

Radio Retailing

The Business Magazine of the Radio Industry

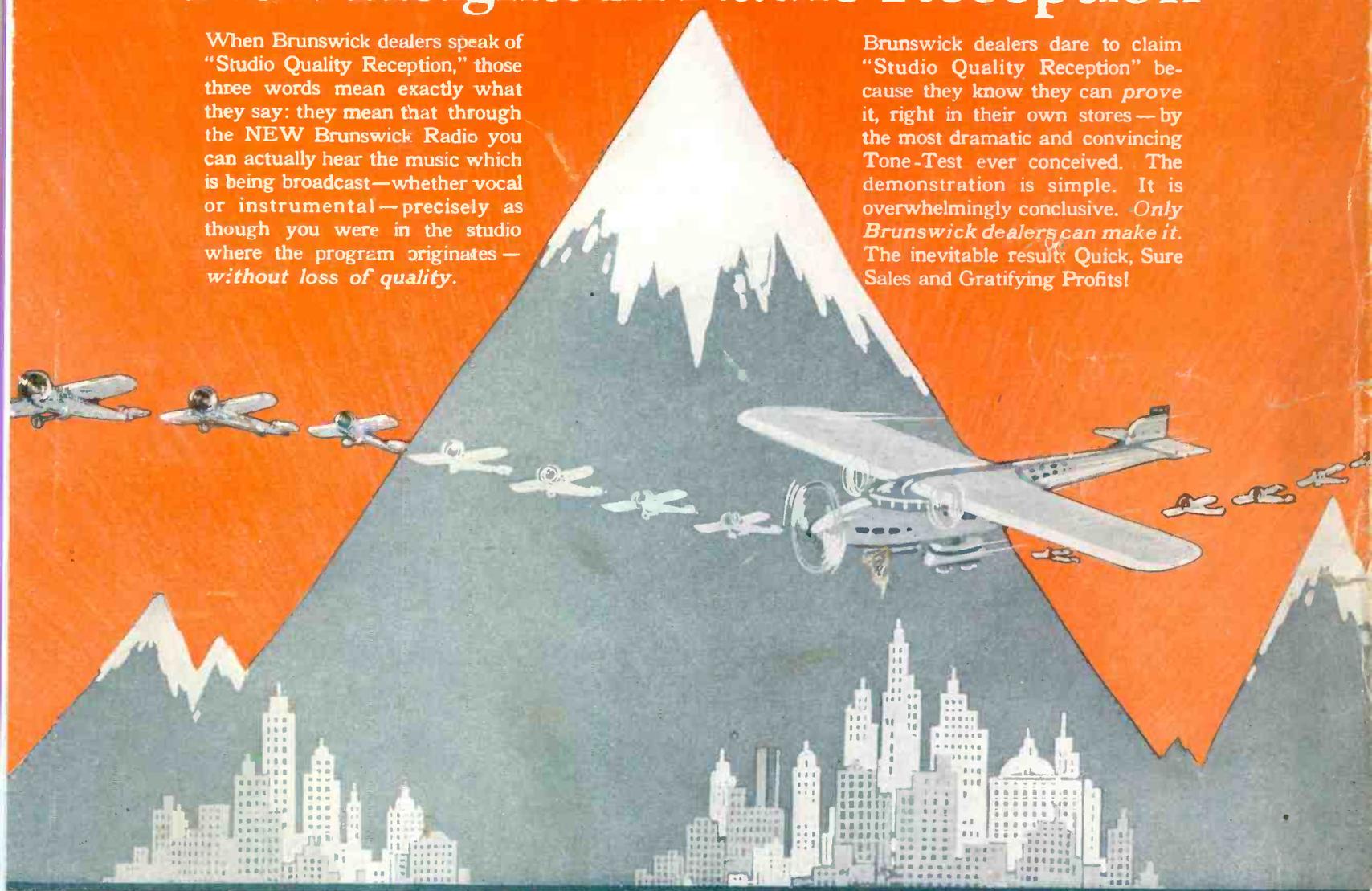
A McGraw-Hill Publication

NOVEMBER, 1929

New Heights in Radio Reception

When Brunswick dealers speak of "Studio Quality Reception," those three words mean exactly what they say: they mean that through the NEW Brunswick Radio you can actually hear the music which is being broadcast—whether vocal or instrumental—precisely as though you were in the studio where the program originates—without loss of quality.

Brunswick dealers dare to claim "Studio Quality Reception" because they know they can prove it, right in their own stores—by the most dramatic and convincing Tone-Test ever conceived. The demonstration is simple. It is overwhelmingly conclusive. *Only Brunswick dealers can make it.* The inevitable result: Quick, Sure Sales and Gratifying Profits!



Brunswick

Radio — Panatope with Radio — Records

The Brunswick-Balke-Collender Co., New York, Chicago, Toronto
Branches In All Principal Cities

and how
 the good name
Brunswick
 sells fine radio sets!

A good name in business is not lightly earned. When, however — by unremitting effort, and by steadfast keeping of the faith — a good name has been fairly won, it becomes the greatest selling force in business.

To the power of the good name "Brunswick" must be credited the widespread eagerness on the part of the radio-buying public to see and hear the NEW Brunswick radio receiving sets. And to the power of the good name "Brunswick" may be largely credited the fact that sales of these new receiving sets are already far exceeding the most optimistic estimates.

The public has been taught to expect, from Brunswick, musical instruments of only the finest quality.

The public knows — and Brunswick dealers also know — that only instruments of such quality are permitted to bear the Brunswick name.

The good name "Brunswick" is making the Brunswick franchise more and more valuable each passing day.



Brunswick
 Combination
 Panatrope with Radio
 Model No. 31
 Price \$272
 Tubes Extra



Brunswick
 Louboy 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 COMPANY
 New York, Chicago, Toronto — Branches in All Principal Cities



Ray V. Sutcliffe

Appointed

Managing Editor

Ray V. Sutcliffe, for five years western editor of *Radio Retailing*, has been advanced to the post of managing editor of *Radio Retailing*.

For the greater part of his life our new managing editor has been connected with the electrical and radio industries.

Mr. Sutcliffe was born in Southington, Conn. He is a graduate electrical engineer. He came to us in 1923 from the Syracuse Washing Machine Company, makers of the Easy Washer, for which he was advertising manager.

Prior to his publicity work Mr. Sutcliffe was a manufacturer of radio sending and receiving apparatus, as a member of the Sutcliffe-Madsen Company of New York.

As western editor of this magazine he became intimately acquainted with conditions in the industry throughout the entire middle west. In this capacity, he traveled more than 35,000 miles and interviewed over 3,000 radio dealers. His experience, therefore, has been intensely practical.

Radio Retailing

The Business Magazine of the Radio Industry

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November
1929

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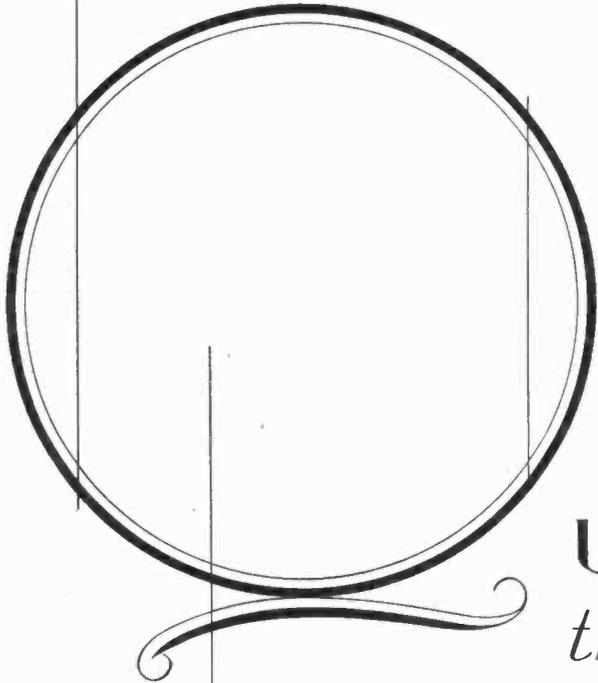
Cable Address: "Machinist, N. Y."
NEW YORK District Office, 285 Madison Ave.
WASHINGTON, National Press Building
CHICAGO, 520 North Michigan Ave.
PHILADELPHIA, 1600 Arch Street
CLEVELAND, Guardian Building

ST. LOUIS, Bell Telephone Building
SAN FRANCISCO, 883 Mission Street
BOSTON, 1427 Statter Bldg.
GREENVILLE, S. C., 1301 Woodside Bldg.
DETROIT, 4-257 General Motors Bldg.

LONDON, 6 Bouverie St., London, E. C. 4

Member A.B.P. Member A.B.C. Printed in U.S.A.

No. 642. Uses 6 tubes, 3 of them
Screen Grid. Price, without tubes
\$247.50



QUALITY
that reflects in SALES

THE presence of a Stromberg-Carlson in your display window identifies you at once as a dealer who appreciates real quality in radio. It attracts to your store that informed clientele familiar with fine music—those whose patronage is most profitable.

Never was Stromberg-Carlson quality better exemplified than in its three latest Screen Grid models. No. 642, illustrated above, is of the conventional design now so much in vogue. No. 641, a table model, with similar chassis, meets the needs of homes possessing a special niche wherein only a receiver of this type will suffice. And the magnificent No. 846 has added refinements such as Visual Tuning Meter, Automatic Volume Control and Silent Push Button.

