

# Radio Retailing

*The Business Magazine of the Radio Industry*

A McGraw-Hill Publication

JULY, 1929

YOU CAN SEE  
WITH YOUR OWN EYES  
WHAT MAKES  
EVEREADY  
RAYTHEON TUBES  
SO MUCH BETTER



PICK UP an Eveready Raytheon Tube, ER 227, for instance. See the unique, patented *4-Pillar construction*, imbedded at the bottom in a solid, four-cornered glass stem, and at the top anchored to a stiff mica plate.

Only Eveready Raytheon Tubes use this *4-Pillar construction*.

Now you can see why Eveready Raytheon Tubes come to you with all their power intact, for the elements within have not been distorted by the bumps and jars of shipment. The customer, carrying them home, cannot injure them.

These unique tubes give the user a degree of radio service he has never experienced before. More volume, better tone, greater distance, quicker action. Now is the time to sign up for Eveready Raytheons.

NATIONAL CARBON CO., INC., New York, N. Y.  
Branches: Chicago, Kansas City, New York, San Francisco

Unit of Union Carbide  and Carbon Corporation

For the *really* **NEW**  
*in* **DYNAMIC**  
**SPEAKERS**

**SEE** and **HEAR**

*the*

**NEW** *Farrand*

**ELECTRO DYNAMIC**

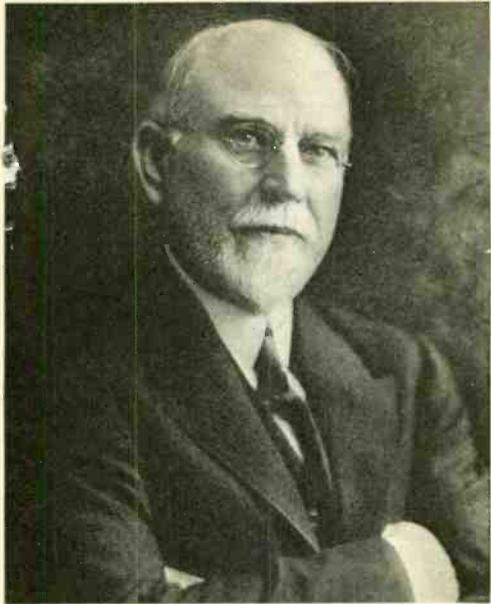
*the*

**NEW** *Farrand*

**INDUCTOR DYNAMIC**

**DEALERS** get in touch with your Distributor.  
**MANUFACTURERS** get in touch with us.

**FARRAND MANUFACTURING CO. INC. LONG ISLAND CITY, N. Y.**



*Degree of*  
**Doctor of Commercial  
 Science Conferred on**  
**JAMES H. MCGRAW**

ON JUNE 12 the faculty of New York University conferred upon James H. McGraw, chairman of the board of the McGraw-Hill Publishing Company, the degree of Doctor of Commercial Science, in recognition of Mr. McGraw's many contributions to the advance of American business and science, through the publications of the companies he has founded. Dr. George Alexander, president of the Council of New York University, in presenting Mr. McGraw said:

*"James Herbert McGraw—Teacher, publisher of many technical periodicals, broad-minded and far-seeing man of business, is presented for the honorary degree of Doctor of Commercial Science."*

William H. Nichols, Acting Chancellor of New York University, in conferring the degree upon Mr. McGraw, said:

*"Educator transformed into publisher, you have never ceased to be an educator. Your notable career accentuates that tendency in commercial life through which, however private its form, its operations have a public character and become an important element in public education."*

Such public recognition of Mr. McGraw's remarkable commercial genius and publishing vision is particularly gratifying to the editors of this magazine. *Radio Retailing* from its conception and its very first issue, has had the benefit of Mr. McGraw's keen personal interest in the commercial development of electricity and radio, coupled with his spirit of leadership and tireless labor in speeding the expansion of the service of electricity and radio to mankind.

# Radio Retailing

The Business Magazine of the Radio Industry

O. H. CALDWELL, Editor

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

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

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

<p>JAMES H. MCGRAW, Chairman of the Board          MALCOLM MUIR, President          JAMES H. MCGRAW, JR., Vice-Pres. and Treas.          EDWARD J. MEHREN, Vice-President          C. H. THOMPSON, Secretary</p>	<p>MASON BRITTON, Vice-President          EDGAR KOBAK, Vice-President          HAROLD W. MCGRAW, Vice-President          H. C. PARMELEE, Editorial Director</p>	<p>Cable Address: "Machinist, N. Y."          NEW YORK District Office, 285 Madison Ave.          WASHINGTON, National Press Building          CHICAGO, 520 North Michigan Ave.          PHILADELPHIA, 1600 Arch Street          CLEVELAND, Guardian Building          LONDON, 6 Bouverie St., London, E. C. 4</p>
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Member A.B.P. Member A.B.C.

# SCREEN GRID RADIO *by* STROMBERG-CARLSON

No. 642 Stromberg-Carlson, with built-in dynamic speaker, employs 3 UY-224 A.C. Screen Grid, one UY-227, one UX-245, and one UX-280 Radiotrons.

Price, without tubes, **\$247.50**  
East of Rockies . . .



## PROFIT for the DEALER

Here are eight reasons for dealer success with the Stromberg-Carlson line:

1. Screen Grid Radio — perfected through a year's experience manufacturing screen grid aircraft receivers.
2. The Famous Stromberg-Carlson Tone.
3. Luxurious beauty of cabinetwork.
4. No over-production to result in cut-rate sales.
5. Direct-to-dealer selling; permitting careful zoning of trading areas to prevent over-crowding.
6. Widest latitude of patent license.
7. Co-operative advertising to assist the individual dealer.
8. Coast-to-Coast broadcasting—national magazine and newspaper advertising.



No. 641 Table Model, similar operating unit.  
Price, less tubes and speaker, **\$155**  
East of Rockies . . . . .

Listen Wednesday Evenings to the Coast-to-Coast Broadcast of the Stromberg-Carlson Orchestra, over the National Broadcasting Company's Blue Network and Associated Stations.

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

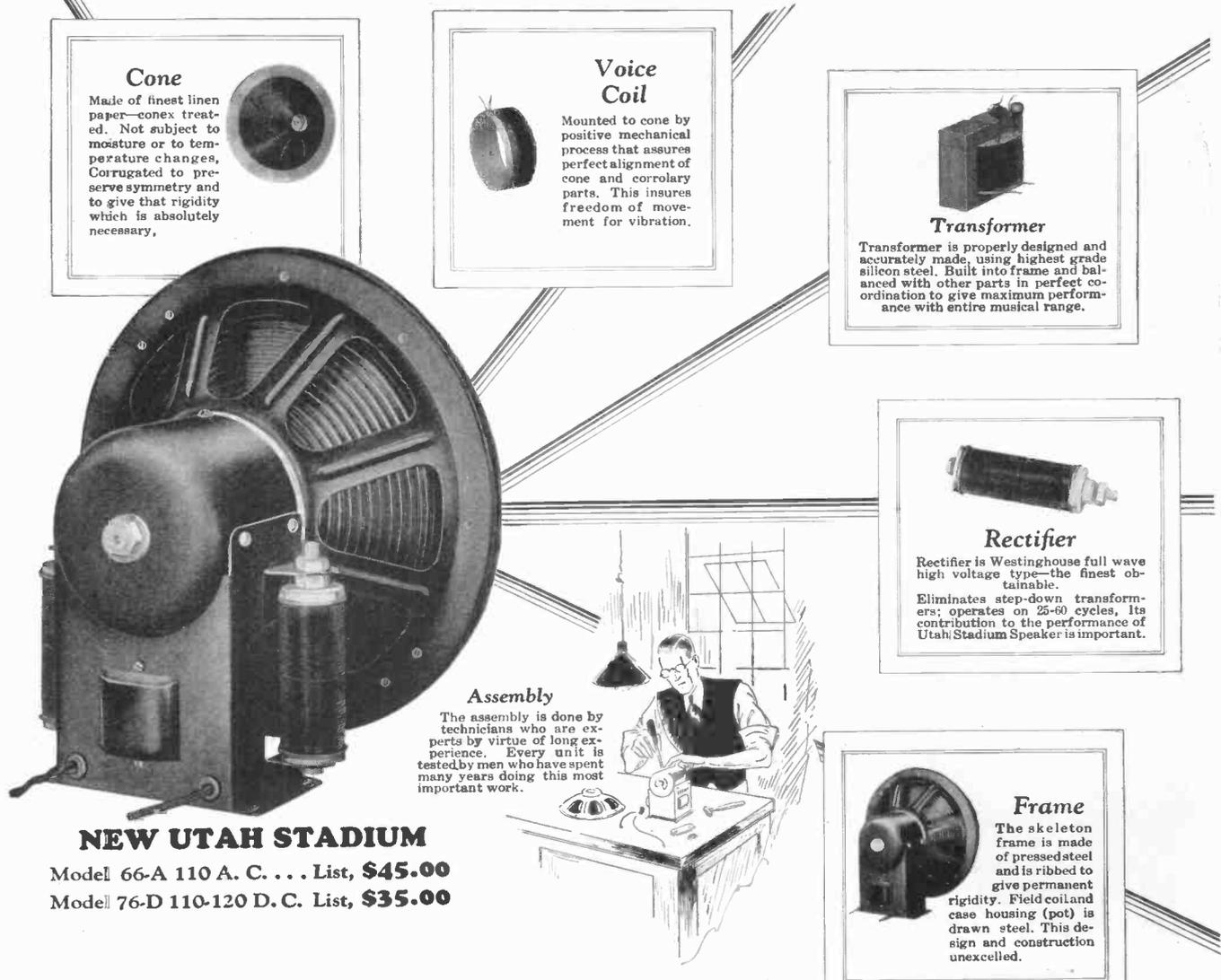
# Stromberg-Carlson

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

# A Few Reasons Why the New

# UTAH

## Electro Dynamics are Superior Speakers



**Cone**  
 Made of finest linen paper—conex treated. Not subject to moisture or to temperature changes. Corrugated to preserve symmetry and to give that rigidity which is absolutely necessary.

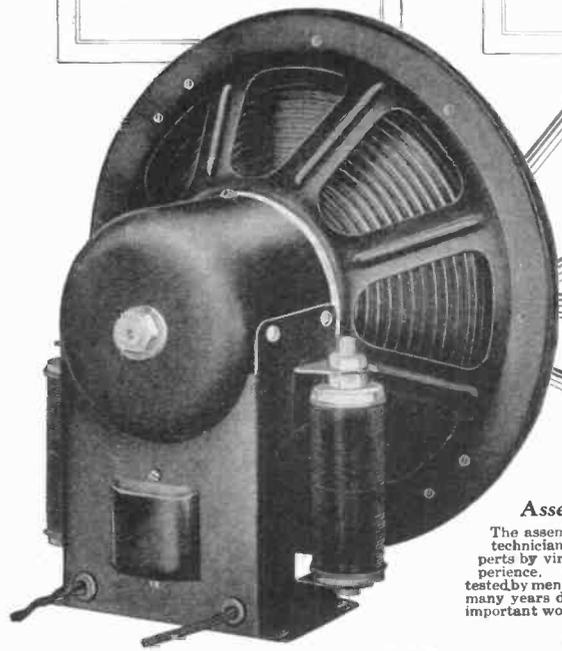
**Voice Coil**  
 Mounted to cone by positive mechanical process that assures perfect alignment of cone and corrolary parts. This insures freedom of movement for vibration.

**Transformer**  
 Transformer is properly designed and accurately made, using highest grade silicon steel. Built into frame and balanced with other parts in perfect coordination to give maximum performance with entire musical range.

**Rectifier**  
 Rectifier is Westinghouse full wave high voltage type—the finest obtainable. Eliminates step-down transformers; operates on 25-60 cycles, its contribution to the performance of Utah Stadium Speaker is important.

**Assembly**  
 The assembly is done by technicians who are experts by virtue of long experience. Every unit is tested by men who have spent many years doing this most important work.

**Frame**  
 The skeleton frame is made of pressed steel and is ribbed to give permanent rigidity. Field coil and case housing (pot) is drawn steel. This design and construction unexcelled.



**NEW UTAH STADIUM**  
 Model 66-A 110 A. C. . . . List, **\$45.00**  
 Model 76-D 110-120 D. C. List, **\$35.00**

**T**HE above and other features are incorporated in the Utah Large Stadium Dynamic, Utah Balanced Shielded Dynamic, Utah Balanced Power Inductor Speakers. Nothing has been left undone, no operation has been spared

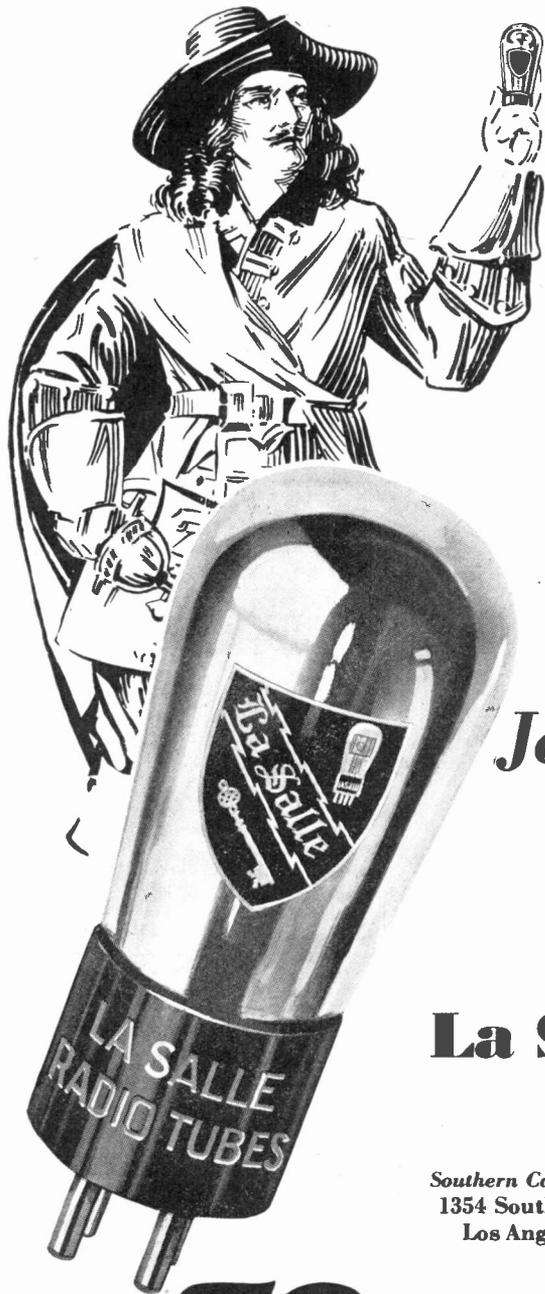
to give Utah a definite superlative value. That is why Utahs are better speakers.

**UTAH RADIO PRODUCTS CO.**  
 1737 South Michigan Ave. Chicago, Ill.

# Important News!

## *La Salle Radio Corporation*

# Now Licensed by RCA



*This is one* of the most important announcements made in Radio for some time! It is of great interest and value — not only to the trade but to the radio-following public.

Every Radio Tube bearing the name, LA SALLE, is made complete, in our own plant under license of Radio Corporation of America, General Electric Co., and Westinghouse Electric and Manufacturing Company's Radio Tube patents.

*Jobbers* who are interested in handling a fully protected, high quality, licensed tube line are invited to write for complete details.



## **La Salle Radio Corporation**

Division of MATCHLESS ELECTRIC COMPANY

1500 North Ogden Avenue • Chicago, Illinois

*Southern California Office*  
1354 South Hill Street  
Los Angeles, Calif.

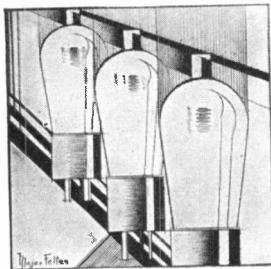
# La Salle

**HIGH VACUUM RADIO TUBES**

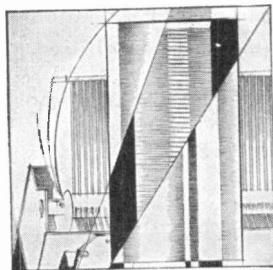
Twelve new Grebe Cabinets were on display during the R. M. A. convention. They created a sensation. Leading distributors and dealers from all parts of the country voted on the designs best suited to the 1929 Market. The winning designs will be shown in forthcoming Grebe advertisements.

# If you missed the R. M. A. . . .

Read these high spots about one of the sensations of the Chicago Show . . . .



**3 SCREEN GRID TUBES**—and Power Detector Circuit. Three screen grids provide a tremendously large gain in amplification, producing great sensitivity and volume. The Power Detector and push-pull amplifier insure true fidelity on the strongest signals.



**EQUALIZED BAND PASS FILTER**—Six tuned circuits! The high gain of screen grids in combination with the new Grebe Equalized Band Pass Filter makes possible extreme selectivity regardless of volume; and gives cleaner cut distance reception.

## THE NEW GREBE

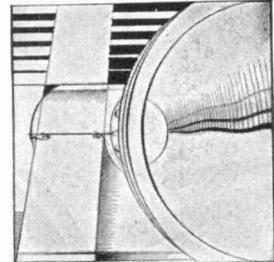
### Super-Synchrophase

In the latest model to bear the Grebe esutcheon you'll find worked out all of the new discoveries that have carried radio forward. Here are just a few of the features which make this set demonstrate so convincingly . . . and sell so readily.

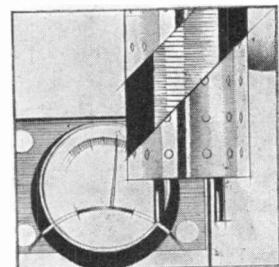
You'll want detailed information about Grebe merchandising plans. Write for it!

A. H. GREBE & COMPANY, INC.  
Richmond Hill, New York

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



**LARGE DIAMETER SPEAKER**—With its extra large sound radiating surface, the speaker built into the New Grebe brings in music as it really sounds—not as radio so frequently interprets it. Like an orchestra itself—compared with a 1916 phonograph record of it.



**AUTOMATIC VOLTAGE REGULATOR**—Here's life extension service for tubes! Automatically the new voltage regulator controls the amount of current passing through the set. Inconspicuous in itself—but decidedly prominent in terms of trouble-proof operation!

*Be There!*

*The* **NEW SPARTON  
EQUASONNE**

TOMORROW'S RADIO TODAY

The marvelous FACE-TO-FACE REALISM of the new Sparton EQUASONNE instruments was acclaimed the biggest radio development presented at the Chicago show. Sparton STAYS a year ahead of the industry. Sparton dealers STILL have that priceless margin of leadership that has made the Sparton dealer organization the most prosperous in the industry. The magnificent new models and the new low prices have greatly enlarged the Sparton market. Our production has again doubled. The Sparton franchise presents unlimited possibilities.

THE SPARKS-WITHINGTON COMPANY  
(Established 1900)  
JACKSON, MICH., U. S. A.

*Pioneers of Electric Radio without batteries of any kind*  
(341)

**SPARTON RADIO**  
*"Radio's Richest Voice"*

# THE TUBE LINE OF THE FUTURE

WITH the introduction of its New and Improved ACTubes, Sonatron strengthens its position as the tube line offering most in profit and prestige. These better tubes have set a new standard in performance, in tone, and in long life—the results of advanced design and the highest standards in the industry.

SONATRON TUBE COMPANY  
1020 S. Central Park Ave., Chicago  
55-57 State Street, Newark, N. J.



THE Sonatron Y224AC Screen-Grid tube is a sensational success. Its tone is flawless—it heats instantly—and tests show it to have a long, trouble-free life.

### SONATRON ON THE AIR!

Listen-in—8:30 to 9 P.M., E.S.T. every Sunday evening, over a coast-to-coast network of the Columbia Broadcasting System.

# THE NEW AND IMPROVED SONATRON RADIO TUBES

# Take the straight road to profits

with the new ~~PHILCO~~ All-Electric  
Balanced-Unit Radio



## We believe . . .

1 That Philco's prosperity will grow continuously in proportion to the prosperity of Philco dealers.

2 That therefore it is only good business to offer a franchise so sound, *and yet so liberal*, that it will attract to Philco the most progressive and alert group of radio retailers in America.

## So here is our proposition . . .

A PRODUCT which, by unprecedented accuracy in balancing unit with unit, achieves tone, selectivity, distance, unmatched by any radio, *at any price*.

A COMPLETE LINE from Table Model to Lowboy, Highboy and Highboy de Luxe. *Neurodyne-Plus and Screen Grid!* YOU NEED HANDLE NO OTHER MAKE.

PROTECTED TERRITORY to which your sole right will be rigidly upheld.

FIXED FURNITURE POLICY. Philco radios sold *only* in Philco furniture.

AMAZINGLY LOW PRICES. Each model, from \$67 to \$205 has the lowest price for which a radio of such superb appearance and performance has ever been offered.

ADVERTISING. A continuous barrage, week after week, in The Saturday Evening Post and many other magazines. Color pages. Double spreads. Newspapers, too. Over 70 MILLION advertisements by January first.

*Philco has already swept the country. Only a limited number of territories are now available. If you want the Philco franchise in your territory, ACT QUICKLY.*

MERCHANDISING HELPS. *NEON* signs, electric window signs, brilliant billboards and window displays, mailing matter, handbills, etc., etc.

THE PHILCO HOUR—will continue every week over a nation-wide hookup.

AND DISCOUNTS! Even with all this costly backing, the tremendous output and economy of eight great factories permit us to offer again the same liberal sliding scale of discounts that Philco has always provided.

### MAIL THE COUPON TODAY!

PHILCO, Ontario and C Streets, Philadelphia, Pa.  
Please send me *immediately* complete details of your franchise offer.

Name \_\_\_\_\_

Address \_\_\_\_\_

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

1 9 2 9 I S A P H I L C O Y E A R

# Gold Seal's Exclusive Development



—the new GSY227

Invented by Gold Seal's own engineers;  
produced in Gold Seal's own factories;  
and positively guaranteed.

Full, silent service for its entire life.

It heats in 5 seconds—faster than  
any other tube—and it heats as  
quickly at the end of 1000 hours  
as when it was new.

*A real sensation in radio*

## Now in Production

Orders being accepted for immediate delivery

### BULLETIN

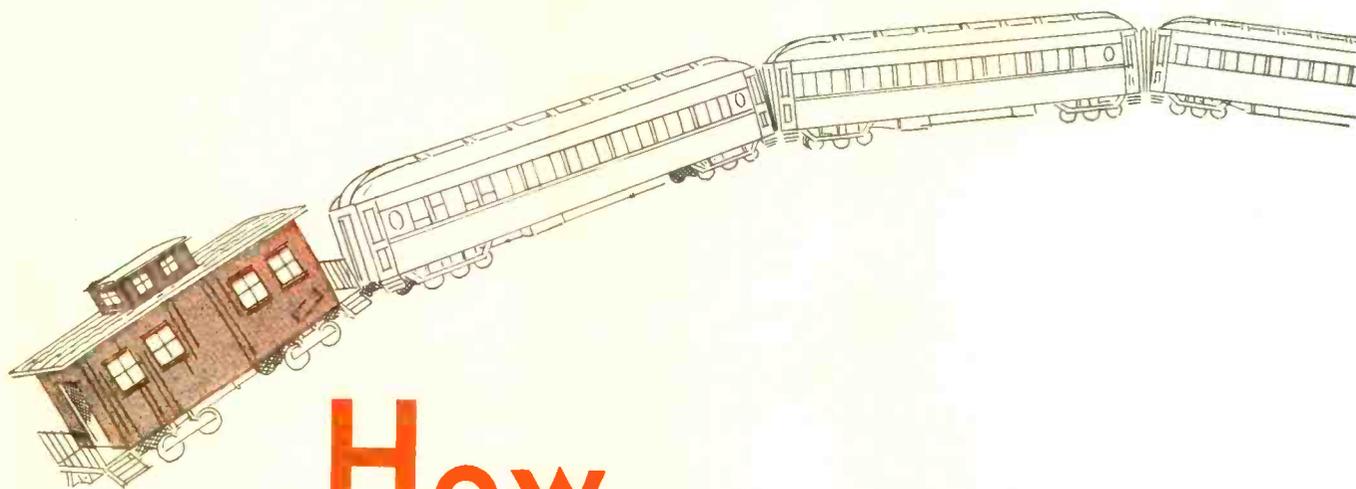
Gold Seal Tubes are now  
the equipment of lead-  
ing receiving-set manu-  
facturers. They know.

Telegraphic orders from accredited  
Gold Seal representatives will be  
shipped day order is received.  
Others in the trade write at once  
for full information about Gold  
Seal's complete sales proposition.

### Gold Seal Electrical Co., Inc.

250 Park Ave., New York

**As odd and out of  
place as a caboose on  
an extra fare train**



# How odd it would be . . . .



REALISM

A beautiful radio set...capable as well as good looking . . . a sensible investment for any home. Naturally the speaker should be in keeping with the set...but how odd it would be not to have the best speaker. As odd and out of place as a caboose on an extra fare train.

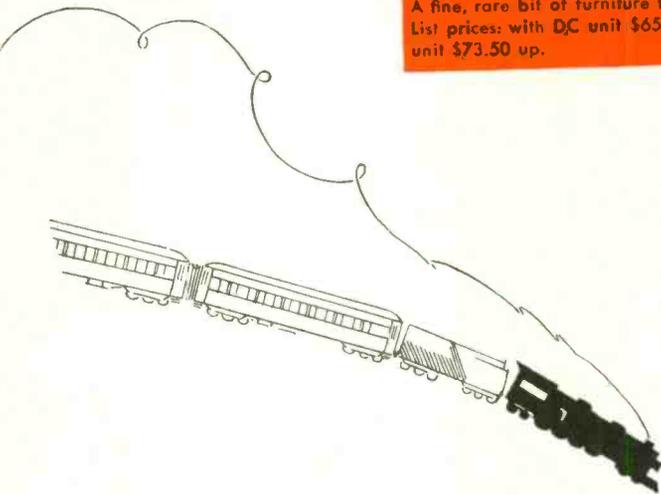
For the speaker makes the receiver articulate . . .interprets it to the world...makes the sale of the set easy or hard.

Of all speakers Magnavox X-Core Dynamic offers most:

- in realism, . . . rich "Stereoscopic" tones with depth and definition.
- in freedom from rattle and AC speaker hum, at any volume.
- in sturdy construction and sustained performance . . ."guaranteed for a lifetime."

# MAGNAVOX

**The CAMPANILE** A handsome, massive, richly carved Italian Cabinet of fine Walnut. Skillful workmanship, masterly designing. A fine, rare bit of furniture for any home. List prices: with DC unit \$65 up, with AC unit \$73.50 up.



**The STRATFORD** A splendid Walnut Console of charming line and exquisite detail. Panels are of lacewood, rare and beautiful. Accommodates any table radio set, nicely harmonizing in effect. List prices: with DC unit \$55.00 up, with AC unit \$63.50 up.



Don't compromise. Quality . . . guarantee . . . tested policies . . . patent protection . . . dependable deliveries . . . less service troubles . . . a high name in radio speakers . . . all these Magnavox offers.

They appeal to the man who values his own good name and who builds for tomorrow.

***THE MAGNAVOX COMPANY***

Factory and Pacific Sales  
OAKLAND, CALIF.

Factory and Sales East of Rockies  
CHICAGO, ILL.

Also the Carillon (table model) and the Aristocrat (floor model) giving a complete range of cabinets and prices.

**X-CORE DYNAMIC SPEAKER**

# NEW!



## LIGHT-O-MATIC TUNING

THE NOTABLE HIT OF THE CHICAGO SHOW!

Edison Light-O-Matic tuning was the sensation of the Chicago Radio Show. It is new! It is practical, intriguing! It is good looking, different, smart! It is a real improvement in automatic tuning that wins everyone at sight! And it's bound to be a tremendous factor in radio sales! . . . Light-O-Matic tuning is exclusive with the Edison! . . . You want a station—a click—a flash of light—and you have it. Light-O-Matic tuning

makes radio logs obsolete. Stations are permanently logged on the dial. Simple—nothing to get out of order—and, unlike other devices, it actually enhances the appearance of the cabinet. . . . The Light-O-Matic tuner is but one of the exclusive new Edison developments. The 1929 Edison models have many features, each one a direct sales point that is mighty convincing to your prospects. Thomas A. Edison, Inc., Orange, N. J.

# EDISON RADIO

TRADE MARK  
*Thomas A Edison*



## Edison—the Outstanding Portables with New Reflex Sound Chambers

You'll be startled by the *tonal volume* of these new Edison Portable Phonographs. Full volumed, reproduction with close-up realism, formerly found only in the largest cabinet model phonographs. This rich, realistic tone is made possible by the use of a wonderful new reflex principle of horn construction.

With the Edison Portable you sell the full and complete performance of a big cabinet phonograph, *plus* the advantages of portability and compactness.

There are two models. The P-1 is listed at \$35. The P-2 is listed at \$25.

The P-1 is covered inside and out with Dupont Fabrikoid of rich blue Spanish grain. The silent, dependable motor plays three records without rewinding. Equipped with automatic stop and ball-bearing tone arm. All fittings

are durably finished in gold. Air Column length of sound chamber is 53½ inches—the longest in any Portable. Is it any wonder the Edison gives *close-up* realistic tone?

Size 17½" x 14" x 8". Weight only 19 pounds.

The P-2 model is a smaller replica of the P-1. It possesses all the smart appearance and superior tone qualities of the larger model. Bound inside and out with brown Spanish grain Dupont Fabrikoid. Fittings are heavily nicked. Size 16½" x 13½" x 7½". Weight only 16½ pounds.

Stock these outstanding Edison Portables for your busiest Portable season. Write the nearest Edison distributor today. Thomas A. Edison, Inc., Orange, New Jersey.

*Shipments have begun on the new Edison needle records. Have you ordered yours yet?*

### EDISON DISTRIBUTING CORPORATION

ATLANTA, 155 So. Forsyth St. . . . BOSTON, 96 South St. . . . CHICAGO, 3130 So. Michigan Ave. . . . DALLAS, 500 Elm St. . . . DENVER, 1636 Lawrence St. . . . KANSAS CITY, 1215 McGee St. . . . MINNEAPOLIS, 608 First Ave. N. . . . NEW ORLEANS, 128 Chartres St. . . . ORANGE, N. J. . . . PITTSBURGH, 909 Penn. Ave. . . . RICHMOND, 1204 East Main St. . . . SAN FRANCISCO, 1267 Mission St. . . . SEATTLE, Volker Bldg.

CLEVELAND, B. W. Smith, Inc., 2019 Euclid Ave. . . . DETROIT, E. A. Bowman, Inc., 5115 John R. St. . . . DUBUQUE, Benler Bros. . . . LOS ANGELES, H. R. Curtiss Co., 727 Venice Blvd. . . . NEW YORK, Blackman Distributing Co., 28 West 23rd St. . . . OGDEN, Proudfit Sporting Goods Co., 2327 Grant Ave. . . . PHILADELPHIA, Girard Phonograph Co., Broad and Wallace Sts. . . . ROCHESTER, Alliance Motor Corporation, 727 Main St., East. . . . SAGINAW, Morley Bros. . . . ST. LOUIS, Silverstone Music and Radio Co., 412 North 12th St.

# QUALITY



List Price  
**\$15**

# *Super Phonovox*

*Compare the Super-Phonovox with any pick-up regardless of price!*

THE NEW Pacent Super Phonovox is already by far the largest selling pick-up on the market. But don't be influenced by this majority judgment of experts and laymen. Make your own comparisons on the points that influence pick-up sales:

- on *appearance*, which sells the customer through appeal to the eye;
- on *tone quality*, which sells the customer through appeal to the ear;
- on trouble-free, long-lasting *durability*, which sells the customer through appeal to his sense of economy.

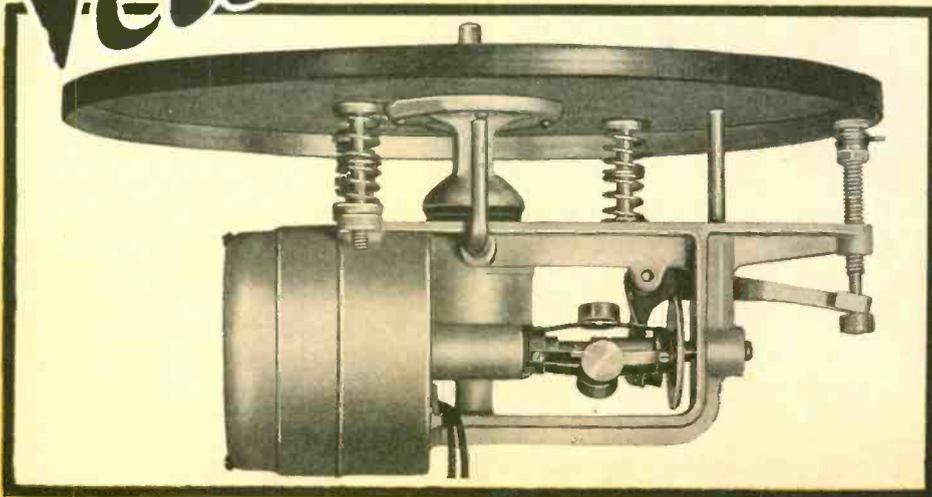
Write for complete information (with prices) on the three fast-selling models of Super Phonovox. Then see it, examine it, and above all hear it. And compare it with any other.

**New**

PACENT ELECTRIC CO., Inc., 91 Seventh Ave., N. Y.

Pioneers in Radio and Electric Reproduction for Over 20 Years

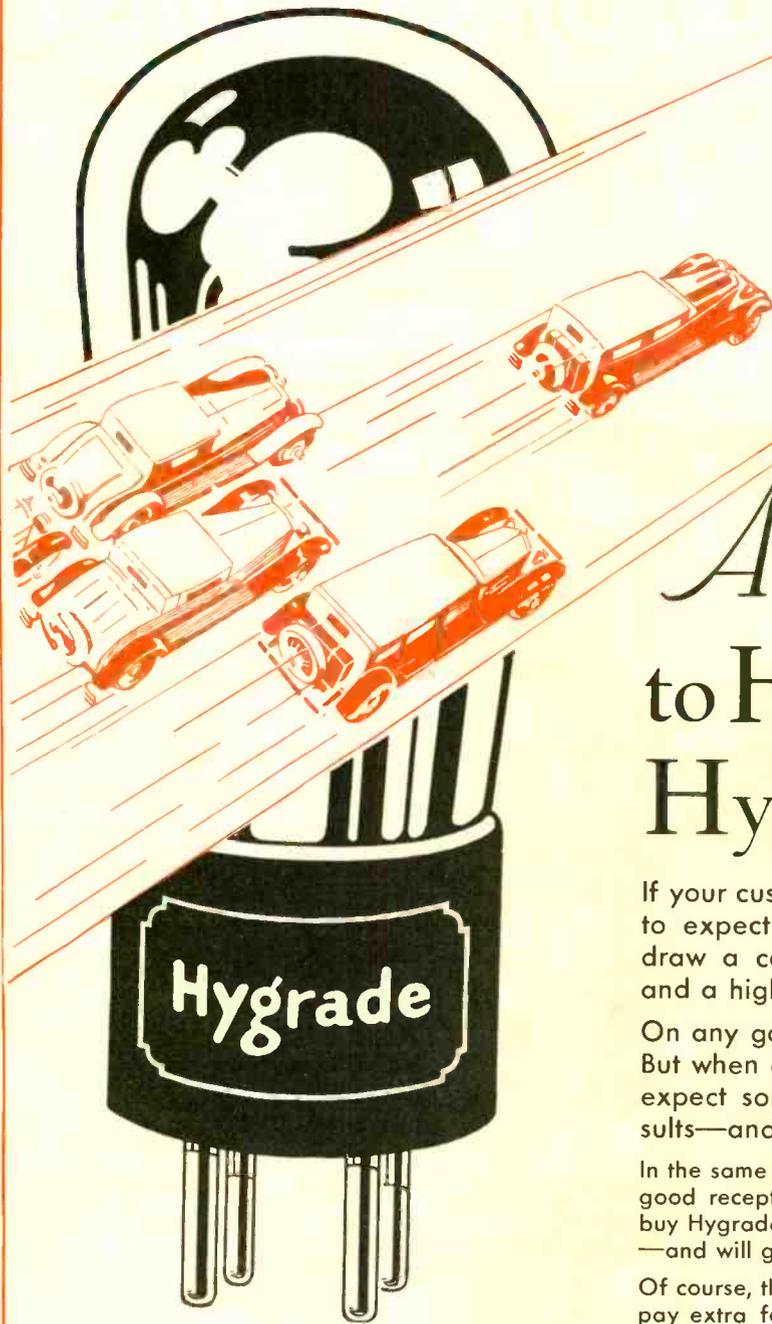
Manufacturing Licensee for Great Britain and Ireland: Igranic Electric Co., Ltd., Bedford, England  
Licensee for Canada: White Radio Limited, Hamilton, Ont.



IN THE FIELD of electro-motive engineering Pacent is also far ahead of its nearest competitor with the New Pacent Silent Induction Phonograph Motor. Complete information or demonstration on request.

List Price  
**\$25**

INDUCTION TYPE  
**Phonograph Motor**



The Red Triangle  
on the package  
identifies Hygrade

## *A Comparison* to Help You Sell Hygrade Tubes

If your customers want to know exactly what to expect in results from Hygrade Tubes, draw a comparison between these tubes and a high test gas.

On any good gas they get average results. But when a high test fuel is poured in, they expect something extra in the way of results—and get it.

In the same way, your customers can get average good reception from many tubes. But when they buy Hygrade Tubes they can expect better results—and will get them.

Of course, there is this difference—your customers pay extra for a high test gas; they pay no more for Hygrade Tubes.

# HYGRADE Radio Tubes

"You cannot buy a better tube"

Made in Salem, Massachusetts by  
**HYGRADE LAMP CO.**

# KENNEDY



HERE is convincing proof of the value of the Kennedy distributorship.

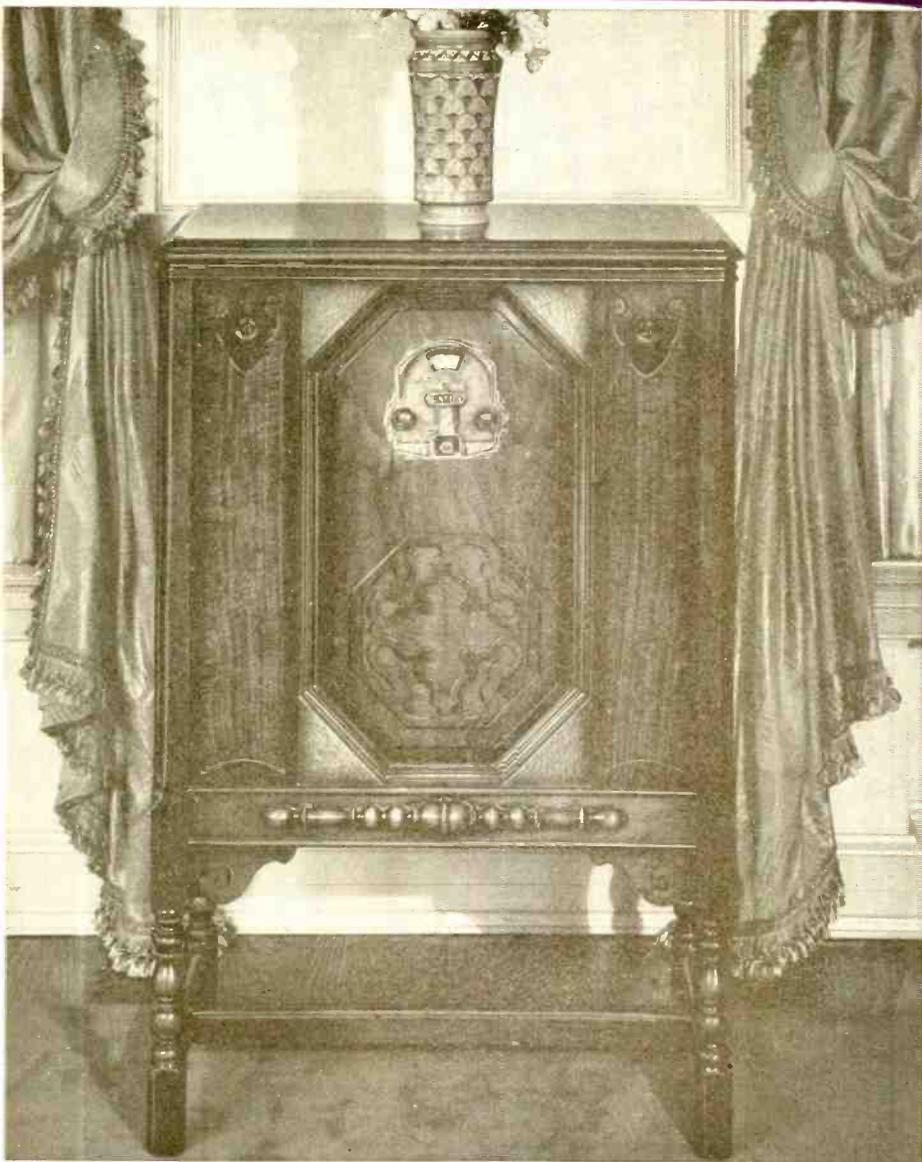
One of the country's most aggressive and successful automobile distributors who controls *eight* leading lines of automobiles in his state, pronounces the Kennedy distributorship the most valuable of the many offered to him during the June Radio Trade Show.

He has looked into the character and stability of the Kennedy organization — he has obtained expert opinion on the Kennedy Royal Line—he has gone into every phase of the Kennedy merchandising plan—he has spent a day at the factory—and as a result he has formed a separate organization to distribute the Kennedy Royal Line in his state.





# The Royalty of Radio



ROYAL MODEL 310  
*French Doors* . . . \$197  
Less tubes

ROYAL MODEL 210  
*Open Front* . . . \$159  
Less tubes

Screen Grid Chassis  
*Optional at same prices.*

SOME distributor and dealer territories are still open under the Kennedy franchise plan. If you have the vision to recognize the stability and permanence of the Kennedy plans—backed by the greatest profit-making merchandising program in the radio field—we invite your inquiry.

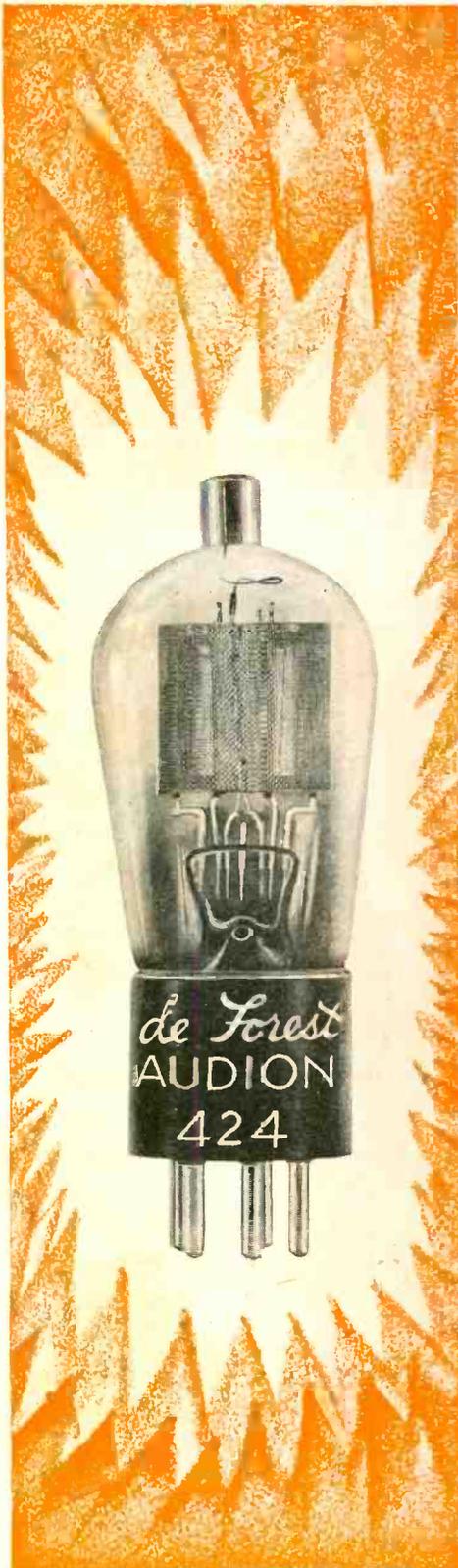
Our Division Manager would like to call on you if you feel qualified to become a “Royalty of Radio” distributor.

COLIN B. KENNEDY  
CORPORATION  
SOUTH BEND ·· INDIANA

*Besides these*  
**BASIC PATENTS**

- 824,637
- 824,638
- 836,070
- 836,071
- 841,386
- 841,387
- 879,532
- 979,275
- 1,201,373
- 1,230,874
- 1,311,264
- 1,329,758
- 1,437,498
- 1,453,267
- 1,507,016
- 1,507,017
- 1,567,260
- 1,612,440

*there are 228 others issued  
and more pending.*



**All De Forest Audions  
are manufactured under  
DE FOREST patents**

"De Forest" is the best known name in radio. De Forest Audions are made under patents owned by De Forest Radio Company—patents which under license arrangements with De Forest Radio Company make possible all the radio vacuum tubes manufactured and sold by all other companies under known trade brands.

Only De Forest Audions are produced under supervision of the man who invented the first radio, Dr. Lee De Forest, "the father of radio."

Every day thousands of Audions are produced in the great De Forest plants in Jersey City and Passaic, New Jersey.

The close and rigid tolerances demanded of every De Forest Audion establish standards of comparison by which the performance of other tubes is judged.

The latest achievements from the De Forest Laboratories are the improved Audion 427 A-C heater type, detector-amplifier and A-C Screen Grid Audion 424. These two radio tubes render direct current operation practically humless by reason of a shielded cathode, first introduced by this company.

Make a tone-test comparison between "high vacuum" De Forest Audions and the tubes you are now using for demonstration. We will welcome it.

**DE FOREST RADIO CO.**  
JERSEY CITY, NEW JERSEY

*Branch offices located in*

New York	St. Louis	Denver
Philadelphia	Pittsburgh	Kansas City
Boston	Chicago	Los Angeles
Atlanta	Detroit	Seattle
Dallas	Minneapolis	

**de Forest**  
**AUDIONS**

At the  
**R.M.A. SHOW** THE **ONLY**  
**SCREEN-GRID RADIO**  
 with a **PEDIGREE**

# Silver

No aerial, no loop, no installation bother... 8-tube all-electric... 4 screen-grid tubes... Two 245 power tubes in push-pull... Screen-grid power detector... Matched-impedance dynamic speaker... Overtone switch for static reduction... Sheraton Lowboy of matched walnut veneers.

Prices slightly higher West of the Rockies  
**\$160** less tubes



Highboy, 53 inches high, of beautiful striped and diamond-grain walnut, with noiseless, matched sliding doors.

8-tube, all-electric... 4 screen-grid tubes... Two 245 power tubes in push-pull... Screen-grid power detector... Matched-impedance dynamic speaker... Overtone switch for static reduction.

Prices slightly higher West of the Rockies  
**\$195** less tubes



SILVER · ON · RADIO · IS · LIKE

# Radio

1929 is a landslide to screen-grid.

But—wait a minute!

Before you tie up to any screen-grid line—and after you have counted out all the hastily-revamped 226 and 227 sets relabeled "screen-grid"—consider this:

Only one screen-grid radio on the market today has the ancestry back of it that insures trouble-free sales—continuous screen-grid manufacturing experience since 1927.

Only one screen-grid radio comes from a factory built out of screen-grid profits—earned from delivered screen-grid satisfaction!

SILVER RADIO is up to 75% of peak-season production right now, to meet actual demand brought in by summer advertising to early-bird SILVER RADIO dealers.

And they're spelling it SILVER Screen-grid radio.

If you've heard SILVER RADIO—you know the reason. If you haven't—use the coupon.

**SILVER-MARSHALL, Inc.**

6421 W. 65th Street, Chicago, U. S. A.

SILVER-MARSHALL, Inc.  
6421 W. 65th Street,  
Chicago, U. S. A.

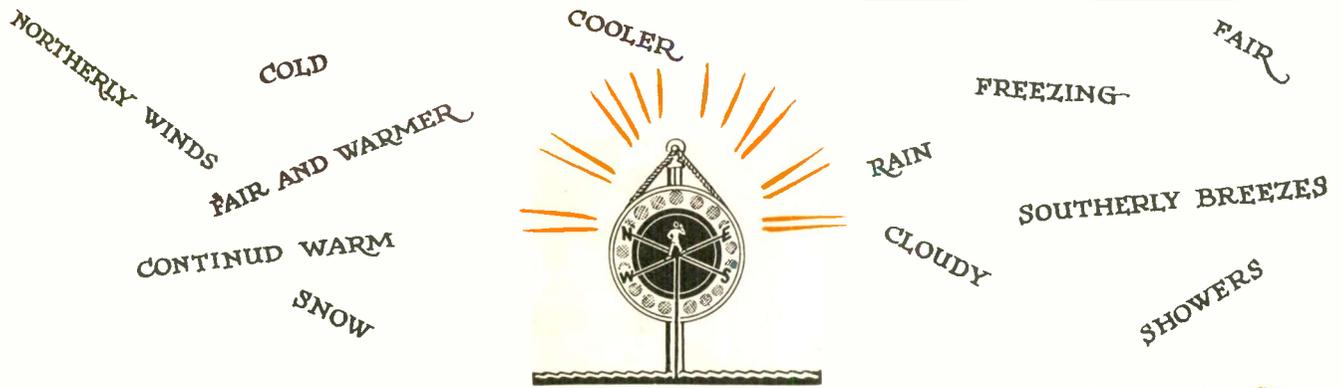
SHOW ME—the performance and profits you claim for SILVER RADIO.

**STERLING · ON · SILVER**

Firm Name.....

Address.....

Individual..... Position.....



# RAIN OR SHINE



Day in, and day out, like a prophet of old, the *Champion Weatherman* forecasts the trend of the elements.

*Every day and night—the Champion weather reports are broadcast through Westinghouse Stations KDKA, KYW, WBZ, WBZA to millions of people.*

No other form of publicity quite equals in effect this stream of timely messages—Direct to the ears of those who hear *with* radio tubes, *about* radio tubes—the inevitable customers *for* radio tubes.

The name *Champion* registers in their memories so indelibly that the prehistoric malady, *sales resistance*, becomes a joke to the modern radio merchant.

Capitalize the weather—rain or shine—by selling CHAMPION.



**Champion Radio Works, Inc.**

Pine and Holton Streets

DAN VERS  
MASSACHUSETTS



# Champion

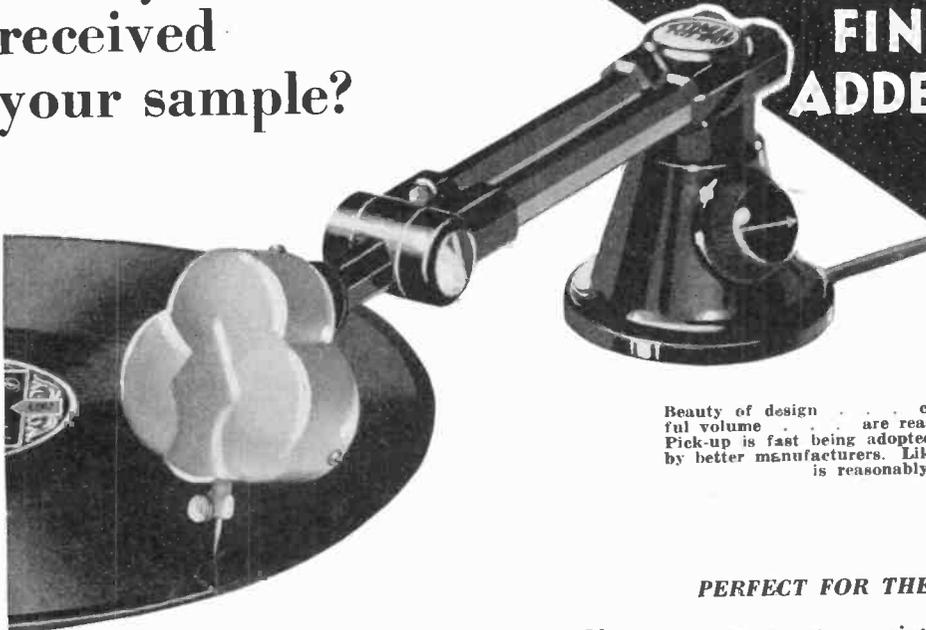
## Radio Tubes

Champion tubes are licensed under patents of Radio Corporation of America and associated companies.

# The TOMAN SUPER PICK-UP

have you received your sample?

**GREATER VOLUME  
FINER TONE  
ADDED BEAUTY**



Beauty of design . . . clear crisp tone, wonderful volume . . . are reasons why the new Super Pick-up is fast being adopted as standard equipment by better manufacturers. Like all Toman products it is reasonably priced.

**THE WORLD NOW  
HAS A  
SUPER PICK-UP!**

**PERFECT FOR THEATRICAL USE**

If you are not as yet acquainted with the Toman Super Pick-up, then you have not been introduced to the first great profit-making opportunity in this line ever offered to Jobbers and Dealers! Make your own tests! Realize for yourself the *amazing volume* and wonderful tonal quality that the Super Pick-up produces! This pick-up is built upon an entirely new principle; it's the achievement of a lifetime! Let us send your sample today! You will not be obligated in any way. By all means take this opportunity of placing yourself miles ahead of competition. . . write us now for your sample of the *world's first Super Pick-up!*

In view of the many things I've heard about the Super Pick-up "I WANT TO TEST IT! You may send a sample today, without obligation on my part to buy."

Name .....  
Address .....  
City .....  
Executive .....



**E. TOMAN & CO.**

2621-21st Place  
Chicago, U. S. A.  
Cable—SIVAD—Chicago  
Established 1914  
Bankers—1st National Bank of Chicago

# THE 1929 TUBE SITUATION AND



THERE will be a lot of new tube NAMES in the field this year. There will be very few new makes of tubes. Some tube production facilities have been increased over last year. But they must face a reduction in output due to the increased time it takes in making certain new type tubes—as well as this strain of stocking dealers with duplicate tubes new in name only, creating duplication of inventory with manufacturers, jobbers and dealers. This duplication must be made up by the producers in some way or another. The new DUOVAC factory, directed by experienced tube engineers and executives is a brand new source of tube production of a quality, which if it is being equalled in any quarter, is not being surpassed.

## A Factory Planned on Sales Schedules

The DUOVAC plant is not merely set up to make so many of this, that, or the other type of tube. It is planned to supply set manufacturers, jobbers, dealers and the consumer with a steady, dependable flow of dependable radio tubes in proportion to the contractual obligations of the DUOVAC Radio Tube Corporation. DUOVAC is selecting outlets as carefully as 1929 merchants and manufacturers depending on tubes are selecting their sources of supply. The unit organization of the DUOVAC plant permits the duplication of production facilities for any type of tube to meet any increase in demand from any quarter.

## Visit the DUOVAC Plant

There is a standing invitation to all tube buyers and users to visit the New DUOVAC Factory and see for

# DUOVAC

# DUOVACS

themselves the most modern methods, machinery and facilities for manufacturing and *shipping* a steady flow of uniform radio tubes of every desired type.

## What DUOVAC is Telling the Public

DUOVAC consumer advertising in national media, newspapers and dealer's literature, will tell a story that is just as vital to tube users as it is to tube sellers. This story is that at last there is a tube line in which a well defined high standard of quality can be counted on; a line from which every purchaser may expect the same quality as every other purchaser no matter how great or how small his purchasing ability.

## The Secret of DUOVAC Uniformity

Special machinery of the newest design is of course a DUOVAC feature. There are only two automatic *nucrometer* filament cutters in the world today—DUOVAC owns one of them. DUOVAC machinery for creating maximum vacuum and for coiling and seasoning every tube is the last word in perfection—but DUOVAC'S purpose to see that the product of these up-to-date and accurate machines contain *no errors of human judgment* is a bigger thing to tube buyers than any piece of machinery ever can or ever will be.

Write for discount and other information. Some territory is still open, but it is going fast and will be closed up tight long before time for September selling.

DUOVAC RADIO TUBE CORPORATION  
360 FURMAN STREET — BROOKLYN, N. Y.

## The \*Precision Radio Tube

\*PRECISION — The quality of being precise, strictly accurate — identical — Standard Dictionary.



# Now....

## you can get into the **BIG MONEY!**

*Bigger sales units and bigger profits per unit...  
Sell \$350 to \$1000 and MORE....Easy-to-handle  
installations all over your neighborhood.....*

**BIG BUSINESS!** And it's easy for you to capture! Just imagine . . . every theater and dance hall, every hospital and apartment house in your district is a logical user of broadcasting entertainment. By simply stretching out your hands for it, you can secure your share of this big-unit, big-profit business. Get into Power Amplification! Sell the equipment . . . make the installations . . . get bigger advertising value . . . and keep your organization busy making real money for you all the year around!

Show the business men in your area how a modern system of A.C. Power amplification will draw big crowds and make big money for them. We make the heart of the system, POWERIZER Amplifiers employing the new UX-245-UX-250 Tubes. Our new Control Panels and Amplifier Racks afford ideal flexibility in arranging audio-distribution to suit local conditions. Capitalize our years of experience. Consult us freely!

Send for Bulletin No. RR 1028

# **POWERIZER**

## *Power and Super Power*

# **AMPLIFIERS**

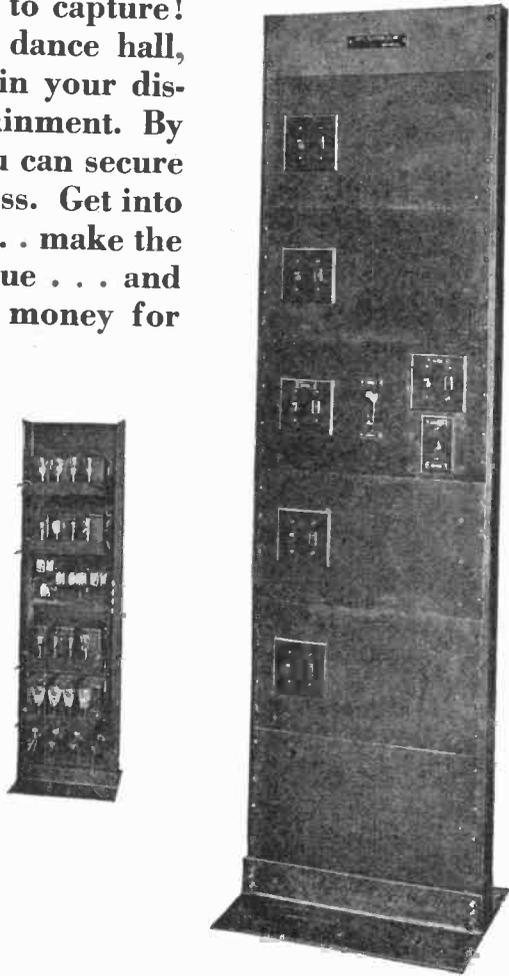
Licensed by Radio Corporation of America and Associated Companies

**RADIO RECEPTOR COMPANY, Inc.**

106 Seventh Ave.

New York, N. Y.

Service agencies in important cities.

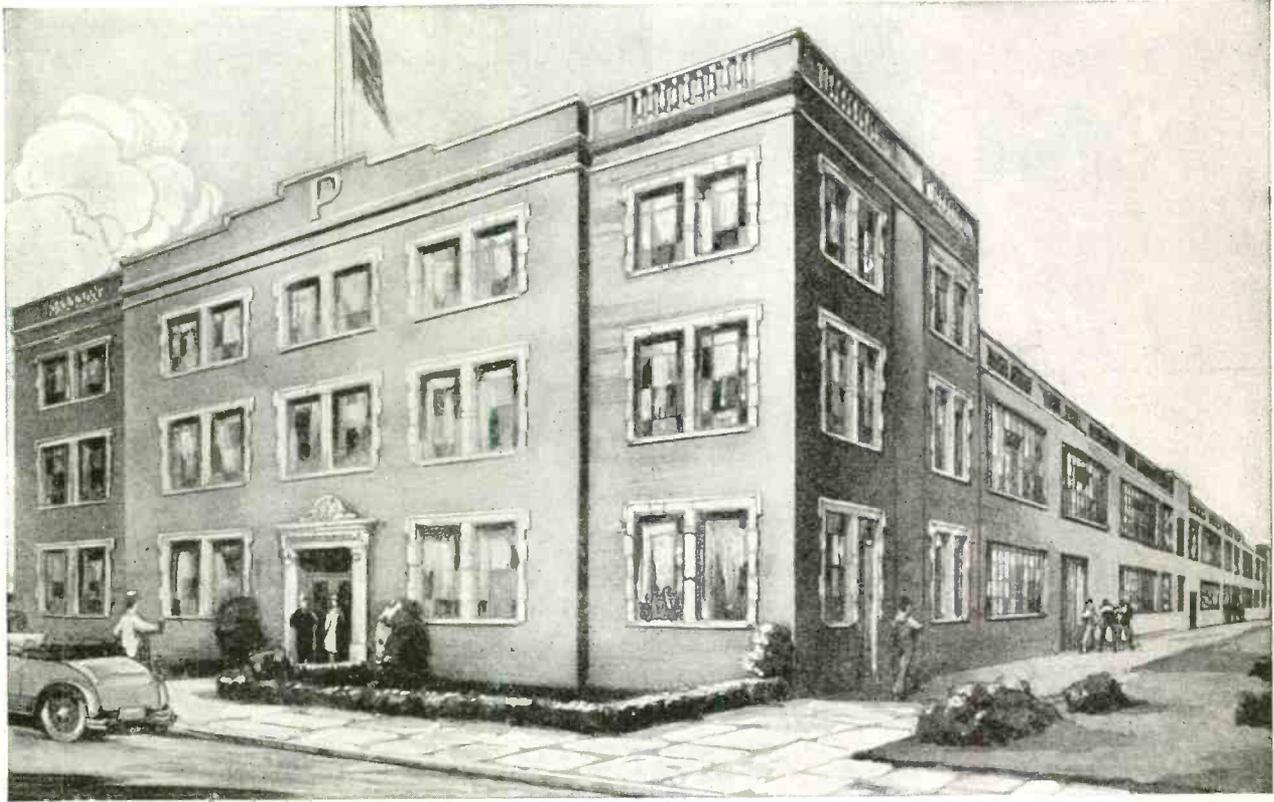


**POWERIZER 2-channel  
amplifier panel, ideal for**

Amusement Parks	Dance Halls	Riding Academies
Aviation Fields	Factories	Sanatariums
Band Stands	Gymnasiums	Skating Rinks
Baseball Parks	Hospitals	Sporting Arenas
Camps	Hotels	Stadiums
Churches	Playgrounds	Steamships
Circuses	Public Parks	Swimming Pools
Civic Centers	Race Tracks	Theaters
Convention Halls	Railroad Depots	Yacht Clubs
	Restaurants	

**PERRYMAN**  
RADIO TUBES

# FOR YOUR 1929 PERRYMAN PROFITS



Ten years of research before a single tube was put on the commercial market — four years of successful manufacture and selling the Perryman tube with its exclusive Patented Bridge and Tension-spring: This is the past.

Now the new Perryman factory, equipped with the most modern machines, research laboratories, backed by a wide engineering and merchandising skill. This is the Perryman picture of today.

The future holds untold opportunities for every jobber and dealer in the Perryman merchandising organization.

With nation-wide newspaper advertising, magazine advertising, new window displays, new counter displays, booklets, leaflets—every modern means for greater profits—Perryman dedicates its new factory, its entire resources and facilities to make 1929 the most profitable year ever for Perryman jobbers and dealers.



**PERRYMAN ELECTRIC CO., INC.**  
4901 HUDSON BOULEVARD / NORTH BERGEN, N. J.

# ATWATER KENT RADIO SCREEN-GRID

You always  
get **MORE**  
*from*  
radio's leader

**THE TABLE MODEL**—Screen-Grid Receiver, Model 55, without tubes, \$88.

Model F-4 Electro-Dynamic table speaker, \$34.

*Prices slightly higher west of the Rockies and in Canada*



# ATWATER KENT RADIO SCREEN-GRID

## MORE PROVED IMPROVEMENTS

Now it's the Atwater Kent Screen-Grid Radio—a winner in tone, power, sensitivity, range, needle-point selectivity. Electro-Dynamic, of course.

## MORE CABINETS

Designed and built by America's foremost furniture manufacturers expressly for Atwater Kent Screen-Grid Radio. There's a cabinet available to suit any taste . . . blend with any room decoration . . . suit any pocketbook.

## MORE ADVERTISING

Radio's greatest advertising campaign: newspapers, magazines, posters, dealer helps, direct by mail, selling literature.

## MORE PRODUCTION

32-acre plant assures controlled production and enough sets to meet all demands, without overloading.

## MORE BROADCASTING

Three radio programs a week—on Sunday night, Thursday night, and Wednesday morning.

## MORE OPPORTUNITIES FOR GREATER PROFITS

IN 1929-30

ATWATER KENT MANUFACTURING COMPANY

*A. Atwater Kent, President*

4733 Wissahickon Avenue

Philadelphia, Pa.

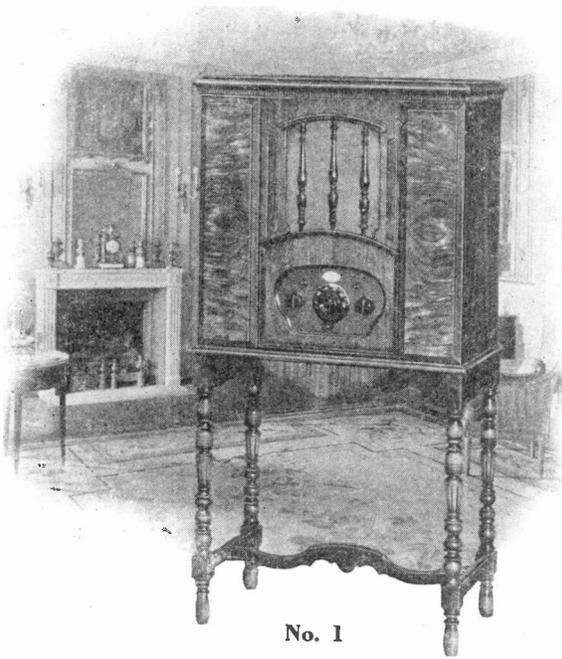
FIVE of the many different types of cabinets in which Atwater Kent Screen-Grid Radio can be sold.



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# Cabinets with Personality for Atwater Kent Radio

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No. 1

Atwater Kent Cabinet No. 1 by Caswell-Runyan.  
Height, 47½ inches; width, 24¾ inches; depth, 13¼ inches. Top ends, and instrument panel of five-ply striped walnut; front side pilasters of five-ply butt walnut.

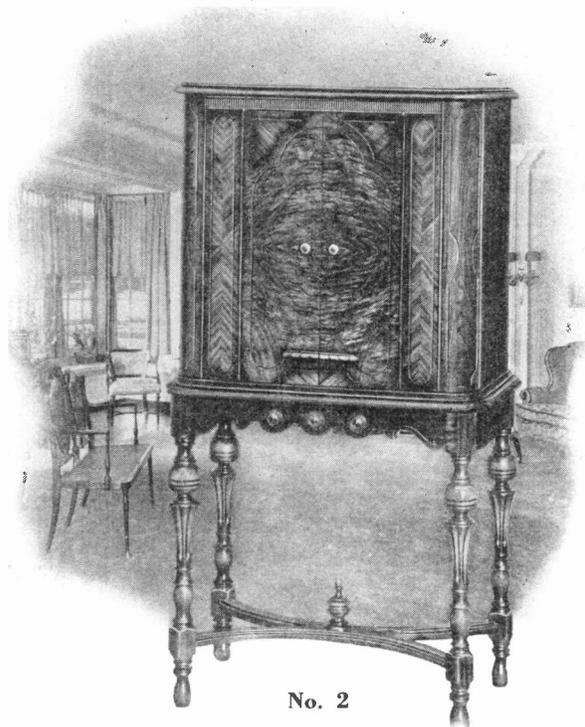
The two cabinets illustrated on this page are distinctive examples of the finest cabinet work being offered to the Radio dealers today.

First presented at the recent Radio Trade Show they were quite a sensation and won the immediate approval of the Atwater Kent dealers.

Their exquisite design, and the richly luxurious finish, bringing

out all of the innate beauty of the fine woods that go to make up these cabinets, immediately isolate them from the commonplace and appeal to the pride of ownership.

They will add immeasurably to the sales appeal of the Atwater Kent Radio.



No. 2

Height, 47¾ inches; width, 26¼ inches; depth, 15¾ inches. Top, ends, and instrument panel of five-ply striped walnut, rounded corner post of solid walnut, doors of five-ply butt walnut, with diamond matched Oriental walnut overlays on side pilaster.

*Atwater Kent Jobbers Will Give You Full Details*

**THE CASWELL-RUNYAN CO.**  
HUNTINGTON, IND.

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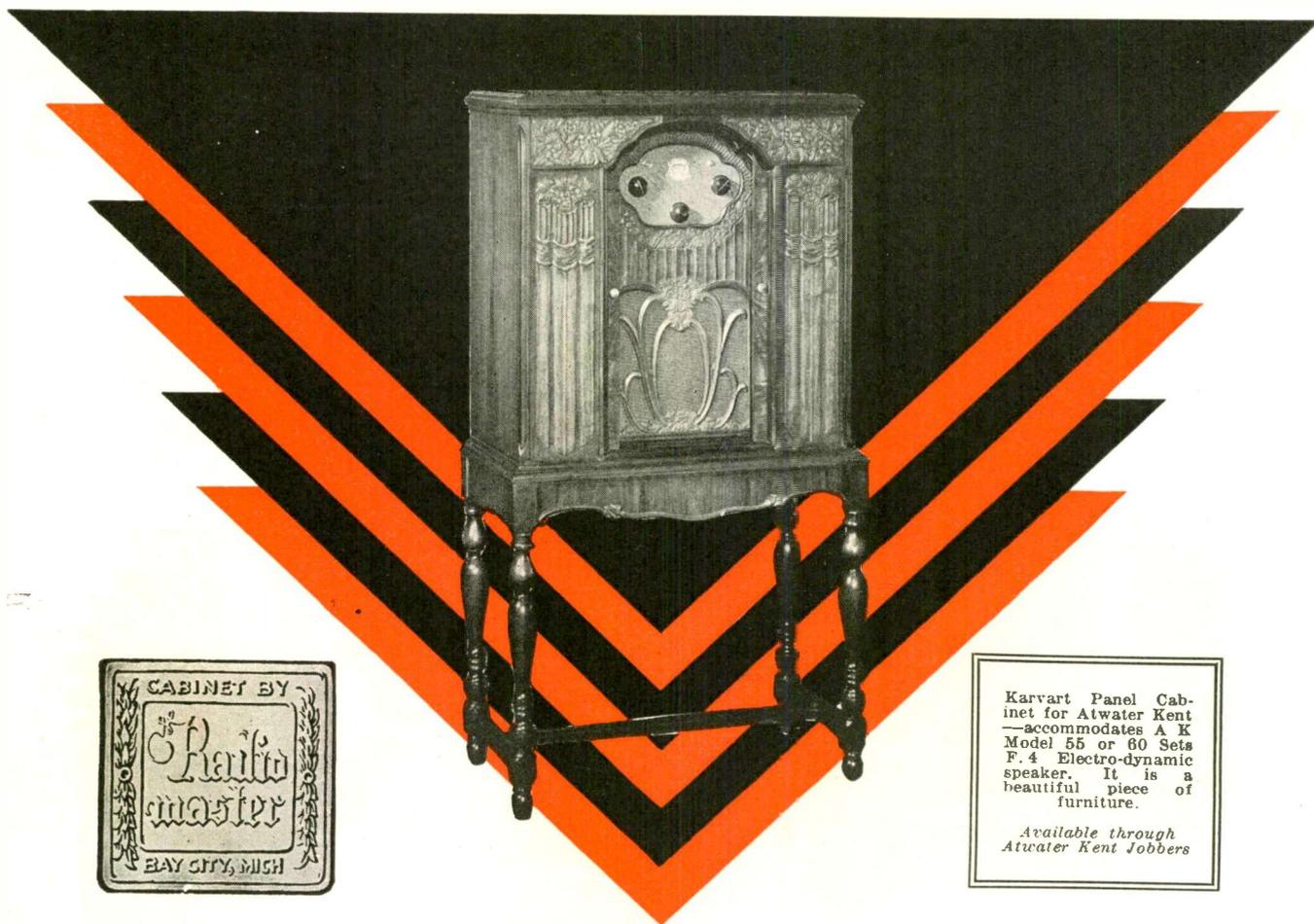


*Closed and open views.*  
All ADLER-ROYAL Cabinets  
thoroughly protected by  
design patents.

**ATWATER KENT**  
Cabinet by **ADLER-ROYAL**

People praised it at the Show. A continually increasing volume of orders proves that their praise was sincere. . . Place this cabinet beside any other in the same price class and let your customer decide. . . *That's all we ask.*

ADLER MANUFACTURING COMPANY, Incorporated, Louisville, Ky.



Karvart Panel Cabinet for Atwater Kent—accommodates A K Model 55 or 60 Sets F. 4 Electro-dynamic speaker. It is a beautiful piece of furniture.

Available through  
Atwater Kent Jobbers

## A New Radio Master Creation In **KARVART** for Atwater Kent

**R**ADIO MASTER'S newest creation for Atwater Kent Sets—a masterpiece of furniture making.

Atwater Kent, as its advertisements tell you, selected America's greatest workers in wood to build cabinets for A K sets.

Among these, Radio Master—a recognition of the high type of design, skillful craftsmanship in which we have ever taken pride.

This lovely symphony of carved walnut is made by the new "Karvart" process. Splendid panels of walnut are subjected to mighty pressure—intense heat in a steel mold. The result is a duplicate of hand carving, with all the rich grain preserved.

This process permits you to offer your customers the most artistic carved effects without the excessive cost of hand carving. It is not pressed wood—pressed wood is made of wood pulp—Karvart is a new perfected process, the results of which appeal to most discriminating tastes.

Literature on the Radio Master Fall Line is ready—send for it.

