mr. Portal is a pioneer Pacific Coast radio merchant and is known as one of the most progressive retailers on the West Coast.

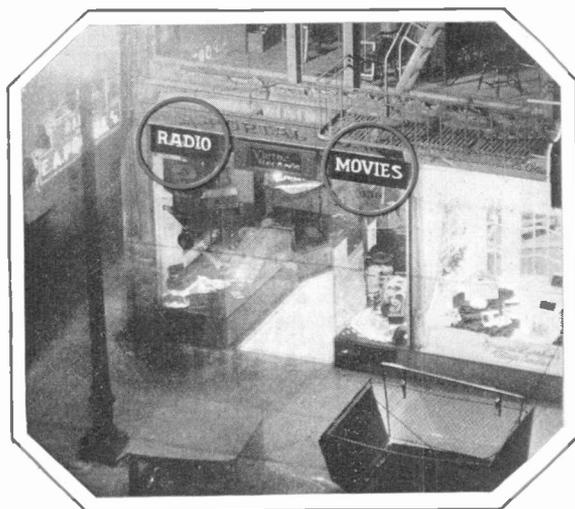
or a replacement in a year or so, but without one or more supplementary lines, we should feel that we were not fully cashing in on the good will value of our business.

The home movie is a logical development for the radio retailer. His service is a home entertainment service and the motion picture camera and projector rank in this field. In other words, the customer looking for a motion picture camera is not surprised to find it in a radio shop.

The same type of customer who buys a radio is also a prospect for a home movie outfit and the same salesman can handle the job of selling. As a matter of fact, we have more than once put in a man who was a special-

ist in the motion picture field, only to find that shortly he was selling radio, with motion pictures on the side. At a later date I hope to develop this field further, with home demonstrations and outside selling, and in this case we shall add one or more special salesmen.

At the present time, without particularly pushing the line, the business has developed of itself into a very attractive supplementary income. We do perhaps a \$25,000 moving picture camera and projector business in a year's time. This is very evenly divided throughout the year, with something of a peak at Christmas time, because of



E. A. Portal and Co., Inc., is well known on the Pacific Coast as a retailer of radio and home motion picture machines.

12 Reasons for the HOME MOVIE OUTFIT *as an Allied Merchandising Item*

- 1 A "complementary" line. Sells best in the summer.
- 2 Rapidly growing in popularity.
- 3 An unsaturated market.
- 4 Being backed by national advertising.
- 5 Now popularly priced.
- 6 Service demands are slight.
- 7 Dealer can stock and make impressive display on \$300 to \$500 investment.
- 8 Adds to appearance of store.
- 9 Takes but little space.
- 10 Attracts best types of customers.
- 11 Radio dealers already experienced in similar character of selling, to wit: installment terms, home demonstrations and "specialty selling" methods.
- 12 Creates repeat business and store traffic for films and accessories.

the particular attractiveness of the instrument as a gift. This is a clean business, with no follow-up of service required. Margins are a trifle lower than is usual in the radio field, but because of the freedom from any servicing expense, a good profit can be made on this basis.

THE moving picture camera will very largely sell itself. Our method is to ask every radio customer, whether he does or does not buy a set, "Wouldn't you like to see some moving pictures? We have some travel pictures (or a reel of beautiful mountain scenes—or some clever children's pictures) made with one of those home motion picture cameras. We should be glad to show them to you if you have time."

One of the demonstration rooms is fitted up a little longer than the others, with a screen at one end of the room, and, if the customer is interested, one or more reels of homemade movies are shown. The bonafide homemade reel, preferably taken by yourself, is better than any professional picture or sample which might be furnished by the manufacturer, although both can be used to good advantage.

In addition to the store demonstration, a certain amount of direct-by-mail advertising is done, folders are slipped into envelopes with bills and the moving picture cameras are kept always in the window. This display brings in many inquiries—in fact, as many of our "double customers" (those who buy both radio and cameras) have originated with the moving picture end as with the radio.

After the sale is once made, there remains an excellent opportunity to sell accessories. No motion picture department is complete which does not carry, besides the camera and projector, such apparatus as screens, various

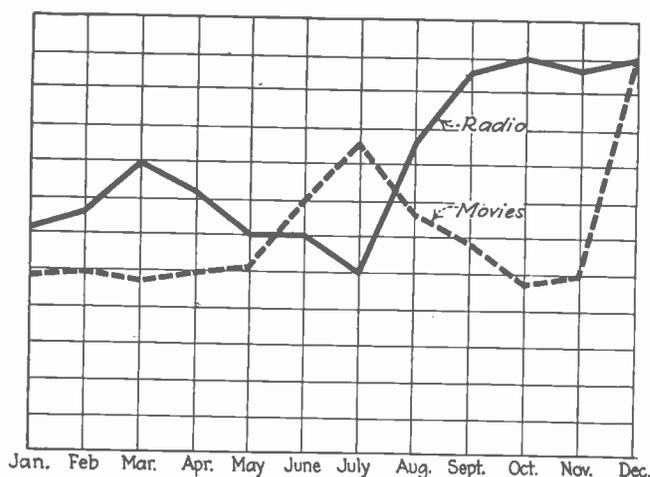
adjuncts of color photography, extra lenses, tripods, film splicers—and films.

A customer is usually good for as large an annual purchase of films as he invested in the original sale. The developing of these films is included in the cost of the original purchase of the negative and is handled by the local agency of the manufacturer, so that the radio merchant need maintain only a counter service. Narrow width 16-millimeter film is used. This is half the width of the professional films which cannot be used for home purposes. However, many of the popular feature films are available in the narrow width for home entertainment purposes.

The tripod is a hobby of my own. All professional cameramen use a tripod to obtain good results and the secret of steady backgrounds and artistic pictures lies in the use of this simple auxiliary. This conviction on my own part, easily demonstrated through the success obtained with my own films, is not difficult to pass on to the customer, with the result that almost every camera which has been sold in our store has included a tripod as part of the original purchase. The repeat customer on films, moreover, is the one who uses the camera, not only for occasional travel pictures, but for recording home scenes. If you can get him to experimenting with homemade plays, he is yours entirely. And for these latter two purposes, a tripod is almost a necessity.

PROJECTORS follow next in the sale. Some few customers purchase the two instruments at the same time and unusual circumstances will lead to the purchase of the projector first for use with commercial films, but in our experience, it is more common for the projector purchase to follow the discovery that the entertainment feature, after all, comes with the showing rather than the taking of the pictures. We maintain a renting service on projectors, charging \$5 a night for the use of an instrument, with the understanding that all rent paid within the first six months may be applied upon the purchase of the instrument if it is bought. This continual return of the customer for films, rental and auxiliary purchases, is one of the most attractive features of the home moving picture business. A film library of standard professional pictures is maintained by the manufacturers in all large centers and is available to all customers on payment of

(Please turn to page 89)



This chart shows the E. A. Portal, Inc., sales curves for radio sets and home motion picture machines. These curves, however, indicate percentages and not the relative importance of the two lines.

New Jersey music merchant stimulates trade by organizing a "one-store show" and giving it lots of publicity.



YOU ARE SUMMONED

to appear at
MONTALVO'S RADIO SHOW
 354 George Street
 New Brunswick, N. J.
 to show cause why you should be without a radio.

APPEAR WITHOUT DELAY!

When Montalvo opened his "radio show," he put up a new front, emphasizing the fact that something new was going on. The whole store front was boarded over, with huge letters announcing the show.

A



"Radio Show"

—in his own store

ELECTRO-DYNAMIC

CALL and HEAR

ADMISSION FREE

DURING RADIO SHOW WEEK

YOU MAY HAVE ANY ATWATER KENT COMPLETELY INSTALLED IN YOUR HOME FOR ONE

\$10

40 WEEKS TO PAY! DOUBLE GUARANTEE, AND YOU DO GET PRICE! TERMS! QUALITY! SERVICE!

TRADE IN YOUR OLD SET!

RAMON MONTALVO, New Brunswick, New Jersey, radio dealer, wanted to sell more sets, so he conceived the idea of a one-store radio show. First of all, he completely boarded up the front of his store. Montalvo's attractive and distinctive establishment is on the main street in New Brunswick and is well known. The boarding-up process was "just to show 'em that something new was going on" and thus excite curiosity.

Circulars headed "You are summoned to appear at Montalvo's . . ." were printed, and admission tickets to the radio show distributed. The show tickets were merely for reminder and publicity purposes, since admission was free.

Radio sets were placed in the lobbies of the State and Rivoli Theatres and supplied continuous music, attracting considerable attention. Attendants interviewed interested persons and handed out tickets to the radio show. They also collected a great many names and addresses, and Montalvo is still working on the prospect list which resulted.

So general was the interest excited by Montalvo's Radio Show, that the local paper, the *New Brunswick Home News*, gave him some excellent write-ups.

At the top are the tickets which were issued for Montalvo's radio show—although admission was free. Below them are the circular and newspaper advertising which added to the publicity given the show.



Here's **L** the Latest

The new residence completely



THAT a modern home should be completely equipped with radio as well as household electrical appliances was foremost in the mind of Harry Hearnen, radio distributor of Trenton, N. J., in building his new home. The results pictured on these two pages, show how a modern house can be completely wired for radio.

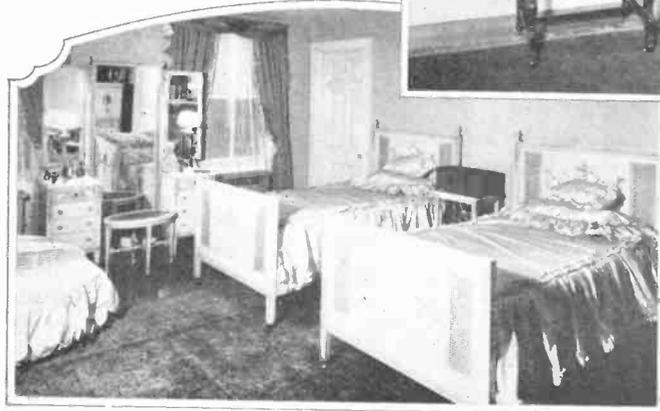
Altogether there are eight rooms completely wired, each one having a large radio wall plate, the size of three single ordinary house-lighting switch plates. Each plate has provision for aerial and ground, properly marked and terminating in the center on tip jacks, a speaker circuit using an open circuit jack, and a double outlet for 110 volts.

The aerial and ground and also the speaker circuits are carried in parallel from room to room and terminate downstairs in the den, as shown in the accompanying diagram. Here the aerial and ground



are connected to the entire system, through a double-pole single-throw switch. This arrangement is unusually satisfactory as it leaves four wires

Radio programs, phonograph reproductions and inter-room communication can be accomplished over Hearnen's system. Above, the sun porch; right, den; below, master bedroom.



Cost of Wiring and Parts of Installation

10 Yaxley radio outlet plates at \$3.....	\$30.00
*230 ft. No. 14 BX at 7c. ft.	16.10
*230 ft. No. 12 BX (duplex for 110-volt circuits) at 12c. ft.	27.60
*460 ft. No. 14 rubber-covered wire at 1c. ft.	4.60
*Knobs, tubes, loom, etc.	3.00
*10 3-gang outlet boxes at 60c.	6.00
6 Centralab volume control plugs at \$2.	12.00
*3 days labor, mechanic and helper (estimated \$16 day)	48.00
Total	\$147.30

*These prices will be found to vary.

Cost of Apparatus

1 Atwater Kent No. 53 complete	\$136.50
2 " " No. 45 " at \$113 ..	226.00
7 " " magnetic speakers at \$20.	140.00
1 electric phonograph and 2-stage power amplifier	180.00
1 microphone	8.00
Total	\$695.00
Grand Total Complete	\$842.80

“Radio Home”

By
H. W.
Baukat

of Harry Hearnen, New Jersey radio distributor, is wired for a variety of radio services



going through the entire house which can instantaneously be made available should it be desired to use these circuits for other purposes.

Hearnen is an Atwater Kent distributor and in the den is an Atwater Kent Number 45 receiver placed in a desk. This set is usually connected to the entire speaker system operating the reproducers in the various rooms. The volume on each reproducer is controlled by the use of a volume control plug. A power amplifier is also located in the den to which is connected, by means of a double-pole double-throw switch, either an electric phonograph, or a microphone. This enables Hearnen to play phonograph records on the entire system or to speak to people in other parts of the house from the den.

Located in the living room is another set, this one with the speaker built-in. This is operated separately from the set in the den. In

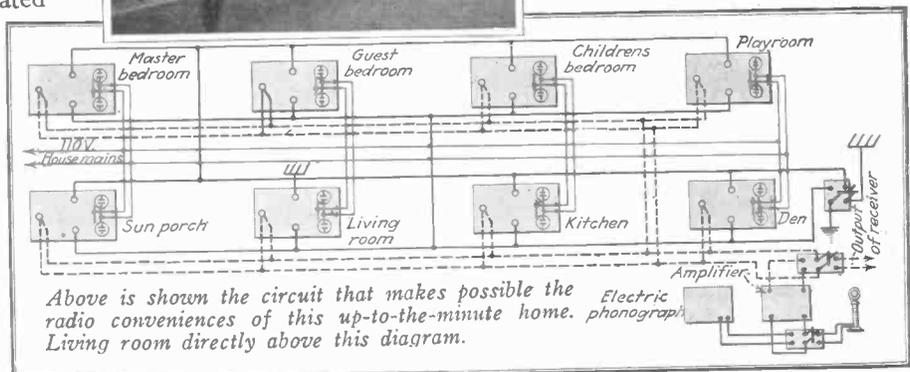
order to do this the aerial connection on the wall plate in the living room is so arranged that a separate antenna is run down through the wall to feed this receiver.

On the sun porch there is an outlet where a magnetic speaker is used. In the kitchen is located another outlet with a magnetic speaker. A set may also be operated at this point, if desired.

UPSTAIRS there are four bedrooms wired for radio, three of which are simply equipped with speakers, but the fourth one, which is the master bedroom, has a separate receiving set with a separate speaker.

The aerial and ground wires through the building are carried out by the open wiring method and spaced one foot apart. Number 14 rubber-covered wire is used with porcelain knobs and tubes. All wires are carefully kept away from all BX and metal pipes. The other circuits are wired with Number 12 BX and the 110-volt circuits are connected on the general house wiring at convenient points. All the wiring was done while the house was in course of construction.

As mentioned before, the speaker circuit and the aerial and ground circuit can be disconnected in the den. This is sometimes very useful. Take, for instance, the case where a person is sick but it is impossible for someone to be in attendance at all times. In such emergencies, the aerial and ground circuit can be disconnected downstairs, the power amplifier turned on and connected to the speaker system and the microphone taken upstairs to the sickroom. Here it is placed on the aerial and ground circuit which goes to the amplifier input, returning on the speaker circuit.



Radio Retailing

A McGraw-Hill Publication

APRIL, 1929

Vol. 9, No. 4

Our Future Lies in

“Home

Where Will We Be a Few Years From Now?

SPECULATION as to the future is always a ripe subject for discussion. An article in this issue advances the interesting prediction that radio will develop into a “home entertainment” industry, making and selling a variety of instruments designed for home entertainment, including radio receivers, phonographs, home motion picture cameras and projectors, home “talkies,” and, some day, television receivers.

These new developments augur well for the future of radio. We will grow and expand not only in our own field, but in allied fields of home entertainment. Radio, like a great magnet, will reach out and attract to it similar industries which serve the same fundamental purpose. The radio trade will sell all forms of such instruments. Radio stores will become known as “home entertainment headquarters” and the radio industry will include manufacturers of those products as “part of the family.”

“Home movies” is a new field. It is going through the same process of incubation that radio went through a few years back. The radio trade can help it, and encourage it, and develop it, and sell its apparatus, and, in time, the benefits will be mutual. And with radio equipment used to reproduce the “talkie” part of the “home talking movies,” the tie-up becomes perfect. Public demand is just beginning, and the radio trade is the ideal distribution set-up through which this development can be merchandised.

A few years from now, radio and phonographs will be only parts of our vast “home entertainment” industry.

Tell Your Customers These Facts About Broadcasting

THIRTY MILLION dollars invested in production machinery—and the product it turns out doesn't cost the consumer one red cent. Last year the 610 broadcasting units in the United States spent over \$45,000,000, Mr. Dealer, to keep *your* customers sold on radio. What are you doing for them? What are you doing for yourself, for that matter, to *cash in* on this wealth of talent behind the microphone? Are you merchandising radio's wonderful programs? Are you painting the picture of that vast fabrication of effort that goes into them? Are you telling your prospects and customers about these things?

Instead of just taking chain hook-ups and hard-working local broadcasters for granted why not cultivate an appreciation, on the part of your prospects, for this stupendous investment, this staggering entertainment operation? Is it not reasonable to suppose that such an attitude on your part will speed your own sales and encourage the effort of broadcasters as well?

Here's the picture:

A typical 20-station hook-up requires 9,500 miles of

leased telephone wires. It involves the services of 140 persons.

For every 70 miles of telephone transmission there must be provided a “repeater station”—generally with attendant.

Two circuits must be maintained; one for the program and the other for communications.

Radio must have better circuits than for ordinary telephony—many hundreds of miles of new lines have been erected.

The average 30-minute commercial program requires at least two hours preliminary rehearsal.

The effort involved in preparing a daily program for a national hook-up is comparable to that of staging a Broadway musical production.

FINANCIALLY SPEAKING

Six hundred and ten stations spent \$45,000,000 last year to furnish free radio entertainment for the public. Ninety per cent of this amount was provided by 120 leading operators.

Here are the major expenses involved: Talent; leasing wires; copyright fees; station tolls; administrative; technical operation; legal fees; legislative contact.

This expenditure does not include depreciation—which, to date, has been at the rate of 20 per cent per year with all first class stations.

The average local, 5,000-watt plant, represents an investment of \$130,000 and a total operating expense, per annum, of a like amount. Twenty-five persons are required to man it.

And over \$23,000,000 will be spent on chain programs alone, in 1929, by NBC and Columbia.

When a radio merchant promotes programs and lends his moral support to the work being done by the broadcasters, not alone is he discharging an obligation to the industry, but he is helping his own business in the most logical and effective manner.

Learn the Game of Business

IN THE *Saturday Evening Post* recently there appeared this quotation:

“A good thing to remember is this: Business is a game for professionals, not amateurs. There isn't any business that is easy, and there is intense competition in every business. The exceptional man makes money. The average man makes a living. The under-average man goes bankrupt. When you go into a business you don't know, you are under average. You are an amateur trying to compete with professionals, and the professionals always win.”

Which one of these classes are you in? If you are not a “top” man what is to prevent you from changing your course now? Study merchandising problems, learn the game so that no one can call you an amateur.

Entertainment

Home Movies,
The Game of Business,
A Great Operation, Co-operation,
and other things discussed
by the editors

Removal of Serial Numbers Condemned at Buffalo Convention

ONE of the many vital issues discussed at the Buffalo convention of the Federated Radio Trade Association pertained to the removal of serial numbers or other identification marks, from radio apparatus. It was the unanimous opinion of dealers and jobbers alike that state and national legislation should be advocated making it a felony to remove such manufacturers' designations.

The removal of serial numbers on sets is generally done for an ulterior purpose not consistent with the best interests of the industry.

The Buffalo convention advocated that steps be taken, both by local trade associations co-operating with their state representatives, and by the F.R.T.A. at Washington, toward the passage both locally and nationally, of legislation prohibiting this practice.

Section 1 of a typical bill discussed at Buffalo, based on the phraseology of an Illinois bill recently passed, and which is recommended for other states, reads as follows:

"Any person who removes, alters, defaces, covers or destroys the manufacturers' serial number or distinguishing number or identification mark upon any machine or other article of merchandise for the purpose of concealing or destroying the identity of any such machine or other article of merchandise or who sells or offers for sale, or who owns or has the custody or possession of any machine or article of merchandise the serial number or distinguishing number or identification mark of which has been removed, altered, defaced, covered or destroyed shall be liable to a fine of not more than two hundred dollars (\$200.00) or imprisonment in the county jail for a period not to exceed six (6) months or both."

Reconstruct When You Can't Re-Sell

THERE are 9,000,000 homes with radio sets in this country. But, of this number, 4,300,000 are potential buyers of new sets because the sets they own are now obsolete.

Yet, a large proportion of sets classed as obsolete are owned by people to whom the purchase of such a set was looked upon as an investment. Not everyone can afford to buy a new set so soon and scrap their previous investment.

So—where it is unwise or impossible to re-sell, why not re-build the old set? Modernize it, bring it up-to-date by inserting new coils or condensers to improve the tuning. Or, put in new tubes together with improved audio transformers. A neat profit can be made in this way—and remember this axiom—keep your sales appeal within the range of the customer's pocketbook and he'll come back when he has more to spend.

Jobber-Dealer Co-operation Is Mutually Profitable

THE story of the jobber who sold over a million dollars' worth of radio sets in three months by helping to create business for his dealers, as told in this issue, is a noteworthy example of the results of active co-operation between jobber and dealers.

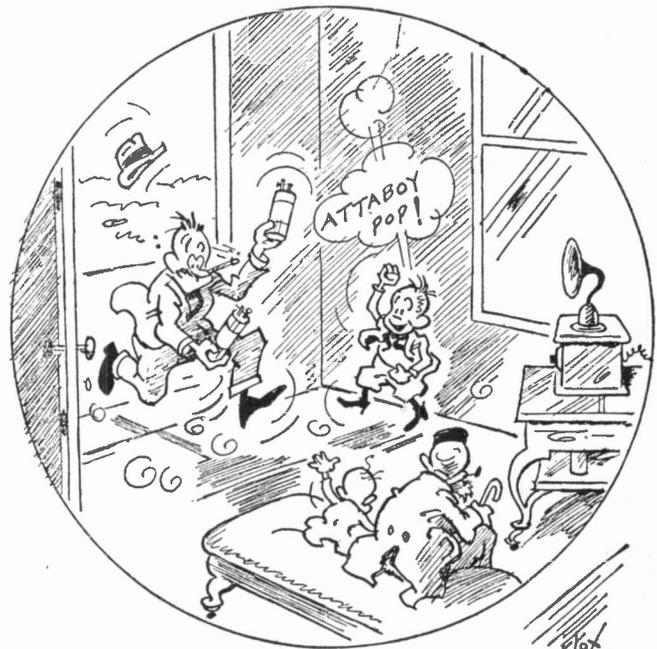
Success inevitably follows in the wake of any sales campaign in which they co-operate. The jobber contributes the plan of action and invests the necessary capital for promotional material: the dealer contributes the effort which makes the actual sale. Each profits from the contribution of the other.

The jobber owes it to himself to take an active interest in the sales activities of the dealers because, after all, their success is his success. And the dealer should be able to look to the wholesaler for the counsel and aid which, very often, he so badly needs.

Such real co-operation is an investment in profit. It is another justification of the jobber in the distribution mechanism.

We present this story of jobber-dealer co-operation as a good example of what the radio industry is capable of doing—when it wants to do it.

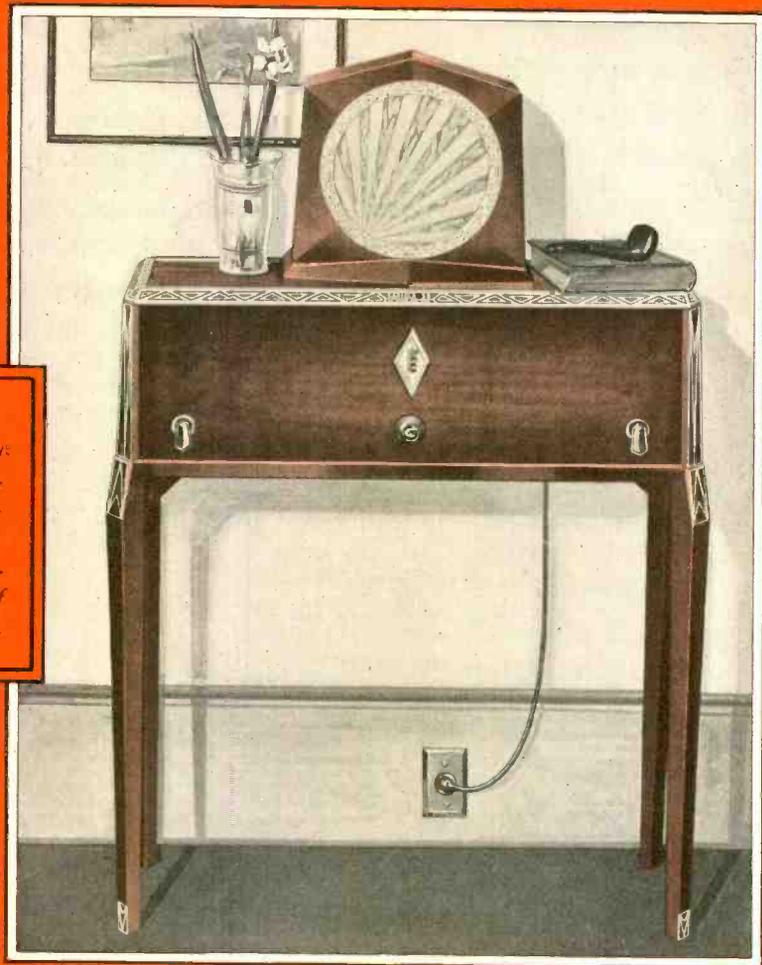
"Play Ball!" It Starts This Month!



(C) 1929, The Bell-Syndicate, Inc.

THE "BATTERIES" FOR TODAY'S GAME!!

ANOTHER fine achievement in radio set design



RCA RADIOLA 33

Console type of tuned-radio-frequency receiver for house current operation. (A. C.) \$77.50 (less Radiotrons).

RCA LOUDSPEAKER 100B

With the rich, mellow tone characteristic of the popular "100" type of reproducer. \$22.

RADIO CORPORATION OF AMERICA · New York · Chicago · Atlanta · Dallas · San Francisco

RCA RADIOLA

MADE BY THE MAKERS OF THE RADIOTRON

The same changes in filament circuit characteristics are required when substituting a 171A in place of a 171 tube in storage battery or "A" eliminator circuits.

When 112A or 171A tubes are substituted in place of 112 and 171 tubes, respectively, in A.C. receivers in which the filaments of the tubes are heated from the filament windings of a power transformer, no changes are necessary since the tubes will automatically draw the proper amount of current from the windings.

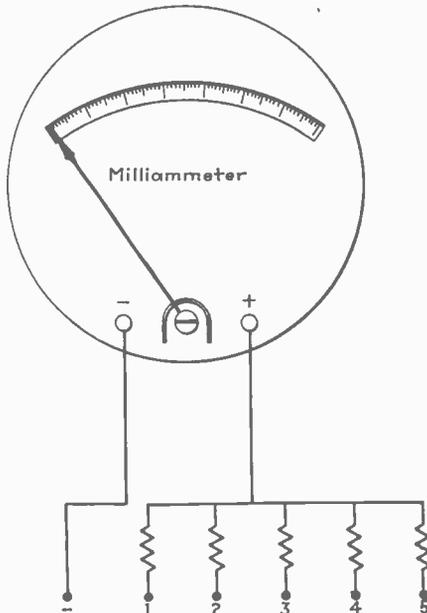
When 240 high mu tubes are substituted in place of 201A tubes in resistance-coupled amplifiers, best results can only be obtained if the values of plate and grid resistors are changed to .25 megohm for the plate resistors and 2 megohms for the grid resistors with coupling capacities of .006 mfd. The plate voltages applied to the "B plus" terminals of the plate resistors should be at least 135 volts and preferably 180 volts and the grid bias should be reduced to not more than 1.5 for 135 volts on the plate or 3 volts for 180 volts, plate.

The 280 full-wave rectifier tube superseded the old 213 full-wave rectifier tube and may be substituted in place of the 213 without any changes in wiring.

The 281 half-wave rectifier tube superseded the old 216B half-wave rectifier and may be substituted in its place without any changes in wiring.

Using a Milliammeter for a Voltmeter

By using a multiplier of the proper value a good milliammeter may easily be used as a voltmeter. As a guide for doing this the following table has been prepared. The first column is the full scale deflection value of the milliammeter to be used. The figures in the top line are the values of multipliers to use and in the column directly beneath is the full scale deflection in volts to be had.



Multiplier for Milli-ammeters	1,000 ohms	10,000 ohms	100,000 ohms
Full Scale Deflection of Milliammeter	Volts	Volts	Volts
1.	1.	10	100
1.5	1.5	15	150
2.	2.	20	200
3.	3.	30	300
5.	5.	50	...
8.	8.
10.	10.

Also the scale reading of a voltmeter

THE SPORT SHOP
BERGEN 5166 OPP. JOURNAL SQ. STATION

14 JOURNAL SQUARE
(HOTEL CARELL BUILDING)
JERSEY CITY, N. J.

SERVICE CALL

No. **99** Date

Name

Address

Floor Apt.

Time Arrived Time Left

Pay Service Man \$.....

Trouble Reported

Trouble Found

Parts Used

Merchandise on Trial

The trouble with our Radio has been adjusted to our satisfaction.

Sign Here

ALL EQUIPMENT C. O. D.

This "Service Call" form was designed by the Sport Shop of Jersey City, N. J. Before this form was used servicemen would drop into the movies occasionally, or there would be a dispute about the amount of labor charges. This simple little record blank has practically eliminated these drains upon profits. Getting the customer's signature under the sentence which reads "The trouble with our radio has been adjusted to our satisfaction," has also saved us a world of trouble.

may be increased by inserting a resistance equal to the internal resistance of the voltmeter. An equal resistance increases it twice, double the resistance increases it three times and so on, according to the scale desired.

Tubes Main Source of Faulty Reception

Generally speaking there are few points of wear in a radio receiver and consequently there is very small chance of anything going wrong, provided the receiver is properly constructed to begin with.

Practically the only parts that are adjusted or moved in the operation of the receiver are the variable tuning condensers and the volume control and these are so constructed that with ordinary usage they will last for years.

Although to all outward appearance, the vacuum tubes are "at rest" the activity that goes on inside the radio tubes is such as to be almost beyond comprehension. Every second that the tube is in operation, literally billions of electrons are being shot out from the filament of the tube so that while the supply is almost unlimited, the time will come, sooner or later, when the electron emission from the filament will drop off.

When that time comes, the condition that exists is very similar to what takes place when the fire under a boiler is allowed

to die down. There will still be some power in the steam produced by the boiler, sufficient perhaps to run an engine at low speed to drive a light load, but if power is required to drive a heavy load at high speed, the "pep" will be lacking.

With average usage the radio tubes in a receiver will give excellent results for about a year. At the end of that time they should be carefully tested and those that show any indication of being below part should be discarded and replaced with new tubes. It is generally poor policy to use new tubes with old tubes unless the old tubes test up very well, because the changed characteristics of the old tubes, necessitating higher filament and plate voltages to produce average results, cause these excessive voltages to be applied to the new tubes with disastrous results.

Attempts to use a radio tube till it gasps out its last breath are just as ridiculous as using an auto tire until the fabric is worn down to such a point that constant repairs and the danger of a blowout at any moment must be expected.

Audio Circuits Need Care

Unless care is taken to use a suitable circuit containing bypass condensers and filter resistors, the advantages which can be gained by using a good husky transformer with a large core and high impedance windings are lost. One of the main difficulties met with in audio amplifier circuits using these high grade transformers is feed-back from the power stage into the grid circuit of the first audio stage. In using these transformers, a resistor of from 10,000 to 50,000 ohms should be connected between the "F" terminal of the transformer and the grid return to the "B—" of "C—" lead to which the "F" terminal of the transformer is ordinarily connected. A by-pass condenser of at least 1 mfd. should be connected between the "F" terminal of the transformer and one of the filament terminals of the tube.

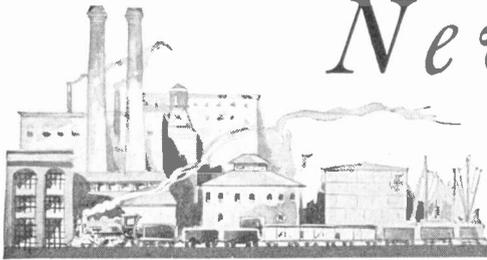
The 50,000 ohm value is best suited for the first audio stage. The 25,000 ohm value can be used to advantage in the power stage with 171A or 210 tubes, while the 10,000 ohm value will usually be found more satisfactory with the 250 tube.