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



Stromberg-Carlson

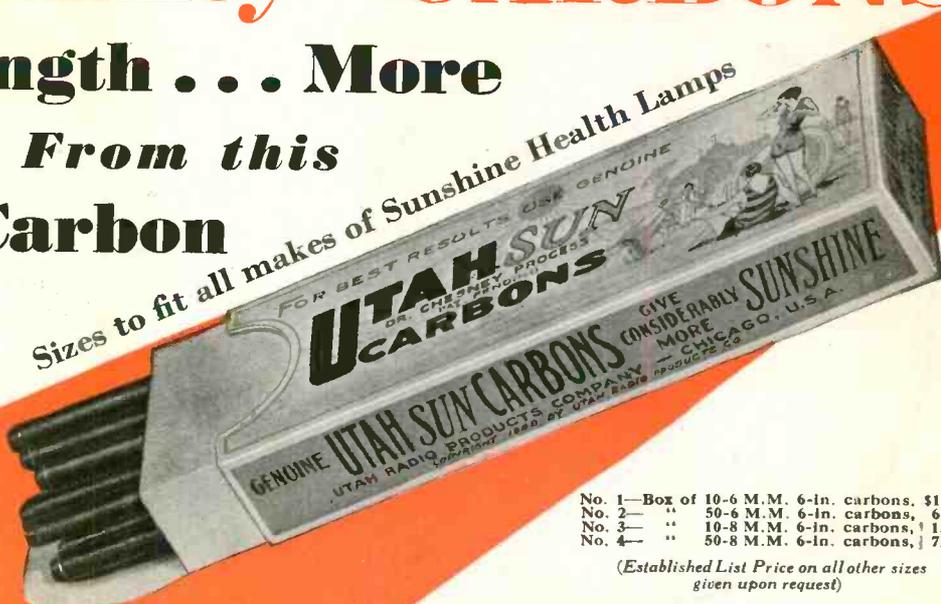
MAKERS OF VOICE TRANSMISSION AND VOICE RECEPTION APPARATUS FOR MORE THAN THIRTY-FIVE YEARS

UTAH

"Sun Quality" CARBONS

More Strength . . . More
Sunshine From this
Superior Carbon

Sizes to fit all makes of Sunshine Health Lamps



- No. 1—Box of 10-6 M.M. 6-in. carbons, \$1.50
- No. 2 " " 50-6 M.M. 6-in. carbons, 6.50
- No. 3 " " 10-8 M.M. 6-in. carbons, 1.65
- No. 4 " " 50-8 M.M. 6-in. carbons, 7.25

(Established List Price on all other sizes given upon request)

Be ready to meet the tremendous replacement demands for Quality Sunshine Carbons



EVERY HOME IS A PROSPECT

Utah Sun Model T, \$43
(West of the Rockies \$45)

This attractive floor stand Utah Sun Generator complete. One pair goggles, screen. Six Utah Sun 6 M.M. 6-inch carbons. Diameter of bowl 12 1/4". Height not extended 48 in., extended 72 in.

Utah Sun Model U, \$35
(West of the Rockies, \$36.50)

This remarkable Utah Sun (adjustable stand) Generator complete. With one pair goggles. Screen, four 6 M.M. 6-inch carbons and ten-foot cord with plug and switch.

UTAH Sun Carbons are made in standard packages to fit all lamps. Sunshine lamps are no better than the quality of therapeutic carbon used. Laboratory tests prove Utah Sun Carbons produce considerably more sunshine than other carbons available. Utah Sun Lamps and Carbons are real money makers—remarkable turnover and outstanding value in performance.

Sold through Utah jobbers exclusively.

Utah Radio Products Co.
1737 S. Michigan Ave.
Chicago, Ill.

Send me complete information for dealers on Utah Sun Lamps and sunshine carbons.

Name.....

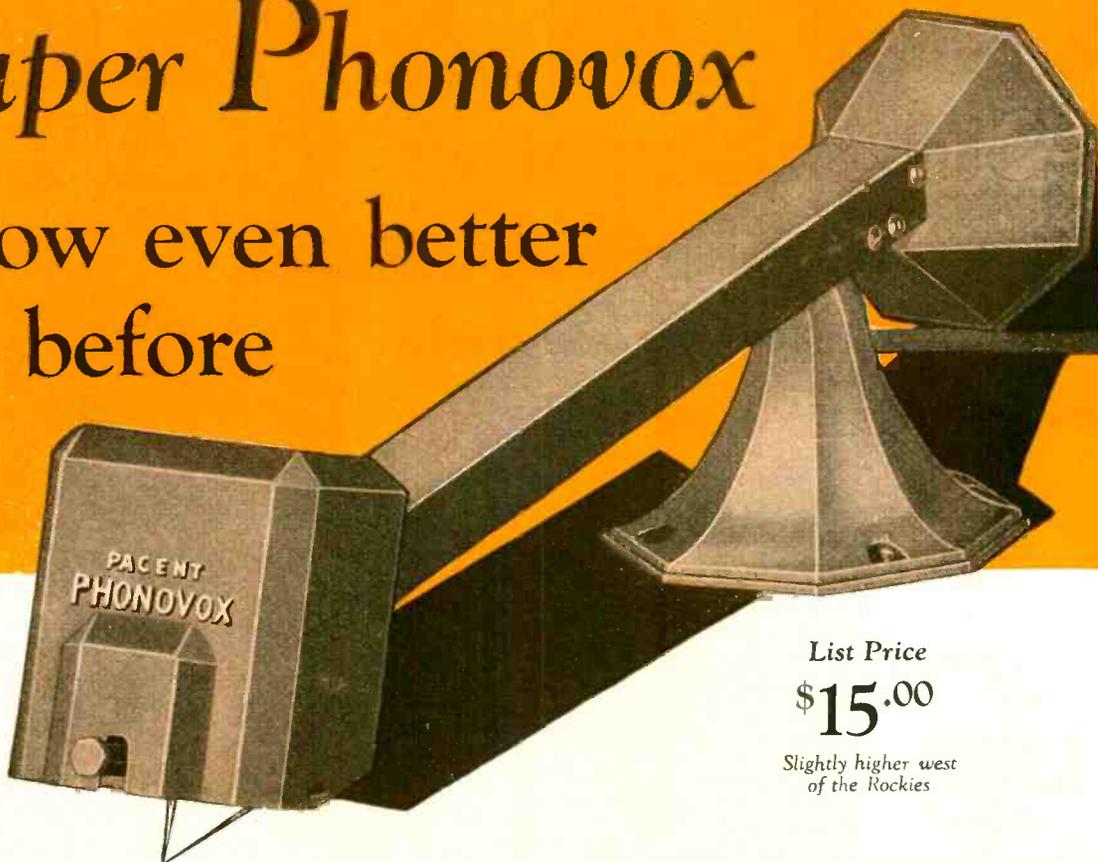
Address.....

UTAH RADIO PRODUCTS CO., 1737 S. Michigan Ave., Chicago, Ill.

THE FAMOUS

Super Phonovox

... now even better
than before



List Price
\$15.00

Slightly higher west
of the Rockies

ALERT DEALERS may anticipate even greater sales of the Super Phonovox . . . the fastest selling pick-up made . . . and the finest, too, regardless of price. For Pacent has developed wonderful new improvements for this famous pick-up.

Combination Switch and Volume Control and Phonotrol Adapter

The Phonotrol is a new combination switch and volume control. The first turn of the knob switches instantly from radio to records . . .

without disturbing any connections. Further turning increases phonograph volume.

With this is the Phonotrol Adapter . . . for use with screen grid tube sets such as Atwater Kent, Crosley and others. These devices, together with the regular Adapter, are furnished with the Super Phonovox *at no extra cost.*

LOW IMPEDANCE MODELS

Two new low Impedance Models 106-VA, 106-VB, especially designed for the new Victor Radio Sets and broadcasting stations.

List Price \$12.00 and \$15.00



List Price **\$25.00** West of the
Rockies \$26.50

Complete with 12-inch turntable

Electric Phonograph Motor

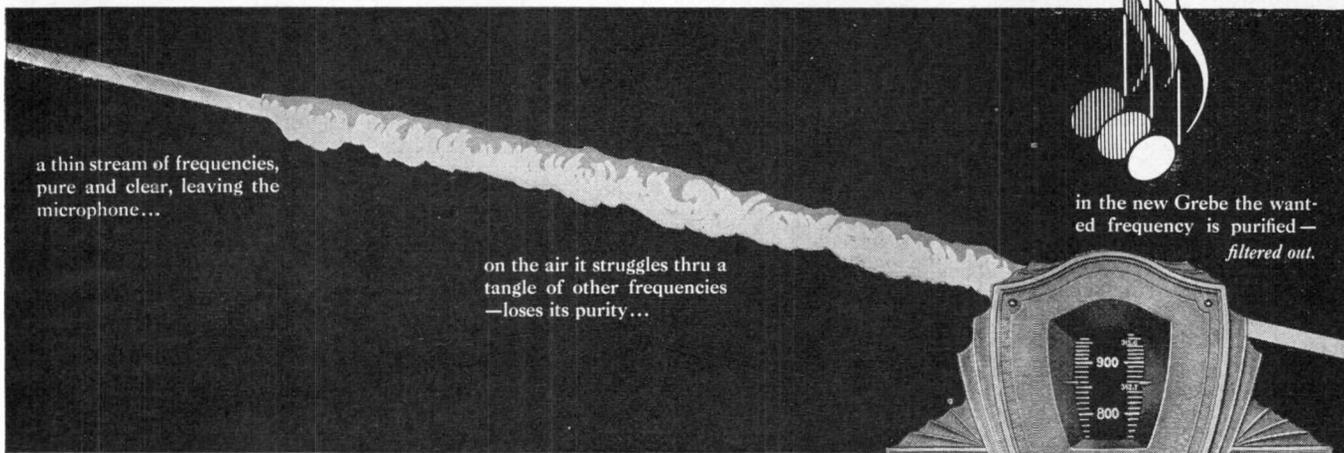
In simplicity of design and construction, in power and in the smoothness and silence of its operation, the Pacent Induction-Type Motor has no rival. Completely insulated against noise. Dynamically balanced rotor makes it vibrationless. Operates on 110 Volts, 50 or 60 Cycles A. C.