RADIO MASTER CORPORATION, BAY CITY, MICH.  
*One of the Ward Industries*

**Radio Master Cabinets**  
THE SETTING BEAUTIFUL FOR ANY RADIO



# KEN-RAD DEALERS

## GET ALL THIS!

RADIO  
BROADCASTING  
OVER NATIONAL  
NETWORK

NATIONAL  
ADVERTISING  
IN  
SATURDAY EVENING  
POST and  
COLLIERS

TUBES  
LICENSED  
BY  
RCA

LIVE  
SALES-MAKING  
DEALER  
HELPS



GUARANTEE  
OF  
STANDARD  
QUALITY

THE KEN-RAD CORPORATION  
*Incorporated*  
OWENSBORO, KENTUCKY  
A Division of Ken-Rad Tube & Lamp Corporation

STANDARD QUALITY ALWAYS

# KEN-RAD

RADIO TUBES

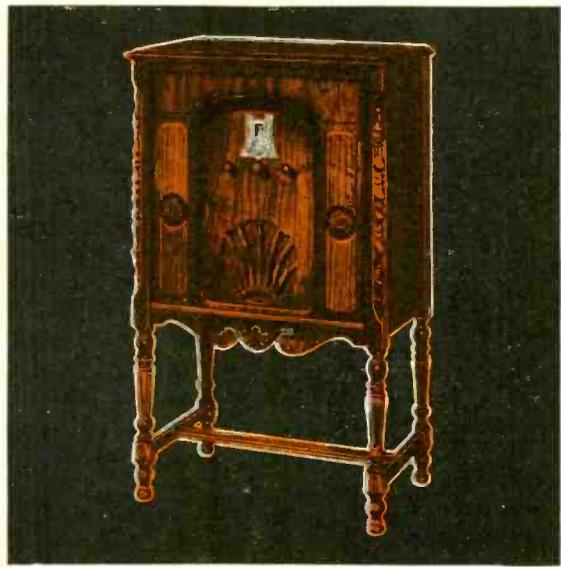


# THE SENSATION

## OF THE R.M.A. TRADE SHOW

Hundreds of dealers saw it—hundreds heard it—hundreds ordered shipments immediately . . . for Sentinel Radio was the outstanding line at the R.M.A. Show! Excellent ultra modern radio, *sensibly priced* . . . produced by veteran engineers right here in our own plant! *Every important part of Sentinel Radio is manufactured right in this factory!* Note carefully the descriptions—ask about our exclusive Pitch Control . . . and take your profit now—wire or write for samples . . . here is *ultra modern radio* priced right for *your volume business*. Action today will bring tomorrow's profit—send now for samples and details!

As marvelous a radio as you could hope to get at any figure—priced sensibly low to give you *volume business!* Nine tubes using 227 tubes, two 245 tubes in push-pull . . . and equipped with famous Quam Dynamic Speaker. The cabinet is of two tone 5 ply walnut, with beautiful maple overlay . . . an ideal adornment for any home! You'll want details and samples today!



Model 666, \$99.50. List Price

A modern new screen grid radio of distinguished design—equipped with the famous Quam Dynamic Speaker. This distinctive cabinet is of 5 ply walnut in two tones with attractive maple overlay. Sturdy—modern in every detail—and at this price, it is miles ahead of all competition!



Model 444, \$89.50. List Price

You will also want to write at once for a sample of the Sentinel Model 666-C . . . the ideal combination radio—phonograph . . . equipped with the new United Pick-Up—United Electric Motor—and radio with cabinet similar to Model 666 . . . it lists at just \$149.50—the first complete combination offered which is priced to bring you volume sales! Hear it! See it!

ALL PRICES ARE SLIGHTLY HIGHER COLORADO AND WEST

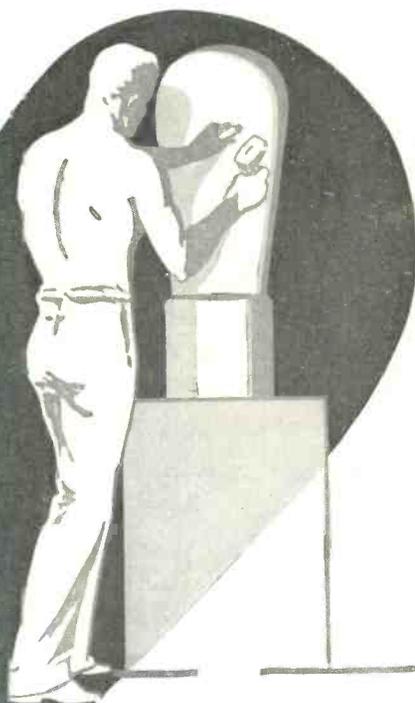
# SENTINEL

SENTINEL MANUFACTURING COMPANY  
9715 COTTAGE GROVE AVENUE, CHICAGO, ILL. Division of United Air Cleaner Company



# MARVIN

*A new name behind radio tubes that  
have already built radio history*



**T**here are millions and millions of radio tubes now doing yeoman service in the radio sets of America that were built by Marvin engineers.

These tubes went out under the brand names of the several companies who recently consolidated into the Marvin Radio Tube Corporation or were built for other reputable tube manufacturers.

Marvin is new in name only. The many contributions made by Marvin engineers in the past have built radio tube history and a reputation for highest quality.





**MAINTAINS UNIFORM  
ELECTRICAL CHARACTERISTICS**

**POSITIVELY  
WILL NOT  
SHORT**



**OUTER & INNER  
SHIELD-GRID  
DOUBLY  
SUPPORTED**

***A Quick Heating Tube***

**M**ARVIN MY-224 is ingeniously built with a spiral filament in such a manner that there can be no filament short, even if dropped. Due to the special construction of the cathode the MY-224 is absolutely without hum.

Both the outer and inner shield-grids are doubly supported in a manner to prevent

displacement or breakage. This reinforced construction insures a maintenance of uniform electrical characteristics.

The Shield-Grid AC tube represents the greatest problem radio tube manufacturers have yet confronted. MARVIN has met it with the Master-Built MY-224 incorporating these original features.

**MARVIN RADIO TUBE CORP.  
IRVINGTON, N. J.**

*General Sales Offices: NEW YORK CITY, 225 BROADWAY, Transportation Building  
Western Sales Offices and Warehouse: 1603 South Michigan Avenue, Chicago, Ill.*



# What Advertising Really Helps the Retailer?

**F**REQUENTLY the dealer is offered advertising in a varied group of media. Very impressive to look at—but not reaching enough families in his area to create a demand.

Only circulation of national advertising which is concentrated in his trading territory can move merchandise from the dealer's shelves. . . . But when the advertising is in *The American Weekly*, he is certain of concentration. He knows that 5,600,000 families each week put down a dime to read *The American Weekly*. He knows that so many of these families are concentrated in his trading area that advertising in *The American Weekly* will make sales for him—and give him quick turnover.

## *What is the American Weekly?*

The *American Weekly* is the magazine distributed through seventeen great Hearst Sunday newspapers from seventeen principal American cities.\* It 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 populous areas, almost 2,000,000 additional families buy and read *The American Weekly*—making a colossal national total circulation of 5,646,898, the greatest circulation of any publication in the world!

- \*Albany
- Atlanta
- Baltimore
- Boston
- Chicago
- Detroit
- Los Angeles
- Milwaukee
- New York
- Omaha
- Pittsburgh
- Rochester
- San Antonio
- San Francisco
- Seattle
- Syracuse
- Washington

## 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
  - 222 Monadnock Bldg., San Francisco
  - 1138 Hanna Bldg., Cleveland
  - 101 Marietta Street, Atlanta
  - 12-231 General Motors Bldg., Detroit

© 1929 by American Weekly, Inc.

The  
*American Weekly*  
9 East 40th Street  
New York City

Please send me a copy of the  
*American Weekly* and a state-  
ment of its circulation in my  
trading territory.

MAIL THIS COUPON

Name .....

Address .....

Town ..... State .....

9

# Nation-Wide Factory- Revolutionizes Radio

This gigantic organization with many huge manufacturing plants is showing the retail trade how to make more money out of radio cabinets. Probably the largest production of its kind in America guarantees low manufacturing costs. Elimination of extra costs due to jobbers' profits shipping, storing and re-selling cuts prices to absolute rock bottom. For 1929 buy direct from the factory! Save money! And make more money!

Salesmen—Valuable  
Territory Still Available

\$16<sup>50</sup>  
F.O.B.  
York, Pa.



"GENERAL" MODEL No. 101 (Above)  
An astounding value—42-in. H x 25½-in. W x 15½-in. D; Oriental and Burl Walnut veneers; double frame top; 5-ply front; solid mouldings, turned legs beautiful finish; unique grille. Set compartment 10¾-in. x 24-in. x 14-in. Space for dial controls 12½-in.

\$20<sup>50</sup>  
F.O.B.  
York, Pa.



"GENERAL" MODEL No. 103 (Right)  
Unequaled value at its price—same dimensions as No. 101; beautiful matched walnut veneers; unique type doors give same appearance open or closed. Set compartment dimensions 10¾-in. x 24-in. x 12½-in.; space for dial controls 12½-in.



## WOOD CABINET

T. J. Molloy, Pres.

196 Lexington Avenue, New York.

# to-Dealer Organization *Cabinet Values...!*

When you buy direct you enjoy these practical advantages—*First*, lower prices; *second*, larger assortment of models; *third*, the very latest ideas in designs; *fourth*, prices NET to you (you make your own resale prices and determine your own MARGIN of profit); *fifth*, the responsible backing of one of the largest RADIO CABINET organizations in the country! Write for catalogue showing other profitable numbers.

*These cabinets can be ordered to fit any standard make radio. When ordering please specify the make of set you wish to install.*

**\$19.50**  
F.O.B.  
Hanover, Pa.

**\$16.50**  
F.O.B.  
Hanover, Pa.



"GENERAL" MODEL No. 302 (Above)  
*Modernistic!—in maple veneers with center panel in striped African walnut veneers. Nothing like it on the market at this price! Overall dimensions 46½-in. x 27¼-in. x 15¼-in. Set compartment 11-in. x 25¼-in. x 14-in.; space for dial controls 12¼-in.*

"GENERAL" MODEL No. 301 (Left)  
*Compare this model with any cabinet selling within this price range! Semi-highboy design; striped walnut front with heavy rope moulding and burl walnut center panel. Dimensions 46¼-in. x 27½-in. x 15½-in. Set compartment 11-in. x 24½-in. x 14-in.; space for dial controls 12½-in.*



# CORPORATION

T. J. Molloy, Pres  
196 Lexington Avenue, New York

# In September

SCREEN  
GRID TUBES



## HOW IT WORKS

The remote electrical tuning control is an amazingly simple and trouble-proof device for tuning from one or more remote points.

Rotating the knob of the control box turns on the A. C. at the set, and adjusts the tuning to any station with vernier precision. A second knob on the box regulates the volume.

Since the controls are self-synchronizing, the scale on each box reads with the dial on the set. Tuning can be done from the set, also.

The driving mechanism can be built into a new set or added to an old one. No changes in the condensers are necessary. The driving mechanism requires a space  $3\frac{1}{2} \times 2\frac{3}{4} \times 2\frac{1}{2}$  ins.

The control box measures  $4 \times 5 \times 2$  ins. high.

No electric motors or relays are employed. Current is supplied from a bell-ringing transformer, but current is drawn from the secondary only while the tuning adjustment is being made.

No heavy connecting cables are used. The Sleeper remote electrical tuning controls can be installed as easily as doorbells.

There are no wearing parts to be replaced, nor contacts to be cleaned.

The low cost and simplicity of the device, and the nominal license royalty will make very little difference in the retail selling price.

## The Public Will Buy REMOTE CONTROL

**A**TUBE'S a tube—but remote electrical tuning is a new radio development, a new radio service in the home—and the greatest sales feature since single-dial sets.

When September comes, sets equipped with Sleeper remote electrical tuning will out-sell the old-style, hand-tuned sets, regardless of tube equipment, because:

The set can be turned on and off, tuned with vernier precision, and the volume regulated from any one of two or more places.

Any number of speakers and electrical tuning controls can be installed.

If a customer likes the set but won't have the cabinet, the set can be put in a closet or up in the attic, with the loudspeaker in the living-room, and the electric control handy to the favorite easy chair.

With another speaker and control in the bed-room, it isn't necessary to get up to switch off the set.

And people who like music with their meals should have a speaker and electric control in the dining-room.

**TO THE CUSTOMER:** The ultimate in radio set development. The last word in radio service.

**TO THE DEALER:** A genuine improvement to sell, with increased profits from installation work and speaker sales.

We have been asked not to publish the names of companies licensed for the Sleeper remote electrical tuning control until the manufacturers make their own announcements, but we can say that some of the finest sets to be shown this fall will incorporate this important sales feature.

FOR LICENSE INFORMATION, WRITE TO:

**SLEEPER RESEARCH LABORATORIES, Inc.**

M. B. SLEEPER

416 West 33d Street

New York City

QUALITY RAW MATERIAL +  
ADVANCED LABORATORY  
IMPROVE-  
MENTS +

**WE  
PUT THIS INTO  
THE TUBE**

MODERN + +  
+ FACTORY  
TECHNIQUE  
MONEY + +  
+ TIME + +  
ORGANIZATION  
+ + THOUGHT  
CRAFTSMANSHIP  
+ + ENERGY +  
+ BRAINS + +  
EXPERIENCE +



UNIFORM  
+ + QUALITY  
+ + TONE +  
PERFECTION +  
+ FINER + +  
REPRODUCTION  
LONGER LIFE +  
REASONABLE  
+ + PRICES + +

**CONSUMER  
+  
YOU  
GET THIS OUT  
OF THE TUBE  
+  
DEALER**

A COMPLETE +  
+ LINE + + +  
A QUALITY LINE +  
AN ADVERTISED  
+ LINE + + +  
+ CONSUMER +  
+ + + DEMAND +  
QUICK TURNOVER + LIBERAL  
DISCOUNTS + LARGE PROFITS

# SPEED

**CABLE RADIO TUBE CORPORATION**

(formerly Cable Supply Co.)

84-90 N. Ninth St., Brooklyn, N. Y.



MAKERS OF RADIO TUBES SINCE 1924

# THE NAME Symington

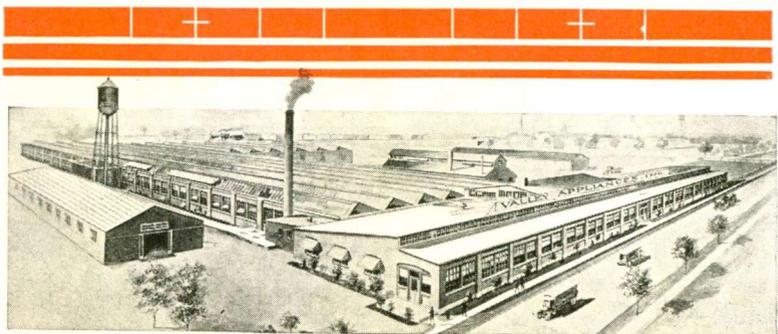
R E P R O D U C E R

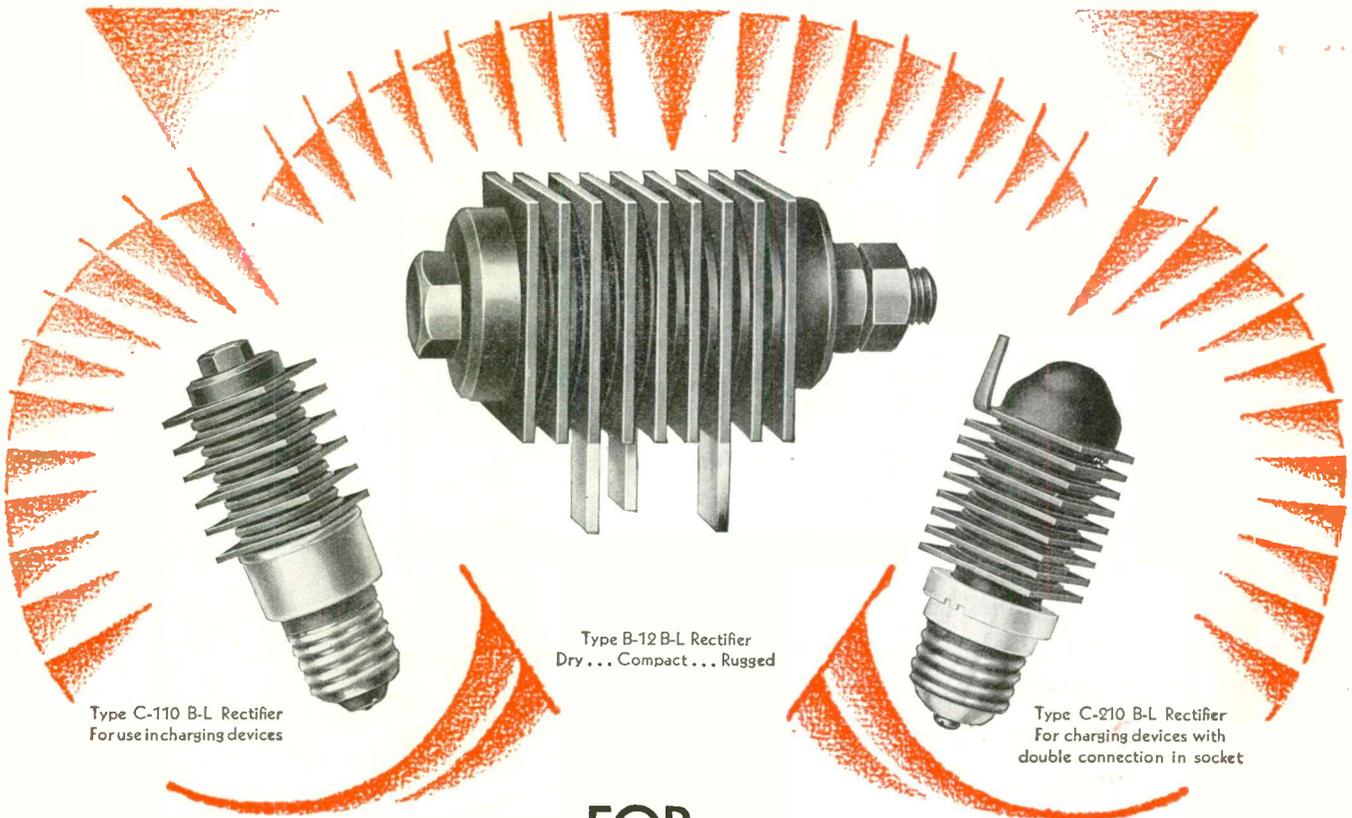
WILL APPEAR THIS YEAR ON THE  
BUILT-IN SPEAKERS OF MANY OF  
THE LARGEST INDEPENDENT SET  
MAKERS IN AMERICA . . . . .

IN the seclusion of the set-makers' laboratories . . . with none but its own performance to plead its case, this new Symington Reproducer battled its way through entrenched competition . . . and won positive preference by the sheer purity and power of its performance. Not once . . . but many times.

Jobbers and dealers are following the set-makers' example in choosing Symington. In the Symington Super-Dynamic Cabinet Model at \$40 and the Ferro-Dynamic at \$21 they see values that radio buyers will appreciate and BUY! Valley Appliances, Inc., Rochester, New York, Licensed Under Lektophone Patents.

Jobbers and Dealers are invited to visit the Valley Plant . . . see the complete facilities that make the Symington One-Profit Policy possible . . . . .





Type C-110 B-L Rectifier  
For use in charging devices

Type B-12 B-L Rectifier  
Dry... Compact... Rugged

Type C-210 B-L Rectifier  
For charging devices with  
double connection in socket

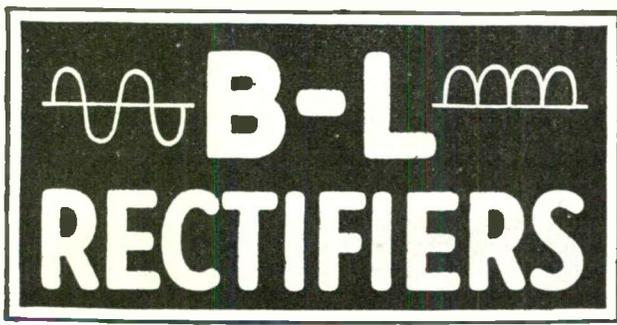
## FOR LOW VOLTAGE RECTIFICATION

Whenever a rectified current of low voltage is required, it can be obtained advantageously by the proper application of B-L Rectifier Units.

The B-L Electric Manufacturing Company maintain a complete engineering service, ready at all times to consult with you and advise on the right rectifier or assembly to most adequately serve your purpose.

Write for our complete new  
catalog about B-L Rectifiers.

**The B-L Electric Mfg. Co.**  
*(Formerly Mfg. Div. of the Benwood-Linze Co.)*  
19th & Washington Aves. · St. Louis, Mo.

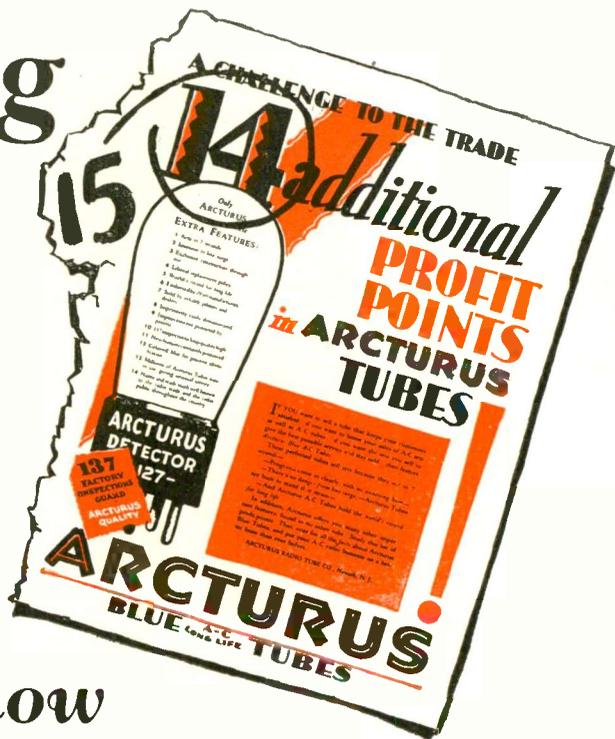


**DRY...DURABLE...COMPACT...COMPLETE...NOISELESS**

# We thank the trade for correcting an error...

This advertisement, listing 14 extra profit-points found only in Arcturus A-C Tubes, appeared in full page and double page space in the Radio Show issues of several trade publications. Many dealers have told us that we omitted one of the most profitable features of Arcturus Tubes—the fact that they cut service calls more than 50%. So we are adding another Arcturus profit-point:

**“Arcturus Quality Cuts Service Calls more than 50%”**



and now

- 
- 1 Acts in 7 seconds.
  - 2 Immune to line surge.
  - 3 Arcturus Quality cuts service calls more than 50%
  - 4 Exclusive construction at every vital point.
  - 5 Liberal replacement policy.
  - 6 World's record for long life.
  - 7 Endorsed by 29 set manufacturers.
  - 8 Sold by reliable jobbers and dealers.
  - 9 Superiority easily demonstrated.
  - 10 Improvements protected by patents.
  - 11 137 inspections keep quality high.
  - 12 New features constantly pioneered.
  - 13 Colored blue for positive identification.
  - 14 Millions of Arcturus Tubes now in use, giving unusual service.
  - 15 Name and trade mark well known to the radio trade and the radio public throughout the country.
- 

## WE CHALLENGE THE TRADE to match ARCTURUS 15 ADDITIONAL PROFIT POINTS

Read this list of Arcturus features. Remember that Arcturus Blue Tubes act in 7 seconds and bring in programs with practically no hum. In addition they are immune to line surge and hold the world's record for long life. Write us for all the facts about Arcturus Blue Tubes, if you want to put your A-C radio business on a better basis than ever before.

ARCTURUS RADIO TUBE CO., Newark, N. J.

# ARCTURUS BLUE A-C LONG-LIFE TUBES

# Kylectron

The sensation at the  
Chicago Radio Show

*puts United Reproducers' Radios in  
a class that defies all competition*



... Write or wire for details  
of new money-making franchise



**I**T'S HARD to believe, but here are the facts. A new radio achievement called Kylectron—discovery of United Reproducers Corporation—one of America's largest radio manufacturers—makes possible what the world's best radio minds have always judged unattainable.

If you attended the Chicago Show you know this to be a fact. United Reproducers headquarters on the fourteenth floor of the Stevens Hotel, were crowded from morning until midnight. Everyone was eager to hear Kylectron and get the facts about it. If you weren't there yourself, we ask you to verify these statements by talking to some of your friends who were.

### **Patented and Exclusive**

Kylectron is now offered in Peerless and Courier radios built by the United Reproducers Corporation. Automatically, these new radios have become the sensation of the radio industry and constitute an outstanding franchise value for dealers. To hear the marvelous reproduction of Kylectron, you'd expect to find it only in the costliest of radios. But it's offered in two

complete lines and in a price range that makes every lover of radio a prospective buyer.

First, there's the Peerless line—finest radios the world affords—priced at retail from \$195 to \$600.

Second, the Courier line—greatest values known in radio. These are sold as low as \$85—top price, retail, \$165.

### **Dominant Advertising**

With Kylectron as the keynote of our advertising story, we're going to the radio buyers of America with the most amazing radio story ever told. Look at the newspapers of America and you'll find this story blazoned in full page space for everyone to read. Listen to the broadcasts of important chains and you'll hear the story of Kylectron repeated over and over again.

Leading dealers everywhere are stocking the Peerless and Courier lines, because in these two lines they can secure Kylectron. Get in touch with your distributor today.

Wire or write to us for full details of the most profitable franchise in the history of radio.

Don't let the biggest radio season creep up on you without being prepared. This proposition is one that calls for immediate action. See following pages for other details of United Reproducers' money-making products.

#### **What KYLECTRON means to you**

Kylectron is the big, new word in radio this year. And because it is the big thing, the new thing, every prospective radio buyer is going to see and hear it before he buys a radio. Kylectron will make people go to stores that handle Peerless and Courier Radios. You know what that means—more prospects, bigger sales and greater profits.

—turn the page—→

# The Peerless Radio

## *equipped with the Kylectron*

### *most revolutionary of all radio developments*

*"It's not a radio—it's  
the human voice . . ."*



**T**HE PEERLESS — including the truly marvelous Kylectron—is made by a single company. It is not a thing of parts made here and there and assembled. The United Reproducers Corporation designed and built every part of these sensational

Peerless radios, from the receiving set itself to the speaker and cabinet. Making *all* the parts means greater volume of quality production and lower costs — savings which are passed on to you and to the radio buyer.

The Peerless offers everything that anyone could ask for in a radio. Marvelous phonographic reproduction that is absolutely life-like. Razor-edge selectivity with a true single dial. Sensitivity

that gets the distant stations. Automatic volume control—another new development, found only in the very highest priced radios—is included. This device prevents overloading of tubes and blasting sounds from local stations. It practically eliminates fading. Cabinets are the last word in beauty of design and finish.

There are five models in the Peerless line, two of which are described on this page.



**PEERLESS MODEL 23**

The console of this model Peerless is really a triumph of the designer's art. It stands forty-eight inches high and is made of selected and matched American walnut and gumwood. Notice the hand-carvings. A truly beautiful piece of furniture. Finished in lacquer. A. C. operated and equipped with Kylectron.



**PEERLESS MODEL 25**

This model is a combination phonograph and radio. It enables one to hear his favorite records played with the same deep-toned resonance, volume and fidelity of reproduction that comes from Peerless radio reception. Electrically operated throughout. Ample space for records. Instantly changed from radio to phonograph operation by turning a switch. This model is equipped with the Kylectron.

#### ***3-Screen Grid Tubes***

Most radio manufacturers try to get by with one or two screen grid tubes. But Peerless radios are equipped with *three*—as in the costliest of radios. This is just one example of how *quantity production* under the direction of a *single* organization permits the highest quality construction at low cost. Everything else is right, too. Complete shielding, ball-bearing condenser operation, the most improved systems of radio and audio frequency amplification, *sturdy construction* throughout.

# The Courier Radio equipped with the Kylectron

*Greatest values in history  
create new radio market*

**I**N THE Courier radios, the Newcombe - Hawley Division of the United Reproducers Corporation now offers the most outstanding developments in radio at sensationally low prices—prices which place the best in radio within reach of great masses of people who heretofore have been obliged to buy inferior sets.

The great United Reproducers Corporation designed and built

these Courier radios right in every detail. The company stands back of these radios; puts its name upon them, guarantees purchasers of Courier radios absolute satisfaction. Best of all, Couriers can now be obtained equipped with the *Kylectron*—radio's greatest development.

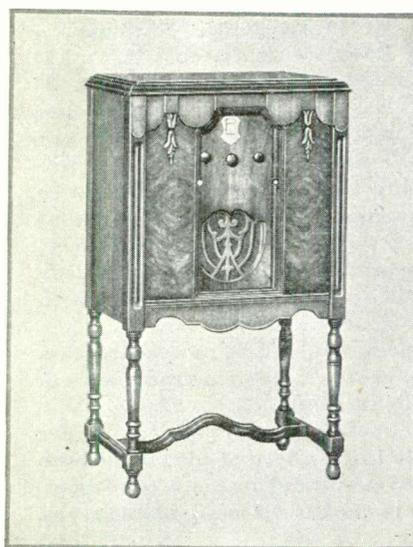
*Everything* about these Courier radios is right. The cabinets—made of the finest woods, designed in perfect taste—leave

nothing to be desired. The receiving set used is of the most modern type. The tone quality and volume are amazing. No "radio" sound—just faithful reproduction that is a source of never-ending delight.

Three beautiful models, prices from \$85 to \$165, retail.

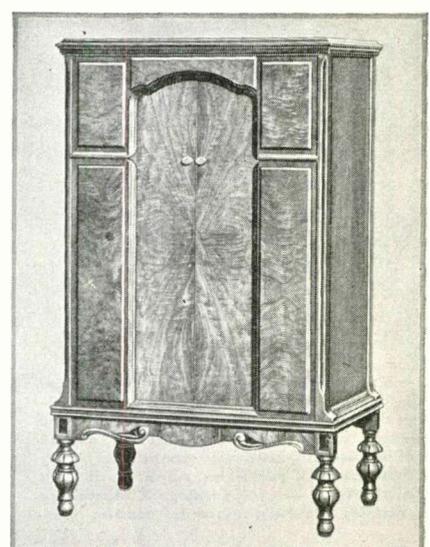
### **Note These Features**

The receiving set used in all Courier models is an eight-tube receiver. As in the Peerless, there are **THREE SCREEN GRID TUBES**. Think what this means in a radio costing as little as the Courier. It is fully shielded and utilizes the best types of detection and amplification. Single dial control—no trimmers. Four-gang, ball-bearing condensers. Die-cast construction. And these are just the high lights.



**COURIER MODEL 651**

This beautiful console, standing forty-two inches high, will be welcomed by those who appreciate good design and fine cabinet work. The woods used are American walnut, Carpathian elm, fine gumwood and maple. Finished in lacquer. Equipped with improved seven-inch dynamic speaker.



**COURIER MODEL 653**

This console is slightly larger than Model 651, standing forty-eight inches high. Its front and doors are of matched burl walnut overlaid with burl maple. Other parts of the cabinet are of American walnut and gumwood. The design is in keeping with the most modern trends and the console will harmonize with any scheme of interior decoration. Equipped with Kylectron.

# Peerless

## Dynamic Reproducers

The standard of the industry

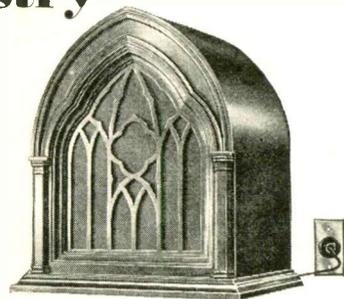
**T**HE Peerless Dynamic Reproducer is a revelation. Attached to any radio receiver, it produces a quality of tone and a volume that is as far above the ordinary speaker as the tone of the modern electric phonograph is above that of the old-fashioned talking machine that used a horn.

The Peerless startled the world with its new and better construction. No such sturdiness, for instance, has ever been seen in a radio speaker. It is truly "built like a battleship" and because of this, gives every Peerless owner

many years of care-free service. That's why dealers like it, too—service calls are practically eliminated.

Peerless Dynamic Reproducers are made in a number of models and for use with any type of electric current: 25 and 60 cycle, 110 volt, A.C.; 6 to 8½ volt, D.C. storage battery; 32 volt D.C. farm lighting; and 110 volt D.C. house lighting current. Completely equipped with cords, ready to attach.

New low prices this year—from \$14 to \$45 retail.



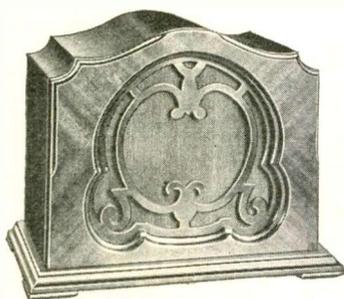
PEERLESS MODEL 19-A

One of the most popular of the Peerless line of Dynamic Reproducers. Encased in a beautiful carved walnut cabinet of Gothic design. Equipped with a seven-inch dynamic speaker, it delivers volume enough to fill a hall if desired, with a quality and sweetness of tone that is truly wonderful.

# Newcombe-Hawley

## Speakers

Quality . . Volume . . Price



NEWCOMBE-HAWLEY  
MODEL N. H. 37

This is a portable reproducer with Newcombe-Hawley dynamic cone unit of the most improved design. It comes in a beautiful cabinet of grained walnut which carries an instant appeal because it harmonizes so perfectly with the furnishings of any living room. Used with a good receiving set it produces a marvelous quality of tone and ample volume.

**W**HEN you sell a Newcombe-Hawley—you've sold it, and it stays sold. It's a quality product, always has been, ever since it was first put on the market. And now, with one of the country's largest radio-producing companies back of it, even better quality will go into these speakers. Everything will be done to make Newcombe-Hawley the outstanding line of speakers in their field—both as to quality and sales volume.

Prices, too, will be more attractive. They are lower this year, ranging from \$12 to \$45 retail.

Newcombe-Hawley Speakers are made in a variety of models in both the dynamic and magnetic cone types. And in the case of the dynamic types,

there are models for use with any kind of electric current. Fully equipped with attachment cords.

**Write for Details  
Today**

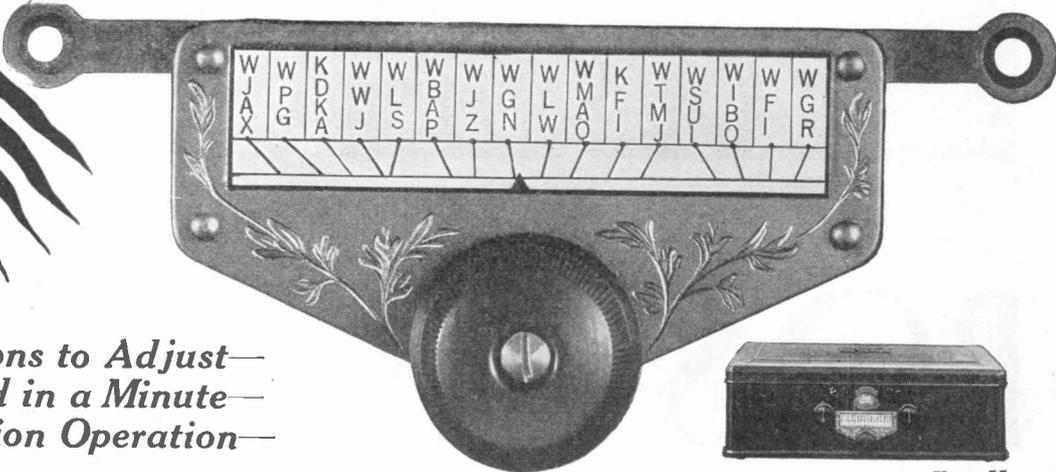
Already the United Reproducers' franchise is becoming the most valuable one in the radio business. Dealers everywhere are taking on one or more of its lines. Decide now to get in on the ground floor of what is certain to be the greatest money-making proposition in radio. United Reproducers' products are not only going to be unusually profitable for dealers, but they are going to do a real job of building good-will. The products are *right*.

**UNITED REPRODUCERS CORPORATION**

Rochester, N. Y.

The United Reproducers Corporation is the result of the recent merging of four great radio producing companies: The United Radio Corporation of Rochester, N. Y.; The Precision Products Company of Ann Arbor, Michigan; The Newcombe-Hawley Company of St. Charles, Illinois, and the Buckeye Manufacturing Co. of Springfield, Ohio.

**INVESTIGATE THIS** **SENSATION OF THE TRADE SHOW!**



*No Buttons to Adjust—  
Attached in a Minute—  
Full Vision Operation—*



Attached to Atwater Kent 55

# MASTER TUNING SELECTOR

PATENT PENDING

**FOR new ATWATER KENT 55 and 60 — MAJESTIC 91 and 92 — CROSLY — PHILCO**

MASTER TUNING SELECTOR replaces the regular tuning knob on radio set. Attached in a minute with a small screw driver. Celluloid marker has provision for writing in call letters of 16 to 20 stations. A station finder that completely takes the guesswork out of tuning! A child can operate it.

MASTER TUNING SELECTOR has no buttons to adjust—or to get out of adjustment! Its action is smooth and effortless and gives full vision operation. A pre-selector that indicates the stations wanted no matter how sharp the set

tunes! No more need to turn up the volume control to find the desired station. With MASTER TUNING SELECTOR you *pre-select* the station wanted and then turn your volume on as needed. This protects loud speaker from blasting and the tubes from excessive vibration.

Every dealer should attach a MASTER TUNING SELECTOR to every set he sells. It will aid him in making successful demonstrations by being able to instantly pre-select the stations that come in best. Does not require any changes in the tuning of radio set or interfere in any way with its regular operation.

Manufactured by

MASTER ENGINEERING Co., 122 So. Michigan Ave., CHICAGO, U. S. A.  
Makers of the celebrated MASTER VOLTAGE CONTROL

## MASTER VOLTAGE CONTROL

The first air-cooled voltage regular, variable, yet without any moving parts to get out of adjustment, it maintains its leadership as the best!

### HEAVY DUTY MODEL

Capacity 100 Watts  
For use on AC sets with built-in dynamic speakers which draw 80 to 100 watts. List Price.....\$3.00

### STANDARD MODEL

Capacity 60 Watts  
For use on AC sets that use magnetic speakers which draw from 40 to 60 watts. List Price.....\$2.50

Endorsed by Leading Tube Manufacturers



Type "A" for Atwater Kent 55 and 60 black knob.  
Type "B" for Atwater Kent 55 and 60 chassis brown knob.  
Type "M" for Majestic 91 and 92.  
Type "C" for Crosley 32-41-42.  
Type "P" for Philco.  
List Price, \$3.75

**LIST PRICE**  
**\$3.75**

**USE THE COUPON BELOW**



..... **COUPON** .....

Master Eng'g Co., 122 So. Michigan Ave., Chicago. R.R. 7-29  
Please ship at once:

...Cartons of 10 Type "A" Tuning Selectors.	...Cartons of 10 Type "C" Tuning Selectors.
...Cartons of 10 Type "B" Tuning Selectors.	...Cartons of 10 Type "P" Tuning Selectors.
...Cartons of 10 Type "M" Tuning Selectors.	...Cartons of 10 Standard Voltage Controls.
...Cartons of 10 Heavy Duty Voltage Controls.	

Bill through ..... Jobber  
Jobber's Address .....  
Name .....  
Address .....

# BOSCH RADIO SCREEN-GRID

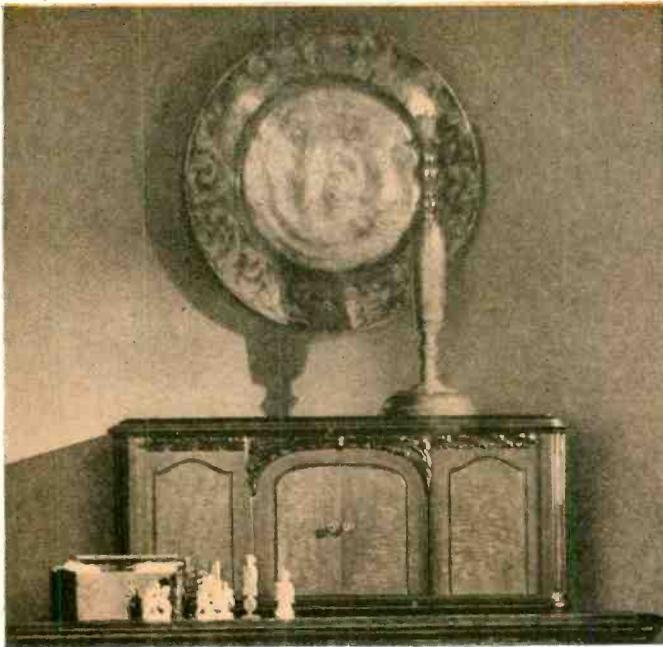
Engineering alertness, construction progress and cabinet artistry which sensed the market, makes the 1929-1930 Screen-Grid Bosch Radio a retailing opportunity without a parallel. Model 48 is completely and correctly engineered to the new Screen-Grid, four element tubes, three are used; there are also two amplifiers arranged in push-pull, a powered detector and a full wave rectifier—seven tubes in all. The Bosch Dealer franchise is, as always, based on a fair and square merchandising policy with a flexibility of inventory investment that will interest you. Bosch factory to dealer cooperation and the great volume of Bosch Radio advertising will push sales for active dealers. Write for Bosch Selling Plans if you want to be included in them this season.

AMERICAN BOSCH MAGNETO CORP.  
SPRINGFIELD MASSACHUSETTS

Branches: New York Detroit Chicago San Francisco

Bosch Radio Tubes add a new quality of performance to any radio receiver





Bosch Radio Library Model 48 contains perfectly shielded chassis with seven tubes, three of which are the new Screen-Grid amplifier type, housed in handsome table cabinet of richly grained walnut veneers with sliding doors. Price, less tubes . . . . \$119.50

Bosch Radio Combination Receiver and Speaker Console embodies Screen-Grid quality radio in an inexpensive combination. Chosen woods and veneers with rich carving make effective console. It has Bosch Dynamic type speaker. Price, less tubes . . . . . \$168.50

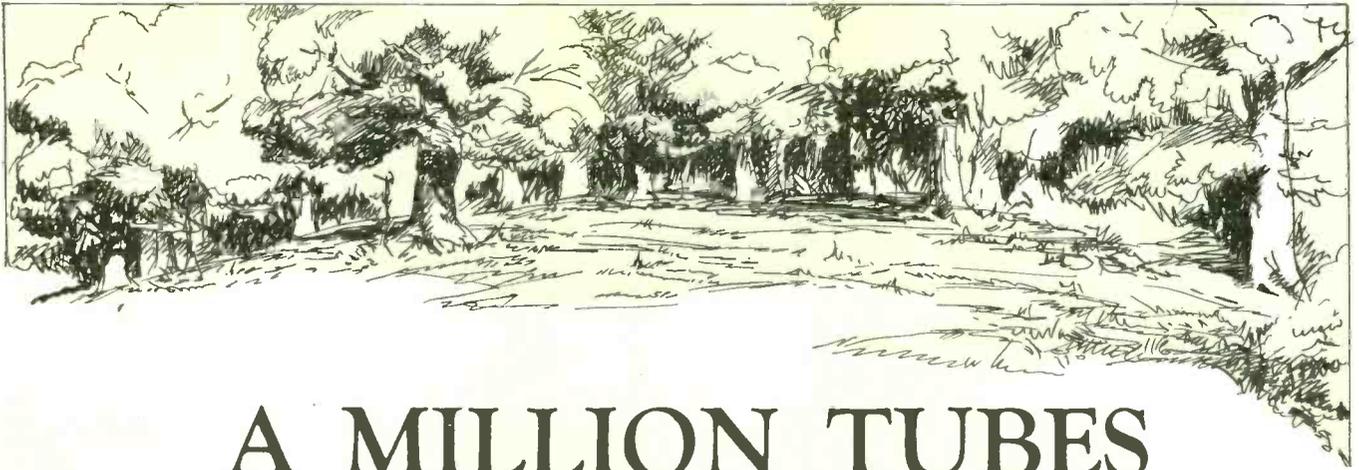
New Bosch Radio De Luxe Console is truly the last word in radio — uses seven tubes, three are the new Screen-Grid type, two are large new audio amplifiers arranged in push-pull. Cabinet has tall sliding doors concealing both dial panel and Dynamic type speaker. Finish is antique in Old English line with walnut veneers. Price, less tubes . . . . . \$240.00



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

# SCREEN-GRID BOSCH RADIO





# A MILLION TUBES A Day

One of these mornings you'll hear that somebody is building a million tubes a day. That won't surprise you. Nor us.

For almost anything is possible in 1929.

Sylvania this year is concerned with only two phases of tube creation—that every Sylvania Dealer shall be adequately supplied—and that long-living excellence shall be built into every tube that bears the Flashing S.

The makers of Sylvania Radio Tubes will never produce their product on a basis of nuts and bolts.

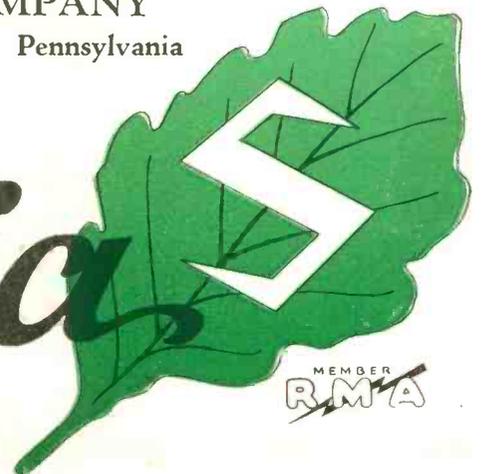
*Your Sylvania Jobber  
Will Gladly Tell You More*

**SYLVANIA PRODUCTS COMPANY**  
Emporium Pennsylvania

*Have You Heard the  
Sylvania Foresters Lately?*

**Sylvania**  
**RADIO TUBES**

Licensed Under RCA Patents



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. 10

JULY, 1929

No. 1

## It's the GOOD Old Summer Time

PEOPLE are listening to radio this summer, as they never listened in summer-time before. Habits of set-using have become more firmly entrenched than ever. Higher-power broadcast stations are over-riding summer static and delivering unmarred music. Popular program features are being continued right on through the heated months. New receiving-set models have been announced and are now available. Advertising directed at the public continues in good volume.

### HOW BROADCASTERS AND MANUFACTURERS HELPED

Thus for the summer of 1929 a splendid background for continued good radio business is provided the dealer. In fact all hands have turned to and given the retailer a wonderful break for summer selling. Broadcasters and manufacturers have provided programs and sets, improvements and publicity. The rest of the job is up to the retailer himself.

Selling will sell,—in summer or in any other season. But summer is the time when the radio dealer must get back to first principles. He must *plan* carefully, he must *locate* and *select* his *prospects*, he must make all conceivable *contacts* with *possible buyers*, he must *demonstrate freely*, and he must *close his sales promptly*, and *collect his money*.

### HOME SALES AND DEMONSTRATIONS

Summer is above all the season for outside or house selling. Thousands of homes in every vicinity have yet no radio set, but many of these homes can be sold through an actual demonstration, by leaving a set on trial one or two evenings. Close check-up by the boss or a trusted lieutenant is needed on such specialty-selling activities. It will not do to let a green or immature outside crew operate without careful supervision. But past experience has shown that outside selling does move radios to a new and untouched group of prospects,—prospects who never get into the store.

### EXTRA SETS FOR VACATION DAYS

Then there is the whole group of radio users and prospects created by the summer season itself. Portables for

vacation campers in the great outdoors. Extra sets for summer homes. Special installations in automobiles, yachts, and motor boats. Each of these fields offers sales opportunities that can be expanded into summer profits.

### AMPLIFIER SYSTEMS, SCHOOLS, HOTELS

Amplifier outfits, music service to large gathering places, and public-address systems afford another class of outlets for the progressive radio dealer's summer energies. And of course there are schools to equip with radio loudspeakers in every classroom, during the vacation months. And hotels, to be modern, must have radio outlets in every guest room.

Perhaps the radio dealer will want to give some thought to the adding of outside merchandise lines to swell his summer volume. Here again careful analysis is needed, for the radio merchant may be treading on unfamiliar—and therefore dangerous—ground.

### PICKING OUTSIDE LINES

Does the proposed new line fit the store, its radio stock, its class of trade and its sales force? Does the new item have a distinct summer peak of demand, falling off as the radio weather improves and all hands are needed for radio? Does some one in the store understand thoroughly how to handle each new line it is proposed to take on?

A partial list of summer sidelines which radio dealers have already experimented with, often successfully, includes electric fans, electric refrigerators, motor boats and yachts, movie cameras, home projectors, sporting goods, golf clubs, tennis racquets, etc.

### NOW IT'S THE DEALER'S MOVE!

On the pages that follow will be found a quantity of pertinent suggestions on this subject of summer selling,—all practical ideas gathered by the editors from the past experience of successful radio dealers.

These plans and methods are yours for the taking. Put to work, and applied with energy and determination, they will drive red ink off your balance sheet this July and August.

# "Wonderful RADIO



*This is the Summer  
you'll wish you could stay home  
to Listen—*

*If you haven't a  
Radio  
during these big days  
you'll just be  
out of Luck*



What if you have managed to get along without a radio . . . you'll certainly want one this summer. So many big things on the air! . . . July and August are chock-full of events you'll want to hear.

Baseball returns, play by play, accurately described by experienced radio sport reporters . . . you sense the thrill of the game as you comfortably sit and listen . . . fortunate are wives or vacationers who may enjoy it every day.

And the Tunney-Heenev world's championship boxing match . . . even a ring-side seat couldn't give you the action quicker than your radio . . . blow by blow . . . so vividly described you almost see the battle.

Is Golf your game? . . . then listen to Johnny Farrel's helpful talks and play it better.

There's a world of amusement and entertainment a Radio can give you this summer. Once you have one installed you'll wish you could stay home every day and listen.

*You don't want to miss a single one of these wonderful summer treatises. If you haven't a radio, select one now. The concerns listed below will refer you to an authorized retail dealer.*

- Manufacturers' and Distributors' Bureau St. Louis Radio Trades Association**
- APOLAN CO. OF MISSOURI 1801 Olive
  - BURBETT ELECTRICAL SUPPLY CO. 1115 Washington Blvd.
  - BATTERY EXCHANGE, INC. 301 N. Main St.
  - THE BIRMINGHAM CO. 194 and Washington
  - BROWN & HALL SUPPLY CO. 1000-1008 Pine St.
  - COMMERCIAL ELECTRICAL SUPPLY CO. 328 S. Broadway
  - ELECTRIC LAMP & SUPPLY CO. 112 Pine St.
  - FALKER BROS. OPTICAL CO. 508 Olive
  - W. F. FUETTERER SUPPLIES CO. 222 Center Blvd.
  - GELBER, WARD & HANSEN, INC. CO. 217-219 N. 4th St.
  - GENERAL ELECTRIC SUPPLY CORP. 200 N. 5th
  - GLOBE ELECTRIC CO. 281 Lumber Blvd.
  - JAMES D. GORDON CO., INC. 1211 Pine Street
  - GLORIA B. BARNETT, INC. Highland, Ill.
  - MANHATTAN ELECTRICAL SUPPLY CO. 211 Clark Ave.
  - NAPF (GLOBE) REMINATOR 228 1/2 Olive Blvd.
  - STEWART WARDNER BATES & SHAWK 286-288 N. 4th St.
  - THE STRAIN CO. 261 Lumber Blvd.
  - VANANAP BROS. CO. 186 and Pine Sts.
  - REACTIC LAMP & SUPPLY CO. 112 Pine St.
  - BAKER BROS. 418 Olive
  - W. E. FUETTERER SUPPLIES CO. 212 Center Blvd.
  - GELBER, WARD & HANSEN, INC. CO. 217-219 N. 4th St.
  - GENERAL ELECTRIC SUPPLY CO. 200 N. 5th
  - GLOBE ELECTRIC CO. 281 Lumber Blvd.
  - J. C. OGDON CO. 121 Pine St.
  - COLIN S. BARNETT, INC. Highland, Ill.
  - MANHATTAN ELECTRICAL SUPPLY CO. 211 Clark Ave.
  - NAPF (GLOBE) REMINATOR RADIO CORP. 228 1/2 Olive Blvd.
  - STEWART WARDNER BATES & SHAWK 286-288 N. 4th St.
  - THE STRAIN CO. 261 Lumber Blvd.
  - VANANAP BROS. CO. 186 and Pine Sts.

*Baseball returns, reported play by play—  
together with current sporting events—were  
featured in this ad which led off the series  
during the St. Louis campaign.*

*Tying up each calendar date with some  
famous broadcast hour or event, was the  
ingenious departure in the newspaper ad-  
vertisement at the right.*

*How the St. Louis Radio  
Trades Association made a  
cooperative advertising  
drive to combat the hot-  
weather slump.*

*If you haven't a Radio  
on these big days  
you'll just be Out of Luck*

Study this summer radio calendar . . . you'll find about everything you could wish for in radio entertainment at any time.

Here are months of enjoyment and entertainment that only a radio can give you . . . there's the Domestic Convention next week these great National Political Conventions one may hear only every four years—and the musical programs are so exceptional this summer . . . even entire operas and dramatic performances will be broadcast.

Then there are the baseball games, broadcast play-by-play every day . . . the Setting-Up Exercises, with music, every morning, are doing their bit for a healthier and happier radio audience . . . the feature hours developed by the larger corporations of the country provide almost limitless variety of entertainment . . . Whenever important news breaks, you hear it first from the radio.

A veritable round of everything that's worth while in the world's activities and pleasures is yours if you own a radio.

*Be Ready to Listen and Enjoy These Summer Treats  
The concerns listed below will refer you to an authorized retail dealer.*

**Manufacturers' and Distributors' Bureau St. Louis Radio Trades Association**

- APOLAN CO. OF MISSOURI 1801 Olive
- BURBETT ELECTRICAL SUPPLY CO. 1115 Washington Blvd.
- BATTERY EXCHANGE, INC. 301 N. Main St.
- THE BIRMINGHAM CO. 194 and Washington
- BROWN & HALL SUPPLY CO. 1000-1008 Pine St.
- COMMERCIAL ELECTRICAL SUPPLY CO. 328 S. Broadway
- ELECTRIC LAMP & SUPPLY CO. 112 Pine St.
- FALKER BROS. OPTICAL CO. 508 Olive
- W. F. FUETTERER SUPPLIES CO. 222 Center Blvd.
- GELBER, WARD & HANSEN, INC. CO. 217-219 N. 4th St.
- GENERAL ELECTRIC SUPPLY CORP. 200 N. 5th
- GLOBE ELECTRIC CO. 281 Lumber Blvd.
- JAMES D. GORDON CO., INC. 1211 Pine Street
- GLORIA B. BARNETT, INC. Highland, Ill.
- MANHATTAN ELECTRICAL SUPPLY CO. 211 Clark Ave.
- NAPF (GLOBE) REMINATOR 228 1/2 Olive Blvd.
- STEWART WARDNER BATES & SHAWK 286-288 N. 4th St.
- THE STRAIN CO. 261 Lumber Blvd.
- VANANAP BROS. CO. 186 and Pine Sts.
- REACTIC LAMP & SUPPLY CO. 112 Pine St.
- BAKER BROS. 418 Olive
- W. E. FUETTERER SUPPLIES CO. 212 Center Blvd.
- GELBER, WARD & HANSEN, INC. CO. 217-219 N. 4th St.
- GENERAL ELECTRIC SUPPLY CO. 200 N. 5th
- GLOBE ELECTRIC CO. 281 Lumber Blvd.
- J. C. OGDON CO. 121 Pine St.
- COLIN S. BARNETT, INC. Highland, Ill.
- MANHATTAN ELECTRICAL SUPPLY CO. 211 Clark Ave.
- NAPF (GLOBE) REMINATOR RADIO CORP. 228 1/2 Olive Blvd.
- STEWART WARDNER BATES & SHAWK 286-288 N. 4th St.
- THE STRAIN CO. 261 Lumber Blvd.
- VANANAP BROS. CO. 186 and Pine Sts.

**U**NDER the sponsorship of the Manufacturers and Distributors Bureau of the St. Louis Radio Trades Association, a co-operative campaign of quarter-page newspaper advertisements was run during the heated season of 1928, with surprising results in stimulating the retail radio sales of local dealers.

Twenty local distributors, manufacturers and dealers contributed to the campaign, and each advertisement

carried the assembled signatures of these concerns. This anti-summer-slump campaign produced remarkable local interest in radio and caused the purchase of sets to go on almost undiminished despite the hot weather.

In fact, according to William P. Mackle, executive secretary of the St. Louis Radio Trades Association, 1928 "was the greatest radio summer in St. Louis since the industry began."

# All SUMMER!

*A publicity campaign that produced "the greatest radio summer in St. Louis since the industry began."*

## Just Ahead are 3 months of the Year's Best Radio Programs

GREAT radio programs are now just as essential in the summer months as in the winter—millions of "listeners" depend upon the radio for "on-the-spot" echoes of great events—for entertainment and for enlightenment on the world's affairs. Broadcasters have responded to public demand with the best programs ever offered.

Here are a few of the treats in store for you—  
2 big National Political conventions in June—Local and State primary election returns in August—World's Championship Boxing event in July.

Daily Baseball returns play by play—Daily Market and Weather reports.

Concerts by world-famous bands—addresses by prominent public officials—sermons and religious talks by leaders of the pulpit—special talks by noted authors, writers, explorers—selections by famous opera stars.

Complete dramatic performances—Seiberling Singers—Rolle's Orchestra—Johnny Farrell's Golf Talks—Every day a Crosley Musical Hour and the legion of entertaining hours and features developed by the large corporations of the country. The RCA Demonstration Hour—Eveready Hour—the Flit Soldiers—Maxwell House programs—O'cedar Shining Stars—the A & P Gypsies—the Whittall Anglo-Persians—the Cliequot Club Eskimos—Wrigley's Sparmen—Ipana Troubadors—the Philco Hour—the Hoover Sentinels—General Motors Family Party—Goodrich Silvertown Cord Orchestra—the Fisk Time-to-Retire Boys—The Acolian—Michelin—Atwater Kent—Kaiser Radio—Dodge Bros—True Story—Spurite, and many other interesting hours.

*Be Ready to Listen and Enjoy These Summer Treats  
The concerns listed below will refer you to an authorized retail dealer.*

Manufacturers' and Distributors' Bureau St. Louis Radio Trades Association		
ELECTRIC LAMP & SUPPLY CO. 112 Pine St. FARRER BROS. 418 Olive St. W. E. FURTERER SUPPLIES CO. 213 Locust Blvd. GELLEN, WARD & HANSEN HOW CO. 401-111 N. 4th St. GENERAL ELECTRIC SUPPLY CO. 112 N. 4th St. GLOBE ELECTRIC CO. 1211 Locust Blvd. J. C. GORDON CO. 1213 Pine St.	DONN B. KENNEDY, INC. Hudson, Mo. MANHATTAN ELECTRICAL SUPPLY CO. 308 Clark Ave. APPELL CO. 208 Olive St. MERRITT ELECTRICAL SUPPLY CO. 111-113 Washington Blvd. BATTERY FURNACE CO. 209-111 S. Washington Blvd. H. A. & COMPANY CO. 102 N. Main St. THE INTERNATIONAL CO. 256 and Washington	BROWN & HALL SUPPLY CO. 100-100 Pine St. COMMERCIAL ELECTRICAL SUPPLY CO. 108 S. Broadway NAPF (SLOCUM) RESONATOR RADIO CORP. 208 Locust Blvd. STEWART BARNEE SALES & SERVICE 276-8-11 Locust Blvd. THE STRAUB CO. 248 Locust Blvd. VANASHE RADIO CO. Tenth and Pine Sts.

A number of striking statements were developed by the advertising writers during the campaign, and were used repeatedly with telling effort. Some of the best of these paragraphs follow:

"News accounts will come to you in time astounding in their accuracy. But the pulse-quickening, throbbing excitement can come to you only by radio . . . the inflection of words . . . the tone of voice . . . the sincerity of the speakers

Which do You prefer?



SPORTS      INSPIRATION      ENTERTAINMENT

It's in the Summer  
that Radio  
brings them ALL to you

No matter what your preferences are . . . this summer's the time you'll enjoy them most!

If you haven't a Radio during these big days you'll just be out of Luck

*Sports!* . . . It seems that never before has the summer Radio calendar been so stocked with important events. There's the Tunney-Heney world's championship boxing bout . . . the air-tight National League baseball race . . . those helpful golf talks by Johnny Farrell.

*Inspiration!* . . . Your radio brings to your home addresses on important questions by such nationally known men as David Lawrence and Frederic William Wile . . . the golden words of famous educators . . . the thrilling experiences of daring explorers . . . worth-while talks on current topics by men who are molding the history of today.

*Entertainment!* . . . There's practically no limit to your choice, so varied and fascinating are the daily programs of the great broadcasting chains . . . nationally famous orchestras, vaudeville skits, song and dance hits . . . even entire operas and dramatic performances!

You don't want to miss a single one of these wonderful summer features. If you haven't a radio, select one now. The concerns listed below will refer you to an authorized retail dealer.

Manufacturers' and Distributors' Bureau St. Louis Radio Trades Association		
ARDLIAN CO. OF MISSOURI 104 Olive	ELECTRIC LAMP & SUPPLY CO. 112 Pine St.	COLIN B. KENNEDY, INC. Hudson, Mo.
BARNETT ELECTRICAL SUPPLY CO. 111-113 Washington Blvd.	EBER BROS OPTICAL CO. 418 Olive	MANHATTAN ELECTRICAL SUPPLY CO. 308 Clark Ave.
BATTERY EXCHANGE, INC. 390-111 Washington Blvd.	W. E. FURTERER SUPPLIES CO. 213 Locust Blvd.	NAPF (SLOCUM) RESONATOR RADIO CORP. 208 Locust Blvd.
ECK & COMPANY CO. 112 N. Main St.	GELLEN, WARD & HANSEN HOW CO. 401-111 N. 4th St.	STEWART BARNEE SALES & SERVICE 276-8-11 Locust Blvd.
THE REYNOLDS-LINDE CO. 112 and Washington	GENERAL ELECTRIC SUPPLY CO. 112 N. 4th St.	THE STRAUB CO. 248 Locust Blvd.
BROWN & HALL SUPPLY CO. 100-100 Pine St.	GLOBE ELECTRIC CO. 1211 Locust Blvd.	VANASHE RADIO CO. Tenth and Pine Sts.
COMMERCIAL ELECTRICAL SUPPLY CO. 108 S. Broadway	JAMES C. GORDON CO. 1213 Pine Street	

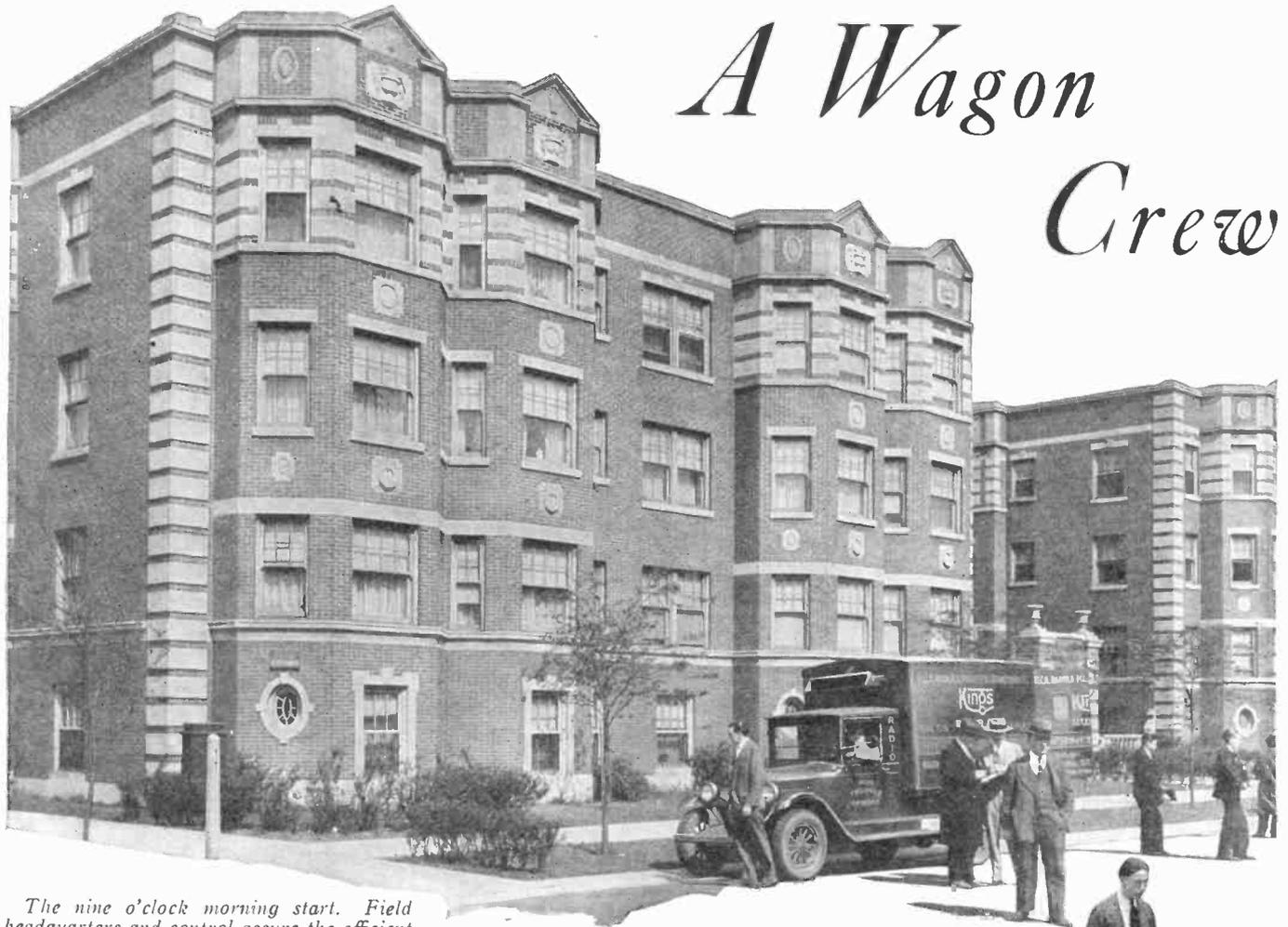
*Sports, inspiration and entertainment. These splendid offerings, received through a good set, afford the best antidote against summer dullness anywhere—in city or country.*

*Of course the 1929 events of radio are slightly different from those listed at the left, but the main features of 1929's programs are similar, and equally attractive.*

will be brought conveniently to your elbow to enjoy in such comforts as are pleasurable to you.

The radio is rapidly growing as a necessity in life, and bringing with it the best in entertainment. Flexible in versatility of performance, it offers programs of classics, jazz, comedy, drama, sport, religion, literature, history, and other educational features. "You don't want to miss a single one of these wonderful summer features. If you haven't a radio, select one now. The concerns listed below will refer you to an authorized retail dealer."

# A Wagon Crew



The nine o'clock morning start. Field headquarters and control assure the efficient operation of the outside sales crew.

THE growing appreciation of the coming need for greater unit sales has focussed the attention of the radio industry on the retail application of "intensive" selling methods. The employment of a "wagon crew" and field supervisor on "cold-turkey" canvass, to quote from the vocabulary of our electrical appliance cousins, represents the extreme development of this art. Will it work with radio?

"Yes!" declares George Dawes, sales manager for the King Radio Company, 809 E. 79th Street, Chicago, who cites his personal experience of four months' work this spring, to prove his contention.

Dawes, with an average of four field men, has been producing 22 approved orders per week since the middle of February—from "cold" prospects. He has done this in the residential section of the second largest city in the United States—where sales resistance is admittedly great.

"Field control, on-the-spot co-operation from the sales manager; this is the nubbin of the matter," he says. "This policy solves problems in 'high-pressure' selling such as training the new man, sustaining effort, determining trade-in allowances, checking irregularities, coverage, credits, presentations and closings."

THE "wagon-canvass" plan, as practiced by Dawes, consists in loading a delivery automobile with an assortment of table and console types of sets, and in the faring forth each morning of crew and supervisor to

work, house-to-house, a given neighborhood. The truck is parked at a centrally located corner and the men work out from it according to their street assignments. The object, of course, is to secure demonstrations.

No time is wasted on uninterested parties, as it has been found that the average salesman can secure at least fifteen live prospects a week and four closings without resorting to high-pressure methods or the placing of sets in dubious homes. As the sales manager is constantly on hand to help close the tough cases and otherwise encourage his men, and as it takes but a few minutes to get a set from wagon to parlor, an efficient set-up is thus assured. In other words, the "high-pressure" is applied to the sales organization rather than to the prospects.

WITH outside selling, where quick action is essential, Dawes has found that an available assortment of five nationally-known makes of sets halves the selling problem. People *do* have fixed preferences, he explains. If the salesman is in a position to demonstrate the types of receiver asked for, he can double his sales opportunities.

It will be seen, therefore, that the essence of this plan is simplicity itself. Basically, it consists in having a competent supervisor live on the job with his men and

# “*on* COLD TURKEY”

*For hot weather, King of Chicago recommends outside selling. How it netted him 22 orders a week during the “off” season*

the establishment of a delivery-truck headquarters from which sets may be obtained, at a moment's notice, for demonstration purposes.

The manager is responsible for the keeping of all records. This is accomplished by means of a single order form. Dawes notates on his copy the date and status of each transaction. As he receives this information within a few minutes from the time any stock movement occurs, the opportunity for error is reduced to a minimum.

The men receive a commission of 10 per cent on all sales resulting from their own initiative and 5 per cent on sales from store leads. If it is necessary to “pull” a set following the first three payments, the salesman is permitted to keep 50 per cent of his commission. Dawes is able to devote 60 per cent of his time to personal canvasses, thus producing business equivalent to the efforts of another man and adding materially to his overriding commissions.

Sets are left in the homes for three days, then the truck again locates in this particular section of suburban Chicago while its crew “mops up.” During this trial period, a wire looped along the ceiling or laid on the floor, serves admirably for an aerial.

Terms are 20 per cent down and 10 months in which to pay the balance. Trade-in propositions are necessary in but one in eight cases, it was stated.

Here again the presence of the “court of appeals” on-the-spot assures a quick and final decision. “As I am always summoned in cases involving a credit on an old

set I not only am in a position to sell the prospect on the impossibility of granting greater than a 10 per cent allowance but frequently am able to close the deal then and there,” Dawes explains. Where the prospect expresses no preference as to type and make of set desired, a table model is suggested.

“Under the truck-supervision arrangement,” says Mr. Dawes, summarizing his experiences, “even green men—at an ‘off’ time and against the natural resistance of city dwellers to the front door man—can average \$35 a week. My old-timers run from \$40 to \$60. I have lost but two men in these four months. I attribute this to the fact that I am in a position to nip discouragement in the bud and to help the men close. Many women, I find, like to talk to the sales manager himself. With this plan, we are in a position to accommodate them at once.

“Yes, radio receivers can be sold profitably by house-to-house contacting, *but*, in my opinion, it pays to have an experienced executive on the firing line to supervise such a selling process.”



## *When the Boss Works with his Men*

*Newcomers receive actual experience — training under expert supervision.*

*One auto and one trip a day delivers the crew and demonstrator sets at the point of sale.*

*Credit and trade-in problems are settled on the spot.*

*Difficult closings receive expert handling.*

*Loafing is impossible. Irregularities are nipped in the bud.*

*Sales conditions are equalized. Healthy, inter-crew, competition flourishes.*

# Sell POWER

for Summer Profits

*The warm weather season increases sales possibilities for equipment to fill large spaces and reach large audiences.*

THE amplifier is known to most radio dealers, in a hazy sort of way, as a means of enlarging or amplifying sound. Very few have had much experience with this old, but somewhat neglected, device. Its uses and applications, too, are little understood.

Amplifiers fall into two broad classifications—those designed for homes, usually having a maximum output considerably higher than needed (somewhat as a ninety-horsepower car runs smoother with greater reserve at average speeds), and those made for commercial and allied uses, such as are touched on in the following paragraphs.

Some hardy pioneers have already blazed the trail for the present-day radio merchant, while manufacturers have made such vast strides in the past year, that progressive, forward-looking dealers cannot afford to ignore amplifiers any longer. On the contrary, rich rewards await early reaping. High-quality audio amplifiers and power-supply devices for their operation, make available a brand new line of equipment which is readily handled by present trade factors.

Public address systems used for the local projection of the spoken voice or musical programs, hold a great deal of fascination for the newcomer in this field. In almost any town of average size, a stroll down "Main Street" reveals at least one potential application of such equipment, either from an advertising or industrial angle.

For example—a cafe, roadhouse or tea-room may find it desirable to provide musical programs of high quality and sufficient variety either at certain hours, where previously no such entertainment was given, or such broadcasting may be found feasible at times when the regular orchestra service is not economical or practical. Although there are at present—a number of automatic talking machines on the market which might be available for such purposes,



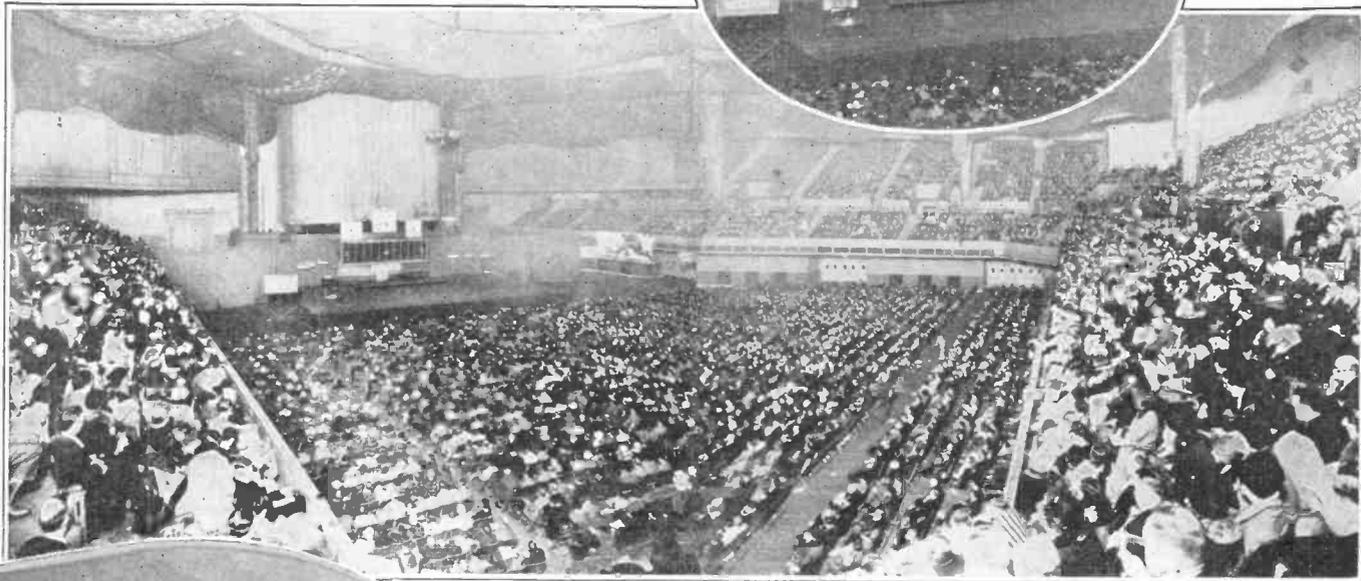
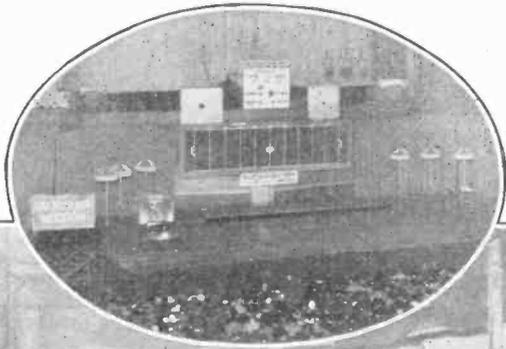
the cost is almost prohibitive, or at the very best, more than most amusement places of the type mentioned can well afford.