Tube Life Test Report

From the Ken-Rad Corporation, at Owensboro, Kentucky, manufacturer of tubes, comes the information that on November 28, 1927, six No. 201-A tubes from regular production were put on the life rack. They have been subjected to tests at varying intervals and on January 7, 1929, they were again tested and found to be fully operative with characteristics practically the same as at the beginning of the test. This continuous operation now amounts to approximately 10,000 hours and it is believed that this is merely a record.

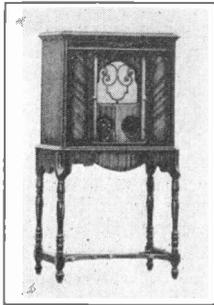
Oil Burner Interference Information

A bulletin which provides quite a bit of helpful material relating to radio interference caused by motors and other electrical equipment used with oil burners, has recently been issued by W. K. Fleming, Chief Engineer of the Tobe Deutschmann Corporation of Canton, Mass. They will be very glad to send these to anyone interested, and help any service man in solving his interference problems.



New Products for

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



Console Cabinets

The Ebert Furniture Company, Red Lion, Pa., has entered the radio field and is making two console cabinets, both for Atwater Kent sets 40, 42 and 46, although special panels will be cut for other standard sets. They are made of five-ply American and African walnut veneers finished by the hand-rubbed lacquer process, and have sliding doors and the proper baffle board.

Model 71, illustrated, is 52 in. by 27 in. by 17 in. with the set compartment measuring 23 in. by 13½ in. by 9 in. The intended retail price is \$46.25.

Model 70, has the same dimensions as the above cabinet and differs only in the decorations and shape of the side panels. Price, \$46.25.—*Radio Retailing*, April, 1929.

Jensen Reproducer

The auditorium dynamic speaker unit made by the Jensen Radio Manufacturing Company, 338 N. Kedzie Avenue, Chicago, Ill., may now be had housed in the new Imperial model cabinet, with hand-rubbed walnut finish. A toggle switch is provided for controlling the field current. Available for operation on 110 volt A.C. or D.C. The intended retail price of the A.C. model is \$100.—*Radio Retailing*, April, 1929



Sound Reproducing Device

The Auditone Company, 522 S. Clinton Street, Chicago, Ill., is making a portable sound reproducing device to provide con-

tinuous music for parks, carnivals, moving picture theatres, etc. It consists of a steel cabinet equipped with a double phonograph record attachment and batteries. The music is amplified through two medium sized horns, one of which is for the lighter tones and the other for the heavier tones.—*Radio Retailing*, April, 1929.

Grille Cloth

The Tindall Fabrics Corporation, Pawtucket, R. I., is in a position to work out, according to specifications, special constructions, patterns and colors in radio grille cloth.—*Radio Retailing*, April, 1929.



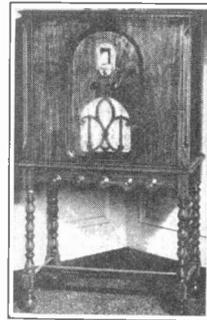
A.C. Sets and Combinations

Two radio receivers and two radio-phonograph combinations are included among the new products made by the Electrical Research Laboratories, 2500 Cottage Grove Avenue, Chicago. Model R-1 has five 266's, one 227, two 250's and two 281 type tubes and a dynamic speaker. The intended retail price of the receiver, in a console cabinet, is \$285; of the radio-phonograph combination, with tip jacks for plugging in the pick-up, \$425.

Model R-2 has four 226's, one 227, two 171A's and one 280 and dynamic speaker. The console receiver is \$215; the radio-phonograph combination, \$325.—*Radio Retailing*, April, 1929.

Power Amplifier for Theater Use

A two-stage light-socket audio amplifier is being made by Silver-Marshall, Inc., 846 W. Jackson Boulevard, Chicago, Ill. Its two stages use one 226 and one 250 type tubes and the full wave rectifier uses two 281 tubes, delivering sufficient voltage to the 250 tube to secure a maximum undistorted power output of about seven to eight watts according to the maker. It is not equipped with output transformer and is intended to operate from one to ten dynamic speakers for theater or other uses. The size is 21 in. by 5½ in. by 5½ in. and it lists at \$125, less tubes.—*Radio Retailing*, April, 1929.

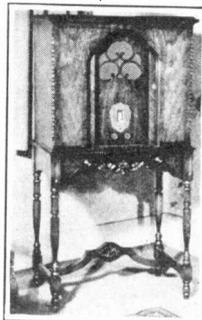


1929 Steinite Line

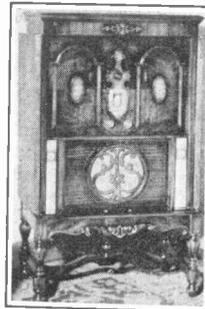
Three radio receivers and a radio-phonograph combination have been announced by the Steinite Radio Company, 506 S. Wabash Avenue, Chicago, Ill.

The table model 261 uses four 226 type tubes, one 227, one 280, and one 171A. The cabinet is made of Tanguille, finished in duco. The intended retail price is \$75 less tubes.

Model 40, above, uses the same tubes with the exception of two 171A's in push-pull amplification, and has a built-in electro-dynamic speaker. The intended retail price is \$135, less tubes.



Model 50, above, uses three 226 tubes, two 227's, two 281's and two 250's in push-pull amplification. The cabinet is made of walnut with sliding doors of diamond-matched walnut and houses the electro-dynamic speaker. Price, \$185, less tubes.

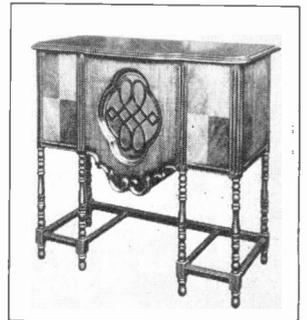


Model 102, above, a radio-phonograph combination, has the same chassis as model 50. The walnut cabinet has doors of dia-

mond matched walnut and two record albums, one on either side of the grille. The intended retail price is \$250, less tubes.—*Radio Retailing*, April, 1929.

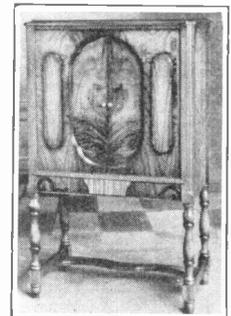
Graybar Speaker

A new electro-dynamic speaker has been introduced by the Graybar Electric Company, 420 Lexington Avenue, New York City. It is known as Model 33, and includes the latest developments which, according to the manufacturer, reproduce both the low and high frequencies with uniform efficiency. It is enclosed in a table constructed of five-ply walnut veneer with a high-lighted walnut finish. The intended retail price is \$90.—*Radio Retailing*, April, 1929.



Console Cabinet

The illustrated cabinet built to accommodate Crosley and Atwater Kent sets is being made by the Corbett Cabinet Manufacturing Company, St. Marys, Pa. Special baffles are installed for the speakers which go with these receivers. Cabinets are also available for Fada, Bosch, Eveready, Freed-Eisemann, Buckingham and other receivers ranging in price from \$19.50 up.—*Radio Retailing*, April, 1929.

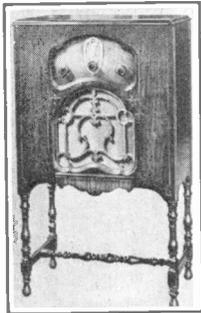


Power Tube

A 471B power tube for battery operation similar to the 471A for A.C. operation in the matter of plate, grid bias and low output impedance, is now being made by the DeForest Radio Company, Jersey City, N. J. The filament current has been reduced to .25 ampere.—*Radio Retailing*, April, 1929.

Dealers to SELL

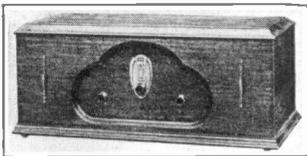
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New Brandes Line

The Brandes Corporation, Newark, N. J., a subsidiary of the Kolster Corporation, has announced a line of three sets. The six-tube chassis, which is common to each model, has three stages of r.f., detector and two stages of audio amplification. Type 227 tubes are used in all stages, with the exception of a 171A tube in the last audio, and the full wave rectifier. Each set is equipped with a jack for plugging in a phonograph pick-up.

The illustrated table model, B-10, may be used with either a magnetic or a dynamic



speaker. It measures 10 in. by 12 in. by 24 in. and retails for \$85.

Model B-11 is a console with built-in dynamic speaker. The cabinet has a recessed panel, silk-covered grille and oriental walnut pilasters. The intended retail price is \$135.

Model B-12, illustrated, has scroll work on the front, satin wood overlay and carved grille. It has a 10-inch dynamic cone and is priced at \$165.—*Radio Retailing*, April, 1929.

New Arcturus Tubes

The Arcturus Radio Tube Company, Newark, N. J., has just announced three new tubes.

Type 145 is a power tube with an undistorted power output of 1.7 watts at a maximum plate potential of 250 volts, which is equal to that of the 210 tube but secured at a much lower plate voltage, according to the manufacturer.

Type 122 is an A.C. screen grid tube of the heater cathode type and is mounted in the UY five-prong base. It has the following characteristics: heater potential, 2.5 volts; heater current, 1.75 amps.; plate potential 180 volts; shield grid potential, 75 volts; control grid bias, 1.5 volts; amplification constant 400; plate resistance, 400,000 ohms; and, mutual conductance, 1,000 micro-mhos.

Type 127A is an improved 2.5

volt five prong A.C. detector tube replacing the 127. The interelectrode capacity has been reduced to a minimum and uniformity in this capacity is maintained, according to the manufacturer, with all tubes.—*Radio Retailing*, April, 1929.

Console Cabinets

The illustrated cabinet, model 111, made by the Radio Cabinet Co., 818 Butterworth, S. W., Grand Rapids, Mich., is designed along Gothic lines, with applied pilasters enclosing the butt walnut panels. The inside dimensions are 20 in. high by 21½ in. wide by 12½ in. deep with a 11 in. wide panel. A baffle board is furnished. The intended retail price is \$60.



Model 220 has sliding doors of matched rosewood with a front of butt walnut. It will accommodate practically any popular make set. The inside dimensions are 20 in. high by 22½ in. wide by 12½ in. deep. The intended retail price is \$70.

Other cabinets are also available at prices starting at \$39.—*Radio Retailing*, April, 1929.

Automatic Phonograph

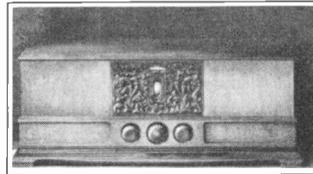
The "Audiophone" automatic phonographs made by the J. P. Seeburg Piano Company, 1508 Dayton Street, Chicago, Ill., are available in amplified and non-amplified models. They play eight records, and have the built-in coin collector, although additional wall coin boxes may be obtained. The intended retail price of the amplified instrument is \$1,250, and of the non-amplified, \$885.—*Radio Retailing*, April, 1929.



New Eveready Line

Four new sets and a speaker have just been announced by the National Carbon Company, 30 E. 42nd Street, New York City.

The seven-tube chassis, common to each, has three stages of radio frequency amplification, detector and two audio stages, the last of which has two 171A tubes in push-pull. The tubes used are five 227's, two 171A's and a 280 rectifier. A new type of tuning system employing a variometer to tune the first circuit is featured, thus making the sensitivity of the set more uniform throughout, according to the maker. Each model has a flapper-type condenser antenna trimmer, volume control and



phonograph connection. The consoles have a built-in dynamic speaker.

Model 31, the illustrated table set, comes in a walnut finish cabinet with contrasting carved grille. A snap switch is provided so that either a magnetic or dynamic speaker may be used. The intended retail price is \$115, less tubes.

Model 32, a small console, is enclosed in a cabinet of walnut finish and retails at \$175, less tubes.



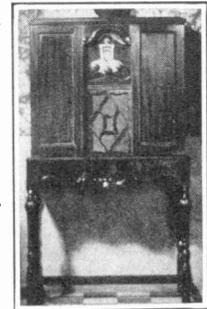
Model 33, the illustrated console, is larger and more decorative than model 32 and lists at \$210, less tubes.

Model 34, a de luxe console, has a walnut finish cabinet with fine carving. Price, \$225, less tubes.

The reproducer, model 6, is housed in an attractive cabinet with carved grille, and is matched with the Eveready sets. The intended retail price is \$50.—*Radio Retailing*, April, 1929.

B-Battery

An extra heavy duty B-battery has been brought out by the French Battery Company, Madison, Wis. It has cell pocket construction and is of a convenient size to fit in console radio sets. Price \$4.25.—*Radio Retailing*, April, 1929.



Bosch A.C. Set

A new console model A.C. receiver, model D, has been introduced by the American Bosch Magneto Corporation, Springfield, Mass. It has the model 28, eight-tube chassis and a dynamic speaker with a special high power supply. The cabinet, which follows the Tudor Influence, is made of selected veneers and has a single sliding door. The intended retail price is \$225.—*Radio Retailing*, April, 1929.

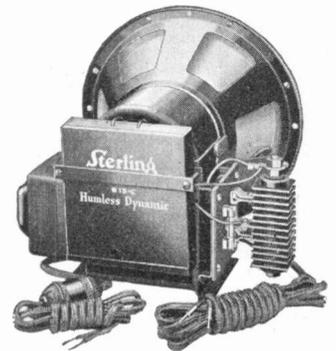
Aerials

The new "Kabinettenna," brought out by Yahr-Lange, Inc., Milwaukee, Wis., in addition to an inside aerial, provides electric power for the dynamic speaker and radio chassis by means of a single plug in the wall socket. The intended retail price is \$4.50.

The new Ball aerial is non-directional, and incorporates improvements over the old model. A condenser under the ball acts as a neutralizer for the entire antenna system. Intended retail price, \$4.75.—*Radio Retailing*, April, 1929.

Dynamic Speaker Chassis

The R-13C dynamic speaker chassis offered by the Sterling Manufacturing Company, 2831 Prospect Avenue, Cleveland, Ohio, is equipped with a high-capacity filter condenser connected across the rectifier field, which according to the maker, eliminates the hum. The intended retail price for 100 to 125 volt, 60 cycles, is \$43.—*Radio Retailing*, April, 1929.



Some New Portable Phonographs Offered for the 1929 Season



Sonora Phonograph Company

Model A-10 portable phonograph introduced by the Sonora Phonograph Company, 60 West 57th Street, New York City, comes in a Morrocoline case in brown or blue. It has the spring type motor which plays two records at one winding. It weighs 21 pounds and carries six records. The intended retail price is \$30.—*Radio Retailing*, April, 1929.



Astral Radio Corporation

The portable phonograph made by the Astral Radio Corporation, 1812 Chestnut Street, Philadelphia, Pa., comes in three models. The "Serpentine," illustrated, is sturdily built and light in weight. The intended retail price is \$25. Models 1 and 2, in wood cases, come in blue, red, black and brown and play two 10 in. records at one winding. The intended price of Model 1 is \$25, and model 2, smaller in size, is \$12.50.—*Radio Retailing*, April, 1929.

Brunswick-Balke-Collender Co.

Two portable phonographs are being made by the Brunswick-Balke-Collender Company, 629 So. Wabash Avenue, Chicago, Ill. Model 106 in a fabrikoid covered wood case comes in black and blue and plays two records at one winding. The intended retail price is \$25. Model 108, in a brown fabrikoid covered case has a two-spring motor and plays three records at one winding. The intended retail price is \$35.—*Radio Retailing*, April, 1929.



Continental Corporation

The "Concert Master" portable made by the Continental Corporation, 1603 S. Michigan Boulevard, Chicago, Ill., will reproduce all records except Edison. The case is covered in waterproof Dupont fabrikoid in a choice of colors, which include royal blue, rose red, wine red, dark grey and black, all embossed with black. The motor plays two records with one winding. The intended retail price is \$20.—*Radio Retailing*, April, 1929.



Caswell Manufacturing Co.

The illustrated "Gypsy" model portable phonograph offered by the Caswell Manufacturing Company, St. Paul Avenue at 10th Street, Milwaukee, Wis., comes in red, blue, brown and black, and lists at \$20. Models 12 and "Melody" come in black, brown, blue, red and green, and are \$12.50 and \$15, respectively. The Monarch model in black, blue, brown and red, is \$25, and the Aristocrat in black only is \$35.—*Radio Retailing*, April, 1929.



Lifton Manufacturing Company

The Lifton Manufacturing Company, 40 West 20th Street, New York City, makes five models of portable phonographs, each with the Heineman one-spring motor. They come in black, blue, brown and red. Model 5 has an intended retail price of \$12.50; model 11, \$15; model 12, illustrated, \$17.50; model 20, \$20; and model 70 is \$25.—*Radio Retailing*, April, 1929.



Victor Talking Machine Company

The illustrated portable Victrola, made by the Victor Talking Machine Company, Camden, N. J., comes in a blue or brown fabrikoid covered case, padded top and bottom. It has the Orthophonic type sound box; plays both ten and twelve inch records; has spring motor and carries ten 10-inch records. The intended retail price is \$35. Model 2-35 covered with black fabric with Orthophonic type sound box is \$25.—*Radio Retailing*, April, 1929.

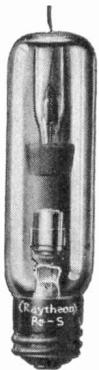
Allen-Hough Mfg. Company

This portable phonograph, model 8, is being made by the Allen-Hough Manufacturing Company, 14th and Clark Streets, Racine, Wis. It comes in a Dupont fabrikoid covered case, red or blue, and has an intended retail price of \$25. Model 5, in red, blue or black, is \$20; model 22 in red, black, blue or brown, is \$17.50; and the Rotrola model which may be had in a solid walnut or Dupont fabrikoid case, with an electric rotor type of motor is \$35.—*Radio Retailing*, April, 1929.



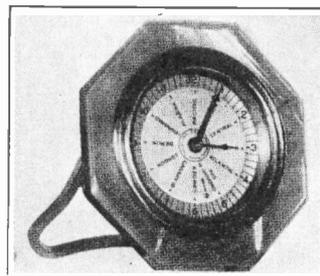
Rectifying Tubes

The new "S" rectifier made by the Raytheon Manufacturing Company, Kendall Square, Cambridge, Mass., is designed to supply from 2,000 to 3,000 volts and direct current up to 300 milliamperes, and is especially adapted, with proper filters, for supplying the plate voltage of X852, X860, X861 and V204A transmitting tubes. Price, \$25. The new type SX-866 is designed to supply 1500 to 2000 volts at currents up to 250 milliamperes, with suitable filters, and is especially adapted for supplying the plate potential for X210, X852, X860, V211, or V203A transmitting tubes. Price, \$12.50.—*Radio Retailing*, April, 1929.



A.C. Tube Checker

An A.C. operated tube checker has been placed on the market by the Radio Products Company, Dayton, Ohio. It tests both A.C. and D.C. tubes and is equipped with a standard milliammeter. The case, of moulded Bakelite with a leather carrying strap, measures 7 in. x 5 1/2 in. x 2 1/2 in. The intended retail price is \$26.50.—*Radio Retailing*, April, 1929.



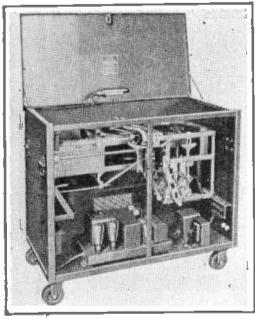
Radio Clock

Of interest to short wave fans is the "Around the World" clock, improved model, made by the Gardner Clock Corporation, 500 Fifth Avenue, New York City. By this clock eastern, central, mountain and Pacific time in the United States, as well as time in Berlin, London, Rio de Janeiro, and other im-

portant centres can be told at a glance. It may be had in a number of models, with either a 30-hour or an 8-day movement, ranging in price from \$5 to \$20. The illustrated style has a 30-hour movement, stands 3 1/2 in. high by 3 1/2 in. wide, with an easel back, and comes in blue, green, maize and rose. Price, \$6.—*Radio Retailing*, April, 1929.

Seven-Tube Chassis

A chassis which can be installed in any cabinet having a receiver compartment of 6 1/2 in. by 20 in. by 11 in., and a front panel 3/4 in. or 1 in. thick and 10 1/2 in. wide, is announced by F. A. D. Andrea, Inc., Long Island City, N. Y. It is the same electrically as model 16, except that it has been modified in mechanical construction to eliminate microphonic difficulties when incorporated in console cabinets with built-in speakers.—*Radio Retailing*, April, 1929.



Portable Radio Set

The "Tom Thumb" portable radio set being made by the Automatic Radio Manufacturing Company, Inc., 332 A Street, Boston, Mass., comes in two models, one for outdoor use and one for use in hospitals, hotels, schools, etc., where D.C. is available.

The battery model uses one 222 screed grid tube and three 199 tubes and comes complete with three dry cells, two 45-volt B-batteries, and one 4½-volt C-battery. It is entirely self-contained with aerial, speaker, etc., and comes in a compact traveling case, with handle. The intended retail price is \$57.50, less equipment.

The model for operation on 110 volt, D.C., uses one 222 D.C. screen grid tube and three 201A tubes. The intended retail price is \$87.50, less tubes.—*Radio Retailing*, April, 1929.

Automatic Phonograph

The Park model "Orchestra-trope," made by the Capehart Automatic Phonograph Company, Huntington, Ind., is enclosed in an all-steel cabinet with the regular Orchestrope chassis. It operates on 110 volt A.C., and uses 200 watts. It has three stages of amplification using two 250 tubes in push-pull. Provision is made for connecting a remote speaker and additional amplifying equipment can be supplied on special order. It is 35 in. high by 40 in. wide by 21 in. deep. Intended retail price, \$1,250.—*Radio Retailing*, April, 1929.



Temple Speakers

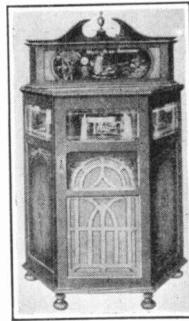
The Temple Corporation, 5253 W. 65th Street, Chicago, Ill., offers three new models in its 1929 line. The illustrated speaker, a dynamic, may be had for operation on 110 volt, 60 cycles; 110 volt D.C., or 6 volt D.C., and lists at \$52.50; for 110 volt, 25 cycles, the intended retail price is \$57.50. Chassis only, for all models except the last named is \$35; and for 110 volt, 25 cycle A.C. the price is \$39.

Model 5, a magnetic reproducer, is encased in a walnut cabinet, clock style, and retails for \$27.50. This chassis built in a baffle box, 9¼ in. square by 7½ in. deep is \$15; chassis without housing, \$14.

Model 17 has a center-line air column length of 54 inches and is equipped with the Temple double action unit. The intended retail price is \$23.50.—*Radio Retailing*, April, 1929.

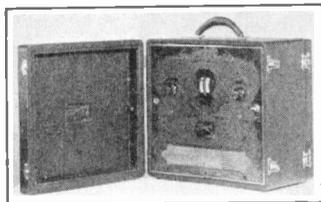
Electric Phonograph Motor

The Lakeside Supply Company, 73 W. Van Buren Street, Chicago, Ill., sole distributor, is marketing the Arnold electric phonograph motor. It has the Universal type motor and operates on 100-125 volt, 25-60 cycles. The intended retail price of the motor only is \$21. With turntable, automatic stop, and speed control the price is \$32.40, nickel plated, and \$36.40, gold plated.—*Radio Retailing*, April, 1929.



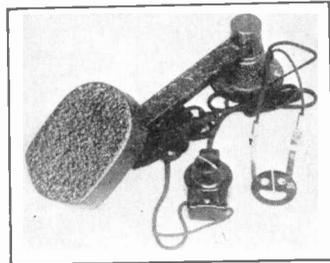
Automatic Phonograph

The automatic phonographs made by Holcomb & Hoke, 1545 Van Buren Street, Indianapolis, Ind., operate on 110 volt, 60-25-40 cycle current, as well as D.C., and play ten records on one side. The coin box is built-in, but wall coin boxes may be used also. Two models are available, the Grand model, illustrated, and the Super-tone.—*Radio Retailing*, April, 1929.



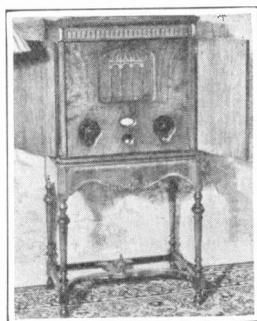
Phonograph Pick-up

An improved model of the magnetic phonograph pick-up made by the Best Manufacturing Company, 1200 Grove Street, Irvington, N. J., has been announced. It comes complete with volume control and tube adapter and is finished in a gold crackle effect. The intended retail price is \$14.50.—*Radio Retailing*, April, 1929.



Red Lion Cabinet

The model 4700 cabinet for Atwater Kent set 47, made by the Red Lion Cabinet Company, Red Lion, Pa., is similar to model 155. It is equipped with a five-ply, extra heavy, baffle board and has double hinged doors. It is finished in walnut and measures 26 in. by 16 in. by 51 in. The intended retail price is \$50.—*Radio Retailing*, April, 1929.



Hum Eliminator

The rectifier hum can be eliminated by the Sterling "Hum Eliminator" according to the Sterling Manufacturing Company, 2831 Prospect Avenue, Cleveland, Ohio, who has just placed it on the market.

This device is a filter condenser of approximately 3,000 mfd. capacity, and is connected across the field coil terminal or the low voltage output side of any rectifier rated at less than twelve volts. The condenser produces a filter circuit capable of filtering two or three amperes. The size is 5¼ in. by 4¼ in. by 1 in. and the intended retail price is \$3.50.—*Radio Retailing*, April, 1929.

Portable Sound Reproducing Device

The National Sound Reproducing Company, 655 Clinton Street, Milwaukee, Wis., is making a portable sound reproducing device, called the "Oganvox."

The two electric phonograph turntables are carried in a fibrikoid covered case which measures 8½ in. by 15½ in. by 30½ in. Mounted on the motor board are two pick-ups, each with a separate volume control. They may be operated together or separately by means of a switch.

The amplifier comes in a separate case measuring 7½ in. by 11½ in. by 21½ in., and covered with the same material. It is wired to accommodate four speakers, which plug into convenient outlets on the front. Two dynamic power speakers are provided. The intended retail price is \$375, less tubes.—*Radio Retailing*, April, 1929.

Crosley Gembox

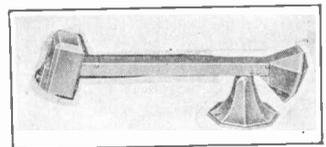
A seven-tube Gembox, replacing the former six-tube model, is announced by the Crosley Radio Corporation, Cincinnati, Ohio. The set has been redesigned and now has three stages of radio frequency amplification, detector, two stages of audio with a 171 power tube. The set is fully balanced, utilizing a new application of the Neutrodyne circuit. It has a Mershon condenser and is designed for use with the type E Dynacone-speaker. The intended retail price remains the same, \$65.—*Radio Retailing*, April, 1929.



Electric Pick-Ups

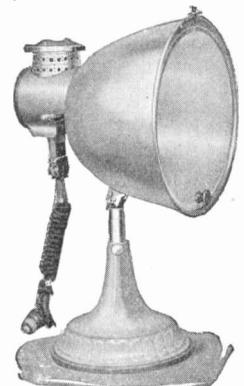
Three new Phonovox electric pick-ups, known as series 106, have been introduced by the Patent Electric Company, 91 Seventh Avenue, New York City. They are said to cover a frequency range of from 40 to 8,000 cycles with practically a flat curve. All are modernistic in design, finished in a burnished bronze effect, and have the swivel head.

Model 106A, without counter balanced tone arm, has an intended retail price of \$12.00. Model 106B, complete with counter balanced tone arm, is \$15. Model 106, with counter balanced tone arm and automatic on-off switch in base, is \$25.—*Radio Retailing*, April, 1929.



Ultra Violet Lamp

A new carbon arc ultra violet lamp has been placed on the market by the Utah Radio Products Company, 1615 S. Michigan Avenue, Chicago, Ill. It is of the table type, with pedestal base, and is 20¼ in. high when extended. The bowl, of polished aluminum, is 12¼ in. in diameter. The lamp is made for operation on 110 A.C. or D.C. circuits, 25 or 50 cycles. The intended retail price is \$35. Box of 40 carbons, \$6. A localizer set with localizing shield, 3 localizer units and one official tube is \$5.—*Radio Retailing*, April, 1929.



THIS MONTH in the *Radio Industry*

Congress Takes No Action on Copyright Bill

Congress adjourned on March 4, without taking action on the Mechanical Copyright Bill which has been strenuously opposed by the Music Industries Chamber of Commerce. This is considered by the opponents as a victory for them.

Opposition to the bill by music merchants has been predicated upon the fact that it would continue and strengthen the provisions of the 1909 Act, under which the royalty paid by the phonograph record manufacturer does not relieve the record from further contribution to the copyright owner. This would enable the copyright owner to exact royalties not only from the manufacturer who makes the record but also from those who reproduce the same record in a public place or over the radio.

Under this provision, the American Society of Composers, Authors and Publishers, representing most of the copyright owners of the country, is said to be attempting to impose arbitrary license fees upon such places as hotels, restaurants, motion picture theatres, and even drug stores, which play records using copyrighted music. This has, of course, resulted in these places abandoning the use and sale of records. The retail merchant's grievance arises from the loss of phonograph and player piano sales to these places and the frequent return of merchandise when it is found it cannot be used without paying a fee.

It is expected that the matter will come up for further attention at the December session of Congress.

Raytheon Gets First RCA Tube License

An important extension of the licensing policy of the Radio Corporation of America has been announced. The first company to be licensed under this new arrangement is the Raytheon Manufacturing Company, Cambridge, Mass., who has been granted a license to make and sell tubes under the patents held and processes developed by RCA and its associates.

Thirty radio concerns are now licensed under the radio set, power amplifier and speaker patents of RCA but none has been authorized until now to manufacture under its tube patents. It is thought that this may be the first step toward making these tube patents available to other independent radio manufacturers.

Peerless Extends Trade-In Plan

Owing to the success of the trade-in plan offered its dealers by the United Reproducers Corporation, Rochester, N. Y., it has been decided to continue the plan until June. It operates as follows: For each reproducer turned in towards the sale of a Peerless speaker, the dealer is authorized



Ready for a Take-Off

H. Curtiss Abbott seems to have made a flying start on his new position as sales manager of the radio division of the National Carbon Company, New York. Before joining this company, he was general sales manager of the Crosley Radio Corporation, Cincinnati.

to make an allowance ranging from \$5 to \$15, depending upon the model purchased. The dealer, in turn, orders a duplicate speaker from which is deducted the amount of the trade-in allowance. The dealer is expected to spend the proceeds from the sale of the old speakers to advertise the trade-in plan over his own name.

Who Wants a Convention?

Contrary to its customary practice the committee on the place for the next FRTA convention did not name the lucky city when it met in Buffalo in February. It is still open for bids, according to chairman R. C. Colman, of the George C. Beckwith Company, Minneapolis, Minn.

To date, Toledo, Ft. Wayne, Cleveland, Dayton and New York have thrown their hats into the ring. The decision will be announced at the June Trade Show. Painted Post, Kalamazoo and Oshkosh have yet to be heard from.

Federal Radio Corp. to Make Moderate Price Sets

After operating for years on a limited scale, the Federal Radio Corporation, Buffalo, N. Y., has decided to make a radical change in its production and merchandising policies and enter the moderate price field. For the past several months the plant has been undergoing alterations preparatory to this change. L. E. Noble, president, in making the announcement, emphasized the fact that although production has been increased practically double, there will be no change whatever in the quality of construction.

In line with this move, there has been a reduction in the price of the new "K" series sets. They now list as follows: K-10, \$114.50; K-40, \$154.50; and K-41, \$164.50.

Variety of Manufacturers to Make AK Cabinets

At a conference of Atwater Kent distributors, officials of the Atwater Kent Manufacturing Company, and representatives of 21 cabinet manufacturers, held the week of March 25 at Philadelphia, it was announced that the Atwater Kent company will continue its policy of permitting a number of furniture manufacturers to make the cabinets for Atwater Kent receivers.