Dealers . . . get your orders in now . . .
see your jobber or write us direct.

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

Pioneers in Radio and Electric Reproduction for Over 20 Years

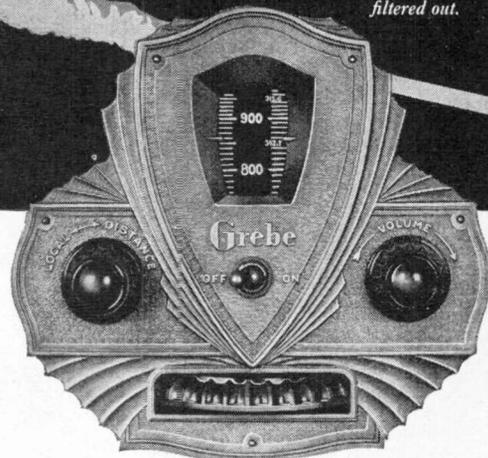
Manufacturing Licensee for Great Britain and Ireland: Igranic Electric Co., Ltd., Bedford, England - Licensee for Canada: White Radio Limited, Hamilton, Ont.



a thin stream of frequencies,
pure and clear, leaving the
microphone...

on the air it struggles thru a
tangle of other frequencies
—loses its purity...

in the new Grebe the want-
ed frequency is purified—
filtered out.



it's *filtered* . . .

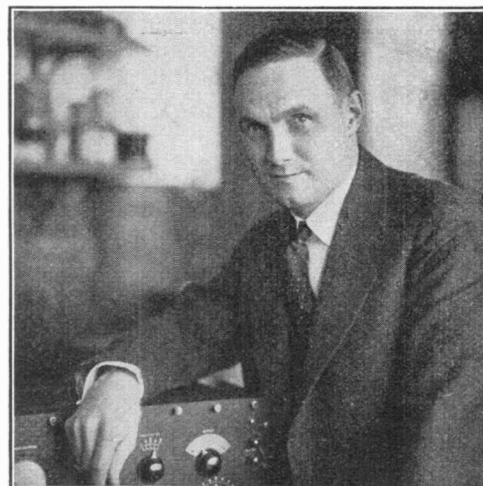
NEWER than screen grid

THAT the new Grebe is a year ahead of the field has been known to the trade since June, when it made its bow at the National Radio Show. Now the public, too, knows that this set is *newer than screen grid*. And while the public reacts to the advertising that is running in important newspapers in every large trading area—while the trade is talking—Grebe franchise-holders are reaping substantial profits.

On the store floor where sales are made, in the home where sales are confirmed, this set is demonstrating to thousands that the *lifelike* tone made possible by the *exclusive* equalized band pass filter is unvarying.

Grebe dealers are making money. That's why it will pay you to take on the Grebe franchise for your district.

Alfred H. Grebe—"Depend on this: the Super-synchrophase on demonstration proves to the entire satisfaction of the consumer every statement made in our advertising. In perfecting this new set, we relied upon the public to distinguish between tone that is merely pleasant and the lifelike Super-synchrophase tone. In our advertising, we have relied upon the facts, told in a simple, straight-forward manner. Franchise-holders know that our faith has in each instance been justified."



Grebe radio

SUPER-SYNCHROPHASE 

A. H. GREBE & CO., Inc., Richmond Hill, N. Y.

Western Branch: 443 So. San Pedro Street, Los Angeles, California

A NEW TYPE OF RADIO PROGRAM!

... the "WESTINGHOUSE
SALUTE"

to American Industries
beginning November 6th



Westinghouse revealed new possibilities in radio broadcasting in 1920 when KDKA, a Westinghouse station, put the presidential election returns on the air.

Again, in 1929, Westinghouse reveals new possibilities in broadcasting. A "Westinghouse Salute" to the Steel Industry, first of a new type of radio programs, goes on the air November 6th over a coast-to-coast NBC network including stations KDKA, WBZ, WBZA and KYW.

Distinctive features—a "wordless chorus" of 40 voices; a complete orchestra of 50 instruments; a full cast of actor-stars from the legitimate stage! Tune in at 7:30 Eastern Standard Time, every Wednesday.



The Studio Cast of a "Westinghouse Salute"

Westinghouse



15,000 RADIO DEALERS *who participated in the SONATRON Life Test* CAN'T BE WRONG!

A Flood of Testimonials in Every Mail!

A Few Comments

"Still going like a million dollars."

"These tubes have performed perfectly and have been directly instrumental in selling 5 radios."

"The best tubes I ever used. We use it about 15 hours a day."

"Tubes are as good as the day we received them."

"Regard these tubes as high grade. Clear reproduction and satisfactory long life."

"I got these tubes late but they are the most perfect I have seen."

"These tubes have given excellent results."

15,000 radio dealers have rendered their verdict on Sonatron's Y227AC radio tube. In a nation-wide Life Test which has had no equal in radio history, these dealers found convincing proof of the longer life, finer tone and better performance of this quality tube. With the end of the Life-Test not even in sight, remarkable life records have already been established. And this is no ideal laboratory test, but a drastic, acid test under everyday conditions, and in every make of set. The Life-Test story is being told to millions of consumers through coast-to-coast broadcasting, national magazines and a consistent newspaper campaign which spells bigger sales and profits for Sonatron dealers!

Sonatron Division

NATIONAL UNION RADIO CORPORATION

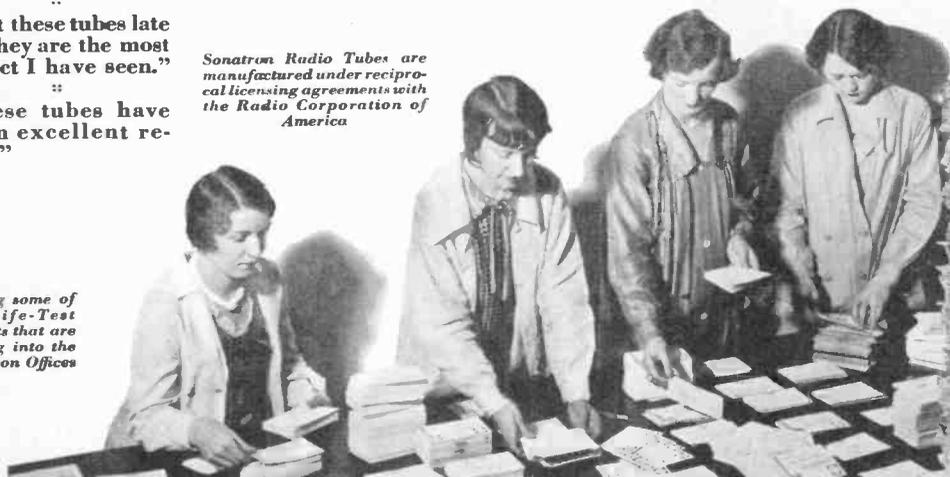
1020 S. Central Park Ave.
Chicago, Illinois

400 Madison Ave.
New York City

55-57 State St.
Newark, N. J.

Sonatron Radio Tubes are manufactured under reciprocal licensing agreements with the Radio Corporation of America

Sorting some of the Life-Test Reports that are coming into the Sonatron Offices



SONATRON LIFE-TEST

A Nation-Wide Tribute to Sonatron Quality





Photo Courtesy of
Fanchon & Marco.

KIEL

GOLDEN VOICED TABLE

PATENTS APPLIED FOR

Atwater Kent Screen-Grid Radio in the Kiel Golden Voiced Table is first and foremost a master musical instrument. It is victorious in rigid comparative tests for tonal richness, clarity and true, undistorted reproduction . . . In the Kiel Table, Atwater Kent tone has been improved in the only way it can be improved—by perfecting the furniture in which the chassis is placed. The famous

Atwater Kent speaker points *down*, flooding the entire room with true-toned music, eliminating all directional effect. Acoustical perfection and distortion-free performance have been achieved by precision designing . . . Successful dealers sell the Kiel Golden Voiced Table first of all as a fine musical instrument. Its usefulness as a table, a secondary advantage, is *extra* value for your prospects.

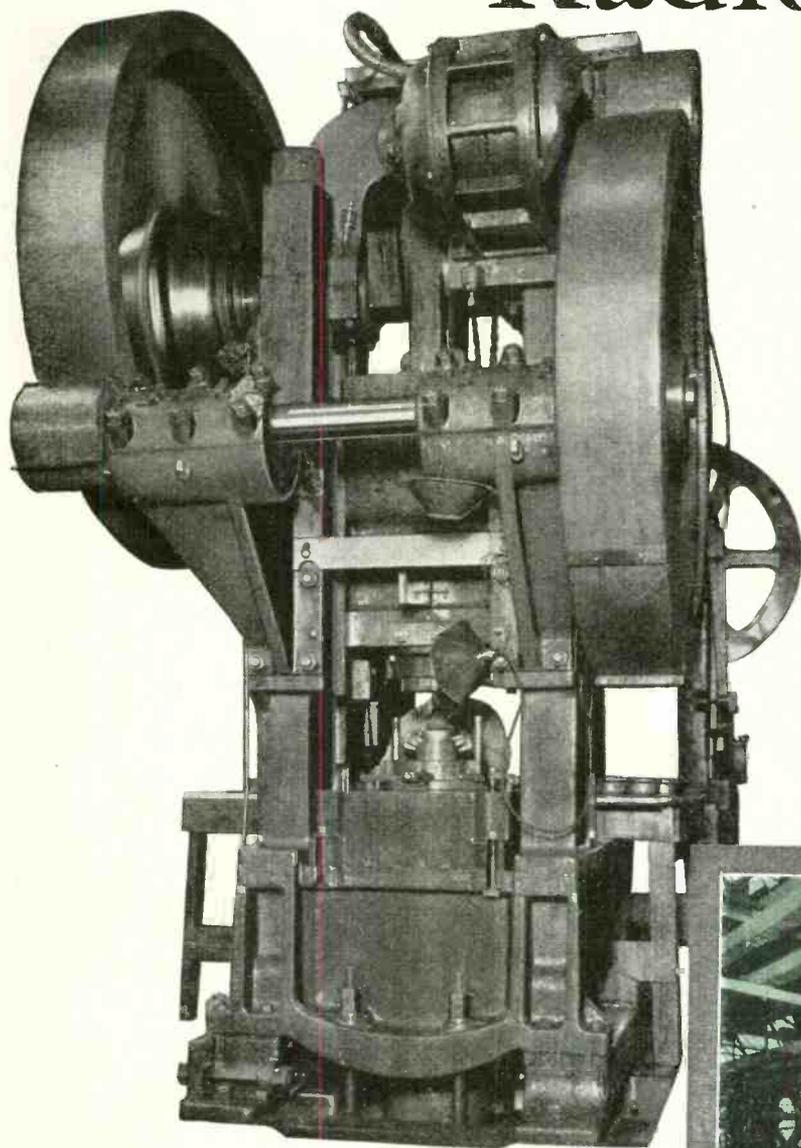
How is your stock? Don't let it get low with Christmas near. Wire or write your Atwater Kent distributor. Or ask us for complete information.