FOR the power amplifier, however, no such barrier exists. The price is within reach, and hotels, clubs, schools and hospitals, in addition, all have their own individual applications. Most dealers, with the new equipment offered, can handle these jobs easily, and with commensurate gain. The prospects also embrace churches, display rooms, apartment houses, pool rooms, Y.M.C.A.'s, filling stations, lodges, sweet shops, drug stores, amusement parks, funeral parlors, passenger terminals, beauty shops, auditoriums, dancing schools, charitable institutions, in fact any place at which people gather.

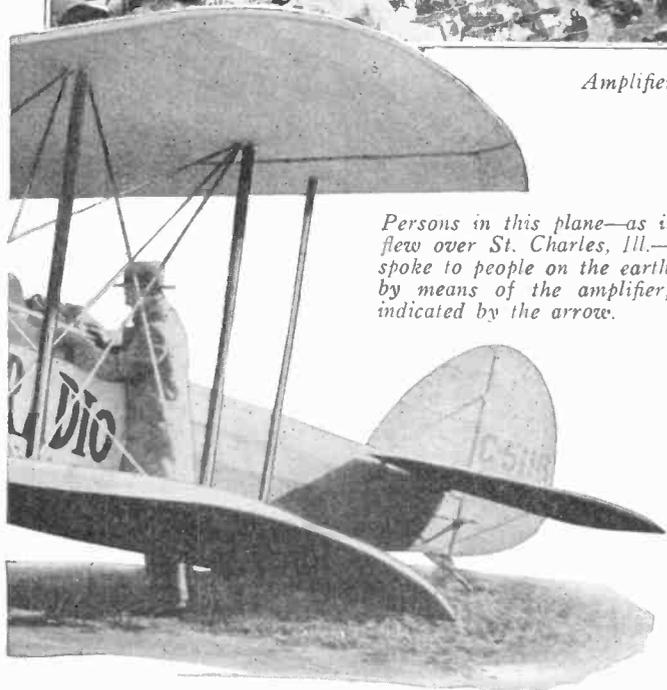


*Babe Ruth being introduced on the air by Graham McNamee*

# Amplifiers



*Amplifiers, installed by Sherman and Clay, in San Francisco, allowed eight thousand football fans to listen in on "the big game."*



*Persons in this plane—as it flew over St. Charles, Ill.—spoke to people on the earth by means of the amplifier, indicated by the arrow.*

Here is one field that the home entertainment industry has failed to recognize—the theatre. Isn't it logical to assume that the movie palace proprietor, due to the awakening interest in Vitaphone, Movietone and the like, will be found a most receptive prospect for installations of various sizes and types? Reduced to its simplest form, a suggested equipment would be two electric turntables mounted on a suitable desk or stand with provision made for the amplifier somewhere close by. A phonograph electrical pick-up for each turn-table and a changeover switch enabling the amplifier to bridge from one record to another, would also be necessary.

Recently a mid-western manufacturer announced just such a device which is already being sold and distributed in successful fashion by a number of representative dealers throughout the country. This "sound mirror,"

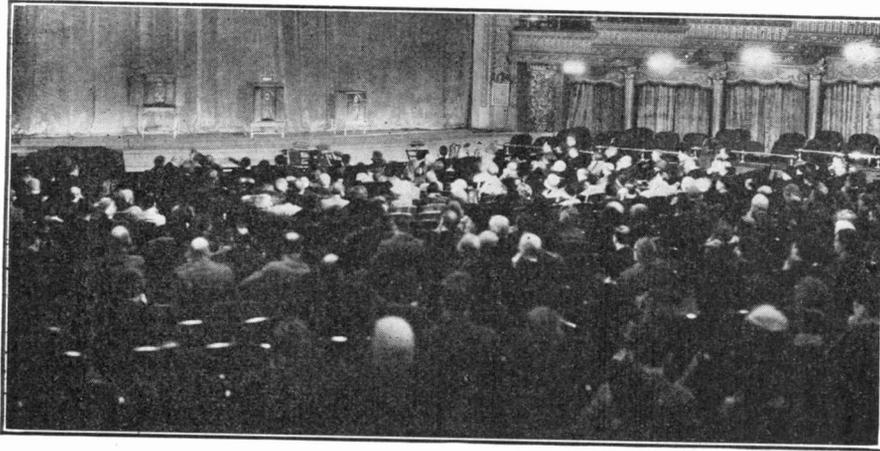
so-called, has been making a particularly strong impression upon the movie theatre owners, who have been forced to find some means of surmounting the burdensome financial layout necessary to install profitably the conventional type of "talkie" equipment. A house of small seating capacity cannot afford the initial installation, let alone the leasing fee of the Vitaphone or Movietone.

**O**STENSIBLY, the large demand existing for an inexpensive device of such nature can be turned into a golden harvest for some live dealer. Motion-picture producing companies, almost without exception, now furnish a score with each release, sometimes called a cue sheet. The nationally-known phonograph-record producers have libraries available in addition to the especially prepared selections listed on the cue sheet.

Pre-viewing of the picture by the exhibitor is not now necessary to arrange his required phonograph records, as a cueing service has been established whereby a definite number of standard selections are purchasable to provide adequate libraries. Furnished for a minimum charge, this cue service provides an assortment of all needed selections, corresponding to the picture on exhibition.

This is brought down to such a fine point, that not only on the script is the cue given for each action or title on the screen, the number of the reproducing disc, but also the definite time elapsing in minutes and seconds each designated record is played in properly interpreting that portion of the film flashed on the screen.

Amusement places, both indoor and outdoor, such as arenas and club rooms, should not be neglected either. If it is desired to pick up an orchestra through a microphone and rebroadcast, the amplifying equipment is preferably placed where the music is produced, usually



*Power amplification makes it possible for programs to reach every nook and cranny of theatres, halls, etc.*

on the platform, and carried to the speakers placed at strategic points.

Local school boards and principals are quite amenable on this subject, for already many up-to-date schools have installed radio distributing systems as an aid to education. Hotels, apartment houses, and office buildings will use similar lay-outs, with speaker outlets in each room, every one equipped with a separate volume control.

As with all new and unfamiliar apparatus, people are more disposed to rent than to buy outright, so it will be found profitable to acquaint them with the fact that public address equipment may be had for any and all occasions. Naturally, the demand for such use must fall within the scope of the amplifying outfit. A short time only should suffice before the rentals accruing will have paid for the apparatus. Races, fairs, athletic meets, church bazaars, carnivals, outdoor political meet-

ings and many other types of prospective temporary installations here suggest themselves.

**C**ERTAIN basic facts must be ascertained in working out the usual public address system, for efficiency depends upon a varied number of closely inter-related factors. The size or area to be covered, volume required, acoustic properties, possible sources of interference, character of input, and operator too, are all important and must be not be slighted. It is somewhat of a shock when one first learns the large areas that can be efficiently covered with proper equipment. Generally speaking,

either two or four speakers should be utilized as these numbers can be most efficiently wired to the amplifier. It is best to place the speakers parallel facing in the same direction and at about the same height.

The enclosed, cabinet-type, dynamic speaker will generally be found best for indoor work, the models with large baffles being most efficient. Where a large number of rooms are to be served simultaneously, any number of speakers may be used, assuming only average room volume is desired and the speakers are properly wired. For such installation, hotels and schools for instance, of speakers may be used, assuming only average room separate outlets with individual volume controls will fill the bill nicely. Where large outdoor areas are to be covered, such as parks, open air dance halls, swimming pools or athletic fields, large exponential horns using one or two dynamic-cone speakers will be found exceptionally fine.

## Here Are Your Prospects!

*The owners and managers of these places will be glad to learn what amplifying equipment will do for them. They want amplification.*

*The hot months are an excellent time for you to canvass them—the resulting sales will add to your summer volume.*

### HERE ARE THE PLACES FOR YOU TO VISIT

<i>Cafes</i>	<i>Apartment houses</i>	<i>Passenger terminals</i>	<i>Races</i>
<i>Roadhouses</i>	<i>Billiard rooms</i>	<i>Beauty shops</i>	<i>Fairs</i>
<i>Tea-rooms</i>	<i>Y.M.C.A.'s</i>	<i>Auditoriums</i>	<i>Athletic meets</i>
<i>Hotels</i>	<i>Filling stations</i>	<i>Schools</i>	<i>Church bazaars</i>
<i>Clubs</i>	<i>Lodges</i>	<i>Dancing schools</i>	<i>Carnivals</i>
<i>Schools</i>	<i>Sweet shops</i>	<i>Charitable</i>	<i>Political meetings</i>
<i>Hospitals</i>	<i>Drug stores</i>	<i>institutions</i>	<i>Parks</i>
<i>Churches</i>	<i>Amusement parlors</i>	<i>Theatres</i>	<i>Dance halls</i>
<i>Display rooms</i>	<i>Funeral parlors</i>	<i>Club rooms</i>	<i>Swimming pools</i>



# Portables

*Now All the Rage in England*

*How Selfridge's, famous London department store, is specializing in vacation-time sets*

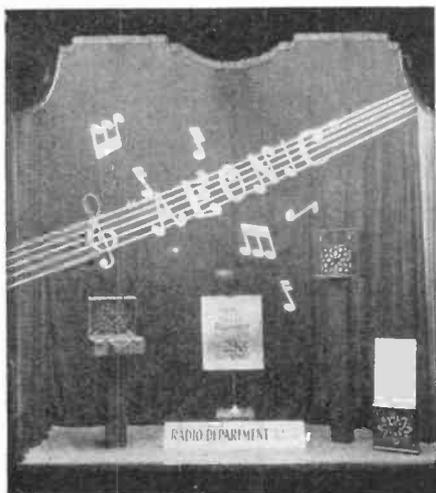


**P**ORTABLE radio sets have become tremendously popular in England this year, and now Selfridge's, the great London department store, is devoting a large part of its radio space to these light-weight units, ideal for summer and vacation-time use.

The British public has always wanted portables, but with the lowest price formerly set at 25 pounds (\$125) sales went slowly. Recently sets as low as 16 pounds

(\$80) have been offered and an immediate buying response followed.

The increasing popularity of portables has been one of the outstanding features of the British 1929 radio season.



# Radio Retailing's Specifications of Receivers,

THE publishing of essential buying data of all radio receiving sets, reproducers and radio-phonographs together with the names, addresses and trade names, is an annual feature of *Radio Retailing's* editorial service. No charge whatever is made to the manufacturers represented and all manufacturers have received invitations to send in data for these lists. Non-representation means lack of co-operation.

Dealers will find the data compiled on these and the following pages invaluable during the coming season, as an up-to-the-minute buying reference. A glance

## Receivers

Name and Address of Manufacturer	Model Number	List Price	Style of Cabinet	Material of Cabinet	A.C., D.C., or Battery Set	What Type Speaker Built-In	Watts per Hr. Used by Set	Type of Tubes Used						Overall Dimensions (Inches)	Weight, Pounds		
								R.F. Stages				Det.	A.F. Stages			Rect.	
								1	2	3	4		1				2
<b>A-C Dayton Co.</b> Dayton, Ohio Trade Name—NAVIGATOR	XL-72	\$79.00	Table	Walnut	Battery			201B	201B	201B	201B	201B	2-112A	280	8½x24½x13½	50	
	AC-98	*108.00	Table	Walnut	110-60	Dynamic	75	227	227	227	227	227	2-245A	280	8½x24½x13½	65	
	9960	*148.50	Low-Boy	Walnut	110-60	Dynamic	75	227	227	227	227	227	2-245A	280	38½x25½x14½	165	
	9970	*165.00	Low-Boy	Mat. Wal.	110-60	Dynamic	75	227	227	227	227	227	2-245A	280	43x33½x12½	195	
	9980	*185.00	Low-Boy	and Maple	110-60	Dynamic	75	227	227	227	227	227	2-245A	280	45x27½x14½	175	
*A-C Dayton Tubes, especially designed for the "Navigator" receiver		*188.00	High-Boy	Walnut	110-60	Dynamic	75	227	227	227	227	227	2-245A	280	48x25x16½	200	
<b>Acme Electric &amp; Mfg. Co.</b> 1440 Hamilton Ave. Cleveland, Ohio Trade Name—ACME	77	115.00	Low-boy	Wood	110-60	Dynamic	70	227	227	227	227	227	1-245A	280	40x25x14½	120	
	78	130.50	Low-boy	Wood	110-60	Dynamic	80	224	224	224	227	227	2-245A	280	40x25x14½	120	
	88	139.50	Low-boy	Wood	110-60	Dynamic	80	227	227	227	227	227	2-245A	280	40x25x14½	120	
	Note—25 and 30 cycle models at additional int.																
<b>All-American Mohawk Corp.</b> 4201 Belmont Ave. Chicago, Ill. Trade Name—LYRIC	93	169.50*	Console	Walnut	A.C.	Dynamic	105	227	227	227	227	227	2-245A	280		123	
	95	199.50*	Console	Walnut	A.C.	Dynamic	105	227	227	227	227	227	2-245A	280		130	
	SG1	187.50*	Console	Walnut	A.C.	Dynamic	100	224	224	224	224	224	2-245A	280		112	
	*Complete with tubes.																
<b>American Bosch Magneto Corp.</b> 3664 Main St. Springfield, Mass. Trade Name—BOSCH	48	119.50	Table	Wood	110-60		100	224	224	224	227	245	280	117½x28x13½	75		
	49	119.50	Table	Wood	110-25		100	224	224	224	227	245	280	117½x28x13½	75		
	*	168.50		Wood	110-60	Dynamic	100	224	224	224	227	245	280	42½x28x13½	124		
	†	168.50		Wood	110-25	Dynamic	100	224	224	224	227	245	280	42½x28x13½	142		
	‡	240.00		Wood	110-60	Dynamic	100	224	224	224	227	245	280	50½x28½x15½			
	§	240.00		Wood	110-25	Dynamic	100	224	224	224	227	245	280	50½x28½x15½			
*Combination receiver and speaker console; †Combination receiver and speaker console; ‡40-60 cycle also. §40-60 cycle also.				De Luxe console; De Luxe console;													
<b>Anrad Corp.</b> Medford Hillside, Mass. Trade Name—AMRAD		245.00	Console	Walnut	110-60	RCA 106		224	224	224	227	227	2-245A	280			
		198.00	Console	Walnut	110-60	Dynamic		224	224	224	227	227	2-245A	280			
		295.00	Console	Laurel	110-60	Dynamic		224	224	224	227	227	2-245A	280			
<b>Andrea, F. A. D. Inc.,</b> 24 Orchard St. Long Island City, N. Y. Trade Name—FADA	20	99.50	Table	Metal	110-60		65	227	227	227	227	227	2-171A	280	28½x11x11½	58	
	20-Z	105.00	Table	Metal	110-25		65	227	227	227	227	227	2-171A	280	3½x21x11½	58	
	25	165.00	Console	Walnut	110-60	Dynamic	85	227	227	224	227	227	2-245A	280	45½x26½x15½	104½	
	25 Z	170.50	Console	Walnut	110-25		85	227	227	224	227	227	2-245A	280	45½x26½x15½	106	
	35	245.00	Console	Walnut	110-60	Dynamic	125	224	224	224	227	227	2-245A	281	49½x27x17½	149	
	35 Z	250.00	Console	Walnut	110-25		125	224	224	224	227	227	2-245A	281	49½x27x17½	151	
	75	360.00	Console	Walnut	110-60	Dynamic	125	224	224	224	227	227	2-210A	281	40½x28½x19½	175	
	77	675.00	Console	Walnut	110-60	Dynamic	125	224	224	224	227	227	2-210A	281	45½x33½x20½	294	
	18	120.00	Table	Metal	110 D.C.	Dynamic	55	112A	112A	112A	112A	112A	2-171A	281	8½x21x11½	60	
<b>Arco Electric Corp.</b> 1727 Sedgewick St., Chicago, Ill. Trade Name—ARCO	A	69.95	Chassis only		110-60		90	227	227	227	227	227	2-245A	280	8x20x12	30	
	B	75.00	Chassis only		110-60		100	224	224	224	227	227	2-245A	280	8x20x12	30	
<b>Atwater Kent Mfg. Co.</b> Philadelphia, Pa. Trade Name—ATWATER KENT	55	88.00	Table	Steel	110-60	Dynamic	75	224	224	224	227	227	2-245A	280	8x11x21½		
	60	100.00	Table	Steel	110-60	Dynamic	85	224	224	224	227	227	2-245A	280	8x11x21½		
	61	100.00	Table	Steel	110 D.C.	Dynamic	75	222	222	222	112A	112A	2-171A	280	8x11x21½		
	67	77.00	Table	Steel	Batt.	Dynamic		222	222	222	112A	112A	2-171A	280	8x11x21½		
<b>Audiola Radio Co.</b> 430 So. Green St. Chicago, Ill. Trade Name—AUDIOLA	7330	85.00	Table	Metal	110-60		75	224	224	224	227	227	2-245A	280	4½x18½x13½		
	8430	95.00	Table	Metal	110-60		75	227	227	227	227	227	2-245A	280	4½x18½x13½ (Chassis)		
<b>Automatic Radio Mfg. Co., Inc.</b> 332 "A" St. Boston, Mass. Trade Name—TOM THUMB	B	57.50	Portable	Leatherette	Batt.	Air Col. Magnetic	222				199	199	199		12x12x8	24	
	B DeLuxe	65.00	Portable	Leatherette	Batt.	Magnetic	222				199	199	120		12x12x10	24	
	D.C.	87.50	Portable	Leatherette	110-D.C.	Magnetic	222				200	201	112		12x12x10	19	
<b>Balkett Radio Co.</b> North Chicago, Ill. Trade Name—BALKEIT	C	175.00	Console	Walnut	110-60	Dynamic	110	227	227	227	227	227	2-245A	280	50½x28½x17½	165	
<b>Brandes Corp.</b> 200 Mt. Pleasant Ave. Newark, N. J. Trade Name—BRANDES	B-10	85.00	Table	Walnut	110-60		327	327	327	327	327	327	371A	380	9½x24½x11½	39	
	B-15	125.50	Console	Walnut	110-60	Dynamic	327	327	327	327	327	327	2-345A	380	39½x24x15	81	
	B-16	165.00	Console	Walnut	110-60	Dynamic	327	327	327	327	327	327	2-345A	380	50½x24x16½	98	

# Fifth Annual

# Reproducers and Radio-Phonographs

down the set columns reveals among other things the trends in prices, type and finish of cabinets, operating voltages and types of tubes used.

Radio-phonographs are as numerous as ever and the lower prices prevalent are most noticeable. It is also interesting to find that practically all of the makers of combinations are set manufacturers.

Looking at the reproducer specifications leaves no doubt but what dynamic speakers are at the peak of their popularity, this type being most in evidence. Cones are larger in diameter and construction in general is improved.

## Receivers

Name and Address of Manufacturer	Model Number	List Price	Style of Cabinet	Material of Cabinet	A.C., D.C., or Battery Set	What Type Speaker Built-In	Watts per Hr. Used by Set	Type of Tubes Used										Overall Dimensions (Inches)	Weight Pounds
								R.F. Stages				Det.	A.F. Stages		Rect.				
								1	2	3	4		1	2					
<b>Bremer-Tully Mfg. Co.</b> 656 Washington Blvd. Chicago, Ill. Trade Name—BREMER-TULLY	81	\$164.00	Console	Walnut	110-60	Dynamic		227	227	227		227	227	2-245	280	49½x24½x15½ 51½x26½x16½ 39½x21x14½	135 160 90		
	82	195.00	Console	Walnut	110-60	Dynamic		227	227	227		227	227	2-245	280				
	80	89.50	Console	Walnut	Battery	Battery	Dynamic		201	201	201		200	201	112			280	
<b>Brunswick-Balke-Collender Co.</b> 623 S. Wabash Ave., Chicago, Ill. Trade Name—BRUNSWICK	R-1	107.50	Consolette	Amer. Wal.	110-60	Magnetic	30	226	226	226		227	226	171-A	280	41x22x15 44x25½x16 52½x27½x17	180 140 178		
	14	148.00	Console	Amer. Wal.	110-60	10 in. Dyn.	115	227	227	227		227	227	2-245	280				
	21	174.00	Console	Amer. Wal.	110-60	10 in. Dyn.	115	227	227	227		227	227	2-245	280				
<b>Bush &amp; Lane Piano Co.</b> Holland, Michigan	20	125.00	Table		A.C.	Dynamic		227	227	227		227	227	2-245	280	6½x20½x11½ 33½x27x17½ 43x29½x18½ 44x30x20 44x28x18 43x29½x18½ 49x31½x20½ 48½x30x20 51x31x20½ 43½x32x21½ 41½x31x19 43½x35x19 59x36x20	30 50 135 140 120 145 150 135 160 150 160 140 195		
	21	169.50	Consolette		A.C.	Dynamic		227	227	227		227	227	2-245	280				
	30	169.50	Console		A.C.	Dynamic		227	227	227		227	227	2-245	280				
	32	179.50	Console		A.C.	Dynamic		227	227	227		227	227	2-245	280				
	40	179.50	Console		A.C.	Dynamic		227	227	227		227	227	2-245	280				
	34	187.50	Console		A.C.	Dynamic		227	227	227		227	227	2-245	280				
	50	197.50	Console		A.C.	Dynamic		227	227	227		227	227	2-245	280				
	60	199.50	Console		A.C.	Dynamic		227	227	227		227	227	2-245	280				
	70	207.50	Console		A.C.	Dynamic		227	227	227		227	227	2-245	280				
	90	217.50	Console		A.C.	Dynamic		227	227	227		227	227	2-245	280				
	10C	250.00	Console		A.C.	Dynamic		227	227	227		227	227	2-245	280				
	11C	290.00	Console		A.C.	Dynamic		227	227	227		227	227	2-245	280				
12C	297.50	Console		A.C.	Dynamic		227	227	227		227	227	2-245	280					
Note—Screen grid tube receiving sets can be furnished in any of the cabinet models at appropriate prices.								ces.											
<b>Colonial Radio Corp.</b> 25 Wilbur Ave., Long Island City, N. Y. Trade Name—COLONIAL	32 AC	268.00	Console	Wood	110-60	Dynamic	80	224	224	224		224	227	2-245	280	47½x26x16½ 47½x26x16½ 47½x27x15½ 47½x26x16½ 47½x26x16½ 47½x27x15½	113 113 113 110 110 110		
	32 AC	268.00	Console	Wood	110-60	Dynamic	80	224	224	224		224	227	2-245	280				
	32 AC	270.00	Console	Wood	110-60	Dynamic	80	224	224	224		224	227	2-245	280				
	32 DC	268.00	Console	Wood	110 DC	Dynamic	180	224	224	224		224	227	2-245	280				
	32 DC	268.00	Console	Wood	110 DC	Dynamic	180	224	224	224		224	227	2-245	280				
	32 DC	270.00	Console	Wood	110 DC	Dynamic	180	224	224	224		224	227	2-245	280				
<b>Columbia Phonograph Co.,</b> 1819 Broadway, N. Y. C. Trade Name—COLUMBIA	C-11	179.50	High-boy	Walnut	110-60	Dynamic	75	227	227	227		227	227	2-245	280	46½x26½x13½			
<b>Continental Radio Corp.</b> East Pontiac Street Ext. Fort Wayne, Ind. Trade Name—STAR-RAIDER	R-20	435.00	Console	Walnut	110-60	Dynamic	209								2-281	52x30x18 48x30x18 49½x30x21	230 240 260		
	R-25	475.00	Console	Acacia	110-60	Dynamic	209								2-281				
	R-30	525.00	Console	Zebra wood	110-60	Dynamic	209								2-281				
R-105	1,600.00	Console*	English Pollard Oak, American	110-60	Dynamic	209									2-281				
<b>Crosley Radio Corp.</b> Cincinnati, Ohio Trade Name—CROSLEY	40-S	80.00	Chassis	Walnut	110-60	Dynacone		224	224	224	226	227	227	2-245	280	29x26x15½ 11x23½x11 15½x26x15½ 41½x25½x14½ 44x27½x17½ 48½x26½x18½	85 100 90 104		
	32	99.50	Console	Walnut	110-60	Dynacone		226	226	226		227	171	171	2-171			280	
	22	88.50	Console	Walnut	Batt.	Dynacone		222	222	222		201	201	171	2-171			280	
	42	125.00	Console	Walnut	110-60	Dynacone		226	226	226	226	227	171	171	2-171			280	
	42-S	135.00	Console	Walnut	110-60	Dynacone		224	224	224		227	227	2-245	280				
	82-S	160.00	Console	Walnut	110-60	Dynacone		224	224	224		227	227	2-245	280				
	82	150.00	Console	Walnut	110-60	Dynacone		227	227	227		227	227	2-245	280				
	83	155.00	Console	Walnut	110 D.C.	Dynacone		201	201	201	201	201	201	171	2-171			280	
	31	55.00	Table	Walnut	110-60			226	226	226		227	226	1-171	280				
	41	70.00	Table	Metal	110-60			226	226	226		227	226	2-171	280				
	41-S	85.00	Table	Metal	110-60	Batt.		224	224	224		227	227	2-245	280				
61	85.00	Table	Metal	110-60	Batt.		201	201	201	201	201	201	171	2-171	280				
<b>Day Fan Electric Co.</b> Dayton, Ohio. Trade Name—DAY FAN	67	45.00	Table Base	Am. Wal't		Dynamic	66	201	201	201	201	201	201	112A		29x26x15½ 11x23½x11 15½x26x15½ 41½x25½x14½ 44x27½x17½ 48½x26½x18½	85 100 90 104		
	73	65.00	Table	Mahogany	Battery		201	201	201	201	201	201	201	112A					
	66	115.00	Table	Am. Wal't	110-60			226	226	226	226	227	226	2-245	280				
	68	169.50	Console	Am. Wal't	110-60	Dynamic		226	226	226	226	227	226	2-245	280				
	72	175.00	Console	Am. Wal't	110-60	Dynamic		226	226	226	226	227	226	2-245	280				
69	225.00	Console	Am. Wal't	110-60	Dynamic		226	226	226	226	227	226	2-245	280					
<b>Edison, Thomas A., Inc.</b> Orange, N. J. Trade Name—EDISON	R-5	167.50	Console	Walnut	110-60	Dynamic	100	227	227	227		227	227	2-245	280	42½x23½x15½	85		
	R-4	197.50	Console	Walnut	110-60-25	Dynamic	100	227	227	227		227	227	2-245	280	46x26½x17	100		
	R-2	225.00	Console	Walnut	110-60-25	Dynamic	91	226	226	226		227	226	250	281	42½x22x16	90		
	R-1	260.00	Console	Walnut	110-60-25	Dynamic	91	226	226	226		227	226	250	281	46x22½x18	104		

# Set Specifications, Season 1929-30 (Continued)

Name and Address of Manufacturer	Model Number	List Price	Style of Cabinet	Material of Cabinet	A.C., D.C., or Battery Set	What Type Speaker Built-In	Watts per Hr. Used by Set	Type of Tubes Used										Overall Dimensions (Inches)	Weight Pounds	
								R. F. Stages				Det.	A.F. Stages		Rect.					
								1	2	3	4		1	2						
<b>Electrical Research Labs., Inc.</b> 22nd and Paulina Sts., Chicago, Ill. Trade Name—ERLA	30	\$165.00	Hiboy	Walnut	110-60	Dynamic														
	31	147.00	Hiboy	Walnut	110-50	Dynamic		224	224			227	227	2-245	280					
	32	139.50	Hiboy	Walnut	110-60	Dynamic		224	224			227	227	2-245	280					
	C4F	189.50	Hiboy	Walnut	110-60	Dynamic		226	226	226		227	227	2-171	280					
	C5F	119.50	Hiboy	Walnut	110-60	Dynamic		226	226	226		227	227	2-171	280					
<b>Federal Radio Corp.</b> 1738 Elmwood Ave. Buffalo, N. Y.	K10	114.50	Table	Walnut	110-60		45	227	224			227	227	2-171	280	9 1/2 x 17 1/2 x 12 1/2	57			
	K40	154.50	Console	Walnut	110-60	Magnetic	45	227	224			227	227	2-171	280	43 x 18 1/2 x 14 1/2	110			
	K41	164.50	Console	Walnut	110-60	Dynamic	45	227	224			227	227	2-171	280	43 x 18 1/2 x 14 1/2	126			
	L36	149.50	Lowboy	Walnut	110-60	Dynamic	45	224	224	224		227	227	2-245	280	39 x 27 x 15	162			
	L46	179.50	Console	Walnut	110-60	Dynamic	45	224	224	224		227	227	2-245	280	49 1/2 x 27 1/2 x 17 1/2	190			
	M36	245.00	Consollette	Mahogany	110-60	Dynamic	90	227	227	227		227	227	2-245	280	42 x 28 x 14 1/2	175			
	M41	295.00	Console	Mahogany	110-60	Dynamic	90	227	227	227		227	227	2-245	280	53 x 32 x 20 1/2	240			
M46	295.00	Console	Mahogany	110-60	Dynamic	90	227	227	227		227	227	2-245	280	54 1/2 x 30 1/2 x 17 1/2	246				
Note—All models made for 25 cycles also.																				
<b>Freed-Elsemann Radio Corp.</b> 122 E. 42 St., New York, N. Y. Trade Name—FREED	NR 53	55.00	Table	Etc. metal	Battery		50	101	101	101		101	101	2-071	180					
	NR 56	75.00	Table	Etc. metal	110-60		50	126	126	126		127	127	2-071	180					
	NR 55	99.50	Console	Wal't Ven.	110-60	Inductor	50	126	126	126		127	127	2-071	180					
	NR 78	139.00	Console	Wal't Ven.	110-60	Inductor	85	127	127	127		127	127	2-145	180	39 x 24 x 14	88			
	NR 79	169.00	Console	Wal't Ven.	110-60	Inductor	85	127	127	127		127	127	2-145	180	46 x 27 x 14	140			
	NR 95	225.00	Highboy	Mtch. Wal.	110-60	Dynamic	85	127	127	127	127	127	127	2-145	180	52 x 27 x 16	165			
	NR 56	80.00	Table	Etc. Mt'l	110-25	Dynamic	85	127	127	127	127	127	127	2-071	180	49 x 28 x 17	175			
	NR 55	104.50	Table	Etc. Mt'l	110-25	Dynamic	55	126	126	126		127	127	2-071	180					
	NR 78	144.00	Console	Wal't Ven.	110-25	Inductor	55	126	126	126		127	127	2-071	180	39 x 24 x 14	88			
	NR 79	174.00	Console	Wal't Ven.	110-25	Inductor	90	127	127	127		127	127	2-071	180	46 x 27 x 14	140			
	NR 95	235.00	High Boy	Wal't Ven.	110-25	Dynamic	90	127	127	127	127	127	127	2-145	180	52 x 27 x 16	165			
	NR 56	75.00	Table	Etc. Mt'l	110-DC	Dynamic	35	101	101	101		101	101	2-071	180	49 x 28 x 17	175			
	NR 55	99.50	Console	Wal't Ven.	110-DC	Inductor	35	101	101	101		101	101	2-071	180	39 x 24 x 14	88			
NR 78	139.00	Console	Wal't Ven.	110-DC	Inductor	50	101	101	101		101	101	4-071	180	46 x 27 x 14	140				
NR 79	169.00	Console	Wal't Ven.	110-DC	Inductor	50	101	101	101		101	101	4-071	180	52 x 27 x 16	165				
<b>Freshman Co., Chas., Inc.,</b> 122 E. 42nd St., New York City Trade Name—EARL	121	55.00	Table	Etc. Met'l	Battery		50	101	101	101		101	101	2-071	180					
	21	75.00	Table	Etc. Met'l	110-60		50	126	126	126		127	127	2-071	180					
	21	75.00	Table	Etc. Met'l	110-DC		35	101	101	101		101	101	2-071	180					
	22	80.00	Table	Etc. Met'l	110-25		55	126	126	126		127	127	2-071	180					
	22	99.50	Console	Wal't Ven.	110-60	Inductor	50	126	126	126		127	127	2-071	180	39 x 24 x 14	88			
	22	99.50	Console	Wal't Ven.	110-DC	Inductor	35	101	101	101		101	101	2-071	180	39 x 24 x 14	88			
	22	104.50	Console	Wal't Ven.	110-25	Inductor	55	126	126	126		127	127	2-071	180	39 x 24 x 14	88			
	31	139.00	Console	Wal't Ven.	110-60	Inductor	85	127	127	127		127	127	2-145	180	46 x 27 x 14	140			
	31	139.00	Console	Wal't Ven.	110-DC	Inductor	50	101	101	101		101	101	4-071	180	46 x 27 x 14	140			
	31	144.00	Console	Wal't Ven.	110-25	Inductor	90	127	127	127		127	127	2-071	180	46 x 27 x 14	140			
	32	169.00	Console	Wal't Ven.	110-60	Dynamic	85	127	127	127	127	127	127	2-145	180	52 x 27 x 16	165			
	32	169.00	Console	Wal't Ven.	110-DC	Dynamic	50	101	101	101		101	101	4-071	180	52 x 27 x 16	165			
	32	174.00	Console	Wal't Ven.	110-25	Dynamic	90	127	127	127	127	127	127	2-071	180	52 x 27 x 16	165			
41	225.00	High Boy	Mtch. Wal.	110-60	Dynamic	85	127	127	127	127	127	127	2-145	180	49 x 28 x 17	175				
41	235.00	High Boy	Mtch. Wal.	110-25	Dynamic	90	127	127	127	127	127	127	2-145	180	49 x 28 x 17	175				
<b>Graybar Electric Co., Inc.,</b> Graybar Bldg., New York City Trade Name—GRAYBAR	330	147.00	Table	Walnut	110-60		90	Th	ese	mo	del	sup	erh	eter-	280	10 1/2 x 29 1/2 x 11				
	340	375.00	Console	Walnut	110-60	Dynamic	115	od	yne	s	u	ing	7-	227	1-171	280	30 x 26 x 16			
	311	77.50	Console	Metal	110-60		60	226	226	226		227	226	1-171	280	30 1/2 x 28 1/2 x 10				
	500	110.00	Table	Walnut	110-60		50	224	224			224		1-245	280	10 1/2 x 25 1/2 x 10 1/2				
	550	179.00	Console	Walnut	110-60	Dynamic	50	224	224			224		1-245	280	50 1/2 x 25 1/2 x 15 1/2				
<b>Grebe &amp; Co., A. H., Inc.,</b> 70 Van Wyck Blvd., Richmond Hill, L. I., N. Y. Trade Name— SUPER-SYNCHROPHASE	285-A	285.00	Highboy	Walnut	110-60	Dynamic	135	224	224	224		227	227	2-245	280	47 1/2 x 27 1/2 x 15	200			
	270-A	270.00	Highboy	Walnut	110-60	Dynamic	135	224	224	224		227	227	2-245	280	44 1/2 x 27 1/2 x 15	180			
	270-B	270.00	Highboy	Walnut	110-60	Dynamic	135	224	224	224		227	227	2-245	280	44 1/2 x 27 1/2 x 15	180			
	270-C	270.00	Highboy	Walnut	110-60	Dynamic	135	224	224	224		227	227	2-245	280	44 1/2 x 27 1/2 x 15	180			
	A	219.50	Lowboy	Walnut	110-60	Dynamic	135	224	224	224		227	227	2-245	280	39 x 25 1/2 x 14 1/2	160			
B	219.50	Lowboy	Walnut	110-60	Dynamic	135	224	224	224		227	227	2-245	280	39 x 25 1/2 x 14 1/2	160				
Note—Direct current models at slightly higher prices. All models for 25 cycle a. lso.																				
<b>Grigsby-Grunow Co.</b> Chicago, Ill. Trade Name—MAJESTIC	91	137.50	Early Eng.	Walnut	110-60-25	Dynamic		227	227	227	227	227	227	2-245	280					
	92	167.50	Jacobean	Walnut	110-60-25	Dynamic		227	227	227	227	227	227	2-245	280					
	181	265.00	Jacobean	Walnut	110-60-25	Dynamic		227	227	227	227	227	227	2-250	281					
<b>Gulbransen Co.</b> 3232 W. Chicago Ave. Chicago, Ill. Trade Name—GULBRANSEN	291	139.50	Lowboy	Wood	110-60	10 in. Dynamic	85	226	226	226	226	224	226	2-245	280	40 1/2 x 26 1/2 x 14 1/2	35			
	295	159.50	Highboy	Wood	110-60		85	226	226	226	226	224	226	2-245	280	46 1/2 x 25 x 15 1/2	35			
	295	159.50	Highboy	Wood	110-60		85	226	226	226	226	224	226	2-245	280	48 1/2 x 25 1/2 x 17	35			
<b>Howard Radio Co.,</b> South Haven, Mich. Trade Name—HOWARD	Consolette	175.00	Console	Walnut	110-60	Dynamic	75	226	226	226	226	227	226	2-245	280					
	Sheraton	235.00	Console	Mahogany	110-60	Dynamic	75	226	226	226	226	227	226	2-245	280					
	Hepplewhite	235.00	Console	Walnut	110-60	Dynamic	75	226	226	226	226	227	226	2-245	280	48 x 26 1/2 x 18 1/2	102			
	Louis XVI	255.00	Console	Walnut	110-60	Dynamic	75	226	226	226	226	227	226	2-245	280	48 x 26 1/2 x 18 1/2	102			
	Gothic	275.00	Console	Walnut	110-60	Dynamic	75	226	226	226	226	227	226	2-245	280	48 x 26 1/2 x 18 1/2	102			
	Florentine	275.00	Console	Walnut	110-60	Dynamic	75	226	226	226	226	227	226	2-245	280	48 x 26 1/2 x 18 1/2	126			
	Highboy	199.50	Consol	Walnut	110-60	Dynamic	75	226	226	226	226	227	226	2-245	280	48 x 26 1/2 x 18 1/2	126			
Also Screen Grid Receiver—using 3 screen grid tubes—2-227, 2-245, push pull, available in above cabinet.																				
<b>Kellogg Switchboard &amp; Supply Co.,</b> 1066 W. Adams St., Chicago, Ill. Trade Name—KELLOGG Note—Models No. 523 and No. 524 arranged for phonograph pick-up connection. *Volume Control Tube.	523	250.00 less tubes	Console	Imported woods and Amer. walnut	110-60	Dynamic	115	24	24	24	*27	27	27	2-245	280	46 x 29 x 16				
	524	295.00 less tubes	Console	Imported woods and Amer. walnut	110-60	Dynamic	195	24	24</											

# Set Specifications, Season 1929-30 (Continued)

Name and Address of Manufacturer	Model Number	List Price	Style of Cabinet	Material of Cabinet	A.C., D.C., or Battery Set	What Type Speaker Built-In	Watts per Hr. Used by Set	Type of Tubes Used										Overall Dimensions (Inches)	Weight Pounds
								R. F. Stages				Det.	A.F. Stages		Rect.				
								1	2	3	4		1	2					
<b>National Carbon Co., Inc</b> (Concluded)	34	\$225.00	Console	Walnut		Dynamic		227	227	227		227	227	2-171	280	47½x28x15	100		
	42	180.00	Console	Walnut	110-60	Dynamic		227	227	227		227	227	2-245	280	39½x27x14½	90		
	43	215.00	Console	Walnut	110-60	Dynamic		227	227	227		227	227	2-245	280	48½x27½x15½	100		
	44	230.00	Console	Walnut	110-60	Dynamic		227	227	227		227	227	2-245	280	47½x28x15	100		
	11	145.00	Console	Walnut	110-60	Dynamic		226	226	226		227	226	2-171 A	280	48½x27½x16½			
<b>Philadelphia Storage Battery Co.</b> Philadelphia, Pa. Trade Name—PHILCO	65	119.50	Lowboy	Walnut	110-60	Dynamic		224	224			227		2-245	280				
	65	139.50	Highboy	Walnut	110-60	Dynamic		224	224			227		2-245	280				
	65	195.00	De Luxe	Walnut	110-60	Dynamic		224	224			227		2-245	280				
	87	129.50	Lowboy	Walnut	110-60	Dynamic		226	226	226		227	226	2-245	280				
	87	149.50	Highboy	Walnut	110-60	Dynamic		226	226	226		227	226	2-245	280				
	87	205.00	De Luxe	Walnut	110-60	Dynamic		226	226	226		227	226	2-245	280				
	65*	99.50	Table	Metal	110-60	Dynamic		224	224			227		2-245	280				
<b>Pioneer Radio Corp.</b> Plano, Ill. Trade Name—PIONEER	66	99.50	Console	Walnut	110-60	Dynamic		224	226	226		227	226	2-245	280	38x24x15	65		
	68	125.00	Console	Walnut	110-60	Dynamic		224	226	226		227	226	2-245	280	42x21x16	65		
	70	135.00	Console	Walnut	110-60	Dynamic		224	226	226		227	226	2-245	280	40x26x13½	65		
	72	150.00	Console	Walnut	110-60	Dynamic		224	226	226		227	226	2-245	280	43x25x18	65		
	74	135.00	Console	Walnut	110-60	Dynamic		224	226	226		227	226	2-245	280	38½x26x17½	65		
	76	145.00	Console	Walnut	110-60	Dynamic		224	226	226		227	226	2-245	280	46½x24x15	65		
	60 A	70.00	Chassis only		110-60	Dynamic		224	226	226		227	226	2-245	280	8x17½x10	35		
<b>Premier Electric Co.</b> Grace and Ravenswood Ave. Chicago, Ill. Trade Name—(Private Brand)	601	45.00	Chassis only		Battery	Magnetic		301	301	301		301	301	112A	280	7x17½x7½	15		
	771-M	66.00	Chassis only		110-60	Magnetic		227	227	227		227	227	2-171	280	7½x17½x11	30		
	745-D	70.00	Chassis only		110-60	Dynamic		227	227	227		227	227	2-245	280	7½x17½x11	11		
	845-D	74.00	Chassis only		110-60	Dynamic		227	227	227	227	227	227	2-245	280	7½x17½x11	30		
	724-D	78.00	Chassis only		110-60	Dynamic		224	224	224		227	227	2-245	280	7½x17½x11	30		
	PT771-M	74.00	Metal table model		110-60	Magnetic		227	227	227		227	227	2-171 A	280	9½x19x12	40		
<b>Radio-Victor Corp. of America</b> 233 Broadway New York, N. Y. Trade Name—RADIOLA	33	69.50	Table	Metal	110-60		40	226	226	226		227	226	171A	280	8½x26½x8½	40½		
	33 and legs	77.50	Console	Metal	110-60		40	226	226	226		227	226	171A	280	31½x26½x8½	49		
	33	79.50	Table	Metal	110 D.C.		30	112	112	112		112	112	171		8½x26½x8½	35½		
	33 and legs	87.50	Console	Metal	110 D.C.		30	112	112	112		112	112	171		31½x26½x8½	44		
	18	95.00	Table	Mahogany	110-60		40	226	226	226		227	226	171A	280	8½x27½x7½	38½		
	18	110.00	Table	Mahogany	110 D.C.		28	112	112	112		112	112	171		8½x27½x7½	33½		
	44	110.00	Table	Walnut	110-60		100	224	224			224	245		280	10½x26½x11½	53		
	60	147.00	Table	Walnut	110-60		90	227	227	*	†	227	171	OSC 227	280	10½x29½x11½	55		
	46	179.00	Console	Walnut	110-60	Dynamic	100	224	224			224	245		280	50½x26½x15½	112½		
	62	350.00	Console	Walnut	110-60	Dynamic	110	227	227	†	‡	227	171	**	280	50x26½x16½	145		
64	550.00	Console	Walnut	110-60	Dynamic	250	227	227		227	2-27	250	*	2-281	55x30½x20½	210			
*1-IF 227 †2-IF 227 ‡1-IF 227 ††V.C. ††1-2-I F 2 27**OSC 227.																			
<b>Shamrock Mfg. Co.</b> 158 Summit St. Newark, N. J. Trade Name—SHAMROCK		139.50	Highboy	Walnut	110-60	Dynamic		227	227		227	224	227	245	280	48x26½x15	130		
<b>Shortwave &amp; Television Lab., Inc.</b> 104 Brookline Ave. Boston, Mass. Trade Name—BAIRD PORTARADIO		60.00	Portable	Leatherette	Battery	Magnetic	30	222				199	199	199	None	12½x13x8½			
		87.50	Portable	Leatherette	110 D.C.	Magnetic	30	222				201	201	112	None	12½x13x8½			
		97.50	Portable	Leatherette	110-60	Magnetic	30	224				227	226	112	BH	12½x13x8½			
<b>Silver-Marshall, Inc.</b> 6401 W. 65th St., Chicago, Ill. Trade Name—SILVER	60	160.00	Sheraton	Walnut	110-60	Dynamic	80	224	224	224		224	227	2-245	280	49x34x21			
	95	195.00	Sheraton	Walnut	110-60	Dynamic	80	224	224	224		224	227	2-245	280	59x36x22			
<b>Sparks-Withington Co.</b> Jackson, Mich. Trade Name—SPARTON EQUASONNE	49	76.00		Wal. ven.	Battery		6 stages	686				201	201	171-A		13x28x15	50		
	930	169.50		Wal. ven.	110-60	Dynamic	75	5 stages	484			484	*	2-182	280	42½x28½x17	111		
	931	179.50		Wal. ven.	110-60	Dynamic	100	5 stages	484			*484	*	2-182	280	42x28x17	109		
	301	274.50		Wal. ven.	110-60	Dynamic	175	5 stages	484			*484	*	2-250	2-281	56x33x20	177		
	89 A	375.00		Wal. ven.	110-60	Dynamic	150	5 stages	484			*484	250		2-281	43½x34x17	170		
110	395.00		Wal. ven.	110-60	Dynamic	265	5 stages	484			484	2-226	2-250	2-281	48x37x21	219			
*One stage audio only.																			
<b>Steinitz Radio Co.</b> 506 S. Wabash Ave. Chicago, Ill. Trade Name—STEINITE	40	135.00	Hi-boy	Wal. ven.	110-60	Dynamic		227	227	227		227	227	2-245	280	46½x26x14½	78		
	45	165.00	Hi-boy	Wal. ven.	110-60	Dynamic		227	227	227		227	227	2-245	280	52x27x16	106		
	50	185.00	Hi-boy	Wal. ven.	110-60	Dynamic		227	227	227		227	227	2-245	280	52x27x16	106		
	60	167.00	Hi-boy	Wal. ven.	110-60	Dynamic		227	227	227		227	227	2-245	280				
<b>Sterling Mfg. Co.</b> 2831 Prospect Ave. Cleveland, Ohio	A-2-60	129.50	Console	Walnut	110-60	Dynamic		224	227	227		227	227	2-245	280	39x18x12½			
	A-3-60	149.50	Lowboy	Walnut	110-60	Dynamic		224	227	227		227	227	2-245	280				
	B-2-60	187.50	Console	Walnut	110-60	Dynamic		224	224	224		227	227	2-245	280	48x25½x15½			
<b>Stewart-Warner Corp.</b> 1826 Diversey Parkway Chicago, Ill.	900	72.50	Table	Metal	Battery		201	201	201			201	201	2-112		9½x20½x11½	*46		
	900 A.C.	89.75	Table	Metal	110-60		120	227	227	227		227	227	2-245	280	9½x20½x11½	60		
	900 A.C.	95.75	Table	Metal	110-25		120	227	227	227		227	227	2-245	280	9½x20½x11½	63		
	900 D.C.	97.25	Table	Metal	110 D.C.		35	112	112	112		112	112	2-171 A		9½x20½x11½			
*For net weight, subtract 13 lbs.																			
<b>Stromberg-Carlson Telephone Mfg. Co.</b> Rochester, N. Y.	641 A	155.00	Table	Wood	110-60		70	224	224	224		227	227	245	280	11x21x12½	67		
	641 B	155.00	Table	Wood	110-25		70	224	224	224		227	227	245	280	11x21x12½	67		
	635 D.C.	185.00	Table	Wood	110 D.C.		165	201	201	201		201	201	4-171		10½x23½x14	80		
	642 A	247.50	Console	Wood	110-60	Dynamic	90	224	224	224		201		245	280	49½x26x16	125		
	642 B	247.50	Console	Wood	110-25	Dynamic	90	224	224	224		201		245	280	49½x26x16	125		
638 D.C.	370.00	Console	Wood	110 D.C.	Dynamic	165	201	201	201		201	201	4-171		47½x26x16	140			
<b>Temple Corp.</b> 5253 W. 65th St. Chicago, Ill. Trade Name—TEMPLE	8-60	149.00	Console	Walnut	*110-60	14" dyn.		227	227	227	227	227	227	2-245	280	40½x26½x14½	100		
	8-80		Console	Walnut	*110-60	14" dyn.		227	227	227	227	227	227	2-245	280	53½x29x15½	133		
	8-61	149.00	Console	Walnut	*110-60	14" dyn.		224	227	224	227	227	227	2-245	280	40½x26½x14½	100		
	8-81		Console	Walnut	*110-60	14" dyn.		224	227	224	227	227	227	2-245	280	53½x29x15½	133		
	8	109.00	Console	Walnut	Battery	14" mag.		222	240	222	240		201	201	2-112 A		40½x26½x14½	100	
*All models also furnished in 25 cycle.																			

# Set Specifications, Season 1929-30 (Concluded)

Name and Address of Manufacturer	Model Number	List Price	Style of Cabinet	Material of Cabinet	A.C., D.C., or Battery Set	What Type Speaker Built-In	Watts per Hr. Used by Set	Type of Tubes Used										Overall Dimensions (Inches) H — W — D	Weight Pounds
								R. F. Stages				Det.	A. F. Stages		Rect.				
								1	2	3	4		1	2					
<b>Trav-Ler Mfg. Corp.</b> 1818 Washington Ave. St. Louis, Mo. Trade Name—	T	\$57.50	Portable	Ply wood	Battery	Magnetic		199	199				199	199	199		11x13x9	22½	
<b>United Air Cleaner Corp.</b> 9705 Cottage Grove Ave. Chicago, Ill. Trade Name—SENTINEL	665 555 444 666-C 445	99.50 99.50 89.50 149.50 55.00	Console Console Console Combin. Table	Walnut Walnut Walnut Walnut Metal	110-60 110-60 110-60 110-60 110-60	Dynamic Dynamic Dynamic Dynamic Dynamic	85 75 60 105 60	227 226 224 227 224	227 226 224 227 224	227 226 224 227 224	227 226 224 227 224	227 226 224 227 224	2-245 2-245 1-245 2-245 1-245	280 280 280 280 280			44½x26½x16½ 44½x26½x16½ 39x26½x15½ 45½x26½x16½ 8x17½x9½	85 85 75 95 30	
<b>United Reproducers Corp.</b> 25 Leighton Ave. Rochester, N. Y. Trade Name—PEERLESS & COURIER	65 651 652 653  21 22 23 24	85.00 140.00 165.00 165.00  195.00 245.00 245.00 375.00	Table Console Console Console  Console Console Console Deluxe	COURIER Metal Walnut Walnut Walnut PEERLESS RECIVERS Walnut Walnut Walnut Walnut	110-60 110-60 110-60 110-60 110-60 110-60 110-60 110-60	None 7 in. Dyn. 7 in. Dyn. Condenser 9 in. Dyn. 12 in. Dyn Condenser 12 in. Dyn.		224 224 224 224 224 224 224 224	224 224 224 224 224 224 224 224	224 224 224 224 224 224 224 224	227 227 227 227 227 227 227 227	227 227 227 227 227 227 227 227	2-245 2-245 2-245 2-245 2-245 2-245 2-245 2-225	280 280 280 280 280 280 280 280			42 48 48  46 48		
<b>U. S. Radio &amp; Television Corp.</b> 1340 S. Michigan Blvd. Chicago, Ill. Trade Name—RADIOTROPE-APEX	21 22  36 37 80  46 47 48 49		Console Table  Table Console Console  Console Table Console Table	Walnut Metal  Metal Walnut Walnut  Walnut Metal Walnut Metal	Battery Battery  110-60 110-60 110-60  110-60 110-60 110-25 110-25	Magnetic   Mag. or  Dyn. Dy. or mag.	12 12  50 50 70  70 70 70 70	201 A 201 A 201 A 201 A 201 A 201 A 201 A	201 A 201 A 201 A 201 A 201 A 201 A 201 A	201 A 201 A 201 A 201 A 201 A 201 A	201 A 201 A 201 A 201 A 201 A	171 A A 171 A A 171 A A 171 A A				7½x17½x9½ 7½x17½x12½ 7½x18½x13½	9½ 18 40 30 33 45		
<b>Vaga Mfg. Corp.</b> 720 Atlantic Ave. Brooklyn, N. Y. Trade Name—VAGABOND—BO	51	58.00	Portable	Wood leather cover	Battery	Horn		199	199				199	199	199		10½x13x8½		
<b>Victor Talking Mach., Div. Radio-Victor Corp. of Amer.</b> Camden, N. J. Trade Name—VICTOR	R-32	155.00	Console	Walnut	110-60	Dynamic	198	226	226	226	226	*227	226	2-245	280		38½x27x16½	170	
		*Note—5th	R. F. stage or 226 tube.																
<b>Wells-Gardner &amp; Co.</b> 816 N. Kedzie Ave. Chicago, Ill. Trade Name—ARCADIA	60 70 72 92 94	44.00 54.00 92.00 134.00 155.00	Table Table Console Console Console	Metal Metal Walnut Walnut Walnut	Battery Battery Battery 110-60 110-60			201 A 201 A 201 A 201 A 201 A 201 A 201 A	201 A 201 A 201 A 201 A 201 A 201 A 201 A	201 A 201 A 201 A 201 A 201 A	201 A 201 A 201 A 201 A 201 A	171 A 171 A 171 A 171 A 171 A							
<b>Zenith Radio Corp.</b> 3620 Iron St. Chicago, Ill. Trade Name—ZENITH *Equipped with automatic tuning device.	41 462 *42 *422 *39 A	100.00 100.00 175.00 185.00 510.00	Table Table Console Console Console	Walnut Walnut Walnut Walnut Walnut	110-60 110-25 110-60 110-25 110-60		60 60 60 60 60	224 224 224 224 224	227 227 227 227 227	227 227 227 227 227	227 227 227 227 227	227 227 227 227 227	171 171 210 210 226	280 280 2-281 2-281 2-281			11½x26½x13½ 11½x26½x13½ 40½x28x15 40½x28x15 43½x37½x21½	60 60 118 118 193	

## Reproducer Specifications

Name and Address of Manufacturer	Model Number	List Price	Type	Diameter of Cone or Diaphragm, Inches	Voltage Used	Current Consumed, Watts	Shipping Weight, Pounds	Space Occupied	Style	
<b>All American Mohawk Corp.</b> Chicago, Ill.			Dynamic	9½	175	8			Chassis	
<b>American Bosch Magneto Corp.</b> , 3664 Main St. Springfield, Mass. Trade Name—BOSCH	620 616	\$37.50 20.00	Dynamic Magnetic	8 7	170 D.C.	6	19 10		Table* Table	
		*(for use with Models 48 and 49 Receivers)								
<b>American Reproducer Corp.</b> 1204 Summit Ave. Jersey City, N. J. Trade Name—AMERVOX		35.00 75.00	Dynamic Dynamic	9 13	6 D.C. 90-110 A.C.	6 30	29 30½	9x10x11 9x10x11	Chassis Chassis	
<b>Atwater Kent Mfg. Co.</b> , Philadelphia, Pa. Trade Name—ATWATER KENT	F-2 F-4 F-6 F-7	34.00 34.00 34.00 34.00	Dynamic Dynamic Dynamic Dynamic	8½ 8½ 8½ 8½	110 82 110 6	6.5 6 17 4.5	27½ 27½ 27½ 27½	13½x11½x8½ 13½x11½x8½ 13½x11½x8½ 13½x11½x8½	Chassis and two table models	
<b>Best Mfg. Co.</b> , Irvington, N. J. Trade Name—BBL-BEST	BBL  BBL	95.00 35.00 22.50 20.00 20.00 10.00	Dynamic Magnetic Magnetic Magnetic Magnetic Magnetic	13 12 12 9 9 9			53	17x14x9	Chassis Table Chassis Chassis Table Chassis	
<b>Cannon &amp; Miller Co., Inc.</b> Springwater, N. Y. Trade Name—CANNONBALL	3 30 25 21	9.00 10.00 10.00 15.00	Magnetic Magnetic Magnetic Magnetic	16 16 12 12			11 11 12 9		Table Table double cone Chassis Cabinet table model	
<b>Crosley Radio Corp.</b> , Cincinnati, Ohio Trade Name—DYNACOIL, DYNACONE		31.00 18.00 26.00 13.00	Dynamic Magnetic Dynamic Magnetic						Table Table Chassis Chassis	

# Reproducer Specifications, Season 1929-30 (Continued)

Name and Address of Manufacturer	Model Number	Price	Type	Diameter of Cone or Diaphragm, Inches	Voltage Used	Current Consumed, Watts	Shipping Weight, Pounds	Space Occupied	Style
<b>Farrand Mfg. Co., Inc.</b> Metropolitan Bldg. Long Island City, N. Y. Trade Name—FARRAND	44	\$30.00	Inductor	7					Table model
	4410	20.00	Inductor	10			13		Chassis
	447	18.00	Inductor	7			11		Chassis
	60	25.00	Magnetic	7			7½		Chassis
	64	18.00	Magnetic	7			13		Table model
	42	12.00	Magnetic	7			13		Table model
	42-B	14.00	Magnetic	7			6		Chassis
	9210 D.C.	20.00	Dynamic	10			6		Chassis in box
	927 D.C.	18.00	Dynamic	7	110 D.C.	5	23		Chassis
	9210 A.C.	30.00	Dynamic	10	110 D.C.	5	23		Chassis
	927 A.C.	27.00	Dynamic	7	110 A.C.	24	23		Chassis
	9210 A.C.	26.00	Dynamic	10	110 A.C.	24	23		Chassis
98 A.C.	60.00	Dynamic	7	110 A.C.	40	23		Chassis	
							82		Built-in-table
<b>Freed-Eisemann Radio Corp.,</b> 122 E. 42nd St. New York City	401		Inductor	8					Chassis and table
	304		Dynamic	8	8 A.C.	8			Chassis
	305		Dynamic	8	8-25 cycle	8			Chassis
	306		Dynamic	8	110 D.C.	10			Chassis
<b>Graybar Electric Co.</b> 420 Lexington Ave. New York City Trade Name—GRAYBAR	7	22.00	Magnetic	8			12		Table
	540	35.00	Magnetic	24			45		Table
	33	90.00	Dynamic	8	330	10	56		Built-in-table
<b>Jensen Radio Mfg. Co.,</b> 6601 S. Laramie Ave., Chicago, Ill. Trade Name—JENSEN	D7DC	27.50	Dynamic	10	110 D.C.	5		11½ Cu.Ft.	Chassis
	D7DC	27.50	Dynamic	10	220 D.C.	5		11½ Cu.Ft.	Chassis
	D7DC	27.50	Dynamic	10	6 D.C.	5		11½ Cu.Ft.	Chassis
	D7DC	35.00	Dynamic	10	110 A.C.	5	19	11½ Cu.Ft.	Chassis
	D4	35.00	Dynamic	8	6 D.C.	4	19	11½ Cu.Ft.	Chassis
	D4AC	45.00	Dynamic	8	110 A.C.	4	21	11½ Cu.Ft.	Chassis
	D64	55.00	Dynamic	8	6	4	28	11½ Cu.Ft.	Chassis
	D65	55.00	Dynamic	8	90-120 D.C.	4	27	26½ Cu.Ft.	Cabinet
	DA4	55.00	Dynamic	12	110 D.C.	16	32	26½ Cu.Ft.	Cabinet
	DA5	55.00	Dynamic	12	220 D.C.	16	32	28 Cu.Ft.	Chassis
	D64AC	65.00	Dynamic	8	110 D.C.	4	31	26 Cu.Ft.	Chassis
	D74	70.00	Dynamic	8	6 D.C.	4	42	26½ Cu.Ft.	Cabinet
	D75	70.00	Dynamic	8	90-120 D.C.	4	41	50½ Cu.Ft.	Console
	Imperial	72.50	Dynamic	10	110-220 D.C.	16	41	50½ Cu.Ft.	Console
	DA5AC	75.00	Dynamic	12	110 A.C.	16	41	26 Cu.Ft.	Chassis
	D74AC	80.00	Dynamic	8	110 A.C.	16	41	50½ Cu.Ft.	Console
	D5	35.00	Dynamic	8	90-120 D.C.	4	18	11½ Cu.Ft.	Chassis
	Imperial	80.00	Dynamic	10	110 A.C.	5	18	124 Cu.Ft.	Console
	Imperial	90.00	Dynamic	12	110 D.C.	5	71	124 Cu.Ft.	Console
	Imperial	90.00	Dynamic	12	220 D.C.	5	76	124½ Cu.Ft.	Console
Imperial	100.00	Dynamic	12	110 A.C.	5	75	124 Cu.Ft.	Console	
<b>Magnavox Co.,</b> Oakland, Calif. Trade Name—MAGNAVOX		55.00	Dynamic		D.C.				Console
		65.00	Dynamic		A.C.				Console
		65.00	Dynamic		D.C.				Console
		73.50	Dynamic		A.C.				Console
<b>National Carbon Co., Inc.,</b> 30 E. 42nd St., New York, N. Y. Trade Name—EVEREADY	6	50.00	Dynamic	8			24	1.5 Cu.Ft.	Table
<b>O'Neil Mfg. Corp.</b> 715 Palisade Ave. West New York, N. J. Trade Name—O'NEIL	25 D	22.50	Dynamic	9	110 D.C.	4.7	17	10x8x12	Chassis
	29 D	25.50	Dynamic	12	110 D.C.	4.7	18	10x8x12	Chassis
	33 A	32.50	Dynamic	9	110 A.C.	8.6	20	10x8x12	Chassis
	37 A	35.50	Dynamic	12	110 A.C.	8.6	21	10x8x12	Chassis
	32 A	30.00	Dynamic	9	110 A.C.	8.6	20	10x8x12	Chassis
	36 A	32.50	Dynamic	12	110 A.C.	8.6	21	10x8x12	Chassis
	30 X	38.00	Dynamic	9	220 D.C.	4.4	17	10x8x12	Chassis
	33 X	40.00	Dynamic	9	220 A.C.	8.6	20		Chassis
<b>Operadio Mfg. Co.</b> St. Charles, Ill. Trade Name—OPERADIO	Junior	15.00	Air Column	2½			14	8x8x7	Table
	Senior	19.50	Air Column	2½			30	14x13x7	Table
	Algonquin	32.50	Magnetic	11			14	14x14x9	Table
	Little Jack Horner	35.00	Magnetic	11			17	14x30x8	Wall
	Parisienne	41.00	Magnetic	11			40	23x32x14½	Console
	Jack Horner 21060	45.00	Dynamic	10	110-220 D.C.	9	31	15x36x8	Wall
	Jack Horner 23060	55.00	Dynamic	10	110-120 A.C.	9	34	15x36x8	Wall
	St. Charles 21061	65.00	Dynamic	10	110-120 D.C.	9	72	26x32x16	Console
	St. Charles 23061	75.00	Dynamic	10	110-120 A.C.	9	75	26x32x16	Console
	Conamic Chassis	18.00	Magnetic	11			9	12½x12½x7	Chassis
	Dynamic Chassis 2106	35.00	Dynamic	10	110-120 D.C.	9	18	12x5½	Chassis
	Dynamic Chassis 2306	45.00	Dynamic	10	110-120 A.C.	9	25	12x5½	Chassis
<b>Oxford Radio Corp.</b> 3200 Carroll Ave. Chicago, Ill. Trade Name—OXFORD	24-30	31.50	D.C. dynamic	10 and 8	100				Chassis only
	36-44	25.00	D.C. dynamic	10 and 8	100	4-4			Chassis only
	37-45	33.00	D.C. dynamic	10 and 8	100	4-4			Chassis only
	38-46	33.00	D.C. dynamic	10 and 8	100	4-4			Chassis only
	33-47	32.50	D.C. dynamic	10 and 8	100	4-4			Chassis only
	40-48	26.00	D.C. dynamic	10 and 8	200	8.0			Chassis only
	41-49	34.00	D.C. dynamic	10 and 8	200	8.0			Chassis only
	42-50	34.00	D.C. dynamic	10 and 8	200	8.0			Chassis only
	51-52	31.50	D.C. dynamic	10 and 8	200	8.0			Chassis only
	53-54	25.00	D.C. dynamic	10 and 8	70	4.9			Chassis only
	55-56	33.00	D.C. dynamic	10 and 8	70	4.9			Chassis only
	57-58	33.00	D.C. dynamic	10 and 8	70	4.9			Chassis only
	22-28	29.50	A.C. dynamic	10 and 8	70	4.9			Chassis only
	23-29	39.50	A.C. dynamic	10 and 8	6	7			Chassis only
	31-43	37.50	A.C. dynamic	10 and 8	280 or 213 tube				Chassis only
	32	45.00	A.C. dynamic	10	280 tube				Chassis price less tube
	33	70.00	A.C. dynamic	10	70				Chassis price less tube
	34	61.00	10	A.C. dynamic	32 in baffle box	210 to 230M*			Chassis price less tube
	35	86.00	10	A.C. dynamic	33 in baffle box				Chassis only
	59-60	33.00	8-10	A.C. dynamic	Complete with				Chassis only
61	35.00	10	D.C. dynamic	Special design	B-L rectifier			Chassis only	
62	31.50	10	D.C. dynamic	Special design	ed for use with	h Columbia	-Wexstark ch. as.	Chassis only	
63	33.00	10	D.C. dynamic	Special design	ed for use with	h Wells-Ga	rdner chassis	Chassis only	
<b>*Complete with dry rect.</b>									Chassis only
									Chassis only
<b>Phila. Storage Battery Co.</b> Philadelphia, Penna. Trade Name—PHILCO	F-10	32.50	Dynamic	8	140	5.5	24	0.8 Cu.Ft.	Table
	G		Dynamic	10	140	5.5			Chassis
<b>Radio-Victor Corp. of America,</b> 233 Broadway, New York, N. Y. Trade Name—DYNAMIC	100 B	22.00	Magnetic	8			11		Table
	103	30.00	Magnetic	8			13		Table
	106	65.00	Dynamic				71		Console

# Reproducer Specifications, Season 1929-30 (Concluded)

Name and Address of Manufacturer	Model Number	List Price	Type	Diameter of Cone or Diaphragm, Inches	Voltage Used	Current Consumed, Watts	Shipping Weight, Pounds	Space Occupied	Style
<b>Rola Co.,</b> Oakland, Calif. Trade Name—ROLA	C180	\$34.50	Dynamic	9					Chassis
<b>Stewart-Warner Corp.</b> 1826 Diversey Parkway Chicago, Ill.	441 443 446	19.25 23.25 33.50	Magnetic Magnetic Dynamic	6½ 6½ 6½	150	1.5	45 45	10½x11½x8½ 29½x21½x13½ 29½x21½x13½	Table Consolette Consolette
<b>Stevens Mfg. Corp.</b> 42 Spring St. Newark, N. J. Trade Name—STEVENS	S. Q. 29 S. P. 29 T. 29 S. T. 29	37.50 40.00 100.00 45.00	Dynamic Dynamic Dynamic Dynamic	9 9 18 9	180 D.C. 180 D.C. 300 D.C. 8 D.C.	10 10 30 16	25 25 75 27	10x10 10x10 18x24 10x10	Chassis Chassis Chassis Chassis
<b>Temple Corp.</b> 5253 W. 65th St. Chicago, Ill. Trade Name—TEMPLE	2 4 6 0 5 10 14 16 12 8 17 5 B 5 C	39.00 39.00 39.00 39.00 20.00 29.00 29.00 29.00 29.00 35.00 17.00 13.00 12.00	Dynamic Dynamic Dynamic Dynamic Magnetic Dynamic Dynamic Dynamic Dynamic Dynamic Air Column Magnetic Magnetic	7 7 7 7 7 7 7 7 7 10 54 7 7	110 A.C. 110 D.C. 6 D.C. 110-25 cycle 110 A.C. 110 D.C. 6 D.C. 110-25 cycle 110 A.C.	11-12 5½ 6 11½ 11-12 5½ 6 11½ 11½	32 32 30 32 14 23 20 23 23 30 23 5 5		Table Table Table Table Table Chassis Chassis Chassis Chassis Chassis Table Chassis in baffle box Chassis
<b>Transformer Corp. of America,</b> 2309 S. Keeler Ave., Chicago, Ill. Trade Name—T.C.A. DYNAMIC	D-AC D-2500		Dynamic Dynamic	8½ 8½	2 D.C. 90 D.C.	6 6-8	19½ 18	800 cu.in. 8x10x10	Chassis
<b>Trimm Radio Mfg. Co.</b> 847 W. Harrison St. Chicago, Ill.	28 38 38 58 80 B 80 P 12 D 100 83 W	10.00 14.00 16.00 25.00 25.00 30.00 19.50 20.00 30.00	Magnetic Magnetic Magnetic Magnetic Magnetic Magnetic Magnetic Dynamic Magnetic	14 9 17 9 12 12 12 9 9			11 5 14 11 15 19 17 18 10	1½ cu.ft. ½ cu.ft. 2 cu.ft. ½ cu.ft. 2 cu.ft. 3 cu.ft. 1 cu.ft. ½ cu.ft. ½ cu.ft.	Table Chassis Table Table Table Pedestal Table Chassis Wall
<b>United Air Cleaner Corp.,</b> 9705 Cottage Grove Ave., Chicago, Ill. Trade Name—SENTINEL	20 20A 30 A B C 4	18.00 22.00 27.00 15.00 12.50 20.00 10.00	Dynamic Dynamic Dynamic Magnetic Magnetic Magnetic Magnetic		D.C. D.C. A.C.				Chassis Table Chassis Table Table Table Unit
<b>United Reproducer's Corp.</b> 25 Leighton Ave. Rochester, N. Y. Trade Name—PEERLESS and NEWCOMBE-HAWLEY	Peerless 7 A 7 B 17 A 19 A 19 CR-60 Newcombe-Hawley 83 80 37 A 37 MR	25.00 14.00 45.00 50.00 35.00 22.00 12.00 45.00 30.00	Magnetic Magnetic Dynamic Dynamic Dynamic Magnetic Magnetic Dynamic Dynamic	7 7 7* 9 9 9 9 9 7† 7†				1 cu.ft. 1 cu.ft. 1 cu.ft. 1 cu.ft. 1 cu.ft. 1 cu.ft. 1 cu.ft. 1 cu.ft. 1 cu.ft.	Mantle For building-in Mantle Mantle Chassis Mantle For building-in Mantle Chassis
<b>Utah Radio Prod. Co.</b> 1737 S. Michigan Ave. Chicago, Ill. Trade Name—UTAH	Big Chief Phono. Unit Piano De Luxe Utah B M X 15 X 20 33 A 43 D 53 R 66 A 76 D 65 65 65 Dynola Dynola Dynola	3.50 7.50* 8.00† 10.00 10.00 5.00 12.00 10.00 15.00 19.50 30.00 22.50 22.50 45.00 35.00 42.50 35.00 35.00 55.00 47.50 47.50							Unit Unit Unit Unit Unit tripod Unit tripod Chassis Chassis Chassis Table speaker Table speaker Chassis Chassis Chassis Stadium chassis Stadium chassis Table speaker Table speaker Table speaker Table speaker Table speaker
<b>Valley Appliances, Inc.</b> 634 Lexington Ave. Rochester, N. Y. Trade Name—SYMINGTON	7-F 10-F 75-D 10-D 7-FC 75-A 10-A 751-D 751-A	11.50 12.00 18.00 19.00 21.00 26.00 27.50 32.50 40.00	Ferro-Dy. Ferro-Dy. Dynamic Dynamic Ferro-Dy. Dynamic Dynamic Dynamic Dynamic	7½ 10 7½ 10 7½ 7½ 10 7½ 7½	110 A.C. 110 A.C.	3 to 10 3 to 10	6½ 7 12½ 14½ 13 16½	9½x9½x5½ 12½x12½x6½ 9½x10½x5½ 12½x12½x5½ 13x12½x7½ 10x10½x5½	Chassis Chassis Chassis Chassis Table cabinet A.C. chassis with tube rectifier A.C. chassis with tube rectifier Table cabinet Table cabinet with tube rectifier
<b>Wright-DeCoster, Inc.</b> Saint Paul, Minn. Trade Name—WRIGHT-DECOSTER	107	72.50	Dynamic	10	70	9	52	12x9½x12½	Chassis

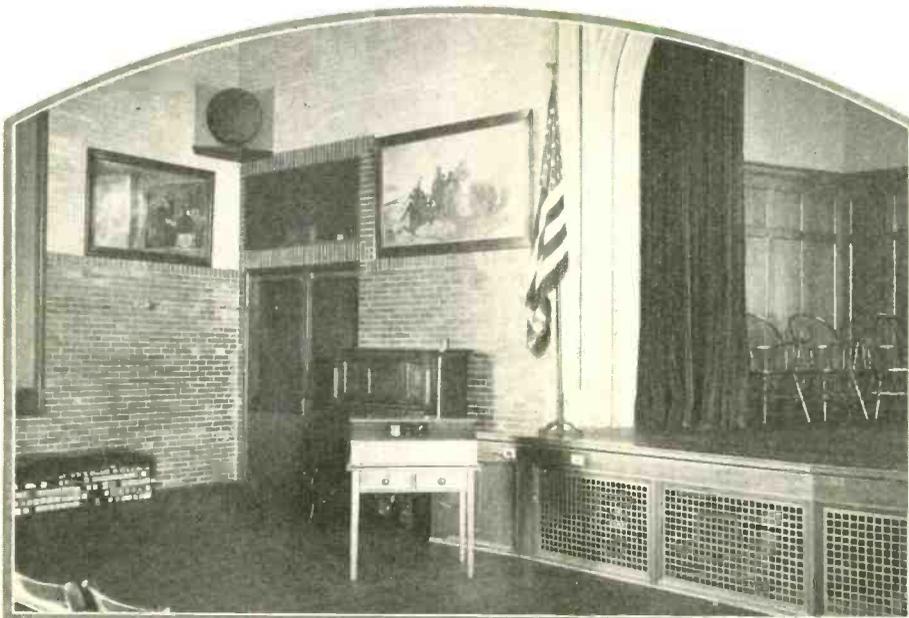
# Radio-Phonograph Specifications, Season 1929-30

Name and Address of Manufacturer	Model Number	List Price	Type of Motor	Type of Speaker	Power Amp. Used	Type and Number of Tubes	Make of Radio Set	Model No.	Material of Cabinet	Weight, Lbs.	Overalls Dimension (Inches) H—W—D
<b>A. C. Dayton Co.</b> Dayton, Ohio Trade Name—NAVIGATOR	99100 Note—A.	\$267.00 C. Dayton	Induction	Dynamic	2-245	5-227, 2-245, 1-280	A-C Dayton	per set	Matched butt wal.	255	56x32½x19½
<b>Anrad Corp.</b> Medford Hillside, Mass Mass.	Aria Serenata Symphony Duet	198.00 245.00 295.00 495.00		Peerless R.C.A.-106 R.C.A.-106	2-245 2-245 2-245	3-224, 2-227, 2-245, 1-280 3-224, 2-227, 2-245, 1-280 3-224, 2-227, 2-245, 1-280	Amrad Amrad Amrad	81 81 81	Buttwalnut veneer with African wal. Oriental walnut East Indiana laurel wood	142 176 186 240	21x27x47 22½x31x53 23½x33½x55 24½x35x54½
<b>Andrea, F. A. D., Inc.</b> Long Island City, N. Y. Trade Name—Fada	77	675.00	Induction	Dynamic	2-210	3-224, 2-227, 2-210, 1-280	Fada		Walnut	294	45½x33½x20½
<b>Brunswick-Balke-Collender Co.,</b> 623 S. Wabash Ave. Chicago, Ill. Trade Name—BRUNSWICK	31 3NC8 3NW8	272.00 595.00 795.00	Ind. disc Ind. disc Ind. disc	10" dynamic 8" dynamic 8" dynamic	2-245 1-171A 1-250	5-277, 2-245, 1-280, 1-874 7-227, 1-171A, 1-280 8-277, 1-250, 2-281	Brunswick R.C.A. R.C.A.	31 3NC8 3NW8	American butt wal. American walnut American walnut	200 250 326	50x29x18 50½x32x18½ 51x37x22
<b>Columbia Phonograph Co.,</b> 1819 Broadway, N. Y. C. Trade Name COLUMBIA	940	297.50		Dynamic	2-245	5-227, 2-245, 1-280	Columbia	C-11	Walnut		47x29½x18½
<b>Continental Radio Corp.</b> Forth Wayne, Ind. Trade Name—STAR-RAIDER	R20 R25 R30 RP40 R105 RP115	435.00 475.00 525.00 725.00 1600.00 1800.00		14" dynamic 14" dynamic 14" dynamic 14" dynamic	2-250 2-250 2-250 2-250	7-227, 2-250 7-227, 2-250 7-227, 2-250 7-227, 2-250	Contin'tal Contin'tal Contin'tal Contin'tal		{ English Pollard oak, Burl and butt wal. Australian walnut, Acacia and zebra w English Pollard oak, Burl and butt wal. Custom built Custom built	230 220 260 330 350 400	52x30x18 49½x30x31 49x35x24
<b>Edison, Thos. A., Inc.</b> Orange, N. J. Trade Name—EDISON	C-4 C-2	295.00 395.00	Induction Induction	Dynamic Dynamic	2-245 1-250	5-227, 2-345, 1-280 4-226, 1-227, 1-250, 1-281	Edison Edison		Walnut Walnut	160 179	48x28½x19 48½x28½x18
<b>Electrical Research Labs., Inc.,</b> 22 Paulina St. Chicago, Ill. Trade Name—ERLA	C4F	189.50	Induction	Dynamic	Yes	4-226, 1-227, 2-171, 1-280	Erla	C4F	Walnut		
<b>Grebe &amp; Co., A. H., Inc.</b> 70 Van Wyck Blvd. Richmond Hill, L. I., N. Y. Trade Name—SUPER-SYN-CHROPHASE	450	450.00	Induction	Dynamic	2-245	3-224, 1-227, 2-245, 1-280	Grebe		Walnut	250	47½x28x18
<b>Kellogg Switchboard &amp; Supply Co.,</b> 1066 W. Adams St., Chicago, Ill. Trade Name—KELLOGG	525	395.00	Induction	Dynamic	2-K50	3-K24, 3-K27, 2-K50, 2-281	Kellogg		{ Imported woods and Am. wal. }		51½x30½x20
<b>Leutz Inc., G. R.</b> Long Island City, N. Y. Trade Name—SILVER GHOST	SG12	Varies	Pacent	Dynamic 12"	2-250		Leutz	SG12	Walnut	1000	55x77x33
<b>Phonocraft Corp.</b> Jackson, Mich Trade Name—SPARKS ENSEMBLE	101	795.00		Jensen Magnavox	2-250	2 281, 2-250, 2-226, 7-484	Sparton	110	Walnut	385	51x41x20
<b>Steinite Radio Co.</b> 506 S Wabash Ave. Chicago, Ill. Trade Name—STEINITE	102	250.00		Dynamic	2-245	5-227, 2-245, 1-280	Steinite		Walnut	148	48x28x17
<b>Temple Corp.</b> 5253 W. 65th St., Chicago, Ill.	8-90 8-91	149.00 149.00	Induction Induction	Dynamic Dynamic	2-245 2-245	6-227, 2-245, 1-280 2-224, 4-227, 2-245, 1-280	Temple Temple		Walnut Walnut	149 100	46½x29x18½ 40½x29x18½
<b>United Reproducers Corp.</b> 25 Leighton Ave. Rochester, N. Y. Trade Name—PEERLESS	25	\$600.00	Induc.	Condenser	2-245	3-224, 3-227, 2-245, 1-280	Peerless		Walnut		
<b>Victor Talking Mach., Div.</b> Radio-Victor Corp. of Amer Camden, N. J. Trade Name—VICTOR-ELECTROLA	RE-45	275.00	Ind. disc	Dynamic	2-245	6-226, 1-227 2-245, 1-280	Victor	245	Walnut	230	45½x27x18½
<b>Zenith Radio Corp.</b> 3620 Iron St., Chicago, Ill. Trade Name—ZENITH *	37A 40A	625.00 850.00		Dynamic Dynamic	210 210	5-227, 1-226, 1-210, 2-281 6-227, 1-226, 1-210, 2-281	Zenith Zenith	* *	Walnut Walnut	188 225	49½x30x18 46½x41x22½

—And in the August Issue of *Radio Retailing*

**W**ILL be found complete specifications of all radio furniture that will be marketed this season. This, together with the specifications in this issue will complete the radio jobber, distributor and dealer's buying guide for this season. Supplements and additions will be added from time to time as market conditions warrant.