The Atwater Kent company, it was stated definitely, has no intention of making its own cabinets. Rather it will co-operate with the 21 furniture companies whose representatives attended the conference. These companies will make cabinets specifically for Atwater Kent sets with the full approval and co-operation of the Atwater Kent company. Atwater Kent distributors will thus be assured of a wide variety and supply of cabinets.

The 21 companies represented at the conference were as follows: Gulbransen Company, Chicago; Robert Findlay Metal Products Co., Brooklyn, N. Y.; Union Furniture Co., Jamestown, N. Y.; St. John's Table Co., Cadillac, Mich.; Starr Piano Co., Richmond, Ind.; Caswell-Runyan Co., Huntington, Ind.; Radio Cabinet Manufacturing Corp., Chicago; Ebert Furniture Co., Red Lion, Pa.; Radio Master Corp., Bay City, Mich.; Knoxville Table and Chair Co., Knoxville, Tenn.; Bay View Furniture Co., Holland, Mich.; Showers Brothers, Bloomington, Ind.; Conrades Mfg. Co., St. Louis, Mo.; Red Lion Cabinet Co., Red Lion, Pa.; Pooley Company, Philadelphia; Federal Furniture Factories, New York; Chickasaw Furniture Co., Memphis, Tenn.; Adler Mfg. Co., Louisville, Ky.; Chillicothe Furniture Co., Chillicothe, Mo.; Hubbard, Eldredge and Miller, Inc., New York City; Conner Furniture Co., New Albany, Ind.

Fill One Radio Commission Vacancy

President Hoover has appointed Major General Charles Saltzman, retired, former chief of the Army Signal Corps, as a member of the Federal Radio Commission, representing the Fourth or middle western zone. He is a native of Iowa and succeeds Sam Pickard who resigned on February 1.

THE ALLEN-HOUGH MANUFACTURING COMPANY, Racine, Wis., has purchased the Carryola Company of America, Milwaukee, Wis. Both companies are manufacturers of portable phonographs and a new line under the name of Allen-Hough Carryola will be announced soon.

FRANK A. MAGEE, formerly president of the Trav-ler Radio Manufacturing Company, Chicago, has formed a new company with headquarters at 3340 N. Halstead Street, Chicago, where an illuminated, spool-type radio log and reading guide is being made.

Forward Toward a Common Goal

By Michael Ert, Milwaukee, Wis.
President, The Federated Radio Trade Association

THE demonstration at Buffalo of the Federated Radio Trade Association's growth and strength paves the way toward the attainment of its common objective for 1929-30. Pulling together, the four great national divisions comprising the FRTA will unquestionably solve many problems now facing the retailer, the wholesaler and the manufacturer's representative. Each is now well organized. Each is working in close and harmonious accord with its fellow associations. Because of these facts the next twelve months will be a period of marked progress toward our ultimate goal—a prosperous industry.

But, like the ancient Romans, we must lay our "Appian Way" on a firm foundation. Federated's membership must be sufficiently comprehensive to lend weight and authority to its dictates; it must be well financed; but above all, the policies that it advocates and the services it renders must be sound, not selfish; constructive, not destructive.

To the members of the FRTA I take this opportunity publicly to pledge my best efforts to accomplish these ends.

To ethical dealers and jobbers in the United States, not yet affiliated with the industry's national organization, I extend an earnest invitation to join. Communicate with H. G. Erstrom, executive secretary, 72 West Randolph Street, Chicago, Ill.

Four Divisions and Their Objectives

For the uninformed may I state that the four, self-governing divisions which constitute the Federated Radio Trade Association are as follows:

Radio Retailers' Association.

The Association Section.

Radio Wholesalers' Association.

Radio Manufacturers' Representatives' Association.

Group One, the dealers, has set its mark at a 2,000 membership before the June Trade Show. This branch of Federated is particularly concerned with such vital issues as the cost of doing business, inventories, protective legislation, financing, co-operative insurance, supporting the broadcasters and sales promotional methods.

At this writing, 23 local radio trade associations have affiliated with Federated. They represent an individual membership strength of approximately 2,100 leading retailers and wholesalers from the Pacific to the Atlantic. The aims of this group are identical with those of the dealers-at-large but, because of their local organized strength, they embrace also such matters as consumer shows, co-operative trade practices, codes of ethics and the improvement of local reception conditions.

The Wholesalers' Association has shown surprising growth. Organized at the 1928 June Trade Show, it reports a membership, as of April 1, this year, of 185 distributors. Reported sales for 1928 from the 160 member firms at that time aggregated one hundred and forty-eight millions of dollars. It will be seen, therefore, that this group is, today, a powerful factor in the councils of our industry. It has evidenced every indication, by promise and by deed, of only using this dominating strength for constructive measures beneficial to everyone in the industry. It will be my endeavor to see that this high standard of ideals is maintained.

As an example of the practical nature of its work I cite its fight for lower and

more equitable freight and express rates. Victory along these lines will, of course, immeasurably benefit every dealer.

The Radio Manufacturers' Representatives' Association crystallized its policies at Buffalo and presented a picture of the proper place for this very important cog in the machinery of distribution. It has tripled its membership within a four-month period.

To Maintain Interest at Top Pitch

Indicative of the new spirit of endeavor permeating every fiber of the FRTA is the plan to hold bi-monthly meetings of the Board. By so doing, interest will be maintained at top key pitch and many activities promoted which heretofore have not been practicable.

Because of these various factors, therefore, and because of the sincere declaration of enthusiastic support which I have received from the newly elected and very capable presidents of each of Federated's four supporting bodies, I look forward confidently to a year of constructive efforts; to accomplishments which will leave their favorable impress on every ramification of our mutual interests. Such activities will improve the status of all individuals connected with the merchandising of radio receivers, parts and accessories.

Kellogg Obtains RCA License

The Kellogg Switchboard and Supply Company, Chicago, has taken a license to manufacture radio receivers under the standard contract as issued by the Radio Corporation of America.

NBMA to Meet in Cincinnati

Arrangements are practically complete for an exceptionally interesting business and social program for the annual convention of the National Battery Manufacturers Association at the Hotel Gibson, Cincinnati, on April 24, 25 and 26. Wednesday, the 24th, will be devoted to meetings of the various committees and Thursday and Friday will be given over to the regular program. Prominent government officials are scheduled to give addresses and there will also be talks on technical subjects by outstanding men in the battery industry. Special entertainment features are being arranged.

\$1,000 Prize Offered by Radio Dealer

One-thousand dollars in gold will be awarded by the Foster & Waldo Piano Company, Minneapolis, Minn., for a musical setting, with piano accompaniment, for the Majestic slogan: "In the majesty of motion: from the boundless everywhere: comes the magic name of Majestic; mighty monarch of the air." Foster & Waldo created this slogan which has been adopted as the national Majestic slogan.

Entries should be made on a blank furnished by the company and no manuscripts will be returned. The contest closes May 15.

Eisler Wins Patent Decision

Judge Bodine of the United States District Court, sitting at Trenton, N. J., has handed down a decision favoring Charles Eisler and the Eisler Engineering Company, Newark, N. J., in the suit brought by the General Electric Company claiming infringement of a sealing-in operation of a machine essential in tube manufacture. Judge Bodine ruled that the Eisler sealing-in machine does not infringe the patent held by the General Electric Company.

Federated's New Board of Directors



My, oh My! Those terrible flashlights. Grinning, from left to right and ear to ear, the new Board of Directors, Federated Radio Trades Association, "shot" at Buffalo—and deservedly so. Top row: John Kibler, Buffalo; Fred Wiebe, St. Louis; Elmer C. Metzger, Buffalo; W. H. Roth, Milwaukee; N. E. Hill, St. Louis; H. G. Erstrom, executive secretary, Chicago; E. E. Healy, Buffalo; Julian Sampson, St. Louis; Joe Lazar, Chicago; G. Spencer Pritchard, Chicago; J. W. Bateman, Cleveland; and B. H. Furnas, Dayton. Bottom row: John M. Redell, Chicago; H. C. Wall, Ft. Wayne; H. H. Cory, Minneapolis; Peter Sampson, Chicago; Harold J. Wrape, St. Louis; Michael Ert, Milwaukee; Henry M. Steussy, Milwaukee; Harry Alter, Chicago; Chas. T. Naddy, Columbus; and Matt Kaemerer, St. Louis.

Positions in Department of Agriculture Open

Positions in the office of the Secretary of the Department of Agriculture, Washington, D. C., for agricultural writers (radio) are now open as well as other positions requiring similar qualifications.

The duties are to adapt agricultural subject matter for effective radio presentation; to inject interest into the radio programs; to assume responsibility for providing attractive program material and speakers from the Department staff to broadcasting stations and networks; and to originate plans which will interest farmers in making application of information obtained by radio.

Competitors will not be required to report for examination at any place, but will be rated on their education and experience, specimens of writings for broadcasting or publication, to be filed by the applicant, and a practical test.

The entrance salary is \$2,900 a year. Applications must be on file with the Civil Service Commission, Washington, D. C., not later than April 24.

Several Manufacturers Move to Larger Plants

The extensive building programs recently announced by several radio manufacturers reflect clearly the rapid growth and expansion of the industry.

The Zenith Radio Corporation recently leased a building at 35th Street and Iron Avenue, Chicago, which will permit it practically to double its production.

The Grigsby-Grunow Company is doubling its plant at 4550 Armitage Avenue, Chicago, and building a one-story addition to its Dickens and Austin Streets, Chicago, factory.

Silver-Marshall, Inc., Chicago, having entered the radio receiver field, is building a one-story plant with over 100,000 square feet of floor space, where the new line will be made.

The Capehart Automatic Phonograph Corporation is moving its general office and factory from Huntington to Fort Wayne, Ind. A site has been secured on Pontiac Street and construction will begin soon on a new plant.

The CeCo Manufacturing Company, Providence, R. I., has added a wing to its building in order to take care of its requirements. With this addition, CeCo will have a capacity of 45,000 tubes a day.

The All-American Mohawk Corpora-

tion, Chicago, is building a cabinet factory at Buffalo, N. Y., which will be available for occupancy in May. It is expected that it will be in full production by the end of the summer, turning out about 1,000 cabinets daily.

The DeForest Radio Company, Jersey City, N. J., has acquired a second plant in Passaic, N. J., which is being remodelled and equipped with a Carrier air-conditioning system.

The LaSalle Radio Corporation, Chicago, has outgrown its original quarters and is now situated on a triangular strip facing on Ogden, Frontier and Blackhawk Streets, Chicago.

The Stevens Manufacturing Company, formerly in New York City, has moved to a larger and more modern location at 46 Spring Street, Newark, N. J., where 80,000 square feet of space are available.

The American Reproducers Corporation, Jersey City, N. J., has found it necessary to enlarge its quarters and has added over 8,000 square feet of space.

The Synthane Corporation, Oaks, Pa., has completed the erection of its plant and now is in full production on its laminated Bakelite products.

Q.R.S. and DeVry Consolidate

An important merger just completed in the amateur motion picture field is that of the Q.R.S. Company and the DeVry Corporation, both of Chicago. The former concern has only recently entered the motion picture field and this amalgamation will enable it to transfer all its motion picture activities to the DeVry factory, under the management of H. A. DeVry, who has been making portable motion picture cameras and projectors for the past fifteen years. The new company will manufacture a line of motion picture machinery ranging from inexpensive movie cameras to combination talking movie outfits for home and business.

Acme Elec. & Mfg. Co. Reorganizes

The recapitalization and reorganization of the Acme Electric and Manufacturing Company, Cleveland, Ohio, is now complete and the company has been rechartered with 40,000 shares of common stock and \$50,000 of 8 per cent convertible stock. The new name adopted is the Acme Radio and Electric Company. Plans to expand its equipment and working capital are now being made and two new A. C. sets will be placed on the market shortly.

THE TRANSFORMER CORPORATION OF AMERICA is now located at 2309 S. Keeler Avenue, Chicago.

Personnel Changes

RAY H. MANSON AND EDWARD A. HANOVER have been elected vice-presidents of Stromberg-Carlson. Mr. Manson joined the company in 1916 as chief engineer, becoming a director in 1924. Mr. Hanover, who has held the position of purchasing agent, now becomes vice-president in charge of manufacturing. He has been with the company since 1902 and was also made a director in 1924.

ALBERT B. AYERS has resigned his position as general manager of Amrad. During his two years with this company he advanced rapidly until he reached the position he held at the time of his resignation.

HOMER C. SCHECK, who has been with Lyddon, Hanford & Kimball for three and a half years in charge of Stromberg-Carlson publicity, is now with United Reproducers, Rochester, N. Y., doing publicity and sales work.

A. D. STRATHY is now with the Cable Supply Company, Brooklyn, N. Y., as director of sales. He was formerly assistant general manager of Ken-Rad.

RICHARD A. O'CONNOR is now president of Magnavox succeeding F. B. Travers, who retired on account of ill health. Mr. O'Connor has been with the company for many years and was recently made a vice-president.

H. CURTISS ABBOTT has taken over his new position of sales manager of the radio division of the National Carbon Company. Before joining this company he was general sales manager for Crosley, and prior to that was sales manager of the radio division of Kellogg.

RICHARD E. SMILEY, formerly assistant general sales manager of Atwater Kent, is now general sales manager for Bremer-Tully.

J. K. I. CODY and EDWARD R. FISKE have joined Gold Seal's staff. Mr. Cody, formerly general manager of the National Cash Register Company in Japan, is general sales manager, and Mr. Fiske, who comes from CeCo, where he was assistant general sales manager, will head the field force as general field supervisor.

GEORGE H. CURTISS has assumed his new duties as executive secretary of the Pacific Radio Trade Association. He has been connected with California electrical and radio circles for about twenty-five years, and was formerly sales manager of the Remler Division of Gray and Danielson.

D. J. QUINN and R. L. MARSHALL have been promoted by Sonatron. Mr. Quinn, formerly sales manager of the western territory, is now vice-president in charge of sales, and Mr. Marshall, Chicago office manager, has been made secretary of the company.

J. M. REDELL is now Chicago sales representative for Sonatron, devoting his entire time to the new work. Mr. Redell is secretary of the Midwest Radio Trades Association and president of the Radio Manufacturers' Representatives' section of FRTA.

R. A. GRAVER, formerly on the Atwater Kent sales staff, has joined the sales organization of CeCo and will cover the Chicago territory.

A. N. FRENCH and JOHN L. KING have joined the Arcturus sales staff.

Peerless Sends 19,000 Dealer Messages by Air Mail



Air mail history was made recently when the Peerless Division of United Reproducers Corporation, Rochester, N. Y., sent special messages to 19,000 Peerless dealers by air mail, the fifth largest shipment to date. Two planes carried part of the shipment westward and two more planes were bound eastward.

News of Jobbers and Distributors

H. E. Sorenson Co. Host to Steinite Dealers

About 175 Iowa Steinite dealers attended the banquet and style show at the Hotel Fort Des Moines, given by the H. E. Sorenson Company, Steinite distributor. The "Crusaders," who are presenting the new line in every state, were present.

A service meeting was conducted in the afternoon for the dealers and their service men by George Welsh, field engineer from the factory, and Otto Laverrenz, service engineer for Sorenson company. In the evening a banquet was given at which stage talent provided the entertainment.

F. R. Gooding Company Expands

The wholesale radio business formerly conducted by the Wilmington Electrical Specialty Company, Wilmington, Del., has been taken over by the F. R. Gooding Company of the same city. A four-story building has been leased to make room for the expansion. F. R. Gooding, formerly secretary-treasurer of the Wilmington Electrical Company, has been made president and general manager, and Charles P. Gooding has been appointed sales manager. The new company will cover the Del-Mar-Va peninsula, southern New Jersey and nearby Pennsylvania.

Charters Train to Majestic Factory

In celebration of the receipt of the 150th carload of Majestic sets, the Roycraft Company, Minneapolis, Minn., chartered a special train and took 150 Majestic dealers to the Grigsby-Grunow factory in Chicago. An inspection tour of the six factories started the day in the Windy City. This was followed with a sales conference, at which Herbert E. Young, general sales manager, spoke, and a sight-seeing tour of the city, concluding with a banquet and entertainment, tendered the dealers by the factory.

New Distributor for Northwest

The formation of the Majestic Distributing Company, 308 Columbia Street, Seattle, Wash., said to be the largest of its kind in the Northwest, is now complete. The new concern is capitalized for \$100,000 and will handle the distribution and sale of Majestic radio in Portland, Seattle, Butte and Spokane. William O. McKay is president; Adolph F. Linden, president of the American Broadcasting Company, and Gaylor Adams, are vice-presidents, and Abner R. Wilson, radio authority, is general manager.

THE UNITED ELECTRIC SUPPLY COMPANY, Salt Lake City, Utah, has appointed Fred D. Prentice as sales manager. He was formerly with the radio department of the Strevell-Patterson Hardware Company.

THE B. W. SMITH CORPORATION, Cincinnati, Atwater Kent distributor, recently held a largely attended and enthusiastic meeting of its dealers and service men from the southern Ohio section. P. H. Oelman, president and general manager, W. H. Rehtin, sales manager, and Robert Paul,

manager of the service department, addressed the group. Robert Weinig, factory representative, spoke on the sales and advertising plans.

Five Hundred at Schimmel Dinner

The fourth annual convention of Steinite dealers from eastern Pennsylvania, southern New Jersey and Delaware, held at the Adelphia Hotel, Philadelphia, drew over five hundred retailers. Samuel Schimmel, president of the Schimmel Electric Company, was host to the delegates. Among the speakers were O. H. Caldwell, former Federal Radio Commissioner; Oscar Getz, vice-president and general manager of Steinite, and A. Burk Summers of the General Contract Purchase Corporation.

E. T. CUNNINGHAM, INC., New York, has opened two new warehouses, one in Dallas, Tex., and the other in Atlanta, Ga. The Dallas branch will take care of distribution in Texas, Louisiana, Arkansas, Oklahoma and Kansas, while the Atlanta house will act as a distributing center for North and South Carolina, Tennessee, Florida, Georgia, Alabama and Mississippi.

LINDEMAN-HOFFER, INC., St. Louis, Mo. Zenith distributor, is expanding its business and has opened larger quarters where a display room with all facilities for cooperating with Zenith dealers is available. The Kansas City, Mo., office will be continued as usual.

THE MOREY COMPANY, American Bosch distributor in Detroit, Mich., recently held a meeting of over one hundred dealers at the Book-Cadillac Hotel. Among those present from the factory were Frank Goodman, Roy Davey, and Howard Baker.

THE RAY E. SIMPSON COMPANY, INC., Dallas, Tex., has been organized to distribute Sparks-Withington sets throughout Texas. Branches will be opened at San Antonio and Houston.

THE NORTH STATE ELECTRIC COMPANY, Raleigh, N. C., All-American Mohawk distributor, has appointed Paull H. Prince as manager of its radio department.

Sponsors "On to Chicago" Contest

The Braid Electric Company, Atwater Kent distributor in Memphis and Nashville, Tenn., is sponsoring another "On to Chicago" contest for its dealers. To win a trip to the Trade Show at Chicago in June, the dealer must obtain a total of 1094 miles or points, one for each mile in the round trip from Nashville to Chicago and return. The sale of an A-K set equals two miles; of an A-K speaker, one mile, and of a Braid cabinet, three miles. Each dealer has a quota and when it is made, a bonus of 250 miles is given. After that every sale counts triple. The contest closes May 1.

Arcturus Holds Jobber Meeting

The first general meeting and dinner of the metropolitan distributors of the Arcturus Radio Tube Company, Newark, N. J., was held at the Newark Athletic Club. An interesting discussion was held on the tube situation and the sales potentialities in the metropolitan area. Brief talks were given by L. P. Naylor, sales manager; J. Geartner, advertising manager; Al Steelman, Steelman, Inc.; Irving Sarnoff, Sterling Radio and Electric Company; and Jack Weber, Weber Distributing Company.

THE P. J. CRONIN COMPANY, Portland, Ore., is constructing a new building to take care of the expansion of its Seattle, Wash., office. Mr. McCarthy and Mr. Ekstedt, formerly manager and purchasing agent, respectively, of the Chanslor & Lyon Company, Seattle, are now at this branch.

THE SCHUSTER ELECTRIC COMPANY, Cincinnati, Ohio, has purchased additional property with a ground floor space of 102 feet by 20 feet. Several additional improvements are now being made to the present building.

THE GERTLER ELECTRIC COMPANY, INC., in addition to its Yonkers, N. Y., and New York City outlets, has added a third at 3403 Northern Boulevard, Long Island City, N. Y.

Receives Majestic Distributor Franchise



Herbert E. Young, general sales manager of the Grigsby-Grunow Company, presenting a distributor's franchise to Carl W. Glaser, president of the newly organized Cincinnati Majestic Radio Distributing Corporation. From left to right, are: R. E. Foss, Majestic district representative; J. J. Daven, Majestic sales promotion manager; Carl W. Glaser; Herbert E. Young; E. E. Buskirk, vice-president and treasurer of the new company; and A. B. Dallow and Jack Glasgens, both of Majestic.

FREED EISEMANN

BROADCASTING



IS MAKING THIS FAMOUS NAME A HOUSEHOLD WORD

On Tuesday evenings throughout the year a coast-to-coast hook-up of the National Broadcasting System is carrying a message of Freed-Eisemann good will to millions of listeners, adding prestige and popularity to a name which has been "famous since broadcasting began."

An intensive national advertising campaign will bring home to the buying public the fact that the new Freed-Eisemann line offers the most outstanding value in present day radio. The radio dealer with foresight will begin investigating franchise possibilities now! For information regarding our plans for 1929 write:

FREED-EISEMANN RADIO CORPORATION

122 EAST 42ND STREET

NEW YORK CITY

A division of Charles Freshman Company, Inc.

FREED-EISEMANN BROADCASTING
MAY BE HEARD OVER THE FOLLOW-
ING STATIONS:

WJZ	New York	KWK	St. Louis
WBZ	Springfield	KSTP	St. Paul
WBZA	Boston	KOA	Denver
WHAM	Rochester	KSL	Salt Lake City
WBAL	Baltimore	KPO	San Francisco
KDKA	Pittsburgh	KFI	Los Angeles
WJR	Detroit	KGW	Portland
KYW	Chicago	KOMO	Seattle
WREN	Kansas City	KHQ	Spokane
WBT	Charlotte	WFAA	Dallas

FREED EISEMANN RADIO

FAMOUS SINCE BROADCASTING BEGAN



What's on the RADIO?

Broadcasting Features That Will Help You Sell




Frances Alda
of the
METROPOLITAN OPERA HOUSE
will broadcast
SUNDAY, APRIL 28, at 10
over the
Columbia Broadcasting System
IF YOU LOVE GOOD MUSIC BE SURE TO HAVE

High grade programs are being broadcast all the time. Some suggestions as to how the dealer can use them profitably.

CHARLES HACKETT & RICHARD BONELLI
Tenor Baritone
Will Broadcast
over the Columbia Broadcasting System
on
SUNDAY, MAY 12, at 10 P.M.
If you haven't a radio set just fill out the attached coupon and we will be glad to tell you about our sets so you can tune in on these famous artists.

CARLTON RADIO SHOP
216 Main Street
Please tell us how we can get a radio set to tune in on top broadcasts by Richard Bonelli and Charles Hackett.
Name _____
Address _____
Do You Own a Radio?

Above: Window card announcing coming program. Right: Card in form of theater ticket, for mailing and general distribution

The Public Wants MUSIC and ENTERTAINMENT

THE radio dealer, when he sells a set, sells his customer music and entertainment in his own home. The air is full of programs which provide the best music and the best artists; and of a quality to delight the most critical of music lovers.

This fact has been used very effectively by many radio merchants to help them in the sale of radio. They have found that greater interest is aroused in radio by calling attention to the nature and quality of coming broadcasts. There are many programs suitable for this purpose. For example, the De Forest series on Sunday evenings at 10 o'clock over the Columbia Broadcasting System is scheduled as follows:

April 28—FRANCES ALDA, Metropolitan Opera Soprano.

May 12—RICHARD BONELLI, baritone, and CHARLES HACKETT, tenor.

May 26—RUSSIAN SYMPHONIC CHOIR.

This is a high-grade radio program featuring artists with a tremendous appeal to the music-loving public. How can the radio merchant make the most of it? Here is how other dealers have done it in the past.

Walthal's, with stores in New York and Yonkers, mentions coming feature broadcasts in its newspaper advertising. For example, one ad read: "Fifty per cent saving on these radios delivered for the Stribling-Sharkey fight." Another: "Beautiful Easter music. Lectures, boxing bouts,

in short, the world's entertainment at your finger tips."

Usually the programs are subordinated to descriptions of the sets but with a series of broadcasts such as the one outlined above it would pay to emphasize the program more strongly. In the newspaper advertising, it can be suggested that the broadcasts by the singers mentioned above are events of prime importance, from a musical standpoint, and that a set can be installed so that they need not be missed.

A number of radio dealers send out direct-mail pieces advertising the programs to their prospect lists: program announcements, giving the names of the singers and the time they go on the air, are effective in appeal. Old customers, also, should not be neglected; they could be written to, or the same announcement mailed to them. Some dealers, in their direct-mail advertising, suggest that they look over customers' sets so as to be sure that they will operate satisfactorily on the occasion of the broadcasts.

Signs in the window, and at convenient places in the store are also used by dealers to call attention to the programs. The Aeolian Company, in New York, posts neat, hand-lettered signs throughout its building. Photographs of the stars, if they are available, make the signs more attractive, and they can be supplemented by streamers or window signs which are provided, very often, by the companies which sponsor the broadcasts.

One dealer who has a phonograph record department, has had program slips printed, and whenever he sells a classical or operatic record he inserts an announcement of the radio concert in the envelope. The announcement reads: "On Sunday, April 28, at 10 p.m., Frances Alda, soprano with the Metropolitan Opera, New York, broadcasts over the Columbia System stations. She is one of the best opera and concert singers in the world. Have you a radio with which to tune in? If you haven't, and would like to know how best to get one, phone, write or call on us."

This dealer says: "It should be remembered that the sale of a single set will pay many times over for the cost of printing those program slips."

ANOTHER method which has proved very successful is to get acquainted with the managers of the theatres or auditoriums where concerts are held and arrange to place tables in the lobbies with announcements of similar radio programs. The announcements provide for coupons or return cards to be filled out and mailed in. Here the dealer reaches the very people who would be most interested by this type of program and the chances of getting good results are so high that the dealer could afford to pay if necessary, for the privilege of using the lobby space. This also provides a list of music-lovers who make good radio prospects.

Still another way in which to drive home

the value of these broadcasts is that used by Cliff Johnson, president of Park Lane Radio, Inc., and of the Toledo Radio Trade Association, Toledo, Ohio, who invites guests to a store concert. To insure a good attendance, Johnson calls for them at their homes and drives them back again, besides providing light refreshments. This plan has always resulted in at least one immediate sale and two or three live prospects.

In arranging such a store concert, as much room as possible is cleared in the store and seats are provided for the guests. The seats are usually arranged in rows, and in front, on a dais, is placed the set which reproduces the program. The store is given a festive appearance by appropriate decorations.

These are a few suggestions for "merchandising" the programs which have been successfully tried by other dealers. They can be modified or expanded to meet individual desires.

Hoover Speech to Be Broadcast

The address of President Hoover at the annual luncheon of the Associated Press will be broadcast over a coast-to-coast network of NBC stations on Monday, April 22. It will also be broadcast over the entire Columbia system.

The luncheon will be held at the Waldorf Astoria Hotel in New York City and the broadcast is expected to last from 1:00 to 3 p.m., Eastern Standard Time.

This will be President Hoover's first address since his inauguration.

Archbishop Curley and William Green on Red Cross Program

The Eighth Annual Convention Luncheon of the American Red Cross which is to be held in Washington, D. C., on Tuesday, April 23, will be broadcast by the NBC stations through WEAf.

Archbishop Curley, of Baltimore, M. H. Aylesworth, president of the National Broadcasting System, and William Green, president of the American Federation of Labor, will be the speakers.

The broadcast will start at 1:45 p.m., E.S.T.

Prominent Speakers on Safety Broadcasts

A series of talks on safety, covering all phases of human endeavor from aviation to home activities, will begin on Saturday, April 20, over a nation-wide network of NBC stations. Charles M. Schwab of the Bethlehem Steel Corporation will be the first speaker. The series will be given on consecutive Saturday nights at 7:30 o'clock Eastern Standard Time, for thirteen weeks in co-operation with the National Safety Council. The series will have either WEAf or WJZ as the key station.

Among the other speakers to be heard in the series are: Robert P. Lamont, Secretary of Commerce; James J. Davis, Secretary of Labor; Mme. Ernestine Schumann-Heink; Dr. Miller McClintock of the Albert Russell Erskine Bureau of Street Traffic Research, Harvard University; Grover A. Whalen, New York Police Commissioner; and Joseph E. Sheedy, executive vice-president of the United States Lines.

Schipa and Thomas on A.K. Hour

Tito Schipa, Metropolitan Opera tenor, and John Charles Thomas, baritone, are scheduled to broadcast during the Atwater Kent Hour on April 14 and 21 respectively. The Atwater Kent programs are broadcast on Sundays, at 9:15 p.m., E.S.T., over the NBC stations headed by WEAf.

To Describe Famous Kentucky Derby

America's greatest racing classic, the Kentucky Derby at Churchill Downs, Louisville, will be reported by a quintet of veteran radio announcers on the afternoon of May 18. A coast-to-coast network of stations associated with the NBC will carry the radio story of the Kentucky Derby which is tentatively scheduled to begin at 4:45 o'clock, Central Standard Time, the afternoon of May 18. The description of the actual race will be preceded by a word picture of the great throng at Churchill Downs and the preparation for the thrilling turf event.

Attorney General W. D. Mitchell to Speak

William D. Mitchell, Attorney General of the United States, will be heard on the night of April 19 in "Half Hours with the Senate." This program is broadcast on Friday nights at 10:30 p.m., E.S.T., over a coast-to-coast network of the National Broadcasting Company.

The subject of Mr. Mitchell's talk has not been announced.

Radio Cooking School Is Popular Program

A radio cooking school is conducted every Tuesday, Wednesday and Thursday mornings at 11 o'clock by Mrs. C. H. Goudiss, editor of *The Forecast*, a food magazine. That this program is a popular one with women is evidenced by the fact that thousands of requests have been received for recipes and booklets.

The Forecast Radio School of Cookery is conducted over the NBC stations headed by WJZ. The schedule for the latter half of April is as follows:

Tuesday, April 16—How to Use Jelly.
 Wednesday, April 17—Unusual Soups.
 Thursday, April 18—The Importance of Flavor.
 Tuesday, April 23—Homemade Breads.
 Wednesday, April 24—Frozen Desserts.
 Thursday, April 25—Oven Canning.
 Tuesday, April 30—Cakes.

Farm Forum Schedule for April

The remaining programs in the series known as *Farm Forum*, broadcast at 12:23 p.m., E.S.T., over KDKA, Pittsburgh, are scheduled as follows:

April 15—Breaking Colts.
 April 16—Producing Market Eggs of Good Quality.
 April 17—What Becomes of Durum Wheat?
 April 19—Spring Planting.
 April 22—Making Livestock Immune to Infection.
 April 23—Eggs in the Diet.
 April 24—Sugar Beet Leaf Spot.
 April 26—Comparative Standards of Living in Town and Country.

Features of the Air

Guy Lombardo and His Royal Canadians, together with the *Chicocttes*, a harmony trio, feature a new program on Tuesday evenings at 11 p.m., E.S.T., over the stations of the Columbia Broadcasting System. This series will be known as the "Baby Ruth Hour".

Favorite radio artists can now be seen on the stage as well as heard over the radio. A series of radio revues called "On the Air" has been started, in the course of which well known feature broadcasters will appear at Radio-Keith-Orpheum theaters throughout the country. The first one started on March 31 at the Palace Theater in New York City, and starred *Phillips Carlin*, *Billy Jones*, *Ernie Hare* and *Gladys Rice*.

The *Enna Jettick Melodies* program for Sunday, May 12, will feature *Mme. Schumann-Heink*, famous opera contralto, as its stellar attraction. She will sing over the NBC network from WJZ. This series starts at 8 p.m., E.S.T. *Enna Jettick Melodies* are also heard over the Columbia stations, through WABC, on Fridays, at 6:45 p.m., E.S.T.