**KIEL FURNITURE COMPANY
MILWAUKEE, WISCONSIN**

W VALLEY APPLIANCES, INC. ROCHESTER, NEW YORK

The Wonder Plant of the Radio Speaker Industry

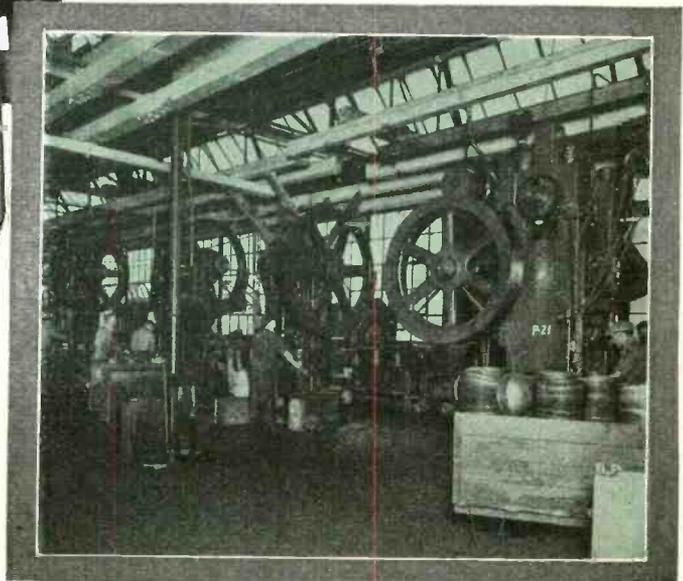


VISITORS at the mammoth speaker plant of Valley Appliances, Inc., at Rochester, New York, marvel first at its size, then at its completeness, finally at the precision of its product, the Symington Reproducer.

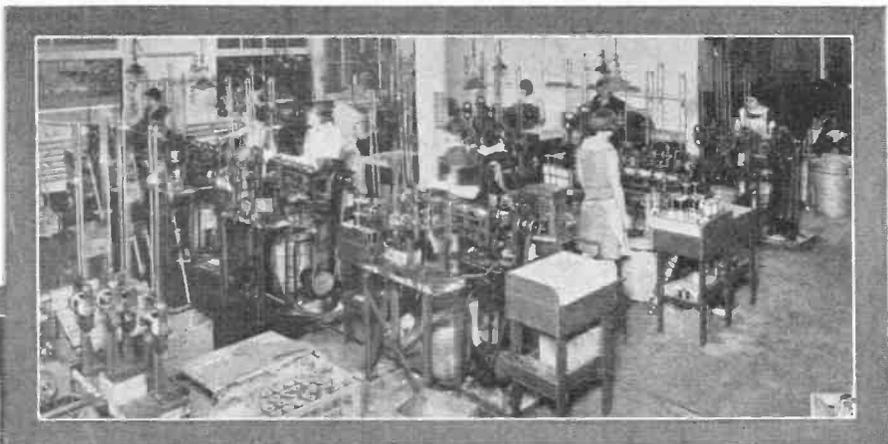
These unmatched facilities provide a substantial guarantee of quality, low price and ability to carry out every engagement.

Above: A battery of these big presses make possible the economical "SYMINGTON" speaker design, stamping from heaviest sheets those metal parts ordinarily cast or completed by the assembly of several sections.

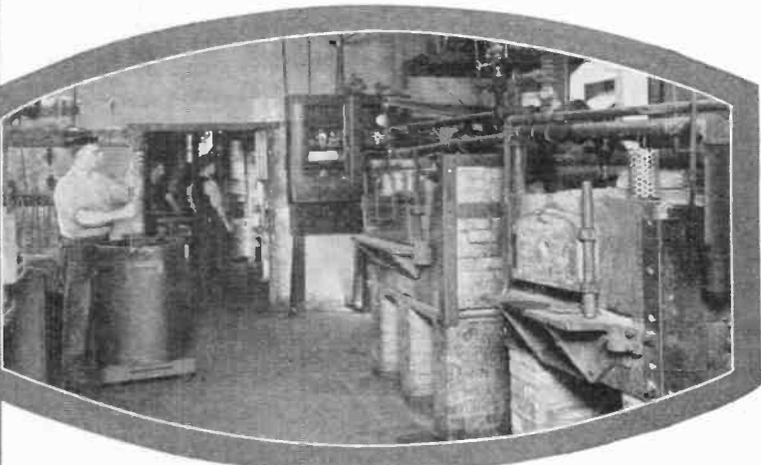
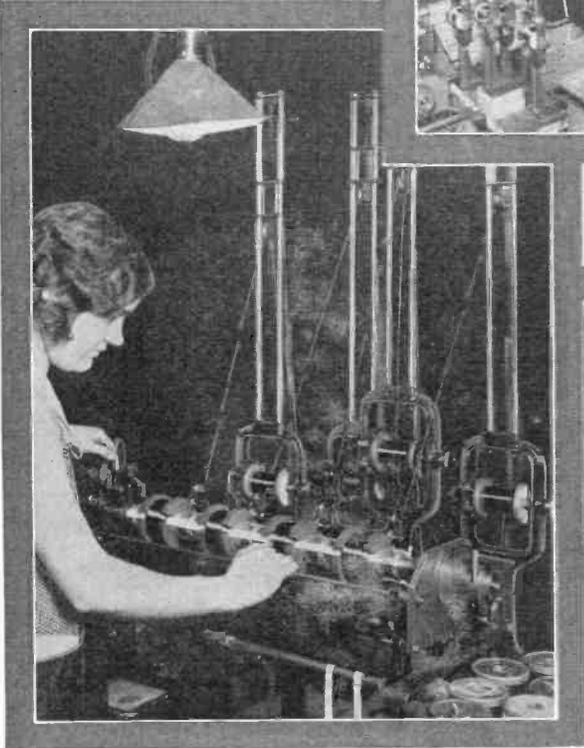
To Right: A bay of heavy presses on which Symington Reproducer brackets, parts, etc., are cut and formed from sheets as thick as 5/16 inch.



To Right: Corner of the coil-winding department where multiple coil-winding machines produce the coils for Symington Reproducers.

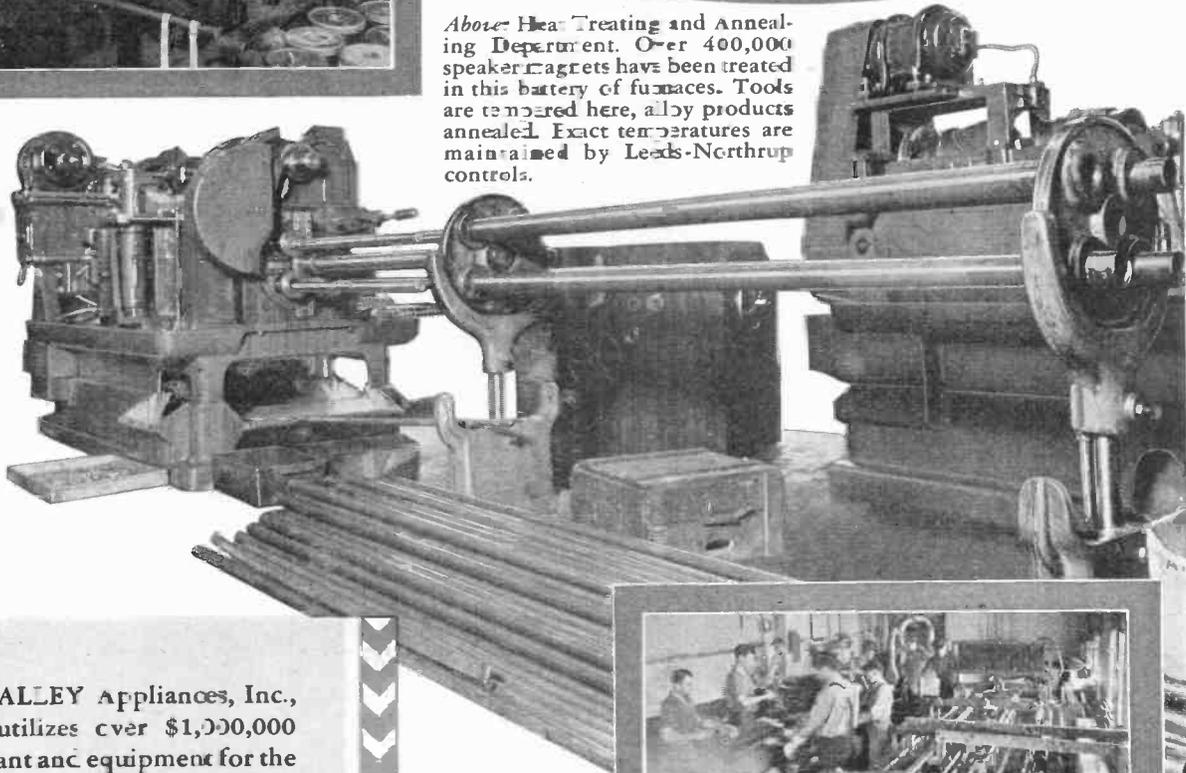


Below: Close-up of one of the coil-winders. In making coils, Valley does everything but cast the ingots, draw and enamel the wire. This insures low-cost production, freedom from outside delays, quick adaptation to changed design.