# This Summer, *Equip* **S**CHOOLS



*Outlet plates in the auditorium stage greatly facilitate operation of a set at this point.*

*Harold Batchelder, of Newton, Massachusetts, has built up a profitable summer business by installing radio in the school building.*



**HAROLD BATCHELDER**  
*Proprietor, Garden City  
Radio Company, New-  
ton, Mass.*

**T**HE radio dealer has a splendid opportunity to increase his summer business, make it grow into an exclusive, non-competitive, year-around specialty, and in addition, procure publicity of the best sort by installing complete radio equipment in public and private schools—as has been done by the Garden City Radio Company of Newton, Massachusetts.

Harold Batchelder, owner of the Garden City company, has been in radio for fifteen years, having started in the days when there was no broadcasting. He has been making his own sets and parts and has learned, very thoroughly, the experimental side of radio.

Newton, Massachusetts, is a city of 55,000 population, chiefly of well-to-do people. It is nine miles from Boston and contains many fine estates. Batchelder is not troubled with any credit bugaboo. He sells high-priced sets for cash to a steadily growing group of customers.

Sales, plus a little servicing, amount to about \$50,000 yearly, with little advertising and no high-pressure sales methods. (The Newton Women's Club blacklists any dealer using house-to-house canvass!)

As Batchelder sees it, the peak of the set-selling business has passed. So he is working his way into special work installing radio for schools. In the last year, four school jobs in Newton, totaling from \$500 to \$2,500 apiece, have been handled, and Mr. Batchelder expects to have work of this nature at all times of the coming year.

His first job was with the Frank A. Day junior high school, Walnut Street, Newtonville. In Newton, each school principal has an appropriation for additional entertainment, general matters, etc. Out of this fund, the radio was secured.

The installation consisted of a specially-built receiver; amplifier, microphone for local use, wiring, and four cone speakers.

A standard receiver, however, may be used for this work. It must be rugged, simple, and of very good quality. Batchelder builds a special receiver for each job.

# for **R**ADIO



*The Frank A. Day school, which is so completely wired for radio that educational programs over the air have become a fixed part of the curriculum.*

If the receiver is not rugged, constant use by everyone will pull off the knobs, run the dial out of alignment, and scratch and puncture panels and glass, crack cabinets, etc. If it is not simple to operate, Miss Schoolteacher or Mr. Headmaster will not spend an hour trying to get the English lesson broadcast. And the entire installation, plus the dealer, will be thrown out on the junk pile if the set does not deliver good voice and music.

That means clear speech from four to eight cones in a hall 120 feet by 60 feet, filled with two thousand pupils on the main floor, the balcony, and teachers on the stage. The loud speaker may be exquisite in a parlor, but how about its performance in the middle of an auditorium, up at the end of the stage, under the

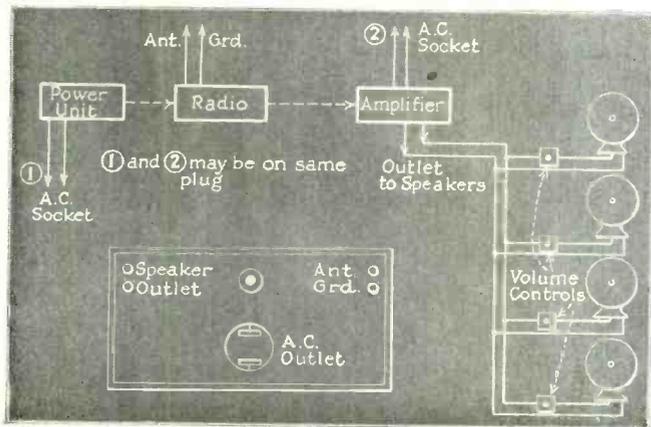
balcony, in the middle of the aisles, and behind the movie-booth in the balcony? Will it rattle, echo, roar, hum, squeal, or be weak? If there are any dead spots or interference, two thousand children will go to two thousand homes that noon, and say, "That radio Jones put in at school is no good."

The equipment at the Frank A. Day school consists of an eight-tube set plus three-tube amplifier, all built in a long cabinet mounted on a sturdy, wheeled, table. Some of the eight tubes are for power supply as the equipment is energized by a.c. One stage of radio-frequency amplification is sufficient near Boston but in farm communities, more may be necessary for sensitivity. In congested radio areas, selectivity is necessary.

The radio part need not give much output provided it is of perfect quality. The amplifier will increase volume sufficiently to load ten large speakers.

It requires from one to three months for a large job. Much of this is laying cable. Mr. Batchelder states that a good telephone man is the best for this as it is audio work.

Thousands of feet of lead-covered cable go into a school. Over 2,000 feet went into the Levi Warren high school radio installation. The cable must have low resistance, be grounded, and insulated to conduct high tension of 400 or more volts. All work is concealed, the outlet in each room coming to a small panel. Work can be done at any time of the year but of course vacations, particularly in the summer, are the best time for installations. Then the crew of five or six can hammer and test, pound and drill, bore through feet of plaster, haul wire, etc., without interfering with class work.



*Layout of the school radio system. Special outlet plate shown in the foreground.*

When the wiring is in place in the auditorium and class rooms, Batchelder turns on the music and starts adjusting the speakers. A hum that is not objectionable in a small room, becomes a terrific roar in a large hall.

School halls are poor acoustically as they have no absorbing material when empty. The cones are suspended in each corner about fifteen feet high and adjusted individually. For testing the auditorium, it is necessary to get the co-operation of the school master and fill the hall with children. Adjustment then proceeds until there is no dead spot, echo, or interference.

It is impossible to get acoustical satisfaction unless the hall is filled with a normal-sized audience.

Circuits for large halls are different, especially when the same radio set is occasionally used to feed one or two speakers only, off in some distant part of the building. Batchelder recommends individual volume controls for each speaker. Simple series or parallel circuits are apt to give difficulty.

"If the dealer, or his installation man, is not a broadly-trained radio man knowing the science of radio, he cannot do this work," says Mr. Batchelder.

But there are compensating advantages. Mr. Batchelder traces sales of private sets to enthusiastic praise the children have given him.

There may be only one available school in your territory. Fit that one with radio and it will stimulate your sales. It may be one job that will be the only one, or it may lead to a hundred bigger ones.

First contact your city school officials. If you can locate a headmaster, science, or language teacher who is enthusiastic about radio take him along with you to the superintendent or committee to help you sell it. Every junior-high, high, and private school is a prospect. This takes slow work, but it also means contracts which run up to \$50,000.

To advertise your work at state school gatherings or meetings ask any teacher when the next state convention is held. If the convention permits you to talk you can make an address stressing the value of radio outline both an installation plan and broadcast program. If you cannot address it, be present to make contacts with superintendents.

Have letters of recommendation ready if your local friends are not at the convention. Study how firms selling to schools get their business.

Miss Coleman, secretary of the Frank A. Day school, in telling how the instructors and children liked the broadcasts, said:

"At present the French class comes into the auditorium on Tuesdays and Thursdays," said Miss Coleman, "for three-quarters of an hour French diction and pronunciation over WEEI by Mme. Dupée, an educated French woman who is approved by educational authorities. Then there are science broadcasts by Mr. Lunt also over WEEI which the science classes listen to. At present only our auditorium is wired for radio but next fall, we shall be able to send the program to any class when its program is broadcast.

"We also use the radio on special occasions, as when President Hoover was inducted into office."

In some sections, the educational broadcasts are meager. The state departments of education and radio broadcasting must be stirred up. Schools will say that they cannot change their schedules. They will say they have not the money this year. And they protest against the advertising of a sponsor. Some cities may require a licensed electrician for the work. That is, Mr. Batchelder says, they may think they require an electrician—but this is not so.

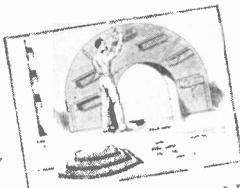
Certain it is, that more schools will be wired for radio in the future. Get your share of the business.

## Putting "Radio Retailing" to Work

How to Build  
ACTION WINDOWS  
No. 2

Here's a  
window display  
that combines

LIGHT and ACTION



"Radio Retailing" is running a series of articles which tells how to install attention-getting "action" windows. Many dealers have written in to tell us that they have made practical use of the ideas in these articles.

Above is the display of the Triumph Electric Company, Sheffield Alabama, based on the installation which was described in our March issue and which is reproduced at the left.

When He Wants a *Demonstration*—You

ASK **4** HIM

*Questions*



*It costs money to send sets out on trial so the Curtice Company safeguards itself against "shoppers."*

**E**VERY radio dealer will recognize the fact that there are few prospect lists free from "shoppers"—individuals who manifest an interest in radio and who are perfectly willing to accept demonstrations and other time-consuming attentions but who have no immediate intention of buying.

Willard Brewster of the Ross P. Curtice Company of Lincoln, Nebraska, figures that his store has about 35 sets out all the time on demonstration and that it costs about \$5 apiece for delivery, wear on tubes and other elements of expense involved for every demonstration. With this sum at stake, it becomes a matter of some importance to eliminate as much deadwood as possible from prospect material.

The recognition of the shopper is an art which every radio man develops with time. Mr. Brewster's method is to ask every newcomer to the store a series of polite questions in the course of the sales talk.

"*May we have your name?*" This sometimes means

the detection of a shopper, for certain particularly flagrant offenders are known by name in advance.

"*Where do you live?*" This is asked early in the conversation, for in Lincoln, and undoubtedly in most other communities as well, it is a significant question. One of the greatest time consumers in the business is the country visitor who takes advantage of his visit to town to learn all about radio, later on buying his set from his local dealer.

"*What sets have you owned? What have you tried?*"

Here the inveterate shopper reveals himself, for he shows at once that he is an old hand at the game. He has probably never owned a set, but he knows a great deal about various makes, which for one reason or other he has found unsatisfactory.

What is to be done with the shopper once he is recognized? Well, first of all, as little time as possible is to be devoted to him. A thoroughly courteous, but a very firm policy is to be adopted. The company has rules which limit the free trial to two days in the customer's home. Under certain interpretations, the rule can be construed to permit only of a demonstration by the salesman, with the equipment removed when he departs. Under other circumstances, both rules can be stretched to meet the occasion, but when the prospect is a "shopper" they should be rigidly enforced.

The shopper should be told in advance, in fact, just what he is to expect in this regard. If he protests, take the matter up with some one else and secure his confirmation of your ruling as a store policy. If the shopper still wishes the demonstration on these terms, by all means take the machine out to his house and demonstrate it. He *may* buy it.

# SCREEN-GRID

## *Dominate*

*Lower prices, continuance  
popularity of walnut furniture*

**A**S A result of the third annual Radio Trade Show of the Radio Manufacturers' Association, held last month in Chicago one fact has been brought out clearly and that is, the screen-grid set has been universally adopted by the trade and is here to stay. While it is true that the 224 tube has not yet reached a state of perfection and some set manufacturers still hesitate to use it, it was inevitable that this set should be announced to the public for the fall market.

Of the 227 manufacturers represented at the show 23 per cent were set manufacturers. Practically all were in agreement that the popular circuit for this coming season will consist of two or more 224 "screen-grid" tubes, one or two 227 tubes, and 245's in push-pull in the last audio stage. Of course the set will be equipped with a dynamic speaker.

Receivers are found to have been further refined and made more rugged so as to take care of the increased power which characterizes all the new sets.

Manufacturers are one in saying that outstanding features of this year's sets are greater selectivity, increased sensitivity, better design of both cabinets and chassis, better reproduction, and simplification of installation and operation.

There is an apparent trend to console models, and the cabinet manufacturers have made notable contributions to the "dress" of receiving sets. Authentic period designs of most pleasing detail are now, for the first time, usual practice. Both highboys and lowboys, as well as open-faced jobs, are offered in a choice of walnut, mahogany, oak, oriental walnut and other fancy woods. Doors are of the sliding variety or the French type. All in all, design, construction and finish are far superior to that of years previous—undoubtedly the result of feminine appreciation for fine furniture in radio sets.

**C**HASSIS design was found to have reached a point where it has a direct bearing in aiding the manufacturer to reach still lower prices and at the same time maintain uniform quality and performance. A trend was also seen to make the set chassis and speaker chassis all part of a box-like metal frame so that its installation in a cabinet is greatly simplified.

Complete shielding with solid mechanical construction of metal chassis was everywhere in evidence. Aluminum and steel were the most popular metals used. Tuning condenser plates are also

being made somewhat heavier to eliminate undesirable microphonics set up at this point.

The panel fronts and controls are not much different than they have been during the past season. Escutcheons are constantly changing style and better metals, such as silver, are being used here. Only three or four manufacturers could be found who were still using the 226 type of tube. Those manufacturers who are not sold on the 224 tube yet, are for the most part using 227's throughout except for the last audio stage where either 245's or 250's are to be found. The 280 is the popular rectifier tube.

Many manufacturers are experimenting with both automatic and remote control but at the present time this feature is to be found only on the more expensive models. Selective systems of tuning, mechanical in operation, are being tried out on the more moderate priced models. Automatic volume control seems to be gaining favor and no doubt there will be further developments along this line. Dials marked in kilocycles are being used much more than before.



**H. B. RICHMOND**  
*Treasurer, General Radio Co.,  
Cambridge, Mass., who was elected  
president of R.M.A.*

**F**URNITURE manufacturers constituted about 14 per cent of the exhibitors. Walnut is without a doubt the most popular wood for this next season although other woods are being used. Both consoles and highboys were very much displayed although the swing is toward small consoles. This of course is directly resultant from the trend for cheaper sets. Furniture is much better looking than heretofore and two-toned paneling is being used to great advantage. Very few radical modernistic designs were in evidence. Style with price seems to be the keynote this season.

Sliding doors, although still prominent, are, according to some of the largest furniture manufacturers, too expensive to make for medium-priced consoles and

# Sets Trade Show

*of dynamic speakers and  
among show observances.*

therefore they will give way to small panel or French doors. When these are thrown open the effect is that of no doors at all. Along this line there is also a trend to eliminate the grille of the speaker opening and to place the speaker in a position so that the sound emanates through the bottom of the console. Solid wood backs are also being left off of cabinets for acoustical reasons.

There is no doubt that improved types of dynamic speakers dominate the reproducer field. The tendency is to enlarge the diameter of the cone diaphragm which gives better tone response. Very few magnetic speakers and still fewer horns were to be found. The inductor type speaker, a new development said to have superior qualities over the magnetic type and at the same time costing less to make, was shown by several manufacturers.

The electrostatic speaker, a development of the past year, is still in the background. Those that were heard sounded very good but evidently there is yet further work to be done on it. Only one manufacturer is pushing it at present.

**E**IGHTEEN individual set manufacturers showed radio-phonograph's in their lines. Looking these over, improved construction is noted. And the price trend is downward. Phonograph pick-ups have been highly developed during the past year and it is interesting to note that 5 per cent of the exhibitors had pick-ups on display. A few manufacturers had complete electric phonograph units consisting of pick-up and electric turntable. One type was mounted in a metal box making it portable while another was in the form of a mahogany end table.

Several parts booths showed patented antennas and various types of antenna kits. There were also about the usual number of displays of fundamental parts that go to make up a modern set.

Several manufacturers had automatic phonographs on display. This is a rather important new development which comes within the realm of the radio dealer. One display showed home motion picture cameras and projectors together with means for sound accompaniment from a phonograph record synchronized with the projector motor and reproduced through a radio set. Four manufacturers showed testing equipment and meters of all kinds. These devices are keeping pace with circuit

## IMPORTANT FACTS

*Brought Out at the Show*

*The SCREEN-GRID tube is here.*

*LOWER PRICES are the vogue.*

*WALNUT is the popular furniture wood.*

*DYNAMIC SPEAKERS have been improved.*

*SETS are more powerful.*

*CONSOLES are smaller and neater.*

*TUBES are getting cheaper.*

advances, and instruments can be obtained that will perform any desired test necessary.

### RMA HOLDS MEETINGS

**O**UTSTANDING among the events occurring at the fifth annual convention of the Radio Manufacturers' Association held in conjunction with the Trade Show was the election of H. B. Richmond, Treasurer of General Radio Co., Cambridge, Mass., as president for the forthcoming year. T. K. Webster, Jr., President The Ekko Company, was elected treasurer.

The following were elected vice-presidents: Morris Metcalf, treasurer American Bosch Magneto Corp., Springfield, Mass. Henry C. Forster, vice-president, Utah Radio Products Co., Chicago, Ill., William Sparks, president Sparks-Withington Co., Jackson, Mich.

Also, the following were elected Directors for three years: H. C. Cox, New York City, president, Columbia Phonograph Co., Inc. Henry C. Forster, Chicago, Ill., George C. Furness, New York City, vice-president National Carbon Co., Inc., B. J. Grigsby, Chicago, President, Grigsby-Grunow Co., Ralph H. Langley, Cincinnati, general manager, Crosley Radio Corp., A. G. Messick, Chicago, chairman of the board, United States Radio & Television Corp., R. T. Pierson, Chicago, president, Bremer-Tully Co., and H. B. Richmond.

The vacancy left by A. Haugh's resignation was filled by A. Walsh, V.-P., Thos. A. Edison, Inc., E. Orange, N. J.

A number of meetings were also held with the National Association of Broadcasters, the Federated Radio Trades and other allied organizations. The musical industries held their annual convention the same week as the radio trade show and many valuable contacts were established because of the interest many of the music industry have in radio. One joint meeting was held at which prominent members of both industries spoke. Each saw in the present closer relationship of the radio and music interests a constructive trend and foretold of the many benefits to be derived by each from mutual co-ordination activities. The RMA also decided to discontinue the annual radio banquet that has been held, in the past, during the public radio show in New York.

# Practical SERVICE Methods



The demonstration car of the Radio Service Company, Cleveland, Tenn.

## A Service Demonstration Car

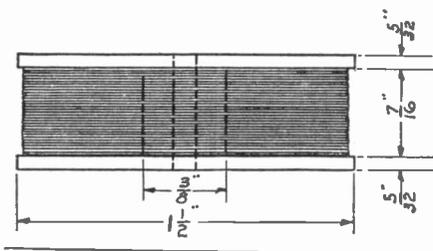
ABOVE is illustrated the converted Chrysler roadster of the Radio Service Co., Cleveland, Tenn., who service A. K. sets in this territory. It is equipped with a rack for spare tubes, all kinds of tools, oscillators and a test set. Directly behind the driver's seat is an a.c. A. K. set. The speaker grill can be seen on the side of the car. The antenna post of the set is connected to the frame of the car, the entire body being used for the antenna. The rubber tires forming excellent insulation from the ground.

The set carries a 100-foot extension cord so that when on a service call the set may be connected to the house current of the home at which the call is being made. If the set to be serviced is an old model a.c. set or a battery set this affords a very fine chance to show the owner the advantages of a new set. This idea has resulted in the sale of many new a.c. sets. Many people who would not allow a set to be installed on demonstration are thus gotten to listen to new set in a way that could not otherwise have been accomplished.

## Choke Coils for Motor and Generator Filters

The choke coil designated as I in the diagram on the next page is made by winding wire on a fiber, bakelite or paraffin treated wood spool having a core diameter of  $\frac{3}{8}$  inch, an outside diameter of  $1\frac{1}{2}$  inches and a winding space  $\frac{1}{8}$  inch wide. The size of the wire used will depend upon the cur-

rent load and should be selected in accordance with the table following. If enameled wire is used it is best to wind in layers with insulating paper between layers. Spools wound with cotton covered wire should be treated with shellac or insulating varnish and then baked. The number of turns is not critical, it being sufficient to



Choke 1

Showing fibre, bakelite or treated wood spool wound full of wire of a size depending on the load.

wind the form full of proper sized wire. A typical choke for a load taking 5 amperes or less would be wound with approximately 560 turns of No. 18 B & S gage double cotton covered or enameled wire. When larger size wire is used the spool dimensions should be increased. The accompanying drawing shows the appearance of a completed spool.

CHOKE 1A

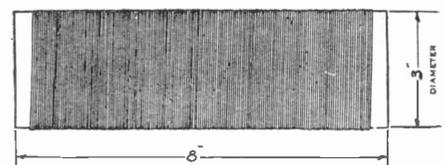
The coil designated as Choke 1A on the next page consists of a fiber, bakelite or porcelain tube 3 inches in diameter and approximately 8 inches long. Only one layer of wire is wound on it. The wire

size will depend on the load conditions and should be taken from the table. If double cotton covered wire is used the layer should be treated with shellac or insulating varnish. A typical choke for circuits where the current does not exceed 5 amperes will be wound with 150 turns of No. 18 B & S gage D. C. C. magnet wire. The number of turns is not critical but when larger size wire is used the dimensions of the tube may be increased. The drawing below shows a completed Choke 1A. Both Choke 1 and 1A are air core and no iron should be placed in the spool or tube.

### CURRENT-CARRYING CAPACITY

#### Copper Wire

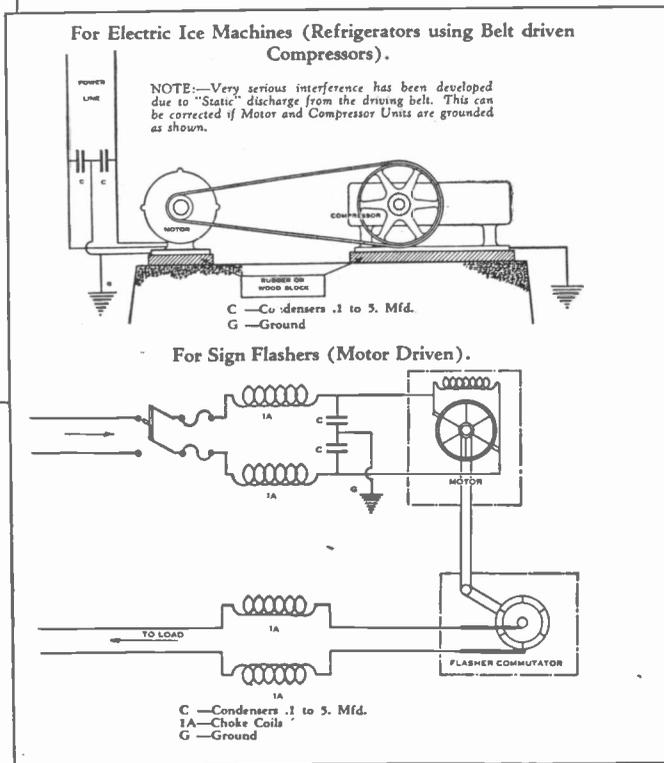
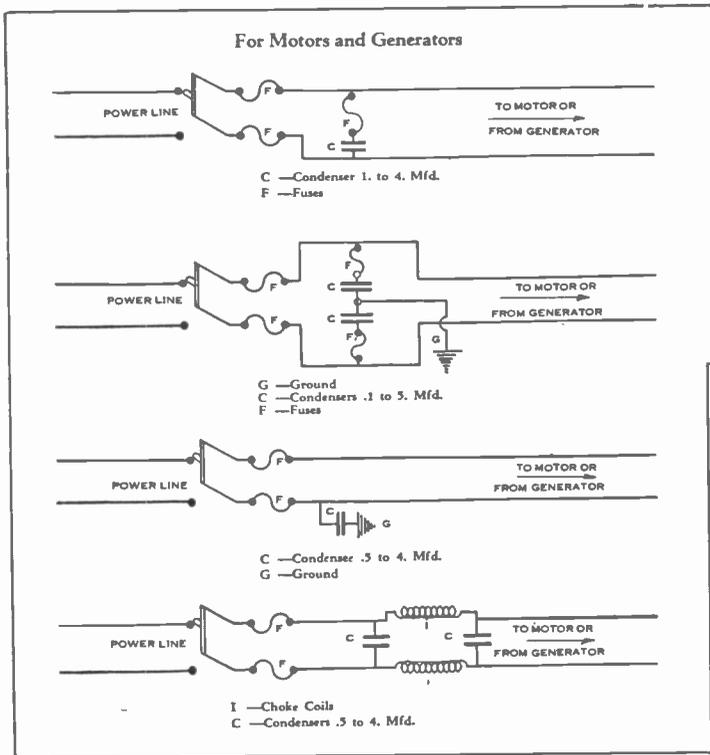
American (B & S) Wire Gauge	Amperes Allowed by Underwriters	
	Rubber Covered	Other Insulation
18	3	5
16	6	10
14	15	20
12	20	25
10	25	30
8	35	50
6	50	70
4	70	100
3	80	100



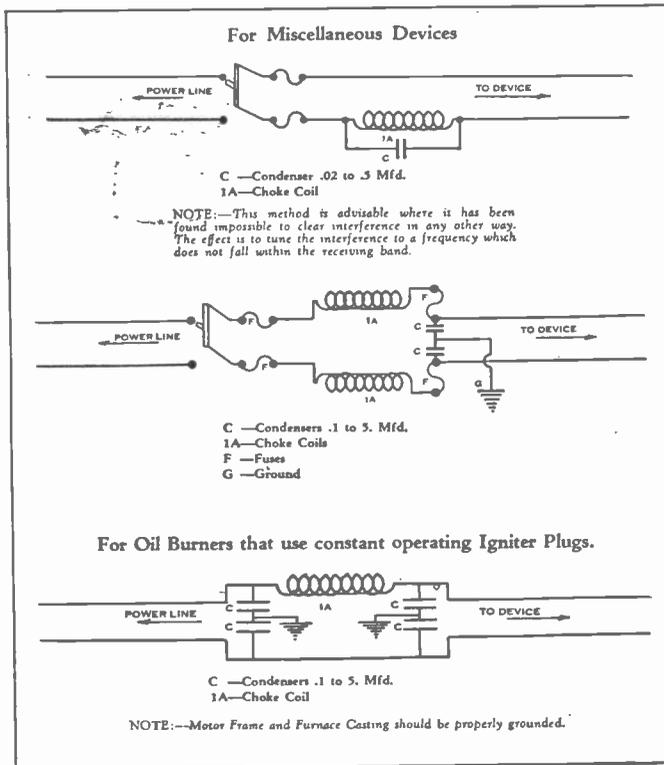
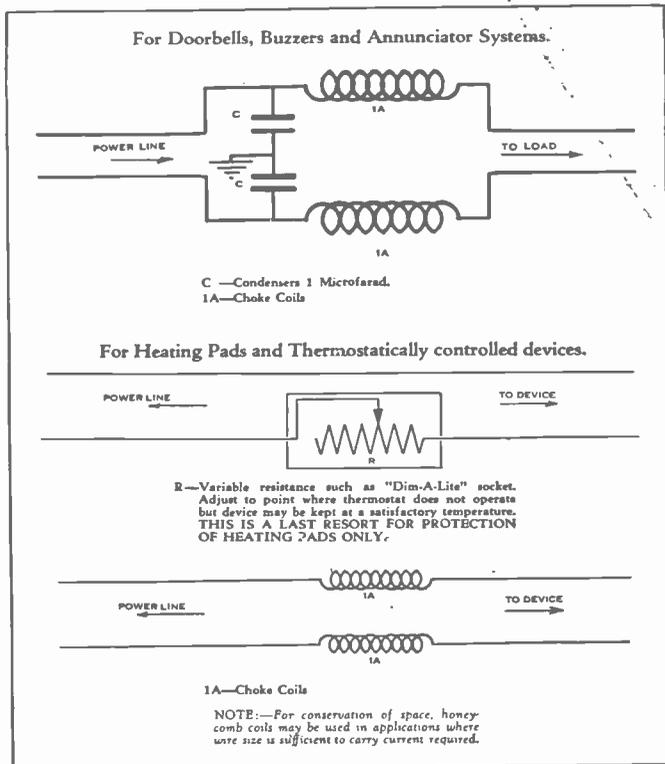
Choke 1A

Showing fibre, bakelite or porcelain tube wound with a single layer of wire.

# How to Eliminate Radio Interference



THE diagrams of filter systems on this page are part of the new manual published by the Radio Manufacturers Association, in the interests of better radio reception. With the multitude of electrical household appliances now in use, sources of radio interference are many. Practically all, however, may be eliminated by the proper use of the suggestions given here. And it is to be remembered that the closer the protective unit is put to the source of interference, the more effective it will be. The price of the Manual is 25 cents and copies can be obtained from the Radio Manufacturers Association, 32 West Randolph Street, Chicago, Ill.



Federated Radio Trade Association and National Association of Music Merchants co-operate with Radio Retailing's Editors

**Costs and Profits of Radio Dealers**  
Compared With Other Merchants, by Percentages

Kind of Retailers	Net Retail Sales	Cost of Mdse. Sold	Gross Margin	Occupancy Expense	Selling Expense	Publicity Expense	Administrative Expense	Servicing Expense	Other Expenses	Total Expenses	Net Profit on Retail Sales	Annual Turnover of Average Retail Stock	Net Profit on Average Stock Investment
Radio Dealers* Music-Store	100	74.00	26.00	4.10	3.80	1.80	8.70	0.92	0.93	20.50	5.50	7.80	57.97
Radio Depts.* Dept.-Store	100	75.20	24.80	3.50	8.10	5.10	4.40	.....	1.10	22.20	2.60	3.70	12.79
Radio Depts.*	100	73.30	26.70	3.70	9.10	4.40	4.30	.....	3.30	24.80	1.90	5.00	12.97
Electric Shops....	100	71.00	29.00	3.00	10.30	3.20	4.00	0.60	4.90	26.00	3.00	4.51	19.00
Electrical Dealers	100	68.90	31.10	3.30	9.40	2.70	7.40	0.90	3.30	27.00	4.10	4.47	26.55
Retail Hardware Stores.....	100	75.15	24.85	3.00	9.54	0.85	4.81	0.11	6.10	24.41	0.44	2.28	1.33
Retail Grocers....	100	80.20	19.80	2.05	7.80	1.25	4.20	.....	2.70	18.00	1.80	10.00	22.44
Retail Jewelers....	100	60.50	39.50	9.00	12.40	3.80	5.70	5.70	7.40	38.30	1.20	0.90	1.78
Department Stores	100	67.90	32.10	6.55	10.10	3.70	6.45	.....	3.30	30.10	2.00	3.50	10.29
Men's Wear Shops	100	70.10	29.90	5.30	8.70	3.60	5.10	.....	3.80	26.50	3.40	3.10	15.09
Furniture Stores..	100	58.50	41.50	8.50	11.60	5.60	6.60	.....	5.40	37.70	3.80	2.80	18.18

\*From Radio Retailing's Survey, 1925.

To find

# WHAT It COSTS to Retail Radio

THE cost of retailing radio sets by all classes of dealers is information fundamental to the prosperity of every group in the radio industry.

Unless a dealer can know accurately what he is spending on sales and operating expenses, he cannot wisely control his expenses nor compare them with the expenses of other similar dealers, to find out whether he is doing a good job or other retailers. And unless manufacturers and distributors can get accurate figures on the average cost of selling sets at retail, they are hampered in their efforts to set up discount schedules which will be adequate for the dealer, without affording opportunity for ruinous price-cutting. For if discounts are too low, the dealer may suffer loss. And if discounts are excessive there is every temptation to cut the list price and set up new selling levels which may work hardships all round.

So far the only figures on retail selling costs in radio stores have been those compiled by *Radio Retailing* itself, several years ago, and which are reproduced above. These figures are of course now obsolete, with the various changes in distribution and price conditions. To find the present costs of selling radio at retail, the editors of *Radio Retailing* are therefore sending out thousands of questionnaires like that reproduced on the opposite page.



Recognizing the importance of this survey, two great national bodies of retailers are co-operating and have sponsored it to their own members and are assisting in the work of collecting basic data.

The Federated Radio Trade Association through its president, Michael Ert, and its executive secretary-treasurer, H. G. Erstrom, 32 West Randolph St., Chicago, has addressed the membership of its own and

associated bodies, requesting dealers to contribute the information desired as soon as possible in order to facilitate this important survey.

The National Association of Music Merchants, through its president, Parham Werlein, and its executive secretary, Delbert L. Loomis, 45 West 45th St., New York City, is also sponsoring the survey and is sending out letters and forms (like that opposite) to its membership requesting the confidential data sought.

Any dealer is welcome to contribute his figures. Forms like that reproduced opposite will be furnished, upon request to the editors of *Radio Retailing*, 10th Avenue and 36th St., New York City.

Replies and filled-out questionnaires are now reaching the editors at New York, and it is planned to present the results of this survey in the September and October numbers.

# BOOST *Your* Sales

beads, rattan sticks, hunting spears, poisoned arrows, and numerous other strange evidences of a primitive civilization. These he arranged neatly in both windows using small brown cards on which were painted in white letters, descriptions of each article. In the center of each window he placed a radio set of the newest type with a card carrying the words, "This Is Not a Relic."

For ten days he used small newspaper space, inviting every one to come and see his South Sea Island Exhibit. It was a great success. Crowds gathered in front of the windows and many came in to comment. Of these a good percentage purchased music rolls, sheet music, radio accessories and directly traceable to this exhibit were fourteen sales of radio sets.

## Offer of Merchandise or Service Credit Gets Prospects

MANY customers fail to tell their radio dealer about friends contemplating the purchase of a radio set simply because they recall the 'Five dollars for every prospect' offer which the dealer, being a progressive business-man, has undoubtedly made them. These people feel that they do not want to receive a cash commission in view of the fact that a personal friend is concerned.

The Lake Shore Radio Company, of 3204 Broadway, Chicago.

**HOW TO KEEP YOUR RADIO IN PERFECT CONDITION  
WITHOUT COST**

**C**ERTAINLY you know of, from time to time, someone who is going to buy a Radio.

☞ Furnish us with their names (we will not use yours). For each sale we will credit you with \$7.50 which can be used in the purchase of tubes, any accessory or in the payment of service.

☞ Use the enclosed card today and keep this offer in mind. It will maintain the performance of your Radio at its peak.

**LAKE SHORE RADIO CO.**  
*The Best in Radio for the Home*  
77 East Jackson Blvd. 3204-3206 Broadway

The Lake Shore Radio Company offered its customers a credit of \$7.50, to be used in purchases or service, for the names of prospects.

was able to get an interesting number of prospects from this cash-refusing type of customer by simply offering, instead of a cash gift, a credit of \$7.50 to be used in the purchase of tubes, accessories, or service. As long as the payment for their services was in the form of this credit, the customers seemed perfectly willing to send in names of prospects.

Illustrated is the card which the Lake Shore Radio Company used to advertise its free-service offer for prospects' names.

**SERVICE FREE!**

*Ask for a Receipt with Every Purchase.*

**\$10. worth will entitle you to One Service Call FREE!**

Our Usual Charge for  
Such a Call is \$2.<sup>00</sup>

**Riverside  
Radio Service**

The Riverside Radio Service, 47-46 Broadway, Inwood Village, New York, announced, through the medium of a sign in its window, that every \$10 worth of purchases entitled the customer to one free service call.

Radio Retailing, July, 1929

☞ 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 it. If possible, send along a photo or diagram.

☞ Address: Sales Idea Editor, Radio Retailing, 36th Street and Tenth Avenue, New York City.

## \$21 a Month and Added Sales from Broadcast Service

DEALERS located in towns of 6,000 population or less will find, in this activity of the Blakely Radio Shop, Knox, Ind., a means of adding to one's income which is generally overlooked. This concern supplies seven nearby merchants with daily radio programs for a charge, per customer, of \$3 a month. It ran a two-wire circuit from a set in its own store to speakers located in a barber shop, beauty parlor, candy store, pool room, hotel lobby, traction waiting room and shoe shine parlor.

Each speaker has its own volume control switch. Each carries a sign which reads: "Program from Blakely's—Everything in Radio."

The interest charges on the wiring, the set and its seven speakers and the cost of the labor required to render this service is estimated at \$7 per month.

When asked why these merchants didn't buy complete outfits, Blakely explained that those subscribing to this service preferred to save the first cost and the operating exactions. "I am so located that I give them excellent reception and just the kind of programs they want. Volume is excellent. This plan has been operating ten months. So far I have sold nine sets as a direct result of the publicity it has given me."

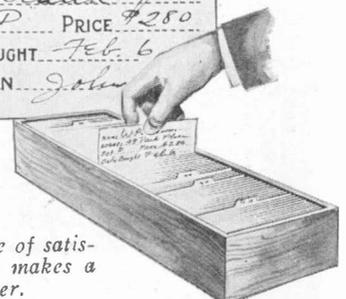
## An Effective Closing Argument

A CLOSING argument for the hesitant ones which has been found most effective by Harvey Stofflet, of Ann Arbor, Mich., is the use, at this delicate part of the selling process, of an imposing array of the names of satisfied users.

Every purchaser is listed on a 3x5 card and filed in alphabetical order. This card file is kept in a convenient spot on the sales-room floor. When the customary talking points have all been used and the transaction still "hangs fire," these cards are brought into play.

"After I have read the names of ten or fifteen well-known citizens who have purchased sets from us," declares Stofflet, "the fear element is entirely dissipated and the signature on the dotted lines generally follows."

NAME	<i>W. Pallison</i>		
ADDRESS	<i>49 Park Place</i>		
SET	<i>Blank</i>		
STYLE	<i>D</i>	PRICE	<i>\$250</i>
DATE BOUGHT	<i>Feb. 6</i>		
SALESMAN	<i>John</i>		



A card file of satisfied users makes a good closer.

# ANNOUNCING RCA

*designed by the RCA engineers*



ANOTHER

ACHIEVEMENT



*This sign marks the leading dealer in every community.*

RADIOLA DIVISION  
RADIO-VICTOR CORPORATION  
OF AMERICA  
NEW YORK CHICAGO ATLANTA  
DALLAS SAN FRANCISCO

RCA RADIOLA 46—Console cabinet model of Radiola 44, with RCA Electro-Dynamic Speaker. \$179. (less Radiotrons)

# RCA RADIOLA

MADE BY THE MAKERS OF THE RADIOTRON

# SCREEN-GRID RADIOLAS

*who developed for the industry*

## RCA

### SCREEN-GRID RADIOTRONS

## RCA

### SCREEN-GRID CIRCUIT

OF THE RCA RESEARCH LABORATORIES

RCA RADIOLA 44—Radio receiver utilizing "Screen-Grid" Radiotrons—high amplification and great selectivity. Alternating current operation from house circuit. Table cabinet of walnut veneer. \$110 (less Radiotrons)

RCA  
Loudspeaker 103—for use with Radiola 44. \$30



# RCA RADIOLA

MADE BY THE MAKERS OF THE RADIOTRON

# Radio Retailing

A McGraw-Hill Publication

JULY

1929

# High-Power Broadcasting

# Good Radio

## *High-Power Stations Make Good Summer Radio*

THE bugaboo of "summer reception" need not bother the radio fan during the summer of 1929, according to Dr. J. H. Dellinger, chief of the radio section of the United States Bureau of Standards.

Improvement in radio transmitting equipment, increased number of 50-kilowatt stations on cleared channels, and more efficient and selective receiving sets, will, as Dr. Dellinger says, combine to make 1929 summer reception as smooth and satisfactory as that experienced during cool weather.

This laying of the bogy of summer interference has also resulted in more ambitious plans for broadcasting during the coming months. Sponsors of notable programs will this year continue with "bigger and better" summer features throughout the hot weather, to stimulate receiving-set sales.

## *Highlights and Steady Glow*

NEVER did radio men witness a more impressive demonstration of industry strength, co-operation and enthusiasm, than during the June Trade Show and Convention at Chicago.

Monday, with its inpouring hosts, Tuesday's joint meeting with the music trades, and Wednesday's colorful banquet were highlights which served but to illuminate that vast structure beneath—The Radio Industry—from which they sprang.

But the true spirit of the convention was best exemplified, perhaps, by the business sessions and by the buying interest manifested by the dealers and distributors. The former rolled up a record of many accomplishments. Concerning the latter not even an estimate is possible with respect to business booked, but practically all exhibitors reported sales from ten to forty per cent ahead of last year.

All-in-all, it was a great convention.

## *General Prices Stabilized With Increased Consumer Income*

THE opening of June found the volume of general business on a plane about 2 per cent above the same time last year. This is the same gain over the same time last year as was reported at the opening of May. Volume of business in Canada at the opening of June was 8 per cent above the same time last year. Only two sections of the country—St. Louis and the East South Central

Sections—reported a current volume of business under this time last year.

The business men of every section of the country, except two, expect to do a greater volume of business during the next ninety days than during the same period last year, the average increase for the country being 3 per cent.

These reports of continued good trade conditions are but the reflection of a stabilized general commodity price with a steadily increasing consumer income. The average price paid for goods by families spending around \$2,500 per annum is just about the same today as it was seven years ago, but during this period the family income from wages has increased by about 12 per cent.

## *Greater Radio Values Than Ever*

THE big thing for the public in radio this season is that greater value for the dollar is being given than ever before. Receivers, becoming very highly developed, have reached a veritable peak of scientific achievement with the commercial application of the screen-grid tube. Competition among manufacturers is also becoming more and more keen, leading to economies which are passed on to the public in the form of lower prices.

The radio industry has today reached a level of stability, the resultant of seven years of growth and expansion. Many of the barnacles of the industry have already been thrown off and this year will see others eliminated. We are now entering an era of concentrated selling, of contraction and settling down to operation on a normal even keel. And, as said before, the result of all this as far as the buying public is concerned is, greater value for the money.

## *Now We Are Making Real Tube Progress*

EVER since the a.c. tube made its debut we have been annoyed with a multitude of filament voltages. With the old battery-operated sets it was different. Either the supply was from dry cells or a 6-volt storage battery.

Now, after two years of experimenting with various types of a.c. tubes we seem at last to have at our disposal several types using the same filament voltage. The tubes are, the 227, the 224 and new 245 power tube.

This advance in design should prove a boon not only to the user but also to the manufacturer and the service man. In adopting a standard filament voltage the receiver has been simplified in that only one pair of wires is needed for the filament circuit. The power transformer is also simplified by having one less winding on it. Also the user won't have to worry about burnouts through putting tubes in the wrong sockets.

and Feature Programs Mean - -

# thru JULY and AUGUST

Not only will this advancement help further to simplify the set, and lower the cost of production but it also means that a.c. tubes will now approach a state of perfection much faster with all the tube manufacturers working along the same lines.

know the sport features, when they are broadcast, and how often. Finally, drill this information into the sport-prospect—by mail, telephone, personally, with printed matter and through the newspapers. They'll buy.

## Sidelines Close to Radio Itself

WHETHER the radio dealer can make money through the summer months on radio sales alone is a problematical question at the best. The question of adding other lines for summer is disapproved of by many dealers who claim that such addition changes their business from a radio business to a general merchandise business. This effect may become apparent where lines are added in a haphazard manner, but if thought is given to seasonal items and the merchandise carefully chosen, a resultant increase in gross sales will follow.

The addition of electrical appliances is an asset to the suburban dealer especially, and this associated line does not entail a large outlay of capital. Electric fans always have a market in July and August, and other items such as irons, toasters, etc., will grow dollars for the live dealer, while such a department requires very little space.

## The New School Mar'm

EDUCATORS and school superintendents everywhere are suddenly showing lively interest in the wiring and equipping of school buildings with loudspeakers for central instruction and for radio programs. Already, hundreds of schools throughout the country are receiving the Damrosch educational concerts regularly as a part of the school curriculum. With central-address systems, these programs can be heard in each class-room.

Such school installations provide profitable summer business for the radio man. The equipment must go in during vacation-time—to be all ready when classes start again in September.

## Let Sports Help You Sell Radio

THIS is a sporting age. The nation as a whole enjoys sports to such an extent that they influence the things we wear, the things we read, and all the other things we buy.

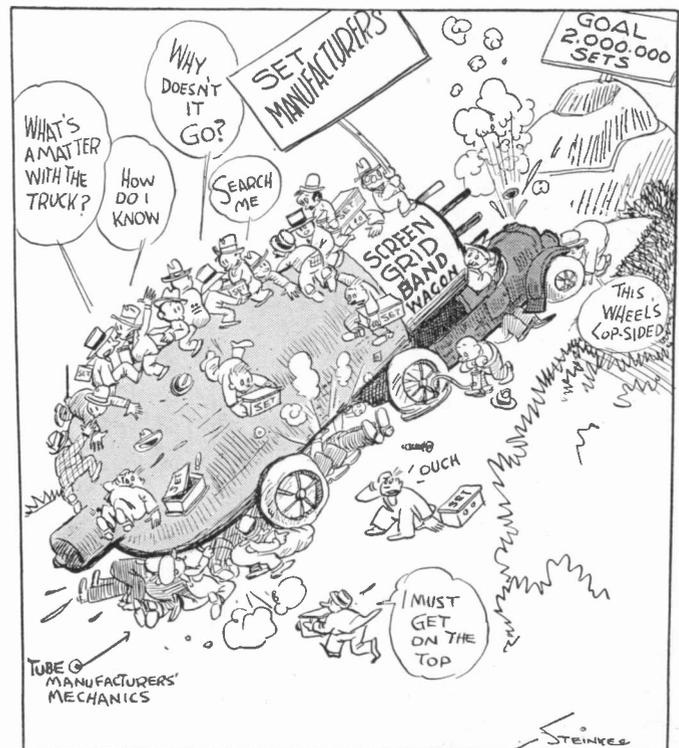
An analysis of seven leading publications, covering a wide range of appeal—and none of them of the sport or outdoor type—disclosed that out of 637 advertisements, 63 tied up definitely with sports. Of 110 articles and fiction stories, 16 had the sport tie-up. And this was during a sport "lull," when there was no world's series, golf "open," or heavyweight battle.

Sport has at least a 10 per cent interest, apparently, for the average person, and that is what our brainiest editors and advertisers believe.

Since this is the case, then, are we who sell radio making full use of the sport tendency of the average man in the street? Particularly since it is so easy to connect radio with sports; they come together like ducks and water. Radio provides a quick, reliable medium for bringing all sporting results directly into the home.

With this keen sales tool to work with, the radio dealer can classify as a prospect every man with an interest in sports—and his name is legion. The next step is to get acquainted with the broadcasting programs,

## The Screen-Grid Band Wagon!

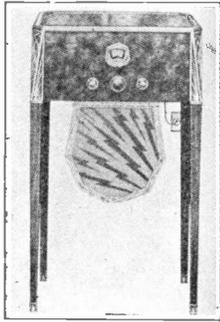


Everybody's trying to ride—but will the two million screen-grid set goal be reached?



# New Products for

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



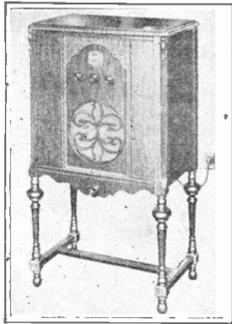
MODELS 21 AND 31

## New Crosley Line

The Crosley Radio Corporation, Cincinnati, Ohio, has departed from its usual custom of offering sets in metal cabinets, and has announced a line including wooden consoles and art metal cabinets.

Model 40S is a screen-grid chassis, equipped with dial panel of burled walnut to harmonize with the cabinet when installed. It uses three 224's, two 227's, two 245's in push-pull and a 280 rectifier. It is known as the "Unitrad" chassis. The intended retail price is \$80.

Model 32 uses four 226's, one 227, two 171A's and a 280 rec-



MODELS 22 AND 32

tifier. It has three stages of Neutrodyne r.f. amplification, tuned non-regenerative detector, and two stages of push-pull audio. The cabinet is made of walnut veneer and the Dynacone speaker is built-in. Price, \$99.50. Model 22, a screen-grid battery receiver in a similar console, is \$88.50.

Model 42 employs the same tubes as model 32 but is housed in a lower console. Price, with Dynacoil speaker, \$125. Model 42S, with the Unitrad chassis, is \$140. Model 62, for operation on direct current, uses three 171A's and five 201A's. Price, \$135.

Model 82S has the Unitrad chassis. Price, \$160. Model 82 uses five 227's, two 245's in push-pull and a 280 rectifier. Price, \$150. Model 83, for d.c. operation, is \$155. Each is enclosed in a highboy cabinet with Dynacoil speaker.

Model 31, using four 226's, one 227, one 171A and a 280 rectifier comes in a modernistic cabinet

with burled walnut finish, decorated with white metal. It is a table model but a set of four detachable legs may be purchased for \$5, and a Dynacone speaker, in modernistic cabinet to match, may be attached underneath, making a floor model. The price of the set alone is \$55. Model 21, a six tube screen-grid battery set, is \$49.

Model 41, employing two 171A's, four 226's, a 227 and a 280, comes in the modernistic cabinet similar in appearance to model 31. Price, \$70. Model 41S, with the Unitrad circuit, is \$85; and model 61, for d.c. operation, is \$85. Each may be made into a floor model by at-



MODELS 82, 82S AND 83

taching a set of four legs which are \$5.

The Dynacone speaker is \$18 and the Dynacoil is \$31. Both come in a modernistic cabinet of burled walnut finish decorated with white metal.—*Radio Retailing*, July, 1929.

## Federal "L" Line

The Federal Radio Corporation, Buffalo, N. Y., has added two new models to its line, to be known as the "L" series. The chassis, similar for both models, is totally shielded and employs three 224's, two 227's, two 245's in push-pull and a 280 rectifier. Timbre control is a feature of the new sets. It allows for "controlled reproduction" of sound. Three stops are provided, each giving a different tone.

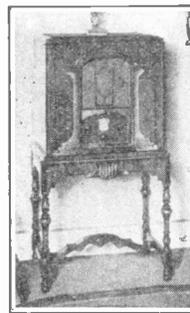
Both models are enclosed in walnut cabinets. The intended retail price of L-36, illustrated, is \$149.50, and of L-46, \$179.50.—*Radio Retailing*, July, 1929



## Red Lion Cabinets

Two cabinets for Atwater Kent sets have been announced by the Red Lion Cabinet Company, Red Lion, Pa. Above is model 55C in the console style, finished in walnut. The gridded panel has a frame of antique metallic finish. Old gold fabric is used over the speaker outlet.

Model 5500, below, is of the highboy type, finished in walnut. The Gothic arched molding, which frames the speaker outlet, is of contrasting tone. The sliding doors are angle-matched.—*Radio Retailing*, July, 1929.



## Pierce-Airo Chassis

The new chassis just announced by Pierce-Airo, Inc., 117 Fourth Avenue, New York City, uses 226's in the r.f. circuit, two 227's for detector and first audio, two 245's in push-pull, and a 280 rectifier. It is constructed so that either an a.c. or a d.c. dynamic speaker may be used and it is equipped with phonograph attachment. This chassis may be had in a table model metal cabinet of black rubberoid finish.—*Radio Retailing*, July, 1929.

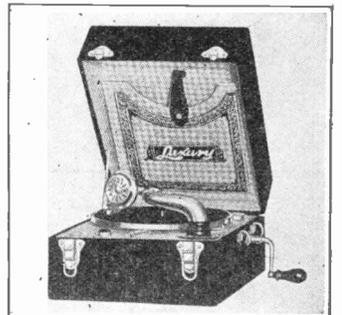
## Tube Price Reductions

A reduction in the price of seven tubes has been made. The prices now prevailing generally are as follows: 227, \$2.50; 226, \$1.75; 222, \$4.50; 280, \$3; 112A, \$2.25; 201A, \$1.25; and 171A, \$2.25.—*Radio Retailing*, July, 1929.

## Portable Phonographs

Nine portable mechanical phonographs are offered by the Totty Trunk & Bag Co., Inc., Petersburg, Va. The coverings are waterproofed genuine and artificial leather in a variety of colors, harmonizing with the interiors and velveteen turntable covers. They range in size from 5 in. x 11½ in. x 14½ in. to 8½ in. x 13½ in. x 17½ in.

The "Dixie-phonoc," "Wanderer DeLuxe" and "Model B Wanderer DeLuxe" models have the Heinemann Master Flyer motor with improved regulator, and 10 in. turntable. Three selections may be played with one



winding. They are equipped with an air column horn and power type Audak reproducer.

The "Luxury," illustrated, and "Niten-gale DeLuxe" models have the Heinemann Master Junior motor, and play two records with one winding. Each has a 42-in. air column horn and metal shielded reproducer.

The "Niten-gale," "Pastime," "Happy Hour" and "Midget" models have the Master Junior motor and a specially constructed tone chamber.—*Radio Retailing*, July, 1929.



## Stewart-Warner Set

An English console set, to be known as No. 48, has been brought out by the Stewart Warner Corporation, 1826 Diversey Boulevard, Chicago, Ill. Solid wood carvings embellish the front panels and the two sliding doors. This model may be had with either the 900 "balanced bridge circuit" or the 900 screen-grid chassis. A Stewart-Warner electro-dynamic reproducer is built in.—*Radio Retailing*, July, 1929.

# Dealers to SELL

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



## New Sets, Combination, and Speakers of United Reproducers'



PEERLESS MODEL 23, \$245

Two complete lines of sets, a radio-phonograph combination and two lines of reproducers are now being made by the United Reproducers Corporation, Rochester, N. Y. The sets are equipped with the "Kylectron" an electro-static type speaker, and are installed in console cabinets of American walnut and gumwood, with the exception of the table model, which comes in a metal cabinet.

The "Peerless" series of receivers has ten tubes. There are two stages of transformer, coupled with power audio amplifier using two 245's in push pull and two 227's in the first stage. Constant gain screen grid r.f. amplification is utilized.

Model 21 stands 48 inches high, with side panels and doors of matched burl walnut. \$195.

Model 22 has fluted and reeded legs, and is similar in design to model 23. \$245.

Model 23, illustrated at left, is 48 inches high, and is decorated with hand carving. \$245.

Model 24 has a sweep front in diamond matched walnut

with carved crest in center. \$375.

Model 25 is a radio-phonograph combination in a low console cabinet. \$600.

The "Courier" sets have eight tubes and utilize constant gain screen grid r.f. amplification with power detection and a combination resistance and transformer coupled audio system.

Model 651, illustrated at the right, stands 42 in. high, \$140.

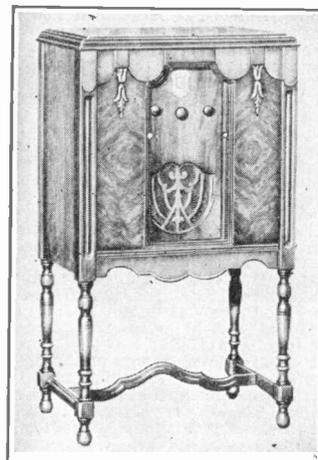
Model 652 is 46 in. high with front and doors of matched burl walnut. \$165.

Model 653 is similar in appearance and is priced at \$165.

Model 65, the illustrated table set, comes in a metal cabinet. \$85.

The Peerless speaker line includes model 7-A, a magnetic; model 17A, a dynamic; and model 19-A, illustrated, a dynamic.

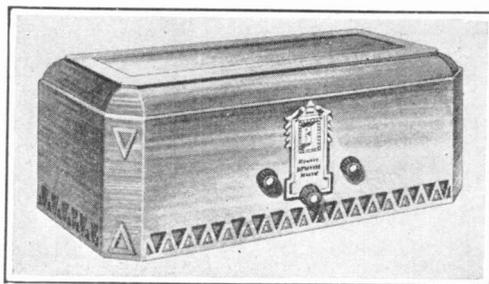
The Newcombe Hawley reproducers include model 80, in a plain wood baffle box; model 83, illustrated, a magnetic cone; and model 37, a dynamic.—*Radio Retailing*, July, 1929.



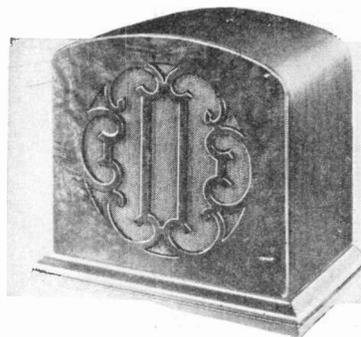
COURIER MODEL 651, \$140



PEERLESS MODEL 19A



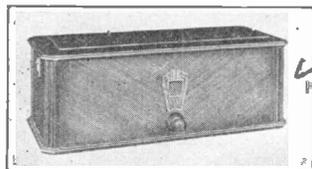
COURIER MODEL 65, \$85



NEWCOMBE-HAWLEY MODEL 83

### Radiolas 44 and 46

Two new Radiolas employing a.c. screen grid tubes and a new power amplifier in a specially designed circuit are announced by the Radio-Victor Corporation



ture is the two-in-one tuning and volume control, arranged concentrically so that they appear to be one control.

Radiola 44, the table model, is inclosed in a two-tone walnut veneer cabinet and has an intended retail price of \$110.

Radiola 46 is housed in a console of walnut veneer with burl maple overlays. An electro-dynamic, model 106, speaker is built in. Price \$179.—*Radio Retailing*, July, 1929.



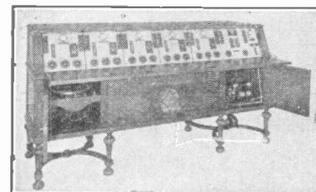
### 32 Volt, D.C. Sets

The Federal Radio Corporation, Buffalo, N. Y., is now offering receivers adaptable to 32 volt farm lighting plants. The circuit is identical with that in the E and F series sets. For use on 32 volt d.c. systems, the set is used in conjunction with a special coupler, minor changes being made in the cable. A 32-volt pilot lamp is required. They are available in six or seven tube models in both table and console style cabinets, ranging in price from \$100 to \$325.—*Radio Retailing*, July, 1929.

### Radio Phonograph

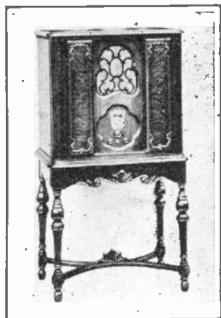
An elaborate combination radio receiver and phonograph in a console cabinet is announced by C. R. Leutz, Inc., Long Island City, N. Y. It is known as the "Universal Transoceanic Silver Ghost." The receiver comprises four stages of tuned screen-grid amplification, a detector, two stages of resistance-coupled amplification using 240 tubes, and a push-pull power stage utilizing two 250's. The power supply uses two 281's, together with a

3-ampere, 6-volt, A-current supply for furnishing the requirements of the battery type tubes employed in the receiver. Plug-in coils are included to provide a wave length range of from 200 to 3,000 meters. A short-wave adapter is provided. Each unit is enclosed in an individual aluminum cabinet, the total length being more than six feet.—*Radio Retailing*, July, 1929.



### New Sylvania Tubes

An SX-245 power output tube and a SY-224 screen grid tube of standard specifications have been announced by the Sylvania Products Corporation, Emporium, Pa.—*Radio Retailing*, July, 1929.



### Erla Receivers

The Electrical Research Laboratories, Inc., 22nd at Paulina Street, Chicago, Ill., offers five new radio receivers and a radio-phonograph combination. Each is enclosed in a highboy cabinet of walnut with a dynamic speaker built in.

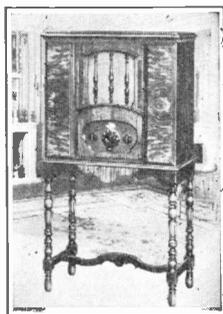
Model 30, illustrated, is known as the "Deluxe" console. It uses 224, 227 and 245 tubes. The intended retail price is \$165.

Models 31 and 32 have the same tubes and list at \$147 and \$139.50, respectively.

Model C-4-F employs four 226's, two 171's and a 280 rectifier. Price, \$189.50.

Model C-5-F with the same chassis is \$119.50.

The radio-phonograph combination, with electric motor and dynamic speaker, has the model C-4-F receiver. Price, \$247.50.—*Radio Retailing*, July, 1929.



### AK Cabinets

The illustrated cabinet for Atwater Kent sets is being made by the Caswell-Runyan Company, Huntington, Ind. The top, ends and instrument panel are made of five-ply striped walnut with pilasters of butt walnut. The height is 47½ in. and the width is 24½ in. The intended retail price is \$37.50.

Another cabinet for A-K sets is also available. This model has the same material in the top, ends and instrument panel with doors of butt walnut and diamond matched Oriental walnut on the side pilasters. It is 47½ in. high and 26¼ in. wide. The intended retail price is \$60.—*Radio Retailing*, July, 1929.

### Stevens Speakers and Chassis

Among the new speakers and speaker chassis offered by the Stevens Manufacturing Corporation, 42 Spring Street, Newark, N. J., are the following:

Model SP-29 is a compact a.c. motor dynamic speaker using a "Burtex" diaphragm and a 280 rectifier tube. The intended retail price is \$40, less tube.

Model ST Dynamic Motor speaker has a voice coil of low

impedance type. The field coil has 3,000 ampere turns. Price, \$45.

The Junior Magnetic is a complete chassis for installation in a small space. Price, \$10.

The Senior Magnetic is an extra heavy duty speaker with cubic parabola diaphragm. Price, \$22.50.

Model SMC-29, senior magnetic inductor type, in an American walnut cabinet with Burtex diaphragm 12 inches in diameter, is \$35.—*Radio Retailing*, July, 1929.



### Automatic Phonograph

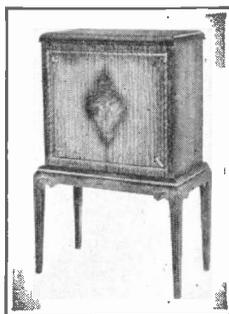
An all-electric automatic phonograph has been placed on the market by the Mills Novelty Company, 4100 Fullerton Avenue, Chicago, Ill. It holds twelve records, changing each automatically. A special selective device, which allows the user to select the particular record he wishes to play, is a feature of the instrument. Any standard make of record can be played. The cabinet is made of burl walnut and measures 44 in., by 21½ in., deep by 60 in., high.—*Radio Retailing*, July, 1929.

### Udell Cabinets

Four new cabinets are being offered this season by the Udell Works, Inc., 28th Street at Barnes Avenue, Indianapolis, Ind.

Model 704, illustrated, is modernistic but conservative in design and has swinging doors. It is 48 inches high and 30½ in. wide. The intended retail price is \$75.

Model 785 has walnut veneer top, front and ends. The doors



are of the "half-door" type. The height is 50½ in. and the width, 30½ in. Price, \$75.

Model 780 has sliding doors of mahogany veneer. The top and front are made of walnut veneer. This cabinet is 50½ in. high by 27 in. wide. Price, \$50.

Model 786, a sliding door cabinet, has walnut veneer top, front and ends. The dimensions are 50½ in. high by 30½ in. wide. Price, \$70.—*Radio Retailing*, July, 1929.

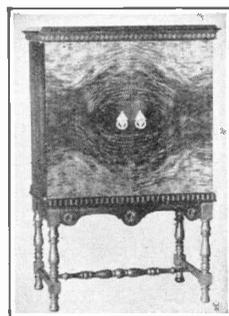


### New Edison Portable Phonographs

Two new portable phonographs have been developed by Thomas A. Edison, Inc., Orange, N. J. A specially designed reproducer and a horn chamber constructed on a new principle give better volume and quality of tone, according to the manufacturer. The horn is made of impregnated fabric that is non-vibratory. The record carrying capacity is 15 records.

Model P-1 will play three records without rewinding and is fitted with an automatic stop. The horn chamber in this model has an air column length of 53½ in. The case is covered, inside and out, with blue Spanish grain fabrikoid with hardware in gold finish. The weight is 19 lbs. and the size is 17½ in. x 14 in. x 8 in. The intended retail price is \$35.

Model P-2 is slightly smaller in size and weighs 16½ lbs. It is covered in brown Spanish grain fabrikoid with nickelled hardware.—*Radio Retailing*, July, 1929.



### Aston Cabinets

Among the new cabinets brought out by the Aston Cabinet Manufacturers, 1223 W. Lake, Chicago, Ill., are the three following models.

Model 227, illustrated, is made of five-ply walnut throughout. The doors are walnut and fold back against the sides. It is 44 in. high, the set compartment measuring 12 in. by 24 in. by 14 in. The intended retail price is \$65.

Model 228 is made of five-ply walnut with sliding doors and side panels matched. It has the lacquer satin finish. The height is 44 in., with the set compartment measuring 12½ in. by 24 in. by 11½ in. Price, \$80.

Model 229 has doors which fold back against the front panel. The dimensions are approximately the same as the above models. Price, \$110.—*Radio Retailing*, July, 1929.

### Speaker Chassis

A complete line of dynamic speaker chassis has been placed on the market by the American Reproducer Corporation, 1200 Summit Avenue, Jersey City, N. J. The entire moving struc-

ture is made extremely light. The voice coil is a two-ply affair, dead centered with the cone in special fixtures. For complete specifications see page 68 of this issue. The price range is from \$35 to \$75.—*Radio Retailing*, July, 1929.

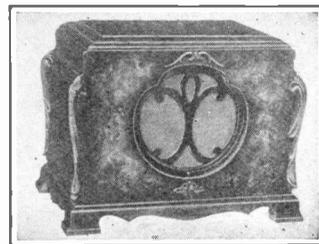
### Utah Speakers

The line of reproducers and chassis being made by the Utah Radio Products Company, Michigan Avenue at 18th Street, Chicago, Ill., includes three new models.

The "Dynola," illustrated, is equipped with the balanced shielded dynamic chassis. For operation on 110 volts, a.c., the intended retail price is \$55; 110 volts, d.c., \$47.50; and 6 volts, \$47.50.

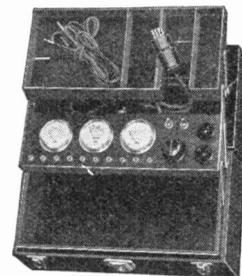
The 9 in. balanced shielded dynamic chassis, model 33-A, for 110 volt a.c. operation is \$30; model 43-D, for 110 volt d.c. operation is \$22.50; and model 53-R, for 6 volt battery operation is \$22.50.

The 12½ in. large "Stadium" dynamic chassis, model 66-A, for 110 volt a.c. operation is \$45; and model 76-D for 110 volt a.c. operation is \$35.—*Radio Retailing*, July, 1929.



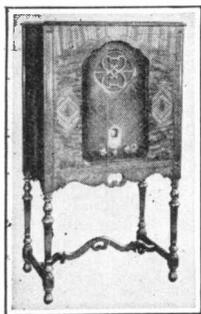
### Service Kit

A set analyzer and service kit is being made by the Readrite Meter Works, Bluffton, Ohio. It will test both a.c. and d.c. sets and tubes and is equipped with regular adapters as well as new adapters for testing screen-grid, Kellogg and full wave rectifying tubes. Instrument ranges are: d.c. volts, 0-60, 0-300, and 0-600; a.c. volts, 0-10 and 0-140; milliamperes, 0-20 and 0-100. There is ample space to carry extra tubes, tools, etc. The size is 7 in. x 7½ in. x 14 in. The intended retail price is \$35, complete.—*Radio Retailing*, July, 1929.



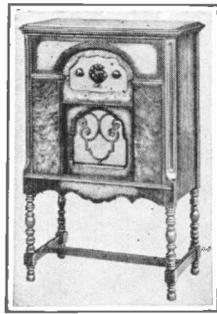
### Grid Screen Plates

Improved grid screen plates are being placed on the market by the Newark Wire Cloth Company, 351 Verona Avenue, Newark, N. J. They are called "Sealed Edge Grid Screen." The former difficulty of unevenness of the edges of these plates and their tendency to unravel has been overcome, so the manufacturer says. All wire ends are individually bent over. This mesh may be obtained in any desired width.—*Radio Retailing*, July, 1929.



## Screen-Grid Short-Wave Receiver

The "Thrill Box," a four-tube screen-grid short wave receiver, manufactured by the National Co., Inc., 61 Sherman Street, Malden, Mass., employs the following tubes: 222 in the first stage, 200A, 240 and 171A. A two-section tuning condenser is used and at the touch of a switch, a large capacity section for broadcast waves may be thrown in or out. A National model 3580-B-power supply is used and gives humless operation, according to the manufacturer. The six interchangeable coils are kept in a special storage space in a metal cabinet. This set will also receive on the regular broadcast band.—*Radio Retailing*, July, 1929.



## Ebert Cabinets

The Ebert Furniture Company, Red Lion, Pa., announces five new cabinets of American walnut.

Model 76, a console, has an apron of birds-eye maple. It is 42 in. high and 26½ in. wide. The intended retail price is \$30.75.

Model 77, illustrated, has a front laid with American walnut, burl walnut and bird's-eye maple. The dimensions are 43 in. x 28 in. Price, \$33.25.