During the *De Forest Hour* on Sunday, April 21, at 10 p.m., E.S.T., over the Columbia system, *Dr. Lee de Forest* will interview *C. Francis Jenkins* on the subject of "Television."

On Tuesday, April 16, at 8:30 p.m., E.S.T., the *Piano Twins* will be featured in the *Pro-phy-lac-tic* program on the NBC chain headed by WEAf.

Beginning Saturday, April 20, from 9:30 to 10 p.m., E.S.T., a new series of programs called *Temple Nights* will be broadcast over stations of the Columbia system. A famous orchestra, supplemented from time to time by guest artists, will feature this series.

The *Funeral Service Bureau String Orchestra* is now broadcasting on Sunday afternoons at 4:15 p.m., E.S.T., through the stations of the Columbia network.

The *General Motors Family Party*, on Monday, April 15, at 9:30 p.m., E.S.T., will present *Sigurd Nilssen*, bass, as the feature artist. This program goes out over the NBC chain from WEAf.

Paul Whiteman, king of jazz, and his orchestra, broadcasting on the *Old Gold-Paul Whiteman Hour* over the Columbia system stations on Tuesday nights at 9 o'clock, E.S.T., will continue on the air for another seven-week period.

The *American Packers Association* is starting a series of weekly broadcasts over the NBC network from station WJZ on Wednesday, April 17 at 9:30 p.m., E.S.T. This program will present the *A.P.A. Voyagers*, who will dramatize old-time legends.

Lois Bennett, soprano, and *Mary Hoople*, contralto, together with the quartet, feature the *Armstrong Quakers* program for Friday, April 12 and 19, at 8:30 p.m., E.S.T., over WJZ and affiliated stations.

The *Ballad Hour* is now broadcast on Sunday afternoons at 3 o'clock, E.S.T., over stations of the Columbia Broadcasting System. It will replace the *Symphonic Hour*. The *Ballad Hour* will present light music and popular pieces; the vocal selections will consist of familiar ballads and numbers from musical comedies.

Timetable of Principal Chain Broadcasting Programs

Use this chart in tuning in for demonstrations. A time-table of evening programs will be published next month

DAY	CHAIN	6:45 A.M.	8:00	9:00	10:00	10:30	11:00	12:00 M	1:00 P.M.	1:30	2:00	3:00	3:30	4:00	4:30	5:00
SUNDAY	NBC (WEAF)			Children's Hour				12:30-Sylvester Hr.	Sylvester (Cont.)	Royal Filipino Orch.	Biblical Drama	Dr. S. Parkes Cadman	Conference (Cont.)	Dr. S. Parkes Cadman	Cadman (Cont.)	5:30-Twilight Voices
	NBC (WJZ)							12:30-Amer. String Quart.	National Artists Hr.	National Artists (Con.)	Roxy Concert	People's Conference	Ballad Hour (Cont.)	Hear America First	McKinney Musicians	5:30-Dr. H.E. Fostick
	Columbia											Ballad Hour	Ballad Hour (Cont.)	4:15-Funeral Service Orch		5:30-Rev. Barnhouse
	NBC (PACIFIC)										Sunday Concert	Concert (Cont.)	Anglo-Persians	Great Moments	Sky Sketches	5:30-Jolly Bill and Jane
MONDAY	NBC (WEAF)	Tower Health Exercises	8:30 Cheerto	U. S. Band	Merkur's Orchestra		11:15-Radio Household	12:45-Palais D'Or	Palais D'Or (Cont.)	Palais D'Or (Cont.)	Weather Reports			U. S. Marine Band	Band (Cont.)	
	NBC (WJZ)	7:30-Rise and Shine	On the 8:15	9:15-Tropic Little Maids	Dr. Royal S. Copeland	Bluebirds	Bluebirds (Cont.)	12:30-The Luncheon 5								
	Columbia					Woman's Magazine	Magazine (Cont.)									
	NBC (PACIFIC)					10:45-Wilson's Food Club	Magazine (Cont.)									
TUESDAY	NBC (WEAF)	Tower Health Exercises	8:30 Cheerto			Woman's Magazine	Magazine (Cont.)	12:45-Hotel Penn. Orch.	Pennsylvania (Cont.)	Pennsylvania (Cont.)			Mellow Melodies	U. S. Marine Band		Rudy Vallee
	NBC (WJZ)	7:30-Rise and Shine		Virginia Arnold	Dr. Royal S. Copeland	Bluebirds	Forecast School		Park Central Music					U. S. Marine Band		
	Columbia				Ida Bailey Allen	Jewell Hour	Forecast School				2:45 Health Talk	Wayside Inn	Wayside Inn (Cont.)			
	NBC (PACIFIC)					Woman's Magazine	11:45-Fleischmann									
WEDNESDAY	NBC (WEAF)	Tower Health Exercises	8:30 Cheerto	9:15-Merkur's or.		Bluebirds	11:15-Radio Household	12:45-Palais D'Or	Palais D'Or (Cont.)	Palais D'Or (Cont.)						5:30-Jolly Bill and Jane
	NBC (WJZ)	7:30-Rise and Shine			Dr. Royal S. Copeland	Bluebirds	Forecast School									5:35-Stock Reports
	Columbia				Ida Bailey Allen	Woman's Magazine	Forecast School									
	NBC (PACIFIC)					Woman's Magazine	11:15-Radio Household									
THURSDAY	NBC (WEAF)	Tower Health Exercises	8:30 Cheerto	U. S. Marine Band	Merkur's Orchestra		11:15-Radio Household	12:45-Hotel Penn. Orch.	Pennsylvania (Cont.)	Pennsylvania (Cont.)						5:30-Jolly Bill and Jane
	NBC (WJZ)	7:30-Rise and Shine			Dr. Royal S. Copeland	Bluebirds	Forecast School									Stock Reports
	Columbia				Ida Bailey Allen	Woman's Magazine	Forecast School									
	NBC (PACIFIC)					Woman's Magazine	11:30-Standard School									
FRIDAY	NBC (WEAF)	Tower Health Exercises	8:30 Cheerto	9:15-Merkur's or.		Choristers (Cont.)	RCA Educational Hour									Florida Citrus Growers
	NBC (WJZ)	7:30-Rise and Shine		Virginia Arnold	The Choristers	Choristers (Cont.)										
	Columbia				Ida Bailey Allen	Woman's Magazine										
	NBC (PACIFIC)					Woman's Magazine	Magazine (Cont.)									
SATURDAY	NBC (WEAF)	Tower Health Exercises	8:30 Cheerto	9:30-U. S. Army Band		Bluebirds	11:15-Radio Household	12:30-Waldorf-Astoria	Waldorf (Cont.)							5:35-Land O' Health
	NBC (WJZ)	7:30-Rise and Shine			Bluebirds	Woman's Magazine	Magazine (Cont.)									St. Regis Orchestra
	Columbia					Bluebirds	Magazine (Cont.)									Stock Reports
	NBC (PACIFIC)					Bluebirds	Magazine (Cont.)									Organ Recital

In first column at left, NBC-WEAF indicates the National Broadcasting Company. This chart is copyrighted by Radio Retaining. Permission to reproduce is granted chain with WEAF as key station. NBC-WJZ indicates the chain of which WJZ is only if proper credit is given.

Note—Time figures are for Eastern Standard Time, except for Pacific Coast programs. Time figures then indicate Pacific Coast Standard Time.

Specifications of Home Movie Cameras and Projectors

Home Movie Cameras

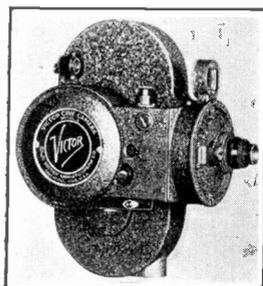
Cameras and projectors using film of 16 mm. are considered standard for home use. Machines using film of 35 mm. are for professional use and therefore not listed here.

Name and Address of Manufacturer	Trade Name and Model Number	List Price	Film Size Used (mm)	Film Capacity (Feet)	Material of Case	Weight (Complete, Pounds)	Type of Lens	Hand or Tripod	Tripod Included	Hand Crank or Automatic	Extra Equipment Included in List Price
Bell & Howell Co. 1801 Larchmont Ave. Chicago, Ill.	Filmo 75	\$120.00	16	100	Pebble embossed cowhide tan or black	3½ 4½	f. 3.5	Both	No	Automatic	Leather Case
	Filmo 70	180.00 up	16	100			f. 3.5	Both	No	Automatic	
Eastman Kodak Co. Rochester, N. Y. See Note	Cine-Kodak B. f. 3.5	85.00	16	100	Aluminum black leather covered	5 loaded	f. 3.5	Both	No	Automatic	None Brown or gray leather with case to match \$175 None
	Cine-Kodak A	225.00	16	100	Aluminum	7½	f. 1.9	Tripod	Yes	Hand crank	
Duograph, Inc. 130 W. 42d St., N. Y. C.	Duograph	75.00	16	100	Aluminum alloy	5½	f. 3.5	Both	No	Automatic	Carrying case with hand and shoulder straps
Victor Animatograph Co. 4th and Western Ave. Davenport, Iowa	Victor Ciné	125.00 up	16	100	Aluminum die cast	4½		Both	No	Automatic	Emergency hand crank
Q. R. S. Co. 333 N. Michigan Ave. Chicago, Ill.	B	39.50	16	100	Metal frosting finish	6½	f. 3.5	Both	No	Automatic	Crank, footage dial
Burleigh Brooks 136 Liberty St., N. Y. C.	Ciné Nizo	60.00	16	33	Exclusive importer of Mezzoldit & Kramer		f. 2	Both	No	Both	2 magazines Germany.

Home Movie Projectors

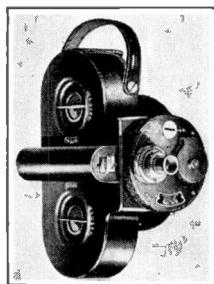
Name and Address of Manufacturer	Trade Name and Model Number	List Price	Lamp Watts	Film Size (mm)	Film Capacity (Feet)	Weight Complete (Pounds)	Re-Winder Included	Hand Crank or Electric Motor	Extra Equipment Is Included in List Price
Bell & Howell Co. 1801 Larchmont Ave. Chicago, Ill.	57	\$190.00 up	200-50	16	400	15	Yes-automatic and hand	Electric motor	Case
Eastman Kodak Co. Rochester, N. Y. See Note	Kadascop C	60.00	100	16	400	9	Yes	Both	Splicer, oiling outfit 1 in. and 2 in. lenses Bulb, oiler, splicer Bulb, oiler, splicer, case
	Business Kadascop	90.00	100	16	400	19	Yes	Electric motor	
	Kadascop A	180.00	200	16	400	25	Yes, automatic	Electric motor	
	Kadascop B	275.00	200	16	400	13½	Yes, automatic	Electric motor	
De Vry Corp. 1111 Center St. Chicago, Ill. * Home talking movie outfit.	De Vry G	105.00	200	16	400	7	Yes, geared	Electric motor	Case, 1 take up reel Silver blue case to match Case, take up reel, all adapters for connection to radio set
	De Luxe	135.00	200	16	400	7	Yes, automatic	Electric motor	
	*Cinetone	250.00	200	16	400	22	Yes	Electric motor	
	Uses records.								
Duograph, Inc. 130 W. 42d St. New York City Note—All parts are interchangeable and Model B can be built up from Model A.	Duograph A	35.00	50	16	200	6	Yes, 1 to 1	Hand crank	Case, 2-200 ft. reels Case, 1-400 ft. reel Case, 1-400 ft. reel Case, 1-400 ft. reel
	Duograph A, Special	40.00	50	16	400	6½	Yes, 4 to 1	Hand crank	
	Duograph A, De Luxe	45.00	50	16	400	6½	Yes, 4 to 1	Hand crank	
	Duograph B	75.00	100	16	400	9½	Yes, 4 to 1	Hand crank	
	Duograph B	75.00	100	16	400	9½	Yes, 4 to 1	Electric motor	
Q. R. S. Co. Chicago, Ill.	B	37.50	100	16	400		Yes	Both	Case, 2-400 ft. reels
Victor Animatograph Co. 4th and Western Ave. Davenport, Iowa	3	200.00	Varies	16	400	9½	Yes	Both	Case

Note—Kodacolor (home movies in natural color) can be taken with any Cine-Kodak model B, f.1.9, by use of the special Kodacolor film and a filter over the camera lens. Projectors can also be easily equipped for projecting color pictures.



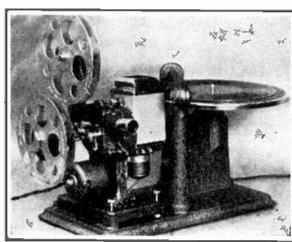
Left, Victor Camera, model 3; \$125. up.

Below, Bell & Howell Camera, model 70; \$180. up.



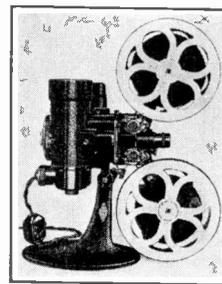
Left, Kodak Projector, model B; \$275.

Right, Victor Projector, model 3; \$200.



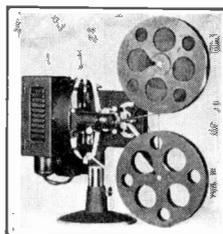
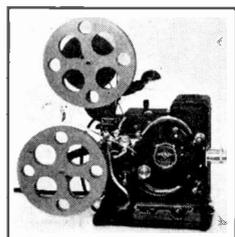
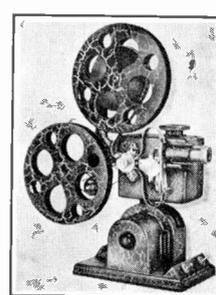
Right, Duograph Projector, model B; \$75.

Left, DeVry Talking Movie Projector; \$250.



Above, Bell & Howell Projector, model 157; \$190. up.

Right, Kodak Camera, model B.f.3.5; \$85.



Phonograph-Record "Best Sellers"

The following phonograph-record "best sellers" have been compiled from lists submitted by the leading record manufacturers and distributors. Next month, they will be brought up to date.

Brunswick

Brunswick-Balke-Collender Company
629 So. Wabash Avenue, Chicago, Ill.

- 4033 Sonny Boy
There's a Rainbow 'Round My Shoulder—*Al Jolson*
- 4142 I'm Bringing a Red Red Rose
Makin' Whoopee—*Bernie's Hotel Roosevelt Orch.*
- 4132 How About Me?
She's Funny That Way—*Bernie and His Hotel Roosevelt Orchestra*
- 4141 The Song I Love
My Tonia—*Nick Lucas*
- 4125 Me and the Man in the Moon
Ev'rybody Loves You—*Johnson's Paramount Hotel Orchestra*
- 4118 To Know You Is To Love You
You're the Cream in My Coffee—*Colonial Club Orch.*
- 4117 My Suppressed Desire
Sweethearts on Parade—*Lyman's California Orchestra*
- 4144 A Love Tale of Alsace-Lorraine
Some Night When You're Lonely—*Wylie and His Coronado Hotel Orchestra*
- 4129 Doin' the Raccoon
Glorianna—*Jesse Stafford and His Orchestra*
- 4146 Carolina Moon
The Song I Love—*Joe Rines and His Orchestra*

Edison

Thomas A. Edison, Inc.
Orange, New Jersey

- 52444 You're the Cream in My Coffee—*Golden Gate Orchestra*
Don't Wait Until the Lights Are Low—*Al. Friedman's Orchestra*
- 52448 Doin' the Raccoon
Ho-Ho-Ho-Hogan—*Billy Murray*
- 52465 Sonny Boy
Love's First Kiss—*Charles Harrison*
- 52472 The Big Rock Candy Mountains
Bum Song No. 2—*Vernon Dalhart*
- 51474 Makin' Whoopee
I'm Bringing a Red Red Rose—*B. A. Rolfe and His Orchestra*
- 52477 Sweetheart of All My Dreams
Along Came Sweetness—*Golden Gate Orchestra*
- 52505 Let's Do It
Mia Bella Rosa—*B. A. Rolfe and His Orchestra*
- 52506 Sweethearts on Parade
I'll Never Ask for More—*Golden Gate Orchestra*
- 52480 A Love Tale of Alsace-Lorraine—*B. A. Rolfe and His Orchestra*
To Know You Is To Love You—*Golden Gate Orchestra*
- 52495 Give Your Little Baby Lots of Lovin'
That's Her Now!—*The 7 Blue Babies*

Columbia

Columbia Phonograph Company
1819 Broadway, New York City

- 1656-D I Got a Woman Crazy for Me
Wear a Hat with a Silver Lining—*Ted Lewis and His Band*
- 1402-D C-o-n-s-t-a-n-t-i-n-o-p-l-e
Get Out and Get Under the Moon—*Paul Whiteman Orchestra*
- 697-D The New St. Louis Blues
My Mamma's in Town—*Ted Lewis and His Band*
- 1652-D Two Black Crows in Hades
Parts 1 and 2—*Moran and Mack*
- 1628-D Sweethearts on Parade
That's How I Feel About You—*Guy Lombardo and His Royal Canadians*
- 167-M Tallahassee (After Sundown)
The Zephyr—*Efrem Zimbalist*
- 7161-M William Tell Overture
Parts 1 and 2—*Orchestra of Berlin State Opera House*
- 14312-D Empty Bed Blues
Parts 1 and 2—*Bessie Smith*
- 14353-D My Handy Man
Guess Who's in Town—*Ethel Waters*
- 15189-D Wednesday Night Waltz
Good Night Waltz—*Leake County Revelers*

Victor

Victor Talking Machine Company,
Camden, New Jersey

- 21868 Weary River
Deep Night—*Vallee's Connecticut Yankees*
- 21832 I Faw Down An' Go Boom!
A Precious Little Thing Called Love—*Olsen's Music*
- 21833 Carolina Moon
I Wish I Had Died in My Cradle—*Gene Austin*
- 21856 Weary River
The Song I Love—*Gene Austin*
- 21863 Button Up Your Overcoat
I Want to Be Bad—*Helen Kane*
- 21867 If I Had You—Fox Trot
All By Yourself in the Moonlight—*Aaronson's Commanders*
- 21830 Don't Be Like That
Me and the Man in the Moon—*Helen Kane*
- 21776 Lover, Come Back to Me!
Marianne—*Arden-Ohman and Orchestra*
- 21861 Button Up Your Overcoat
My Lucky Star—*Waring's Pennsylvanians*
- 21851 All By Yourself in the Moonlight
Sweetheart of All My Dreams—*Johnny Marvin*

Home Movies—An Opportunity

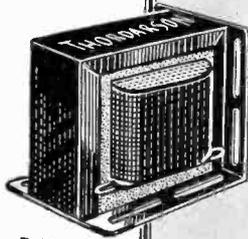
(Continued from Page 66)

an initial deposit and rental for the individual films.

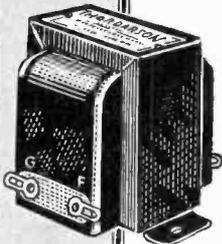
A caution should be sounded to dealers taking up this line for the first time—and that is that it is not necessary nor advisable to carry too many lines of instruments or to lock up too much capital in stock. Two lines of popular machines in varying price levels are probably enough. More merely confuses the customer's mind and impedes the sale. After the original order is once placed, it is necessary only to keep samples of the various instruments in stock, with just enough reserve so that the merchant is never caught without a camera to display. New equipment can be purchased to replace sales with very little delay.

The future of the home movie and its possibilities for the radio trade are increasingly promising. Public interest is growing, equipment is improving and the elements of color and sound are rapidly being developed. The "home talkie" is still in the development stage, but it undoubtedly will occupy the foreground of the picture in the not distant future. Whatever its importance it is certainly true that because of its use of the radio instrument for sound reproduction, it has brought the radio merchant definitely into the picture as the logical outlet for such equipment. And if the public learns to turn to the radio store for "talkies," it will turn there for other moving picture instruments as well.

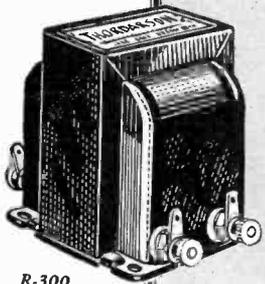
New THORDARSON AUDIO TRANSFORMERS



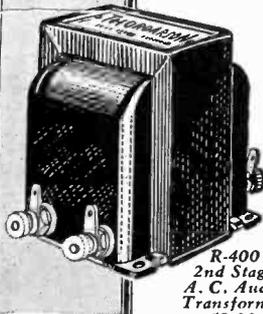
R-100
Universal
Replacement
Audio
\$2.25



R-260
Audio
Transformer
\$5.00



R-300
Audio
Transformer
\$8.00



R-400
2nd Stage
A. C. Audio
Transformer
\$9.00

ONCE again Thordarson steps into the foreground, this time with three new audio transformers of unrivaled performance—fitting companions for the Famous R-300.

The R-100 is a quality replacement audio transformer for use by the service man in improving and repairing old receivers with obsolete or burned out audio transformers. The universal mounting bracket of this replacement unit permits mounting on either side or end, and is slotted in such a way as to fit the mounting holes of the old audio unit without extra drilling. List price \$2.25.

The R-260 introduces a new standard of performance for small audio transformers. Wound on a core of Thordarson "DX-Metal" this audio unit is capable of reproducing plenty of "lows." It is entirely devoid of resonant peaks and performs with unusual brilliance over the entire audible band. List price \$5.00.

The R-300 needs no introduction to the discriminating set builder. It is commonly recognized by set manufacturers and individuals alike as the peer of audio coupling transformers, regardless of price. The high frequency cut-off at 8,000 cycles confines the amplification to useful frequencies only. List price \$8.00.

The R-400 is the first and only audio transformer built expressly for use with A. C. tubes. It is similar to the R-300 type in appearance and performance but possesses a better inductance characteristic when working under high primary current conditions such as are encountered in coupling the first and second stages of audio amplifiers using 226 or 227 type tubes in the first stage. List price \$9.00.

For Sale at Good Parts Dealers Everywhere

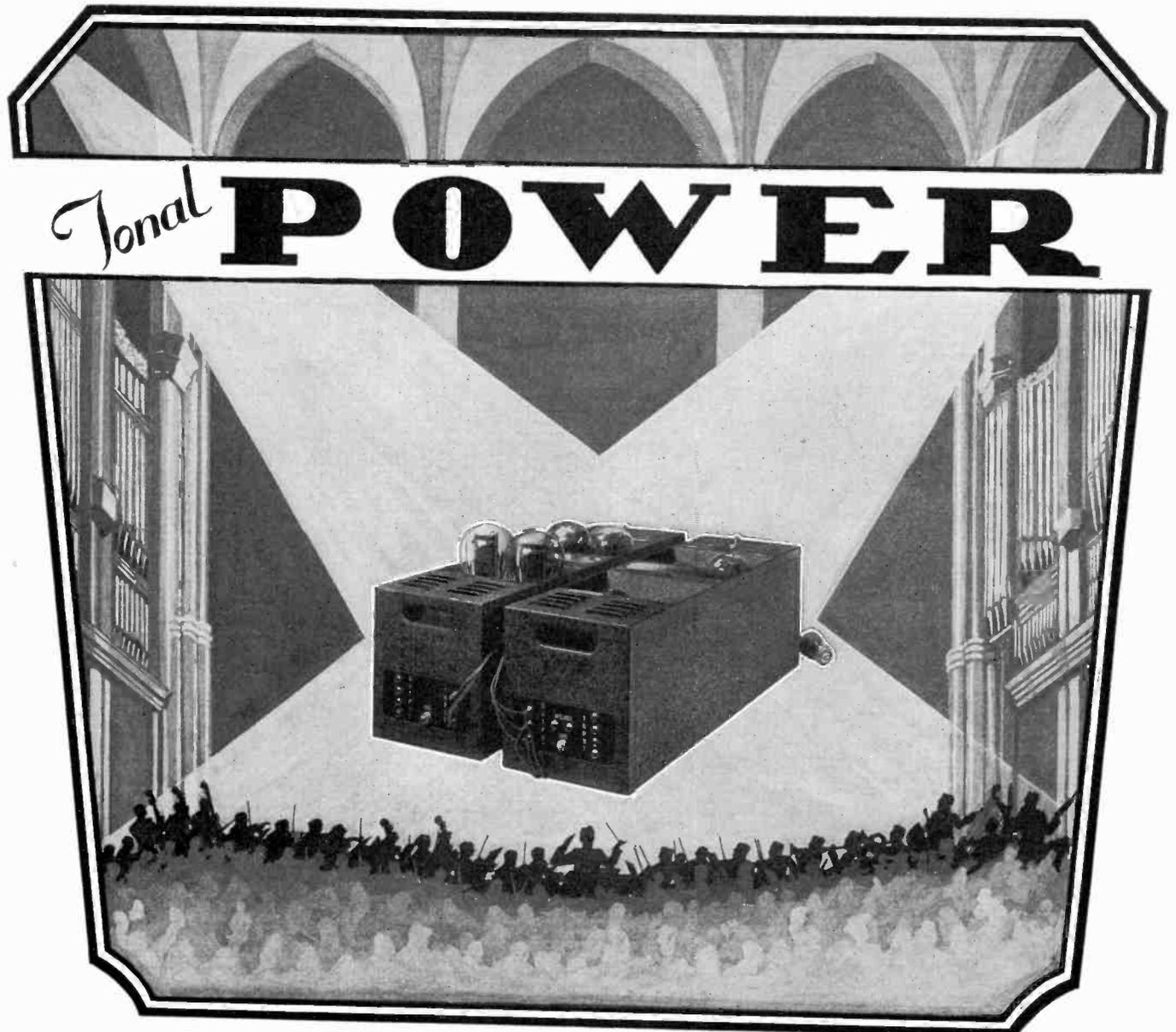
**THORDARSON ELECTRIC
MANUFACTURING CO.**

Transformer Specialists Since 1895

HURON, KINGSBURY and LARRABEE STREETS

THORDARSON RADIO TRANSFORMERS

S U P R E M E I N M U S I C A L P E R F O R M A N C E



\$1,000 installations of Power Amplification are worth any dealer's thought and effort. The dance halls, theaters, amusement resorts and other public places in your district are your market for this new type of business . . . profitable from the equipment, the installing and the service viewpoint. But, bear in mind, the essence of successful power amplification is the amplifier itself; because along with the power, there simply must be absolute realism. No one can help you in choosing the right Powerizer as we can, because no one has had our wealth of experience in this highly technical line. **POWERIZER** means very strong and very **REAL** production of music and speech . . . pleasing to the audience, indoors and out. Our booklet RR102-6 will explain more fully.

POWERIZER

Reg. U. S. Pat. Off.

Power and Super Power AMPLIFIERS

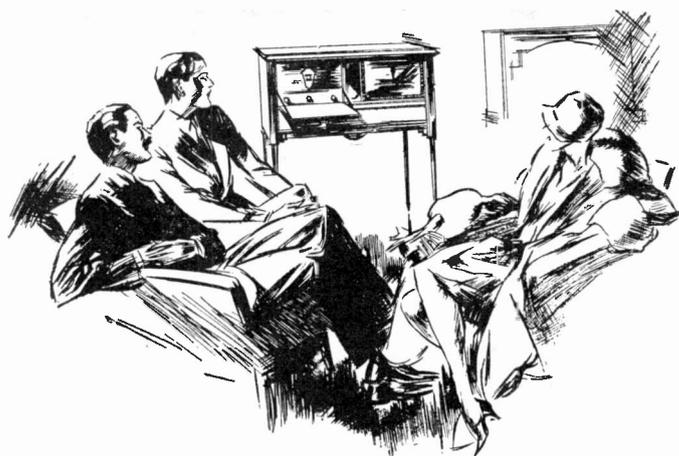
manufactured by

RADIO RECEPTOR COMPANY, INC.

106 Seventh Avenue
New York City

307 No. Michigan Boulevard
Chicago, Illinois

Licensed by Radio Corporation of America and Associated Companies



The 5 Minute Test

... that picks the best radio!

IN a new series of smashing advertisements Sonora is issuing an open challenge—a challenge that all who see must heed.

For Sonora invites comparison . . . dares all who would purchase a radio to test the new Sonoras and compare them—critically—with every other make . . . for tone . . . for performance . . . for beauty . . . for value.

And Sonora knows what the outcome will be. For careful observation and experience have shown that when Sonoras are heard and seen in comparison with other instruments, Sonora invariably wins the verdict.

Your customers are going to ask you to make this 5 minute test for them . . . to let them compare.

If you have already stocked the Sonora line, you'll demonstrate with pride and confidence.

If not—

You'd better investigate the Sonora franchise—an opportunity of growing worth. In a vast number of competitive tests Sonoras have shown themselves superior.

Sonora 
CLEAR AS A BELL
 (Acoustic Products Company)



It's a mark of distinction to own a Sonora! Eight models to choose from . . . as low as \$190 up.

SONORA PHONOGRAPH COMPANY, INC., 50 WEST 57th STREET, NEW YORK CITY

ATWATER KENT RADIO

What music is sweeter
to your ears

than the song of profits? Here is radio that fairly sings out tunes to run up your profit scale... Atwater Kent offers an Electro-Dynamic at a price most people can afford to pay. Atwater Kent gives people radio programs the way they want to hear them... And Atwater Kent gives *you* sales...keeps a mighty profit rhythm pulsating all the time... *Are you listening?*



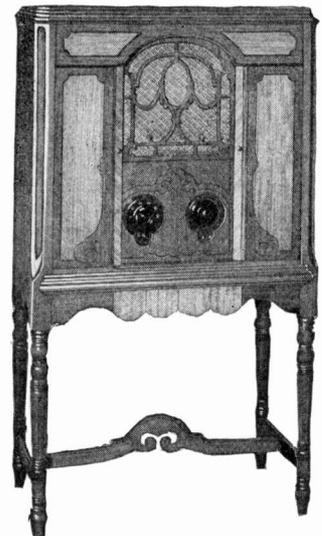
MODEL 46. New Electro-Dynamic receiver for use with Model F-2 Electro-Dynamic speaker or other speakers of the same electrical characteristics. FULL-VISION Dial. Panelled corners, ball feet. Requires 7 A. C. tubes (2 power tubes) and 1 rectifying tube. Without tubes, \$85.

MODEL F-2. Electro-Dynamic speaker. True to the whole range of music. For use with Model 46 Receiver or other receivers supplying a D. C. field current. \$34.

Prices slightly higher west of the Rockies

ELECTRO-DYNAMIC

ATWATER KENT
ELECTRO-DYNAMIC
RADIO
IN CABINET
by Red Lion



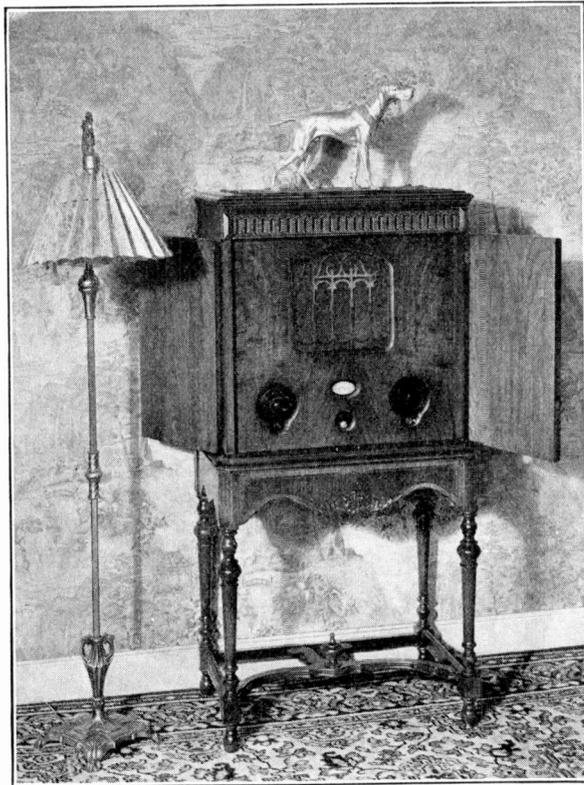
ATWATER KENT
ELECTRO-DYNAMIC
RADIO
IN CABINET
by Pooley

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

*On the air — every Sunday night —
Atwater Kent Radio Hour—listen in!*

The Furniture for All ATWATER KENT Radios

Price
of
Cabinet
\$50.00



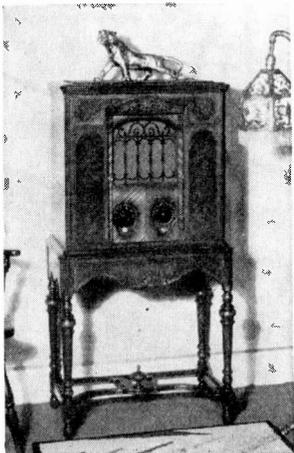
Model 4700—Open



Model 4700
Closed

This Latest Red Lion Model, No. 4700

is an exceptional piece of cabinet making—especially designed and built to accommodate the new Atwater Kent Radio, Model 47, and the Atwater Kent Electro-Dynamic Speaker. A special five-ply, extra heavy baffle-board produces in their fullest value the truly marvelous tone-qualities of this speaker. Model 4700 represents a most remarkable achievement in value.