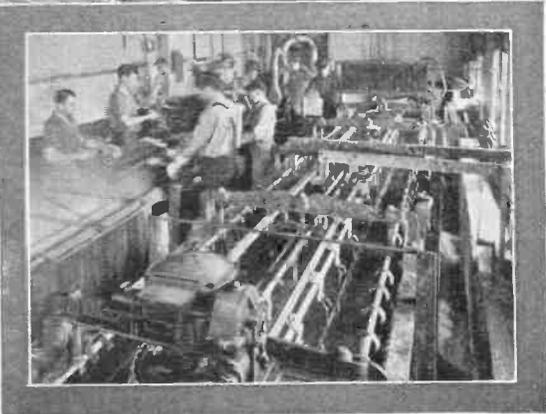
Above: Heat Treating and Annealing Department. Over 400,000 speaker magnets have been treated in this battery of furnaces. Tools are tempered here, alloy products annealed. Exact temperatures are maintained by Leeds-Northrup controls.

To Right: One of a group of large Automatic Screw Machines that complete a sequence of metal-cutting operations to the closest tolerances with almost human ingenuity.



VALLEY Appliances, Inc., utilizes over \$1,000,000 in plant and equipment for the production of Symington Reproducers. \$348,000 of modern labor saving machinery has been added in the last three years.

To Right: Section of Plating Department, showing Automatic Plating equipment. Cadmium, nickel and silver plating is done here.





Above: A section of the Cone-spraying Department where the cones are water-proofed prior to assembly.



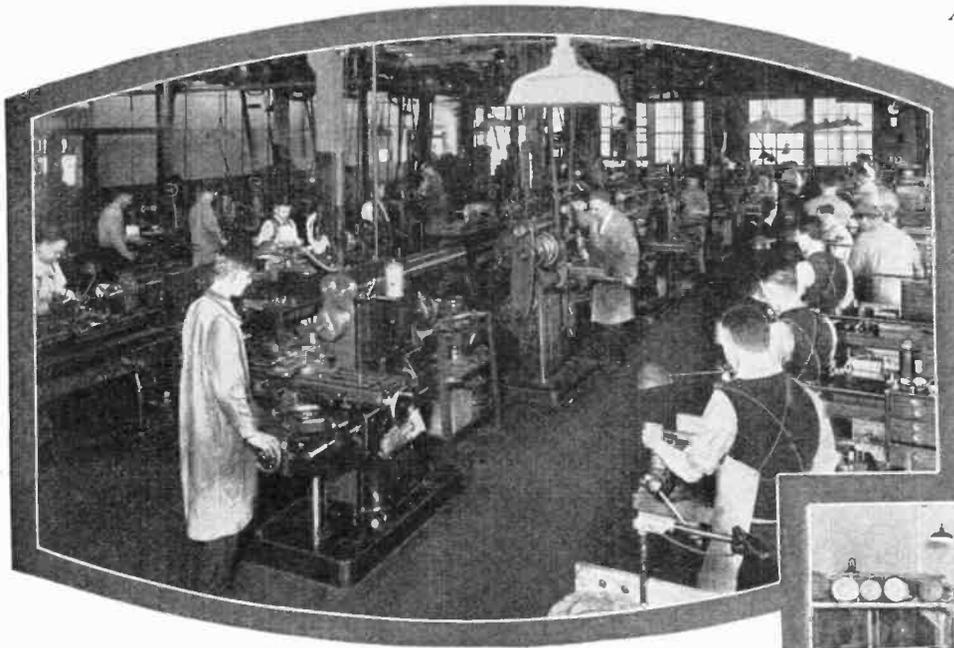
Above: The longest speaker assembly line in the world. Here precision parts made in the big Valley Plant are assembled into the complete chassis unit, tested, given final inspection. Thousands of chassis go over these lines every day.

At Right: View of Cone Assembly Department where cone parts are assembled ready for final assembly.



ELIMINATION of waste effort, utilization of the most modern equipment and up-to-date methods, have put Syrington in the forefront of radioreproducer manufacture.

From laboratory to loading platform every department emphasizes the One Profit Policy which enables this organization to build reproducers of surpassing excellence at a price that amazes the radio industry



At Left: A partial view of the Valley Tool Room—the ultimate in a precision Tool Room for radio design. Costly machines, skilled workmen, fashion the accurate jigs, tools, dies and fixtures necessary for volume production at low cost. Close co-operation with the shop and independence of outside sources count heavily in facilitating production.

Below: A corner of the Laboratory. Our engineering staff is organized and equipped to meet the individual requirements of each customer.

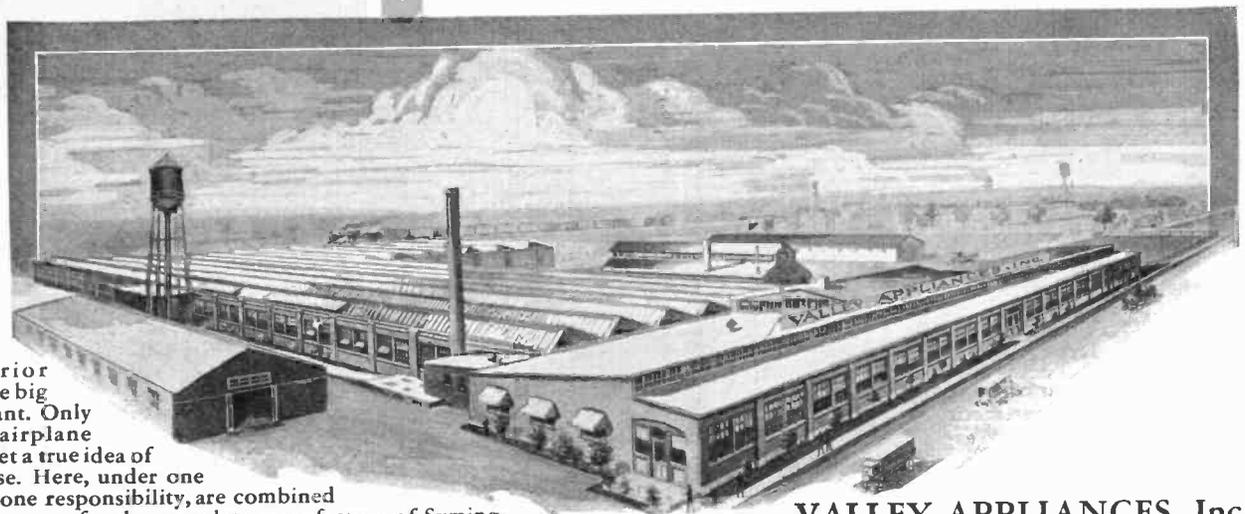


Below: A long line of smaller punch presses having a large daily capacity.



Symington REPRODUCERS

ARE made by manufacturers for manufacturers. Focussing our talents on large scale operations enables us to present this speaker at the lowest price with no sacrifice of quality. Leading exclusive set makers today are using the Symington Chassis.



An exterior view of the big Valley Plant. Only from an airplane can you get a true idea of its expanse. Here, under one roof and one responsibility, are combined all the processes for the complete manufacture of Symington Reproducers. We invite executives and engineers to visit us in Rochester. See the Symington made.

VALLEY APPLIANCES, Inc.
Rochester, New York

RADIO Prospects

THE logical prospect for a radio set is the family which qualifies on the following points:

- Is financially able to buy.*
- Has the inclination to spend money for entertainment.*
- Has been educated to the advantages of "budget" (or time payment) buying.*
- Is located in your natural trading area.*

Such a list of prospects is available at a ridiculously low price. This list has been used successfully for two years by several radio manufacturers and their dealers.

It contains seventeen million non-duplicating names covering the best families in every city, town and village in the United States.

Dealers in towns over 50,000 population can secure names limited to their immediate neighborhood. They may specify the exact streets and blocks if they wish. In smaller towns, limited neighborhood selection is not usually required. Prices and additional information regarding the list will be furnished promptly upon request.

Dealers representing the following manufacturers need not purchase the list. These manufacturers have already arranged for the use of this list, without extra charge to their dealers, in addressing their regular Dealer Help Letters, Folders and Mailing Cards.

- | | |
|-------------------------------------|-----------------------------|
| American Bosch Magneto Corporation. | Colin B. Kennedy, Inc. |
| Earl Radio Corporation. | Stewart Warner Corporation. |

THE REUBEN H. DONNELLEY CORPORATION Direct Mail Division

Reuben H. Donnelly Corporation, 79 Madison Ave., New York, N. Y.

Gentlemen:—

Please send information regarding your Radio Prospect List to

(Firm)

(Street) City

I handle the following makes



Browning-Drake

14

Points!

that make selling easy
and profits sure—
outstanding features of the

NEW 1930 **BROWNING-DRAKE**

Screen-grid **RADIO**



Cabinet (at left) of selected walnut and American gum-wood, high-lighted Duco finish, inbuilt dynamic speaker.

Model 54
Small console (38x26x14)
Screen-grid
Less Tubes **\$142.50**

Model 64
Small console (38x26x14)
Heater-type
Less tubes **\$137.50**

Prices slightly higher west of Rockies



Exquisitely designed console with Australian Velvanwood paneling, satin Duco finish, inbuilt special electro-dynamic speaker, dimensions 47x29x16.