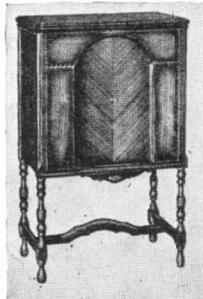
Model 79 is patterned after the William and Mary period. The front side panels are matched burled walnut with sliding doors of Oriental walnut. 50 in. high x 29 in. wide. Price, \$42.

Model 80 has sliding doors of striped mahogany veneer. The remainder of the front is laid with striped American walnut. 52 in. high x 27 in. wide. Price, \$48.25.

Model 81 is a highboy cabinet with sliding doors of Oriental walnut face veneer. Front of cabinet is made of American and burl walnut. 52 in. high by 27 in. wide. Price, \$46.25.—*Radio Retailing*, July, 1929.

## Eight Tube Set

The Model 9 "C" receiver which has been placed on the market by Wells-Gardner & Company, 816 N. Kedzie Avenue, Chicago, Ill., has four 226's in the r.f. amplifier, one 226 in the first a.f. stage, a 224 power detector, two 245's in pushpull and a 280 rectifier. The radio-phonograph switch and the on-off switch are combined into one for convenience. To disconnect the set, the knob is pulled out.—*Radio Retailing*, July, 1929.



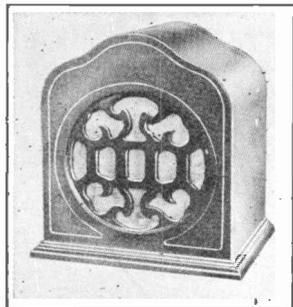
## Cabinets

The St. John's Table Company, Cadillac, Mich., is now showing its new line of cabinets consisting of twenty console models ranging in price from \$9.75 to \$50.—*Radio Retailing*, July, 1929.

## Farrand Speakers

The illustrated inductor-dynamic reproducer which has been brought out by the Farrand Mfg. Co., Inc., Long Island City, N. Y. is an improvement over the magnetic type. Actually it is a cross between the magnetic and the dynamic but without the field coil of the latter. Reproduction is said to be superior to that of a magnetic. In a walnut finished cabinet, as illustrated, the intended retail price is \$30. Model 4410, 10 in. cone, chassis only, \$20; model 447, 7 in. cone, chassis only, is \$18.

In the magnetic line, there is model 42 chassis, \$12; model

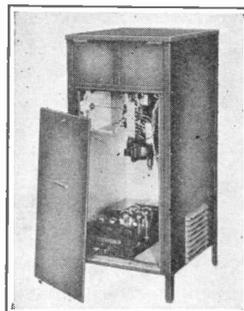


## Speaker Chassis

The new reproducer chassis placed on the market by the O'Neil Manufacturing Corporation, West New York, N. J., may be had with or without the new Williams "audible hum silencer." They are provided with a moving coil adjustment yoke to re-align the air gap.

Model 32A, for operation on 110 volts, 60 cycles, with 9 in. cone, \$30; with 12½ in. cone, \$32.50. Equipped with the hum silencer, \$2.50 extra.

Model 25D, for operation on 110 volt, d.c., 9 in. cone, \$22.50; 12½ in. cone, \$25.50.—*Radio Retailing*, July, 1929.



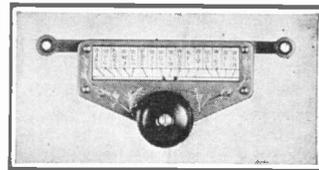
## Automatic Phonographs

The illustrated weather-proof model of the "Electramuse," an automatic phonograph manufactured by the Holcomb & Hoke Manufacturing Company, Indianapolis, Ind., is housed in a metal cabinet with the speaker separate so that it may be operated in locations removed from the instrument. It is known as the "Park" model. The reproducers for this style are made with single and double speaker units.

The "Auditorium" model is designed for use in clubs, hotels, country clubs, etc. It may be had with or without the standard coin-operated mechanism. The cabinet is walnut, satin-finished with grille cloth of brocade.—*Radio Retailing*, July, 1929.

## Tuning Selector

A tuning selector to replace the regular tuning knob on the radio receiver has been developed by the Master Engineering Company, 122 S. Michigan Avenue, Chicago, Ill. It is easily attached to the tuning dial or shaft of drum dial, depending on the set. Supporting arms fit on rheostat shafts behind the knobs. It has a celluloid marker for writing in the call letters of from 16 to 20 stations. No change in the tuning is required. Adapted for Atwater Kent 55 and 60, Majestic 91 and 92, Crosley and Philco receivers. The intended retail price is \$3.75.—*Radio Retailing*, July, 1929.



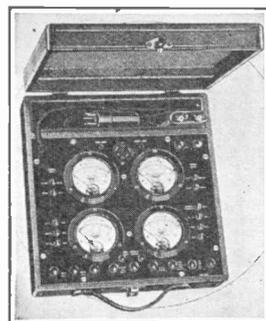
## Dynamic Reproducers

Wright-DeCoster, Inc., St. Paul, Minn., offers two cabinet style dynamic speakers. The apex of the 10 in. cone is suspended with leather. The field supply in the a.c. models is obtained from a dry-disk full wave high-voltage rectifier, operating on 110 volts a.c. The intended retail price of the chassis is \$72.50. Model C, a floor model standing 37½ in. high, is made of walnut with matched veneer top, finished in dark brown shaded walnut. The intended retail price is \$100. Model B, which measures 16½ in. wide x 13 in. deep x 15½ in. high is \$88.—*Radio Retailing*, July, 1929.

## Set Analyzer

Simultaneous reading of plate voltage, plate current, filament and grid voltages is possible with the new model 409 four-instrument set tester introduced by the Jewell Electrical Instrument Company, 1650 Walnut Street, Chicago, Ill. All instruments are equipped with individual binding posts and push buttons and are provided for selecting scales.

A model to test screen grid receivers is also available. It is known as Pattern 199-A.C.-D.C. It has all the features of the previous model 199, plus the screen grid test.—*Radio Retailing*, July, 1929.



42-B chassis, in a wood housing chamber, \$14; model 60 in a Gothic design table cabinet of two-tone walnut, \$25; and model 64 in a clock type bronze-finish metal cabinet, \$18.

The electro-dynamic line includes chassis 9210-AC equipped with high voltage dry rectifier, 10 in. cone, \$30; with 7 in. cone, \$27; model 9210-AC tube, employing a tube rectifier for use with a.c. current, \$26; model 9210-DC for d.c. operation, 10 in. cone, \$20; with 7 in. cone, \$18; and cabinet model 98-AC in table style to accommodate a set on top, is \$60. The size is 30 in. x 28 in. x 14 in.—*Radio Retailing*, July, 1929.

## Isolantite Products

The Isolantite Company of America, 551 Fifth Avenue, New York City, announces a line of completely assembled radio products, made of isolantite, a synthetic insulating product.—*Radio Retailing*, July, 1929.

## Battery Charger

The Adam-Barre Co., 1242 North High Street, Columbus, Ohio, offers a battery charging unit to accommodate five batteries, especially adapted for use by radio dealers.—*Radio Retailing*, July, 1929.

## Voltage Control and Other Products

Among the products being made by Gardiner and Hepburn, Inc., 2100 Washington Avenue, Philadelphia, Pa., is a control plug which automatically keeps the voltage at 110 volts. The intended retail price is \$1.50. A modulator, which is a combination wave trap, tone modulator and static and noise eliminator, is \$2. Three types of spring aerial are also offered, ranging in price from \$1 to \$1.75.—*Radio Retailing*, July, 1929.

## Kellogg Tube

The Kellogg Switchboard and Supply Company, Chicago, Ill., announces a K-24 screen grid tube of standard specifications.—*Radio Retailing*, July, 1929.

## Aerial Kits

The Ajax Electric Specialty Co., 1926 Chestnut Street, St. Louis, Mo. is offering aerial kits with 50 or 75 ft. aerials, ranging in price from \$1.50 to \$2.50.—*Radio Retailing*, July, 1929.



## New Howard Receivers

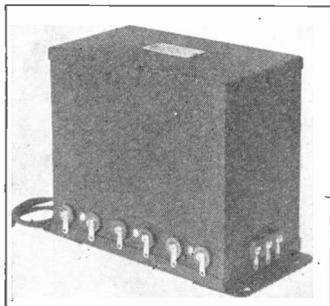
A line of six sets in period cabinets has been announced by the Howard Radio Company, South Haven, Mich. The chassis, which is common to each model, has nine tubes including two 245's in push-pull. The dynamic speaker is individually tone-matched to its own receiver.

The Louis XVI, Gothic, Florentine and Hepplewhite models are made of solid walnut with matched burl walnut doors. The Sheraton is made of solid mahogany with doors and base inlaid in satinwood. The Console model is illustrated. The intended retail prices are: Sheraton and Hepplewhite models, \$235; Louis XVI, \$255; Gothic and Florentine models, \$275, and the Console is \$175. —*Radio Retailing*, July, 1929.

## Hum Balancer and Strip Resistor

The Clarostat Manufacturing Co., 285 N. Sixth Street, Brooklyn, N. Y., has announced the "Hum-Dinger," an adjustable centertap resistance. The wire winding is held by a threaded fibre support so the turns will not slip and short circuit, according to the maker. Resistance values of from 6 to 500 ohms are available. Price, 75c.

The fibre support of the strip resistor also just announced is threaded so as to hold the turns firmly in place. The manufacturer claims that the resistance value stamped on is maintained to within 10 per cent. Available in any resistance value from 1 to 3,000 ohms, and may be had in an adjustable model. Prices range from 15c. to 35c. —*Radio Retailing*, July, 1929.



## Power Transformer

The new 945 power transformer being made by the Remler Division of the Gray & Danielson Manufacturing Company, 260 First Street, San Francisco, Calif., is designed to supply filament, plate and grid-bias for as many as six 227 or 224 tubes, a 280 rectifier and two 245's in pushpull. It is inclosed in a steel case finished in black crystalline enamel and stands 5 3/16 in. high. The intended retail price is \$18. —*Radio Retailing*, July, 1929.

## Replacement Condenser Cartridges

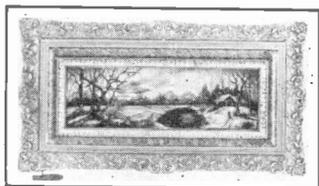
Wax-sealed replacement condenser cartridges have been placed on the market by the Bassett Company, 276 Alden Avenue, New Haven, Conn. They consist of the condenser windings without the cans, coated and sealed in a hard wax to protect them from moisture. With these cartridges the blown-out units can be easily replaced. They come in a variety of ratings and sizes ranging in price from 55 cents to \$3.25. —*Radio Retailing*, July, 1929.

## Line of Tubes

The Bright Star Battery Company, Hoboken, N. J., has brought out a line of radio tubes featuring "Perm-Align" construction. By this construction, the filament, plate and grid are held in permanent alignment by two indestructible horizontal members,—one at the top and one at the bottom,—according to the manufacturer. The following tubes are available: 227, 226, 201A, 200A, 199, 120, 245, 112A, 171A, 210, 250, 280, 281 and 224. —*Radio Retailing*, July, 1929.

## Seven Tube Chassis

The model "A" chassis announced by the Arco Electrical Corporation, 1727 Sedgewick Street, Chicago, Ill., uses five 227's, two 245's in pushpull and a 280 rectifier, in four tuned and balanced r. f. stages and the audio stage. It may be had in chassis form, in a metal cabinet, or in a variety of consoles. —*Radio Retailing*, July, 1929.



## Novelty Speaker

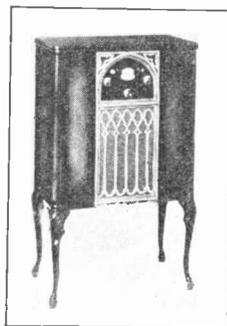
A reproducer mounted behind an oil painting is offered by the Columbia Wood Turning Company, 1912 So. Western Ave., Chicago, Ill. The landscape, or other subject, is on silk cloth. A novelty effect is produced by an electric light bulb concealed behind the picture. —*Radio Retailing*, July, 1929.

## Power Amplifier Transformer

A power amplifier transformer for use with the 245 power tube has been placed on the market by the Dongan Electric Manufacturing Company, 2987 Franklin Street, Detroit, Mich. This No. 994 power amplifier transformer, 2189 output transformer and D-946 condenser unit can be combined to make a power amplifier. —*Radio Retailing*, July, 1929.

## Voltage Regulator

A new and larger manual voltage regulator model 211-B, is now being made by the Wirt Company, 5221 Greene Street, Germantown, Philadelphia, Pa. It is for use with a.c. sets consuming up to 150 watts; having seven tubes or more; or equipped with a dynamic speaker. The intended retail price is \$3.25. —*Radio Retailing*, July, 1929.



## Findlay Cabinets

The illustrated cabinet, which is made by the Robert Findlay Manufacturing Co., Inc., Metropolitan and Morgan Avenues, Brooklyn, N. Y., is designed for A-K set model 55 and F4C speaker. It is finished in African mahogany with ornamental statuary bronze finished grille and escutcheon frame. A model to accommodate the A-K 55 on top with a shelf underneath for the speaker, which is concealed by an antiqued bronze grille, is also available.

The console grand model for Radiola 33 is finished to match the set. The speaker is hidden behind a modernistic speaker grille. —*Radio Retailing*, July, 1929.

## Phonograph Speed Indicator

A device for testing the speed of the phonograph turntable, called the "Rotometer," has been introduced by the Lakeside Supply Company, 73 West Van Buren Street, Chicago, Ill. The intended retail price is \$1.25. —*Radio Retailing*, July, 1929.

## A.C.-D.C. Tester

The type R-522 "all-purpose" tester just brought out by the Sterling Manufacturing Company, 2831 Prospect Avenue, Cleveland, Ohio, will test both a.c. and d.c. sets and tubes. A feature of the instrument is the use of six meters so that there are only two scales on each, facilitating reading. The Morocco leather-grained case is of the portable type and of small dimensions. It is priced at \$40.50, net to the dealer. —*Radio Retailing*, July, 1929.



## Cabinet

An Oriental walnut cabinet with an inlay wood border on the front panels, both inside and outside, is now being made by the Woodward Furniture Company, Owosso, Mich. The doors are of the "quarter door" type. It is 5 1/2 in. high and the set space is 23 in. wide by 1 1/2 in. deep. This cabinet has a full width drawer just below the set compartment. —*Radio Retailing*, July, 1929.

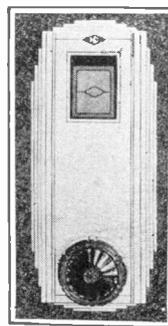
## Dial, Condenser and a Polarizer

The National Company, Inc., Malden, Mass., has just announced three new products.

The rainbow dial, illustrated, has a scale reading projected in color on the small ground glass screen. As the knob is turned, the color of illumination shifts and changes. The escutcheon plate is modernistic in design.

The "weld-built" condenser embodies many new features of construction. It is furnished with slotted end rotor plates for matching to special coils and circuits and the zero adjusters are completely shielded. The plate shape is the regular Equitune. It is available in single sections or in two, three and four gang units.

The polarizer, for electrostatic speakers, furnishes the necessary 600 volts. The intended retail price, complete, is \$12.50. —*Radio Retailing*, July, 1929.



## Nine Tube Set

The "Seven Seas" set being made by C. R. Leutz, Inc., Long Island City, N. Y., uses three a.c. screen grid tubes, two 227's, two 210's in push-pull in three r.f. stages, detector and first audio stage. For rectification two 280's are employed. The cabinet stands 55 in. high by 3 1/2 in. wide by 1 1/2 in. deep. It is made of walnut, with sliding doors, and incloses the dynamic speaker. The intended retail price for 110 volt, 60 cycle operation is \$410. With two 250 power tubes in place of the 210's, \$430. —*Radio Retailing*, July, 1929.

## Variable Resistors

The illustrated variable resistor is of the compression type with a resistance range of from 40 to approximately 10,000,000 ohms. It is known as the "Resistograd" and is made by the Pilot Electric Manufacturing Company, 323 Berry St., Brooklyn, N. Y. The intended retail price is \$1.

The new "Volumgrad," a variable resistor, has the following resistance ranges: 0-50,000, 100,000, 200,000 and 500,000 ohms. It will dissipate .125 watts. This device may also be used as an antenna potentiometer and as a variable grid leak in capacity-coupled a.f. amplifiers. The intended retail price is \$1.50. —*Radio Retailing*, July, 1929.





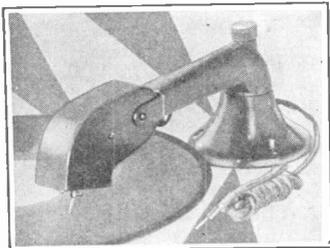
## Duplex Turntables and Amplifiers for Theatres

The "Q-Phone," a new development by the W. M. Dutton & Sons Company, Hastings, Neb., is especially adapted for use in small town moving picture theatres for furnishing cue music. The equipment consists of two turntables, separately motored; two counter-balanced tone arms, snap toggle switches to operate the various horns, etc.; volume control; power amplifier, and speakers.

A feature of the instrument is the center lever control which raises and lowers the tone arms, throwing the sound from one record to the other or allowing both records to play at once. By this lever, the tone arm can be dropped at any predetermined part of the record. The intended retail price of model 1, complete with tubes, 3 speakers, record rack, amplifiers, etc. is \$490. Model 2, with a more powerful amplifier and four speakers, is \$550.—*Radio Retailing*, July, 1929.

## Portable Laboratory

The Supreme Instruments Corporation, Greenwood, Miss., has brought out an improved model of its "Diagnometer," to be known as model 400-B. The range of voltmeters has been extended to 750 volts to take care of sets using higher voltages. Other changes and refinements have been made.—*Radio Retailing*, July, 1929.



## Electric Pick-Up

A super-magnetized electric pick-up is now being made by the United Air Cleaner Company, 9705 Cottage Grove Avenue, Chicago, Ill. It is equipped with volume control and is suited for theatrical sound purposes.—*Radio Retailing*, July, 1929.

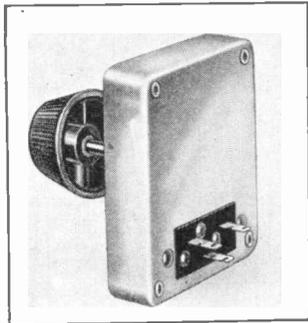
## Dynamic Speaker

The Quam Radio Products Company, 9705 Cottage Grove Avenue, Chicago, Ill., is now making a dynamic speaker. The spider suspension is so designed that it carries the moving coil in straight line action. The alignment moving coil is not dependent upon cone.—*Radio Retailing*, July, 1929.

## Improved Electrad Resistances

Electrad, Inc., 173 Varick Street, New York City, offers the "Super-Tonatron," a variable, non-inductive high resistance volume control which will dissipate five watts at any position of contact, according to the maker. It is of all-metal construction with the graphite resistance fused to an enamel base. It can be made in any desired range. The intended retail price is \$2.45.

New covered fixed resistances are also available. The bands, tube, wire and enamel expand and contract alike under load, insuring against breakage of wire at contact point and along tube. They may be had in sizes ranging from 7.5 watts to 100 watts.—*Radio Retailing*, July, 1929.



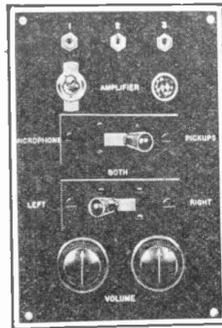
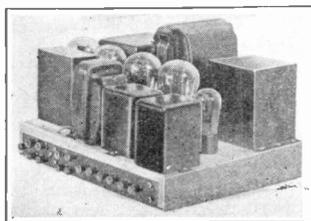
## Station Locator

The Electrical Novelty Company, P. O. Box 253, Kansas City, Mo., is making a radio station locator. It comes in ten dial calibrations to cover practically all of the one dial sets on the market. It consists of a 4 in. by 6 in. card with a cut-out space, behind which rotates a circular card. On the circular card is printed the complete kilocycle and meter scales, so that any station can be located either in meters or kilocycles, and the corresponding dial number determined. The intended retail price is 25c.—*Radio Retailing*, July, 1929.

## Power Amplifier

The Acco public address system introduced by the Atlas Coil Company, 1916 E. Colorado Street, Pasadena, Calif., has two stages of audio and uses two 250 tubes in push-pull for output. It supplies all power for the amplifier, and also supplies A, B and C power for the operation of a radio receiver and furnishes 125 volts D.C. for energizing the field of a dynamic speaker. The choke coil is said to be built on a new principle. Two 4 mfd. condensers are used, one of which is 1,000 volt rating and the other 600 volt rating. The total weight is approximately 70 lbs. Intended retail price, \$167.50.

Models with three, four and five stages of audio, using, in the larger models, four 250 tubes in parallel push-pull for output, are also available.—*Radio Retailing*, July, 1929.

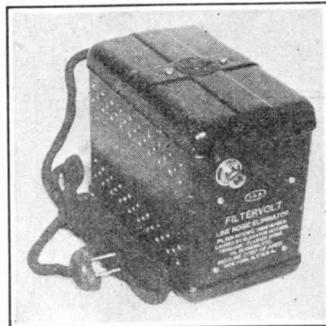


## Control Panel

The Operadio Manufacturing Company, St. Charles, Ill., has developed a control panel for use in theaters where non-synchronous sound equipment using the new Operadio power amplifier is installed. With this control panel any type of microphone as well as two phonograph pick-ups, permitting the use of both musical and sound records, may be used. Various blendings of voice and music can be secured. The power amplifier may be had in models to meet practically every requirement. It is a.c. operated.—*Radio Retailing*, July, 1929.

## Line of Tubes

The line of tubes being made by the Cable Radio Tube Corporation, 84 N. Ninth Street, Brooklyn, N. Y., now includes the following: 226, 227, 224AC, 112A, 171AC, 245, 210A, 250, 201A, 140, 200AA, 230, 231, 112 and 199.—*Radio Retailing*, July, 1929.

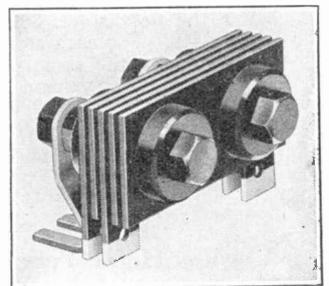


## Shield Grid Connector

A clip, known as the "Grid-Grip," for making contact with the grid of the new shield grid tubes is being made by the National Company, Inc., 61 Sherman Street, Malden, Mass. It is a very handy and useful clip and lists at 10c.—*Radio Retailing*, July, 1929.

## Radio Log

An improved radio station recording chart is now being made by Prising and James, San Francisco, Calif. The intended retail price is \$1.—*Radio Retailing*, July, 1929.



## Rectifier Unit

A new type of rectifier unit, B-402, is announced by the B-L Electric Manufacturing Company, 19th and Washington Avenues, St. Louis, Mo. It is designed for use in dynamic speaker manufacture, permitting the use of larger size wire in the speaker field winding.—*Radio Retailing*, July, 1929.

## Interference Eliminator

A line noise eliminator, called the "Filtervolt," is being manufactured by the Insuline Corporation of America, 78 Cortlandt Street, New York City. It operates on either a.c. or d.c., 25 to 60 cycles, 110 or 120 volts, as well as on 32-volt farm systems. The intended retail price is \$15.—*Radio Retailing*, July, 1929.

## Short Wave Adapter

The Short Wave and Television Laboratory, Inc., 104 Brookline Ave., Boston, Mass., is making the Baird short wave adapter in two types: a.c. and battery operated.

A set of four Octo Coils to cover a wave length range of from 16 to 225 meters comes with each adapter. All models come in a Morocco leatherette covered case, size 6 in. by 6 in. by 7 in. The de luxe model with hinged cover and compartment to hold coils is \$20; the grande model without cover is \$18; and the standard model without coil compartment or cover is \$15.—*Radio Retailing*, July, 1929.

# THIS MONTH in the Radio Industry

## Federated Ratifies New Organization Set-Up

As a result of the ratification of the revised constitution and by-laws of the Federated Radio Trades Association, every local or territorial radio trade association is eligible for active representation in this organization. Federated will now function as the parent body for its four types of affiliated interests.

This confirmation of the revised constitution was the outstanding action taken by its membership during the Chicago Trade Show.

Dues for local organizations will be \$25 per year. In consideration of this sum, two delegates will be recognized at national deliberations of FRTA. For every additional \$25, two additional delegates will be allowed. In this way prominent local associations qualified and able to take on additional financial burdens can register a large number of their members.

## May License All Retail Stores in Ohio

A bill to license every retail store, and particularly designed to hit chain stores, has been introduced in the Ohio General Assembly. The measure defines as a store practically every establishment engaged in retail selling.

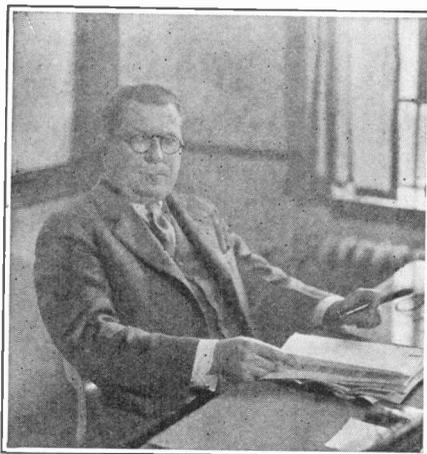
For license purposes they are divided into five classes, depending on gross business annually. Class 1, up to \$12,000 a year business, would pay \$5 license; class 2, \$12,000 to \$30,000, \$10; class 3, \$30,000 to \$60,000, \$20; class 4, \$60,000 to \$100,000, \$30; and class 5, more than \$100,000, \$40.

The license for additional stores operated by the same person or firm is graduated upward, increasing for each such store. By classes, the license fee for the second store would be \$10, \$20, \$40, \$60 and \$80. For the third store, by classes, \$20, \$40, \$60, \$80, and \$100. For the fourth store, \$40, \$60, \$80, \$100 and \$200. For the fifth store, \$80, \$120, \$160, \$200 and \$400. For each store in excess of five operated by the same person or firm, the license fee, by classes, would be \$100, \$200, \$300, \$600 and \$750.

The measure originated with the Allied Business Men's Association of Scioto County. Its sponsors estimate that it will yield \$10,000,000 in revenue to the state annually.

## Van Horne Tube Co. Expands

With the purchase of an additional factory, the expansion of the Van Horne Tube Company, Franklin, Ohio, is now complete. A sales organization, national in scope, has been organized. David M. Kasson, who has been connected with the industry for many years, is president. He will be in charge of sales and merchandising. John S. Van Horne is vice-president in charge of production.



## Balkeitt President

When the Balkeitt Company was formed a few months ago to take over the radio business of the Fansteel Products Company, Chicago, Glenn L. Alspach was elected president. He was formerly treasurer and manager of Gilfillan Bros. Inc., of Los Angeles, Calif.

## To Study Educational Side of Radio

Radio will be a powerful force in motivating study and in stimulating interest in study even if it should not prove a satisfactory method of teaching, according to the Advisory Committee on Radio Education, appointed by Secretary of the Interior Ray Lyman Wilbur. Steps are being taken to raise \$25,000 to finance the investigations of this committee. A report of facts will be submitted to Mr. Wilbur by January next, showing the scope of radio instruction so far and describing actual programs, methods, costs, etc.

## Majestic Sets to be Made Abroad

Plans are under way for the organization of a company in England which will acquire exclusive rights for the manufacture and sale of radio sets under the trade mark "Majestic" in Europe, Asia and Africa. The Grigsby-Grunow Company, Chicago, will receive approximately one-half of the issued share capital in consideration of the granting of its trade mark and patent rights in that territory.

THE ATWATER KENT MANUFACTURING COMPANY, Philadelphia, Pa., has issued a statement denying the purchase of a so-called "static eliminator" from W. A. Maxwell of Mobile, Ala. The rumor started following publication of a story in a southern newspaper to this effect.

THE SPARKS-WITHINGTON COMPANY, Jackson, Mich., recently held a pre-showing of its new line. Special trains and cars brought the dealers, more than 4,000 in number, to the factory from all parts of the country. After a demonstration of the sets, the annual Sparton party was staged.

## \$650,000,000 Radio Sales In 1929, NEMA Estimate

Reports from approximately 20 per cent of the 39,159 radio dealers queried in the April 1, 1929, quarterly survey of stocks in dealers' hands, conducted by the Department of Commerce in co-operation with the Radio Division of the National Electrical Manufacturers Association, showed a volume of business of \$25,540,245 for the first quarter of this year, or an indicated total retail sales volume of \$132,000,000.

Indicated total retail sales volume figures for the Jan. 1, 1929, and Oct. 1, 1928, quarterly surveys are placed at \$186,000,000 and \$96,000,000, respectively. Returns from the three available quarters of the 1928-1929 radio season, therefore, show an indicated grand total of \$414,000,000. On this basis the previous estimate of \$650,000,000 for the full radio year of 1928-1929 will probably be realized.

The average volume of business per dealer reporting for the first quarter of 1929 was \$3,370, as compared with \$5,790 for the last three months of 1928.

The dealers reported 139,347 electric sets and 15,623 battery sets sold during January, February and March, 1929. The average volume of business per set sold amounted to \$165, as compared with \$158 per set for the last three months of 1928.

Sixty per cent of the total replies, which originated in the New England, Middle-Atlantic and East North Central States, showed that fifty-nine per cent of the total business reported for the United States was consummated there.

## National Carbon Takes Over Raytheon Production

The arrangements between the National Carbon Company, New York, and the Raytheon Manufacturing Company, Cambridge, Mass., whereby the National Carbon Company assumes control of the production and distribution of Raytheon's entire output of radio tubes, have been consummated. Fred D. Williams, formerly vice-president of Raytheon, has been made manager of the new tube division, with headquarters in New York City.

The product will hereafter be marketed under the name of Eveready-Raytheon. Raytheon recently received the first tube license to be granted by RCA.

The capital stock of the Cambridge company has been increased from 100,000 to 200,000 shares without par value and substantially all the property and assets were transferred to the newly formed subsidiary, the Raytheon Production Corporation.

THE ANNUAL NEW YORK RADIO BANQUET usually held during the week of the New York Radio Show has been discontinued, according to an announcement by Paul B. Klugh, chairman of the banquet committee.

## Radio Service Course Offered by N.E.M.A.

A radio course for service men is now being offered by the National Electrical Manufacturers' Association in co-operation with the Radio Institute of America.

It comprises four text books. Technical language has been avoided as much as possible but the fundamental principles have been treated in sufficient detail to give the dealer an accurate understanding of the essential information. Practically every subject is covered from definitions of the various parts used to complete circuit diagrams of all the leading sets on the market. Four examination papers are offered and may be submitted to the Radio Institute for correction and rating.

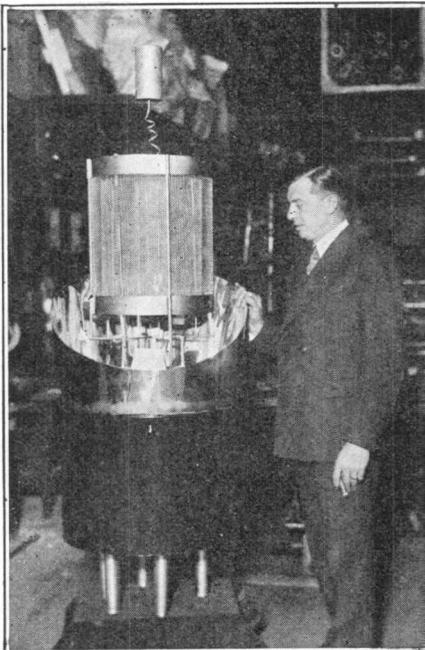
The complete course costs \$12 and may be obtained from the Radio Institute of America, 326 Broadway, New York City.

### To Hold Merchandising Show

The American Fair, the first national merchandising exposition in the United States, will be held from Aug. 3 to 25, inclusive, at the new Atlantic City Auditorium. The object of the exposition, which will be held annually, is to provide manufacturers with a new agency for promotional and merchandising activities.

### Utz Is Kellogg Sales Manager

The June issue of *Radio Retailing*, under the caption, "Dramatizing the Sales Convention," referred to Mr. Mac Harlan as sales manager for the Kellogg Switchboard and Supply Company. This was erroneous. Mr. Harlan is advertising and sales promotional manager. The sales manager for this concern is J. K. Utz.



*Tu-Big*

If this is a sample of the new Eveready Raytheon tubes, it looks as though production is beginning on a large scale. Fred Williams, formerly vice-president of the Raytheon Manufacturing Company, Cambridge, Mass., and now manager of the radio tube division of the National Carbon Company, New York, seems quite interested.

THE GRIGSBY-GRUNOW COMPANY, Chicago, has established a factory owned distribution branch in the New York territory. There will be no change in the distribution policy in other territories, however.

## Personnel Changes

THOMAS H. CLOSE, who started as salesman eight years ago, has just been made general sales manager of Holcomb & Hoke.

R. R. KARCH, a member of the staff of Thomas A. Edison, Inc., for the past eleven years, is now assistant to A. L. Walsh, vice-president.

DICK GRAVER, well known in both the radio and music fields, has joined CeCo as general sales manager.

W. B. NEVIN, who was sales and advertising manager of Colin B. Kennedy in 1921-22, is again with the company, this time as general sales manager. Before re-joining Kennedy, he was director of sales and advertising of the Sterling Manufacturing Company, Cleveland.

WORCESTER BOUCK has resigned from the Equitable Trust Company, New York, to become vice-president, treasurer and a director of Arcturus.

HUGO PERLESZ, who has spent several years with radio and electrical firms in Germany and England, as well as in this country, has been appointed manager of all the Steinite factories.

J. E. BROYLES has been promoted to the position of vice-president in charge of sales of Capehart. His former position of secretary has been filled by L. D. Thomas, who came from Holcomb & Hoke.

THOMAS H. ENDICOTT has resigned as general sales manager of Zenith to become distributor for that company in Connecticut.

FRANK R. DEAKINS, who has been with General Electric since 1915, has been appointed sales manager of the radio department.

V. K. WILSON, until recently with the Tower Manufacturing Company, has joined Triad as assistant sales and advertising manager.

W. J. PARKER, organizer and director of trade associations, has opened larger offices at 7 East 44th Street, New York.

PAUL HITTINGER has been appointed sales promotion manager of Freed-Eisemann.

ALFRED P. SIROIS, formerly an account executive with A. A. Gray & Company, Chicago, advertising agents, is now advertising manager of Colin B. Kennedy.

N. O. WILLIAMS, chief engineer; John E. Ferguson, plant engineer; and Edward T. Maharin, sales director, have been made vice-presidents of CeCo.

G. W. POORE has been added to the sales staff of Grigsby-Grunow to be in charge of sales promotion work in the eastern district. He will cover the triangle formed by Boston, Philadelphia and Cleveland.

F. H. SCHNELL, for six years traffic manager of the American Radio Relay League and more recently with the Burgess Battery Company, has become general manager of Aero Products.

FREDERIC HOLBORN, who has been connected with DeForest, Westinghouse and Kolster, is now chief engineer of Gold Seal.

JAMES BARNES, formerly of Thordarson, has joined Aero Products as radio engineer.

GEORGE J. RYAN, formerly with Carter Radio Company, RCA and Steinite, has joined the Barsook sales organization.

## Radio Shows and Conventions

**August 3-25:** The American Fair, New Atlantic City Auditorium, Atlantic City, N. J.

**August 17-24:** San Francisco Radio Show, Civic Auditorium, San Francisco, Calif.

**August 31-September 7:** Indianapolis Radio Show, Manufacturers Building, State Fair Grounds, Indianapolis, Ind.

**September 1-7:** Seventh Annual National Radio Exposition, Ambassador Auditorium, Los Angeles, Calif.

**September 16-21:** Fifth Annual Southwest National Radio Exposition, New Coliseum, St. Louis, Mo.

**September 16-21:** Fifth Annual Rochester Radio Show, Convention Hall, Rochester, N. Y.

**September 16-21:** Fifth Annual Cincinnati Radio Show, Music Hall, Cincinnati, Ohio.

**September 18-25:** Cleveland Radio Show, Public Auditorium, Cleveland, Ohio.

**September 23-28:** Sixth Annual Radio World's Fair, Mad-

ison Square Garden, New York City.

**September 23-28:** Sixth Annual Radio Exposition, Convention Hall, Kansas City, Mo.

**September 24-28:** Eighth Annual Northwest Radio and Electrical Show, Minneapolis Auditorium, Minneapolis, Minn.

**September 30 - October 5:** Pittsburgh Radio Show, Duquesne Garden, Pittsburgh, Pa.

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

**October 7-12:** Ninth Annual Boston Radio Exposition, Mechanics Hall, Boston, Mass.

**October 21-26:** Detroit Radio Show, Convention Hall, Detroit, Mich.

**October 21-26:** New Orleans States Radio Show, States Auditorium, New Orleans, La.

**October 21-27:** Seventh Annual Chicago Radio Show, Coliseum, Chicago, Ill.

## Harry Alter to Head Midwest During Coming Year

At the annual election of officers of the Midwest Radio Trades Association, Chicago, held on June 14 at the Electric Club, Harry Alter of Harry Alter and Company, Majestic distributors, was made president. Other officers elected are as follows: Vice-presidents, Walter Pierce, Pierce Radio Co., Evanston; Ray York, Radio Vision Stores, Inc., and Edward Williams, Elmhurst Majestic Co.; secretary, John Redell, Sonatron Tube Company; treasurer, A. E. Simon, Electrical Specialty Company.

This association, with the co-operation of the Radio Wholesalers Association, recently called the largest dealer meeting ever held in Chicago. The matter of grading and registering men on the basis of ability drew an attendance of 439.

## Harold Wrape Heads Trav-Ler Co.

The entire interests of the former stockholders of the Trav-Ler Manufacturing Corporation have been purchased outright by Harold L. Wrape and a number of his business associates in the Benwood-Linze Company, St. Louis. A controlling interest in the company was purchased last December. Mr. Wrape is president of the new company; C. Hambeuchen, vice-president; C. R. Ogle, secretary and treasurer, and W. A. Butler, general sales manager. The new line of screen-grid portable sets will be made in St. Louis, where the factory will be located hereafter.

## Buckingham Representatives Meet

A convention of the divisional sales representatives of the Buckingham Radio Corporation was held recently at the factory in Chicago. The delegates inspected the plant where the production set-up has been entirely revamped. The receivers now go through in straight-line production so that a maximum number of sets can be made at peak season with a limited amount of handling. Joseph Gershon, sales manager, and other executives went over the details of the 1929 sales line-up. A banquet was held in the evening, followed by a theater party.

## Tulsa Holds One Day Show

The worth of spring radio shows, conducted entirely through the co-operative energy of local dealers, was demonstrated at Tulsa, Okla., recently. Two unique ideas distinguished this show. It was open for three hours only—from 8 to 11 p.m.—and the exhibits were arranged according to make of set rather than as to the dealer handling it. An elaborate 10-page radio supplement issued by a local newspaper, was thought to be the main reason for a record attendance of 5,600 persons.

## Open New Factories

Three mid-western radio manufacturers are now located in their new factories. The Capehart Automatic Phonograph Corporation, formerly of Huntington, Ind., opened its new plant at Fort Wayne with special ceremonies on June 13. The Jensen Radio Manufacturing Company has completed the installation of equipment at its new Chicago site. With production getting into full swing in Chicago, the Oakland, Calif., activities are gradually being cut. The Electrical Research Laboratories, Chicago, have purchased the plant of the Cable

Piano Company in that city. Cabinets, receivers, electro-magnetic pick-ups and dynamic speakers will be made in the new quarters, using the straight line principle of assembly.

## Four Companies Change Name

It has been found expedient by four radio manufacturers to change the company name although the management continues the same. The Zetka Laboratories, Newark, N. J., will hereafter be known as the Radio Utilities Corporation. This company is concerting its efforts on the production of power and rectifier tubes. The Cable Supply Company has taken the name of the Cable Radio Tube Corporation. The Pilot Radio and Tube Corporation is the new name of the Pilot Electric Manufacturing Company, Brooklyn, N. Y., and the Eisler Engineering Company, Newark, N. J., is now the Eisler Electric Corporation.

## E. O. Borglin Heads Northwest Ass'n

At the meeting of the board of directors of the Northwest Radio Trade Association, Minneapolis, Minn., E. O. Borglin of the Howard-Farwell Company, St. Paul, was elected president, following the resignation of W. M. Sanderlin, who recently started in business in Seattle, Wash. At the same meeting, H. P. Smith was made chairman of the board to fill the unexpired term of J. O. Maland who is connected with station WLS, Chicago.

## All-American Opens Furniture Plant

In the presence of more than 100 distributors and guests, the All-American Mohawk Corporation, Chicago, opened its new cabinet factory at North Tonawanda, N. Y. Eugene R. Farny, president, and Otto N. Frankfort, vice-president in charge of sales, entertained the guests throughout the two days of the convention, combining business sessions with recreation.

THE KELLOGG SWITCHBOARD AND SUPPLY COMPANY, Chicago, formally ushered in its 1929 line of sets at a dinner for the Chicago dealers. Two hundred and fifty radio merchants attended. J. K. Utz acted as master of ceremonies. W. L. Jacoby, president, made the opening speech, taking his audience back 32 years, as he told about Milo Kellogg, founder of the company.

THE BUSH AND LANE COMPANY, Holland, Mich., will market its new line under the plan of granting exclusive territories to each retailer.

## New System of Broadcasting Radio Programs Developed

A new system of radio program broadcasting that may have an important effect on the present method of chain hook-ups is being utilized by several national advertisers. It is controlled by National Radio Advertising, Inc., 410 N. Michigan Avenue, Chicago.

The "So-A-Tone" process, as this innovation is called, embraces not only the dramatization of a theme plot with a related musical background, but includes also a new method of broadcasting these programs.

Briefly, the program is rehearsed and then recorded on special phonograph records. The impressed discs are then sent to the various stations whose services have been engaged and, at stipulated periods throughout the week, these continuity entertainments are put on the air. Two of the chief advantages claimed for this system are: (1) The release dates for the same program are "staggered" so that different stations broadcast the program throughout a given week, and, (2), there is a saving on the great cost for wire hook-up tolls.

Permission to announce such systems of mechanical transcription, without the use of the words "phonograph record," as is required in the case of commercial records, is contained in General Order No. 52 of the Federal Radio Commission.

## Stromberg-Carlson Forces Confer

A conference of all branch managers, salesmen and representatives of the Stromberg-Carlson Telephone Manufacturing Company, Rochester, N. Y., from the United States, Canada and South America, was held at the new plant recently. The first two days of the meeting was devoted to the new radio receivers and speakers. Addresses on merchandising were given by Professors Borden and Bussey of Columbia University, New York City. A banquet on the last evening was one of the high points on the social side of the conference.

## Dedicate Atwater Kent Factory

The newly completed addition to the Atwater Kent factory in Philadelphia, was dedicated recently with distributors and dealers from every state present. The latest radio receiver to be produced in the factory just prior to the exercises was placed in the date stone. This factory and the old plant cover an area of 32 acres.

## A Profitable Hobby

Work is a hobby with H. E. Capehart, president and general manager of the Capehart Automatic Phonograph Corporation, Fort Wayne, Ind. Judging from the steady growth of his company, he has indulged in his hobby a good part of the time. With Mr. Capehart, left, is E. E. Collison, factory manager.



# News of Jobbers and Distributors

## New Headquarters Opened By Eight Jobbers

THE C. C. WHITE ELECTRIC COMPANY, Dallas, has opened a branch in San Antonio and contemplates opening other branches throughout Texas in the near future.

THE RADIO SPECIALTY COMPANY, Milwaukee, Wis., is now located in its new and larger quarters at 495 Broadway.

THE BROOKLYN RADIO SERVICE CORPORATION, Brooklyn, N. Y., has moved its main offices and warehouse to a five story building at 1072 Atlantic Avenue.

HARPER-MEGGEE, INC., Seattle, Wash., has opened a branch at Butte, Mont., to take care of the state of Montana, which has just been added to its territory.

THE GRIER-SUTHERLAND COMPANY, Detroit, has found it necessary to increase its floor space and is now located one block east of its old location.

THE WEBER DISTRIBUTING COMPANY, New York, due to the rapid growth of its business has moved to larger offices at 200 Hudson Street.

THE COMMONWEALTH RADIO DISTRIBUTING CORPORATION, New York, is now located in its new offices at 13 Laight Street, where it occupies two floors.

THE PEERLESS ELECTRIC SUPPLY COMPANY, Indianapolis, has four floors and basement at its new location.

## Record Attendance at Fada Meeting

More than 1,000 Fada dealers participated in the banquet given recently at the Hotel Astor, New York, by the Triangle Radio Supply Company and Steelman, Inc., distributors for F. A. D. Andrea, Inc., in the metropolitan area. A display of the new sets and reproducers was held at the hotel for a full week. It was announced that David Mendoza had resigned his position as musical director of the Capitol Theater, New York, to take charge of Fada's radio presentations.

NORTHEASTERN RADIO, INC., Boston, Zenith wholesaler, took its entire sales organization to the Trade Show. The party, headed by Adolph Ullman, president, motored to Chicago in three cars. One day was spent going through the Zenith plant, the new cabinet factory, proving the most interesting to the men.

THE BEAUDETTE & GRAHAM COMPANY, Boston, Mass., has entered the radio field and is now exclusive distributor in eastern Massachusetts, New Hampshire and Rhode Island for Silver-Marshall receivers. A new display room is being opened, where an up-to-date service department will be maintained.

DORIS H. TUERK, for many years head of the radio department of the Illinois Electric Company, Chicago, has assumed similar duties with the Harrison Wholesale Company, Chicago.

THE VAN ASHE RADIO COMPANY, St. Louis, Mo., Bremer-Tully distributor, held a meeting of its dealers at the Hotel Coronado recently to demonstrate the new

B-T line. R. E. Smiley, of Bremer-Tully, was the principal speaker of the afternoon. Other speakers included C. W. Van Sickle and D. P. Buckley of the Van Ashe Company, and W. P. Mackle of the St. Louis Radio Trades Association. In the evening, a cabaret show was staged for the guests.

## Schuster Co. Holds Annual Meeting

More than 150 Crosley dealers from Ohio, Kentucky and Indiana were the guests of the Schuster Electric Company at its seventh annual dealer meeting on June 13. The retailers met at the offices of the Schuster Company, where a motor caravan of 90 automobiles was formed to take them to the country club. During the afternoon, one of the new Crosley Moonbeam airplanes, which are now being made at the plant in Cincinnati, was used to give an exhibition of stunt flying. Powel Crosley, Jr., president, was present at the meeting.

TRILLING & MONTAGUE, Philadelphia, staged a dinner-dance at the Franklin Hotel for the executives and salesmen and their wives. An engraved testimonial in the form of a silver shield was presented to the firm by the sales organization and accepted on behalf of the company by Mr. Trilling.

ERNEST INGOLD, INC., San Francisco, held its fifth annual convention of Atwater Kent dealers at the St. Francis Hotel, where all three ball rooms were engaged. Luncheon was served to the thousand delegates. A business session followed. In the evening there was dancing and a musical show, the Atwater Kent follies.

THE RISLEY LEETE COMPANY, New Haven, Conn., Sparton jobber, plans to open a branch office at Hartford.

## 150 Texas Dealers Visit Chicago

A special train of 12 Pullmans and two diners took one hundred and fifty Texas radio retailers to the Grigsby-Grunow plant in Chicago and to the Trade Show, as the guests of the Radio Equipment Company, Dallas, Majestic distributor. The entire 24th floor of the Stevens Hotel was reserved for the group. During their stay, the Grigsby-Grunow Company entertained with a luncheon and a banquet. Two days were spent at the factory and the radio show was visited before the return trip was started.

## Changes Firm Name

The name of the May Home Utilities Corporation, Newark, N. J., Philco distributor, has been changed to the May Radio Corporation. The officers and management remain the same. A promotional and advertising department has been added to serve the dealers.

THE TOVAN ELECTRIC COMPANY, Cincinnati distributor for the Continental Radio Corporation, recently held its first dealer meeting at the Alms Hotel. A buffet luncheon was served at noon, followed by a meeting. Carl D. Boyd and H. E. Bristol, from the factory, addressed the dealers in the afternoon. At six o'clock dinner was served, followed by a demonstration of the new Star-Raider line.

THE GOLDBERG BROTHERS COMPANY, INC., Richmond, Va., and Charlotte, N. C., recently held a banquet in each of these cities to acquaint the dealers with the new Earl line. The Goldberg Company took on this line a short time ago, covering Virginia and the Carolinas.

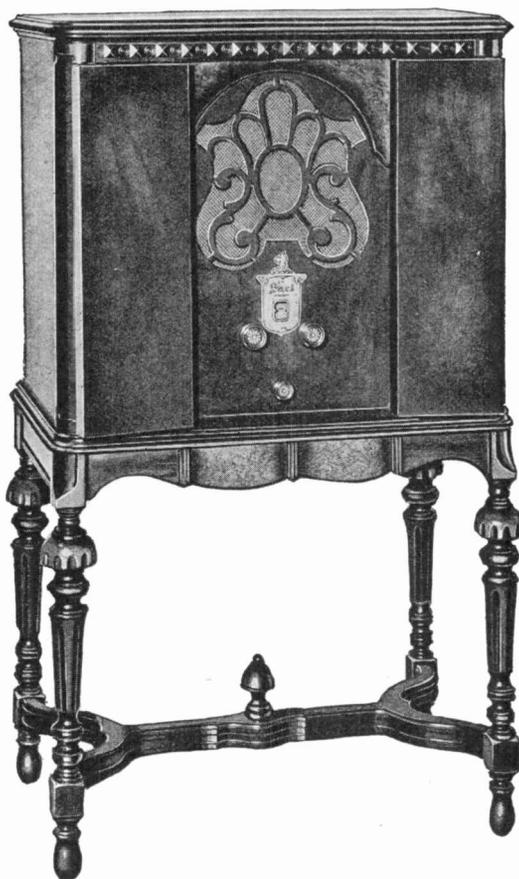
THE WESTERN MICHIGAN MUSIC COMPANY, Grand Rapids, Mich., is now Victor distributor in western Michigan.

## The Harry Alter Company Minstrels



J. J. Davin, left, and A. E. Boehlke, right, both of the Grigsby-Grunow Company, seem to be playing the part of end men with the Harry Alter Company minstrels, while Harry and Arthur Alter, center, are the interlocutors. The boys, who are Harry Alter salesmen off stage, wore these quiet and unobtrusive jackets during the Trade Show.

# C.A. Earl Radio



## MODEL 41

*All electric 9-Tube Set*  
Neutrodyne. Five tuned circuits. Push-Pull Amplification. Dynamic Speaker. Phonograph Pick-up Jack. Walnut Cabinet. Complete with Arcturus Tubes \$250.00.

**\$225**  
(less tubes)

*We repeat:*

## “Past Performance counts for little in Radio”

**E**ACH new model must stand or fall on its *present* performance.

Never was this more forcefully demonstrated than at the Chicago Radio Show. There, in competition with the oldest and the *finest* reputations in radio, the C. A. Earl was the hit of the show.

Past performance counts as little with your customers as it does with the trade. A radio set is bought on the basis of what this year's model will do this year. If you have not as yet investigated the C. A. Earl, by all means do so before you place your fall orders.

Every section of the country is now thoroughly covered by C. A. Earl distributors. Thus you are assured unfailing service.

Write or wire for the name of your local C. A. Earl distributor.

**CHAS. FRESHMAN CO., INC.,**

C. A. EARL, *President*

122 East 42nd Street, New York, N. Y.

Chicago : San Francisco : Los Angeles : Atlanta  
Kansas City

Canada : Freshman Freed-Eisemann Radio, Ltd.  
20 Trinity St., Toronto

(Prices slightly higher in Canada)

## MODEL 22

**\$99.50**

(less tubes)



## MODEL 31

**\$139**

(less tubes)



# Timetable of Principal Evening Chain Programs

Use this chart in tuning in for demonstrations—A timetable of morning and afternoon programs will be published next month

	Chain	6.00 P.M.	6.30	7.00	7.30	8.00	8.30	9.00	9.30	10.00	10.30
SUNDAY	NBC (WEAF)	Echoes of the Orient	6:15 Our Presidents	Tune of Roses	Capitol Family	Capitol (Continued)	Capitol (Continued)	9:15-Atwater Kent Hour	A. K. (Continued)	Studebaker Champions	10.45-Sunday at Parker's
	NBC (WJZ)		Whittall Anglo-Persians	American Singers	The Nomads	Enna Jettick Melodies		9:15 Tone Pictures	At the Baldwin	National Light Opera	National Light Opera (Continued)
	Columbia					La Palina Hour	Sonatron Program	Majestic Hour	Majestic (Continued)	De Forest Hour	Around the Samovar
	NBC (PACIFIC)	Studebaker Champions	Studebaker Champions (Continued)	Studebaker Champions (Continued)	7.45-Enna Jettick Melodies						
MONDAY	NBC (WEAF)	Dinner Music	Dinner Music (Continued)	Park Central Orchestra	James G. MacDonald	Voice of Firestone	A & P Gypsies	A & P (Continued)	General Motors	General Motors (Continued)	Empire Builders
	NBC (WJZ)	Palais D'or Orchestra	Books in the Limelight	South Sea Islanders	Roxy's Gang	Roxy (Continued)	White House Concert	Edison Recorders	Chesebrough Real Folks	Moment Musical	Manger Dance Orch.
	Columbia					Musical Vignettes	CeCo Couriers	Phys. Culture Magazine	U. S. Navy Band	Black Flag Boys	Night Club Romance
	NBC (PACIFIC)	General Motors	The Empire Builders	In Danceland	In Danceland (Continued)	Seiger's Symphonists	Symphonists (Continued)	Voice of Firestone	Plantation Echoes	Slumber Hour	
TUESDAY	NBC (WEAF)	Sport talk and Dinner Music	Dinner Music (Continued)	Roads of the Sky	Soconyland Sketches	Genia Fonariava	Prophylactic Hour	Eveready Hour	Eveready Hour (Continued)	Cluquot Club Eskimos	"Harbor Lights" 11.00—R-K-O Hour
	NBC (WJZ)	Old Man Sunshine	Savannah Liners Orchestra		Master Musicians	Pure Oil Band Concerts	Michelin Men	The College Drug Store	Dutch Master's Minstrels	Williams Synomatics	C. A. Earl Orchestra
	Columbia						Flying Stories	Old Gold-Whiteman	Old Gold-Whiteman (Continued)	Voice of Columbia	Voice of Columbia (Continued)
	NBC (PACIFIC)	Cluquot Club Eskimos	Earl Orch traditions	RKO Hour	RKO Hour (Continued)	Wayside Inn	Wayside Inn (Continued)			Spotlight Review	Trocaderans
WEDNESDAY	NBC (WEAF)	Sport talk and Dinner Music	Dinner Music (Continued)	Synagogue Service	La Touraine Concert	Mobiloil Concert	Wonder Bakers	Ingram Shavers	Palmolive Hour	Palmolive Hour (Continued)	The Two Trouper
	NBC (WJZ)	Ballew's Orchestra		Rosalie Wolf Soprano		Yeast-foamers Orchestra	Sylvania Foresters	Flit Soldiers	Forty Fathom Trawlers	Musical Travelogue	11.00 Slumber Music
	Columbia					Hank Simon's Showboat	Showboat (Continued)	United Symphony Orchestra	La Palina Smoker	Kolster Hour	Kansas Frolickers
	NBC (PACIFIC)	Palmolive Hour	Stromberg-Carlson Hour	Stromberg-Carlson (Continued)	Balalaika Orchestra	Road to Romance	Hill Billies			Cotton Blossom Minstrels	Cot. Blossom Minstrels (Continued)
THURSDAY	NBC (WEAF)	Dinner Music	Dinner Music (Continued)	Midweek Hymn Singing	Coward Shoe Hour	"Buck and Wing"	Broadway Lights	Seiberling Singers	Drama	Halsey, Stuart Program	NBC Concert Bureau
	NBC (WJZ)	Old Man Sunshine	Park Central Dance Orchestra	Breen & de Rose	Retold Tales	Lehn and Fink Serenade	Stephen Foster Songs	Veedol Concert	Maxwell House Hour	A. K. Hour	Around the World
	Columbia					Vincent Lopez	U. S. Marine Band	Detective Mysteries	Light Opera Gems	The New Yorkers	
	NBC (PACIFIC)	Halsey Stuart Program	Around the World	Troubadors	Standard Symphony	Symphony (Continued)	Memory Lane	Mem. Lane (Continued)		Slumber Hour	
FRIDAY	NBC (WEAF)	Dinner Music	Raybestos Twins	Star of Melody	Dark-Town Wanderers	Cities Service Orchestra	Cities Service (Continued)	Summer Melodies	Schrader-town Band	The Gossipers	11:00 St. Regis Orchestra
	NBC (WJZ)	Dinner Music	Dinner Music		Dixie's Circus	Triadors	Salon Singers	Interwoven Pair	Philco Hour	Armstrong Quakers	Organ Recital
	Columbia				Howard Fashion Plates	Hawaiian Shadows	The Rollickers	True Story Magazine	True Story (Continued)	In a Russian Village	Doc West
	NBC (PACIFIC)		Half Hrs. with the Senate	Tales		RCA Hour	RCA Hour (Continued)	Borden Farm Program		Broadway Melodies	Bway Melodies (Con.)
SATURDAY	NBC (WEAF)	Dinner Music		Piano Twins	Phil Spitalny	The Cavalcade	The Cavalcade (Continued)	General Electric Symphony	General Electric (Continued)	Lucky Strike Orchestra	Lucky Strike (Continued)
	NBC (WJZ)	Dance Orchestra	Gold Spot Orchestra	Music World		Soiree Classique	Pickard Family	Goldman Band Concert			11.00 Slumber Music
	Columbia					Nickel Cinco-Paters	Babson Finance Period	Nit Wit hour	Temple of the Air	National Forum	Club Richman
	NBC (PACIFIC)	Lucky Strike Orchestra	Lucky Strike Orchestra (Continued)	Four H Club	Four H Club (Continued)	Temple of the Air		Golden Legend	Legend (Continued)	School Days	School Days (Cont.)

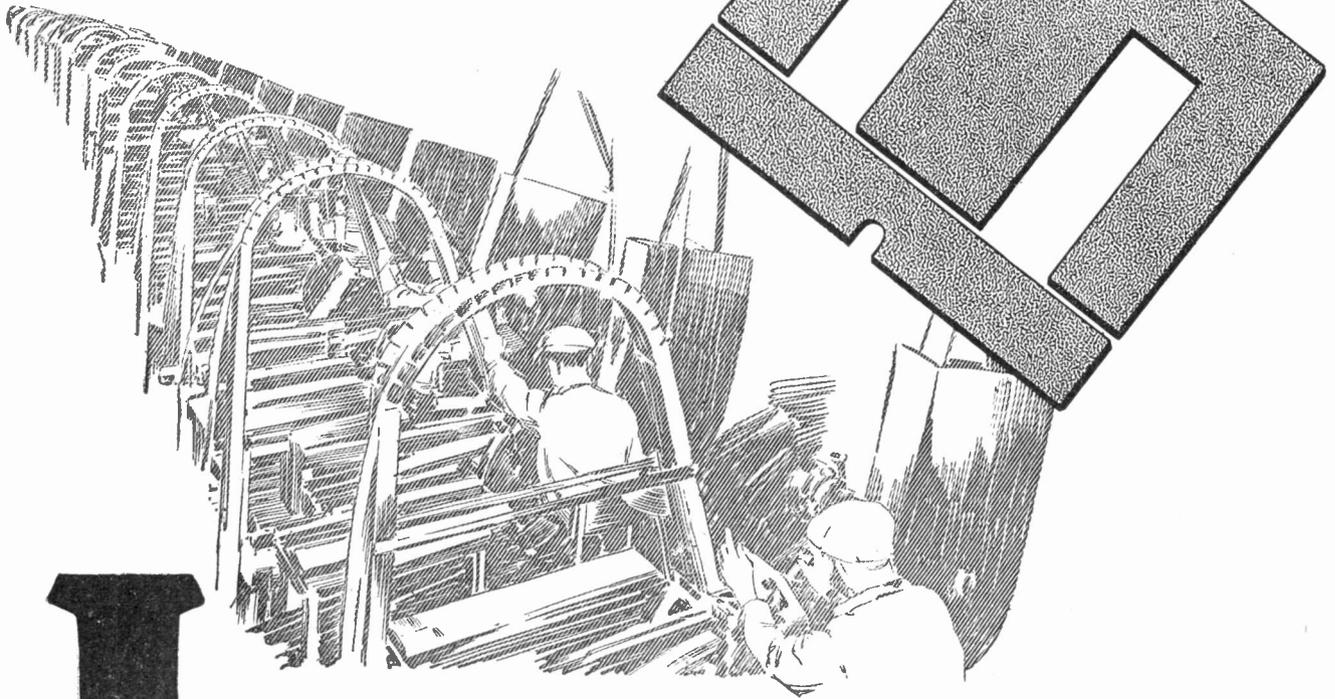
In first column at left, NBC-WEAF indicates the National Broadcasting Company chain with WEAF as key station. NBC-WJZ indicates the chain of which WJZ is the key station.

This chart is copyrighted by Radio Retailing. Permission to reproduce is granted only if proper credit is given.

Note—Time figures are for Eastern Daylight Saving Time, except for Pacific Coast programs. Time figures then indicate Pacific Coast Standard Time.

**CORE IRON PRESS ROOM**

*Batteries of speed presses stamp out all the core laminations for Thordarson transformers. The special method of core punching (developed by Thordarson, and completely covered by patents) is the only known method of stamping core laminations without waste. Steel comes to this room in carloads.*



# Laminations

Iron for Thordarson transformer laminations is cut in the Thordarson factory from special sheets by methods patented and controlled exclusively by Thordarson.

# THORDARSON

Transformer Specialists Since 1895

**THORDARSON ELECTRIC MANUFACTURING CO.**  
Huron, Kingsbury and Larabee Streets, Chicago, Ill.



## *Keeping in touch with* **RADIO MANUFACTURING**



### Parts Should Be Made by Specialists

By A. J. CARTER  
*President, Carter Radio Company*

FOR the set manufacturer to make his own parts would, in the first place, represent an unwarranted extravagance. The manufacturer who essayed this would soon discover that he needed a much larger plant for his operations. This would, of course, entail an extensive outlay of capital and a greatly increased overhead, not to mention the voluntary assumption of an array of new and perplexing problems of production. Furthermore, he would soon find himself in possession of a far larger stock of parts than he himself could absorb; and, in order to keep his newly expanded plant operating at full capacity at all times, he would be forced to dispose of the surplus in some way. Which means, of course, that he would have to go out and create a market for such parts as he could not use.

Now, for the average set manufacturer to compete with the average parts manufacturer in the production of parts is sheer folly. The intense competition among the various parts specialists to secure their share of the volume of the manufacturers' business has resulted in a progressive slashing of prices until they are now at rock-bottom. Further, any competition between the set manufacturer and the parts specialist is apt to savor of that pathetic struggle in which the amateur pits his skill, or lack of it, against the professional. Today, the parts manufacturer is a specialist in every sense of the word. He has thoroughly mastered the intricate technique of mass production and is ready to swing into high gear at a moment's notice. No set manufacturer can hope to compete with him on anything like even terms.

Again, the design and production of a really efficient broadcast receiver has long since ceased to be child's play. Properly to balance the numerous components of the modern set is, in itself, a delicate engineering task, and if the manufacturer does it conscientiously and well, he will have about all the work on his hands that *any man* or any single factory can conveniently attend to. His problems would be multiplied at least a thousandfold if he attempted to design and manufacture each of the several components, for many of them are, in themselves, intricate specialties. After all, that is the job of the parts specialist. He has done it well in the past, and there is no reason to suppose that he will not do it equally well in the future.

#### INSURES PROMPT DELIVERY

Then there is the question of prompt delivery. For reasons best known to themselves, many set manufacturers hold up the actual production of their offerings until the very last minute. Then they rush to the parts specialist with an order that is to be "red-flagged" through at all costs. It is indeed difficult to imagine the average set manufacturer rising to an emergency of this sort; yet the parts specialist has

done it time and again, and he will doubtless continue to do it just as long as the set manufacturer has difficulty in making up his mind as to just what components he shall employ. In short, the modern parts manufacturer, geared to maximum production at all times, has proven himself a very capable emergency man, even though this rush order business does increase costs and prices for all concerned.

Yet again, there is the fact that certain parts, because of their intrinsic excellence and because they have been extensively advertised, have already acquired a national reputation. The American public has, to a great extent, accustomed itself to buying definite brands, trademarks, names and prestige. It is therefore a matter of real cash value to the manufacturer to be able to incorporate in his set some particular part which has acquired a national reputation and a wide public acceptance. If, on the other hand, he were to attempt to develop his own, he would have to go through the tedious and altogether uncertain process of creating a reputation for a new and, so far as the general public was concerned, untried line.

#### PARALLELS AUTOMOBILE INDUSTRY

We in the radio industry have borrowed much from the automobile industry in times past. First, we took its mass production technique; a few years later, we adopted the established automobile practice of making-up a few standardized chassis into a wide range of pleasing body styles; and now we are beginning to exploit some of its pet merchandising policies. It seems to me that we can ill afford to ignore the lesson which the automotive industry has to teach us with regard to the subject under discussion at this time. Virtually every automobile manufacturer contents himself with designing his car and assembling it from a long list of carefully specified parts which have been produced by outside specialists. The names of Bendix, Fisher, Remy, Harrison and Timken suggest the extent to which the automobile manufacturer depends upon outside sources for his parts.

Lastly, there is the fact that the present-day parts manufacturer is no longer a single individual, struggling along in some garage or attic. He too, like the set manufacturer, has grown and prospered with the industry, and he controls one or more fully-equipped, up-to-date plants. He has established himself as an integral part of the radio industry, and has proven himself capable of prompt, efficient service.

#### Concession Cancelled in Nicaragua

The contract which granted to Sr. Jose Antonio Renasco, under the terms of which the concessionaire obtained the right to erect broadcasting stations in Nicaragua,

and gained a practical monopoly of the importation and sale of radio apparatus and equipment, has been cancelled by executive decree. It was brought to the attention of the President that this contract constituted a monopoly, the granting of which is prohibited by the Constitution.

### RMA Going After Radio Export Trade

American radio products will be sold more widely throughout the world under plans announced today by the Radio Manufacturers Association to aid its members in developing their foreign sales, especially in Latin America.

A complete and the first radio export guide has just been compiled by the Radio Manufacturers Association comprising virtually all prominent makers of all radio products, and issued free to its members.

The export campaign of the RMA is expected to greatly increase radio foreign sales, which last year were \$12,061,410, as compared with \$2,000,000 five years ago. This record was made despite inability of American manufacturers to fill radio demands in the United States, but the radio industry now feels able to develop the foreign market for the American industry.

The radio export guide prepared under the direction of Mr. George H. Kiley of New York, Chairman of the RMA Foreign Trade Committee, includes complete radio information in all Latin America, and most other countries of the world. The population, number and character of radio stations, control of radio, number and type of receiving sets in use, license fees, trade marks, patents, and other valuable export information are detailed in the RMA export guide. Lists of radio exporters, Latin American importers, foreign broadcast stations, foreign tariffs and import regulations are also given. The data will be supplemented, in loose leaf form, in future additions to the radio export information.

#### Radio Interest Continues to Grow in Sweden

Interest in radio is still growing strongly in Sweden, and with the availability of low-priced tube sets, crystal sets are declining, according to the Department of Commerce.

During February, 1928, the number of licenses increased by 23,000, bringing the total figure up to about 351,000 at the end of February. This represents 57.8 listeners per thousand inhabitants.

#### Patent Examiners Wanted

As applications for patents are being received at the Patent Office at the rate of 8,000 a month, there is a constant demand for competent examiners. The Civil Service Commission frequently has to make special efforts to maintain adequate eligible lists upon which the Patent Office can draw. Examinations for positions as junior patent examiners now are being held. The entrance salary is \$2,000. Students who have had two years of technical and scientific instruction should be able to pass the examination, the commission believes.

# What counts like tone quality ?

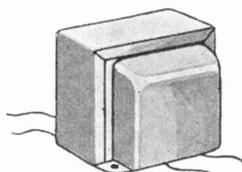


In the last analysis the customer's yardstick is the one by which radio values will be measured. In his judgment tone quality comes first.

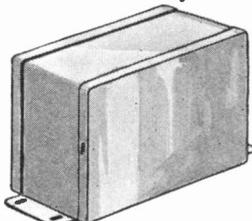
The audio end of the set controls the final performance—so transformers and speakers can make or mar a receiver.

T·C·A products meet their responsibility squarely. They deliver the goods. In perfection of design and construction, they fulfill the most exacting demands of your designing department.

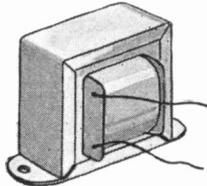
Completely manufactured . . . rigidly inspected . . . carefully tested . . . and through controlled volume production, offered at a price no higher than you pay elsewhere.



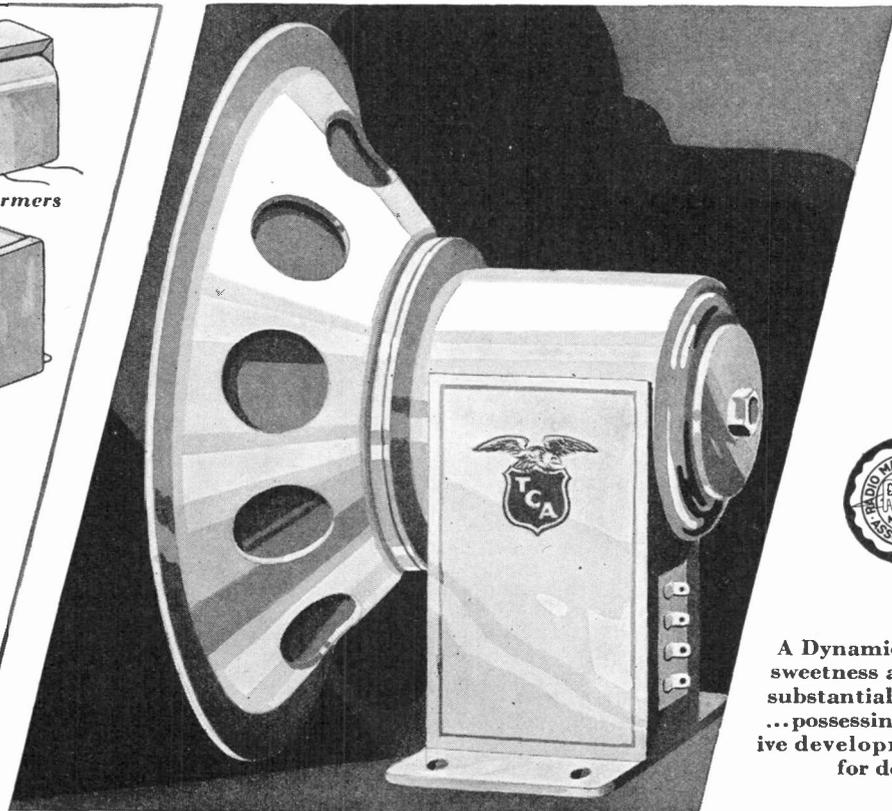
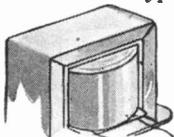
Audio Transformers



Power Packs



Chokes—all types



A Dynamic of exceptional sweetness and volume . . . substantial . . . beautiful . . . possessing many exclusive developments. Write for details.

TRANSFORMER CORP. OF AMERICA, 2301-2319 South Keeler Avenue, CHICAGO



# 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.

## Columbia

- 1803-D After Thinking It Over  
Pal of My Dreams—*Guy Lombardo and His Royal Canadians*
- 1801-D Deep Night  
Maybe—Who Knows?—*Ruth Etting*
- 1800-D My Sin  
Honey—*Ben Selvin and His Orchestra*
- 1789-D Roses of Picardy  
Limehouse Blues—*Ted Lewis and His Band*
- 1771-D Blue Hawaii  
Louise—*Paul Whiteman and His Orchestra*
- 1762-D Button up Your Overcoat  
Mean to Me—*Ruth Etting*
- 1802-D What Wouldn't I Do?  
Somewhere There's Someone—*Art Gillham*
- 1780-D The Wedding of the Painted Doll—*Leo Reisman and Orchestra*  
Nobody's Fault But Your Own—*The Knickerbockers*

## Edison

- 52527 Weary River  
Susianna—*Piccadilly Players*
- 52531 Fioretta  
If I Had You—*Rolfe's Lucky Strike Orchestra*
- 52561 Avalon Town  
From Sunrise to Sunset—*Golden Gate Orchestra*
- 52580 Honey  
My Sin—*Golden Gate Orchestra*
- 52584 Blue Hawaiian  
Mean To Me—*B. A. Rolfe's Orchestra*
- 52602 Wedding of the Painted Doll—*California Ramblers*  
Heigh-Ho! Ev'rybody, Heigh-Ho!—*The 7 Blue Babies*
- 52604 Am I Blue?  
Birmingham Bertha—*B. A. Rolfe's Lucky Strike Orchestra*
- 52563 Olaf  
Nothing To Do—*Miss Patricola*
- 52575 I Got a "Code" in My "Doze"  
Some Sweet Day—*Vaughn De Leath*
- 52585 I Kiss Your Hand, Madame  
Coquette—*Phil Dewey*
- 52588 A Garden in the Rain  
Mean to Me—*J. Donald Parker*
- 52593 I'll Always Be in Love with You  
My Tonia—*Chas. Harrison*

## Brunswick

- 4321 Pagan Love Song  
Building a Nest for Mary—*Copley Plaza Orchestra*
- 4232 The Wedding of the Painted Doll  
Love Boat—*Burnett Orchestra*
- 4231 You Were Meant for Me  
Broadway Melody—*Burnett Orchestra*
- 4315 I Kiss Your Hand, Madame  
I've Got a Feeling I'm Falling—*Ben Bernie and Orchestra*
- 4359 Louise  
Huggable, Kissable You—*Bob Haring and Orchestra*
- 4348 Big City Blues  
Break Away—*Arnold Johnson and Orchestra*
- 4347 That's You Baby  
Walking With Susie—*Colonial Club Orchestra*
- 4342 Love Me or Leave Me  
My Sin—*Colonial Club Orchestra*
- 4331 Bessie Couldn't Help It  
I Get the Blues When It Rains—*Slatz Randell Orchestra*
- 4362 I'm Just a Vagabond Lover  
I'm Still Caring—*Al Goodman and His Orchestra*

## Victor

- 21931 Pagan Love Song—*The Troubadours*  
The One Girl—*Shilkret and Victor Orchestra*
- 21977 My Sin  
When My Dreams Come True—*Waring's Pennsylvanians*
- 21961 Breakaway  
Big City Blues—*Olsen's Music*
- 21869 Honey  
Sweet Suzanne—*Shilkret and Victor Orchestra*
- 21886 Broadway Melody  
You Were Meant for Me—*Shilkret and Victor Orchestra*
- 21959 I Get the Blues—*Marvin and Smalle*  
Down Among the Sugar Cane—*Marvin*
- 21967 Vagabond Lover  
I'm Still Caring—*Rudy Vallee's Connecticut Yankees*
- 21941 Louise  
Wait 'till You See Ma Cherie—*Ben Pollack's Orchestra*
- 21957 Wedding of the Painted Doll  
I'm Ka-razy for You—*Heidt's Orchestra*
- 21921 Mean To Me  
That's What I Call Heaven—*Leo Reisman's Orchestra*

## Advertising by Radio

"Advertising by Radio" by Orrin E. Dunlap, Jr., radio editor of the *New York Times*, has just been published by the Ronald Press Company, 15 East 26th Street, New York City. This is a 5½ inch x 8½ inch, 186 page book, retailing for \$4. The subject of radio broadcasting as a medium of advertising has been thoroughly taken up from its various angles. The author brings out the fact that broadcasting is not competing with the newspaper or any other printed form of advertising as one influences the mind through the ear while the other medium has a purely visual appeal.