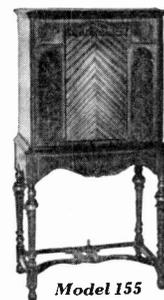


Model 155—Open

Red Lion-Atwater Kent

(Complete Ensemble)

Here is value extraordinary—the Red Lion Cabinet, Model 155; the Atwater Kent Radio, Model 46; and the Atwater Kent Electro-Dynamic Speaker. A special five-ply, extra heavy baffle-board is particularly fitted for use with this speaker. The complete ensemble is a masterpiece of unity, harmony and balance.



Model 155
Closed

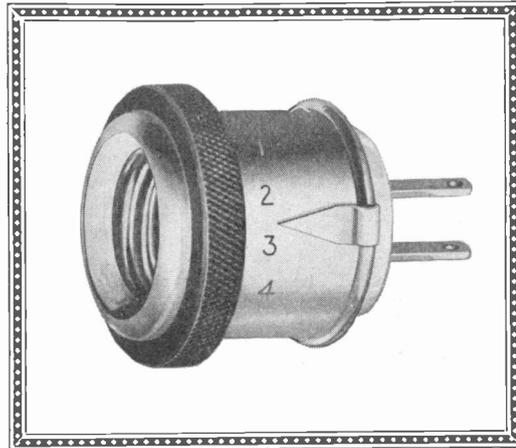
PRICE COMPLETE \$157.50
(Except Tubes)

RED LION CABINET COMPANY

RED LION, PA.

a
new
leader
in the making

Bremer-Tully
RADIO



THIS VOLTAGE REGULATOR has more than a fixed resistance

Your customers are given more than a single step fixed resistance when they buy the Wirt A. C. Voltage Regulator, No. 211. It is a *variable* reducer and therefore adjustable to fit varying conditions of house line voltage. It is at all times a safeguard against excess voltage and current "surges," thus protecting delicate tubes and set. The Wirt Regulator is adjustable by a turn of the wrist, making possible the desired volume under all conditions. We believe that no other similar device has this feature.

In every respect the Regulator keeps faith with its purchasers. It lives up to the guarantee we have made for it and does *well* everything it's supposed to do. Dealers everywhere find it not only a fast-moving, profitable item, but also one that cuts down service-call time.

List price, \$2.25. The coupon below is for your convenience when ordering.

WIRT COMPANY

Wirt Company is the originator and sole maker of Dim-a-lite—the little device that turns electric light bulbs up and down. Put our red and white display card of 10 Dim-a-lites on a counter and watch them go! List prices, \$1.00 for No. 23 (25-40 watt size) and \$1.25 for No. 23A (50-60 watt size).

The Wirt Lightning Arrester protects house and set. Built to last a lifetime. Only \$1.00. See coupon.

R.R.—4-29

WIRT COMPANY, 5221 Greene St., Philadelphia, Pa.

Please send me by return mail:

.....display cartons of 10 Voltage Regulators, No. 211

.....display cards of 10 Dim-a-lites, No. 23

.....display cards of 10 Dim-a-lites, No. 23A

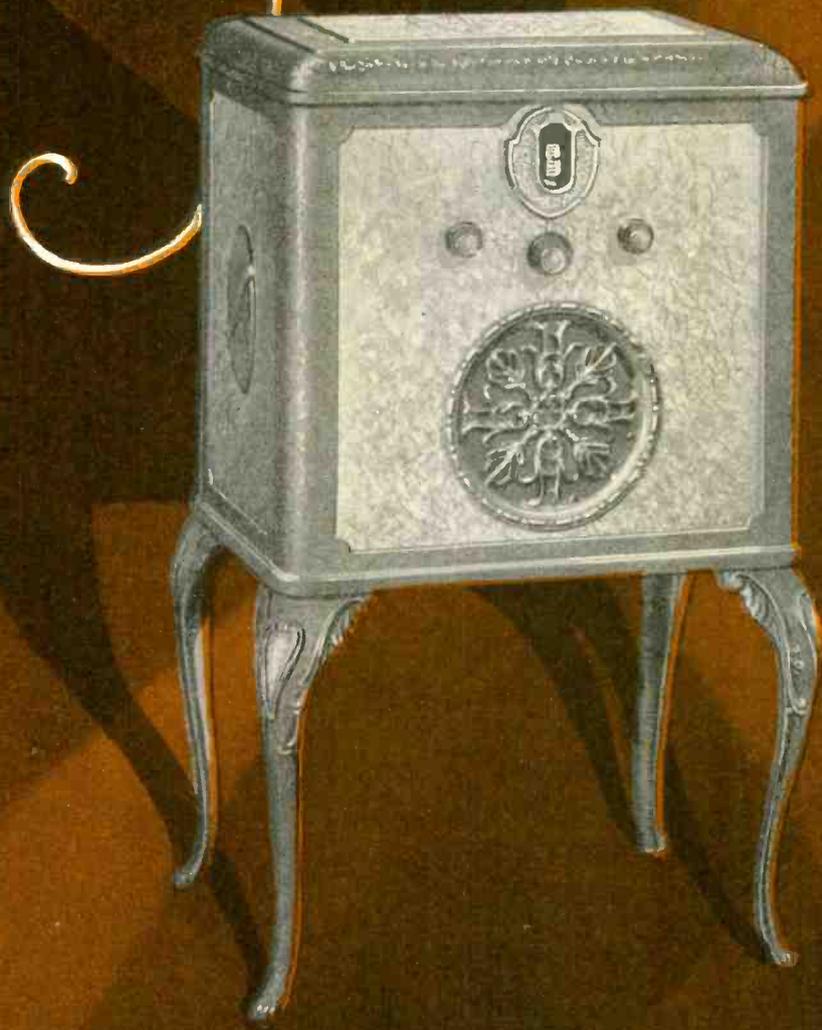
.....cartons of 10 Lightning Arresters, No. 200

Bill through.....

Name.....

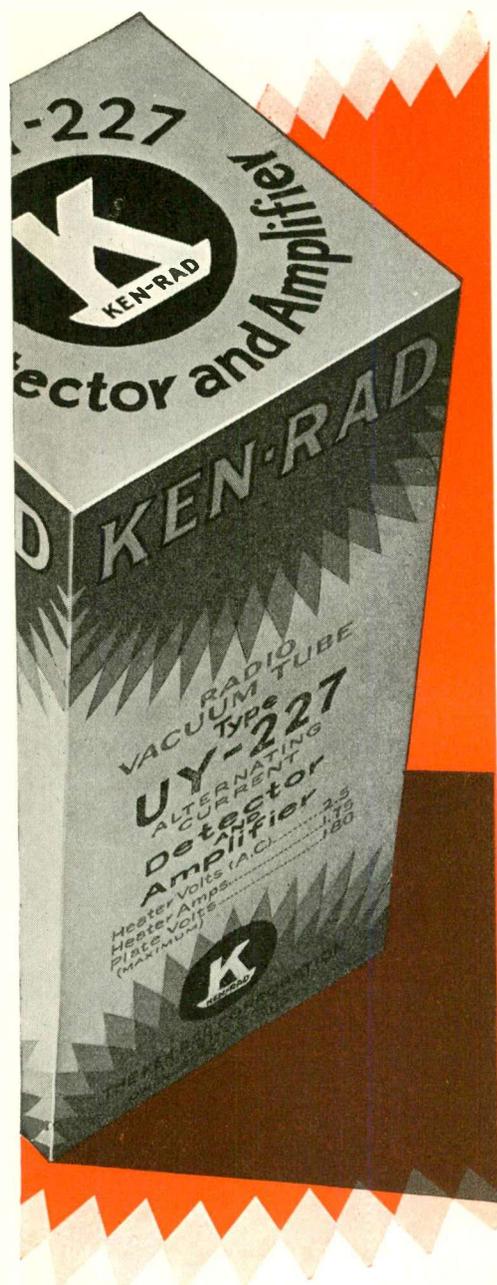
Address.....

Consoles of Steel



The VAN DOORN COMPANY
211 WACKER DRIVE
Chicago, Ill
Factories - Quincy - Illinois

Here's what you want in a TUBE LINE...



THERE are good reasons why more and more of the best dealers and jobbers are coming to Ken-Rad. Consider these facts:

1 KEN-RAD GUARANTEES STANDARD QUALITY

A never-let-down vigilance has won an enviable reputation for tube quality.

2 KEN-RAD GIVES SERVICE

Jobbers and dealers who put their faith in Ken-Rad know from experience that they will have first call on Ken-Rad production.

3 KEN-RAD ONE OF THE OLDEST

As one of the three oldest tube manufacturers, Ken-Rad has the background of experience to support its product.

4 MILITANT MERCHANDISING

Ken-Rad stands at the forefront in supporting dealers and jobbers with attractive, useful sales helps—and productive advertising.

5 SOUND, BUSINESS-BUILDING POLICIES

Ken-Rad tubes are sold on the square-deal policy; you must be satisfied, your customers must be satisfied . . . And the result is a constantly larger and increasingly enthusiastic dealer and jobber organization.

It will pay you to investigate the Ken-Rad proposition. Write or wire

THE KEN-RAD CORPORATION

Incorporated

OWENSBORO, KENTUCKY

A Division of

KEN-RAD TUBE & LAMP CORPORATION

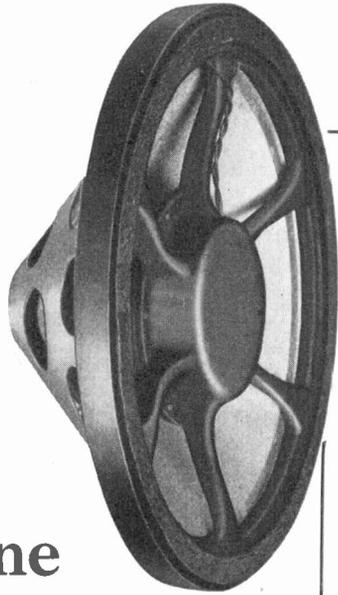
. . . Ken-Rad national advertising is carrying the message of Ken-Rad quality to the 5,000,000 readers of The Saturday Evening Post and Colliers—a Ken-Rad advertisement every other week. Cash-in on the growing demand for Ken-Rads.



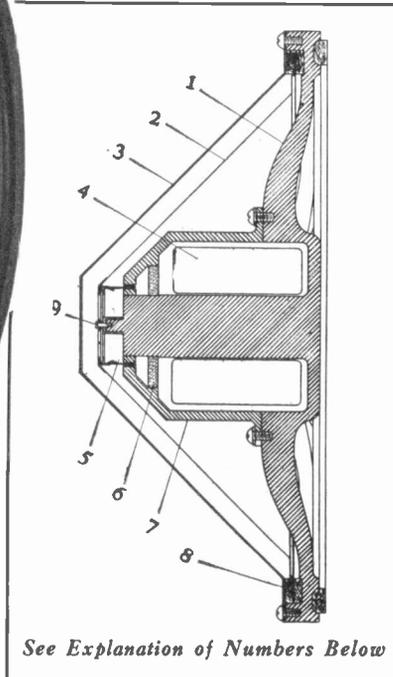
KEN-RAD

RADIO TUBES

Here's the New OPERADIO Dynamic!



Nine Features of Superiority!



See Explanation of Numbers Below

OPERADIO

RIGIDITY

1. (Frame) Cast Steel frame—with integral pole piece—perfect alignment between cone apex and edge—highest permeability.
3. Protecting Basket.
6. Brass spacing collar assuring concentric magnetic gap—centering not dependent on bolts—perfect protection in shipment of all parts.
7. Cast steel pot—lowest magnetic reluctance.

RESPONSE

2. (Cone) 9½-in. one piece "Acoustex" cone—free edge—very light—no spider

—minimum inertia dampening—greater frequency range—no leather to stretch—no paper rattle—ample power delivered at low frequencies.

5. Voice coil mounted to cone apex by punch press operation assuring perfect alignment and permanence of these parts.

SENSITIVITY

4. Field coil 2500 and 7000 ohms—field strength 9000 lines per square cm.
8. Felt retaining rings—under no pressure but interlocking with cone edge—no dampening effect.
9. Centering pin integral with main frame assuring perfect alignment of voice coil to pole piece.

MANUFACTURERS: Our Engineering Department is at your service. Let us hear from you if you are interested.

OPERADIO MFG. CO.

St. Charles, Illinois



new!
all the way thru

Available Now!

A. C. 224
Shielded Grid Amplifier

The fulfillment of our prophecy that "SPEED" A.C. Shielded Grid would be the leading tube in radio is evidenced by the widespread interest prominent engineers are showing in this outstanding amplifier.

The long rumored new power tube, (Type 245), the happy medium in the operation of modern speakers is also ready for delivery.

"SPEED" laboratories have contributed the earliest data toward producing

The World's Greatest Radio Tubes

CABLE SUPPLY CO., Inc.

Manufacturers:

84-90 North 9th Street
Brooklyn, N. Y.



THE VOICE OF THE WORLD

PLUG IT INTO YOUR RADIO SET

AERO-CALL

SHORT WAVE CONVERTER



SHIELDED—FILTERED—Size, only 9x5½x2¼ in.

Complete
Factory-Built
Short-Wave
Converter Box

PLUGS
INSTANTLY
INTO ANY
RADIO!

A. C. and D. C.
Models

Made by
AERO
PRODUCTS,
Inc.
Pioneer
Short-Wave and
Coil Specialists

BOOST YOUR SPRING and SUMMER SALES

THE Aero-Call Converter Box brings to radio dealers a real opportunity to increase sales and profits for spring and summer. Here is an entirely new adaptation of the wonders of radio. Heretofore, short waves have been appreciated only by "hams." Now they are available instantly to every radio set owner by the use of the Aero-Call Short-Wave Converter Box. A compact, shielded, filtered, factory-built short-wave adapter, equipped with special short-wave coils. Designed for both A.C. and D.C. sets. Operates without motor-boating, by an auxiliary filter system control, an exclusive feature (patent applied for) that entirely eliminates the failure of most converters heretofore offered to the public. It can be plugged into any regular radio set. List of short-wave stations here and abroad, with time of broadcasts, enclosed with each set.

No change or wiring required. All complete, ready to operate, tubes and coils hidden, no apparatus in sight, except the neat, golden-brown, compact metal cabinet in crackle finish, that harmonizes splendidly with the finest radio cabinet. Cushioned feet prevent marring cabinet.

Size, only 9 x 5½ x 2¼ inches.

The only converter we know of that really works on all sets. Two models—A.C. and D.C.

Have Something to "Shoot At"

We don't guarantee that every Aero-Call owner can get Europe or Australia—but it is being done regularly—and practice makes perfect. At least, there's something to "shoot at" that you couldn't get on a regular radio set in a blue moon. There's plenty of thrills in tuning in on short waves to keep one busy for hours. And when London, Paris or Berlin is tuned in, there's something to brag about.

Every Set Owner a Prospect!

The public's interest in this remarkable new radio improvement has been nation-wide. Jobbers and Dealers will find an instant demand for it from radio users everywhere, both A.C. and D.C. Order your demonstrator now.

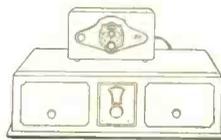
MODEL A, for A.C. Sets—
MODEL D, for D.C. Sets—

LIST PRICE

\$25

AERO PRODUCTS, Inc.

4611 E. Ravenswood Ave., Dept. 2149, Chicago, Illinois



Bellevue, Pa. Fan Hears Holland

An Aero-Call user in Pennsylvania writes:—"with an old 5-tube receiver—SSW (Chelmsford, England) was received at excellent telephone strength, as was also PHI, Hulzon, Holland,—GBS (Rugby, England), also received—will vouch for its ability to get Java—A fine piece of work, and you are to be complimented—recommended it to a number of my friends—in Pittsburg."

(Signed) G. E. M.

(Name and Address on file).

Other similar records have been secured on the Aero-Call, but it takes expert tuning to do it. Short-wave reception is not as good as regular broadcasts, but it furnishes a new and novel method of experimentation.

Dealers, write for literature and discounts, and name of your nearest jobber. Jobbers, stock up now.

Dealers' Demonstrator Order

AERO PRODUCTS, Inc., 4611 E. Ravenswood Ave.
Dept. 2149, Chicago

Send me one of your new 1926 Aero-Call Short-Wave Converter Boxes ready to plug into any radio set now sold by me. I want to put them on sale. Enclosed is remittance of \$25.00 less 40% dealers discount, less 2% for cash.

Dealer's Name

Street and Number

City

State whether A.C. or D.C. Model is desired.

Name and Address of Jobber

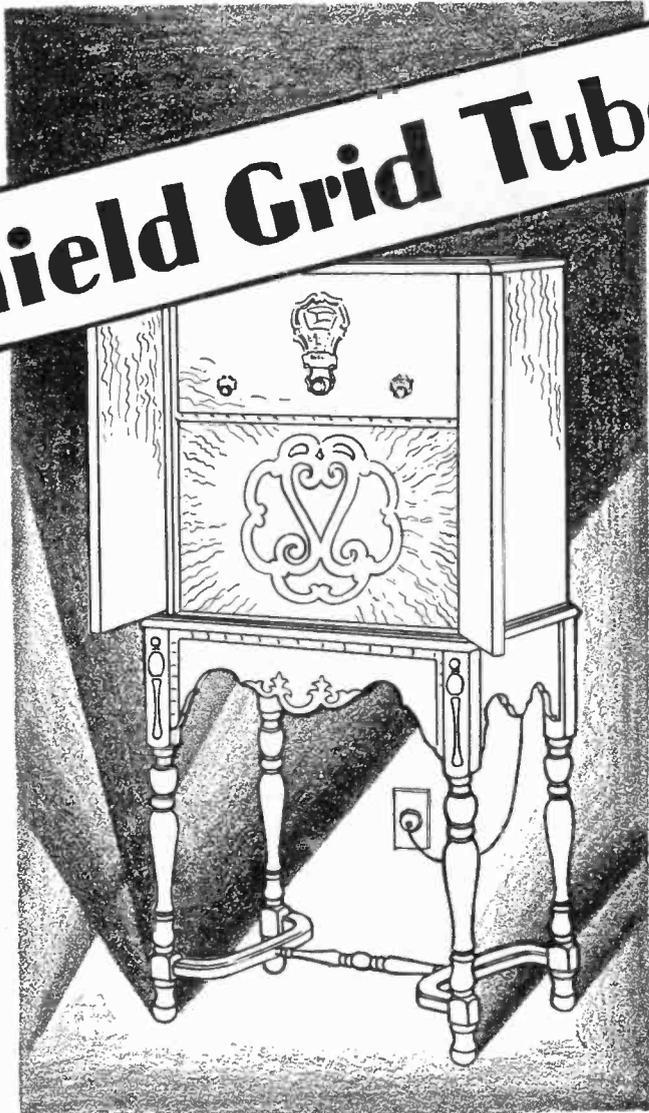
Federal Radio

New

K MODEL

with the AC Shield Grid Tube

Has proved a Sensational Seller because it offers Typical Federal Quality at price of Ordinary Radios



FEDERAL'S new "K" models . . . the first licensed radios using the phenomenal new A. C. Shield Grid Tube . . . have proved themselves sensational sellers from coast to coast because they offer traditional Federal quality, built up thru 27 years' manufacturing experience, together with radio's latest innovation, at the price of ordinary radios.

The performance of the new Federal "K" . . . its sharp selectivity so necessary in congested areas, its extreme sensitivity so delightful to the distance enthusiast, and its tremendous amplification so important to the perfect operation of dynamic speakers . . . is outstandingly superior to any other radio at anywhere near the price. Only the larger Federal models can, in any way, outperform the new Federal "K".

New volume production methods have made it possible for you to sell this remarkable radio at the amazing low price. Federal dealers are enjoying a tremendous sales volume. Why be behind the times when Federal offers immediate profits from this 1930 radio, a year ahead of the times. Phone, wire or write for the Federal proposition.

FEDERAL RADIO CORPORATION
Buffalo, New York
FEDERAL ORTHO-SONIC RADIO, LTD.
Bridgeburg, Ontario

\$154.50

Console as illustrated

\$164.50

With Dynamic Speaker

\$114.50

Table Model

Prices do not include tubes and are slightly higher in west

Licensed Only for Radio Amateur, Experimental and Broadcast Reception

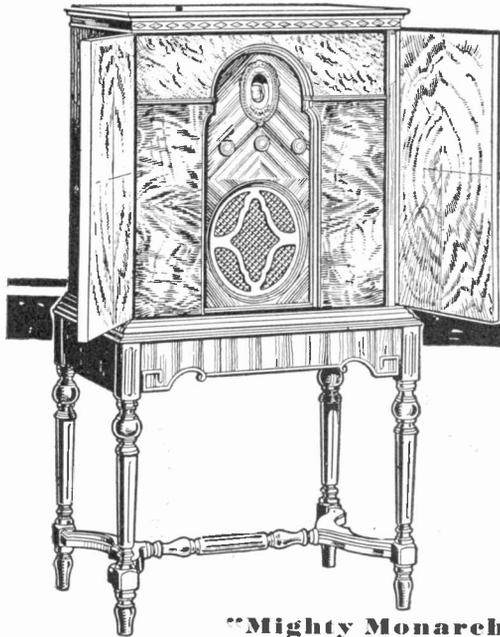
FEDERAL RADIO CORPORATION
Buffalo, N. Y.

Please send me complete details of the Federal Proposition.

Name _____

Address _____

Ride into Prosperity with



"Mighty Monarch
of the Air"



-the most talked of Radio Set in the World

Model 72

Beautiful Louis XVI walnut cabinet with doors of diamond matched oriental walnut having genuine inlaid marquetry border. Instrument panel also of diamond matched oriental walnut framed with butt walnut and bird's-eye maple panel. Seven tubes completely shielded, using R. F. L. balanced circuit. Majestic Super-Dynamic Speaker. Volume control instantaneous in action. Single dial control **\$167.50**

Prices slightly higher West of the Rockies

NO PRODUCT ever placed before the American Public has been accorded the instant acceptance from coast to coast won by Majestic Radio. The value made possible by mass production is so immediately apparent . . . the reproduction so perfect . . . the cabinet so beautiful . . . that in only ten months Majestic has jumped to unquestioned leadership in the Radio field.

There are still a few good franchises open. Let the Majestic distributor for your territory give you the Majestic proposition . . . show you the sales helps and sales promotion aid with which Majestic backs its dealers. Do it NOW!

Majestic

-ELECTRIC-RADIO-

GRIGSBY-GRUNOW COMPANY

5801 Dickens Avenue CHICAGO ILLINOIS

Licensed under patents and application of R. C. A. and R. F. L., also by Lektiphone, Lowell & Dunmore and Hogan License associates.

We invite inquiries with blue prints

BOHNALITE

62% LIGHTER THAN IRON

Introduced nationally but a few months ago, Bohnalite, the new light alloy, is attracting unusual attention.

Manufacturers in all lines of business are familiarizing themselves and their engineering staffs with the advantages of Bohnalite.

We, however, have a suggestion to make: When you send in your inquiry for Bohnalite literature and general Bohnalite information, send along your blue prints and samples if possible at the same time. This will facilitate matters and give you more prompt and more specific information on your requirements.

Bohnalite was developed by Chas. B. Bohn, who for years searched for a substitute for iron without iron's excessive weight.

If your product is made of metal you should know about Bohnalite.

If your product is only partially made of metal you should know about Bohnalite.

If you use metal in your factory you should know about Bohnalite.

This new light alloy is 62% lighter than iron yet it is just as hard.

Bohnalite has high uniform hardness.

Bohnalite has great density.

Bohnalite has a fine grained structure.

Bohnalite has exceptional strength.

Bohnalite is ductile.

Bohnalite has excellent bearing qualities.

Scores of manufacturers are already

using Bohnalite in a wide variety of industries.

We have just published a new book which explains this light alloy, illustrates many of its uses and supplies you with detailed physical properties.

In sending for this book, *accompany your inquiry with your blue prints* and samples if possible, then we can give you the prompt service you desire.

BOHN ALUMINUM & BRASS CORPORATION
DETROIT, MICHIGAN

*Also manufacturers of Nelson Bohnalite Pistons
and Bohn Ring True Bearings*

New York Chicago Philadelphia
Cleveland Pittsburgh



CHAS. B. BOHN

The authority who developed Bohnalite

THE WORLD'S GREATEST AND LATEST LIGHT METAL



Sales helps more elaborate, more far-reaching and more profitable to the Radio Dealer than any ever devised before by any manufacturer.

• • • That is what Kolster is planning today.

• • • Sales helps that will fit the needs of the dealer and not try to make him fit them!

• • • Sales helps that will reach out and find



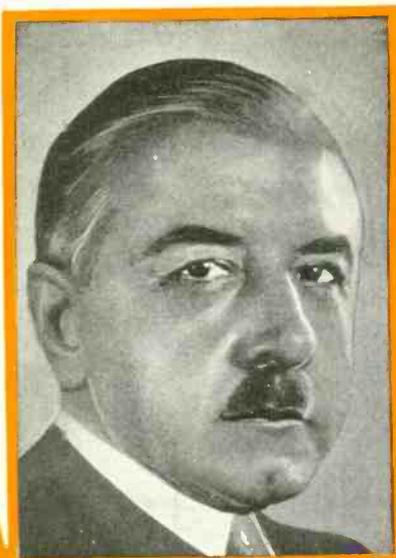
the people who want what you've got, Radio Service and Kolster Radio. . . . In due course the subject of Kolster Sales Helps will be brought to your personal attention and you will recognize them for what they are . . . a practical help to bigger turnover . . . *profit-plans!*

SAVED AT SEA!

Thousands of lives have been saved at sea through the use of the Kolster Radio Compass. Dr. Frederick A. Kolster, its inventor, is also the designer of Kolster Radio receiving sets. What finer tribute could be given to Kolster dependability! Copyright by Kolster Radio Corporation, Newark, N. J., 1929



CHARLES HACKETT



RUDOLPH GANZ



FRANCES ALDA

*Making friends
and building sales for you*
THESE GREAT ARTISTS
broadcast during April with

“ *De Forest* ” **AUDIONS** //
HOUR //

Every Sunday evening, millions tune in on the “De Forest Audions,” a 43 piece military band conducted by Arthur Pryor. With the added attraction of world-renowned guest artists, this broadcast is the outstanding radio feature of the week.

Add to this the extensive De Forest Advertising—a continuous newspaper campaign in newspapers with 16 million circulation in 166 trading centers; more than 4000 twenty-

four sheet posters in 450 cities and towns during the peak buying months; dominant advertisements in the Saturday Evening Post; a striking assortment of dealer helps which tell the world your store is headquarters for De Forest Audions. Our complete selling campaign tells your customers that De Forest Audions are “high vacuum” radio tubes, made in the laboratory of Dr. Lee De Forest, which give many added hours of matchless entertainment.

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

The “De Forest Audions” Hour is broadcast over the coast-to-coast hookup of the Columbia Broadcasting System reaching 87% of the population of the country

THERE IS MORE PROFIT IN PERRYMAN TUBES



Because

The Patented Perryman Bridge

... holds the filament, plate and grid in permanent parallel alignment at top and bottom at the point of greatest efficiency. You can't shake them apart.

The Spring

... allows for uniform expansion and contraction of the filament, due to temperature changes.

1. They give a greater number of hours of satisfactory service.
2. They always produce a clear tone—bringing out the best in reception.
3. They eliminate many “trouble calls.”
4. They guarantee satisfaction to your customers, assuring you repeat business.

PERRYMAN ELECTRIC COMPANY

Incorporated

33 West 60th Street, New York, N. Y.

LABORATORIES and PLANT, NORTH BERGEN, N. J.



PERRYMAN RADIO TUBES

A Complete Line of Standard Equipment for every Radio Purpose



~ NEW ~
**PARTICULARLY
 SUITED FOR
 ATWATER KENT**

*Model 40
 or 46 with
 Dynamic Speaker*

THIS new, beautiful, sturdy Radio Master cabinet makes a splendid setting for the Atwater Kent model 40 or 46 with dynamic speaker.

Front panel may be had plain, or cut to fit over A. K. controls. Dynamic speaker fits behind the grille screen.

This cabinet is constructed of selected heavy walnut plywood with matched butt walnut front and doors.

Sliding doors are suspended on fibre bearings from a brass rod. Positive, smooth, operation — indefinite wear without trouble are insured by this construction. Beautiful wood — splendid design — superior workmanship, make this cabinet outstanding.

**RADIO MASTER CORPORATION
 BAY CITY, MICHIGAN**

E. B. Latham & Co.
 550 Pearl St.
 New York, N. Y.

E. A. Wildermuth
 1061 Atlantic Ave.
 Brooklyn, N. Y.

E. J. Edmond & Co.
 250 W. 54th St.
 New York, N. Y.

Eastern Distributors:



Radio Master
 ONE OF THE WARD INDUSTRIES

“Arcturus Tubes

help us
sell sets”

—say the
Griffith Piano Co.

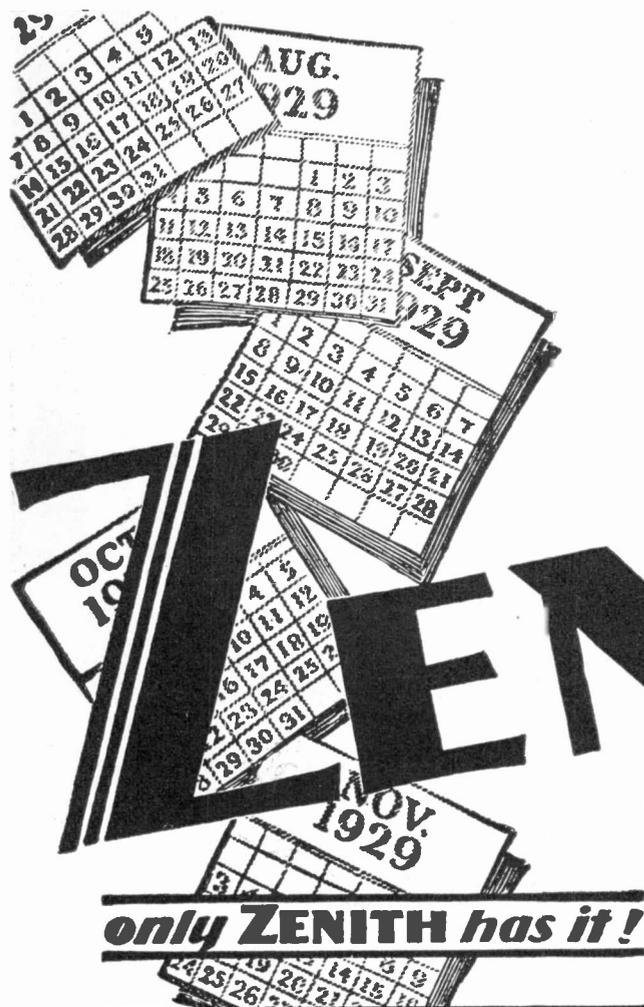


“SETS on our floor operate much more efficiently when Arcturus Tubes are used,” says P. O. Griffith of the Griffith Piano Co., Newark, N. J. “The wait that seems like a year is eliminated. Practically all customers commented on the quick action of the tubes—only 7 seconds. “We have also found that Arcturus Tubes minimize hum and give clearer reception. And on our ‘counter test’ we increase the line voltage 100% and have never burnt out an Arcturus Tube.”