Model 57 (illustrated above)
Screen-grid.
Less tubes **\$188.50**

Model 56 (42x25x15)
Screen-grid.
Less tubes **\$154.50**

Model 67 (illustrated above)
Heater type.
Less tubes **\$183.50**

Model 66 (42x25x15)
Heater-type.
Less tubes **\$149.50**

Prices the same throughout the country.

YOU'VE many convincing sales points to give your prospect when you offer the New 1930 Browning-Drake Screen-grid set. The fourteen below are just some of the many that make this set so satisfactory both to you and your trade. They insure the least possible servicing.

Here they are:

1. Semi-automatic tuning—both kilocycles and call letters on dial.
2. Five tuned circuits—nine tubes.
3. Tuned antenna.
4. Push-pull audio (245 power tubes).
5. Power detection (plate rectification) optional.
6. Hum eliminator.
7. Band-pass filter effect 10 KC selectivity.
8. Merphon trouble-proof condenser.
9. Voltage, regulation adjustment (manual).
10. Power unit integral part of chassis.
11. Special electro-dynamic speaker.
12. Phonograph, short wave and television connections.
13. Selected walnut and American gum wood cabinet.
14. Hand-rubbed satin Duco finish.

In eight models—console and table—heater and screen-grid types.

You ought to get the whole story about this set and our unusually attractive franchise. Write for it now.

Browning-Drake Corp.

226 Calvary Street, Waltham, Mass.

Builders of quality radio for five years.

Nearly 1,500,000 people now

And

Browning-Drake now offer

in addition to their A-C Models

**Inductor
Dynamic
Speaker**

The First Modern Battery-Operated Set

**Triple
Screen-
grid**

which enables you to take
advantage of the great rural market

THOUSANDS of rural homes cannot use electric sets—yet their need for good radio is urgent. They want and can pay for the best.

Knowing this, and at the request of many distributors, we have designed the first strictly modern battery-operated set, having all the many new features of our 1930 A-C Receivers.

The A, and particularly, the B, currents are very low—a strong selling point.

Here is the opportunity for all who serve, or can serve, rural areas to secure a set that will more than satisfy the need for an up-to-date radio—durable, attractive in appearance, efficient in every way.

These models Nos. 83 and 84 are fitting companions to our new 1930 A-C Models. In outward appearance, they are the same.

Features of the New Browning-Drake Battery Sets

Low A and B current drain	Four-tuned stages, with tuned antenna
Screen-Grid tubes	Semi-automatic tuning—a feature of our A-C sets
Push-pull audio	Handsome cabinets of selected walnut and American gum woods
Inductor dynamic speaker—no current needed to actuate the field.	Hand-rubbed satin Duco finish

Several territories still open for live distributors and retailers. Write.

BROWNING-DRAKE CORP.

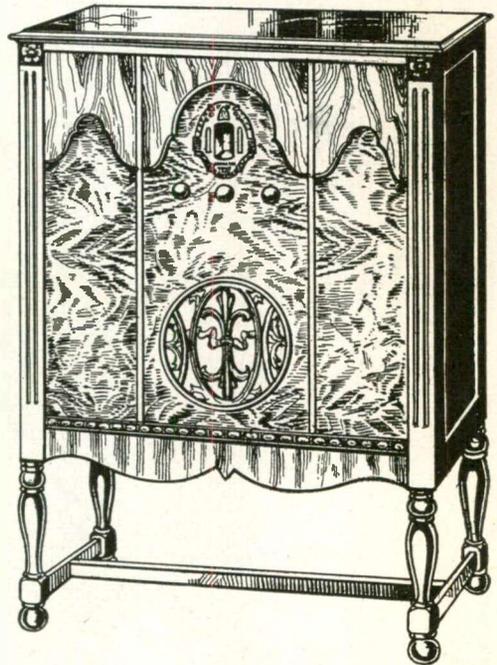
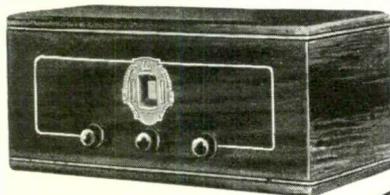
226 Calvary Street, Waltham, Mass.
Builders of quality radio for five years.

Model 83—
Battery Operated. Table Model. (less tubes) **\$75.00**

Model 53—
A-C Screen-Grid. Table Model. (less tubes) **\$102.50**

Model 63—
A-C Heater Type. Table Model. (less tubes) **\$98.00**

(Prices slightly higher west of Rockies)



Model 84
Small console (38x26x14) (less tubes) **\$119.50**

(Prices slightly higher west of Rockies)

Browning-Drake

listen in on Browning-Drake Sets



The Electro-Chromatic PICK-UP

Nowhere in the field of sound reproduction is the demand for precision and sensitivity more severe than in the case of the pick-up. Nothing has yet approached the ELECTRO-CHROMATIC Pick-up in satisfying this demand. Sensitive as a fine watch, this truly remarkable instrument reproduces every shade and colortone of the composition.

Faithfully interpreting those intricate chromatic details so essential to real music, the ELECTRO-CHROMATIC Pick-up—like the phonograph reproducers made by this Company—has earned its reputation as “the standard by which others are judged and valued. All this MUST interest anyone interested in realistic pick-up performance.

The AUDAK COMPANY, 565 Fifth Avenue, New York

“Creators of High Grade Electrical and Acoustical Apparatus Since 1915”

In Canada—The Canadian National Carbon Co., Ltd., Toronto

EVEREADY RAYTHEON 4-PILLAR TUBES

BRING OUT
THE BEST THAT'S
IN ANY
RADIO RECEIVER



4-Pillar Screen Grid

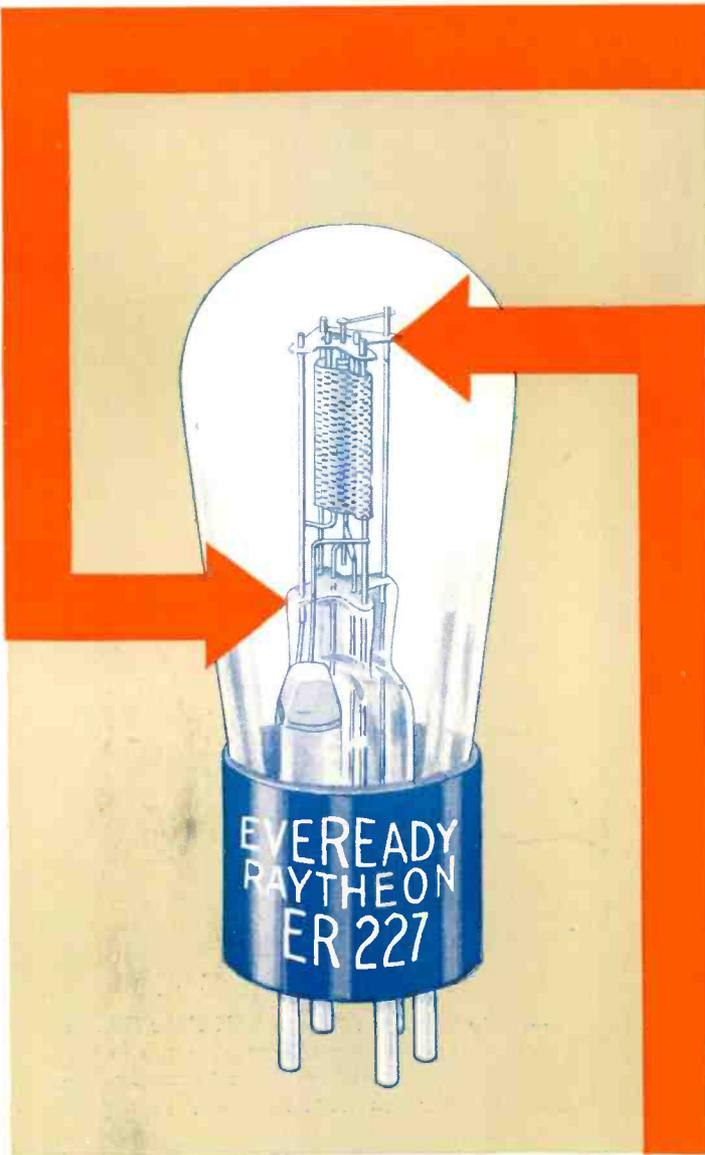
Eveready Raytheon Screen Grid Tube ER 224. The weight of the four large elements in this type of tube makes the exclusive Eveready Raytheon 4-Pillar construction vitally important.



THE GREATLY SUPERIOR performance of new Eveready Raytheon Tubes means the very best reception a radio receiver can give. People in all parts of the country report amazing results from their own receivers since installing these marvelous new tubes. Greater distance, more power, improved tone, quicker action!

Put a new Eveready Raytheon Tube in each socket of a receiver—and note the vast improvement. Then examine one of these tubes. You can see that Eveready Raytheons are better because they are built stronger. Observe the solid, four-cornered glass stem at the base of the elements, supporting the four rigid pillars which hold the elements. Notice how the elements are anchored at both sides as well as at the ends. Note how

4-PILLAR TUBES



RECEIVING TUBES OF ALL TYPES AND TUBES FOR TELEVISION

EVEREADY RAYTHEONS come in every type, for A.C. and battery-operated receivers. Eveready Raytheon Kino-Lamps and Foto-Cells are used extensively in television and talking movies. The Eveready Raytheon B-H Rectifying Tube is the original gaseous rectifier for which the great majority of all "B" power units are especially designed.