## The Radio Manual

"The Radio Manual" by George E. Sterling, edited by Robert S. Kruse, has recently been published by the D. Van Nostrand Company, Inc., 8 Warren Street, New York City. The volume has 666 pages, plentifully interspersed with circuit diagrams and illustrations. It gives full information on broadcasting, transmitting, receiving and radio technique in general. The answers to questions on insulation, upkeep, operation, and the control of all forms of radio apparatus and equipment will be found. The volume will also serve as a guide on text books to those who expect to enter the radio profession.

## Chain Stores

CHAIN STORES—McGraw-Hill Book Co., New York City. 583 pp. By Walter S. Hayward and Percival White. The principles and operation of chain stores is a subject which is receiving wide attention in trade circles. This volume deals with the detailed operation of chain stores in a thorough and authoritative manner. No attempt is made to delve into the "whys" of chain stores, nor is any attempt made either to justify their existence or to condemn them. The book confines itself to analyzing what they do and how they do it. Anyone interested in trade subjects will find "Chain Stores" instructive.

now



BUILT TO A  
QUALITY  
STANDARD

# BOSCH RADIO TUBES

SCREEN GRID AC TYPE  
BY 224

**BOSCH  
RADIO  
QUALITY  
TUBES**

AMERICAN BOSCH MAGNETO CORP.  
SPRINGFIELD, MASS.

The uniform satisfactory performance of Bosch Radio Quality Tubes assures customer satisfaction and profit protection. It is the same quality standard which for over a generation has made all Bosch products outstanding for value and reliability. Bosch Tubes have withstood the most exacting laboratory and field tests for performance—uniformity and long life—they are right—they are guaranteed. Offered in all standard types at standard prices. It will pay you to know about them. Write to

AMERICAN BOSCH MAGNETO CORP.  
SPRINGFIELD . . . . . MASSACHUSETTS

Makers of Bosch Screen-Grid Radio

BRANCHES: NEW YORK CHICAGO DETROIT SAN FRANCISCO

SCREEN GRID AC TYPE  
BY 224

**BOSCH  
RADIO  
QUALITY  
TUBES**

AMERICAN BOSCH MAGNETO CORP.  
SPRINGFIELD, MASS.

# YOU MAY PROFITABLY

## Keep Your Radio Organization Intact— this Summer!

Thousands of Dealers and Jobbers enjoyed a demonstration of the Rotrola at the R. M. A. Trade Show. They saw in it a tremendous new opportunity for summer sales... opportunity to keep their organization intact even during the hot months... for every radio customer on your books today actually needs the Rotrola. For quick sales, it's a mere matter of using the telephone and having your sales or service man call to demonstrate it!



# The NEW ROTROLA

The Rotrola is equipped with the famous Rotor, electric motor, and the Webster Electric pick-up (or any other standard pick-up if you so desire). The case is finished in rich Fabrikoid—trimmings are bronze—it has eye appeal—sales appeal—and is suited to harmonize with furnishings in the finest home.

Summer sales and profits are yours with the Rotrola—the list price of only \$45.00 makes selling easy for all dealers in the radio-music field. Just look over your books and see the large number of Rotrola prospects you have among the customers who have bought radio sets from you in the past year—then don't wait a minute—write at once for complete details and the name of your nearest Jobber. Interested Distributors—please wire for samples and details!



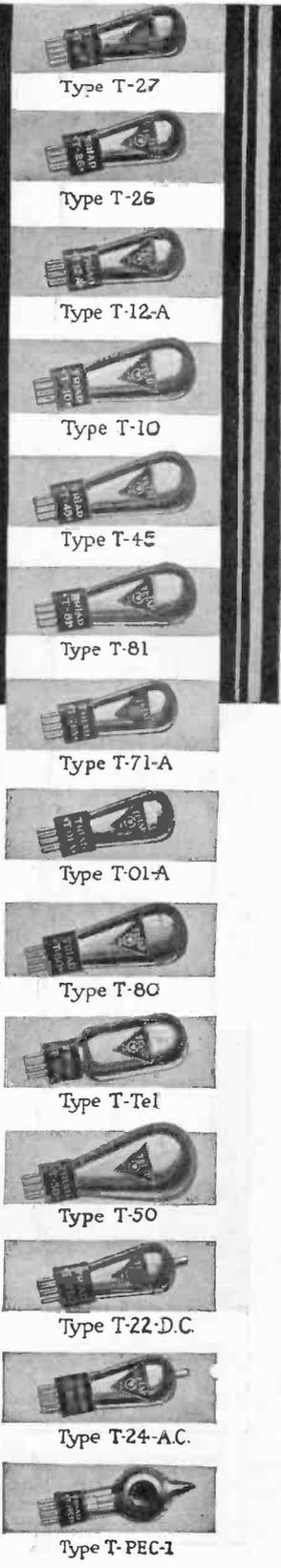
**ALLEN-HOUGH**  
**CARRYOLA CO.**

279 Walker Street, Milwaukee  
New York, 225 West 34th Street

World's Largest Makers of Portable Musical Instrumental



# TRIAD



**INSTANT... nation-wide popularity**  
*...won on quality alone!*

**T**HE demand for TRIAD is sweeping along to tremendous proportions—and TRIAD quality has done it! Quality that eliminates all guesswork from tube buying and selling; quality backed by an actual bonafide guarantee of six month's perfect service or a satisfactory adjustment. Every dealer *knows* what that means—*reduced service calls*, easier and quicker sales, greater profits and

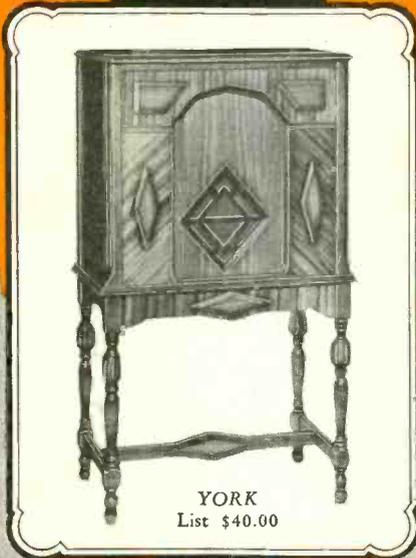
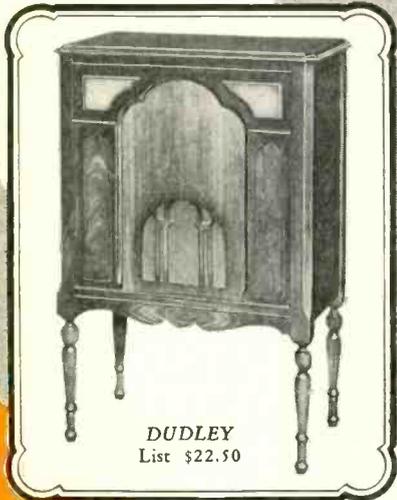
absolute satisfaction for him and his customer. Here is the greatest achievement in radio tube history—accomplished by a group of nationally-known pioneers in the industry. The TRIAD Line is complete, including even Television and Photo-Electric Cells. Don't delay—send in your stock order *now*. TRIAD customers won't accept substitutes.

*Call your jobber or write us direct for complete Triad dealer information*

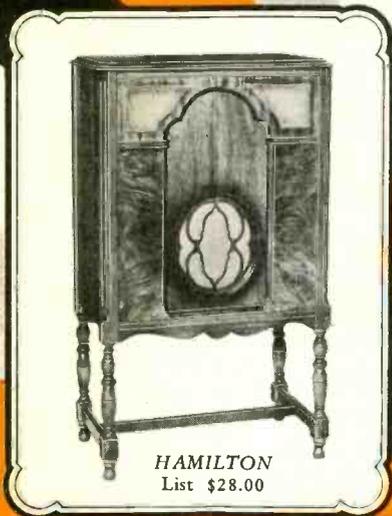
**TRIAD MANUFACTURING CO., INC.**

Triad Building  
 Blackstone, Middle and Fountain Sts.  
 Pawtucket, R. I.

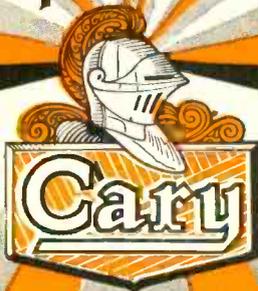
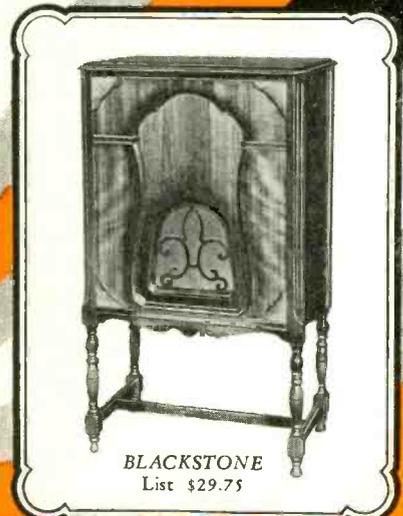




See them at Space 627  
 American Furniture  
 Mart  
 CHICAGO  
 Summer Market, July 8-20



**Cary**  
 CABINETS  
 at astounding  
 prices



Made Entirely of Walnut in the "Walnut Center of America"

**Cary Cabinet Corporation,**  
 — SPRINGFIELD, MISSOURI —

**It isn't how many we make..  
but how good we make them**

# VAN HORNE

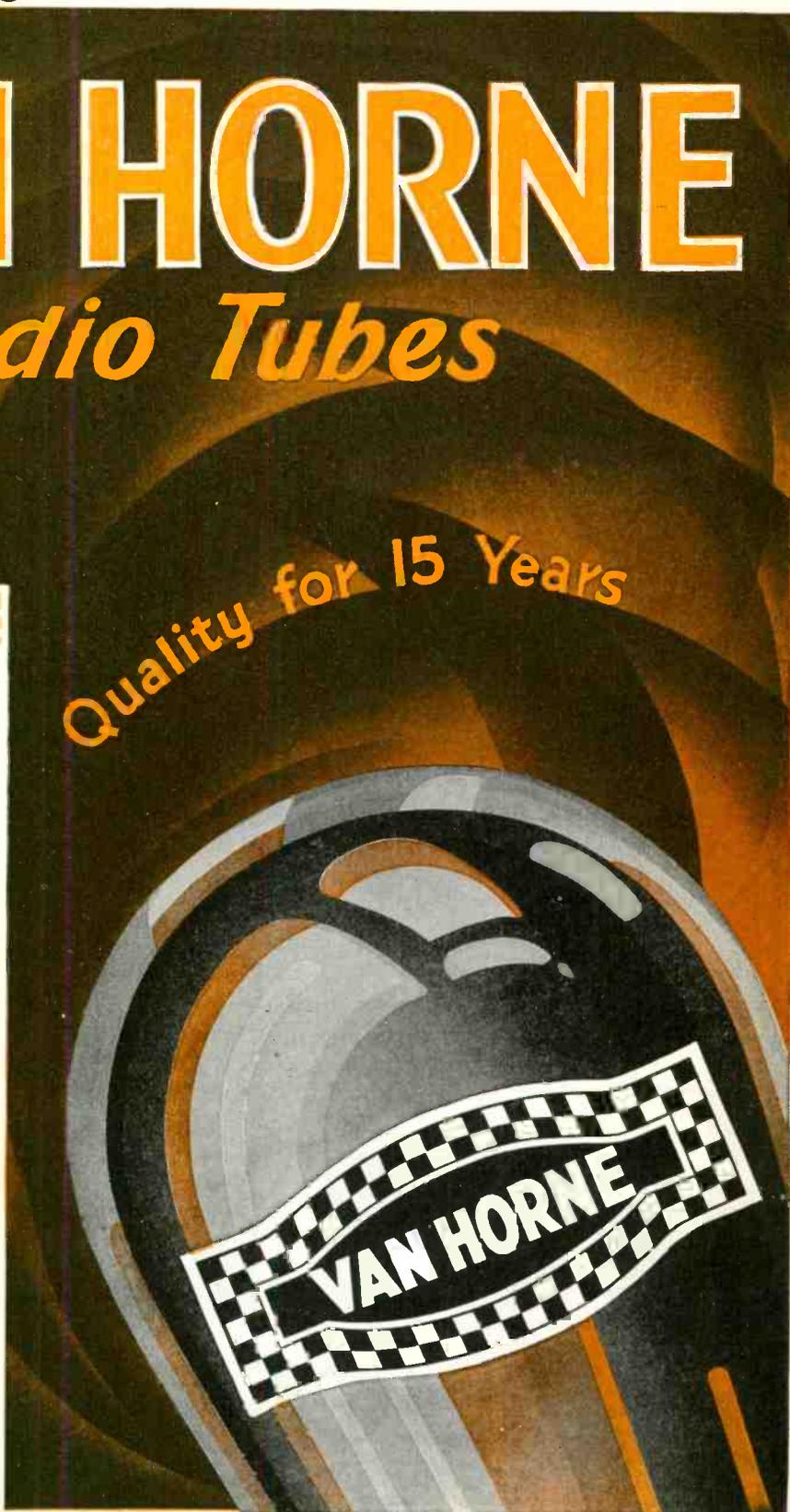
## *Radio Tubes*

*Quality for 15 Years*

**Q**UANTITY will never be sacrificed to quantity in making Van Horne Tubes. For 15 years the name Van Horne has been synonymous with quality. This year will be no exception. Van Horne has no intention of going into automatic machine production. Van Horne Radio Tubes are the handiwork of tube craftsmen with years of experience building quality tubes only. This custom-building is responsible for Van Horne's unvarying uniformity, and low replacement ratio.

Van Horne production however will always be sufficient to supply Van Horne distributors and dealers. Van Horne is limiting its distribution. It is selecting its dealers. Thus, regardless of any shortage in the industry this season, Van Horne dealers will always be assured an ample supply of uniform high quality tubes to meet their needs. You want to look into the profitable Van Horne proposition for this year. **VAN HORNE TUBE CO., FRANKLIN, OHIO.**

All Van Horne Tubes, including the new screen-grid tubes, are manufactured under exclusive Van Horne patents.



# PR Leadership

## FEATURE *by* FEATURE here is RADIO'S GREATEST VALUE

Compare these features — then read the price!

- 1** · Screen-grid · **2** · Nine tubes in line · **3** · Linear power detector · **4** · "245" tubes in push-pull · · ·
- 5** · 10-inch Dynamic Cone (Lektophone patents) · **6** · Double primary circuit — giving same results on high waves as on low · **7** · Ultra powerful — no antenna or ground normally needed for demonstrating · **8** · Will not oscillate even without antenna or ground
- 9** · Phono-Radio Switch operated by knob that controls a. c. switch (pat. app. for)
- 10** · Local and long distance switch. Minimizes background disturbance on ordinary reception · **11** · Service costs reduced to insignificance · **12** · No exposed high voltage terminals · **13** · Ultra-selectivity
- 14** · Cabinets by piano craftsmen · · ·

**S**UCH value can only be produced by an organization schooled in volume production methods, amply financed and with years of experience. Gulbransen Radio is backed by a \$5,000,000 company with 500,000 feet of floor space. For years Gulbransen has led the world in high grade piano production. Now we offer the world's greatest radio value. Through purchase of Wells-Gardner & Co., we obtain R. C. A., Hazeltine, Lektophone and Miessner licenses and offer patent position and radio experience second to none. Write or wire us now for complete descriptive literature and merchandising plan.

Leading radio merchants everywhere! Be first to get information on Gulbransen Screen-Grid Radio and money-making "extra profit" franchise.

GULBRANSEN COMPANY, Chicago, Kedzie, Sawyer and Spaulding Avenues, CHICAGO

*World's Largest Piano Manufacturers*

SCREEN-GRID RADIO RADIO CABINETS METAL PRODUCTS

# GULBRAN

## SCREEN-GRID NINE IN LINE

# O V I N G *in value....*

*Licensed under R. C. A.,  
Hazeltine, Miessner and  
Lektophone patents*

\$  
**149<sup>50</sup>**

MODEL 292—one of a series of  
outstanding cabinet designs.

# SEN *Radio*

*Completely made by Gulbransen*



WRITE OR WIRE

Gulbransen Company, Chicago  
Please forward immediately full information on Gulbransen  
Radio.

Indicate whether you are retailer or jobber.

Retailer                       Jobber

Firm Name.....

Individual.....

Street Address.....

City and State.....

# BOHNALITE

## 62%

### Lighter than Iron

Maintaining the same degree of strength and efficiency in the product, and at the same time making it as light as possible, is a production problem that has been solved by many manufacturers by the use of Bohnalite.

For Bohnalite is an alloy 62% lighter than iron, possessing every advantage of iron with none of its disadvantages and having in addition many valuable features of its own.

It has high uniform hardness—great density—fine grained structure—exceptional strength—excellent bearing qualities—ductility and lightness.

Let us demonstrate and prove to your engineers that it will take the place of iron in your product with a real increase in all-around efficiency.

Send us your blue prints and ask for the latest Bohnalite Booklet.

BOHN ALUMINUM & BRASS CORP., DETROIT, MICH.  
New York Chicago Philadelphia Cleveland Pittsburgh



# Screen-Grid Radio

## *dominated the Trade Show*

**T**HE Trade Show settled the trend of the year's new developments.

It is a Screen-Grid year! The new tube has arrived with a tidal wave of popularity. Some are riding the wave with one or two of the new tubes. KELLOGG has THREE—one in each R. F. stage—feeding eight times as much energy into the detector as three stages with ordinary tubes.

It is a super-power year! There were many 245 power tubes. KELLOGG uses TWO of the 245 tubes in push-pull, even in the lowest priced model. The more powerful tubes—250 type—were scarce! A few have them but KELLOGG uses TWO, in push-pull in two of the new models. It is a super-power year with KELLOGG in the lead.

Automatic Volume Control is NEW! It is mighty important on these powerful new sets. It is a real sales feature. Again KELLOGG leads in new developments!

A new system called "power detection" is found in many of the screen-grid sets. It really is essential to enable the detector stage to handle the greatly multiplied power without overloading and distortion. Some used a screen-grid tube for this purpose. KELLOGG has a simpler method—the "plate rectification" system to handle the

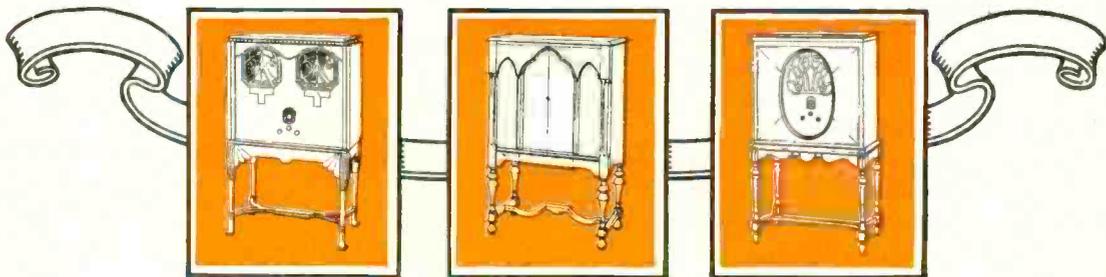
tremendous energy from the R. F. stages and deliver pure undistorted audio energy to the audio stages.

Cabinets, it must be admitted, were a bit monotonous. Little originality in design! Some very far from the accepted standards of good furniture. KELLOGG cabinets proved the exception! Distinctive designs, high grade cabinet work and splendid finish, gave rise to enthusiastic comments from visiting dealers.

Pricing gave food for thought to all careful buyers. Many new lines made their bow into the low priced class. The former wide spread between Low Priced Radio and Quality Radio was sharply reduced. KELLOGG quality now commands but little premium over "price jobs." That means new possibilities for volume business in Quality Radio.

These FACTS did not escape the attention of shrewd buyers. KELLOGG was widely acclaimed the "outstanding set of the Show". Distributor and dealer franchises were closed to cover a large part of the territory which Kellogg plans to serve this season. All who left Chicago without making definite commitments for this season's line will profit generously by getting the complete Kellogg story before closing. Write or wire for details.

**KELLOGG SWITCHBOARD & SUPPLY CO., CHICAGO**



Model 525 Combination  
\$395 less tubes

Model 523, \$250  
less tubes  
*Prices slightly higher west of Rockies*

Model 524, \$295  
less tubes

# **KELLOGG** *Radio*

*again*

**TEMPLE**  
**TEMPLE TONE**



*Radio*

**1**

**Temple SCREEN  
 GRID Radio . . .**

**B**UILT as only Temple can build radios—the unmatched Templetone and fidelity now coupled with the much-desired sensitivity of Screen Grid, but without the grief!

Designed and built, part by part, for Screen Grid Tubes—not an adapted or re-worked model—Temple Screen Grid Radio brings entirely new performance and sets entirely new standards.

**Temple Standard Models**

- Temple 8-60 Console . . . . . \$149  
*less tubes*
- Temple 8-80 Grand Console . . . . \$189  
*less tubes*
- Temple 8-90 Radio-Phono. Comb. . \$289  
*less tubes*

**Temple Screen Grid Models**

- Temple 8-61 Console . . . . . \$149  
*less tubes*
- Temple 8-81 Grand Console . . . . \$189  
*less tubes*
- Temple 8-91 Radio-Phono. Comb. . \$289  
*less tubes*

*Prices slightly higher west of the Rockies*

Temple receivers are licensed by R.C.A. and Associated Companies

**TEMPLE CORPORATION - 5253 W.**

*SCORES*— a double triumph.,

2

## Temple Standard Models **CONVERTIBLE** to Screen Grid in 30 Minutes

**T**HEY all said it couldn't be done— but here it is. A receiver that can be changed from the regular 227 Tube model to a Screen Grid set in 30 minutes—or the Screen Grid models can be changed to 227 Tube models in the same length of time.

This double triumph means much to the trade—sales resistance is broken down, because Temple receivers can be sold

with full assurance that they can be converted without any trouble.

Of greatest importance is the fact that the dealer is absolutely protected against the possibility of stagnant merchandise. It means protection against a possible Screen Grid tube shortage—it is like an insurance policy on the tube situation—and it equips you to meet fully the demands of your locality.

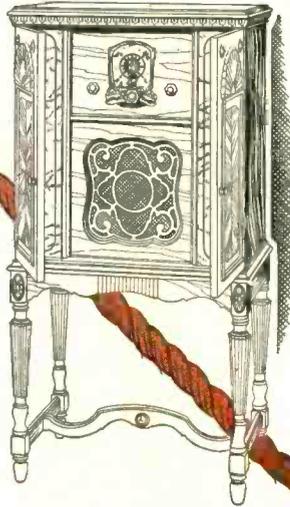
***Temple Dealers Are Protected***

**65th St; Clearing Station, Chicago, U. S. A.**

---

# Look alive, mate!

## Here's the Fleet of



**MODEL AC—9990**  
List Price, \$188

A highboy console of faintly modernistic design with doors of four-way matched Oriental walnut. Equipped with Jensen D.C. dynamic speaker.



**MODEL AC—9970**  
List Price, \$165

A lowboy console, distinguished by its massive design and striking line treatment. Equipped with Jensen D.C. dynamic speaker.

---

### OTHER MODELS, NOT ILLUSTRATED

**MODEL AC—99100**  
List Price, \$234

"Navigator" radio receiver, combined with a high-class motor-driven phonograph, and installed in a highly polished burl walnut console with Jensen D.C. dynamic speaker. Impressive, but in no way cumbersome.

**MODEL AC—9980**  
List Price, \$185

A radically individualized lowboy console of Moorish design. Those desiring something off the beaten path will be especially pleased with its different treatment of the speaker grill. Jensen D.C. dynamic speaker.

---

*Table models, including those battery-operated, are described under Model AC-98, illustrated on the facing page.*

---

**A-C DAYTON**

# ...Your ship is in!

## Winners You've Been Waiting For

YOU know better than anyone else that, from the viewpoint of engineering and results, "all radios are good radios today." The public has ears, and it is using them. Mechanically inferior sets just won't sell!

That's why A-C Dayton says to you—"Your ship is in!"... your ship of sales opportunity, of money profits, of greater prosperity. For Dayton offers, in its new "Navigator" line, a receiver which not only pleases people's ears and charms their eyes, but also *catches their imaginations*.

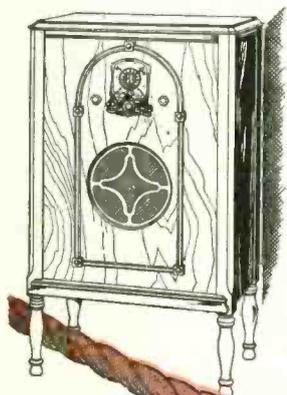
Illustrated on these pages are four of the seven "Navigator" models. Here are no mere pieces of furniture—no mere mechanical playthings. Each "Navigator" . . . be it the sumptuous Radio-Phonograph combination at \$234, or the modest

battery Table Model at \$69, is a gallant sea-rover's treasure chest . . . with a mariner's compass for an escutcheon plate, and a ship's wheel for a station control. You have radio *plus romance* to sell!

Consoles are the finest work of Globe-Wernicke, Cincinnati; and are equipped with the Jensen dynamic speaker. The chassis is the same in all electric models: nine tubes, including rectifier and two of the giant new 245's; push-pull amplification; and the new Selectaphase system of complete tuning under the Technidyne circuit. Inside and out, a quality job!

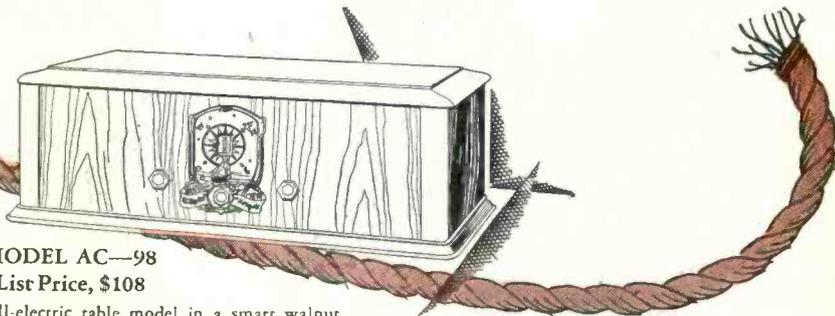
"Navigator" advertising and sales helps are as individual and arresting as the receiver itself. It's going to be easier to sell *with* Dolly Dayton this year than *against* her. For full details of our liberal dealer proposition, write the A-C Dayton Company, Dept. 3, Dayton, Ohio, *today*. Look alive, mate! Your ship is in!

Prices quoted are without tubes



MODEL AC—9960  
List Price, \$148.50

A compact walnut lowboy console finished richly in a dull lustre. Equipped with Jensen D.C. dynamic speaker.

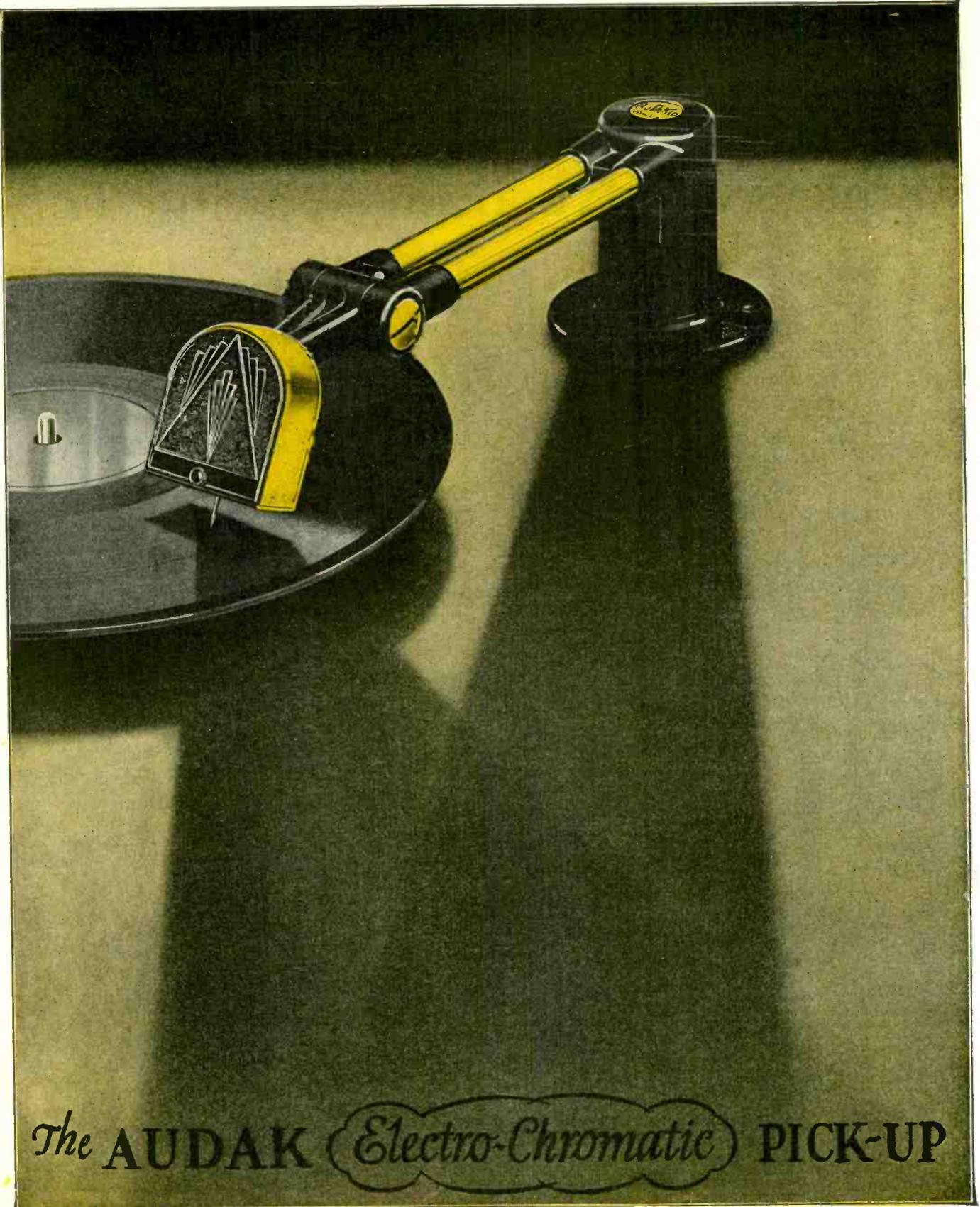


MODEL AC—98  
List Price, \$108

All-electric table model in a smart walnut cabinet with four-way matched burl walnut lid. Same model in slightly smaller walnut finish cabinet, list price, \$98. Corresponding battery models, list prices, \$79 and \$69.

“FOR THE MAN WHO BELIEVES HIS OWN EARS”

# NAVIGATOR



The AUDAK *Electro-Chromatic* PICK-UP

The development of the radio-phonograph ensemble brings new sources of entertainment to the public and new sources of profit to manufacturers and music merchants. One factor, however, must be watched very carefully. The pick-up, which effects this long-sought union, must be an instru-

ment capable of performing its heavy responsibility with nice accuracy. Our Electro-Chromatic PICK-UP, sensitive as engineering and acoustical science can make it, preserves every chromatic shade of the composition. It faithfully portrays those fine, hair-like gradations so essential to all music.

**The AUDAK COMPANY, 565 Fifth Avenue, New York**

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

# Wide Awake Dealers!



*This NEW musical instrument brings you more than \$500 Profit on each sale*

**T**HE music trade is changing faster than any other in the world. To win you must move swiftly. Now the newest, best, quickest, most profitable seller of all . . . Mills Automatic Phonograph . . . actually brings you more than \$500 profit per sale.

### Striking Sales Features!

- (1) It is 100% electric, (2) absolutely automatic, (3) needs no attention or service, (4) has an *exclusive* record selector for all standard records, (5) pays the merchants you sell up to \$150 a month or more in cash, and (6) increases their trade 20% to 50%!

## Mills Automatic Phonograph

*"Makers of over 450,000 Successful Coin-Operated Instruments"*



MILLS NOVELTY CO., 4100 Fullerton Ave., CHICAGO, ILL.



### Selective

Automatically plays any record you select!

### Sales are Quick and Easy

Your market is ready and eager to buy! Our big national advertising campaign is working for you constantly . . . convincing prospects in your territory . . . making sales easy! Every restaurant, confectionery, ice cream parlor, etc. you know of, positively needs it . . . or any store which wants a growing patronage, and that means every store. And remember! There is more than \$500 profit for you in every single sale! Our liberal finance plan is at your service!



Investigate  
...Act Now!

MILLS NOVELTY CO., Dept. 253  
4100 Fullerton Ave., Chicago, Ill.

With no obligation to me, send at once big free 24-page book in colors, and full details of how to make these cash profits.

Name \_\_\_\_\_  
Street \_\_\_\_\_  
Town \_\_\_\_\_

# The 1929 Balkeit Proposition

## Outstanding in Merchandise Outstanding in Merchandising Plan

1929 Balkeit Radio is sold direct through dealers, permitting them to enjoy an unusually liberal discount policy, and close manufacturer co-operation.

Dealers holding the Balkeit Franchise have behind them an assurance of quality in merchandise and business strength which is universally recognized.

The new Balkeit Radio will be merchandised in a single highly perfected model at a single and unusually attractive price.

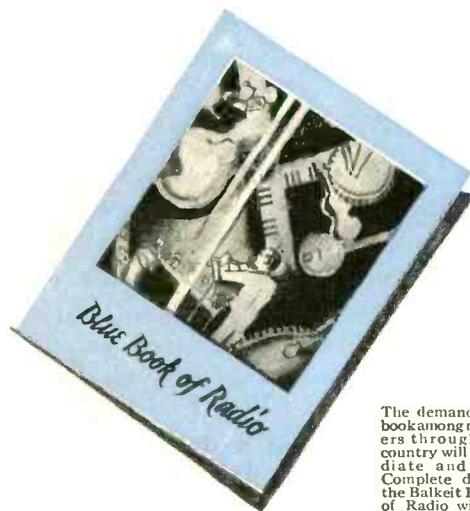
The Cabinet has been created to be beautifully harmonious in every modern home. Quarter-panelled doors make it practical for the small room as it is appropriate in more luxurious settings. The Balkeit Model C Chassis is the year's most outstanding achievement in radio engineering. 15 features,

every one of which is a selling point, are listed below:

- 1—Nine tube Super-Neutrodyne including the rectifier tube—no oscillation.
- 2—*Fine tuned stages.* Selectivity, exactness of tuning, extra-ordinary resonance of tone achieved in a complete A C tuned radio frequency circuit through five tuned stages.
- 3—Uniform sensitivity on all wave lengths—a standard of selectivity new in radio, with a sensitivity performance that is surprising.
- 4—Two UX-245s in push-pull—the highest power-tube development—insuring long life—stability—superb tone quality—complete dependability.
- 5—UY-227 type tubes used in the four RF stages, power detector, and first audio stage result in colorful tone qualities found only in Balkeit Radio. A new type of audio amplification providing revolutionary tonal fidelity for low notes and high.
- 6—Exclusive features of design cut hum to a minimum.
- 7—Single illuminated dial—accurate knob control.
- 8—Power detector that cannot overload.
- 9—A phonograph jack for use with separate electric pickup.
- 10—Rugged, one-piece chassis construction.
- 11—Faithful ten kilocycle separation of stations—uniform distance getting ability over entire dial.
- 12—Sturdy and complete shielding.
- 13—Volume control that is smooth and positive—from a whisper to a full orchestra.
- 14—Filtered power supply for DC dynamic speaker. No external power devices to increase installation costs.
- 15—Licensed under R.C.A., Neutrodyne, and Balkeit patents—the dealer is fully protected.

Write now for formal information concerning the **BALKEIT DEALER FRANCHISE**, and be in line for early deliveries.

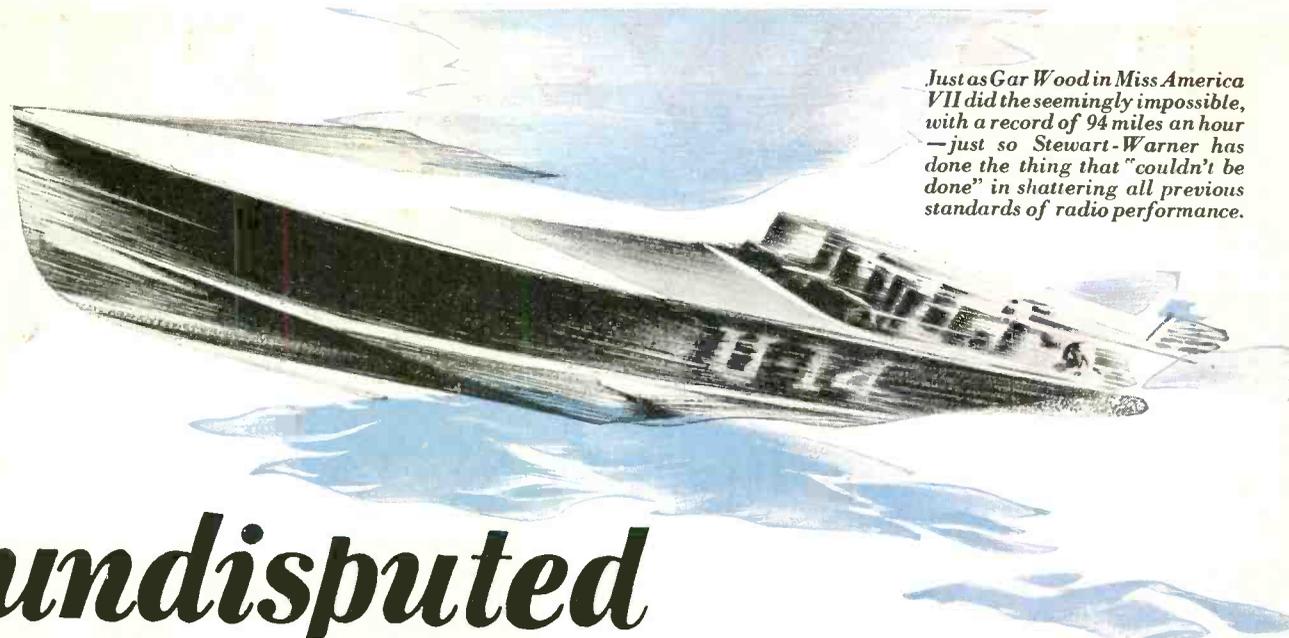
**BALKEIT RADIO COMPANY**  
North Chicago, Illinois



The demand for this book among radio owners throughout the country will be immediate and lasting. Complete details on the Balkeit Blue Book of Radio will be announced next month.

# Balkeit Radio

Model C



Just as Gar Wood in Miss America VII did the seemingly impossible, with a record of 94 miles an hour — just so Stewart-Warner has done the thing that "couldn't be done" in shattering all previous standards of radio performance.

# undisputed CHAMPIONS!



\$142.50\*  
Less  
Tubes

Approved Jacobean Cabinet No. 35 with model 900 Stewart-Warner Radio, illustrated above. 8 tubes, including rectifier. New Stewart-Warner Electro-Dynamic Reproducer. Approved cabinets with enclosed back and hinged top by Louis Hanson Co., Chicago, and Burnham Phonograph Corp., Los Angeles. Stewart-Warner Radio comes in 60-cycle and 25-cycle AC, 100 to 130 volts, models for any current. Also DC and battery operated. \*West of Rockies, \$147.00, less tubes.

The new Stewart-Warner "Series 900" is delivering performance beyond comparison with any other radio line being offered today

This is a readily demonstrated fact that you can prove to yourself any day, by direct comparison at any Stewart-Warner distributor's.

Performance is what the customer buys—first, last and all the time. He is ten times more interested in what the famous "balanced bridge" circuit does, than in what it is.

—a hundred times more interested in the booming volume, the lifelike tone, the fine-edged selectivity, the unlimited distance of the Stewart-Warner, than in the exclusive features that make such performance possible.

He is interested in the connection for Television — not because he hopes to use it now—but because he knows his Stewart-Warner set won't be out-dated for years to come. And he's interested in 22-carat gold — not because it's the finest, non-corrosive plating for soldered connections, but because it is evidence of supreme refinement throughout.

Here's "the set with the PUNCH"—that brings in everything the customer wants! Brings in what you want, too! —uninterrupted profits!

Get the details of the Stewart-Warner franchise today.

STEWART-WARNER CORPORATION  
Diversey Parkway, Chicago

# STEWART-WARNER RADIO

"The Voice of Authority"

# TRAV-LER ANNOUNCES

a complete new line of **PORTABLE RADIO RECEIVERS** with a new shielded circuit employing **SCREEN GRID TUBES** and a **POWER TUBE** in the audio amplifier. The new models are available for operation from **110 VOLT AC OR DC** current or with **BATTERIES**



For the hotel room or small apartment

This new line of Trav-Ler Portable Radio Receivers are the result of five years of experience devoted *exclusively* to the development, manufacture and marketing of Portable Radio Receivers.

For selectivity, tone quality and volume, these new receivers will set an entirely new standard in this highly specialized field of radio design and engineering.

Prices will be competitive, and discounts to the wholesale and retail trade will permit of an excellent margin of profit.

Supporting Trav-Ler distributors and dealers will be an active and complete localized merchandising and advertising campaign.

Trav-Ler Portable Receivers do not interfere with the sale of your present line of radio receivers and open a new field of profitable sales to your present trade.

Information and prices are now available and will be mailed on request. **WRITE** or **WIRE** today!

TRAV-LER MANUFACTURING CORPORATION  
1818 Washington Avenue St. Louis, Mo.



For summer homes and cottages



For baseball and other sport events broadcasts

## TRAV-LER

PORTABLE RECEIVERS

Designed and produced by America's oldest, largest and most successful exclusive manufacturer of portable radio sets.



For vacation, camping and motor trips

*See the New Perfected Trav-ler Shielded Screened Grid Set*



"Mighty Monarch  
of the Air"

## NEW HEIGHTS

*The finest radio receiver in the world cannot perform at its best unless it is equipped with the best tubes it is possible to manufacture. That, in a few words, is the story of why Grigsby-Grunow Company now announce Majestic radio tubes.*

WHEN Wm. C. Grunow, genius of radio builders, decided to go into the tube business, it was his determination that nothing short of the finest radio tubes in the world could carry the trade name Majestic. After building a radio set universally acknowledged the leader of all radio sets in sales and satisfactory service, an entire year has passed before Grigsby-Grunow Company are ready to say that Majestic tubes have arrived and that they are as good as Majestic radio sets—the finest tribute that could possibly be paid to them.

Building the best radio tubes the world has yet seen was no easy undertaking. Grigsby-Grunow Company have unusual facilities, yes, tremendous financial stability, organization, plants, intricate machinery of the latest type—but building better and finer tubes required more than that. A search was made for brilliant minds whose undivided thoughts, whose sole concern might be concentrated upon the development of a tube so outstanding that the world would pause and say "Here is a good job well done—as perfect as human

hands and brains can make it." These great scientists, drawn from the finest laboratories in the world—laboring by day and by night—testing, measuring, experimenting, leaving nothing unturned of the secrets of scientific tube building, have at last produced in the Majestic radio tube a new contribution to finer radio reception.

Month after month, week after week, day after day, all night long for hundreds of nights Majestic tubes have burned at twice the load they would normally carry to prove that Majestic was not only a well built tube but a long life tube, fulfilling to the highest degree the purpose for which it was designed.

When you buy your Majestic tubes, when you put them into sets—when you marvel at their performance, their smoothness, their long life—remember that back of them is infinite patience, the finest brains, the finest machines, rigid testing of every step in production—but above all, the same indomitable will to do something better for the world which has made Majestic the greatest name in radio.

# Majestic

—RADIO-TUBES—

GRIGSBY-GRUNOW COMPANY · CHICAGO

# Easier Sales—Longer Profits

## —when your leader is a *Combination*

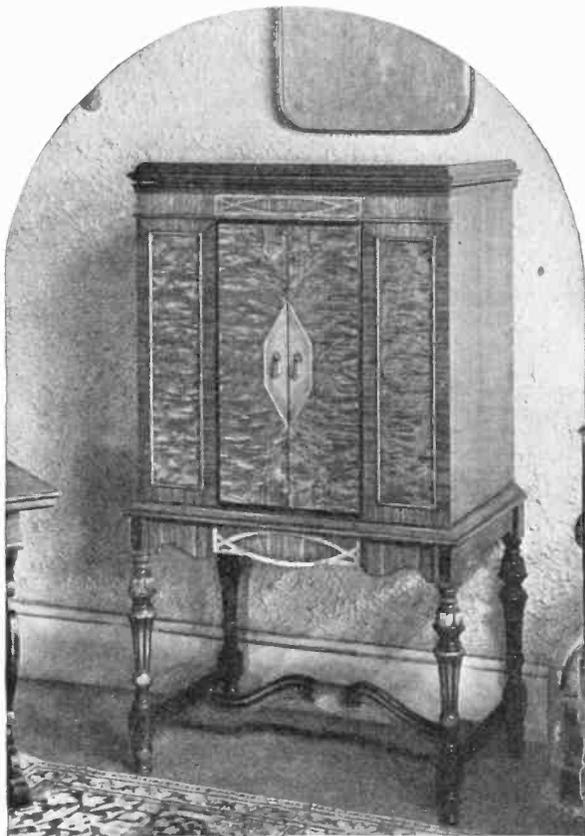
Show a prospect a Combination set (Radio and Panatrope) and instantly you close the door on competition.

He no longer wants just "radio"—he wants that "Model 31!" —And no wonder.

For by every test of eye and ear, it's the greatest single value on the market today.

Incidentally, every Combination set a Brunswick dealer sells leads automatically to increased profits from the sale of Brunswick records.

A mighty profitable Combination! Write today for full particulars.



Brunswick Combination  
Panatrope with Radio. Model No. 31  
Price \$272 Tubes Extra



Brunswick  
Lowboy Console  
Model No. 14  
Price \$148  
Tubes Extra

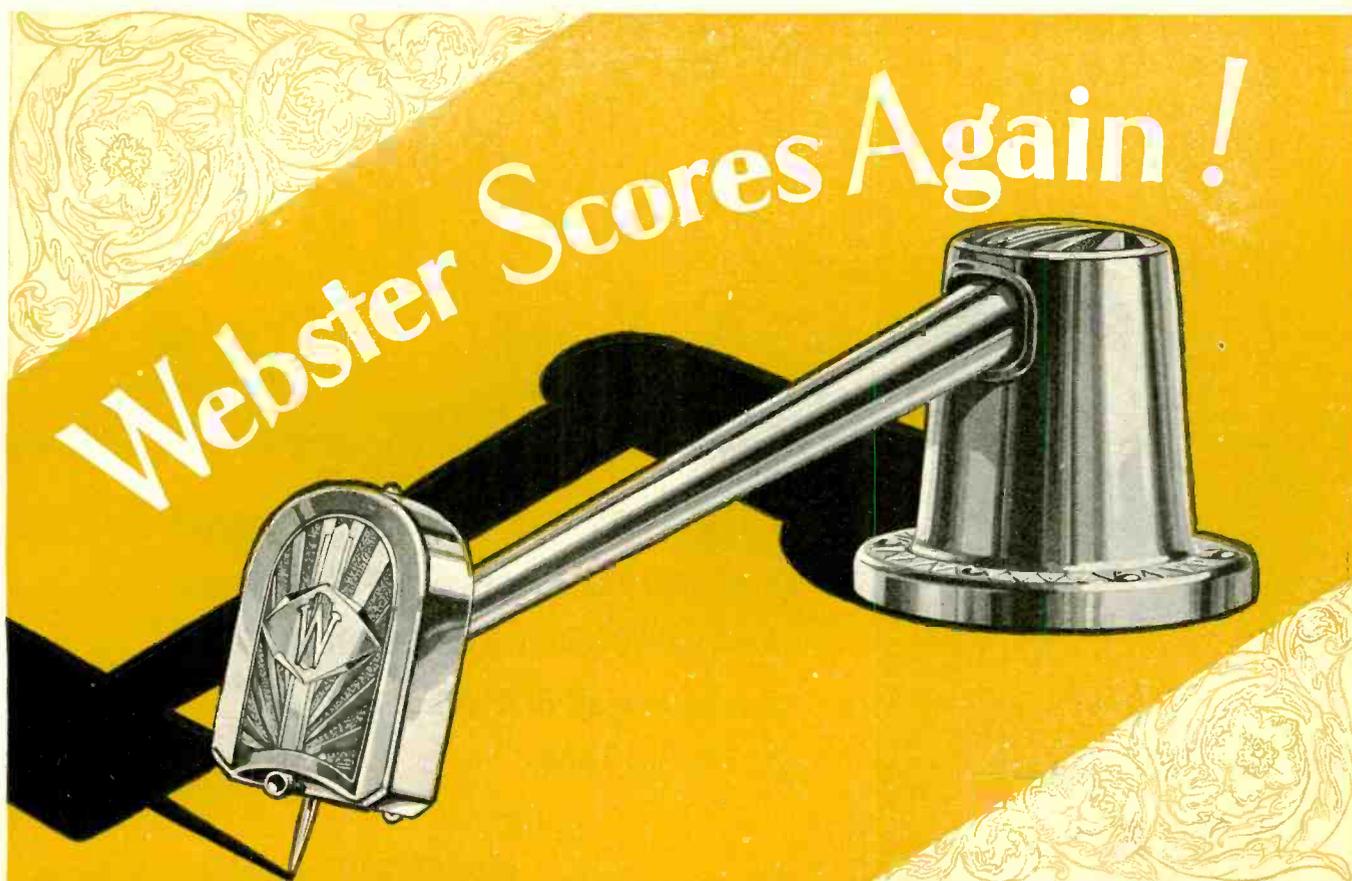


Brunswick  
Highboy Console  
Model No. 21  
Price \$174  
Tubes Extra

# Brunswick

Radio — Panatrope with Radio — Records

THE BRUNSWICK-BALKE-COLLENDER CO., New York, Chicago, Toronto



**The improved Appearance, new Features, still finer Tone qualities again makes the Webster Electric Pick-up the hit of the R.M.A. Show!**

**L**AST year the Webster Electric Pick-up was the outstanding pick-up at the R. M. A. Show. This year the Webster again scored a hit!

The many refinements that have been made in its appearance, the new and improved features which have been added, the greatly increased tone fidelity which has been incorporated in the new models assures its continuance in the position of leadership it now occupies.

This leadership means much to you. It

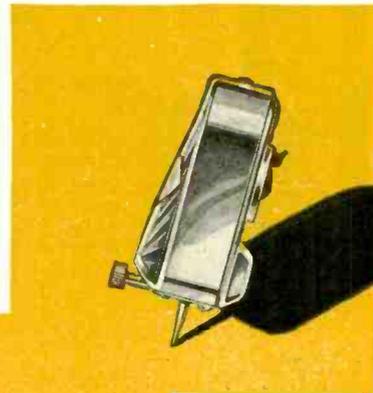
means that the Webster becomes a still greater selling proposition — with more profit for you . . . Read the features displayed in this page. Have the Webster demonstrated for you. Compare it with all the others before you decide on the pick-up you are going to sell this year.

The new Webster is available in two models—both adaptable to either battery-operated or A. C. sets. Neatly packed in self-selling counter display cartons. Deliveries July 1st but place your initial order now.

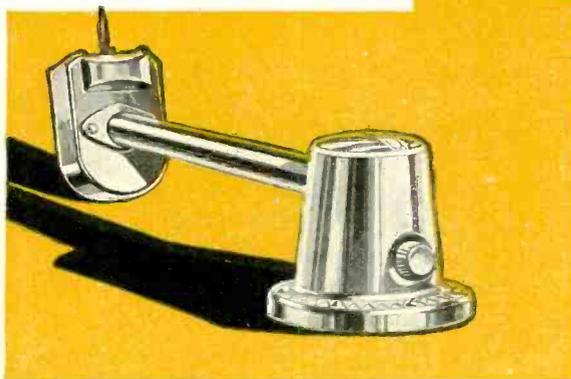
**WEBSTER ELECTRIC COMPANY, Racine, Wisconsin**  
Export Department, 154 Nassau Street, New York City

**These Features Make the Webster Supreme**

- 1—The famous Webster low-inertia stylus bearing, utilizing an all-metal pivoting action, eliminates necessity for bulky construction. Positively no rubber on bearings. Perfect balance is assured.
- 2—The Webster Pick-up head is small and compact, perfectly balanced, light in weight. Weight of head on record only 4½ ozs. No counterbalancing or springs necessary.
- 3—Highest grade Cobalt magnet of greatest possible density is used.
- 4—Shock-absorbing arm bearing with pivot at base — an exclusive Webster development.
- 5—Unique method of turning head with arm to conveniently insert playing needle.
- 6—Volume control incorporated in base — compact and easiest to install — an original Webster feature.
- 7—Base is weighted. Can be screwed to motor board or merely set in place.
- 8—Cord completely concealed — all bearings free from play and chatter.
- 9—Construction lends itself easily to use of varied lengths of arm for either standard or talking picture records.



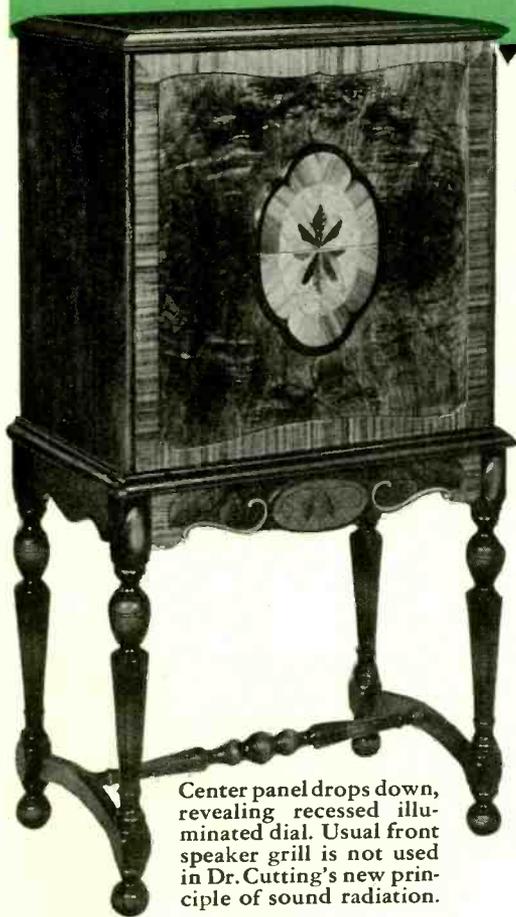
Model B includes Pick-up head, separate volume control, and necessary adapters.



The New Webster Model A includes Pick-up head, supporting arm, built-in volume control and adapters.

**Webster**  
**W Electric Pick-up**

# Decidedly



Center panel drops down, revealing recessed illuminated dial. Usual front speaker grill is not used in Dr. Cutting's new principle of sound radiation.

*first* with 4 Screen Grid Tubes  
*first* with the Improved Cutting Dynamic Speaker  
*first* with Cutting Sound Radiation  
*first* in Beauty of Cabinet Design  
*first* in VALUE!

### *The Cavalier*

Front of rich, dark brown burl walnut—an edging of cross-banded oriental walnut—legs, apron and other parts with highlighted walnut finish. The top half of the center cameo decoration opens to form the door. The same cameo motif appears on the apron. List:

\$235

## *Jobbers... Dealers... Now is the Time to Establish Your Colonial Franchise*

The new Colonial is now in production on a scientific volume basis. The point-of-sale cooperation is ready. The tremendous advertising campaign is about to be launched. Jobbers and dealers that qualify for Colonial franchises begin to share Colonial's prosperity immediately. Applications for jobber territory and dealer franchises are being considered in the order of their receipt. Complete details will be sent upon receipt of your letter, telephone call or telegram.



### *The Moderne*

A classic of the modern art trend. Exquisitely conceived in design and symmetrical values, this superb example of craftsmanship will grace the decorative scheme of any room. Center panel drops down, revealing recessed illuminated dial. Usual front speaker grill is not used in Dr. Cutting's new principle of sound radiation. \$270

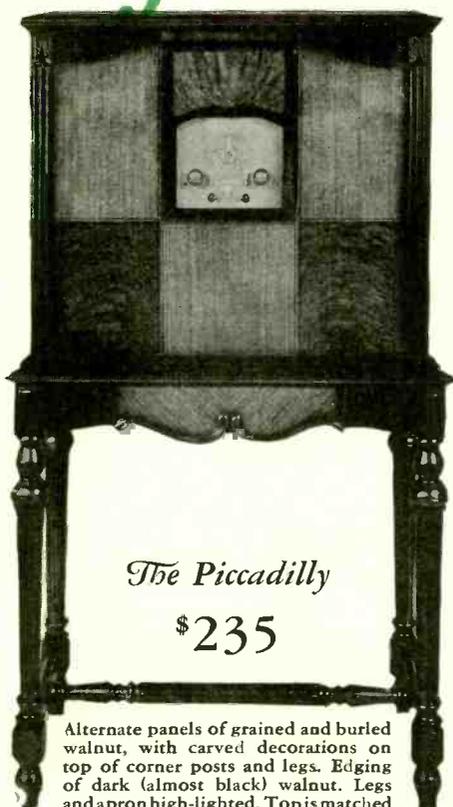
# FIRST

... at the R.M.A. SHOW!

*first* ... because everything about it reflects QUALITY... engineering advancement... radio perfection.

Colonial's fair, in-between price gives the purchaser a better buy, the jobber and dealer greater volume—with a worthwhile profit-per-sale. Its exquisite beauty of cabinet, its many exclusive features, its superiority from every standpoint of performance, its irresistible appeal to those who want the BEST at a reasonable price, all guarantee its sale everywhere.

[[ Colonial was *Decidedly* FIRST at the R. M. A. Show ]]  
because it was recognized as an OPPORTUNITY! ]]

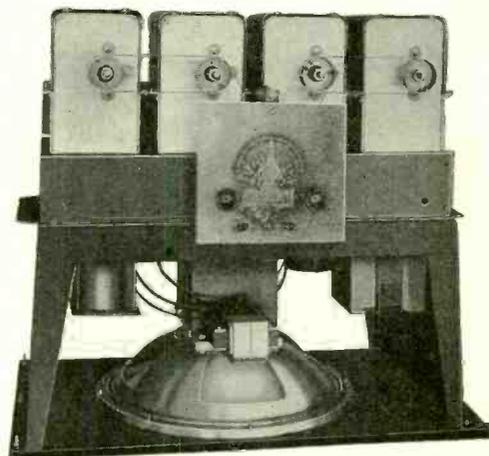


*The Piccadilly*  
\$235

Alternate panels of grained and burl walnut, with carved decorations on top of corner posts and legs. Edging of dark (almost black) walnut. Legs and apron high-lighted. Top is matched grain walnut. A two-tone walnut cabinet throughout. List price \$235

### *The Colonial Chassis*

Both receiving and reproducing units of the New Colonial are combined on a common base of steel channels and Z-bars, the four radio frequency stages being mounted on the upper side and the power supply, audio amplifier and speaker suspended beneath. This novel arrangement of the exclusive Cutting Dynamic Power Speaker distributes the sound...radiates it to all parts of the room...adds the final touch in the quest for realism.



The NEW

# COLONIAL



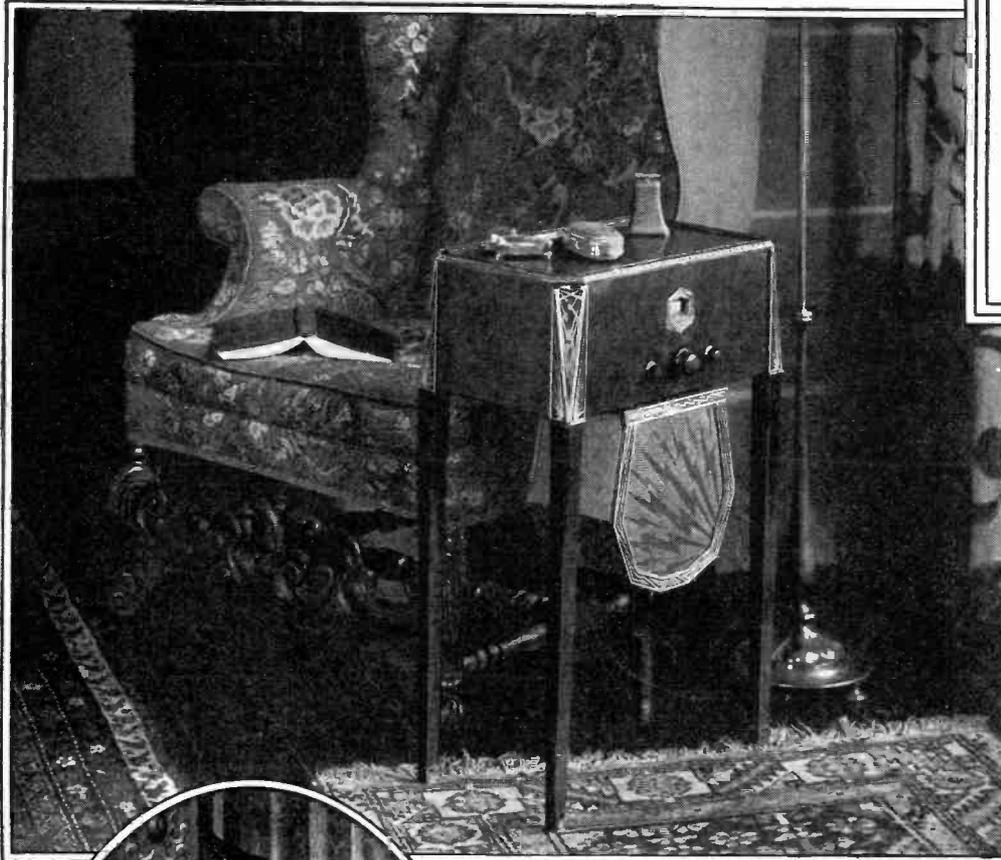
# Radio

COLONIAL RADIO CORPORATION - LONG ISLAND CITY, N. Y.

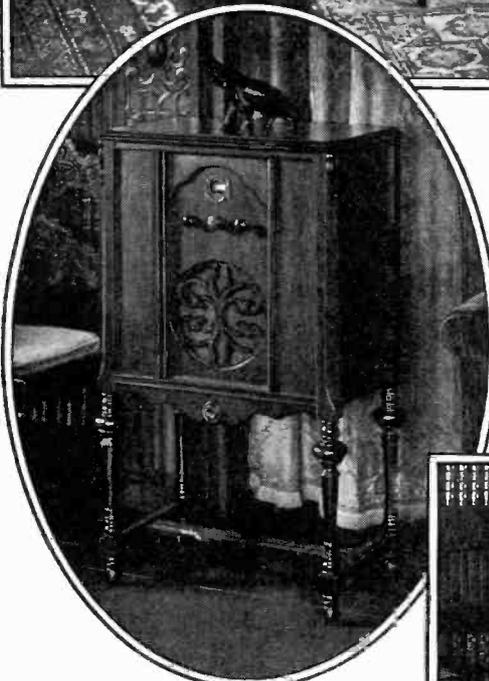
**\$55**  
without tubes,  
legs, or speaker  
(with legs \$60)  
Dynacone  
Speaker \$18

Here is Radio's supreme value!—the new Crosley Model 31. Panels in beautiful walnut finish. Moderne decorative motif in silver effect. Available without legs, as a table set, or with legs as illustrated. Seven tubes, including rectifier. Full Neutrodyne circuit. Merphon condenser. Illuminated dial. Full A C operation. Amazing power, selectivity, sensitivity. And, with the Crosley Dynacone power speaker, marvelous tone. Model 21 incorporates a Screen Grid storage battery chassis in same case as Model 31, at \$49.

# The at

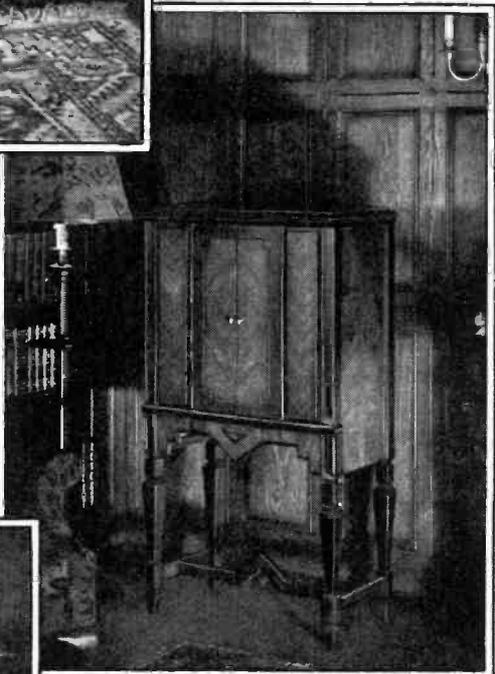


**NOTE:** Model 41 (same as Model 31, but larger) is an eight tube set including two power tubes and rectifier. Full Neutrodyne circuit. \$70 as a table model. Legs \$5 extra. Model 61, direct current, \$85. Model 41-S, containing Screen Grid Unitrad Set, described on opposite page, \$85.



The new Crosley Model 42 (below), console radio in rich walnut. Eight tubes, two power tubes and rectifier. Merphon condenser. Genuine Neutrodyne circuit. Full A C operation. The new Crosley Dynacoil. Model 42-S, containing Screen Grid Unitrad Set, \$140. Model 62, using 110-volt direct current, \$135.

**\$125**  
without tubes



**\$150**  
without tubes

The new Crosley Model 82 (above). Console of exquisite matched wood. Full A C operation. Eight tubes including rectifier, and new U X 245 power output tubes, giving new richness and fullness of tone. With the new Crosley Dynacoil, a true moving-coil dynamic speaker. Model 82-S, containing Screen Grid Unitrad Set, described on opposite page, \$160. Model 83, direct current, \$155.

**NOTE:** Montana, Wyoming, Colorado, New Mexico and West, prices slightly higher on all models

**\$99.50**  
without tubes

The new Crosley Model 32 (above). Beautifully finished in two-tone walnut veneer. AC operation. Genuine Neutrodyne circuit. Merphon condenser. Eight tubes, two power tubes and rectifier. Includes the improved new Model F Dynacone Speaker. Model 22, incorporates a Screen Grid storage battery chassis in the same cabinet as Model 32, at \$85.50.



# *finest in Radio* *new LOW prices*

Not just one new feature. Not just one improvement. But a whole new line of superb models that establishes new standards of radio performance, beauty—and VALUE!

*The new Crosley was the outstanding hit of the Chicago Radio Show. Never before have dealers received a new line of Radio with such enthusiasm!*

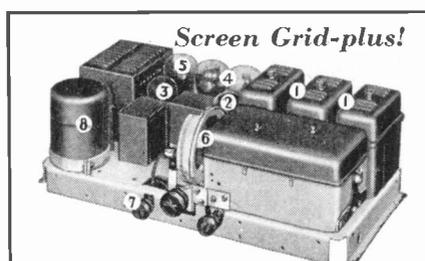
## *Screen Grid, of Course!*

Naturally, Screen Grid is a feature of the new Crosley Radio. Only *one* of the many features offered you in several splendid models at *amazingly low prices*.

You know how Crosley, years ago, brought radio prices down to the level of the average pocketbook.

You know, too, how Crosley concentrated on simplification, straight-line mass production. Only such a plant could hold consistently to the policy: *fine radio for all, at the lowest cost of all.*

The new Crosley line is the supreme achievement of that policy. Note the prices of the models shown here. Compare



**THE NEW CROSLY UNITRAD**  
(shown here without front panel)

*Radio engineers have pronounced it the finest radio receiving unit ever produced—bar none. It utilizes:*

- (1) *THREE 224 Screen Grid RF tubes, each with its coil completely housed in a double compartment shield with removable lid.*
- (2) *One 227 heater-type power detector tube.*
- (3) *One 227 heater-type first audio tube, resistance coupled.*
- (4) *Two 245 push-pull audio frequency power output tubes.*
- (5) *One 280 rectifier tube.*
- (6) *A completely shielded gang condenser having an illuminated DRUM dial with cable drive.*
- (7) *A triple carbon type volume control regulating simultaneously the screen grid voltage, control grid voltage, and antenna pick-up.*
- (8) *Mershon condenser.*

You know what that *circuit* means!

*Its volume and tone quality are amazing. Its fidelity, sensitivity, and selectivity are the best ever measured in the Crosley laboratories.*

*As Model 40-S, the Crosley Unitrad (without tubes) is only \$80.00! In this form it may be used as a table model, in bookshelves, etc. It may be installed in almost any kind of new stock cabinet you may desire, or in old type cabinets replacing obsolete receiving units.*

*The Crosley Unitrad is also utilized in Models 41-S, 42-S, and 82-S.*

them with others. Check values dollar for dollar.

## *See, Hear, the Final Evidence!*

Then see these beautiful models yourself! Distinctive beauty no other radio can give. Exclusive designs. Genuine walnut veneer. Exquisite matched-wood effect. Quality to the last detail!

*Listen to these new Crosley models! Note the deep, rich tone of the Dynacone and Dynacoil Speakers. Test each model for selectivity, volume, power, distance. Then—once more—compare prices. And consider the amazing opportunity these new Crosley models offer the Dealer.*

Don't let this opportunity pass YOU! Visit the nearest Crosley distributor—now. He will show you the models that are revising all public ideas of radio performance and radio beauty—at the lowest prices in radio history. Or write the Crosley Radio Corporation for full information.

The Crosley Radio Corporation  
Powel Crosley, Jr., Pres.  
Cincinnati, Ohio  
Home of WLW

*You're there with a*

# CROSLY



## My History

**I** WASN'T born with a silver spoon. As far as I've gotten, I've been strictly on my own. Most of my education has been self-acquired. As I see it, I have three important success-ingredients to offer you, Mr. Employer.

One is my ambition to succeed in Radio. I'm determined to make a place of consequence for myself. I want money to do things myself that my father couldn't do. Above all, I want the respect of others. I'm not satisfied with my position at present—and in bettering my own position, I know I can benefit you.

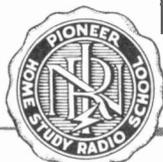
Next, I have stick-to-it-iveness. I've stayed in my room nights turning deaf ears to the beckoning voice of pleasure to acquire the special knowledge of Radio fundamentals that will make me worth your consideration. I've proved to myself—and am now ready to prove to you—that my ambition and enthusiasm are sustained.

In addition to both ambition and stick-to-it-iveness, I offer you training. I have spent a year carefully studying every important branch of Radio under the guidance of the National Radio Institute. I've had practical Radio experience working with circuits and sets equal to what the average fellow gets in two to four years in the field.

While my personal qualifications will fit me to do certain kinds of work best, my general knowledge of the whole field of Radio will fit me to do any kind of work better. I don't ask for a job at the top. What I want is a job that can lead to the top. And while I'm on my way up, I'll give you, Mr. Employer more than value received.

# I want a Job

**I**'M full of hope and ambition. I'll give you back in energy, in interest, in honest hard work more than you pay me to give you. I'm more interested in my salary of the future than in what you pay me at present. I don't expect you to pay me more than you think I'm worth—but I do expect to convince you that I'm worth more before very long. I've equipped myself through study and training to start in on a variety of jobs. I can assemble, test, and sell radio sets; repair them, install them, service them. I'm right near you, ready to go to work on short notice when you say, where you say. Wherever you put me, I'm confident of my ability to make profit for myself by making profit for you. Long hours, hard work, trying situations, are not new to me. I have gained most of my experience in the school of hard knocks. I am not one man—I am hundreds of men. You can reach me at the Employment Department of the National Radio Institute, Headquarters for Trained Radio Men. They will make no charge to me—or to you—for introducing us. Write them now for my qualifications, whether you need me right away or in the next month or so.



ESTABLISHED  
1914

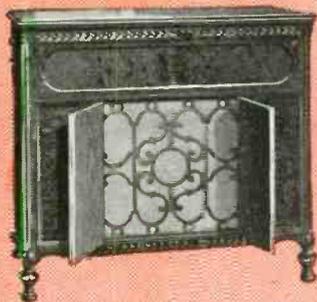
## NATIONAL RADIO INSTITUTE

16th and U Streets N.W.  
WASHINGTON, D.C.

HEADQUARTERS FOR  
TRAINED RADIO MEN



**Now**—for the first time  
in the industry  
—a Complete Line!



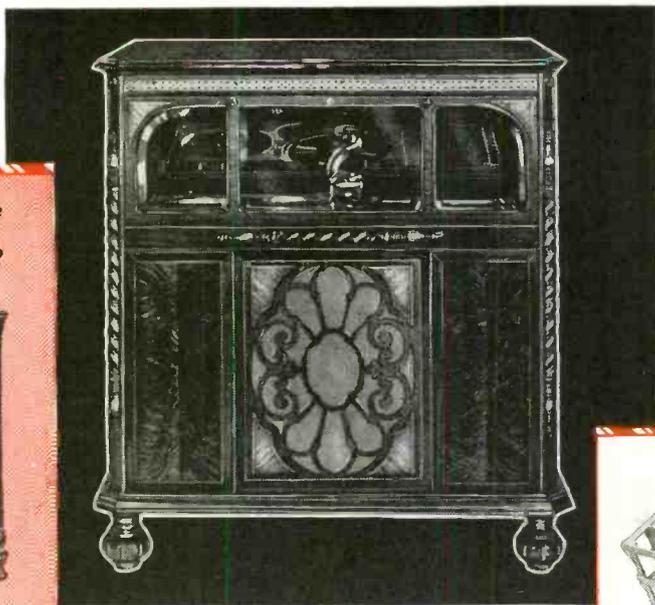
**ARISTOCRAT MODEL**  
A cabinet of exquisite design and finest workmanship for use in clubs and homes. Will adorn the finest surroundings.



**AUDITORIUM MODEL**  
For powerful amplification and reproduction. Recommended for public auditoriums, dancing academies, in fact any place where a great amount of volume is desired.