Arcturus No. 127 Blue Tubes will help your sales, too. If you want to sell the fastest moving A. C. tube on the market today, write for all the facts about Arcturus.

ARCTURUS BLUE A-C LONG-LIFE TUBES

ARCTURUS RADIO TUBE CO. ~ NEWARK, NEW JERSEY



**THE CALENDAR
SAYS 1929.
BUT...**

**ZENITH
AUTOMATIC
RADIO
spells 1930**

only ZENITH has it!

Zenith dealers, *only*, have 1930 Automatic Radio—*NOW!* That is something worth thinking over, when you make plans for a profitable radio business this year. Learn, today, how you can obtain a share of *Automatic Tuning* profits with Zenith Receivers.

Zenith Receivers
are priced from
\$100 to \$2,500

With *Automatic Tuning*, Zenith sweeps a year ahead of the field. The radio you envisioned for the future is here today. Tedious, hit-or-miss tuning is now supplanted by instantaneous, unerring precision. Instead of old-fashioned hand-dialing, you simply press a button . . . and your favorite station is there! Local or distant . . . without limit in number . . . the programs come marching in . . . at the flick of your finger! Why not see 1930 Zenith Automatic Radio in action? A demonstration will convince you that it also spells a profitable 1929 business year for dealers.

ZENITH RADIO CORPORATION
3620 Iron Street, Chicago, Illinois



"Automatic Radio" Owned and Controlled by The Zenith Radio Corp., Chicago, U. S. A., under the following patents—Vasseli 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.

Licensed only for Radio amateur, experimental and broadcast reception. Western United States prices slightly higher

WORLD'S LARGEST MANUFACTURERS OF HIGH GRADE RADIO



Patents
Applied
for

Model
400A

The Only Service Instrument That Will Make All These Tests

It has the only tube tester giving oscillation tests from raw A.C., or from radio sockets. Tests all tubes 1½ to 15 volts, including screen grid and heater types. Reads direct output of rectifier tubes. Permits complete and comprehensive analyzing from radio socket of all type A.C. or D.C. radios with Master plunger selector system. Voltage readings with and without load. Gives independent cathode readings.

The modulated tube radiator takes place of broadcast stations for testing—is a driver for neutralizing and oscillator for synchronizing, giving meter dip and speaker click at resonance. Has heavy duty rejuvenator. Bridges open stages of audio—alters outputs—tests fixed condensers and contains stage of audio—fixed capacities—500,000 ohm variable resistance and 30 ohm rheostat.

Besides regular tests, all apparatus is accessible through pin jacks. Instrument lifts out of case.

Three Weston meters and SUPREME engineering, combined with the finest of materials and workmanship, insure absolute accuracy. A Voltmeter of three scales 0/10/100/600, 1000 ohms per volt; a Milliammeter of 125 mils and 2½ amps.; and an A.C. Voltmeter, three large scales of 0/3/15/150, are built into the SUPREME test panel and are housed in Bakelite cases.

All instruments are manufactured for 110 volts and 50-60 cycles. Instruments of other frequencies can be furnished special at slight increase in price.

Equip Your Service Men With Supreme Diagonometers and You'll Sell More Radios

EVERY radio dealer in America is keenly aware that dependable service is his strongest selling aid.

No matter how well a receiver may be built—no matter what may be its wiring principle—the results it gives depend upon proper installation and service.

The most progressive dealers everywhere are equipping their men with SUPREME Diagonometers. The dependable, scientific service they can give with the SUPREME is bringing them big increases in radio receiver sales and service profits. It is

difficult to conceive an instrument such as the SUPREME until you have seen it perform. It makes every test that can be made with all other set testers and analyzers combined, and in addition will make many tests which can otherwise only be made in the most complete radio laboratories.

Yet the SUPREME is easy to operate and readily understandable. It weighs less than 26 pounds and measures only 18x10½ x7 inches. Its carrying case was designed by radiotricians with years of practical experience, and contains ample and easily accessible compartments for carrying all tools and accessories that the service man needs on the job. Even a swinging tube shelf that affords absolute protection for extra tubes is included.

You need a SUPREME Diagonometer in the hands of every one of your service men. You need a SUPREME Diagonometer in your shop and in your store. Make all analyses scientifically, secure oscillation reading on tubes, match tubes accurately, and synchronize condensers. *Don't guess, but know* that the set you are selling or servicing will produce maximum results. Give SUPREME Service and watch your sales and profits grow.

Send No Money

Thousands of owners attest to the superiority of the SUPREME. PROVE its value to your business by using it six days in actual service work. We let you be the sole judge. Sign and fill in the Six Day Trial Request and mail today.

Prices and Terms

Under our time payment plan, the Model 400A SUPREME Diagonometer can be bought for \$38.50 cash and 10 trade acceptances (installment notes), for \$10.00 each, due monthly. Cash price, if preferred, \$124.65. All prices net. No dealers' discounts.

Radio Owners: Look for This Sign of Efficient Radio Service



Look for this emblem in your radio shop or on the button worn or card carried by your service man. It is your guarantee of dependable service.

6 Day Trial

Date.....

Supreme Instruments Corporation,
322 Supreme Building,
Greenwood, Miss.

Please ship me one Model 400A SUPREME Diagonometer.

Upon delivery of the instrument, I will deposit with the express agent either the cash price of \$124.65 or \$38.50 cash and 10 trade acceptances (installment notes) for \$10.00 each, due monthly, at my option, subject to the following conditions:

It is agreed that the deposit made with the express agent shall be retained by him for six days. If, within that time, after testing the instrument, I am not entirely satisfied, I have the privilege of returning the instrument to the express agent in good condition, with the seal unbroken (see note below) and adapters and parts intact. Upon such return, and upon the prepayment of return express charges, the deposit I have made with the express agent will be promptly returned to me.

Signed

Firm Name

Address

City State

Please send three or more trade references, including at least one bank, with this coupon.

NOTE: The seal on the panel of the instrument covers the master screw in the assembly. It is never necessary to disturb this, and it does not in any way prevent or restrict the use of the instrument. Factory guarantee ceases with disturbance of seal.

SUPREME

Radio Diagonometer

conceivable

Makes every test on any Radio Set-

Popularity that is winning profits

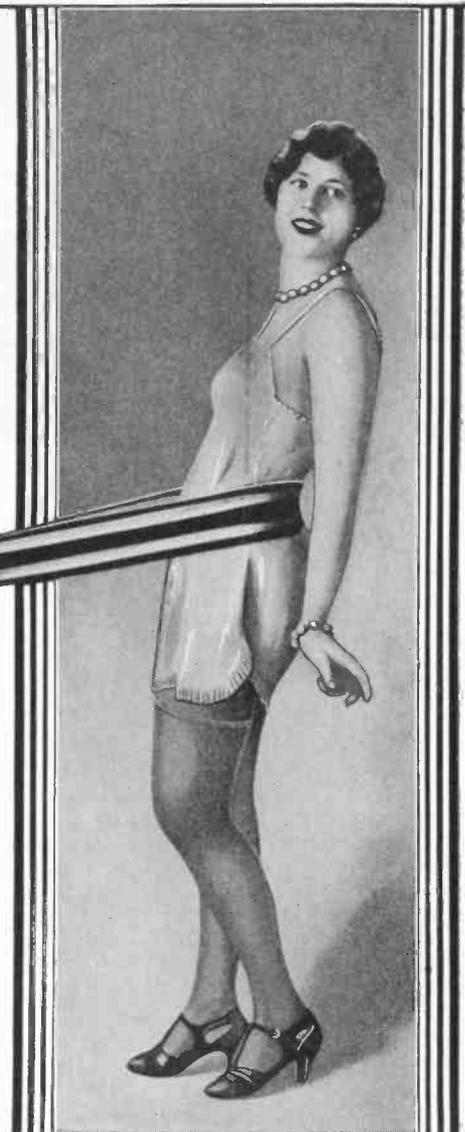
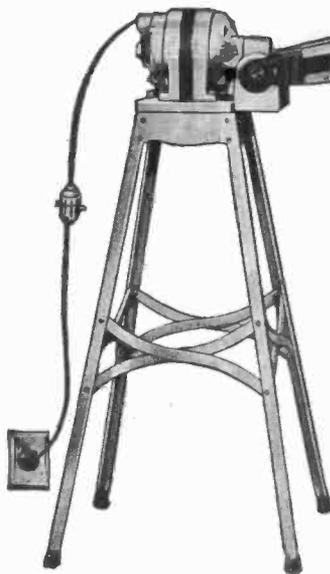
Tower



EXERCISER & REDUCER

\$79.50

**COMPLETE
WITH STAND**
*Fully
adjustable*



There's a reason back of the nation-wide preference for the Tower Exerciser and Reducer—it's "customer satisfaction"! People appreciate its attractive appearance, its compactness, and, above all, its superior features of construction, which assure the most effective and scientifically correct massage. Dealers throughout the entire country have learned to rely upon this health machine for steady, consistent sales and profits.

Special Construction Features that assure you of quicker sales—with the Tower Exerciser and Reducer:

1. Compact, light and portable. May be operated on a desk table or on its own collapsible metal stand, which is furnished without extra charge.
2. Equipped with wide and narrow belts, and sanitary slip cover.
3. Only the finest motors are used, such as General Electric, Westinghouse, etc.
4. All working parts fully enclosed, assuring compactness.
5. Special reducing gears control vibrations to 860 per minute, the speed most soothing to the nervous system. There is no direct strain on motor bearings.
6. Fully adjustable. The most gentle or the most vigorous massage may be obtained.
7. Fully as efficient and powerful as any machine of higher price.
8. Easily installed and operated. Simply attach to light socket.

TOWER MANUFACTURING CORP.
122 Brookline Ave., Boston, Mass.

Investigate the liberal dealer discounts which we have arranged for you. Send the coupon below for complete details of our profitable merchandising plan.

TOWER MANUFACTURING CORP.
122 Brookline Ave., Boston, Mass.

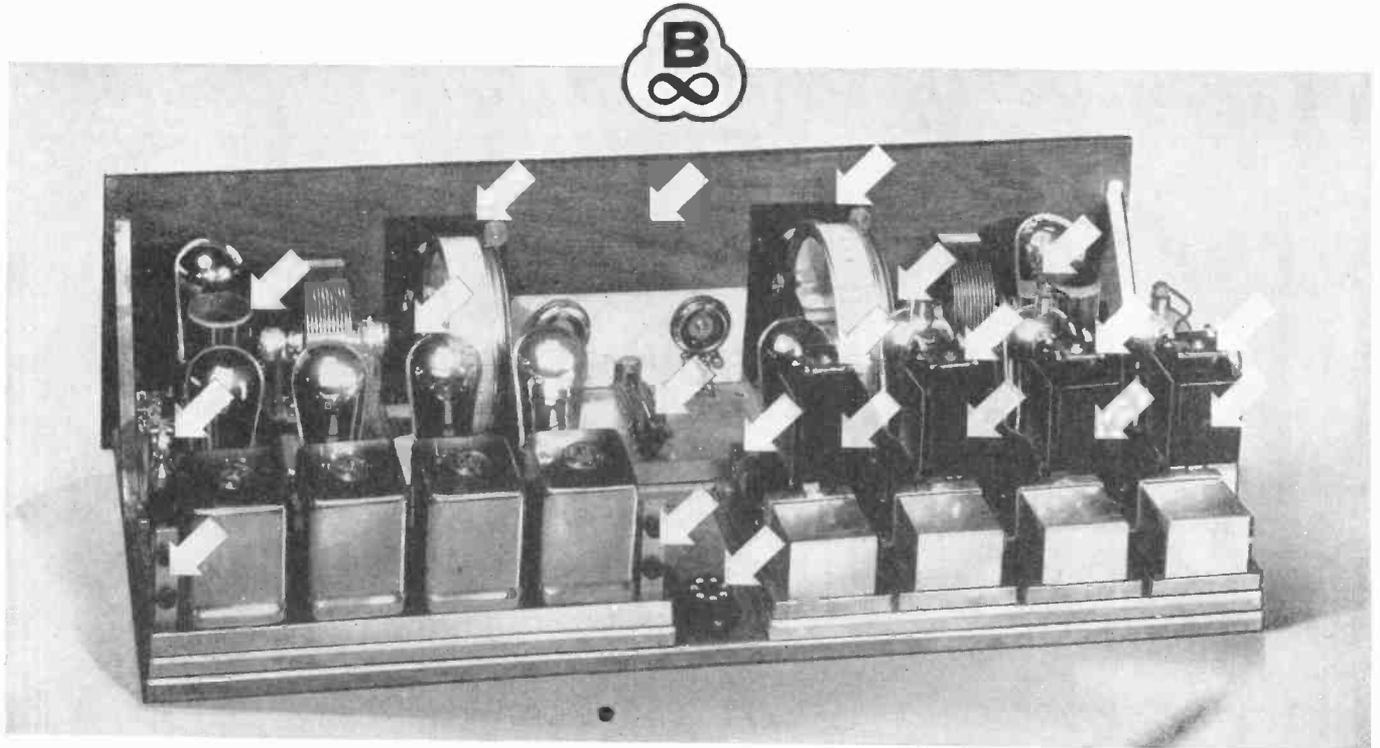
I am interested in your dealer's merchandising plan. Please send me complete information regarding it.

Name

Street

City and State

My Jobber is



Isotone Receiver and Amplifier Chassis, showing some of the Bakelite Insulated parts. Made by High Frequencies Laboratories, Chicago.

Unusual selectivity of Isotone Super Heterodyne protected by Bakelite Insulations

IN building a receiver so extremely fine that it will "separate stations on every broadcast wave band between 200 and 500 meters," the selection of proper insulations is a matter of great importance. The makers of the Isotone, the instrument which boasts of this performance, found the high insulation values which they required in Bakelite Materials.

Antenna and oscillator coils are wound on Bakelite Laminated Tubing. Shafts connecting drum dials and variable condensers are Bakelite Laminated rod. For the tip-jacks, trimmer condensers, connector plates, ter-



minal strips, resistor mountings and other parts Bakelite Laminated sheet is used. The front panel is of Bakelite Laminated in a lustrous brown walnut finish, with Bakelite Molded knobs to match. Bakelite Molded is also used for transformer casings.

It is invariably the rule that the finer the radio instrument, the wider the use that is made of Bakelite Materials. This indicates how desirable it is for radio dealers to make sure that the sets which they handle are Bakelite Insulated. Write to us for a copy of Booklet No. 39—"Bakelite in Radio."

BAKELITE CORPORATION

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

BAKELITE

REGISTERED

U. S. PAT. OFF.

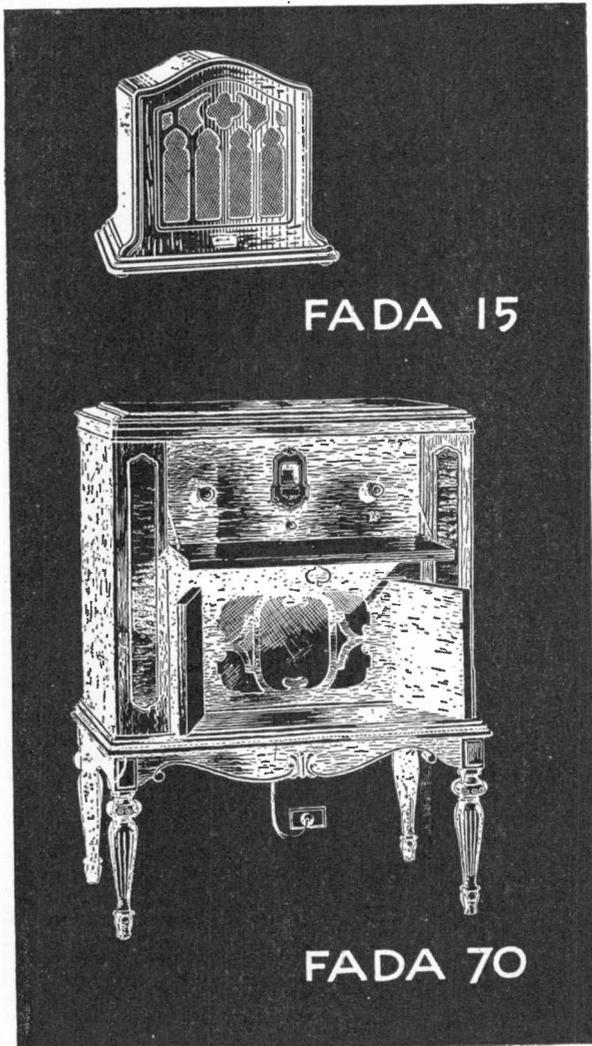
THE MATERIAL OF  A THOUSAND USES

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

FADA

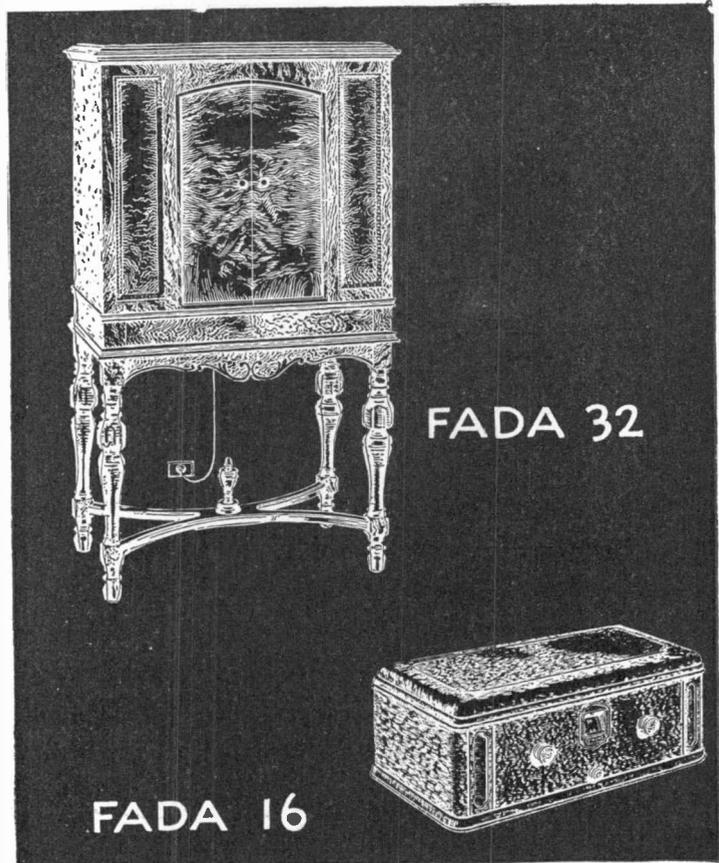
*meets the
public demand*

Here's the secret of year 'round profits for Fada dealers... a line of outstanding performers of proven quality within reach of every grade of income. There's no limit to Fada prospects. Write us for details regarding our valuable franchise in your territory.



FADA 15

FADA 70



FADA 32

FADA 16

FADA 32

For your customers who want the beauty of a moderate priced console model with the last word in modern improvements—here's what the 32 gives them for \$225. Uses 8 tubes, including two 171-A tubes and rectifier—Using heater element tubes—Smooth volume control—Illuminated single dial—Single tuning knob—Reproduction not affected by line voltage fluctuations. With famous Fada Dynamic Speaker. Self-contained in a beautiful burl walnut console. Operates from A. C. light socket (90-130 volts, 50 to 60 cycles). Yes, it's a Neutrodyne!

FADA 16

If your customer wants truly fine radio performance at a price within reach of a modest income—here's what he gets in the 16 for only \$110. Fada 16 table model, in velvetex finish cabinet, for use with Fada dynamic or magnetic speaker, has same features as the 32. This same model designed for use with direct current is known as Fada 18.

FADA 70

Here's why the super-dynamic 70 for \$360 gives performance that cannot be excelled at any price. With the famous built-in Fada super-dynamic speaker—Illuminated single dial—Uses 9 vacuum tubes, 6 heater element tubes and one rectifier (2 of the powerful 210 type tubes)—push-pull amplification—Loop or antenna operation (loop hidden in top of cabinet when not in use)—Phonograph attachment—Smooth volume control—Completely self-contained in beautiful Sheraton console—Operates from A. C. light socket (90-130 volts, 50 to 60 cycles)—Yes, it's a Neutrodyne!

FADA 15

Dynamic Speaker—the 15 speaker at \$55 supplies the finishing touch to Fada 16 performance. Chassis only available at \$40. Mantle clock model, walnut cabinet. An improved electro-dynamic speaker with a 1" moving voice coil and 7" cone. Built-in power supply, for operation on 90 to 130 volt A. C. lines, 50 to 60 cycles only.

F. A. D. ANDREA, Inc., Long Island City, New York

FADA

Radio.

TONE

Quality... this is the one outstanding feature of the Webster Pick-up

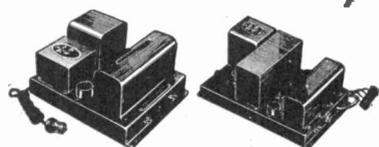
BELIEVING that fine tone quality is the principal desire of music-lovers, Webster has concentrated every effort on developing a pick-up of rarest artistic merit.

How well we have succeeded is evidenced by the sales volume accorded this pick-up over the entire country. Only recently have we been able to fill the flood of orders promptly, through a doubling in production capacity.

The Webster Electric Pick-up embodies many features that insure true fidelity of tone, and ability to capture the deli-

cate intonations of any single or group of instruments. Every part is perfectly matched and balanced. Absolute travel freedom of the needle is assured by a frictionless stylus bearing. The built-in volume control in Model 1-A is a distinct improvement, making the unit extremely compact and simple to install.

Packed in convenient self-selling display cartons that bring constant turnover and profits. Regular wholesale and retail discounts apply. There is an increasing demand for this profitable article—order direct if your jobber is not yet supplied.

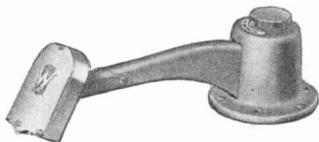
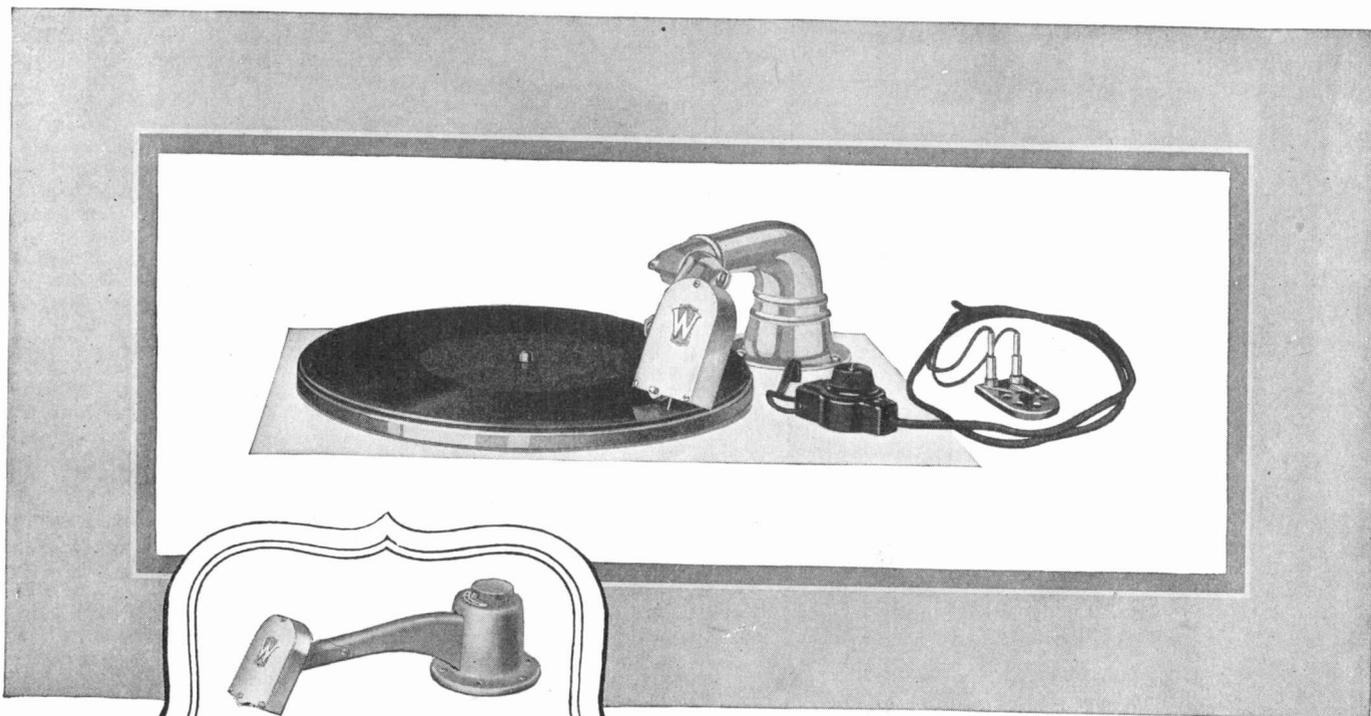


Webster Power Amplifiers used in conjunction with the Webster Electric Pick-up provide new standards of perfection. When used in conjunction with the Webster Electric Pick-up you have an ideal sound-reproducing combination.

Model A-210 List \$105.00
 Model A-310 List \$115.00
 Model A-271 List \$ 67.50

Prices slightly higher west of Rockies. Send for full details.

WEBSTER ELECTRIC COMPANY
 RACINE, WISCONSIN

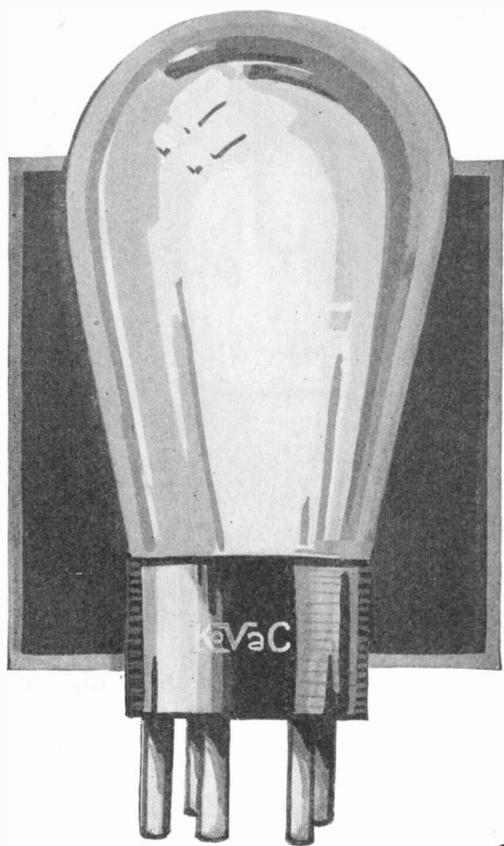


Two Models

Model 1-A, includes pick-up head, supporting arm with volume control in base—an exclusive Webster feature—and necessary adapters. List \$17.50.
 Model 1-B, includes pick-up head, separate volume control, and necessary adapters. List \$12.50.

Webster
Electric
Pick-up

High Emission—Low Gas Content—Long Life



Get in on the new
**KOVAC
 TUBE**

—it will sell fast

Quality Materials and quality workmanship are the essence of good tubes. The policy of Consolidated is—and will continue to be—one of strict, uniform high quality in both of these essentials. You can sell Kovac tubes with perfect confidence that they will give 100% satisfaction to your customers.

Our policy is full replacements for three months—thereafter adjustments will be made on the basis of one year expected service.

Jobbers and dealers are invited to write for terms and discounts

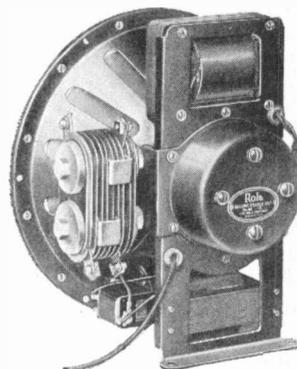
CONSOLIDATED VACUUM TUBE CORP.
 222 Washington St., Hoboken, N. J.

Be sure the sets you sell are ROLA Equipped!

DURING the coming season many of the leading radio sets on the market will be Rola-equipped. These Electro-dynamic reproducers have won the confidence of manufacturers and users alike for their consistent dependability and remarkable freedom from maintenance troubles. Reproducing with matchless accuracy every shade of delicate tone coloring from the deepest bass to the highest treble, they are today the outstanding achievement in fine sound re-creation.

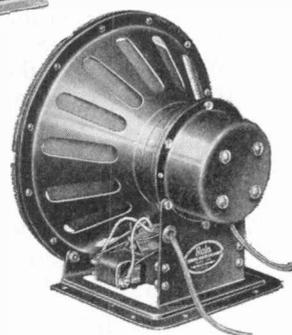
When you sell sets equipped with Rola reproducers you are offering your customers a complete answer to the present-day demand for greater realism; you are offering them proven, dependable performance—your assurance of permanent customer satisfaction.

Rola reproducers are used as standard equipment in the better makes of radio receiving sets, electric phonographs, talking picture installations and public address systems.



Rola Model J-110, an Electro-dynamic unit for light socket operation with all sets and amplifiers. Equipped with Westinghouse Rectox rectifier. Power consumption, approximately 25 watts from A.C. supply line.

Rola Model J-90, Electro-dynamic reproducer for field excitation from standard power-pack. Field draws 45 milliamperes at 90 volts, but can be used at higher voltages with increased volume and sensitivity.



Other models are wound for D.C. field supply at from 6 to 250 volts, 3 to 12 watts. Manufacturers will be furnished with complete information and a description of each unit on inquiry.

For a list of Rola-equipped receiving sets, and complete information regarding the Rola line of Electro-dynamic and Magnetic speakers write

THE ROLA COMPANY
 CLEVELAND, OHIO OAKLAND, CALIF.
 2570 East Superior Avenue Forty-fifth and Hollis Streets

Manufacturers: Here's an "Old Gold" —with the

TO determine the reader acceptance of its editorial contents—what subscribers think of magazines after they've torn off the wrappers—and also to check the efficiency of its field circulation force, RADIO RETAILING periodically asks manufacturers to find out what business magazine their retailers read. In all the tests that have been made this year RADIO RE-

surveyed did not carry any *radio* products whatsoever, it is only logical to presume that they would mention first the name of a musical trade paper, just as electrical dealers, furniture dealers, etc., would mention names of the publications covering their own fields.

(2) Although RADIO RETAILING

Name of Publication	Times mentioned by dealers—Musical trade—Only—18% not handling radio	Percentage of magazine's circulation going to Musical trade	Comparative circulation based on Radio Retailing's 3,800 in Musical trade	Advertising rate for reaching this portion of radio trade
1. A Talking Machine publication	95	100%	5,639	\$137
2. RADIO RETAILING*	64	17	3,800	51
3. A Music Trades publication	34	100	2,017	100
4. A Talking Machine magazine	31	100	1,843	138
5. Music Trades magazine	30	100	1,778	150
6. A Talking Machine publication	30	100	1,778	76
7. A Music Trades magazine	10	100	593	150
8. A Western Music publication	7	100	380	65
9. A Piano Trade publication	6	100	356	150
10. A Musical Magazine	5	100	296	360

*Of these magazines mentioned, this is the only "A.B.C." or "A.B.P." publication.

TAILING has come out in first position—in many cases receiving five to ten times more ballots than the nearest competitor.

To go a step further and check its standing in specialized retail fields, RADIO RETAILING recently asked a large phonograph and record manufacturer to make the trade-paper "Old Gold" test in the *music trades* only. The results are shown.

THIS was a stiff test for RADIO RETAILING, for these reasons:

(1) Since 18 per cent of the retailers

claims the largest paid coverage of the dealers actually *selling radio* in this field, 83% of its circulation goes to ten other outlets—exclusive radio, furniture, automotive, etc.

(3) From a survey of jobbers and distributors of radio this year, it was found that the music trades do only 16% of the total national radio business.