NATIONAL CARBON COMPANY, INC.
General Offices: New York, N. Y.
Branches: Chicago Kansas City New York
 San Francisco
 Unit of  and Carbon
 Union Carbide Corporation

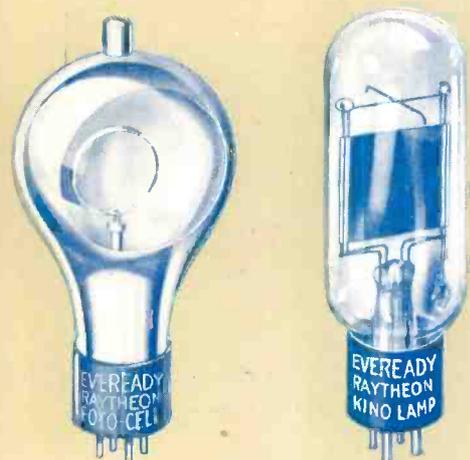


Trade-marks

this 4-Pillar construction is braced still further by a stiff mica plate at the top.

The jolts and jars all tubes receive in shipment cannot distort the elements in an Eveready Raytheon. Handling these tubes and installing them cannot impair their performance. For the elements are permanently held in their correct and accurate positions by the patented Eveready Raytheon 4-Pillar construction.

No other radio tube is so strongly made. No other tube can give you all the advantages of this 4-Pillar construction, for it is patented and exclusive with Eveready Raytheon. These fine tubes come to you in the same perfect condition as when they leave our laboratory test room . . . all their superlative performance intact.



The Eveready Raytheon **Foto-Cell** is a long-life transmitting tube for talking pictures and television.

The Eveready Raytheon **Kino-Lamp** for television reception is the first tube developed commercially which will work with all systems.

4-PILLAR TUBES

Here are the
ONLY Radios that
have an Exclusive
selling Feature!



Courier and Peerless Radios

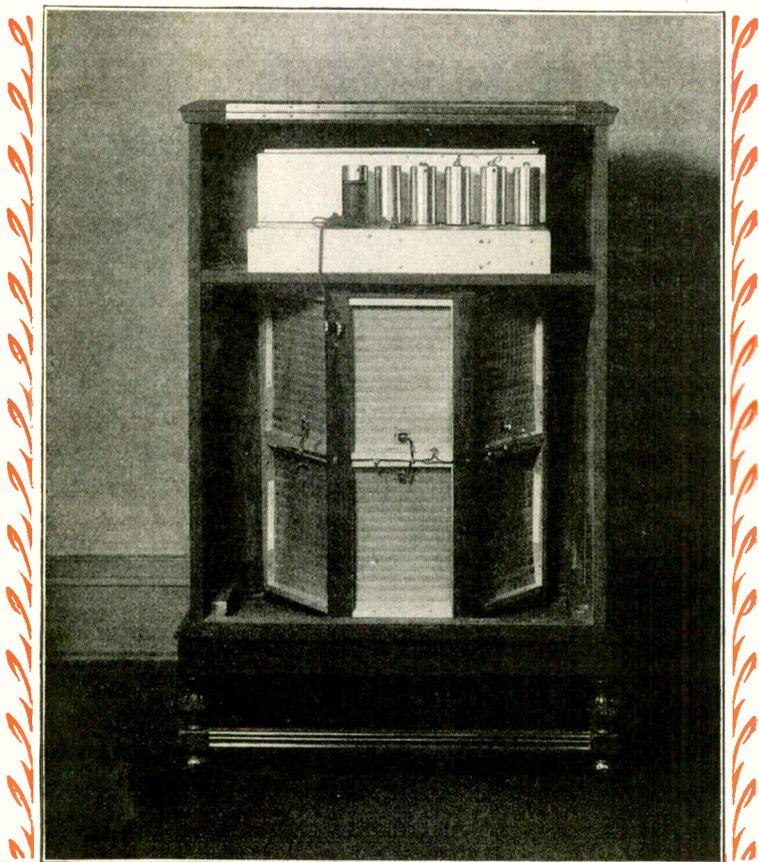
Every new development that has proved to be good has been incorporated into these sets. Here's real *value*—value that *shows*.

But the *big* thing about Peerless and Courier Radios—the thing that is making them the sensation of every radio show—is Kylectron.

Read the next 2 Pages . . .

...and here's

Kylectron



Here's Kylectron—the only exclusive selling feature of any radio today. It's not an attachment—not just an improvement. It's an entirely new method of sound reproduction. The results it brings to radio are truly amazing.

Radio engineers have pronounced Kylectron the “most direct method of sound transmission.” To the radio listener that means *true* radio. It means reproduction without distortion, without overaccent of treble or bass. It means perfect response over the entire broadcast range.

When you know *all* about Kylectron—what it is and how it works—you'll realize why it is the “biggest development in radio since the first tube set.” And you'll realize why the three words “equipped with Kylectron,” followed by a demonstration of Kylectron *tone*, are worth more than hours of selling talk about the ordinary radio.

Offered only on...

COURTIER *and*

PEERLESS *Radios*

***"It isn't radio . . .
it's the human voice"***



... the new method

of Reproduction!



At the Chicago Show

Kylectron was first introduced at the Chicago Show in May. Experts were amazed. All Chicago stampeded the Boston Store to see and hear the new radio sensation.

—at the New York Show

At New York again, Kylectron was the sensation of the show. Dealers' shops were *filled* with people who wanted to know more about the development that was revolutionizing radio.

—and everywhere else

The same enthusiasm greets Kylectron every place it is shown. People read about Kylectron in the newspapers. They visit the dealer who offers Peerless and Courier Radios. They see—hear—marvel. And they *buy*. They're buying these radios so fast it's keeping four factories busy filling orders.

NO wonder Peerless and Courier Radios, equipped with Kylectron, are causing a sensation wherever they are shown. It would be a wonder if they didn't!

Other radios have improvements—refinements—attachments of one kind and another that improve reception or sharpen selectivity. Certainly, Courier and Peerless sets have all these improvements too. Screen grid—power detection—single dial tuning—single light socket operation and all.

But—and here's the big point—only Peerless and Courier Radios have Kylectron. And Kylectron is *more* than an attachment—*more* than just an improvement—*more* than a refinement. Kylectron is an entirely *new method of sound reproduction*. It's new as the first vacuum tube was new. And it offers a dealer the same opportunity for profit that an exclusive franchise for tube sets would have offered a few years ago.

Don't ever look back on 1929 as the year you overlooked a big bet. Grab this chance. Kylectron is going over big now. But compared to what it's *going to do*, its present sensation is less than nothing.

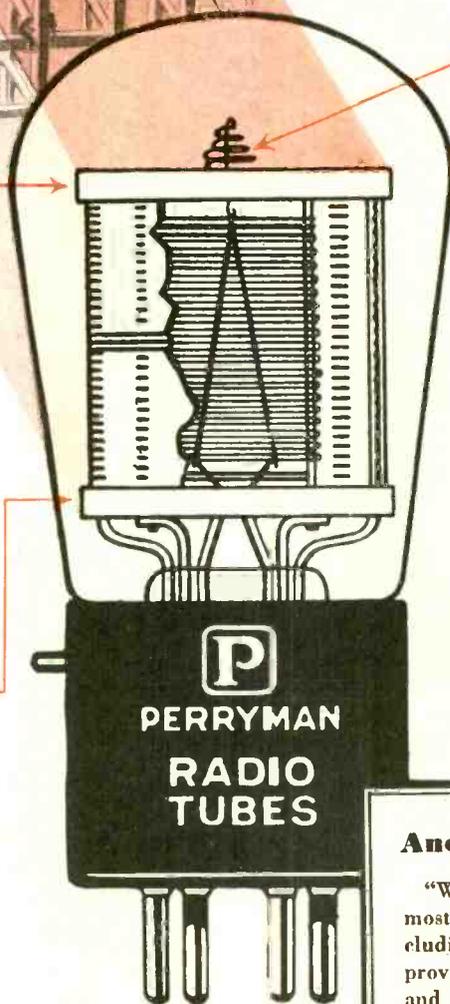
If you don't already handle Peerless and Courier Radios, write, wire or phone your distributor at once. Get your share of business from the swarms of people already interested in Kylectro —already *wanting* to hear it—and all ready to *buy* the radio that has it. Get the details now—*today!*

UNITED REPRODUCERS CORPORATION
Springfield, Ohio

RIGID AS RIVETED STEEL

JUST as the skeleton of a skyscraper stretches up with rigidity, flexible enough to defy the terrific strain of wind, the two Perryman bridges, top and bottom, hold the grid, plate and filament always in permanent parallel alignment.

This Double Bridge Construction makes Perryman Tubes shock-proof against all necessary handling in shipping, in your store and in your customer's sets.



The Perryman Tension-Spring, another exclusive feature, allows for the uniform expansion and contraction of the filament due to temperature changes.

These two outstanding exclusive features mean fewer replacements — greater net profits for you.

Easier sales result when you point out the Double Perryman Bridge and Tension-Spring to your customers.

Another Jobber says:

"We consider Perryman Tubes the most satisfactory on the market, excluding none. Perryman Tubes are proving very uniform, very substantial, and the percentages of replacements very low. We are highly pleased to represent the Perryman Company."

THE PERRYMAN ELECTRIC CO., Inc.
4901 Hudson Blvd. North Bergen, N. J.

PERRYMAN

RADIO TUBES

**10 YEARS AGO
TODAY
10 YEARS FROM NOW**

10 years ago the commercial world was just awaking to the broad possibilities of Bohnalite—the light alloy that is 62% lighter than iron yet just as strong.

Today Bohnalite has replaced iron in a wide variety of industries because of its many marketing advantages, as well as the ease and economy with which it can be handled in the shop.

10 years from now Bohnalite we believe will be universally used and will be as standard as steel.

Why don't you investigate today? Why wait for tomorrow? Why give your competitors a chance to have "an edge" which your shop and selling organization may enjoy today?

Write for Bohnalite literature. Send samples of your castings with blue prints.