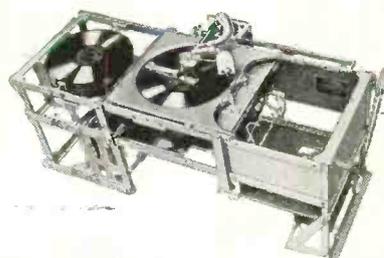


**OUTDOOR MODEL**  
Designed and built primarily for amusement parks, chaletaux-pous, auditoriums, resorts and other enterprises requiring huge volume. Absolutely fireproof and waterproof.



*Through an ingenious, patented mechanism, the Capehart Orchestrophe does more than has ever been possible before in a commercial instrument.*

It plays 56 selections—28 records on both sides, playing and turning them automatically and continuously; a four hour program without repetition. And it plays 24 hours a day, if desired, without requiring a moment's attention. The TONE is brought through three stages of audio amplification and an electro dynamic speaker. Amazing life-like quality. Volume adjustable from a whisper to the intensity of a full orchestra.



# Add \$2000 to \$5000 a month to your Profits

**B**USINESS needs music. Wherever you find an establishment that can afford an orchestra, they'll tell you that *music pays!* It attracts new trade; holds old customers; makes people spend more money.

Now, thanks to the Capehart Orchestrophe music is no longer an expensive luxury. Even the smallest business can offer good music to its patrons *on a profitable basis.*

## A Large Market

The Capehart Orchestrophe is suited to every character and class of establishment. To the fine hotel or club which desires to create a friendly, homelike atmosphere in its public rooms; to the exclusive cafe which wishes to supplement the music of an orchestra for entertainment or dancing; to restaurants, refreshment parlors, road houses, drug stores or any place of amusement who may derive an actual profit from a coin box attachment.

Many hundreds of such establishments now use the Capehart Orchestrophe. They write letters telling of as high as 75% increase in business; of coin box receipts averaging \$25.00 per week and more!

## A Valuable Franchise

The exclusive Capehart franchise is already tremendously valuable wherever it has been assigned. \$2000 to \$5000 a month is positively not an exaggeration, as records of Capehart dealers show. The aggressive Capehart advertising campaign in trade papers, consumer magazines and direct mail is making that franchise more valuable every day. Every type of assistance is given to Capehart dealers. Actual prospects originating from advertising are turned over. *And the dollar margin in every sale leaves room for big profits.*

*Valuable territories are being rapidly assigned. Perhaps you are the man we want in your locality. Investigate!*

# THE CAPE HART Orchestrophe

## Mail the Coupon

Find out about the Capehart Orchestrophe and the valuable Capehart franchise. The coupon brings full details, entirely without obligation. We'll show you what other dealers are doing and the big profit that awaits you in YOUR territory. Mail the coupon.

**CAPEHART AUTOMATIC  
PHONOGRAPH CORP.**  
FORT WAYNE, INDIANA

Capehart Automatic Phonograph Corp.  
Dept. B485  
Ft. Wayne, Indiana

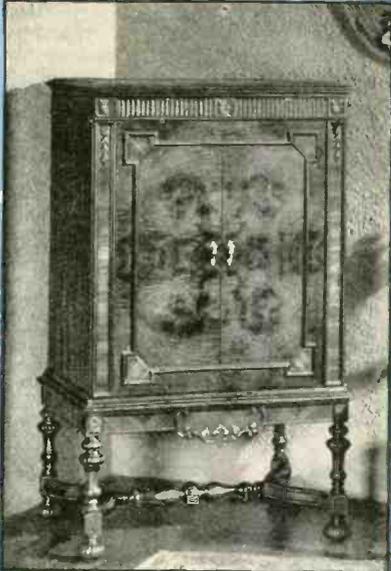
Please send me, without obligation, descriptions of all Capehart Orchestrophe models and details of the Capehart Dealer's Franchise.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

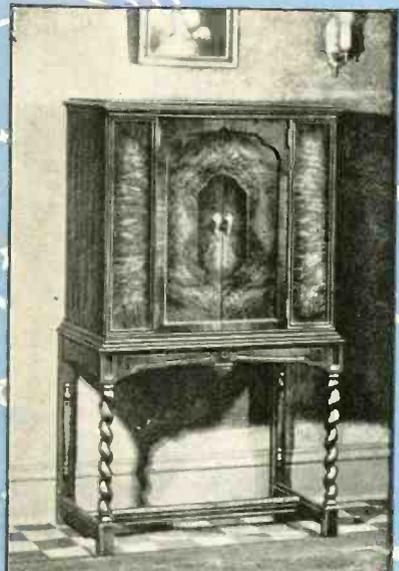
State \_\_\_\_\_



Star-Raider R-30 nine tube radio. Walnut, Acacia and Zebrawood in a cabinet of true Elizabethan design. \$525.00 (less tubes)



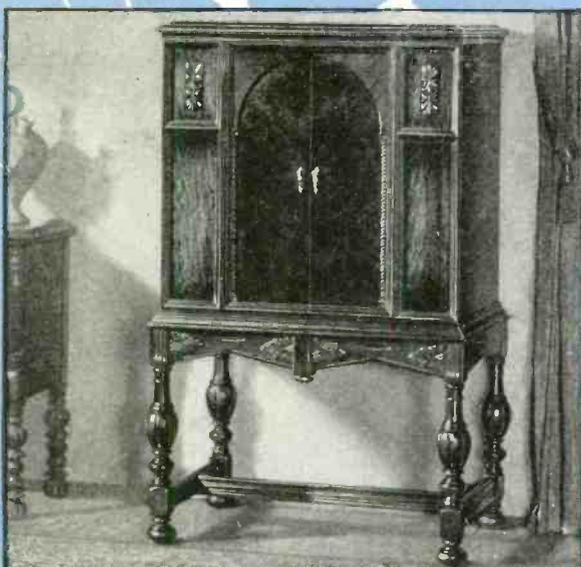
Star-Raider RP-40 nine tube radio-phonograph combination. Pollard Oak and Burl Walnut in Renaissance design cabinet. \$725.00 (less tubes)



Star-Raider R-20 nine tube radio. Pollard Oak, Burl Walnut and Butt Walnut in cabinet of Jacobean design. \$435.00 (less tubes)

**THE R-25 FURTHER BROADENS**





Star-Raider R-25 nine tube radio of Olivewood and Burl Walnut overlay, \$475.00 (less tubes)

## THE INDUSTRY'S OPPORTUNITY

Continental now presents the Star-Raider R-25 . . . and thereby swings open still wider the door to more profitable selling.

April saw the Star-Raider R-30 . . . May, the RP-40 . . . June, the R-20 . . . and now, in July, the Star-Raider R-25 makes its bow.

All four are built with a craftsmanship that mass production never could equal. All are built on the exclusive new Technidyne Circuit . . . to perform as no other radio can.

Radio buyers now ask "*how good?*" more

often than "*how much?*". A radio is bought now as a musical instrument . . . and willingly paid for as such.

There's plainly the opportunity of the industry . . . and Star-Raider fits to a "T."

Star-Raider carries listeners away to a land that only Star-Raider knows . . . where tunes are sweeter and voices are clearer . . . a land at the end of the star-lit trail.

Four-strong . . . Star-Raiders stand . . . four opportunities for the industry to simplify sales and promote profits to a higher level.

CONTINENTAL RADIO CORPORATION, FORT WAYNE, INDIANA  
(SUCCESSOR TO SLAGLE RADIO COMPANY)

the  
**STAR-RAIDER**  
*America's Finest Radio Made Finer*  
© C. R. C., 1929



8-Tube NEUTRODYNE for house-current operation. Push-Pull amplification. Inductor Dynamic Speaker. Cabinet of walnut veneer. Other models \$145 to \$225 (less tubes).

Prices slightly higher in Canada.

\$99<sup>50</sup>

(less tubes)

MODEL NR-55

**DEALERS** tell us this model is making volume sales for them. Why shouldn't it? We deliberately under-priced it for "advertising purposes." We wanted to give Freed dealers a sensational "price leader," that could not fail to attract new prospects to their stores. And in Model NR-55 we have done just that.

Here is a set with a performance which perfectly justifies our contention that "Freed Radio gives you the program just as the microphone gets it." Here is a really high-grade receiver in a cabinet of fine wood, listing under a hundred dollars!

We want you to hear and see this outstanding leader of an outstanding line. Write for name of distributor in your territory.

**FREED-EISEMANN RADIO CORPORATION**

122 EAST 42nd STREET, NEW YORK CITY

A Division of Chas. Freshman Co., Inc.

Canada: Freshman, Freed-Eisemann Radio, Ltd., 20 Trinity Street, Toronto, Ont.

# FREED RADIO

Famous Since Broadcasting Began

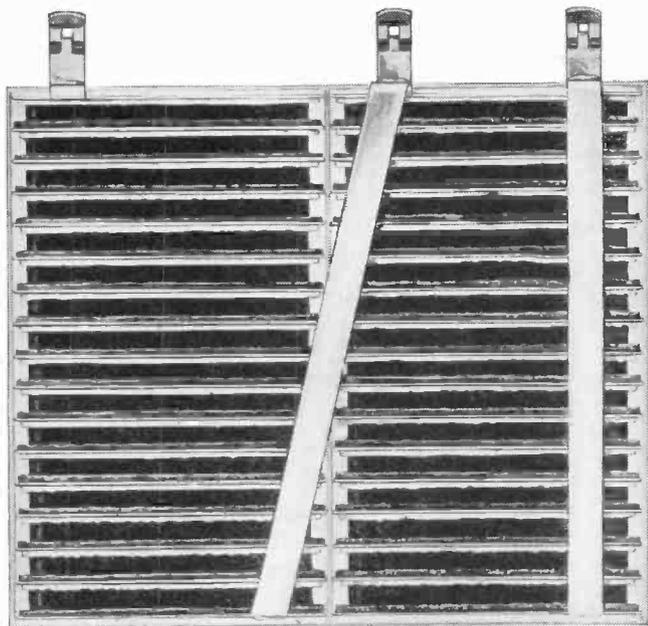


Diagram illustrating the simplicity of the Eveready Layerbilt construction. Only two broad metal bands and only five soldered connections. No waste spaces. It's all battery. Layerbilt construction is an exclusive Eveready feature. Only Eveready makes Layerbilt Batteries.

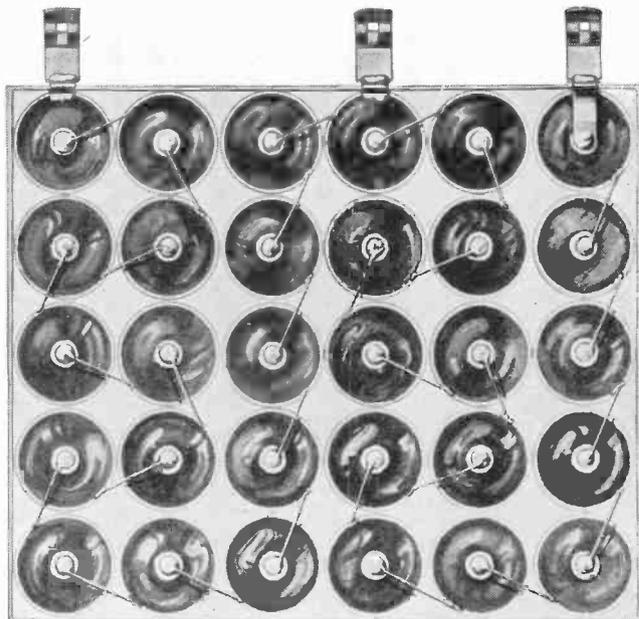


Diagram illustrating the construction of a cylindrical cell "B" battery. Two solderings per cell, or 60 in all, and 29 fine wires—89 chances for trouble. Note waste spaces between cells.

WE'RE TELLING THE WORLD THESE

# INSIDE • FACTS

THE MOST sales-commanding advertising ever run on "B" batteries is that now appearing for the famous Eveready Layerbilts. Inside facts, supported by diagrams, pound home Eveready Layerbilt superiority.

The public is told the story of the 29 delicate fine wires and 60 solderings in the separate-cell type of battery.

And it sees the other picture — flat cells, only two broad bands,  $\frac{3}{8}$  inch wide, only five soldered connections — the perfect Eveready Layerbilt.

So the story of Eveready Layerbilt superiority in construction, in reliability, in convenience and economy, is told forcefully, vigorously, effectively.

*This is the original Large Size Eveready Layerbilt No. 486 for heavy duty.*



List price, \$4.25, only 25 cents more than the Eveready cylindrical cell battery of the same size, No. 770. There is another Eveready Layerbilt in Medium Size No. 485 — list price, \$2.95, only 20 cents more than the Eveready cylindrical cell "B" battery No. 772.

No wonder Eveready Layerbilts are the largest selling and easiest selling "B" batteries there are!

NATIONAL CARBON CO., INC.  
New York, N. Y.  
Branches: New York City, Chicago,  
Kansas City, San Francisco

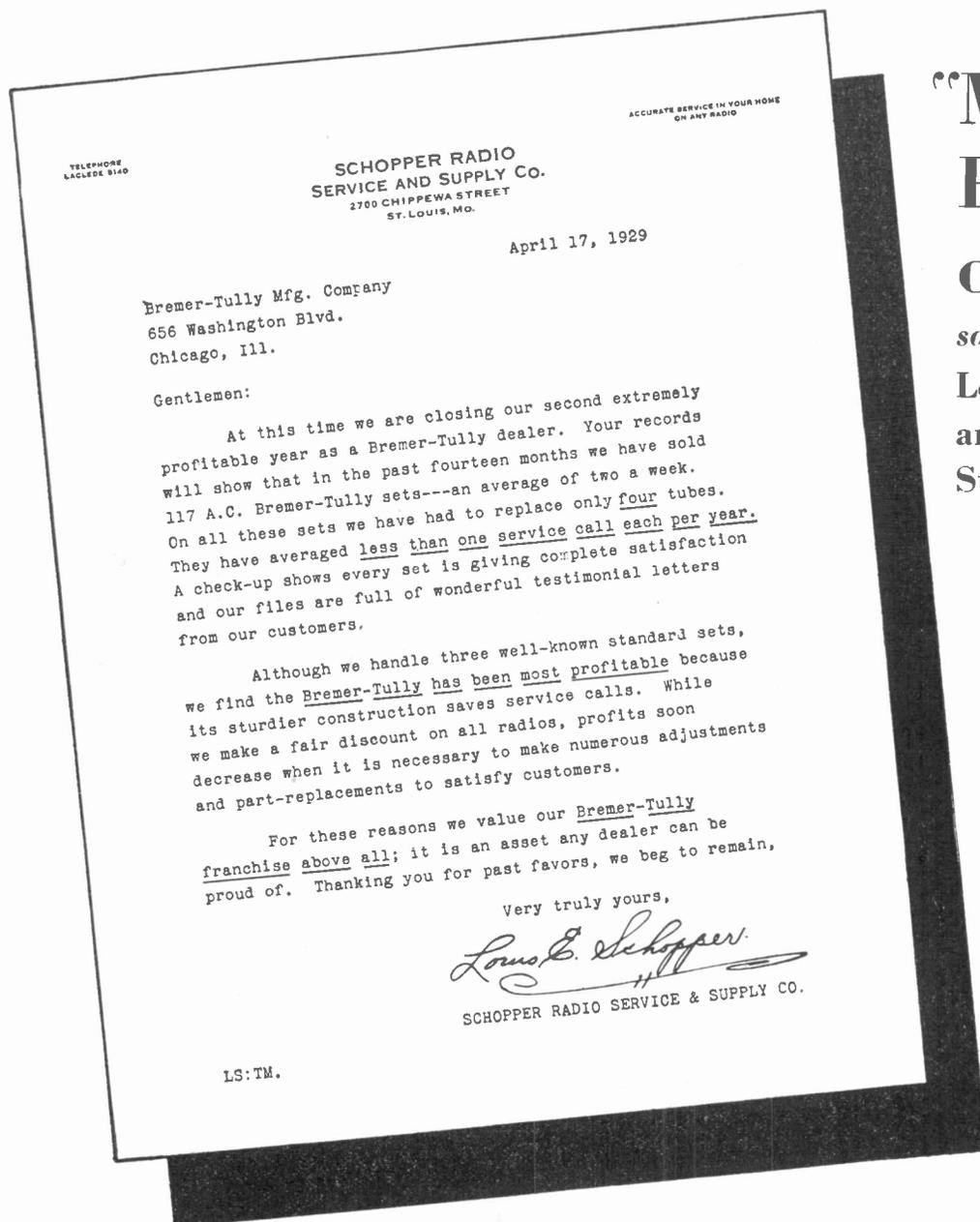


Unit of Union Carbide and Carbon Corporation

## IN VITAL SERVICES

Eveready Layerbilts are being used in Automatic train control, aircraft beacon receivers, talking motion pictures, short wave transmission, picture transmission, television, for the protection of life and property and to secure instant, un failing, noiseless, perfect electrical power.

# BREMER-TULLY RADIO



**"Most  
Profitable  
of All"**

says

**Louis E. Schopper,  
an outstanding  
St. Louis Dealer**

TELEPHONE  
LACLEDGE 9140

SCHOPPER RADIO  
SERVICE AND SUPPLY CO.  
2700 CHIPPEWA STREET  
ST. LOUIS, MO.

April 17, 1929

Bremer-Tully Mfg. Company  
656 Washington Blvd.  
Chicago, Ill.

Gentlemen:

At this time we are closing our second extremely profitable year as a Bremer-Tully dealer. Your records will show that in the past fourteen months we have sold 117 A.C. Bremer-Tully sets---an average of two a week. On all these sets we have had to replace only four tubes. They have averaged less than one service call each per year. A check-up shows every set is giving complete satisfaction and our files are full of wonderful testimonial letters from our customers.

Although we handle three well-known standard sets, we find the Bremer-Tully has been most profitable because its sturdier construction saves service calls. While we make a fair discount on all radios, profits soon decrease when it is necessary to make numerous adjustments and part-replacements to satisfy customers.

For these reasons we value our Bremer-Tully franchise above all; it is an asset any dealer can be proud of. Thanking you for past favors, we beg to remain,

Very truly yours,

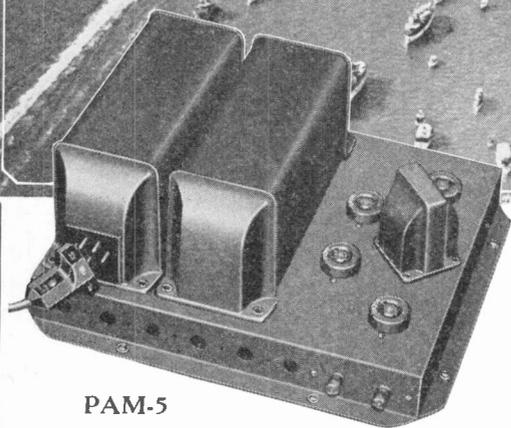
*Louis E. Schopper*  
SCHOPPER RADIO SERVICE & SUPPLY CO.

LS:TM.

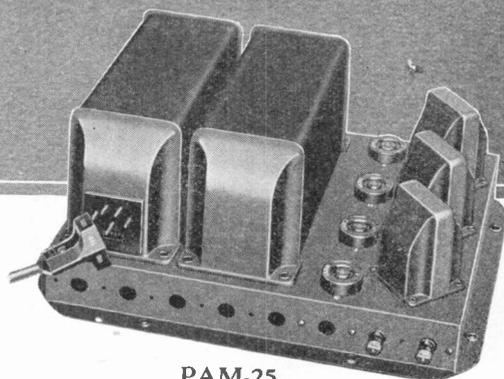
You, too, can enjoy greater profits with Bremer-Tully Radio, paralleling the experience of Mr. Schopper and hundreds of the finest stores in the country. With prices considerably lower, and backed by a vigorous sales, finance, expansion and national advertising program, the new Bremer-Tully Selective Franchise offers you the soundest opportunity in radio today. Write for proposition.

BREMER-TULLY MANUFACTURING COMPANY  
656 Washington Boulevard, Chicago

A P E R M A N E N T N A M E I N R A D I O

© Richard B. Holt  
1929

PAM-5



PAM-25

## PAM Keeps Pace With the Best

**P**AMS kept thousands along the shore of Biscayne Bay in constant touch with every phase of the International Boat Race pictured above. The voice of the announcer was easily heard above the roar of the giant motors used by Gar Wood and Seagrave. Wherever speed kings reign—on track, or ice or sea—in this and other lands, there you will find PAMs, which tell the crowds every detail of the contest.

Pictured above are two new PAMs, the PAM-5 which uses one 227, one 280 and two 112s, and is designed to work out of the detector tube of a radio set, a magnetic phonograph pickup, or microphone amplifier. Its output is such that it will feed any number of PAM-25s, according to power output required for a particular installation. The PAM-25 uses two 281s and two 250s. When used in conjunction with a PAM-5,

it has a power output of 14 watts. Multiples of this undistorted output can be had by the addition of each PAM-25.

A new 16-page bulletin giving mechanical and electrical characteristics, representative installations, and many new PAM amplifiers will be sent upon receipt of 10 cents in stamps to cover postage. Ask for Bulletin No. RR10, when writing.

Main Office:  
Canton, Mass.

*Samson Electric Co.*

Manufacturers Since 1882

MEMBER  
RMA

Factories at Canton  
and Watertown, Mass.



## THE BEL CANTO SERIES

# *This NEW AMRAD Line SELLS!*

**T**HE opinion of Amrad Distributors expressed with emphatic enthusiasm in the May Convention has been corroborated by Amrad dealers in every section of the country.

Here is a radio line, out of the intensely competitive field—yet priced reasonably enough to sell readily.

It wins on appearance — for Amrad Consoles are beautiful examples of master furniture design; it wins on examination — for every detail of the chassis is engineered with painstaking exactness; it wins on demonstration for the tone is a marvel of rich, full, loveliness — the finest tone in radio!

Built-in full floating dynamic speakers; screen grid tubes in three stages; eight tubes including two powerful 245 tubes in push pull; extra heavy construction; four tuned circuits for maximum selectivity; special audio system. The most notable product of 1929.

THE AMRAD CORPORATION  
MEDFORD HILLSIDE, MASS.

J. E. HAHN  
President

POWEL CROSLY, JR.  
Chairman of the Board

There are still open dealer territories for authorized Amrad dealers. Write today to Dept. UX for full details.

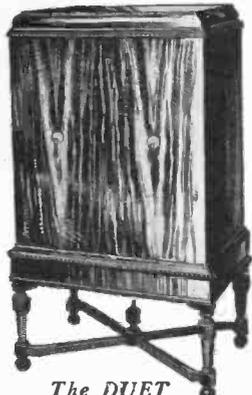


# THE BEL CANTO SERIES



*The SERENATA*

Modern sliding door cabinet of diamond matched Oriental Walnut, and other fine woods. Uses standard Amrad shielded grid chassis with R. C. A. 106 Dynamic Speaker. *List* . . . . . \$245



*The DUET*  
Combination electrical radio and phonograph, inspired by the finest Art Moderne furniture. Of Oriental Laurel, with Macassa Ebony base rail. Includes the R. C. A. 106 Dynamic Speaker built in cabinet. *List* . . . . . \$495



*The ARIA*  
Selected Butt Walnut Veneer, with African Walnut overlay. New ultra-sensitive Amrad chassis using shielded grid tubes; equipped with Dynamic Speaker. *List* . . . . . \$198



*The SYMPHONY*  
Beautiful cabinet of Art Moderne design. Front and sides veneered in highly figured East Indian Laurel Wood, with base rail of Macassa Ebony, decorated with inlays of ebony and holly. Uses 8 tubes. *List* . . . . . \$295

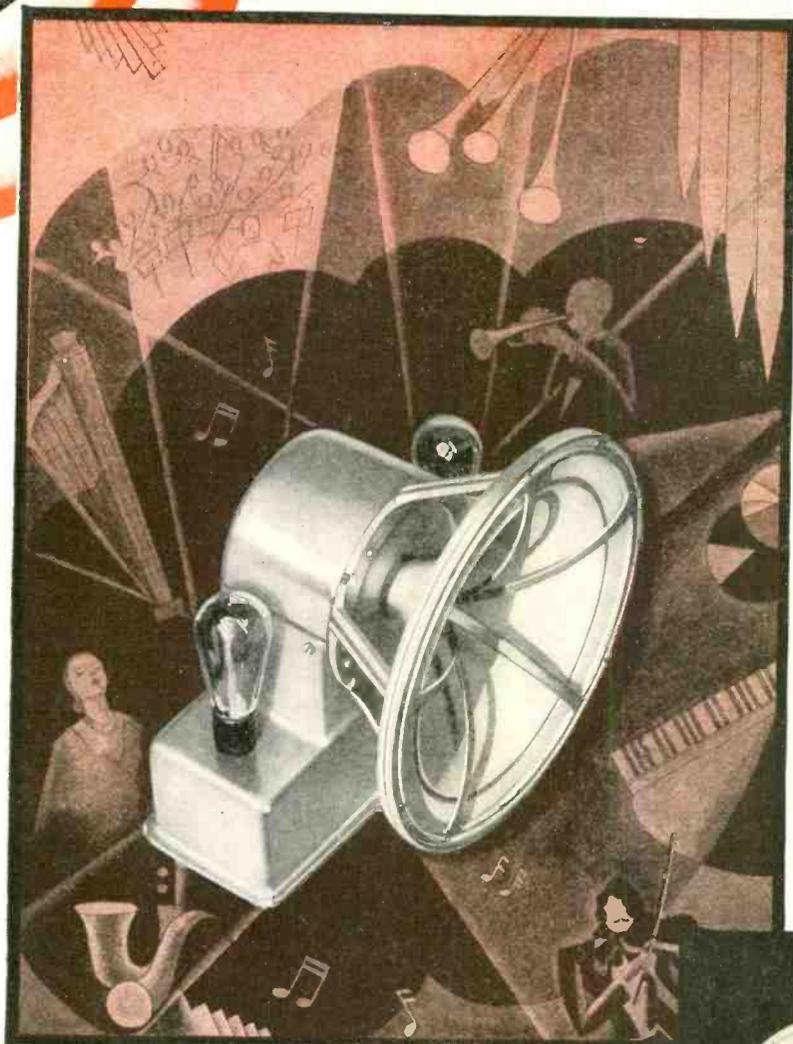
Each Amrad model has phonograph pick-up attachment. Prices slightly higher West of the Rockies.

did you hear

The  
**BEST**  
Theatre  
**DYNAMIC**

**FOR HOME  
AND THEATRE?**

We told you that the Best Theatre Dynamic would be one of the sensations of the show—it was. Those of you who were fortunate enough to hear the Best Theatre Dynamic know that it is the finest speaker which has ever been designed.

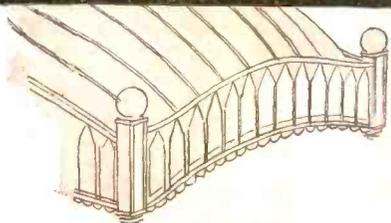


The spontaneous demand for the Best Theatre Dynamic has made it necessary for us to double the production facilities in order to take care of immediate orders.

Huge—powerful—a brute for work—and with the finest tone ever built into a speaker; the Best Theatre Dynamic is the only Dynamic which gets the high notes as well as the low ones and with every sector of the musical scale accurately reproduced.

For operation on 105-120 volts A. C. 50 to 60 cycles. List price, chassis only \$95.00 less the two 281 rectifier tubes. Write for information on the D. C. models.

**Best Manufacturing Company**  
*Makers of the famous BBL Speaker Units*  
1200 Grove Street Irvington, N. J.  
Canada  
445 King St., West; Toronto.



If you are going to sell the finest speaker it is possible to make it would be wise for you to send the coupon for complete information so that you can get your sample order in at once.

**Best Manufacturing Company**  
1200 Grove Street, Irvington, N. J.  
Please send me complete information on the Best Theatre Dynamic.

Name .....

Address .....

# JEWELL 409 Set Analyzer for Expert Servicemen



AGAIN Jewell takes the lead with a Set Analyzer that accurately meets service needs. In the Jewell Pattern 409 the dreams of expert radio servicemen are realized. This remarkable instrument gives filament, grid, and plate voltages, as well as plate current, simultaneously.

Two of the four 3½ inch face Jewell Instruments read plate voltage and current continuously. Pressing the A. C. and grid voltmeter buttons gives the remaining values of the stage under test for instant comparison and analysis.

## A Complete Portable Laboratory

The Jewell Pattern 409 tests all receivers—including those equipped with the new screen grid tubes—A and B eliminators, tubes, batteries, circuits, grid, plate, and cathode voltages, plate current, chargers, and line voltages. Comes equipped with test leads, adapters, a pad of Jewell Set Analysis Charts, and "Jewell Instructions for Servicing Radio Receivers."

## Commands Confidence of Servicemen

The professional appearance of the Pattern 409 commands the confidence of radio set owners. The 3½ inch face Jewell Instruments in bakelite cases, the engraved bakelite panel, push button switches, combined with the excellent finish and workmanship of this instrument, instil confidence in servicemen.

The Pattern 408 includes the 409 in large case with drawer and compartments for tools and replacement tubes.

List Price Pattern 409 - - \$122.50    List Price Pattern 408 - - \$137.50  
Dealers' Price - \$91.88    Dealers' Price - \$103.13

Sold by  
radio jobbers  
everywhere

## JEWELL 199 Set Analyzer



**TESTS  
SCREEN  
GRID SETS**

The improved Pattern 199 is still the leader in the popular priced set analyzer field. It tests screen grid sets, and handles every other requirement. The two large instruments are of highest quality, and assure accuracy of service that is a sure foundation for profitable service work.

The pattern 198 includes the 199 set analyzer in a large case with drawer and compartments for tools and replacement tubes.

List Price Pattern 198 - \$110.00  
Dealers' Price \$82.50

List Price Pattern 199 - \$97.50  
Dealers' Price \$73.12

29 YEARS MAKING GOOD INSTRUMENTS  
**JEWELL**  
409 SET ANALYZER

Jewell Electrical Instrument Company  
1650 Walnut Street, Chicago, Illinois

Please mail booklet entitled, "Instructions for Servicing Radio Receivers," and circular which gives complete data on Jewell Set Analyzers.

Name .....

Address .....

★ ★ ★ THERE'S A NEW STAR

ABSOLUTELY UNDISTORTED, SMOOTH, MUSICALLY PERFECTED RADIO RECEPTION!

# EVEREADY IS BUILDING OFFERING EVER-SATISFYING

YOU ARE a business man, not an experimenter.

It is unreasonable, therefore, for anyone to expect you to convert your store into an experimental laboratory.

*Eveready Offers You Receivers That Have Been Tested in the Field and Give Predetermined Perfection of Performance*

You are a salesman, not a sales-investigator. Don't be induced to try out receivers of unknown and unproved sales-possibilities.

*Eveready Offers You Receivers Whose Salability Has Been Proved Beyond a Shadow of a Doubt*

The Series 30 Eveready Receivers met with exceptional enthusiasm. Their performance was beyond criticism. As furniture they have won acceptance on sight. There is a definite and pronounced trend to Eveready. Independent observers are picking Eveready as the 1929-30 leader.

The Eveready Franchise, which is allotted on a business basis, is today exceedingly valuable, and will increase in profit tremendously with the years.

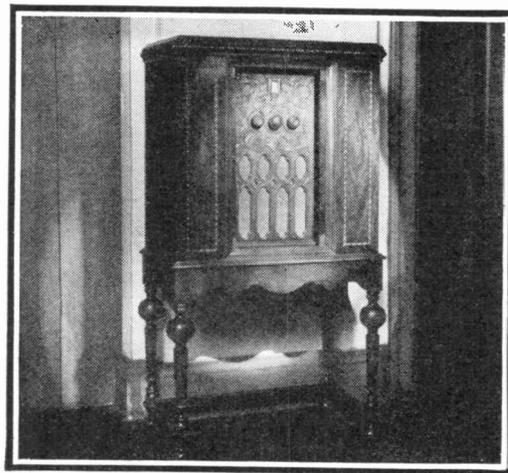
We invite your most searching inquiries.

EVEREADY RECEIVERS are first designed by Eveready Engineers, then tested and retested in the laboratory, then tried in the field, before they are offered the trade. Thus you are protected against the grief that results from pushing out new models overnight.

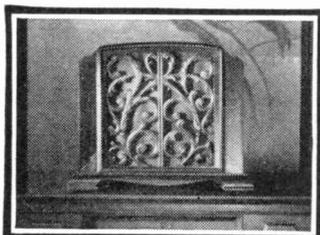
Eveready Performance must be and is SAFEGUARDED. Following the remarkable Series 30 comes Series 40, using 245 power tubes in push-pull, raising the undistorted power output to theatrical levels.

Cabinets in the Series 40 line are identical with those of Series 30. Among other things, this means that Series 30, the production of which has been entirely sold, is *not* obsolete. Eveready protects the trade! Outside of the use of the 245 tube, the Series 40 chassis has only minor improvements in chassis details.

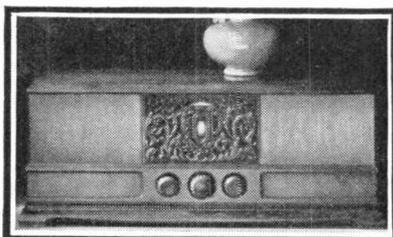
Watch for Screen Grid Announcement—Next Month!



**\$215** Model 43, a larger and more luxurious console, in walnut finish with decorative carvings. Same all-electric chassis as Model 42. All cabinet designs are exclusive with Eveready.  
List \$215 without tubes



**\$50** Eveready Speaker, Model 6. A sensitive and powerful dynamic, accurately matched with the Eveready Radio Set for the utmost fidelity.  
List \$50



**\$115** Model 31, table type. Cabinet in rich walnut finish with contrasting carved grill. Same radio chassis as the consoles. Will operate either dynamic or magnetic speaker.  
List \$115 without tubes

**EVEREADY**  
TRADE MARK REGISTERED  
**RADIO RECEIVERS**

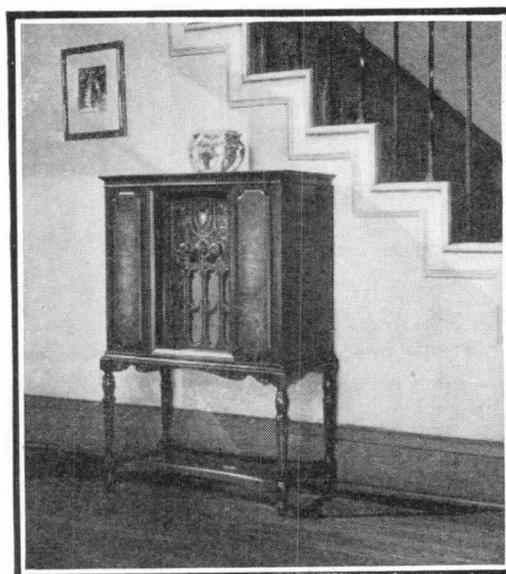
IN THE RADIO SKY ★ ★ ★

DESIGNED... MANUFACTURED... SERVICED... GUARANTEED BY EVEREADY!

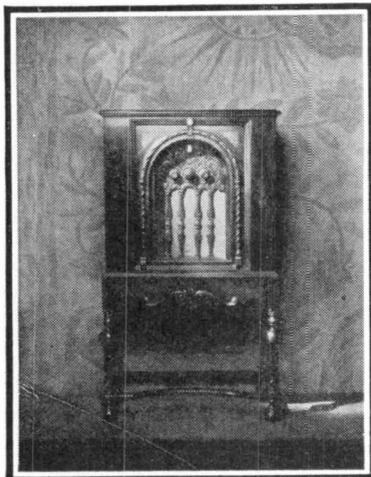
# SOLIDLY FOR PERMANENCE

## EVEREADY PERFORMANCE

1. Made by Eveready in an Eveready factory.
2. Shipped to you complete including speaker and cabinet, assembled in a single unit. Nothing to buy or add but the tubes.
3. Popularly priced.
4. Backed by years of laboratory experiment and research—a finished product.
5. Performance second to none.
6. **GUARANTEED BY THE MANUFACTURER FOR ONE FULL YEAR AGAINST DEFECTIVE MATERIALS AND WORKMANSHIP.**
7. Time-payment plan to assist dealer and customer.
8. Production will be ample but limited. No distress merchandise.
9. Careful analysis of trading areas apportions dealerships and quotas
10. Merchandising plan is backed by extensive newspaper advertising carrying dealers' names.
11. We assist individual dealers in co-operative newspaper advertising.
12. Through past years the trade has learned that pleasant and profitable business is always done in Eveready products.
13. To the public the mere name Eveready is a great guarantee of reliable merchandise.
14. Fully licensed by RCA and RFL—We utilize and are protected by the strongest and best patents.
15. Dealers now have a unique opportunity to secure a radio set franchise of tremendous present and future value—the Eveready.



Model 42 console, in a cabinet of rich walnut finish that fits in any decorative scheme whatever. Dynamic speaker built in. Chassis has eight tubes, including rectifier.  
**List \$180 without tubes**



**\$230** Model 44, 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.  
**List \$230 without tubes**

**To those who MEAN BUSINESS**

NO REAL business man is interested in a circus, here today and gone tomorrow. Nor does he want to play a game in which he is liable to be tagged IT just before all the other players drop dead. Eveready does not consider radio as either a circus or a game. It is a business. Eveready wants dealers who are business men first, foremost and all the time. If you are a business man, in the radio business to stay, as we are, then we can prove to you on a sound business basis that Eveready Receivers and the Eveready Franchise offer you an exceptional opportunity to make a permanent and ever-increasingly profitable connection.

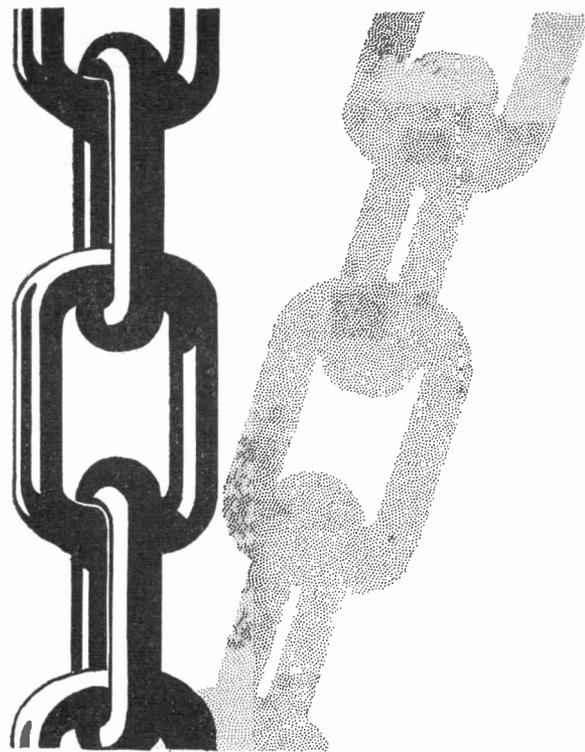
## NATIONAL CARBON COMPANY, INC.

New York, N. Y.

Branches: Chicago Kansas City New York San Francisco

Unit of Union Carbide  and Carbon Corporation

Licensed under patents and applications of RCA and RFL



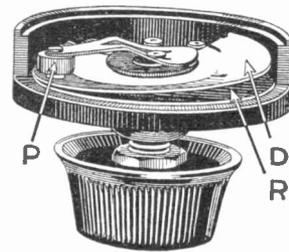
# A RADIO RECEIVER IS LIKE A CHAIN...

A chain of parts, if you please . . . transformers, tubes, condensers, resistances and the like as links of the chain. Unless each link performs to perfection the whole receiver is condemned and your name with it.

A lot of grief can be traced to one little part . . . the volume control. Noises are set up . . . unevenness of control develops . . . locals are hard to handle.

You can save yourself plenty of trouble by seeing that the name "centralab" is stamped on the volume control. The Centralab exclusive rocking disc construction prevents any change in the resistance or the development of noise. Centralab controls give a perfect control of all stations with an even, "velvety" smooth action.

This shows the exclusive rocking disc construction of Centralab volume control. "R" is the resistance.



Contact disc "D" has only a rocking action on the resistance. Pressure arm "P" together with shaft and bushing is fully insulated.



This is the action of the usual wire wound control after it has been in use for some time . . . like dragging a stick over a cobblestone pavement.



The tailor uses the same principle as Centralab. He does not want to ruin the garment by placing the iron on it so he places a cloth in between. Centralab controls cannot ruin the resistance because the rocking disc is in between the pressure arm and the resistance.

# Centralab

CENTRAL RADIO  LABORATORIES

20 · KEEFE AVENUE, MILWAUKEE, WIS.

THE

15<sup>TH</sup>

ANNIVERSARY  
ZENITH



# A NATIONWIDE BUY



the remarkable radio receiver that brought Zenith quality within purse-reach of everyone, continues to sweep the entire country.

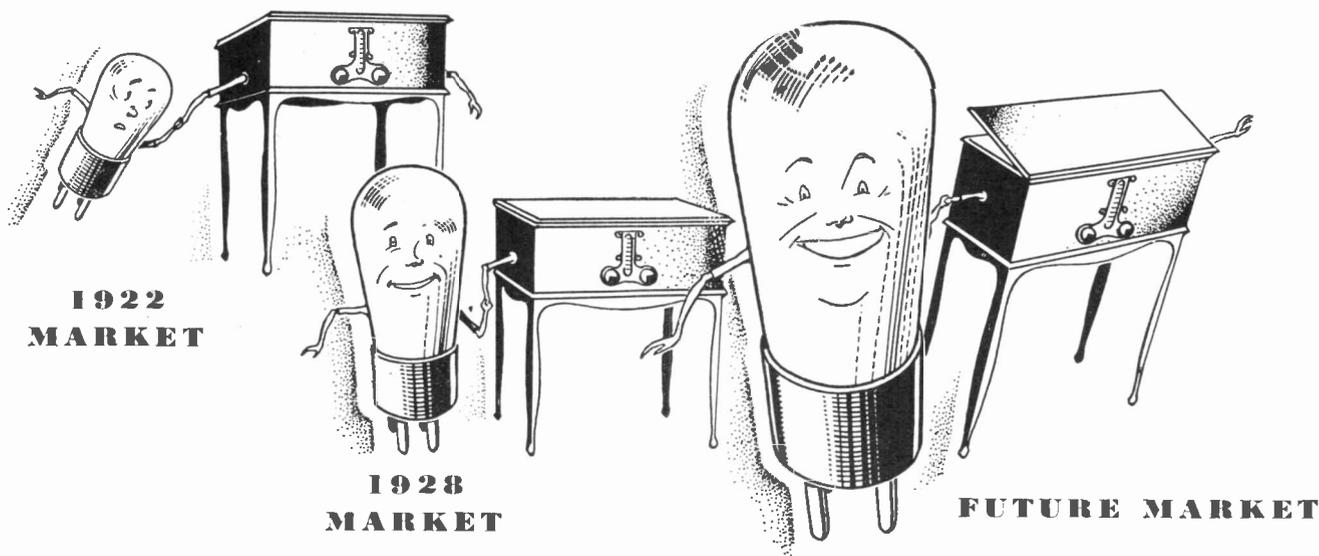
ZENITH RADIO CORPORATION, 3620 Iron Street, Chicago, Ill.  
WORLD'S LARGEST MAKERS OF HIGH GRADE RADIO

MODEL 42—the first of a series of 15th Anniversary Zenith receivers—continues to break selling records everywhere. Zenith quality at a popular price is the answer—the inauguration of a vast expansion program that couples Zenith world-famed quality with a three-fold increase in production capacity. Here's the evidence—Automatic Tuning, Screen-Grid Circuit, true Dynamic Speaker, exquisite console, and the price is only \$175, less tubes. Are YOU cashing in on it?

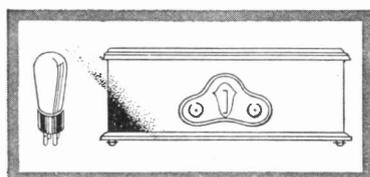


"Automatic Radio" Owned and Controlled by The Zenith Radio Corp., Chicago, U.S.A., under the following patents—Vasselli 1581145, Re-issue 17002, Heath 1638734, Marvin 1704754, Canada 264391, Great Britain 257138, France 607436, Belgium 331166. Also under other U. S. and foreign patents pending.  
Licensed only for Radio amateur, experimental and broadcast reception. Western United States prices slightly higher.

## A picture-book study of growing dollars

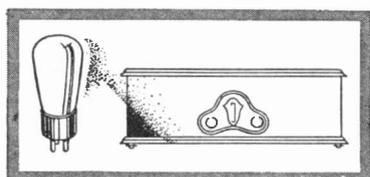


# The child will soon be leading the parent



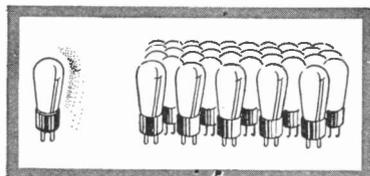
The replacement market eventually becomes the big market—look at razor blades and phonograph records. Radio Tube sales are becoming more and more important. For instance, here was the split up of the average radio dollar in 1922:

TUBES—10%	SETS AND PARTS—90%
\$6,000,000	\$54,000,000



Between 1922 and 1928 the tube market increased 18-fold—while the market for sets and parts increased only 10-fold—in dollars. Here is a picture of 1928:

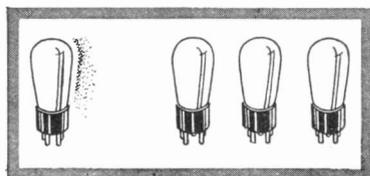
TUBES—17%	SETS AND PARTS—83%
\$110,250,000	\$539,750,000



In the number of tubes sold the comparison is much greater:

1922	1928
1,000,000 tubes	50,000,000 tubes

At this rate, as the number of sets increases, the number of tubes for original equipment will increase in much greater proportion. And just like razor blades, the tube market will go on and on.



Today the replacement market is three times the size of the market for original equipment. Your future prosperity depends to a great extent on how well you develop your tube market. Dealers who are making a definite drive for tube business are already reaping big rewards. One dealer in New York increased his tube business from 1,000 to 4,000 tubes per month.

**Tune in on the CeCo Couriers**  
every Monday night at 7:30 Eastern Standard Time

## in tube sales . . . for live dealers

# The CeCo policy

As we announced at the Chicago radio show, the CeCo Manufacturing Company is embarking on a nation-wide program to help the dealer widen his market for tubes. This program includes national advertising in the Saturday Evening Post, in scientific and radio journals, local newspaper campaigns tying up with the dealer in each locality, literature for distribution by the dealers, window displays, etc.

The CeCo Couriers broadcast every Monday night at 7:30 Eastern Standard Time over the Columbia System.

All of this can help you if you will let it! Thousands of set owners are going to want CeCo Tubes from *somebody*. They are going to be taught where to look for them. If you stock and display CeCo, *some* of this business is bound to come to you.

To make you doubly sure of satisfying your customers, we have proved the quality of CeCo Tubes by the most severe tests any radio tubes have ever had to stand. Our new factory, the largest and most modern in the industry, has every safeguard for insuring the uniform quality of each CeCo Tube as it comes to you.

Each tube is given 64 tests during the process of manufacture to insure uniformity in all its important characteristics. Tests made by independent laboratories have proved that CeCo Tubes have from 30% to 50% longer life than any other tubes on the market. Also, that CeCo Tubes retain their characteristics at a high level *throughout* their life. Ask our representative in your territory about these tests the next time you see him.

Licensed under patents and applications of the Radio Corporation of America, the General Electric Company, and the Westinghouse Electric and Manufacturing Company.

**CeCo Manufacturing Co., Inc.**  
PROVIDENCE, R. I.



The AC 224 Screen Grid Tube was developed and perfected by CeCo over a year and a half ago.

## How to increase your tube sales

The facts presented here, and many more, are told in a book which we have prepared for aggressive radio dealers. This book points out the vast, untouched possibilities of the radio tube market.

Included in it is an impartial study of radio trends, reprinted with the permission of Dr. H. K. Nixon of Columbia University, which every dealer and jobber should read.

Send for this book. It contains many helpful suggestions for building up tube sales and shows what progress other dealers are making along this line.

This book is free to authorized dealers or jobbers. To avoid promiscuous distribution, will you kindly attach your letter-head to this coupon when sending in your request?

CeCo Manufacturing Company, Inc., Dept. 207,  
1200 Eddy Street, Providence, R. I.

Send me a copy of the dealer book on the radio tube market.

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

# AUTHORIZED of the RADIO WHOLE

By a recent action of the Board of Directors of the Radio Wholesalers Association the Jobber's Salesman will carry monthly, official news of the Association. Likewise, the Association has subscribed to the Jobber's Salesman for every member of the Association.



**PUBLICATION**

**SALERS**

**ASSOCIATION**

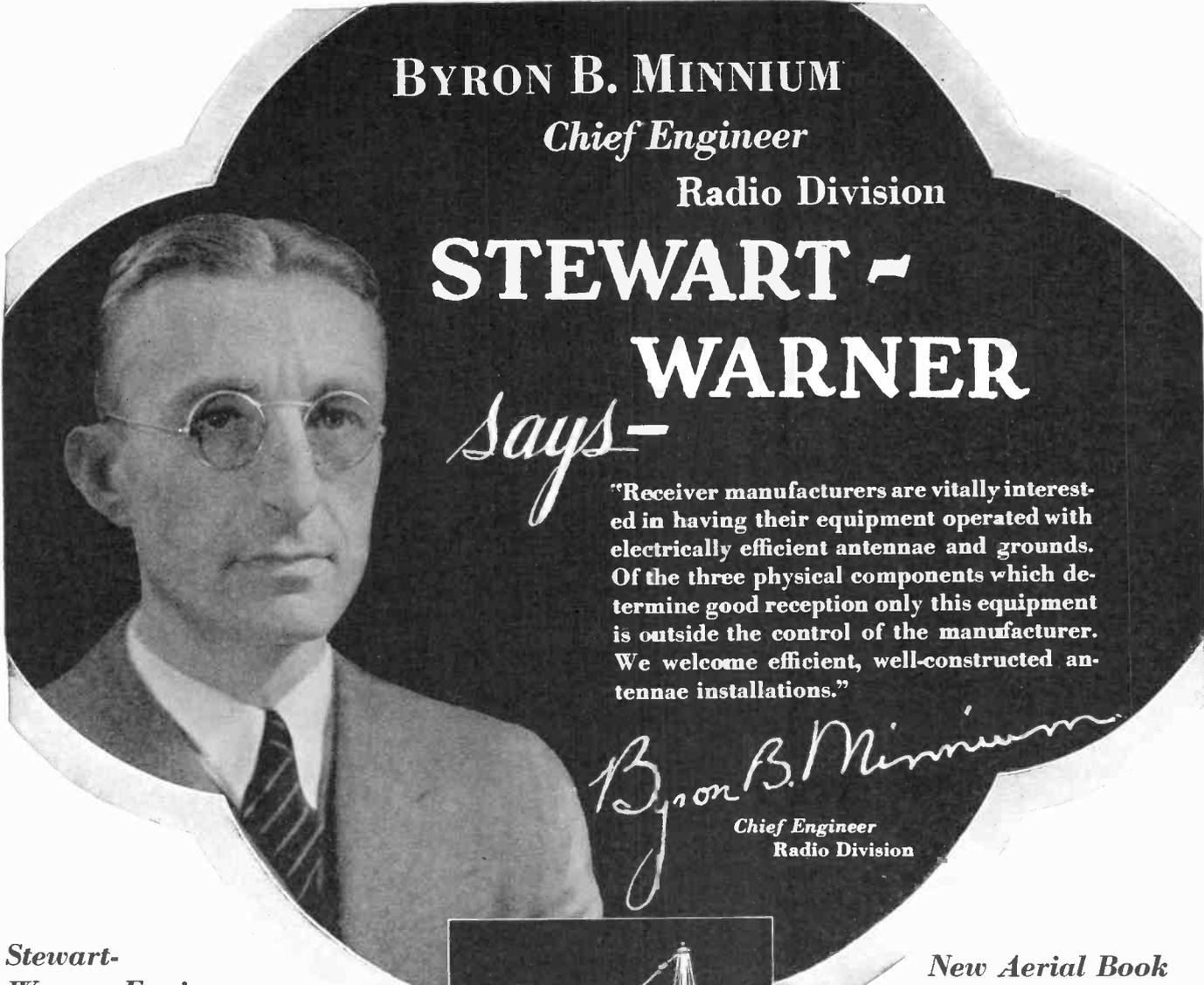
## **The Jobber's Salesman**

as the only publication devoted to the Wholesaler in the electrical field, has from the inception of Radio, been a preeminent medium for the manufacturer, by reason of its circulation among over 900 electrical jobbers who are distributors of Radio. Now, with complete coverage of every member of the Radio Wholesalers Association, The Jobber's Salesman becomes the dominant jobber publication for the Radio Manufacturer who sells through the distributor.

FOR RATES AND CIRCULATION DATA, WRITE—

**ELECTRICAL TRADE PUBLISHING CO., 520 N. Michigan Ave., Chicago**

---



**BYRON B. MINNIUM**

*Chief Engineer*

Radio Division

**STEWART -  
WARNER**

*Says -*

"Receiver manufacturers are vitally interested in having their equipment operated with electrically efficient antennae and grounds. Of the three physical components which determine good reception only this equipment is outside the control of the manufacturer. We welcome efficient, well-constructed antennae installations."

*Byron B. Minnium*  
Chief Engineer  
Radio Division

**Stewart-  
Warner Engineer  
Urges Better Aerials**

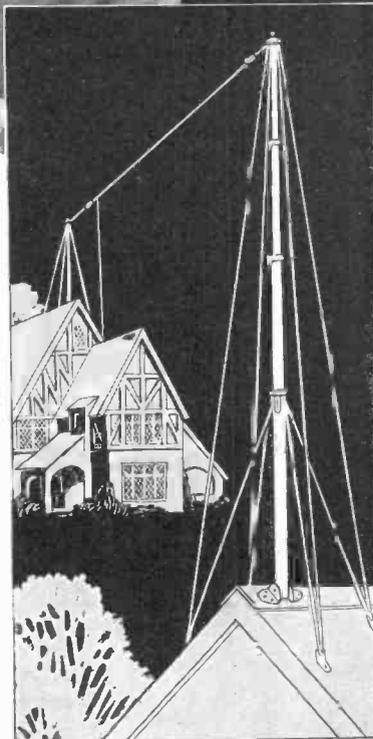
**E**VERY maker of quality radio stresses proper antennae and grounds. And far-sighted retailers agree. For the proper installation of a permanent aerial and ground satisfies amateur DX-ers and heads off those service wails: "My neighbor gets KFI, why can't I?"

Premax Standard Collapsible Aerials are made of sturdy rust-proof steel tubing - and reach you ready to be securely fastened and permanently anchored to peak roofs, flat roofs - anywhere!

There is a Premax Standard Aerial to fit every situation. They are collapsible - attach and anchor them first, then raise to desired height and lock. You'll say it's the safest, most quickly erected aerial you ever put up.

And once installed they are up to stay. Rust-proof, wind-proof, weather-proof - winter or summer.

This season start every new set owner out right - with a life-time installation of Premax Aerial and ground. There's a good direct money-profit in the line - and continuous after-dividends to you in customer confidence. Write for our Aerial Book and name of nearest jobber.



*Illustrating a typical Premax installation using 13-foot and 3-foot Premax Masts*

**New Aerial Book  
FREE!**

Every radio jobber and retailer needs our helpful new book, "THE RIGHT AERIAL - and Easy Ways to Erect It!" This book tells *How to Get DX with the Right Aerial; How Long Should My Aerial Be?; What Has Aerial Height to Do With Good Reception?* Its diagrams and instructions illustrate and explain how to erect a rugged, well-anchored, proper-height-and-length aerial under every condition. Send your name and address and get a copy FREE!

**Jobbers:** Write for this book and profitable Premax Proposition

PREMAX PRODUCTS, INC.  
Niagara Falls, N. Y.

**PREMAX  
AERIALS  
AND GROUND RODS**

**THERE IS A STANDARD PREMAX AERIAL FOR EVERY JOB!**

**I**t is not surprising that the new Brandes Radio has won such enthusiastic praise from distributors, dealers and owners in every part of the country! For we sincerely believe that this Brandes receiver — the climax of 21 years of achievement — represents the outstanding radio value on the market today!



*Wireless  
1908*

*Radio  
1929*

*The* **NEW**

# Brandes Radio

{ A DIVISION OF KOLSTER RADIO CORPORATION }

**This**  
is the kind of newspaper advertising that will create confidence and increase sales for ADLER-ROYAL dealers this season.

Send for descriptive price list—*better yet, a full line of sample cabinets.*

All ADLER-ROYAL Cabinets thoroughly protected by design patents.

**WAIT**  
till you see them

Whatever you do, don't decide on your radio cabinet—for new set or old—until you see the new models by ADLER-ROYAL. Compare design, finish, construction and tonal effects with any others similarly priced. Then let your better judgment be your guide. *That's all we ask.*

[JOBBER'S NAMES HERE]

**ADLER-ROYAL**  
RADIO CABINETS



**IF**  
It's Radio Cabinets

... for the sake of good tonal effects, rare beauty and permanent satisfaction... be sure to see the new ADLER-ROYALS before you buy. For new set or old, compare these fine cabinets with any others at the same or higher prices. Then make your own decision. *That's all we ask.*

[JOBBER'S NAMES HERE]

**ADLER-ROYAL**  
RADIO CABINETS



**The MAKERS**  
*of Adler-Royal Cabinets*

have been producing fine cabinets for musical application for over twenty-five years. Which may account for the unqualified confidence reflected in ADLER-ROYAL advertising... Place any ADLER-ROYAL beside any other in the same price class and let your customer decide... *That's all we ask.*

ADLER MANUFACTURING CO., Incorporated, Louisville, Ky.

# DAY-FAN RADIO



## A SOUND BASIS FOR SUCCESS

**HIGH QUALITY!** Sound engineering. A proved design—with improvements. Refinements in audio amplification . . . where Day-Fan has achieved notable success. The best of materials. Fine workmanship. Resulting in performance that is **BRILLIANT**: gloriously beautiful tone—hum-free . . . wonderful responsiveness to tuning or to volume adjustment.

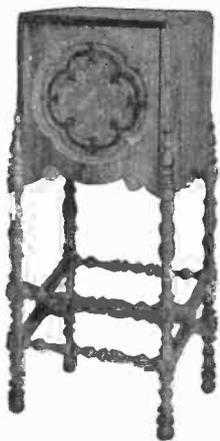
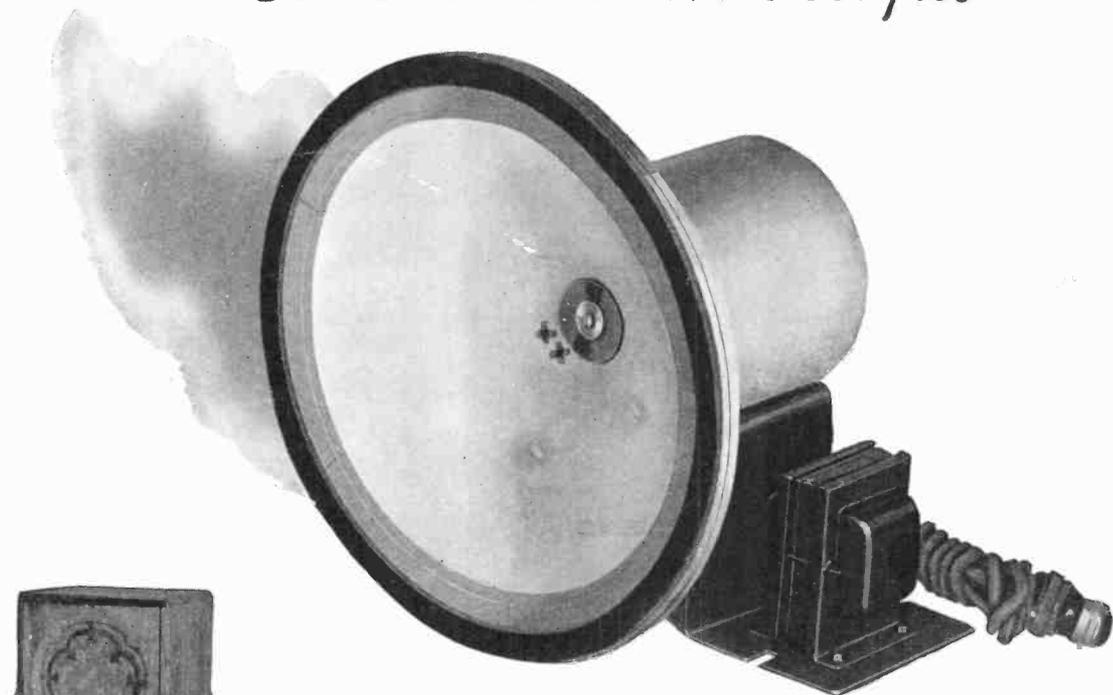
*Stabilized quality*—models good for a year of selling. Prices from \$115.00 to \$225.00 (less tubes). Charming walnut console and table models. Write, before your territory is closed.

1107 WISCONSIN BOULEVARD

**Day-Fan Electric Co.** Dayton, Ohio

# Announcing The **NEW**

## WRIGHT-DE COSTER REPRODUCER *Even More Wonderful*



"E" Cabinet  
Small Console Model

### *The Speaker of the year*

#### NO HUM

DID you hear this speaker at the "R. M. A." show? Clear, distinct enunciation—no hum—Soft Mellow Music. Write Department R for descriptive matter and address of nearest district sales office. If you are in a hurry for a sample speaker order one at the same time.

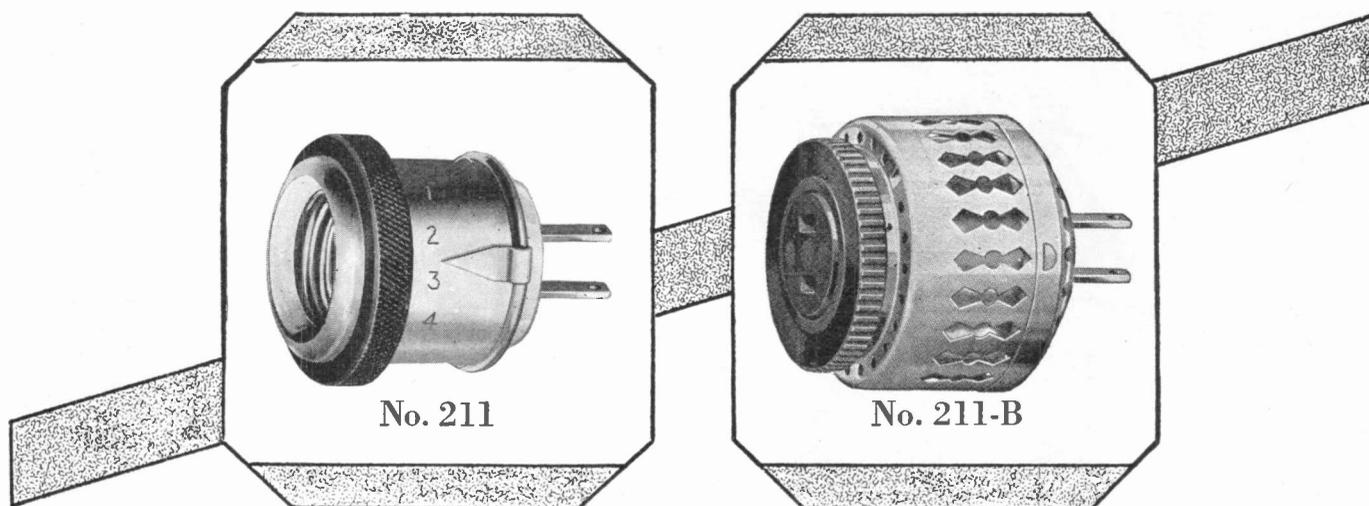


"D" Cabinet  
Table Model

## WRIGHT DE COSTER, INC.

MAIN OFFICE AND FACTORIES

ST. PAUL, MINN.



# EVERY A. C. SET needs one of these

Current "surges" and line overloads are bound to occur. And burned out tubes are bound to result. Every A. C. set needs a "safety valve" to protect its delicate parts.

The Wirt Voltage Regulator is a guaranteed safeguard against voltage irregularities. It doubles the life of radio tubes. More than that, it improves reception by cutting down line noises caused by electric

fans, refrigerators, vacuum cleaners, etc.

Your customers want this protection—this improvement. It saves *you* hours of service time, too. Be sure to supply them with No. 211 Regulator—or, if they have a dynamic speaker or set using seven or more tubes, No. 211-B Regulator. List prices \$2.25 and \$3.25 respectively. Profitable discounts. Send the coupon today.

## WIRT COMPANY

You've heard of Dim-a-lite and you'll hear of it again. Nothing can give the artistic lighting effects, the wide range of light flexibility that Dim-a-lite gives. And right now, nothing like it appeals to women as much as Dim-a-lite. It varies the intensity of light from any bulb. A luxurious economy, modern—smart. You just can't help selling Dim-a-lites along with your radio parts and supplies, if you'll put our handsome display card on the counter. And you are sure to sell lots of them! Every home is a market for at least three—bathroom, hallway, nursery, etc. No. 23 (for 25-40 watt lamps) sells for only \$1.00; No. 23-A (for 50-60 watt lamps) sells at \$1.25. Liberal discounts. Use the coupon now!

WIRT COMPANY,  
5221 Greene St., Philadelphia, Pennsylvania.

R. R. 7-29

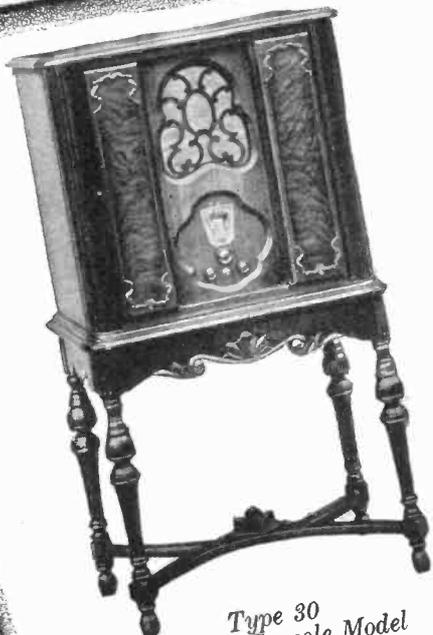
Please ship me by return mail:

- .....display cartons of 10 No. 211 Voltage Regulators,
- .....display cartons of 10 No. 211-B Voltage Regulators.
- .....display cards of 10 Dim-a-lites, No. 23.
- .....display cartons of 10 Dim-a-lites, No. 23-A.
- .....boxes of 10 Lightning Arrester, No. 200.

Bill through.....(jobber)

Name .....

Address .....



Type 30  
De Luxe Console Model

An exclusive Erla design, in keeping with the latest and most approved trend in radio furniture. Rich and beautifully proportioned. Made of highest quality selected veneers; all front corners are rounded—a wonderful selling feature; front panels are of matched Australian walnut. The doors are of French design, with beautiful overlays of curly maple, and are finished on both sides so that the beauty is retained whether open or closed. \$165.



**SCREEN  
GRID  
RADIO**

Other Erla console models in distinctive cabinets, priced from \$119.50 to \$189.50 (combination phonograph)

for  
**PERFORMANCE  
and SALABILITY-PLUS!**

The race for leadership at the most competitive radio show in the history of the industry was determined by the sheer merit of the merchandise on display—not by promised cooperation—not by superficial plans!

Records of the past—gave way before the smashing dominance of clear-headed and irrefutable demonstration of performance—and proof of salability under present market conditions. Hard-hitting facts superseded high-sounding superlatives.

In the face of this rigid test of technical and merchandising superiority, Erla achieved recognition with the sober-minded, successful distributors and retailers, which guarantees it a place of unequalled and unrivalled prominence as the feature line of the season.

Distributors and dealers who are acquainted with Erla's merchandising policy enthusiastically agree that it incorporates every factor and cooperative feature uppermost in the minds of the trade at this time.

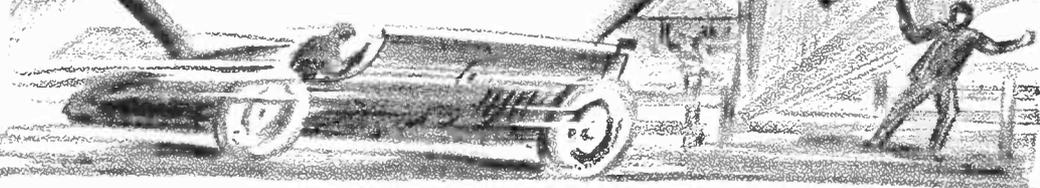
Responsible distributors and dealers are invited to send for the powerful Erla Merchandising Program

**Electrical Research Laboratories, Inc.**  
22nd at Paulina Street, Chicago, Ill.

*The Erla  
Screen-Grid Chassis*

The Erla Receiver is an eight tube radio set. One dial control, using three 224 screen-grid tubes, two 227s, two 245s in push-pull, and one 280 rectifier tube. A long and short aerial control is provided on front panel, assuring perfect reception under every conceivable condition. Transformers are of the usual Erla type, noted for exceptional tone quality. Arrangements for phonograph pick-up have been provided. The circuit employed is designed for the new screen-grid tubes, providing tremendous power with superselectivity, sensitivity and exceptional tone quality. All units are completely and effectively shielded. Unusual performance is assured.

Manufactured under license of the Radio Corporation of America.



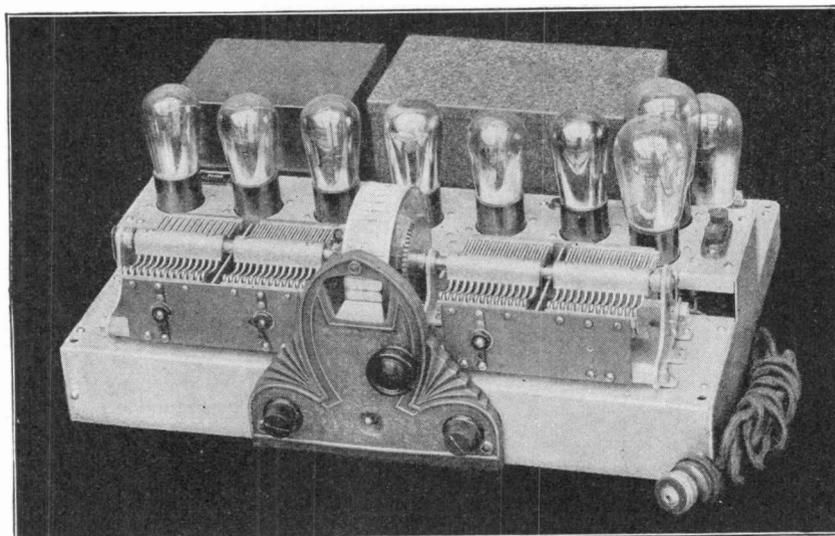
**Unbelievable  
'til you hear it  
yourself - - - -**

Lieut. Commander Mathews'  
Greatest Radio Achievement

**9 Tube AC**

**SUPER BRIDGE  
CIRCUIT**

*The Supreme Masterpiece  
of Radio Engineering*



## The Quality Chassis of 1930

R. H. G. Mathews, Lieutenant Commander C-V(S) United States Naval Reserve, 9th Naval District, (formerly chief engineer, Zenith Radio Co.) makes this statement: "It has given me great pleasure and satisfaction to perfect this chassis; and I am proud to present it to all of my radio friends as my best work. It has fulfilled all of my expectations."

By actual comparison and tests it stands supreme in tone quality, selectivity, volume and distance. Words cannot prove the merits of this wonderful chassis.

The MANDEL chassis will fulfill the expectations of the most critical radio buyers.



**Mandel  
DYNAMIC Speaker**

No other Dynamic Speaker delivers such wonderfully true and life-like reproduction—tremendous undistorted volume—without over-emphasis on the bass notes. Write for our proposition and sample.

### Has Many New Features

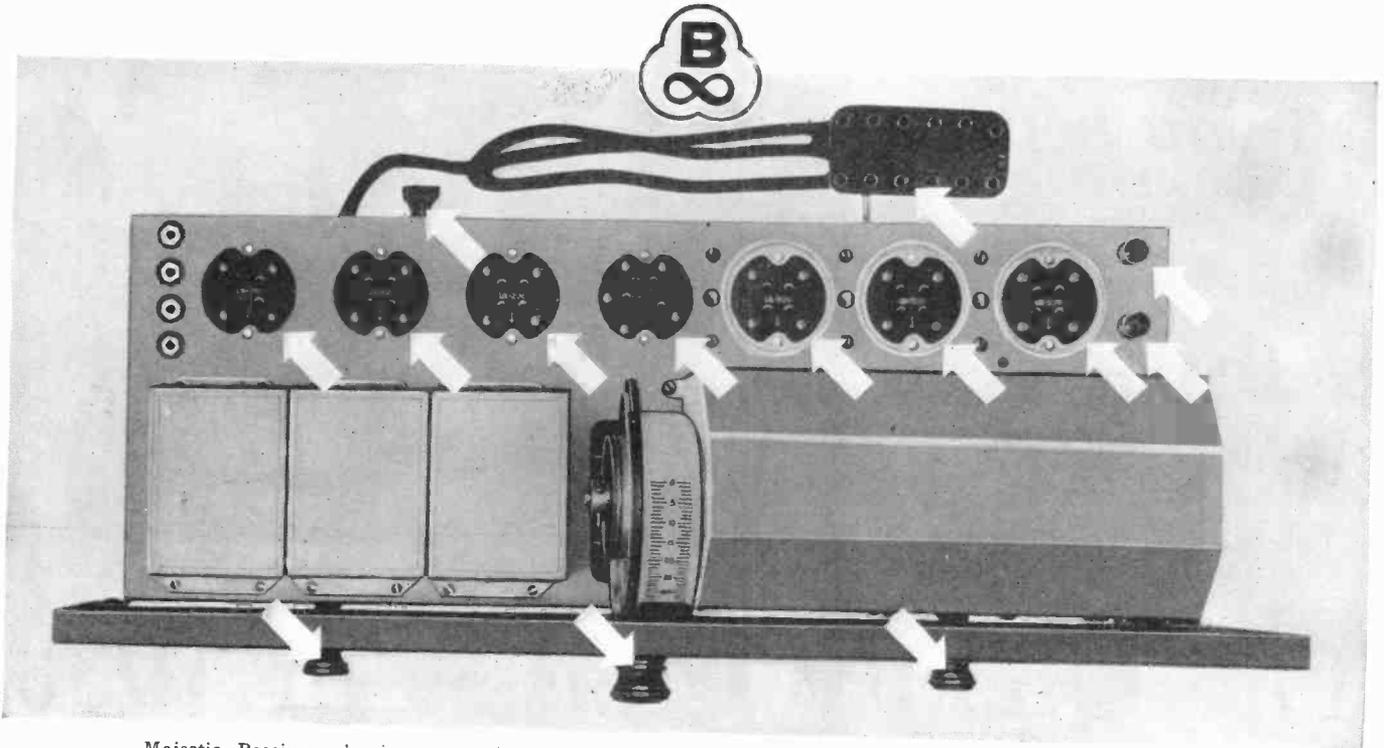
This 9 tube SUPER BRIDGE CIRCUIT performs with greater efficiency—tube for tube—than any other circuit. Sturdiest, most accurate tuning condensers, ranging from 175 to 550 meters. Operates on 90 to 125 volts A.C., 50 to 60 cycles, with minimum hum. No whistle or oscillation. Hair line selectivity, marvelous tone and volume, particularly on distant stations. This beautiful and sturdy chassis is the surprise of the season! Requires six 227 tubes, two 245 tubes in push-pull and one 280 tube.