For RADIO RETAILING, four years old, to gain second place, leading all music

Test on Magazines Wrappers OFF!

and phonograph papers but one in their own field, is a real achievement, particularly since only 17% of RADIO RETAILING'S circulation is in the music or phonograph trades. Remember, too, that RADIO RETAILING is competing with publications that have been specializing in this field for forty or fifty years. That is the moral of columns 1 and 2.

The Dollars-and-Cents Verdict

COLUMNS 3 and 4 tell the real dollar-and-cents story to the manufacturer who wants to spend his advertising appropriation with the greatest effectiveness and economy. RADIO RETAILING has 3,800 paid subscribers in the music trades. (RADIO RETAILING is the only radio or music trades business publication that has been admitted into the Audit Bureau of Circulations, the universally accepted agency for verified *paid* circulation.) To reach those 3,800 prospects costs the radio manufacturer only \$51—17% of RADIO RETAILING'S advertising rate. To reach a comparable number of music and phonograph outlets in which radio is sold through any other magazine costs from \$65 - \$150.

ANOTHER endorsement reflected in this *music trades* survey is the fact that RADIO RETAILING was mentioned more times than any other publication as second choice. The poll for second choice is as follows:

RADIO RETAILING.....	27
A Talking Machine magazine.....	23
A Talking Machine publication....	21
A Music Trades magazine.....	14
A Talking Machine publication....	11
A Music Trades publication.....	10
A Music Trades magazine.....	5
A Musical magazine.....	3
A Western Music publication.....	2
A Piano Trades publication.....	2

This result very definitely reflects the trend on the part of music trades outlets to departmentalize and for the radio manager to look to a radio publication for information regarding this field. It proves that even though the phonograph merchant is reading a music trade paper, he or his radio manager is depending upon RADIO RETAILING to keep abreast of developments in the radio industry.

THE moral of a survey such as this is obvious. With 26,500 circulation—*paid* circulation—RADIO RETAILING is not only covering all types of radio outlets efficiently, but also has the highest endorsement of the specialized trades which it reaches.

Manufacturers, get the most for your advertising dollar! Use dominant space in RADIO RETAILING to reach *all* radio outlets.

Radio Retailing

—a McGraw-Hill Publication

10th Avenue and 36th Street, New York City



BUCKEYE Radio Furniture *is beautiful!*

JOBBERs and Dealers everywhere have found Buckeye Radio Furniture a distinct sales asset. Its beauty of design and sound value have made it a standard in the trade.

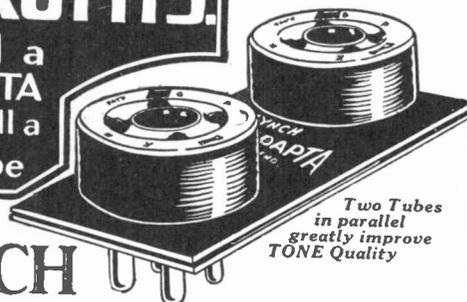
Buckeye Mfg. Company, Springfield, Ohio

National Sales Representatives
STUDNER BROS., Inc.
67 West 44th St., New York City
28 E. Jackson Blvd., Chicago, Ill.

Buckeye
RADIO FURNITURE

2 PROFITS.

Sell a
TUBADAPTA
and you sell a
Power Tube



LYNCH TUBADAPTA

fills a long-felt want for clearer, BETTER radio reception. The demand has exceeded all expectations, but we still are able to make prompt shipment on all four models—R, RF, RA, G—retailing at \$2.50 each. The only difference in the models is in the location of the prongs. Can be installed in ONE minute by any radio owner. A quick demonstration—a quick sale of the Tubadapta and a Power Tube. Two profits and a satisfied customer.

Order from your jobber, or direct.

ARTHUR H. LYNCH, Inc.
1775 BROADWAY, NEW YORK

Manufacturers of
**LYNCH RESISTORS, EQUALIZORS, SUPPRESSORS,
MOUNTINGS, RESISTANCE-COUPLED KITS, ETC.**

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

If your jobber cannot supply you we will ship direct at dealers' price.

Write us about other Beede Products.

Beede Electrical Inst. Co., Penacook, N.H.

CHICAGO REPRESENTATIVE
S. B. Darmstader, 326 West Madison St., Chicago, Ill.

CENTURY

A-C DYNAMIC SPEAKERS A-C ELECTRIC RECEIVERS

FOR EXCLUSIVE DISTRIBUTORS
and DEALERS ONLY

While new in name and design and employing latest approved methods, the new products are not without a well known background. The builders of the old line of THOROLA sets and speakers have brought out these new products for public acceptance.

EXTREME VOLUME—

BEAUTIFUL TONE—

VERY SELECTIVE—

FAR REACHING—

Our merchandising plan for Distributors is a liberal one. Many are now making application. Outline your actual territory and organization in your application.

UNITED RESEARCH LABORATORIES, INC.
864 W. North Ave., CHICAGO, ILL.

What About Summer Profits?

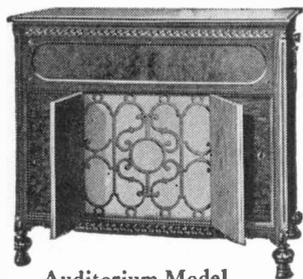
Now—for the first time in the industry—A Complete Line

Capehart offers four models: *Commercial*, for the regular market; *Auditorium*, for large halls and auditoriums; *Park Model*, for outdoor fairs and amusement parks; *Aristocrat*, for clubs and homes. Never before has so complete a line been available to the industry. Bigger profits, now, than ever!



Commercial Capehart Automatic Orchestrope

The old reliable—the instrument which has completely changed all previous conceptions of the automatic phonograph. In regular, profitable use all over the country. The only fully automatic phonograph on the market today.



Auditorium Model Capehart Automatic Orchestrope

for powerful amplification and reproduction, this new Auditorium Model is recommended for public auditoriums, dancing academies, in fact any place where a great amount of volume is desired and exceptional tone quality required.



The New Park Model OUTDOOR ORCHESTROPE

Designed and built primarily for amusement parks, chautauquas, auditoriums, resorts and other enterprises requiring huge volume. Absolutely fireproof and weatherproof. Electrically operated and illuminated throughout.

Plays 56 Selections
(28 Records on both sides)
24 Hours a Day without attention

The Orchestrope is the only instrument which plays fifty-six

selections, 28 records on both sides, continuously and automatically, without repetition or attention, for twenty-four hours a day if necessary. It uses three stages of electrodynamic amplification, giving a tone quality that is startlingly true to life. Its volume is adjustable to meet practically any requirement.

THE CAPEHART Orchestrope

Sold Exclusively through Dealers

WHAT will you do this coming summer to keep up your profits when your radio and phonograph sales fall off? What will you do to keep your "crackerjack" Salesmen "on their toes" and on the job?

The answer is a product within your field that has a ready summer market—resorts, hotels, clubs, soda fountains, tourist camps, restaurants, amusement parks—in fact, any public place that can profit directly or indirectly by good music.

\$2000 to \$5000 a Month

To energetic responsible dealers this proposition offers the possibility of increased profits amounting to \$2000 to \$5000 a month. This estimate is not based on mere optimism. We are prepared to prove to you just how and why the right dealer can make and is making this amount with the Capehart Orchestrope.

Why You Can Keep Up Summer Business

The Capehart Orchestrope is the sensation of the commercial phonograph field. Its superb tone and ingenious mechanism have brought it well within the scope of the true musical instrument; a source of distinction and profit to any public place. Read what a Capehart dealer says:

"There is no doubt but that the Orchestrope is by far the finest machine on the market today. There is no competitive product which, to our mind, even faintly compares with the Orchestrope. We are also impressed that the Orchestrope will have its biggest sale in the spring and summer months, when the balance of one's radio-phonograph business is at low ebb. It thus not only proves very satisfactory in itself, but helps fill out the yearly sales curve. The biggest prospects for machines of this character are undoubtedly restaurants, cafes, clubs, etc., but you will be interested to know that we have found well over a thousand prospects in Baltimore City, whom we are both canvassing and circularizing with direct-by-mail literature."

COLUMBIA WHOLESALERS, Inc.

The Orchestrope is furnished in a complete line of models with or without a coin operating attachment enabling you to meet the requirements of any prospect.

And Orchestrope dealers are assisted in their sales by full page advertisements in 22 magazines—advertisements that bring you leads—and a circularizing campaign directed to their prospects by the Capehart Company.

Mail this Coupon!

Mail the coupon now for the proof

We will send you without obligation, full details of our unusual proposition. Our representatives will outline just how and why you can make \$2000 to \$5000 right in your own territory. He will explain just why this sensational instrument is the first—and the only one—which fully meets the demands of an eager receptive market. No obligation. Send coupon now.

CAPEHART AUTOMATIC PHONOGRAPH CORPORATION

HUNTINGTON, INDIANA

Export Department, 549 West Washington Blvd., Chicago, Ill.
Cable Address: Willplatka, Chicago

Capehart Automatic Phonograph Corp.
Dept. 4854, Huntington, Indiana

Gentlemen:

Please send me without obligation, full information on the new Capehart Orchestrope and full details of your unusual proposition.

Name

Address

City State

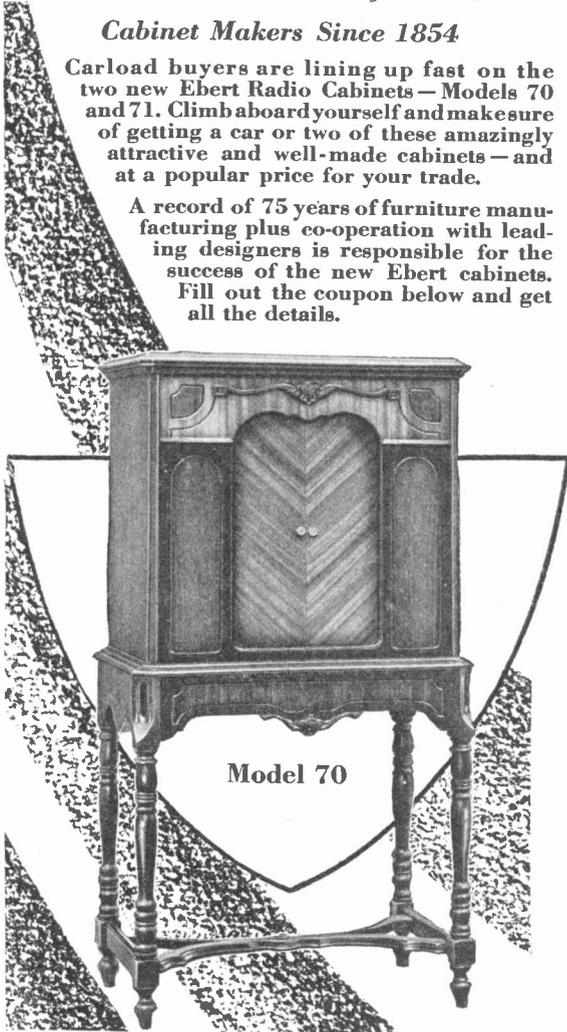
Going like Wildfire

RADIO CABINETS BY **EBERT** OF RED LION, PA.

Cabinet Makers Since 1854

Carload buyers are lining up fast on the two new Ebert Radio Cabinets — Models 70 and 71. Climb aboard yourself and make sure of getting a car or two of these amazingly attractive and well-made cabinets — and at a popular price for your trade.

A record of 75 years of furniture manufacturing plus co-operation with leading designers is responsible for the success of the new Ebert cabinets. Fill out the coupon below and get all the details.



Model 70

Ebert cabinets are made of five-ply combination walnut, tenon, groove and glue block construction. The sliding doors are carefully treated to prevent warping and sticking. The speaker compartment contains a specially constructed five-ply haffle-board, securely bolted, giving absolute rigidity; will accommodate all types of dynamic speakers.

EBERT FURNITURE COMPANY

WITZ & POLIKOFF, Sales Agents

2010 Pennsylvania Bldg., 225 W. 34th Street, New York City

I am interested in Ebert Cabinets for Sets.
Also please send me the facts as to how Ebert Cabinets will speed up the cash register for my business.

Name
(If retailer, give your jobber's name below)

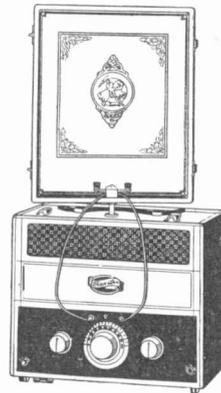
Address

Jobber's Name City

EVERY ONE OF YOUR CUSTOMERS WANTS THIS ENJOYMENT . .



FAVORITE RADIO PROGRAMS WHEREVER THEY GO



NOW is the time for you to profit with the low-priced, fast selling Trav-Ler Portable Receiver. Many of your present customers and hundreds of other people whom you can sell are planning week end outings, long motor and camping trips, vacations at lake or seaside cottages. Demonstrate a Trav-Ler Receiver and show them

how it will bring endless hours of enjoyment and pleasure and keep them in touch with the world no matter where they may be.

You will also find a ready market among the residents of small apartments, hotels, for invalids and convalescents, and as a second set for the home.

Trav-Ler advertising is appearing right now in metropolitan newspapers and national magazines. Window and counter displays, attractive literature and other advertising material is available for Trav-Ler dealers. Write our nearest office for complete information on Distributor or Dealer Proposition.

57⁵⁰
STANDARD
\$75 DE LUXE
\$100 ARISTOCRAT . .
ALL PRICES LESS ACCESSORIES
[Slightly higher west
of the Rockies.]

TRAV-LER

TRAV-LER MFG. CORPORATION
St. Louis Chicago New York
America's largest exclusive manufacturers
of self-contained portable radio receivers

ASK THIS ONE

WHEN a manufacturer's representative talks advertising and the circulation of the publications he is using, find out how much of that circulation is going to do *you* any good!

Ask him this: "How many people in *this* vicinity are going to read your advertising?"

National advertising must have *local* influence in order to work for you—must reach *your* customers and *your* prospects—*plenty of them!*

There is one publication—The American Weekly—which offers the manufacturer extraordinary country-wide coverage, and offers *you* extraordinary local concentration—enabling you to directly capitalize on national advertising!

What is the American Weekly?

The American Weekly is the magazine distributed through seventeen great Hearst Sunday newspapers from seventeen principal American cities*—the only publication that will do as big a selling job for *you* as for the manufacturer—the only publication that is read by more than five and a half million families!

The American Weekly concentrates and dominates in 485 of the nation's 784 towns and cities of 10,000 population and over.

- In each of 153 cities it reaches one out of every two families
- In another 119 cities it reaches from 40 to 50%
- In an additional 108 cities it reaches from 30 to 40%
- In 105 more cities it reaches from 20 to 30%

And in thousands of other communities, almost 2,000,000 additional families buy and read The American Weekly—making a staggering national total circulation of 5,646,898!

Just how many of these millions are *your* customers and *your* prospects you can easily determine by mailing this coupon.

THE AMERICAN Greatest Circulation in the World A WEEKLY

Main Office: 9 East 40th Street, New York City

Branch Offices:

- Wrigley Bldg., Chicago
- 5 Winthrop Square, Boston
- 753 Bonnie Brae, Los Angeles
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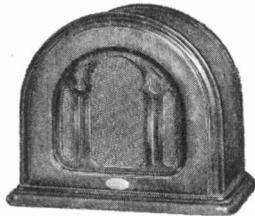
ROLA performance insures dealer profits!

WITH high-quality sound re-creation in demand, Rola leads by offering a still greater achievement—consistent, high-quality performance with any type of radio set. The advantage of being able to standardize your stock with a line of reproducers which answers the needs of all installations is apparent. It means a smaller stock, faster and more profitable turn-over and greater customer satisfaction.

THESE SPEAKERS are unequalled in performance and remarkably free from maintenance troubles. They are fitted with the same Rola reproducer units that have been adopted as standard equipment by leading manufacturers of radio sets, electric phonographs, talking pictures and public address systems. These facts, with Rola's rigid dealer-protection policy, is your guarantee of a profitable speaker business.

MODEL THIRTY-J

Reproducing with startling realism every tone from the deepest bass to the highest treble, this Electro-dynamic speaker is today the outstanding achievement in fine sound re-creation. Equipped for light socket operation. Operates from any set or amplifier. List price \$60.00



Model Thirty-J

MODEL TWENTY

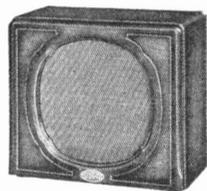
Rich, clear, and of exceptional fidelity in reproduction, this speaker offers your customers the utmost in magnetic speaker performance. It is equipped with the Rola Model M unit—a unit of demonstrated consistently fine performance. List price \$30.00



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Equipped with the same unit as the Model Twenty, this quality speaker is an unusual value at \$22.50, and a rapid seller. It has ample power capacity to take the full volume of any standard radio set, and is remarkably free from maintenance troubles—vital considerations in recommending a popular-priced speaker to your customers. List price \$22.50



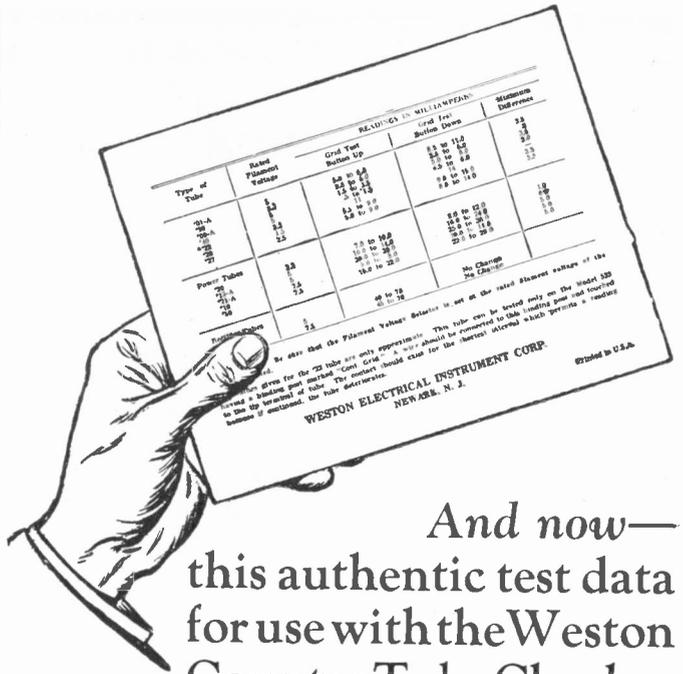
Model Fifteen

Ask your jobber for full details on the 1929 loud-speakers . . . or write to the nearest factory

THE ROLA COMPANY

CLEVELAND, OHIO
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Forty-fifth and Hollis Streets



And now—
this authentic test data
for use with the Weston
Counter Tube Checker

AT the suggestion of many tube manufacturers, distributors and dealers we have prepared the reference table shown in the illustration above.

It comprises a tabulation of test results of quantity samplings at the tube factories in cooperation with the manufacturers. This table is now published for the guidance of tube purchasers and for use with the Weston Model 533 Tube Checker in the course of manufacture or sale.

The Weston Model 533 Counter Tube Checker ideally meets the need for quick and reliable service. It is employed for both A.C. and D.C. tubes having filament voltages of 1.5—2.5—3.3—5—7.5 volts, including filament type of rectifier tubes. It operates from any 50 or 60 cycle A.C. lighting circuit—any voltage from 90 to 130 volts. The tester may be left in circuit continuously.



The Weston Model 533 Counter Tube Checker—an indispensable dealer instrument that operates without batteries. Ask your jobber or our nearest representative for demonstration. Full particulars furnished upon request.

WESTON ELECTRICAL INSTRUMENT CORP.
581 Frelinghuysen Ave. Newark, N. J.



WAIT But Act Now!

WAIT....until you learn the full advantages that have been engineered into the newest Kennedy Radio Receivers....
WAIT—until you know the details of the Kennedy franchise, and how much more it will mean to you this year.

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Easily installed—Does not connect to Electric Light Socket. Will send samples to Dealers at 40% discount—Jobbers write us for Distributors' proposition.

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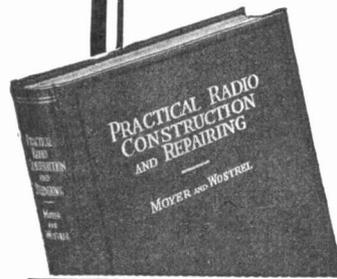
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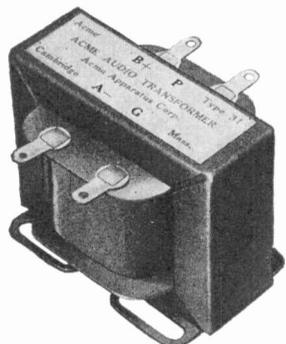
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The coil is mounted on a shell type of core, which acts as an effective shield, an especially desirable feature when the transformers are to be used in A.C. receivers. Overall dimensions are 2½ in. long, 2¼ in. high and 2 in. wide.

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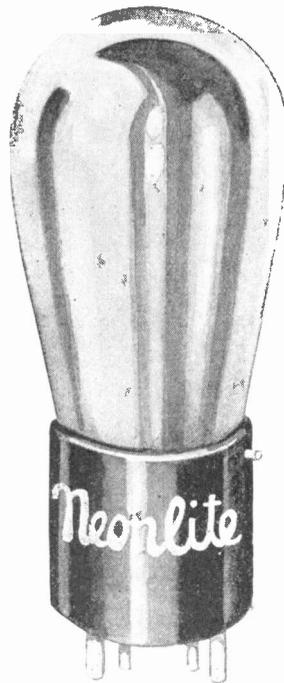
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A Neon Sign Free!

Not only will you find the *Neonlite* tubes easy to sell because of their many exclusive advantages, but you will find the *Neonlite* CORPORATION OF AMERICA ready to help your sales.

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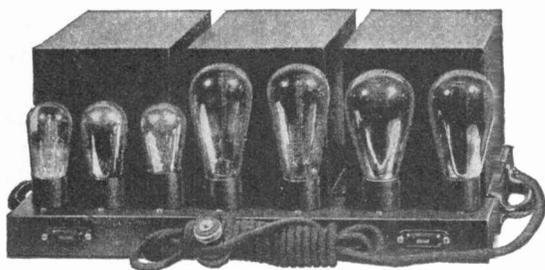
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Write for full details, prices and discounts.

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Model GA20

Price\$225.00

A powerful three-stage amplifier employing two UX 250 tubes, two UX 226 tubes and one UY 227 tube. Incorporates such features as dual push-pull, self-healing condensers in power supply, and filters in both plate and grid circuits of tubes. Will deliver approximately 15 watts of undistorted energy to the speaker. The finest and most compact amplifier available. Bulletin RR describing this and other power amplifiers will be sent on request. Write for it today.

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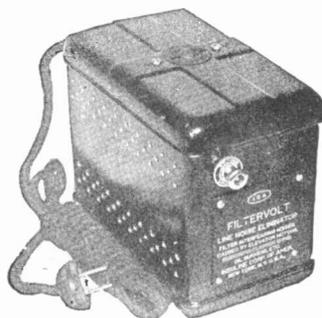
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a new radio receiver as modern as this morning—as advanced as next year's Paris fashions. Watch for the announcement—it will mean greater profits for you.

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For Electric A.C. Tube Sets and sets using any type eliminator. A.C., D.C., 25 to 60 cycle, 110, 220 and 32-volt farm systems. Installed by anyone in an instant.

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FILTERVOLT

LINE NOISE ELIMINATOR

Rids you and your customers of radio "noise nuisance" forever! and know this for fact:—

Set manufacturers are volunteering their co-operation to put FILTERVOLT across. Dealers everywhere are putting other items aside to exploit FILTERVOLT. Consumers are writing us of their own volition in praise of FILTERVOLT Because FILTERVOLT DOES ITS JOB!

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Automatic Voltage Controller that protects A.C. Tubes from excess current. \$1.75

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Combination Light Socket Antenna and Automatic Voltage Controller \$2.25

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of AMERICA

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SHORT WAVE ADAPTOR

Converts any Broadcast Receiver for Low Wave Reception. No other accessories needed.

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The only Device of its kind used by big stations to Re-Broadcast European Programs

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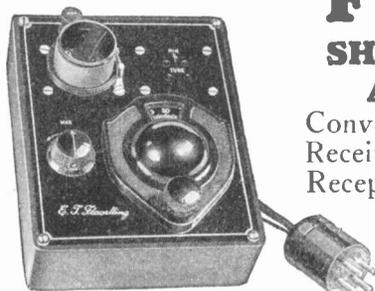
A.C.

TUBE CHECKER

Tests all AC and DC Receiving Tubes. Equipped with Genuine Weston or Jewell Milliammeter.

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Approved by Leading Tube Mf'gs. Used by U. S. Government. Attractive Bakelite Carrying Case



NEW MONO-RAIL Vanishing Door RADIO CABINETS



No. 33

ALL
PIERSON
MONO-RAIL
CABINETS
ARE
PATENTED



No. 80

"SILENT AS THE BREAK OF DAY"

Vanishing door cabinets seem to be the logical radio cabinets, especially so since the one-dial A.C. Receivers have come into popularity.

Using a patented method, Pierson has produced a sliding door cabinet that overcomes all of the disadvantages that are prevalent in the ordinary cabinet.

With fifteen years' background in the phonograph and radio cabinet field, Pierson is now, more than ever, equipped to serve your cabinet needs.

Write for details and literature.

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HOOK UP WIRE
"THE BRAID SLIDES BACK"
CORNISH WIRE CO
30 Church Street New York City

MERTZ Nophonetic Tube Caps and Ground Clamps



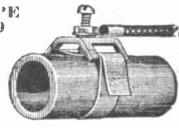
TYPE 199

Most efficient howl arrester or vibration eliminator made. And is lowest price on market. Made of lead by an extrusion process. Type 199 weighs 2½ ounces; type 200 weighs 5 oz. Because weight is most important consideration, compare these with other caps.

All standard sized tubes take type 200—type 199 for all 199 tubes. List price, 25 cents. Ask jobber or will be sent direct F.O.B. W.I.



TYPE 200



"Saddle" Full Adjustable Approved Ground Clamp can be applied anywhere, and stays put. Strap of non-corroding bronze—remainder is brass.

Three sizes for 1, 2 and 3-in. pipe. Standard lots of 500—100 and 25.

MERTZ SPECIALTY COMPANY
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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 in stock.

Write for details and nearest jobber.

Centralab
CENTRAL RADIO LABORATORIES
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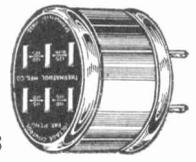


QUIET AC LINE NOISE WITH A THERMATROL INTERFERENCE FILTER

Plug in the AC line ahead of household appliances that interfere with reception. Can also be used ahead of the set itself. All your set customers need it. Price, \$3.50

PROTECT AC TUBES THERMATROL VOLTAGE CONTROL

Compact—Efficient—Sticks tight in the outlet—Four separate adjustments—Price only \$1.75



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a McGraw-Hill publication

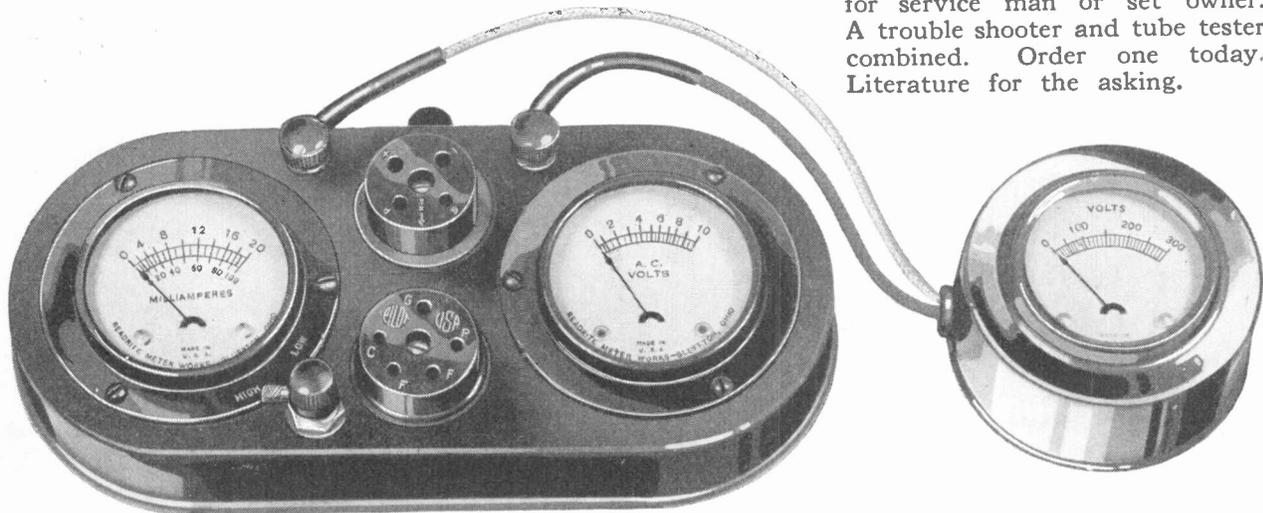
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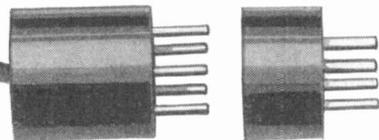
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Complete Outfit, Shown One-Half Scale

Operates equally well on A. C. or D. C. circuits. Just the thing for service man or set owner. A trouble shooter and tube tester combined. Order one today. Literature for the asking.



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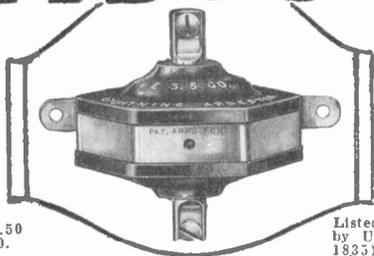
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Retail price \$1.50
In Canada \$2.00.

Listed a Standard
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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.

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ARRESTERS



**Use the Resistors
Endorsed by Leaders!**

Wherever the perfect operation of radio apparatus is of paramount importance—in radio transmitting or receiving apparatus—in power amplification units—in the sensitive resistance-coupled amplifiers of Television apparatus—there you will find that experienced engineers use and endorse DURHAM Resistors, Powerohms and Grid Suppressors! Years of experiment have proved the indisputable value of the DURHAM Metallized principle. These resistances are calibrated accurately according to their stated ratings. Made for every practical resistance purpose from 250 ohms to 100 Megohms and in power ratings. Write for descriptive literature or ask your dealer.

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METALLIZED

RESISTORS & POWEROHMS
INTERNATIONAL RESISTANCE COMPANY

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Supply and
demand go hand-in-hand



VOGUE
NONPAREIL

IN order to synchronize supply with demand we have greatly increased the floor space and equipment of our tube plant.

Jobbers are thus assured of a constant supply of Vogue Tubes.

Backed by a 100% guarantee, this fast selling line is accordingly proving a great profit maker to jobber and dealer alike.

*Write or wire today
for complete data*

ALLAN MFG. CO., HARRISON, NEW JERSEY

Los Angeles: 487 Chamber of Commerce Bldg.

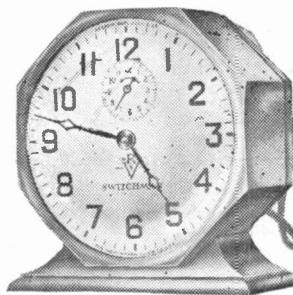


An ASTON Favorite

A rare treat for the discriminating purchaser. With an air of another period, it is nevertheless modern in feeling. Beautifully figured Burl Walnut doors with artistically colored center overlays. Entire cabinet 5-ply walnut lacquer satin finish. An ornament in any setting.

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ASTON CABINET MANUFACTURERS
Originators and Designers of high grade Radio Cabinets
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\$7.50

Liberal
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The RADIO SWITCHMAN Brings JOY to set owners— and PROFITS to you!

The R-V "Radio Switchman" makes set owners proud and happy. Imagine—retiring and gently falling asleep to the tunes of rhythmic music—or awakening at the sound of a snappy 1-2-3-4!

This small, attractive electric time-switch clock will turn on, or turn off, at any desired moment, radio, electric-fan, night light, heating-pad, etc. Its electrical rating is 200 watts, 110 volts, any frequency. Has six-foot cord with receiving receptacle and plug attached; no wiring required—"just plug in"! Finish dark brown; unbreakable crystal. Its good looks, and low price, and many uses should put more than one in many homes.