### Unusual Opportunity for Dealers

Built for SERVICE, it saves you unnecessary trouble and expense after the sale is made. PERFORMANCE is what counts. If you want your name linked with QUALITY, write for our proposition and sample.

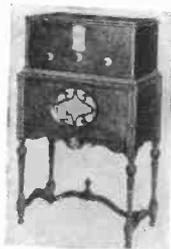
**MANDEL ELECTRIC CO.**

2157-61 N. California Ave.  
CHICAGO, ILL.



Majestic Receiver, showing some of the parts of Bakelite Materials. Made by Grigsby-Grunow Co., Chicago, Ill.

## The splendidly designed chassis of Majestic has Bakelite Insulation



Clarity, tone and volume in radio reception are all dependent upon thorough and unflinching insulation. Diminished insulation value means diminished quality in reception.

To guard against insulation failures in any climate, the trim, completely shielded chassis of the Majestic is insulated throughout with Bakelite Materials, although only a few of the parts are shown in the photograph.

For a dealer to sell only those receivers and parts which are insulated with Bakelite Materials is good business practice. It creates customer satisfaction, and eliminates the chance of service calls due to faulty insulation.

Write for Booklet 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 St., 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."

# AN OLD *Name* ...AND A NEW PRODUCT

Back in the kerosene-lantern days, Ray-O-Vac pioneered with the electric pocket flashlight. Then, recently, Ray-O-Vac startled the industry with the amazing new Rotomatic Switch—a switch good for the life of the case.

Batteries, too, made the name Ray-O-Vac famous . . . first ignition batteries, then telephone, then as radio developed, radio batteries. The big Ray-O-Vac Extra Heavy-Duty Radio "B" is the outstanding buy today in "B" batteries . . .

And now Ray-O-Vac offers Ray-O-Vac Radio Tubes.

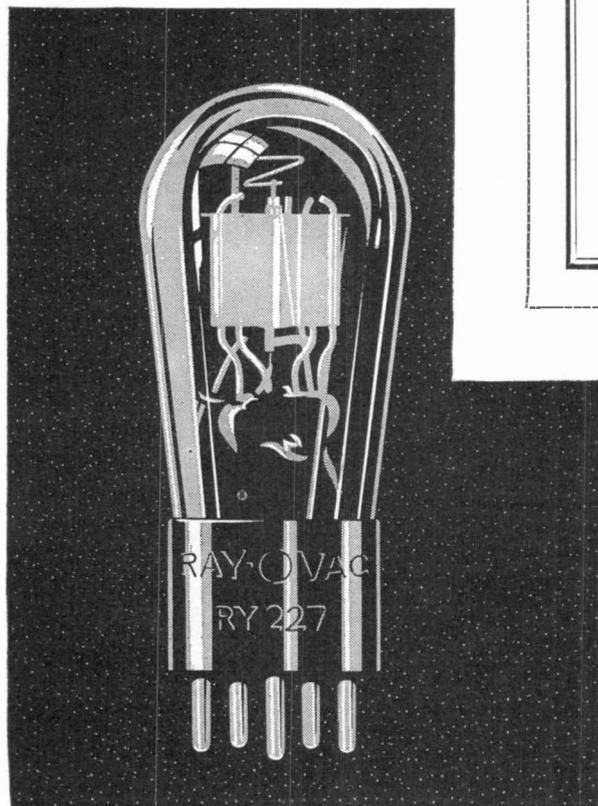
The same good workmanship, the same attention to detail that made other Ray-O-Vac products leaders in their field, make Ray-O-Vac Radio Tubes your best buy . . . for customer-satisfaction—for money-in-the-till profits. Radio engineers designed them; consumers enthusiastically approve them. Ray-O-Vac Radio Tubes are built to the Ray-O-Vac reputation. They are available in every type to fit every set. Your jobber has them now. Ask him for details.

## FRENCH BATTERY COMPANY

Sales Office: 30 North Michigan Avenue, Chicago

Factory: Madison, Wisconsin

The French Battery Company make Ray-O-Vac Radio, Telephone, Flashlight, and Ignition Dry Batteries; and Ray-O-Vac Rotomatic and Standard Flashlights.



# RAY-O-VAC *Tubes*

# RADIO

# You hear it on every side .. "This is a Fada year"

Think of being able to offer your customers tried and true Fada quality—Fada's famous engineering features—in a beautiful console set at only \$165. That's just one example of the values in the Fada line—with prices ranging from \$99.50 to \$675.

No wonder you hear a Fada year predicted throughout the radio industry. Just consider Fada values—read Fada's advertising plans on this page—then you'll see why Fada dealers are looking forward to the greatest profits they ever made on the public demand for Fada radio.



Screen Grid Fada 25 Highboy—\$165 <sup>without tubes</sup>

All electric—operating without loop, antenna or ground—screen grid tubes—new type 245 power tubes in push-pull amplification—Fada full power dynamic speaker—illuminated single dial—equipped for phonograph attachment.

## Fada advertising plans for 1929

### Broadcasting

The Fada Salon Hour, under the direction of David Mendoza, famous conductor and composer, broadcast every Tuesday night from stations:

WABC, WCAO, WNAC, WKBW,  
WBBM, WKRC, WHK, WGHP,  
WOWO, WADC, WLBW, WMAL,  
WCAU, WJAS, WEAN, WFBL,  
WSPD, WFBM, WIBW, WCCO,  
WISN, KMBC, KOIL, KMOX,  
KRLD, KLRA, KFJF, KTSA, KFH.

### Newspapers

150 newspapers throughout the country will carry dominant Fada advertising in a National campaign.

### Magazines

Two page and full page Fada advertisements, some in full colors, will reach over 27 million homes each month this fall through the following National magazines:  
Saturday Evening Post, Ladies' Home

Journal, Woman's Home Companion, American Magazine, National Geographic, Liberty, Collier's, Literary Digest, American Weekly, Cosmopolitan, Country Gentleman, Condé Nast Group—Vogue, Vanity Fair, House & Garden.

Every literate family in the country will see the Fada story this year. Get your share of the profits that are bound to result from this far-reaching advertising. Write or wire for details regarding a Fada franchise in your territory.

F. A. D. ANDREA, Inc., - - Long Island City, New York

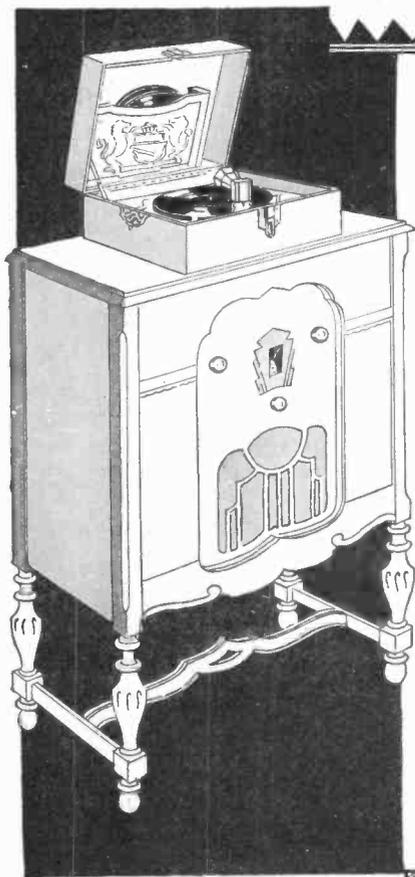


# The Caswell POWER TONE...



\$ 49<sup>50</sup>

{ *All Electric* }



**A**NOTHER Caswell achievement has proved one of the hits of the trade show—the new, all electric Caswell PowerTone. A treasure chest in

appearance, it combines those elements of precision, compactness and beauty most desired in a portable pick-up.

In value, the PowerTone is the wonder of the industry. It is equipped with a General Electric Synchronous type motor—a power plant whose performance and dependability is world famous. It incorporates the Patent Phonovox—a pick-up device of exceptional tone quality, roundness and precision assuring the faithful reproduction of every type of phonograph record. It is fitted with antique brass effect hardware and a built-in, art-crafted record album, making it a thing of beauty for any home. When placed on top of the radio cabinet, the Caswell PowerTone becomes an individual part of the musical equipment—its soft brown coloring blending perfectly with any wood finish.

## JOBBERS !

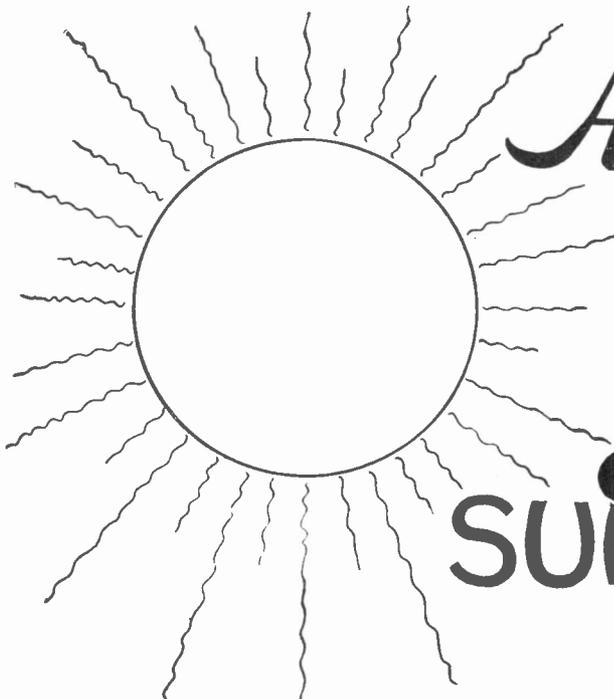
Consider the profit possibilities of this item from all angles—then write us for our jobber's proposition, keeping in mind the fact that Caswell does not compete with you in selling to the trade—but sells only through recognized jobbers.

Caswell Manufacturing Company  
St. Paul Avenue at Tenth Street  
Milwaukee, Wisconsin



# CASWELL





# Announcing!

# Tower



## SUNSHINE ARC

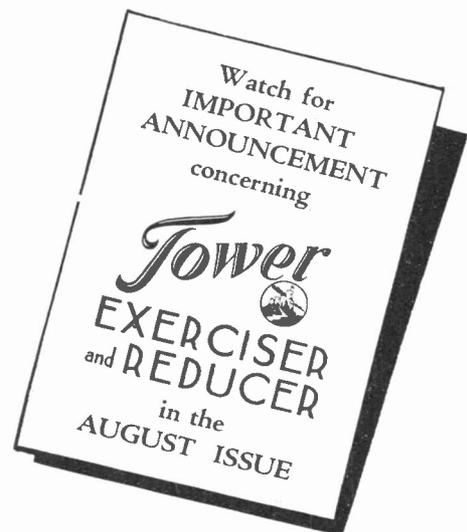
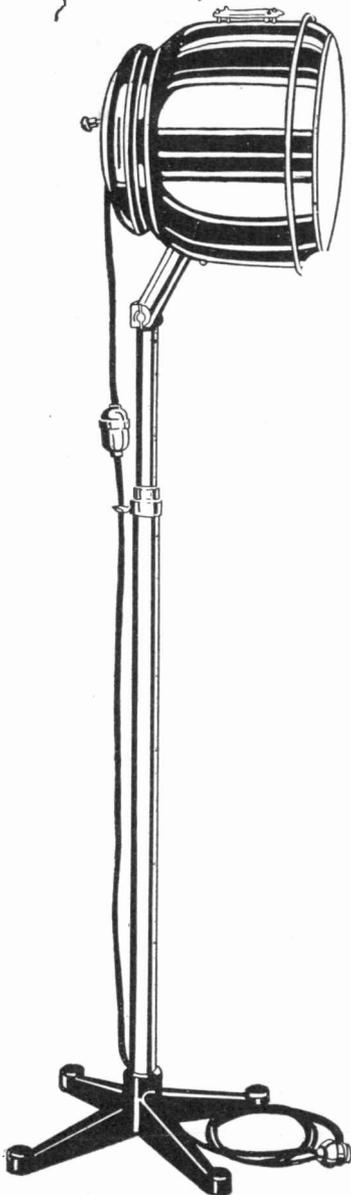
# \$39.50\*

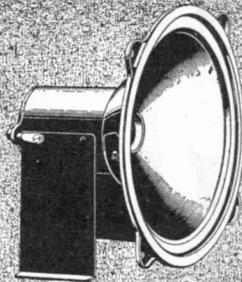
(Table or pedestal model)

It was sure to come—the manufacturer of the world's finest exerciser and reducer was destined to create a superior health lamp—the Sunshine Arc. Now you can sell it—a health lamp by Tower—with all the accurate Tower workmanship built into it—with Tower's dependable performance ahead of it and at a price that means tremendous sales volume for you. A health lamp that Tower is proud to sell—a health lamp that is years ahead in design, construction, and principle. No less an achievement is the low retail price, only \$39.50 for this Sunshine Arc complete with Sunshine carbons, a value made possible only by Tower's great resources and manufacturing policies. Get acquainted with this new product—write us today and give us a chance to tell you more about Tower's latest achievement. You will be interested in the attractive dealers' proposition we have arranged for you.

\*Denver and West  
\$42.50

TOWER MANUFACTURING CORPORATION  
112 Brookline Ave., Boston, Massachusetts





ANSWERING  
*the demand of  
 an Industry*



**P**ROVED superior in the most critical scientific tests known to America's leading radio laboratories the New Jensen Concert Dynamic Speaker won their immediate endorsement. Sixteen manufacturers at the R. M. A. Show last month announced their new radio receivers equipped with Jensen Electro-dynamic Speakers.

Individually, they in co-operation with Peter L. Jensen have adapted this speaker to their own specific requirements. Collectively, they have established a new era of *better* reproduction and Jensen has answered the demand of an industry for finer tone quality and greater dependability.

Equally as complimentary are the manufacturers of phonographs, talking moving picture equipment and other sound reproducing apparatus who find their requirements answered with either the Jensen Standard, Concert or Auditorium Speaker.

Jobbers and dealers will find new impetus to the sale of dynamic speakers separately or in radio furniture. And, of course, radio receivers Jensen equipped will sell better.

An attractive schedule of net prices is available to all members of the trade on this most complete line of speakers offered with eight, ten and twelve inch cones. List prices range from \$25 to \$55 on DC models and from \$32.50 to \$70 on AC models. Cabinet models range in price from \$42.50 to \$100.

LICENSE UNDER LEKTOPHONE PATENTS

**Jensen**  
**ELECTRO-DYNAMIC SPEAKERS**

JENSEN RADIO MANUFACTURING CO. • 6601 S. Laramie Ave., Chicago, Ill. • 212 Ninth St., Oakland, Cal.

Here is a  
**LIGHTNING ARRESTER**  
With A **NEW** Talking Point

**CORWICO**  
**VULCAN**

**LIGHTNING ARRESTER**  
Also Ejects Static Charges



The Corwico Vulcan Lightning Arrester's protection against lightning damage to radio receivers is guaranteed by a \$100 insurance pledge enclosed in each box. The Vulcan Arrester is so constructed that it also dissipates accumulated static charges. This is an exclusive feature you can talk about and sell to your customers.

**CORWICO ANTENNA KIT**



At this time of the year every radio should be overhauled. There is no part of the installation more important and conducive to good reception than the aerial, lead-in wires, etc. Sell this idea to your customers and you can easily sell them a complete antenna kit such as the Corwico No. 4, in which is included a Corwico Vulcan Lightning arrester.

Write for samples of these two new items and complete dealer proposition.

**CORNISH WIRE CO.**  
30 Church St., New York

**MAKERS OF**  
**CORWICO BRAIDITE HOOK UP WIRE**



*Testing*  
**An Important Part**  
**of Every Sale**

**T**HE supreme test of every radio receiver comes after the installation is completed—but every dealer and service man can guard against inferior results by making a careful check-up at the time of the sale. The selection of the proper testing instruments is highly important. Testing equipment which insures reliability increases the efficiency of service work and is a factor in securing business—for the ability to quickly and accurately diagnose set troubles and to test and certify tubes in a customer's presence instills confidence and makes every purchaser a booster.

**The Weston Model 533**  
**Counter Tube Checker**

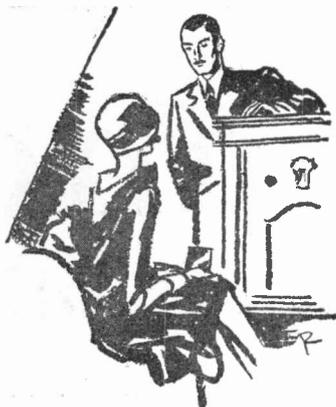
This instrument ideally meets the need for quick and reliable service. It operates without batteries and is employed for testing both A. C. and D. C. tubes, including filament type rectifier tubes. The tester may be left in circuit continuously.

With this instrument is furnished test data compiled from manufacturers' records. This information, which covers all standard makes of tubes with filament voltages of 1.5—2.5—3.3—5—7.5 volts, as well as power tubes of 3.3—5 and 7.5 volts, enables the operator to make all tests quickly and accurately against the corresponding values, which represent the limits of best tube performance.

Ask your jobber or our nearest representative for a demonstration. Full particulars furnished on request.

**WESTON ELECTRICAL INSTRUMENT CORP.**  
581 Frelinghuysen Ave., Newark, N. J.

**Weston**  
PIONEERS  
SINCE 1888  
**INSTRUMENTS**



# S U C C E S S !

North—South—East and West—dealer after dealer wires in, "Kolster plan\* tremendous success!"

And only one short month ago—in these very pages—the Kolster merchandising plan was first announced to the trade!

Greatest enthusiasm comes from dealers who claim no high powered advertising staff!

They find that here, at last, is a thoroughly workable, inexpensive plan—prepared by experts and covering every phase of radio retailing.



\* The new Kolster merchandising plan—"In the radio business at a profit!"—available to all authorized Kolster merchants.



They find that here are definite methods for widening their market—following up prospects—keeping in touch with customers—and keeping in step with competition!

But most important of all, they find that all around town, neighbor after neighbor passes on the word, "Kolster is a fine set!"

Kolster Radio Corp.  
39 Broadway, New York

I'm interested. Send me more details, without obligation, of your plan, "In the radio business at a profit!"

Name \_\_\_\_\_

Address \_\_\_\_\_



# first hand of reader RADIO PUB

**T**HE FOLLOWING FACTS are worth filing for reference, being based not on *one* investigation but on *five* independent investigations—by four large manufacturers and a leading advertising agency—each investigator using a separate list selected by himself for his own particular purposes.\*

The results speak for themselves. Whether you wish to reach Dealers, Jobbers, Distributors, Manufacturers' Agents, or Radio Manufacturers themselves — *Radio Retailing* certainly seems to be your logical *first choice!*

## I DEALERS

To a questionnaire sent out by a large Eastern Radio Set Manufacturer, to a selected list of 300 dealers, asking which business publication they read, more than 15 different types of retailers responded, including furniture stores, department stores, etc., stating their preferences as follows:

Rank	Publication	Number of Dealers Naming It
1st	RADIO RETAILING . . . . .	84
2nd	A Talking Machine Publication . . . . .	10
3rd	A Radio Publication . . . . .	6
4th	An Electric Publication . . . . .	2
5th	A Talking Machine Publication . . . . .	2
6th	A Radio Publication . . . . .	2
7th	A Furniture Publication . . . . .	1
8th	A Radio Publication . . . . .	1
9th	A Music and Radio Publication . . . . .	1
10th	A Hardware Publication . . . . .	1
11th	A Radio Publication . . . . .	1
12th	An Electrical Publication . . . . .	1
13th	An Automotive Publication . . . . .	1

## II DEALERS

To a questionnaire sent out to 300 of his own dealers by the advertising manager of a prominent Chicago Radio Set Manufacturer, asking which trade paper they read, the following responses were received:

Rank	Publication	Number of Dealers Naming It
1st	RADIO RETAILING . . . . .	61
2nd	A Talking Machine Publication . . . . .	6
3rd	A Radio Publication . . . . .	4
4th	An Electrical Publication . . . . .	2
5th	A Radio Publication . . . . .	2
6th	A Radio Publication . . . . .	1
7th	An Electrical Publication . . . . .	1
8th	A Radio Publication . . . . .	1
9th	A Hardware Publication . . . . .	1
10th	A Radio Publication . . . . .	1
11th	A Hardware Publication . . . . .	1

## III DEALERS

To a questionnaire sent out by a leading Eastern Radio Set Manufacturer, to 355 dealers carefully picked by his advertising manager, asking their preference as to trade papers, the following responses were received:

\*In each case the lists were selected and the results tabulated by the investigators themselves, to whom RADIO RETAILING is indebted for the facts set forth in all five instances.

# evidence interest in PUBLICATIONS

Rank	Publication	Number of Dealers Naming It
1st	RADIO RETAILING .....	53
2nd	A Radio Publication .....	16
3rd	A Talking Machine Publication .....	10
4th	A Talking Machine Publication .....	7
5th	A Talking Machine Publication .....	6
6th	A Radio Publication .....	1

## IV JOBBER'S

A prominent national advertising agency sent a questionnaire to a list of key jobbers whose names were obtained from a current issue of one of *Radio Retailing's* competitors. The test was therefore a severe one for publications other than the competitor referred to. Nevertheless the responses were as follows:

Rank	Publication	Number of Jobbers Naming It
1st	RADIO RETAILING .....	31
2nd	A Talking Machine Publication .....	15
3rd	A Talking Machine Publication .....	6
4th	A Talking Machine Publication .....	3
5th	An Electrical Publication .....	1
6th	A Radio Publication .....	1
7th	A Music Trade Publication ..	1
8th	A Radio Publication .....	1

*We shall be glad to furnish more complete information on request.*

A.B.C.

# Radio Retailing

A.B.P.

*A McGraw-Hill Publication*

Tenth Avenue at 36th Street, New York

*The only Radio Trade Publication that is a member of the ABC and ABP*

## V MANUFACTURERS

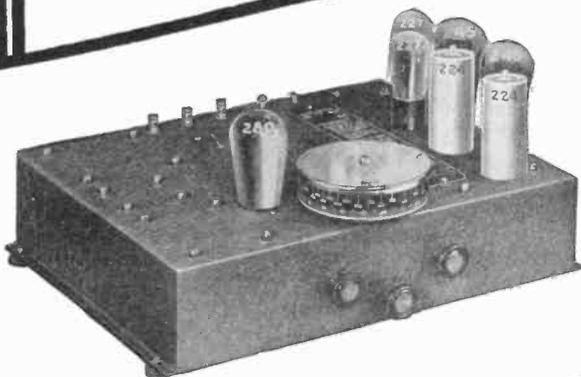
A very large, well-known maker of materials used in the manufacture of radio sets, sent out a personal letter to 100 radio engineers and 100 radio manufacturing executives selected by his advertising manager asking the name of their most popular business paper. The companies responding were representative of all branches of the industry including manufacturers of radio sets, speakers, tubes, and accessories; and their selections were as follows:

Rank	Publication	Number of Times Named
1st	RADIO RETAILING .....	53
2nd	A Radio Consumer Publication .....	9
3rd	A Radio Engineering Publication .....	8
4th	A Talking Machine Publication .....	5
5th	A Talking Machine Publication .....	3
6th	A Radio Trade Publication ...	3
7th	A Radio Engineering Publication .....	2
8th	A Radio Consumer Publication .....	1
9th	An Electrical Mfg. Publication.	1
10th	A Radio Mfg. Publication .....	1

# AUDIOLA

## Well Merited APPROVAL

for the new Audiola sets, was gained at the recent R.M.A. trade show. The striking advances in design, characteristic of Audiola sets for eight years, were again in evidence in these latest models and were instrumental in provoking a generous wave of dealer enthusiasm.



MODEL 7330

THE following are the most outstanding features of the new Audiolas:

Screen Grid Tubes  
Power Detector—No Hum

245 TUBES IN PUSH PULL AT FULL RECOMMENDED VOLTAGE.

Direct operated D.C. Dynamic speaker.

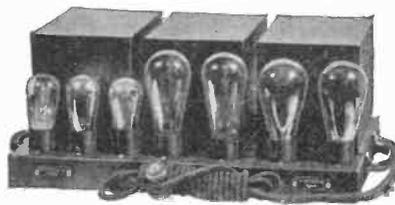
# AUDIOLA

## RADIO CO.

430 SO. GREEN ST.

CHICAGO, ILLINOIS

## RECREATION with GENERAL AMPLIFIERS



MODEL GA-20

Price (less tubes) - - - - - \$225.00

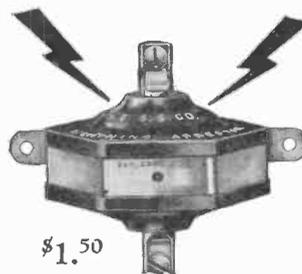
The arrival of summer presents an opportunity for the radio dealer to install sound apparatus for recreation parks, dance pavilions, roller-skating rinks, and other amusement resorts. The success of such installations depends primarily upon the type of amplifiers used. With a General Amplifier as a nucleus, the dealer is assured of unsurpassed performance.

The Model GA-20 illustrated above provides adequate volume with excellent tone qualities for such installations. This device employs two UX-250 power tubes, two UX-226's, one UY-227 tube in the amplifier and two UX-281 rectifier tubes. It will deliver approximately 15 watts of undistorted energy to the speakers. If our stock models do not meet the particular installation that you have in mind, our engineering staff will be glad to cooperate with you in building an amplifier to your specifications.

Send for our Bulletin RR-4 today.

GENERAL AMPLIFIER CO.  
27 COMMERCIAL AVE., CAMBRIDGE, MASS.

## When you sell a set sell THIS to protect it!



\$1.50

Every set you sell represents a costly investment to your customer! Here's a simple, proved device that will give absolute protection against the dangers of lightning. The price of a Keystone radio lightning arrester is consistent with its quality. Made of genuine Bakelite and heavy brass. It is reliable, safe and stays sold.

Manufactured by a company having more than thirty years' experience in the design and manufacture of lightning arresters.

Attention Live Jobbers and Dealers!

Also get details on our Protex arrester which retails at 75c.

ELECTRIC SERVICE SUPPLIES CO.  
Home office and plant at 17th & Cambria Sts., PHILADELPHIA.  
District Offices at 111 N. Canal St., CHICAGO; 50 Church St., NEW YORK; Bessemer Bldg., Pittsburgh; 88 Broad St., Boston; General Motors Bldg., Detroit; 316 N. Washington Ave., Scranton.

# KEYSTONE

## RADIO LIGHTNING

# ARRESTERS

# RADIO CABINETS BY UDELL



"55 Years  
of Cabinet  
Craftsmanship"

Fine radio engineering deserves a *Udell Cabinet*. For 55 years the Udell cabinet craftsmanship has been recognized when fine woodwork is appreciated. Since the advent of the radio, "Cabinets by Udell" have come to signify quality and beauty.

Write for  
new catalog  
and price  
list.

The UDELL WORKS, Inc.

28th St. and Barnes Ave.  
INDIANAPOLIS, INDIANA



**BUD ANTENNA ELIMINATOR AND SELECTOR**  
\$3.50

**BUD ANTENNA ELIMINATOR AND SELECTOR**  
*Radio's Latest Contribution*

The unsightly and troublesome aerial is at last replaced by the NEW BUD ANTENNA ELIMINATOR and SELECTOR. This device will bring in distant stations on Electric Radio Sets with equal volume of a fifty foot Aerial. Will also improve the SELECTIVITY and cut down INTERFERENCE.

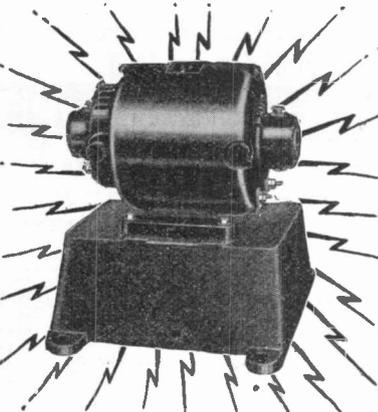
Dealers and Jobbers are requested to write to us for additional information and discounts.

**BUD GROUND CLAMP**  
Attaches to water pipe by slipping the open jaws over pipe and screwing up on the bolt.  
No need of removing paint, rust or dirt from pipe as the jaws and the cone pointed bolt imbed themselves into pipe making a PERFECT ground connection.

25c.



**BUD RADIO, INC.**  
CLEVELAND OHIO



**D.C. to A.C.**

If you have direct current in your shop, don't let that stop you from demonstrating your A.C. radio sets. Use a Janette Rotary Converter. Transforms D.C. to A.C. Available for 115, 230 or 32 volts D.C.

Write for Bulletin 129-C

**JANETTE MFG. CO.**  
Dept. B  
555 W. Monroe St.,  
CHICAGO

Singer Bldg. Real Estate  
149 Broadway Trust Bldg.  
New York Philadelphia

▶▶▶

## THE BH RECTIFYING TUBE IS A STEADY SELLER



Eveready Raytheon BH Rectifying Tube—  
standard for "B" Power Units  
125 m.a., 300 volts

# EVEREADY RAYTHEON BH

MILLIONS of "B"-eliminators have been sold in the past few years. The majority were designed and built for the BH rectifying tube . . . and when replacements are necessary, it is a BH tube that these customers want.

Always keep at least one full carton of Eveready Raytheon BH Tubes on hand. Tell your customers what a great difference in reception a new rectifying tube will make.

The market for these tubes is enormous!

**NATIONAL CARBON COMPANY, INC.**  
New York, N. Y.

Branches: Chicago Kansas City New York San Francisco

Unit of Union Carbide  and Carbon Corporation



# A New TRIMM Headset



Special Dependable  
No. 65

All Bakelite Case—  
Terminal Blocks  
Moulded in—  
Highest Grade  
Forged, Oversize  
Chrome Magnets

The same care in design, construction and selection of material that made the Trimm Professional and Trimm Dependable Headsets the sensation of a few years ago. There is a big sale today for headsets for chain broadcasting, short-wave use and for use when the loud speaker might be disturbing. Owing to large production, we are able to quote

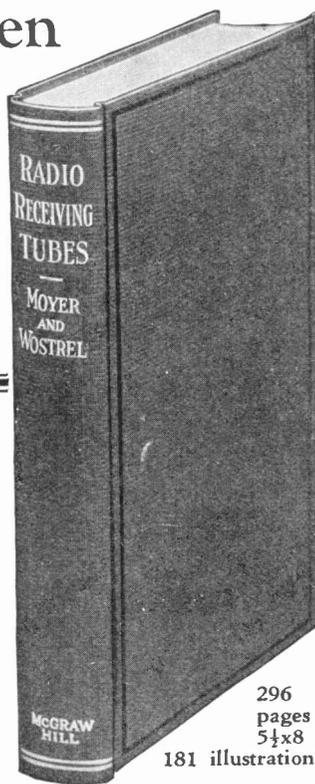
REMARKABLY LOW PRICES  
*Send for full information*



Cones  
Horns

Phonodapters  
Units

Just Out—  
The first practical and simply written explanation of the vacuum tube



296  
pages  
5 1/2 x 8

181 illustrations

Not only does this new book treat in detail of the vacuum tube as the most essential part of radio apparatus but it also describes the many and varied uses of the vacuum tube—as amplifier, detector, and controller of electrically-operated devices. The demand for a full, practical, simply written discussion of radio vacuum tubes has been well met in:—

## Radio Receiving Tubes

By JAMES A. MOYER  
and  
JOHN F. WOSTREL

This book maintains the standard of simplicity and accuracy for which the other practical radio books of these authors are known.

The first chapter outlines the basic theory of the receiving tube—states briefly present theories concerning the flow of electrons from highly heated bodies to those which are relatively cool. Succeeding chapters complete a discussion of the vacuum tube in its every phase and use. The chapter on *Specifications for Vacuum Tubes* summarizes the service for which vacuum tubes are designed. It includes descriptions of every standard type of tube. Every use to which these tubes can be put is considered.

The book will give you complete understanding of radio receiving tubes.

### CHAPTER HEADINGS

- |  |  |
|--|--|
| <b>CONTENTS</b>                        | VII. Use of Vacuum Tubes as Detectors.               |
| I. Introduction.                       | VIII. Use of Vacuum Tubes as Amplifiers.             |
| II. Construction of Vacuum Tubes.      | IX. Use of Vacuum Tubes as Oscillation Generators.   |
| III. Fundamental Electrical Relations. | X. Specifications for Vacuum Tubes.                  |
| IV. Vacuum Tube Action.                | XI. Special Industrial Applications of Vacuum Tubes. |
| V. Reactivation of Vacuum Tubes.       |  |
| VI. Testing Vacuum Tubes.              |  |

\$2.50

EXAMINE THIS NEW BOOK FOR 10 DAYS FREE

## Full, True, Rich Tones Without Distortion



*Davis*  
**DYNAMIC**

Reproduces perfectly all the tones of the seven octaves of the orchestra range, without blare or distortion—mechanically and acoustically correct, whether the volume be adjusted to a whisper or to its maximum.

D. C. 6 volt  
D. C. 90 to 120 volt  
A. C. 105 to 120 volt

1930 Models  
Manufacturer's Types

Designed for installation in all standard cabinets and suitable for all types of receivers. Our construction assures unequalled reproduction.

Write for circular and prices.

**DAVIS INDUSTRIES, INC.**

Radio Division  
314 W. 43rd St. CHICAGO, ILL.



## McGraw-Hill FREE EXAMINATION COUPON

McGraw-Hill Book Co., Inc., 370 Seventh Avenue, New York.

You may send me on 10 days' approval Moyer and Wostrel's—**RADIO RECEIVING TUBES**, \$2.50. I agree to remit for the book or to return it postpaid within 10 days of receipt. (To secure books on approval write plainly and fill in all lines.)

Name .....

Home Address .....

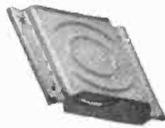
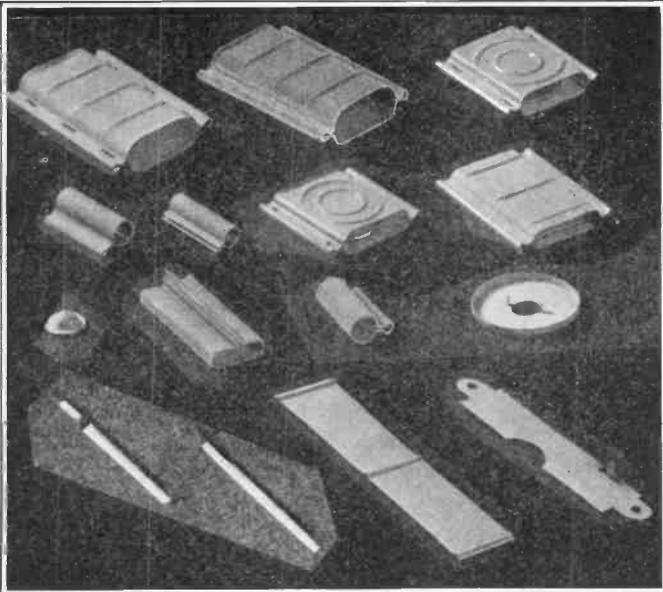
City and State .....

Name of Company .....

Occupation .....

(Books sent on approval to retail purchasers in U. S. and Canada only.)

R. R. 5-29



201A (Round)

The 201-A can be furnished in 3 different sizes—  
.177-in., 3/16-in., .198-in. inside diameter—  
both degasified and carbonized.

## Finest Quality Tube Supplies

We are equipped to furnish tube parts in any size or in any quantities—molybdenum filament hooks, tungsten filament hooks, screens,—in fact all of the various stampings used in the assembly of better tubes.

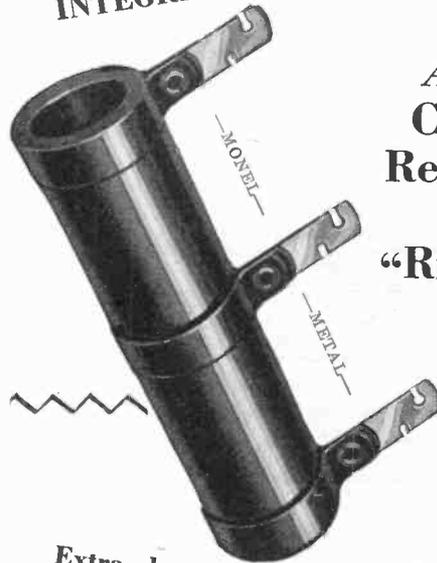
These tube supplies are manufactured from superior materials and with the utmost care and precision. Tubes that are assembled with Juno parts will stand the test of quality and service in any competition.

*We will gladly meet your specifications or send any further information you wish.*

**Juno Fasteners, Inc.**  
Hillside, New Jersey

## The Name ELECTRAD On Radio Resistances Means SALES!

With the Electrad line of Voltage Controls you can meet all comers. Quality performance, satisfying endurance and prices that are good to the pocket-book. The name ELECTRAD on a resistance means INTEGRITY and EXPERIENCE.



*A New  
Covered  
Resistance  
That  
"Rings the  
Bell"*

Patents  
Pending

Extra heavy Nichrome resistance wire, wound on a high-grade refractory tube. Contacts are of non-corrosive Monel metal with convenient slotted soldering lugs—costs us more, but BETTER.

Elastic insulating enamel, baked on at a low temperature that cannot damage the contacts or wire. Equal expansion and contraction of all parts prevents warped connections and broken tubing.

Can be made in practically any resistance value and wattage rating desired.

*Write for complete description. If you are a manufacturer, we'll gladly send sample.*

## ELECTRAD INC.

Dept. RR72, 175 Varick St., New York  
Please tell us more about the new ELECTRAD COVERED RESISTANCE.

Name .....

Firm .....

Address .....

# Cunningham RADIO TUBES



**14** Years  
of proved reliability

Cunningham Radio Tubes continue to supply the demand for absolute inbuilt integrity and tube quality.

E. T. CUNNINGHAM, INC.  
New York Chicago San Francisco  
Dallas Atlanta

# ACME WIRE PRODUCTS

Parvolt Filter and By Pass Condensers  
Coils—Magnet Wire Wound  
Varnished Insulations

Magnet Wire - - - All Insulations

All products made to Recognized Commercial Standards, including those of:

National Electric Mfrs. Assn.  
Radio Manufacturers' Assn.  
American Society for Testing Materials

For 25 years manufacturers and suppliers to the largest and most discriminating users.

THE ACME WIRE CO.  
NEW HAVEN, CONN.

Branch Offices

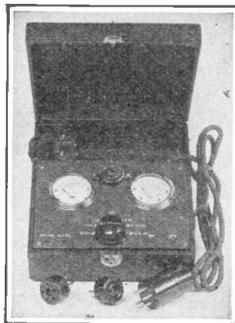
New York  
52 Vanderbilt Ave.

Chicago  
842 N. Michigan Ave.

Cleveland  
Guardian Bldg.

# B E E D E

Combination Tube and Set Tester



List Price  
**\$20.00**

Dealer's Price  
**\$12.00**

## Demand—Sales—Profits

—The logical sequence when you handle this ideal instrument.

It makes all ordinary tests on tubes and receiving sets with absolute accuracy.

There is a demand for them from set builders, servicemen; in fact everyone the least bit "radio-minded"—they sell because of their accuracy, dependability and necessity—they offer profits, just deduct your price from the list.

Try one for your personal use.

Write for details.

**Beede Electrical Instrument Co.**

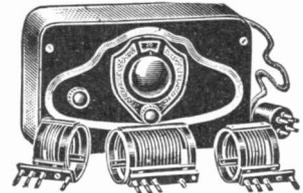
Manufacturers of Quality Battery Meters, Meters for Radio Use, Etc.  
PENACOOK, NEW HAMPSHIRE

## Sell the Aero-Call Short Wave Converter

Factory-Built, Ready to Plug Into Any Present Radio Set

Operates without motor-boating by auxiliary filter system control, an exclusive feature (patent applied for). This amazing radio instrument now makes it possible to reach 'round the world. Gen. Morcroft of Pa. tuned in England, Holland and Australia on his initial test. Permits enjoyment of programs from coast-to-coast that regular receivers cannot get. What a thrill it is to plug this into any regular set and instantly be in another world! 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. Size, 9 x 5 1/4 x 2 1/4 in.

The only converter we know of that really works on all sets. Two models—A.C. and D.C. Write for Catalog and literature, or send \$25.00 less 40% and name of your jobber. Model A. for A.C. sets \$25.00; Model D. for D.C. sets \$25.00.



Put it in stock. A good seller.

**AERO-CALL**

Aero Products, Inc.  
4611 E. Ravenswood Ave.,  
Dept. 2179  
CHICAGO, ILL.

# MARING

'The Nation's Finest Value In Magnet Wire'

Plain Enamel Single Silk Enamel Double Silk Covered  
Single Cotton Enamel Double Silk Enamel Single Cotton Cov'd  
Dbl. Cotton Enamel Single Silk Covered Dbl. Cotton Cov'd

**ANACONDA WIRE & CABLE CO.**

Magnet Wire Dept.  
MUSKEGON, MICH., U. S. A.  
Branches in Principal Cities

Symbol of

MARING  
PROCESS

Quality

# MAGNET WIRE



**Instantaneous Heating!**  
3 to 5 Seconds  
**SEE THIS TUBE WORK**

**VOGUE**  
NONPAREIL

ALLAN  
MANUFACTURING & ELECTRICAL CORP.  
HARRISON, N. J.

Los Angeles, 407 E. Pico St.

Chicago, 1014 So. Michigan Ave.



# EBERT

OF RED LION, PA.

## RADIO CABINETS

*exclusively manufactured to meet the exacting requirements of the*

### ATWATER KENT MANUFACTURING COMPANY

Designed and built by a quality cabinet making organization of 75 years' experience.

EBERT FURNITURE CO. of Red Lion, Pa. *Established 1854*



**MODEL 77**

Height, 43". Width, 28". Depth, 15 1/2". Five-ply veneers throughout. Top and sides of straight walnut. Front is laid with plain American Walnut, Burl Walnut, and genuine Bird's Eye Maple . . . . .

**\$33.25** List

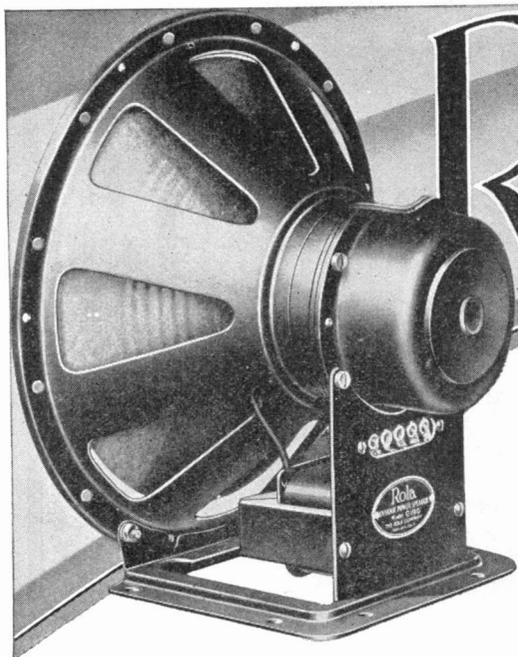
**A. Irving Witz**

**Martin J. Polikoff**

*National Sales Agents*

611 Widener Bldg., Phila.

225 W. 34th St., N. Y. C.



# ROLA Loudspeaker units

for  
Radio Receiving Sets · Electric  
Phonographs · Talking Pictures  
Auditoriums · Schools and  
Public Address Systems

RADIO in the home is most enjoyable when heard through a Rola reproducer . . . many of the finer sets are being equipped with them. Many other sets will have their loudspeaker units replaced by alert dealers for discriminating purchasers.

ROLA provides just the right reproducer for every class of sound installation. Music for talking pictures and auditoriums is produced in clear and ample volume by the larger "Series C" and "Series R" Rolas. For Rola reproducers are clear-toned and full-volumed, brilliant in performance and rugged and dependable in the most exacting use.

Use Rola whenever you wish to reproduce sound—for any volume or tone requirement. For any radio set or any phonograph pick-up outfit.

*A receiving set with a Rola is a set that sells itself!*

A request will bring full information.

## Electro-dynamic ROLA Model C-180

AN electro-dynamic unit with 9-inch diaphragm and input transformer. The field coil is wound to 10,000 ohms for excitation by 20 to 30 milliamperes by shunt connection to standard Power Pack . . . . . List Price \$34.50

The  
**ROLA**  
COMPANY

CLEVELAND, OHIO  
2570 E. Superior Ave.

OAKLAND, CALIFORNIA  
Forty-fifth and Hollis Sts.

*New*



## Self-Feeding Electric Soldering Iron

THE EVER-FLO Fountain Soldering Iron saves time and eliminates waste. Solder melted within the iron. Flow to point controlled by valve. From tiny drop to steady stream. Made in three sizes. Cost but little more than ordinary electric iron.

EVER-FLO is the only self-feeding soldering iron.

**DISTRIBUTORS WANTED!**  
Mail coupon today.

National Self-Feeding Iron Co.  
1204 Chester Williams Building,  
Los Angeles, California  
Send information about EVER-FLO Fountain Soldering Iron and exclusive plan for distributors.

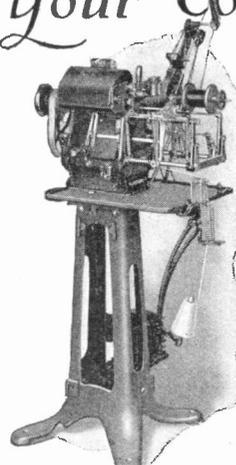
Name .....

Street .....

City .....

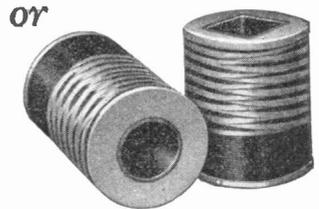
RR .....

## Your Coil Problem Solved!



Install a group of  
"Universal"  
Coil Winding  
Machines

and insure  
uniform production  
of dependable coils  
at surprisingly  
low cost



Purchase these same  
coils from us, carefully  
wound to your  
specifications and  
ready for application  
to your product

**UNIVERSAL WINDING COMPANY**  
*Lesona*  
**BOSTON**

There Never Was a  
Volume Control  
The Equal of  
**THIS**  
!

Uncanny  
Smoothness

Ten Years'  
Service

# Super-TONATROL



U. S. Patents  
Nos. 1034103-  
1034104 & Pats.  
Pending.



The resistance element is fused to an enameled metal base — PERMANENTLY. Pure silver floating contact — silent as a kitten's tread. Riveted metal cover for strength and rapid heat dissipation.

**I**T was bound to come—this Super-Tonatron, because radio NEEDED a real heavy-current volume control that would "stand the gaff."

Here is current-carrying capacity, plus. Easily dissipates 5-watts without breaking down or varying in resistance. Practically immune to temperature and humidity. Laboratory tests equal to more than ten years of average service prove its mettle.

Its amazing smoothness actually improves with use owing to a microscopic deposit of silver from the contact on the resistance element.

Seven types available to meet general volume control requirements.  
List \$2.40 to \$3.50.

## ELECTRAD

INC.

Manufacturers,  
ask for sample  
and complete  
data.

Retailers, Pre-  
pare to supply  
a big demand.

Electrad, Inc.  
Dept. RR71  
175 Varick St., N. Y.  
Tell us about the  
New Super-TONATROL

Firm .....  
Street .....  
City ..... State.....



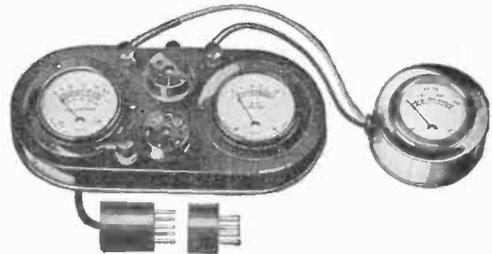
# Readrite

Model 15

## SET ANALYZER AND SERVICE KIT

List \$33

Tests screen grid sets. Ideal outfit for servicing either A.C. or D.C. sets. Carries a triple reading D.C. voltmeter, a double reading A.C.-D.C. repulsion type voltmeter and a double reading D.C. milliammeter. Special tip jack connections permit individual use of these meters for a wide variety of testing, including continuity tests of transformers, chokes, condensers, etc. Special switch adapter for full wave rectifying tubes. Compartments for grid leaks, condensers, screws and findings. Space in bottom for soldering iron, tools and extra tubes. Open ready to use. Nothing additional to carry.



## UNIVERSAL TEST SET

List \$16

Largest selling radio set tester. Used and endorsed by thousands of service men. Simple and practical. Screen grid adapter two dollars extra. Write for catalog.

READRITE METER WORKS  
6 COLLEGE AVENUE, BLUFFTON, OHIO

## Fine Radio Cabinets fashioned by Master Craftsmen

Wasmuth-Goodrich Company  
Peru, Indiana  
In New York 103 Park Avenue



## CANNON-BALL

Is the Sales Winning Name

For popularly priced Magnetic Cone, Air Column Speakers and balanced Armature Units for Cone, Air Column Speakers and Phonograph, made by the largest manufacturers of

### HEADSETS

All Sales Makers. Write for Details.

Cannon & Miller Company, Inc.  
SPRINGWATER, N. Y.

# Used and Surplus Equipment

INDIVIDUAL items of used equipment, or surplus new equipment, or complete plants, are disposed of (and found) through advertising in the *Searchlight* Section of this paper.

This is the section which so effectively aided the Government in selling the many millions of dollars worth of surplus material and equipment accumulated during the war without disturbing the market.

# "SEARCHLIGHT"

# Have you seen these latest McGraw-Hill Books on Radio?

### Moyer and Wostrel Radio Receiving Tubes

By JAMES A. MOYER, Director of University Extension, Massachusetts Department of Education and JOHN F. WOSTREL, Instructor in Radio Engineering and Supervisor in Charge of Industrial Subjects, Division of University Extension, Massachusetts Department of Education.

296 pages, 5½x8, 181 illustrations, \$2.50.

In this book the essential principles underlying the operation of vacuum tubes are explained in as non-technical a manner as is consistent with accuracy. The book covers the construction, action, reactivation, testing and use of vacuum tubes as well as specifications for vacuum tubes and applications for distant control of industrial processes and precision measurements.

### Nilson and Hornung Radio Operating Questions and Answers

By ARTHUR R. NILSON and J. L. HORNUNG, Second Edition.

267 pages, 5½x8, 91 illustrations, \$2.00.

This book, and its companion volume, Nilson and Hornung's *Practical Radio Telegraphy*, contain the essential information needed by students preparing to become licensed amateur and commercial radio operators.

This second edition of *Radio Operating Questions and Answers* covers the latest laws and regulations governing radio operators and the operation of radio stations.

### Lauer and Brown Radio Engineering Principles

By HENRI LAUER and HARRY L. BROWN.

301 pages, 6x9, 227 illustrations, \$3.50.

A thorough revision and amplification of this standard work on the underlying principles of radio engineering. In addition to all that material contained in the first edition which applies to modern practice, much new material has been added.

### Moyer and Wostrel Practical Radio—New Third Edition

By JAMES A. MOYER and JOHN F. WOSTREL.

300 pages, 5x8, illustrated, \$2.50.

A thoroughly revised edition of this practical book on radio fundamentals. The book gives a clear explanation of radio receiving principles and apparatus. In this revision chapters have been added on Loud Speakers, Eliminators and Chargers for "A," "B" and "C" Batteries and Vacuum Tubes.

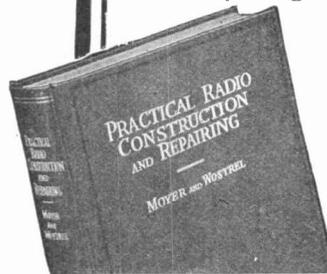
### Moyer and Wostrel Practical Radio Construction and Repairing

By JAMES A. MOYER and JOHN F. WOSTREL.

319 pages, 5½x8, 157 illustrations, \$2.00.

A practical book for the amateur constructor who wishes to make his own receiver; for the person who buys a commercially built receiver and wants to know how it operates, how to improve it and how to repair and keep it in repair; and for the radio dealer and his assistants who are called upon to test and repair radio broadcast receivers.

—Order Now—  
Use This Coupon



## McGraw-Hill FREE EXAMINATION COUPON

McGraw-Hill Book Co., Inc., 370 Seventh Avenue, N. Y.  
Send me the books checked. I agree to either return the books in ten days or send my remittance at that time.  
 ....Moyer and Wostrel—Radio Receiving Tubes, \$2.50.  
 ....Nilson and Hornung—Radio Operating Questions and Answers, \$2.00.  
 ....Lauer and Brown—Radio Engineering Principles, \$3.50.  
 ....Moyer and Wostrel—Practical Radio, \$2.50.  
 ....Moyer and Wostrel—Practical Radio Construction and Repairing, \$2.00.

Name .....

Address .....

Position .....

Company .....

(Books sent on approval to retail purchasers in U. S. and Canada only.)

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*Positions Vacant* and all other classifications, 12 cents a word, minimum charge \$2.50.

*Proposals*, 40 cents a line an insertion.

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*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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1 inch ..... \$7.50  
2 to 3 inches..... 7.25 an inch  
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

**POSITION VACANT**

**WANTED:** Experienced and technically trained Radio and Electrical Engineer, especially qualified for eliminating radio interference. Address Box 36, Bloomington, Ill.

**POSITIONS WANTED**

AS office manager, executive or salesman. Fully experienced from clerk to executive: 35 years old. Last 3 years in radio tube and incandescent lamp line with manufacturer. PW-98, Radio Retailing, 520 No. Michigan Ave., Chicago, Ill.

A young married man who has been a wholesale radio jobber's salesman selling sets and accessories to the radio trade in the state of Connecticut for the past three years, desires a position as salesman with some reliable manufacturer. Can furnish the best of references as to my character and ability. PW-97, Radio Retailing, Tenth Avenue at 36th St., New York.

RADIO department manager, now employed, desires to make change. Capable taking charge sales, service and repairs. Excellent references. PW-96, Radio Retailing, Southwestern Bell Tel. Bldg., St. Louis, Mo.

**SPECIAL NOTICE:**

## To the Radio Industry

*Advertising in connection with legitimate offers of surplus stocks and discontinued models of radio merchandise is acceptable in this section of "Radio Retailing."*

*Extreme care will be exercised by the publishers to prevent the use of advertising in the Searchlight Section to encourage price cutting on current models of merchandise or equipment. Nor will advertising which invites violation of the dealer's contract with the manufacturer be acceptable.*

*All merchandise offered in the Searchlight Section must be accurately and fully described and must be available on order.*

**OUR PRICES ARE LESS**

On Surplus Merchandise  
All New Stock

14-in. Saal Horn Speaker..... \$3.04  
14-in. Utah Horn Speaker..... 3.71  
X20 Utah Cone Speaker..... 8.75  
3 Cell Focusing Flashlight..... .60  
2 Pc. Porcelain Knobs, per 100.. 1.10  
Kuprox Trickle Chargers..... 3.95  
100 ft. Tinned Aerial..... .33

Send for Complete List

**WIRELESS SUPPLY CO.**  
116 E. Main St., Springfield, Ohio

**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

## Your Advancement

is largely in your own hands—it is doubtful if anyone else is worrying over it

Better positions are constantly being secured through small advertisements in the "Positions Wanted Columns."

Address

**SEARCHLIGHT DEPT.**  
Tenth Ave. at 36th St., New York

0208

## Will Consolidate or Sell

A large furniture company in Chicago desires to merge with, sell to, or manufacture for a responsible Radio Manufacturing concern.

*It has the following to offer:*

100,000 square feet of floor space.

Fully equipped with modern machinery.

Factory layout warrants efficient and mass production.

Ideal location on switch track.

Normal labor conditions.

*Adjoining vacant property, 447 feet by 104 feet, can be developed if growth warrants expansion.*

BO-99, Radio Retailing, 520 No. Michigan Ave., Chicago, Ill.

# Get Your Wants into the Searchlight

# GOING!

## K O L S T E R ELECTRO-DYNAMIC REPRODUCER

Combined with 210 Power Amplifier and "B" Supply Unit

### 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.



Model K-5  
Height 42", width 25½",  
depth 19"

**T**HIS finely matched, rugged unit comprises a complete heavy duty Electro-Dynamic Reproducer, including a 210 Power Amplifier with "B" supply unit, all self-contained in 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 (less tubes)

Going at **\$33.50!**

Lots of 5 or more **\$29.50 ea.**

Licensed Under Patents of the Radio

## AMERICAN SALES COMPANY

TERMS: 20% cash with order, balance C.O.D. f.o.b. New

at unheard of prices and so fast  
that prompt action is essential!

THIS radio equipment is KOLSTER built, packed in the original Kolster cases and cartons, shipped direct to us from the Kolster factory.

Every Receiver and every Electro-Dynamic Reproducer is BRAND NEW; each bears the Kolster guarantee tag and original serial number.

These phenomenal values will prove a tonic to summer slumps.

Dealers everywhere fully appreciate just what an opportunity like this means to their business.

Just notice the "extra special" prices at which the products on these two pages and the page following are "going."

You can't afford to pass-up these extraordinary offerings. Let us have your order today.

*The quicker you send in your order the sooner the profits will start coming to you.*

# K O L S T E R SIX TUBE CONSOLE RECEIVER

*With Built-in KOLSTER Electro-Dynamic Reproducer*

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-201A tubes and the Electro-Dynamic Reproducer uses 2—UX-281, 1—UX-210, and 1—UX-874 tubes.

### Features:

1. Beautiful highboy console of burled walnut with maple overlay.
2. Kolster K-5, 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 (less tubes)

Going **\$48.50!**  
at  
Lots of 5 or more **\$44.50 ea.**

Corp. of America and Lektophone Corp.

19-21 Warren St., New York City

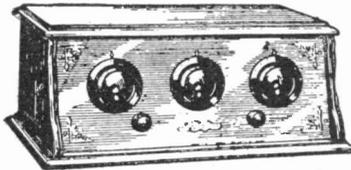
York. (2% Discount for Full Remittance with order.)



# FREED-EISEMANN SIX TUBE RECEIVER



(For Battery Operation)



Model No. 130

List Price **\$80.00**  
(Less Tubes)

Size  
18 1/2" x 10 1/2" x 9 3/4"

- Features:**  
 Completely Shielded  
 3 Stages R.F., 1 Detector,  
 2 Audios  
 (1 Power Tube)  
 Stippled Panel  
 Genuine Mahogany  
 Cabinet—  
 Cable Attachment

An excellent summer number for customers preferring an inexpensive set for camp, bungalow or touring trip. This Freed-Eisemann Set is ideal for all portable use.

Built of the finest of parts. Uses 5—UX-201A tubes and 1—UX-171A tube. Wired for "C" Battery.

**Special \$9.50** Lots of 5 **\$9.00 ea.**  
or more

## POWERIZER



**PX-1 MODEL R-20**  
Complete "A B & C" Eliminator  
and 210 Power Amplifier

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 \$15.00**

(Complete with Harness)



Size 6" x 5" x 3 1/2"

## AEROVOX or Dubilier High Voltage Filter Condenser Blocks

Finest non-inductive High Voltage Filter Block. Made to be used with UX-250 Power Tubes but can be used safely in filter circuits of eliminators or high power Amplifiers in any combination of capacities desired.

Each Unit is equipped with long, heavy, flexible insulated leads, convenient for easy wiring, and also has mounting brackets. Latest design.

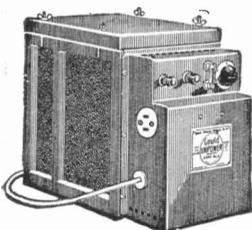
The insulation resistance of these Condenser Blocks is in excess of R.M.A. and N.E.M.A. standard requirements.

Due to the request of the manufacturers of these Condenser Blocks we cannot divulge the high list price of same.

CAPACITY	RATED D. C. WORKING VOLTAGE
2.0 mfd.	1000 V
1.0 "	800 V
1.0 "	800 V
3.0 "	400 V

**Special \$2.50**

## The New Gould Kathanode



List Price \$39.50

# Unipower

(With Built-in Relay)

Automatic  
Radio "A" Power  
From Light Socket

Model A.C.—6 K (Six Volt)  
 Furnishes rich, smooth, unflinching "A" current, without any trace of hum. No rewiring necessary in your set. Equipped with a new noiseless Balkite 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.

**Special \$9.75** Lots of three—**\$8.50 ea.**  
Lots of six—**\$7.50 ea.**

## Genuine RCA UX200 Radio Tubes



List Price \$1.75 ea.

Bakelite UX face detector tube drawing one ampere. 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 13c ea.**

**\$6.50 Per Carton**  
Sold only in Carton Lots of 50.

**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.

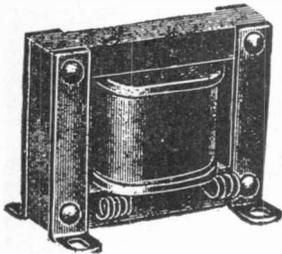
AMERICAN SALES CO., 19-21 Warren St., New York

TERMS: 20% cash with order, balance C.O.D. f.o.b., New York. (2% Discount for Full Remittance with order.) All units offered are BRAND NEW, packed in original factory sealed carton and fully guaranteed.

**EAGLE**

**Power • Clarity • Tone Volume**  
**SPECIAL SHIELDED**  
**Audio Transformers**

**EAGLE**

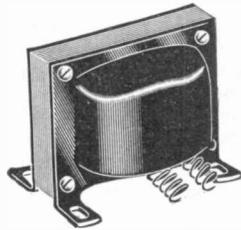


**Eagle Type U**

An excellent replacement transformer, will fit into any convenient place in set. Loose leads facilitate easy wiring.

Ratio 3-1; 5-1.

**NET 65c ea.**

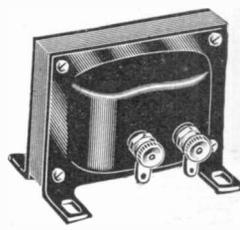


**Eagle Type L**

Highly finished black japan, with loose leads. Very convenient for set builders and replacement because of its compactness and size.

Ratios 3-1; 5-1

**NET 75c ea.**



**Eagle Type H.B.**

Highly finished black japan — small, compact, ready to replace in any set. With binding posts.

Ratios 3-1; 5-1.

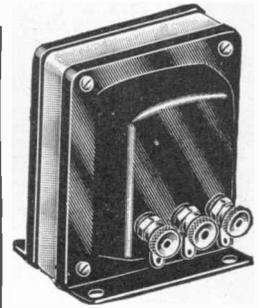
**NET 85c ea.**



**Eagle Type V.B.**

Highly finished in black Japan. Ratio 3-1; 5-1.

**NET 95c ea.**

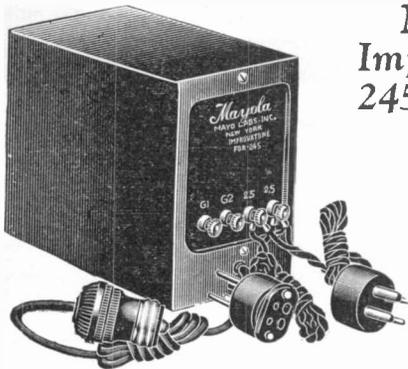


**Push-Pull Transformers**

Input and Output Use of these two highly advanced transformers in the last stage audio amp. in conjunction with two 245 or UX171A will give maximum volume and clarity.

**NET \$3.00 per pr.**

**The new "EAGLE" transformers cover the entire audible scale of frequencies. Reproduces both the high and low notes equally and with natural fidelity. Low priced—you cannot obtain better transformers for more money. Stock these transformers and double your investment.**



**Mayola Improvatone 245 Adapter**

Will convert any electric or battery set into a modern receiver—the results of which will be the same as any of the new sets that are being put on the market at the present time.

The 245 tube will produce more volume and better tone quality and outlast any 171 or 112 tube.

**Net \$7.50**

Dynamic Speakers require more power to operate them efficiently, even more than the 112 or the 171 tube will deliver. The new 245 Super Power tube is the last word in tube construction.

The Mayola Improvatone 245 adapter makes it possible to replace the present 171 and 112 tubes. The Improvatone delivers the correct filament voltage and automatically regulates the C biasing.

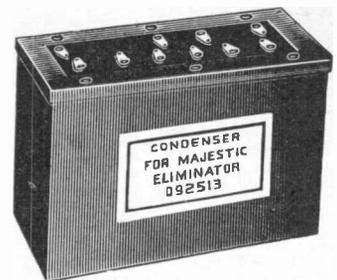
Modernize your customers' sets with the Improvatone and make extra profits during the summer months.

**All of the above units are manufactured by the Mayo Laboratories of New York City, who are manufacturers of By-Pass Condensers, Filter Condensers, Resistances, Transformers, and who are supplying some of the prominent set manufacturers.**

**Federated Purchaser**

A National Organization Serving Over 10,000 Retail Merchants  
16-22 Hudson Street, New York, N. Y. Telephone Barclay 7583  
7584

**Mayola Majestic Eliminator Replacement Condenser Block**



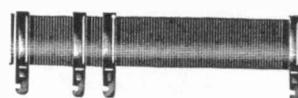
A replacement block for Majestic eliminators, which is guaranteed by the Mayola Laboratories for a period of one year.

The condensers in this block are all composed of high voltage condensers, and you can be assured that once this block is replaced it will last indefinitely.

**Net \$4.50**

In lots of 6 \$25.00

**Wire Wound Resistance on Baked Lava-Tube**

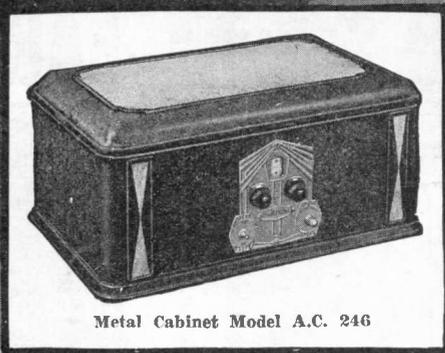


100 to 15000 ohms Variable Res.

This variable wire wound resistance designed for heavy duty work can be used on any radio circuit such as B eliminators, amplifiers, electric sets, etc. When the desired voltage is obtained it can be set and it will not vary due to the positive contact and absence of chemical properties such as used in other types of variable resistances. This unit aside from being electrically perfect, is low in price and will take the place from 2 to 4 variable resistances. List \$1.60.

**Net price, ea. 75c Net 65c ea. doz. lots**

If you have not received our May 24th "Radio Bargain News," send for FREE copy today. It contains \$100,000 worth of radio merchandise at prices more than 75% off the regular list.



Metal Cabinet Model A.C. 246

# The Leader Still Leads

With its many new features, Pierce-Airo, the pioneer chassis, again sets the pace for 1930. It uses the new 245 tube—that means better tone with more volume. It can be used with either an A.C. or D.C. Dynamic Speaker. It has an automatic phonograph pick-up. It provides for the regulation of line voltages. The chassis fits any standard console. In fact the new Pierce-Airo is a revelation in design, construction and performance.

Has  
Automatic  
Phonograph  
Pick-Up



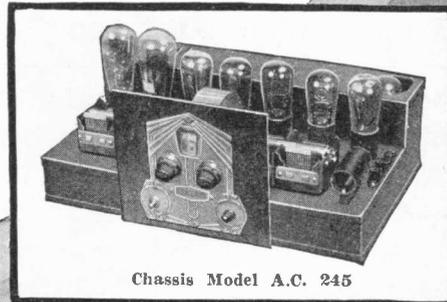
Uses  
A.C. or D.C.  
Dynamic  
Speaker

## ELECTRIC RECEIVER FOR A.C. OR D.C.

Sell the New Pierce-Airo as a Chassis, Table Model, or in a Console. Set your own price. Make your own profit. Beat all competition. Two 245 tubes are used in push pull power amplifier circuit, two 227 tubes for the detector and first audio, and the usual 223 tubes in the radio frequency circuit. One 280 tube is used as a rectifier. The chassis houses the power supply, which is constructed to stand heavy overloads. Test the Pierce-Airo. You will find it an exceptional receiver for making satisfied customers.

Write for sample, prices, and full particulars.

**PIERCE-AIRO INC.**  
113-R Fourth Ave.  
New York City



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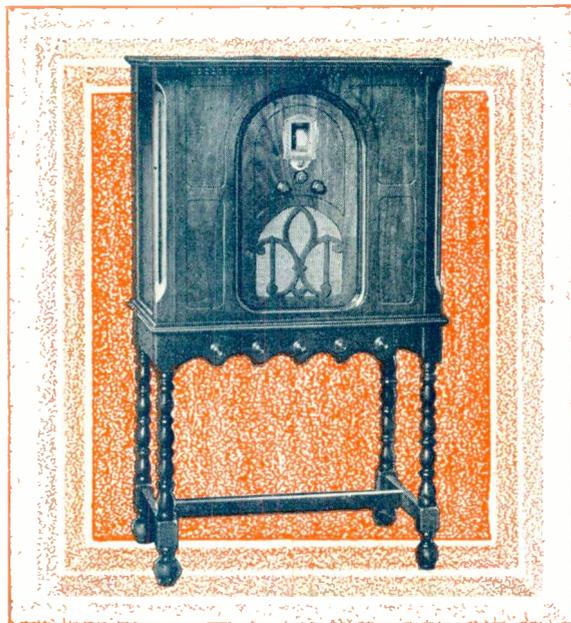
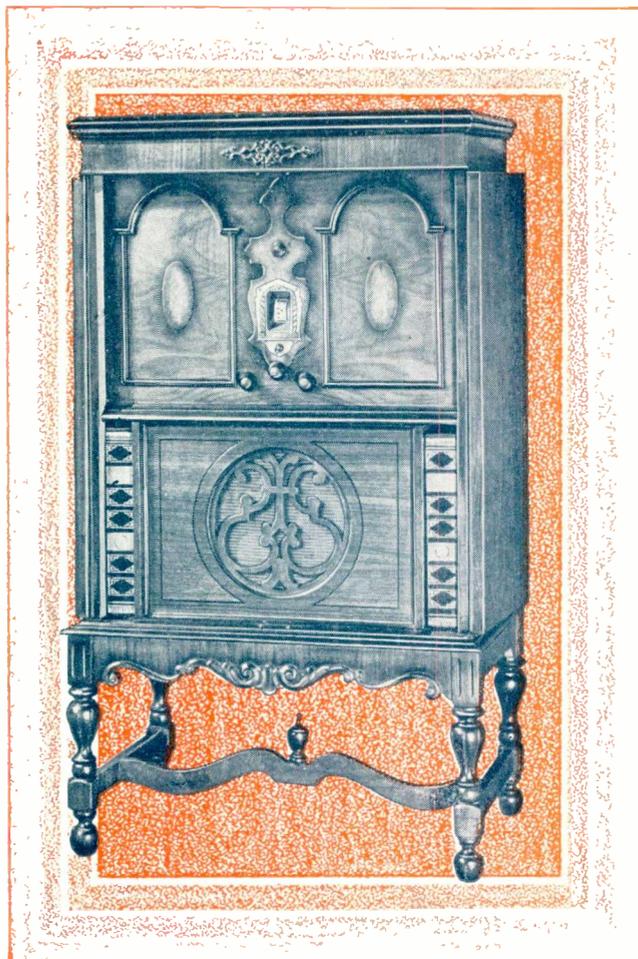
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This GREAT  
**SUMMER  
 SELLER**

was the

**"HIT"**  
 of the SHOW



DEALERS who saw and heard the Steinite Radio-Phonograph Combination at the R. M. A. Show were enthusiastic over its possibilities for Summer sales. A dozen features make it the leader of its field—it is an unmatched value, and produces a deep, rich, glorious music — thanks to a great chassis and a remarkable dynamic speaker!

MODEL 102  
 Electric Radio-  
 Phonograph Combination

**\$250**  
 Less Tubes  
 (Above)

MODEL 40

**\$135**

Less Tubes  
 (At Left)

The Steinite Model 40 was again acclaimed as America's Greatest Value — Radio's Greatest Thrill! There is a profitable Summer ahead for dealers who will push these items.

STEINITE RADIO COMPANY, 506 S. Wabash Avenue, Chicago

**Steinite**  
 ELECTRIC RADIO

**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
- RADIOTRON UX-222**  
Screen Grid Radio  
Frequency Amplifier
- RADIOTRON UX-112-A**  
Power Amplifier
- RADIOTRON UX-171-A**  
Power Amplifier
- RADIOTRON UX-210**  
Power Amplifier Oscillator
- RADIOTRON UY-224**  
Screen Grid Radio  
Frequency Amplifier  
(A. C. Heater)
- RADIOTRON UX-240**  
Detector Amplifier for  
Resistance-coupled  
Amplification
- RADIOTRON UX-245**  
Power Amplifier
- RADIOTRON UX-250**  
Power Amplifier
- RADIOTRON UX-226**  
Amplifier  
(A. C. Filament)
- RADIOTRON UY-227**  
Detector Amplifier  
(A. C. Heater)
- RADIOTRON UX-280**  
Full-Wave Rectifier
- RADIOTRON UX-281**  
Half-Wave Rectifier
- RADIOTRON UX-874**  
Voltage Regulator Tube
- RADIOTRON UV-876**  
Ballast Tube
- RADIOTRON UV-886**  
Ballast Tube

The standard by  
which other vacuum  
tubes are rated



Look for this mark  
on every Radiotron



**LEE WARREN JAMES**  
President, RAY-RAY ELECTRIC COMPANY, NEW YORK



"In designing and building Day-Ear radio sets our aim is to build an instrument that will give the finest possible reception. Each one is painstakingly tested for tonal quality with RCA Radiotrons. Because we have found these tubes the most satisfactory for this purpose we advise that RCA Radiotrons always be used in our receiving sets."

*Lee Warren James*

If the tubes in your receiving set have been in use a year or more they may need replacing. Engineers advise that it is a mistake to use worn tubes with new ones. The old tubes near reception. Experts recommend a complete new set of RCA Radiotrons at least once a year.

**RCA RADIOTRON**

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.

**A customer's time is often more valuable than the dealer's. He resents wasting it in stores that are "just out" of the tubes he wants to buy. It's good customer insurance to carry a complete line of RCA Radiotrons—and never be out of stock on any tube. The dealer who is known to carry the full line—all the time—makes regular customers out of occasional buyers.**

**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-VICTOR CORPORATION OF AMERICA • NEW YORK • CHICAGO • ATLANTA • DALLAS • SAN FRANCISCO  
RADIOTRON DIVISION

**RCA RADIOTRON**

RADIOTRONS ARE THE HEART OF YOUR RADIO SET