DEALERS, connect one on your demonstrator set and watch it go!
 Radio isn't up-to-date without this "self-starter!"

R.-V. Mfg. Co., Marshfield, Mass.

SEARCHLIGHT SECTION

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Salesmen on commission to sell radio cabinets. In your reply please state territory covered and lines carried. Premier Cabinet Corporation, Jamestown, N. Y.

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Additional Salesmen and Representatives Wanted

National sales representatives, leading line radio cabinets, desire additional salesmen and manufacturers representatives, exclusive territories. Advise fully lines carried and territory covered. RW-91, Radio Retailing, 7 South Dearborn St., Chicago, Ill.

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An old established manufacturer of internationally known radio accessories has an opening for sales agents on commission in California, Missouri and Canada. Also a general sales agent, salary and commission. RW-92, Radio Retailing, Tenth Ave. at 36th St., New York.

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Tested Sales Representation Offered

Manufacturers of Low Priced Dynamic Speakers and Radio Cabinets

Established Sales Organization can give manufacturers of articles mentioned and other radio products high quality representation in Eastern and Southern Territory—profitably. Inquiries solicited.

RA-85, Radio Retailing
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FACTORY REPRESENTATIVE

Large eastern radio set manufacturer, R.C.A. licensee, is open for factory representatives in the Southeast and Southwest. Only those who have a substantial following in the radio trade and who have carried, or now carry, reputable lines will be considered. Write fully.

RW-88, Radio Retailing
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TO MANUFACTURERS

Interested in an organization that will handle your Radios exclusively, selling direct while building the nucleus of a staff to warrant growth. Unique means of stimulating business. More remunerative than costly advertising while compelling dealer interest and training men to open new territories.

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One of the oldest and soundest installment furniture establishments in Albany will soon move into new and larger quarters. Space for a radio department is available and will be leased to a responsible radio chain store operator.

This firm has a large established patronage among the most desirable installment and cash accounts in the district, which will be an invaluable asset to a radio retailer in the building.

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 AN ADVERTISEMENT ON THIS PAGE WILL FIND THEM. SEARCHLIGHT DEPARTMENT, 10th AVE. AT 36th STREET, NEW YORK CITY.

SEARCHLIGHT SECTION

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Positions Wanted. 8 cents a word, minimum \$1.25 an insertion, payable in advance.
Positions Vacant and all other classifications, 12 cents a word, minimum charge \$2.50.
Proposals. 40 cents a line an insertion.

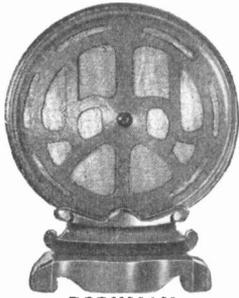
INFORMATION:

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).

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 4 to 7 inches 7.00 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

SPECIAL
BORKMAN AIR
COLUMN SPEAKER
 CONE SHAPED



BORKMAN

Very fine tone. Will take power tube volume. List with Borkman Unit. \$25.

Our Price, \$3.50

Also other Radio Specials. Write for Bargain List.

TERMS: All goods in original factory cartons. 20% with order, balance C. O. D. A 2% discount allowed if full amount is enclosed with order.

SMERAGE MUSIC CORP.
 53 W. Jackson Blvd., Chicago, Ill.

Merchandise
Bought
for Cash

WE OPERATE
 41 Retail
 Radio Stores
 thruout the country.
 We are now in a position to buy any quantity of surplus merchandise, large or small lots. Unlimited cash

on hand for immediate action. We are the largest users of Job Lot Merchandise in the country and on account of our Retail Stores can afford to pay best prices.

Phone, write or wire our nearest representative.

Jack Ablin,
 504 South State St.,
 Chicago, Ill.

Joseph Frank,
 58 Cortlandt St.,
 New York City

Harry Pitkow,
 611 Market St.,
 Philadelphia, Pa.

American Radio & Television Stores Corp.
 58 Cortlandt St.
 New York City

Watch the
SEARCHLIGHT SECTION
 for Equipment-Opportunities

LOG BOOKS

RADEX calibrates any set. Just enter dial readings and you can see at a glance the wavelength you are tuned to. Users say it doubles their satisfaction. Sells everywhere 25c. Dealers' \$2.00 a dozen.

THE RADEX PRESS
 P. O. Box 143, Cleveland, Ohio

WANTED

WANTED
Surplus Radio Stocks

Highest Cash Prices Paid.
 Write or Wire.
FULTON RADIO CO.
 16 Hudson St., New York City, N. Y.

GLOBE TUBES

Why pay more when you can buy good tubes at these prices? All tubes guaranteed. Manufactured by one of the largest tube manufacturers in this country.

UX 226	\$.50	UX 280	\$.75
UY 22760	UX 210	1.50
UX 171A or UX 171 ..	.60	UX 201A40
UX 112A or UX 112 ..	.55	High Mu.40
WD 1170	WX 1270

10% discount if ordered in case lots of 50 tubes each.

Dynamic "A" All Dry, 1-year guarantee. List \$35.00 . . . \$15.00
 Willard Super B, 180 Volts, Factory Cartons 11.50
 Daven Blue Ribbon Leaks, all sizes 6c. ea., \$4 per 100
 Hillco or Dubilier Fixed Condensers 7c. ea., \$5 per 100
 Grebe Cone Speakers, Model 20-20. List \$35.00 6.25
 Fada Cone Speakers. List \$25.00 6.00

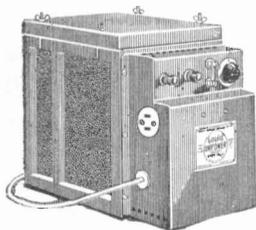
20% with order, balance C.O.D.

RELIABLE RADIO CO.
 24 Brattle St., Boston, Mass.

(All items described above are discontinued models)

Four Pages of Astounding Values!

THE NEW GOULD KATHANODE



Unipower

GOULD PRODUCT

(With Built-in Relay)
AUTOMATIC
Radio "A" Power
From Light Socket

Model A.C. 6K (6-volt) Kathanode Unipower is the highest quality "A" Power Unit built. Furnishes rich, smooth, unflaring "A" current, without any trace of hum. Installed in less than three minutes. No rewiring necessary in your set.

The Kathanode construction uses the glass mat retainer, which insures extra long life of the battery elements and when sold it will require no servicing. This exclusive patented feature (Kathanode) is used and approved by the United States Government for its submarine batteries, which are furnished by Gould.

Equipped with a new noiseless Bulkite Charging Unit which has four graduated charging rates, and in addition one booster rate (1 1/2 amperes) for an emergency charge, which enables it to properly take care of all sizes of sets and conditions of operation. Operates on 110-120 V., 50-60 cycle A.C. current. Complete with extra fuse. Can be used with Kolster Sets.

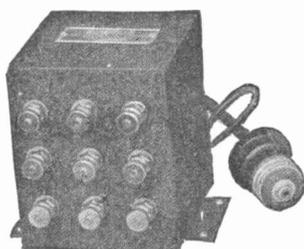
LIST PRICE \$39.50 EA.

Special \$9.75 Ea.

Lots of three, \$8.50 Ea.

Lots of six, \$7.50 Ea.

Real Moneymakers Quick Turnover Standard Items



A. C. FILAMENT
TRANSFORMER

SCANLAN

(Model 413)

Supplies up to—six 226 tubes,
one 227 tube, two 171-A tubes

This Scanlan A.C. Filament Transformer fills a very definite existing need for an accurate and reliable Transformer. Will not overload or heat up. Used in conjunction with an A.C. Cable Harness such as the Eby, Carter, Naald, Enterprise, Sterling, etc., which makes an ideal combination for converting battery sets to A.C. operation. No rewiring necessary. For 110-120 volts, 50-60 cycles A.C. current.

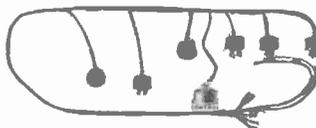
Green crackle finish case. Size over all 3 1/2 x 4 x 4.

Look at These Features!

1. Absolutely correct voltage.
2. All voltages center tapped.
3. "B" Eliminator Plug-In.
4. Sturdy and compact.
5. Wire to panel switch.

List Price \$9.00 Ea.

Special \$2.00



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 UX-226, UX-227 and UX-171, or 112A, power tube.

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 are packed with each Harness.

TWO UNIVERSAL MODELS

For 5 tube set—List Price \$9.00

Special \$1.65

For 6 tube set—List Price \$10.00

Special \$1.85

POWERIZER



PXY-1 MODEL R-20

Complete "A B & C" Eliminator
and 210 Power Amplifier

This is the new, improved Powerizer, exceptionally fine for use in conjunction with Dynamic Speakers, which require the use of a 210 power tube to bring out their best tone quality. Also can be used with any Cone Speaker.

It is a "B & C" Eliminator furnishing "B & C" current to the entire Radio Set, also a Super Power Amplifier furnishing "A, B & C" current to the 210 power amplifying tube. Simple to connect, no rewiring necessary in the set. Comes equipped with an adapter plug which is inserted in the last audio tube socket. Has filament windings which will also supply A.C. current for the A.C. tubes, if desired. Uses the UX-210 super power and the UX-280 full wave rectifying tubes. Using this Powerizer with any Battery or Electric Set will bring out the finest tone reproduction and volume, comparable with the results obtained from any of the best modern receivers.

Operated direct from light socket; 110-120 V., 50-60 cycle, A. C. current.

LIST PRICE \$59.00 EA.

Special \$16.50

(Complete with Harness)



Dubilier

High Voltage Filter Condensers
(Newest Types Nos. 902 and 903)

These Dubilier Filter Condensers are tested from 3 to 5 times their rated value. Widely separated soldering lugs are provided to insure long leakage paths. Each Condenser brand new and packed in individual carton.

Type No. 902, Rated D.C. Working Voltage 400 V.		
Capacity	List price	Special
1	\$2.50 ea.	\$0.50 ea.
2	3.50	.70
4	5.50	1.10

Type No. 903, Rated D.C. Working Voltage 600 V.		
Capacity	List price	Special
1	\$3.00 ea.	\$0.60 ea.
2	5.50	1.10
4	9.50	1.90



List Price
\$1.75 ea.

Genuine R.C.A. UX 200 Radio Tubes

These excellent detector tubes draw one amp. Due to the extreme low prices of these tubes, we cannot allow replacements.

However, every tube is brand new and packed in the original factory sealed carton, we having purchased them direct from the Radio Corporation of America.



SPECIAL PRICE 16^{c.} ea.

\$8.00 per Carton

Sold only in Carton lots of 50

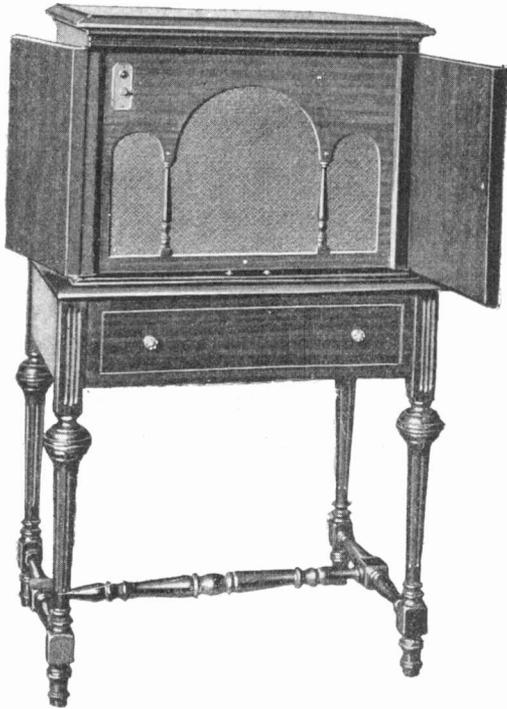
AMERICAN SALES CO., 19-21 Warren Street, NEW YORK CITY

(All items described above are discontinued models)

They would be good buys

K O L S T E R ELECTRO-DYNAMIC REPRODUCER

Combined with 210 Power Amplifier and "B" Supply Unit



Model K-5

Height42 "
Width25½"
Depth19 "

FEATURES

1. Electro-Dynamic Reproducer (10¼-in. dia.)
2. 210 Power Amplifier. Fine tone quality.
3. Supplies "B" voltage, if desired.
4. Can be used with any electric or battery set.
5. Complete A.C. Electric operation.
6. Beautiful pencil-striped walnut cabinet.

This radio equipment is KOLSTER built, packed in the original Kolster cases and cartons, shipped direct to us from the Kolster factory.

Every Set and every Electro-Dynamic Reproducer is BRAND NEW; each bears the Kolster guarantee tag and original serial number.

Our ability to buy these world-famous KOLSTER RECEIVERS and REPRODUCERS for cash, enables us to offer them at remarkably low prices.

THIS finely matched, rugged unit comprises a complete heavy duty Electro-Dynamic Reproducer, including a 210 Power Amplifier with "B" supply unit, all self-contained on a steel frame. It weighs 45 pounds without the cabinet. The cabinet itself is of pencil-striped walnut, beautifully designed with Cathedral grille. It is equipped with switch for control of house current to reproducer, power unit and amplifier. A pilot light indicates when the Reproducer is in operation.

If desired the 210 Power Amplifier will also supply 22, 67 and 90 volts "B" current, sufficient for any set using up to 8 tubes. An automatic voltage regulator tube, UX-874, maintains the "B" voltage silent and steady.

This Electro-Dynamic Reproducer can be used with any battery or A.C. set, replacing the last audio stage or be used with all tubes of the set. Wherever used, it will bring out every shading and range of tone; every note is reproduced with utmost faithfulness, pure and undistorted. It will modernize any radio receiver.

The following tubes are required for its operation: 2-UX-281 (for full-wave rectification); 1-UX-210 (for super power amplification); 1-UX-874 (for voltage regulation). For use with phonograph pick-up, one additional audio stage is recommended between the pick-up and this Reproducer.

A 20-ft. cable is included with each instrument. Operates direct from 50-60 cycle, 110-120 volt A.C. current.

List Price \$175.00

(without tubes)

Never
Before

\$33.50

NOTE

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).

Licensed Under Patents of the Radio

AMERICAN SALES CO., INC.,

(All items described above are discontinued models)

if they cost twice as much!

K O L S T E R SIX TUBE CONSOLE RECEIVER

With Built-in Kolster Electro-Dynamic Reproducer

—a fraction of their original cost. And we control the exclusive sale of this merchandise as we have bought the entire stock.

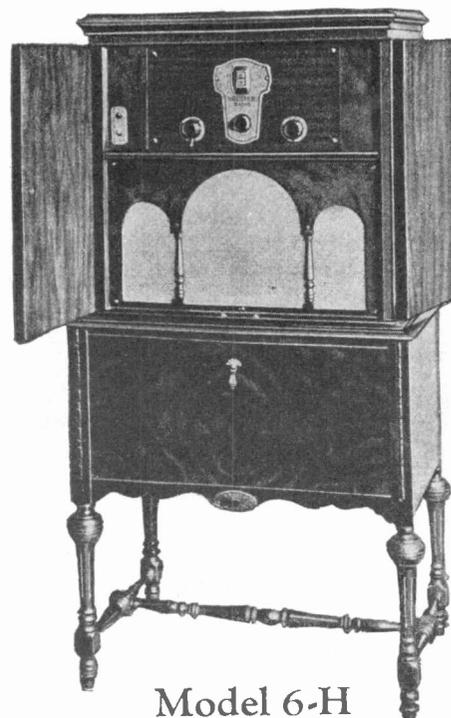
Such opportunities as are herein presented are seldom available. And they won't last long. Now is the time to let us pass along these tremendous savings to you and your customers. We suggest quick action—there's quality here—at prices heretofore unknown.

THE entire set can be operated direct from the A.C. light socket, 50-60 cycle, 110-120-v., by simply adding any "A" supply unit and a small 4½-volt "C" battery. The built in Electro-Dynamic Power Reproducer furnishes the "B" supply current to the set. A switch snaps the receiver in or out of operation and a pilot light tells instantly when set is in operation. The single dial control makes this the simplest of receivers to operate.

This receiver employs the famous Kolster T.R.F. circuit. It operates on either indoor or outdoor antenna using three stages of R. F., detector and two stages of A. F. The three point tap switch aerial adjuster operated from panel gives hairline selectivity. A loose coupled coil in conjunction with tap switch increases the distance getting value of the receiver. In addition, the 210 power amplifier built into the model K-5 Dynamic Reproducer, achieves remarkable tone quality. In this receiver is embodied everything looked for in modern radio.

The combination Kolster Set and Electro-Dynamic Reproducer is housed in a beautiful console of burled walnut with maple overlay. Full swinging doors found only in the finest cabinets add to its beauty.

The receiver uses 6-UX 201-A tubes and the Power Dynamic Reproducer uses 2-UX 281, 1-UX 210, and 1-UX 874 tubes.



Model 6-H

Height53 "
Width27 "
Depth18½"

FEATURES

1. Beautiful highboy console of burled walnut with maple overlay.
2. Kolster K5, Electro-Dynamic Reproducer with built-in 210 Power Amplifier included for fine tone quality (see opposite page).
3. Famous Kolster 6-tube T.R.F. circuit.
4. Hairline selectivity. Distance Reception.
5. Single dial control—simple to operate.

List Price \$295.00 — **Never Before \$48.50**
(without tubes)

Corporation of America and Lektophone Corp.

19-21 Warren Street, NEW YORK CITY

MANUFACTURERS AND JOBBERS

We are prepared to offer cash for surplus stocks of Radio Merchandise. This means of course stock in first class condition and in such volume that insures a good value to our many established buyers. Send details of your offerings for quick action.

(All items described above are discontinued models)

Read this, too . . . and then ACT Quickly!

K O L S T E R

SIX TUBE CONSOLE RECEIVER

With Built-in Magnetic Cone Speaker

(For Battery Operation)

This receiver employs the famous Kolster T.R.F. circuit. It operates either on indoor or outdoor antenna, employing three stages of R. F. detector, and two stages of A. F. The three point tap switch aerial adjuster operated from panel gives hairline selectivity. A loose coupled coil in conjunction with tap switch increases the distance getting value of the receiver.

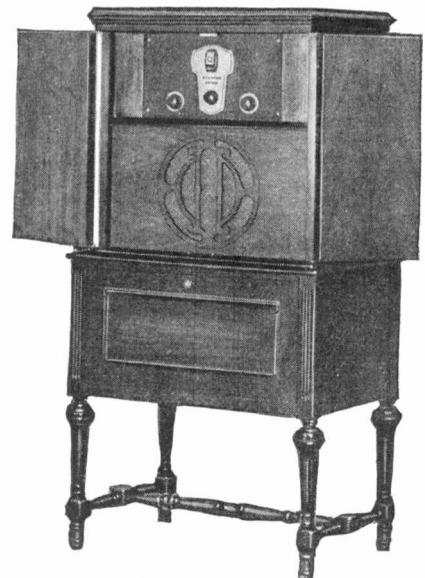
Either a 112A or 171A Power tube can be used in last audio stage.

This is the famous Kolster's battery outfit. It has won world-wide fame for selectivity, distance and tone quality. Single dial control makes this Receiver simple to operate.

Uses 5-UX-201A tubes and 1-UX-112A or 171A power tube.

The Kolster double magnet powerful Magnetic Cone Speaker built into this set insures wonderful tone quality.

The name KOLSTER is sufficient to describe the kind of merchandise which bears its name. Nothing more need be said as to quality. But when such receivers are available at the prices we are fortunately in a position to quote—it's a foregone conclusion that these Receivers and Speakers are going to move fast. Your profits just wait on the speed with which you ask us to supply your demands. Tomorrow may be too late.



Model 6-G

Height 51 $\frac{1}{2}$ "
Width 27"
Depth 17 $\frac{1}{2}$ "

FEATURES

1. Beautiful walnut highboy console.
2. Power Magnetic Cone Speaker. Fine tone quality.
3. Remarkable selectivity. Distance reception.
4. Famous Kolster six-tube T.R.F. circuit.
5. Uses a power tube (112A or 171A).
6. Single dial control; simple to operate.

List Price \$185.00
(without tubes)

— **Never
Before**

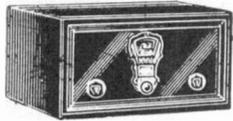
\$35.50

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 Street, NEW YORK CITY

(All items described above are discontinued models)

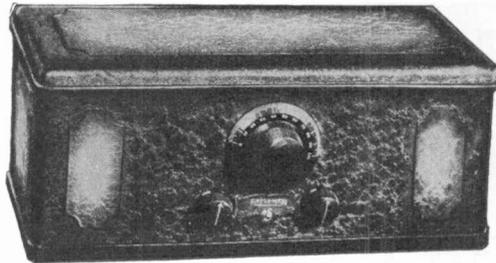
**FEDERAL Ortho-Sonic
Radio
All Electric
Table
Model
H-10**



LIST PRICE, \$130.00

This set embodies the world famous Ortho-sonic Tone; Single Dial, electrically illuminated; Alternate Selectivity; Vernier Control, assuring maximum results from every station; Federal push-pull amplification; New-type Control, perfect volume gradation; All-Metal Chassis, mechanism completely enclosed; Light Socket operated. Uses three 226, one 227, two 171 and one 280 tubes. Genuine Mahogany Cabinets, rich Walnut finish.

Dealer Cost \$42.00



**Q-15
POLYDYNE**

All Electric Receivers

List Price \$69.00

The Q-15 all-electric screen grid set uses 5 tubes, 1—222, 1—227, 1—226, 1—280 and 171A. Although this set has only 5 tubes, owing to the famous screen grid circuit it is as good as any 7 or 8 tube set. Small, compact and neat. This table set has single dial operation, with volume

control, selector and switch. Finished in dull brown and gold lacquer with stippled effect, 18 1/4 inches long, 8 inches high, 8 1/2 inches deep.

Dealer Cost \$25.00

Also Model N-11 Polydyne Table Model

This circuit is a seven-tube tuned radio frequency design embodying the exclusive Polydyne System of stabilization.

N-11 employs three stages of tuned radio frequency, detector and two stages of improved audio amplification using 4—226, 1—227, 1—250 and 1—281 rectifier tube.

UX-250 Radiotron is used in last audio stage, making set suitable for dynamic reception of

extreme volume without distortion. Model N-11 has illuminated single dial operation, with volume control and switch.

All-electric receiver. Finished in dull brown and gold lacquer with stippled effect, 19 inches long, 10 inches high and 11 1/2 inches deep.

LIST PRICE, \$115.00 (Less tubes and speaker)

Dealer Cost \$35.00



**ARGUS 210 DYNAMIC
POWER ELECTRIC SET**

The Argus Electric is a real power receiver—just plug in the nearest base plug or wall socket. Costs less than one cent per hour to operate. Uses standard tubes and a 210 tube in the last audio stage. Two Illuminated Dials, Voltmeter on panel. Tip-jacks for phonograph pick-up. Designed for use with five type UX-199, one type UX-210 and two type UX-281 tubes. For A.C. 110 volt, 60 cycle current. No tubes included.

LIST PRICE, \$195.00

Dealer Cost \$37.50

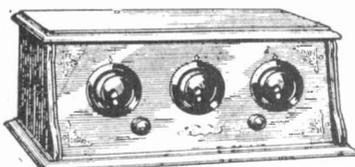


**A.C. DAYTON ELECTRIC
CONSOLE GRAND
RECEIVER**

The compact XL-50 seven-tube A.C. Dayton receiver is installed in the famous AC Dayton Duophonic Console Grand. Has two Air Column Speakers. Uses all A.C. tubes. Cabinet of walnut especially selected and matched grain, trimmed with bird's eye maple.

Uses 6—227, 1—Raytheon Tube.

Dealer Cost \$49.00



**FREED-EISEMANN
6 Tube Battery Set**

The set employs the popular tuned R.F. Hook-up and is wired for power tube. Completely shielded, 3 stages, T.R.F. 1 Detector and 2 Audios—six tubes. Stippled panel, genuine Mahogany Cabinet. Uses 5—201A, 1—171A.

LIST PRICE, \$80.

Dealer Cost \$11.50

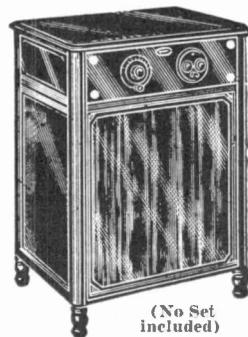


**A.C. DAYTON
ELECTRIC
Console Receiver**

The XL-50 seven-tube receiver installed in this beautiful cabinet. The dimensions of this cabinet which are 22 in. wide x 15 in. deep x 40 in. high. Built-in Orthophonic Speaker. Only the finest grained and matched walnut veneers have been used on it. Uses all new A.C. Tubes, 110 volt 50-60 cycle.

Uses 6—227, 1—Raytheon Tube

**Dealer Cost,
\$43.00**



(No Set included)

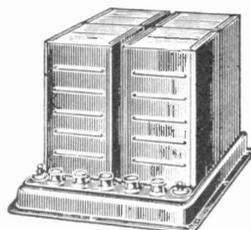
**Atwater Kent (Pooley)
ARMCHAIR
CONSOLE**

A genuine Pooley Cabinet made for the Atwater Kent set. Built-in Pooley speaker. Battery compartment and tool drawer. Finished on all four sides. Suitable for A. K. No. 20 Compact Set and No. 30.

LIST PRICE, \$75.00

Dimensions: Height, 31 1/4 in.;
Length, 22 1/2 in.;
Depth, 17 1/2 in.

**Dealer Cost,
\$9.50**



LIST PRICE, \$48.00

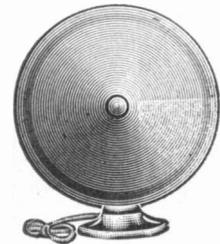
R.C.A.

"B" ELIMINATOR

The new RCA "B" Eliminator is a decided improvement over all previous types. It is sturdy, compact and reliable. The cost of operation is unusually low and it will last indefinitely in service. The power output is ample for sets having up to eight tubes with a power tube in the last stage.

A junction type of Rectifier is used, requiring no attention or replacements during its exceptionally long life.

**Dealer Cost,
\$17.50**

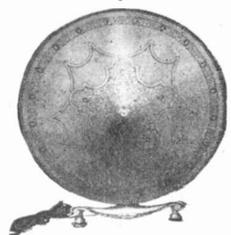


**THE NEW
PACENT CONE**

New and improved oversize unit. Flawless reproduction. Takes the tremendous power of a power amplifier or power tubes without rattle or blasting. Has extreme sensitivity, reproducing the highest violin notes down to the booming of the bass viol without distortion. Greater rigidity and ruggedness in construction.

LIST PRICE, \$28.50

**Dealer Cost,
\$6.75**



**FREED-EISEMANN
Cone Speaker**

26 in. in diameter, making it one of the largest on the market today. It has a 20-foot cord, allowing removal from set to adjoining room.

Faithful reproduction of all notes from the lowest to the highest.

**Dealer Cost,
\$6.50**

**BROOKLYN RADIO
Service Corp.**

577 Myrtle
Avenue

Brooklyn,
New York, N. Y.

20% with order.
Balance C. O. D.
All Merchandise
Brand New.
Only Certified
Check or Money
Order.



Cabinet Model A.C. 172
This is chassis Model A.C. 171 housed in metal cabinet, rendering it highly attractive. The cabinet is of russet bronze crystalline finish. The cover has a highly blended two-tone effect.

Give Them What They Want

Some of your customers not having so much to spend for a radio are good prospects for a Pierce-Airo A.C. Chassis. To others with a little more to spend you can sell the Pierce-Airo cabinet model A.C. 172. Or to others with still more to spend you can put our chassis model A.C. 171 in any style console the customer selects.

SELF-CONTAINED POWER SUPPLY



CHASSIS AND CABINET MODELS

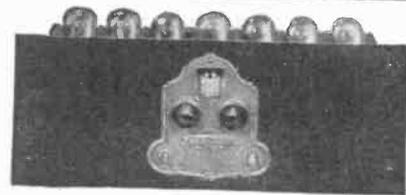
8 Tube Electric Receivers for A.C. or D.C.

With the Pierce-Airo line you can meet the particular demands of all your prospects. Furthermore, you can make your own list price, make a good profit, and still give your customers an electric radio receiver that challenges comparison with any other set for tone, eye value, and mechanical and electrical construction.

Write for prices and discounts or send for a sample Pierce-Airo Electric Receiver for test in your own store.

PIERCE AIRO, INC.

113-R FOURTH AVENUE, NEW YORK CITY



Chassis Model A.C. 171
Chassis of heavy gauge, drawn and welded steel housing all parts including power supply. Illuminated single drum control.

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these were **CROWDS** *like*
THRILLED *by the new*

Steinite
ELECTRIC RADIO



We show here a few of the dealer gatherings at which the Steinite Crusaders revealed the new Steinite line in 61 territories.

Thousands of dealers now agree that the new Steinite is America's Greatest Value — Radio's Greatest Thrill!



In hundreds of newspapers the story of what STEINITE has done commanded big space — publicity of untold value

The Steinite Crusaders—

have made a triumphal procession of their 21,000 mile trip across America. At 61 jobber conventions the new Steinite models created a tremendous enthusiasm which has resulted in a huge volume of sales already booked. To get the full story—

Mail the Coupon!

STEINITE RADIO CO.
 General Sales Office, 506 S. Wabash Ave., Chicago, Illinois
 Gentlemen:
 Please send me full details of the Steinite line and franchise.
 My jobbers's name is

Name

Address

City State

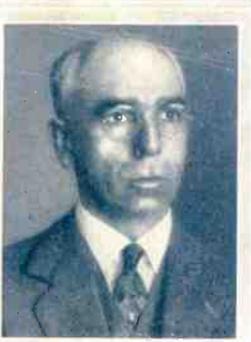
**A Radiotron
for every purpose**

- RADIOTRON UX-201-A**
Detector Amplifier
- RADIOTRON UV-199**
Detector Amplifier
- RADIOTRON UX-199**
Detector Amplifier
- RADIOTRON WD-11**
Detector Amplifier
- RADIOTRON WX-12**
Detector Amplifier
- RADIOTRON UX-200-A**
Detector Only
- RADIOTRON UX-120**
*Power Amplifier Last
Audio Stage Only*
- RADIOTRON UX-222**
*Screen Grid Radio
Frequency Amplifier*
- RADIOTRON UX-112-A**
Power Amplifier
- RADIOTRON UX-171-A**
*Power Amplifier Last
Audio Stage Only*
- RADIOTRON UX-210**
Power Amplifier Oscillator
- RADIOTRON UX-240**
*Detector Amplifier for
Resistance-coupled
Amplification*
- RADIOTRON UX-250**
Power Amplifier
- RADIOTRON UX-226**
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-888**
Ballast Tube

The standard by
which other vacuum
tubes are rated



Look for this mark
on every Radiotron



WALTER E. HOLLAND
CHIEF ENGINEER OF PHILCO SALES

No matter what care and skill a manufacturer of radio sets may employ, the finest instrument that can be built is no better than its tubes. In the manufacture and testing of Philco Neutrodyne Plus Receivers, we use RCA Radiotrons, because they insure the fine reception of our sets.

Walter E. Holland

All radio engineers agree that after a year of average use the vacuum tubes in a radio set should be replaced throughout with new ones. Old tubes left in use mar the performance of the set. For finer results completely reequip your set with RCA Radiotrons.

RCA RADIOTRON
RADIO CORPORATION OF AMERICA - New York - Chicago - Atlanta - Dallas - San Francisco



The national magazine advertisement reproduced at the left is one of the 1929 Radiotron series, each of which carries the signature of a leading radio manufacturer



Radio dealers who carry a full stock of RCA Radiotrons—all the time—eventually get the bulk of the tube business in their community. Dealers who are habitually “just out of that number” soon find their customers drifting away to stores that always carry the complete line of RCA Radiotrons.

Superior resources of research and manufacturing guarantee to RCA Radiotrons the finest possible quality in vacuum tubes. They are the standard of the industry—and so accepted by both the trade and the public.

RADIO CORPORATION OF AMERICA - New York - Chicago - Atlanta - Dallas - San Francisco

RCA RADIOTRON

RADIOTRONS ARE THE HEART OF YOUR RADIO SET