BOHN ALUMINUM & BRASS CORPORATION, DETROIT, MICH.
New York Chicago Philadelphia Cleveland Pittsburgh



CHAS. B. BOHN
The authority who developed Bohnalite

BOHNALITE

62% LIGHTER THAN IRON

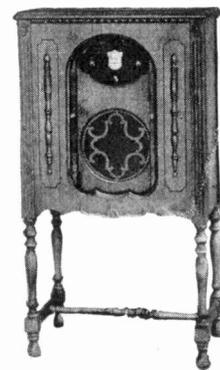
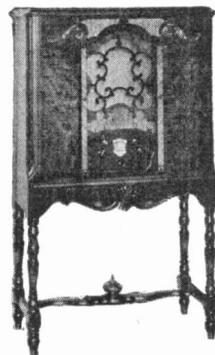
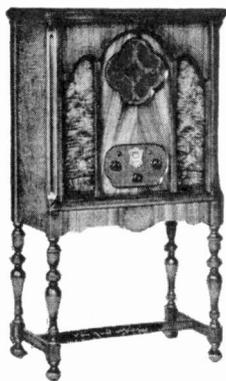
ATWATER KENT

RADIO

SCREEN-GRID

**Few names in radio have
survived seven years**

**Atwater Kent has LED that
long—and LEADS today!**

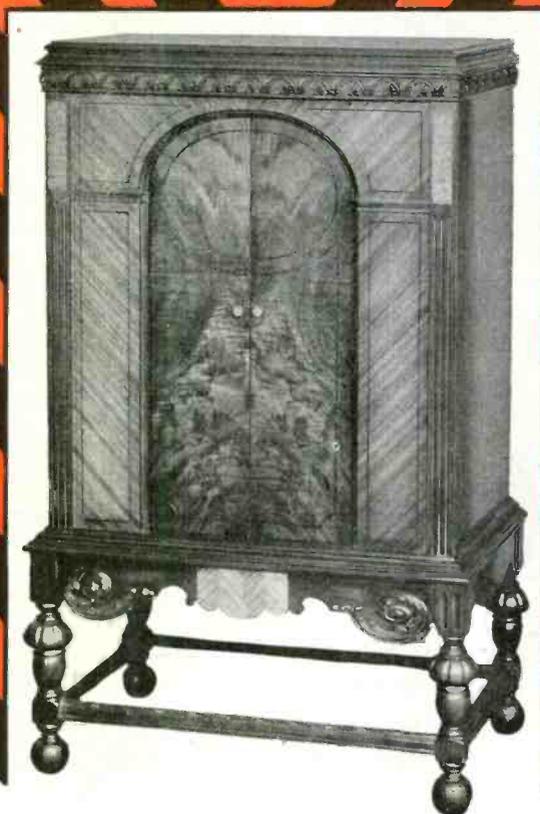


IN CABINETS—The best of American cabinet makers—famous for sound design and sincere workmanship—are co-operating to meet the demand for Atwater Kent Screen-Grid Radio in fine cabinets like these.

ON THE AIR—Atwater Kent Radio Hour, Sunday Evenings, 9:15 (Eastern Time), WEA network of N. B. C.
Atwater Kent Mid-Week Program, Thursday Evenings, 10:00 (Eastern Time), WJZ network of N. B. C.

Atwater Kent Manufacturing Co., A. Atwater Kent, Pres., 4733 Wissahickon Ave., Philadelphia, Pa.

**MAKE ANY SET BEAUTIFUL WITH
THIS RADIO MASTER CABINET**



This lovely model in rare splendid woods will receive nearly any set—it will make of any set a magnificent piece of furniture.

Front panels of half-diamond matched Oriental Walnut Satinwood overlay, sliding doors of two-piece matched Butt Walnut, non-rattle construction. Set compartment 23 $\frac{1}{4}$ " wide, 13"

RADIO MASTER
BAY CITY



high, 13" deep. Speaker compartment 14" high. Designed by a master—built in the Radio Master Factory by real craftsmen in wood.

Enhance the selling value of your sets—get two profits where you got one—send for information on the Radio Master line—the cabinets which have helped sell thousands of sets.

CORPORATION
MICHIGAN

Radio Master Cabinets
THE SETTING BEAUTIFUL FOR ANY RADIO



PROVEN!

THE outstanding preference for Atwater Kent Cabinets by ADLER-ROYAL proves, far more effectually than words, their unusual sales possibilities for jobber and dealer.

Compare ADLER-ROYALS, for design, finish and construction, with any other cabinets similarly priced . . . then make your own decision. *That's all we ask.*

ADLER MANUFACTURING CO., Incorporated, LOUISVILLE

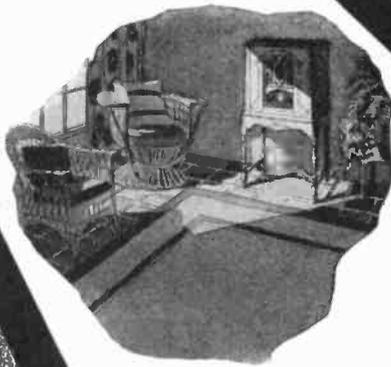
ATWATER KENT
Cabinet by . . .
ADLER-ROYAL



Outselling all others
four to one

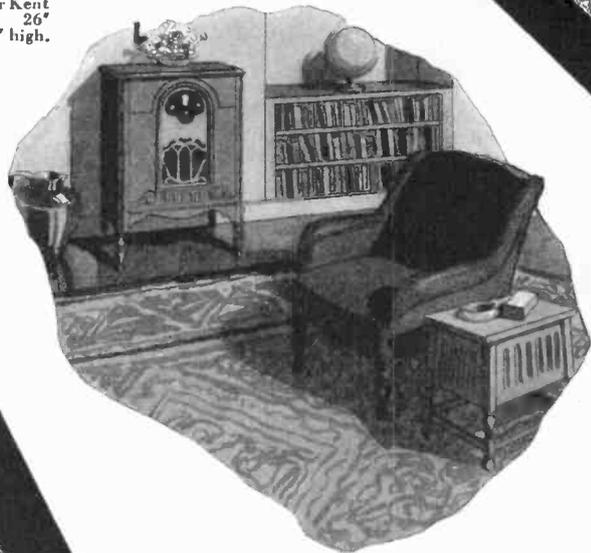
Red Lion CABINETS

FOR ATWATER KENT RADIOS



MODEL RL 5500

Graceful high-boy, finished in walnut. Designed for the new Atwater Kent Screen-Grid Sets. 26" long, 16" wide, 48" high.



MODEL RL 55C

Beautiful console, finished in walnut. Designed for the new Atwater Kent Screen-Grid Sets. 26" long, 15 1/2" wide, 39" high.

GRACEFUL design that never tires the eye . . . Beautiful finish that is not affected by boiling water, alcohol or other liquids . . . Careful attention to constructional details . . . Excellent workmanship . . . Unsurpassed manufacturing facilities . . . Aggressive advertising and merchandising . . . Close co-operation with Red Lion-Atwater Kent Dealers . . . All are factors that have contributed to the overwhelming demand for this year's models of Red Lion Cabinets for the new Atwater Kent Screen-Grid Radio.

[This tremendous demand has necessitated the addition of another complete factory unit . . . one-quarter mile long by three hundred and fifty feet wide . . . to be completed by January 1, 1930.]

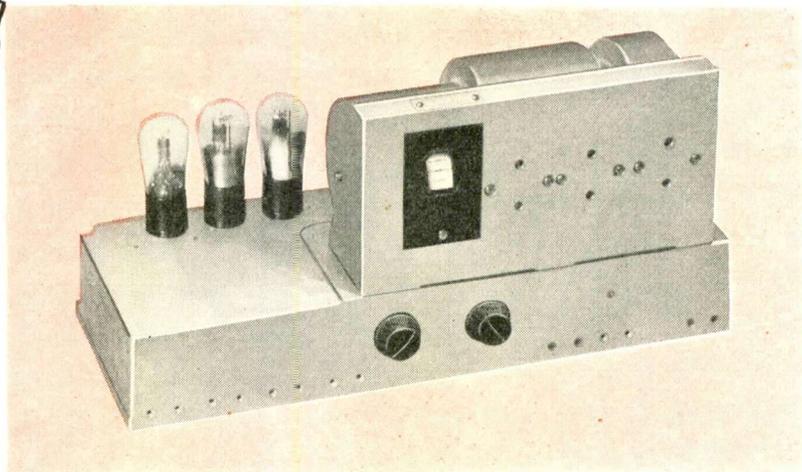
RED LION CABINET COMPANY
RED LION, PA.

Makers of the famous Red Lion Furniture

Victoreen

Ready Now!

14
TUBE



John A. Victoreen, pioneer radio engineer of Cleveland, Ohio, who designed the remarkable Victoreen Super-Heterodyne fourteen-tube Circumnavigator Radio.

In all the world . . .
no radio like this . . .

As new as a new day comes the Victoreen Circumnavigator—and with it comes a new day for dealers.

Head and shoulders Victoreen stands above the crowd—the 200 makes of radios that are as much alike as peas in a pod.

Truly—in all the world no radio like this—a miracle of performance that obsolesces all past endeavors.

For the Victoreen was born of public demand—the need for a set superior to any in existence—a set that would remove all element of doubt as to which was finer from tone to cabinetwork—whose greater power could not be questioned—whose performance and selectivity were beyond compare.

A Super-Heterodyne—of course—to give balance that other sets can only approximate.

A Super-Heterodyne of 14 tubes—to startle every listener with undreamed of sensitivity, mighty power and magic reach for distance—14 tubes in a 2-part chassis which differs entirely from any now offered the public.

Astounding—breath taking—performance—and, of course, this greatest of all radios is designed with finer cabinets—to harmonize with homes that demand the best of everything.

Yes—a new day is here—the day of the Victoreen and the Victoreen dealer.

DX WITHOUT AERIAL

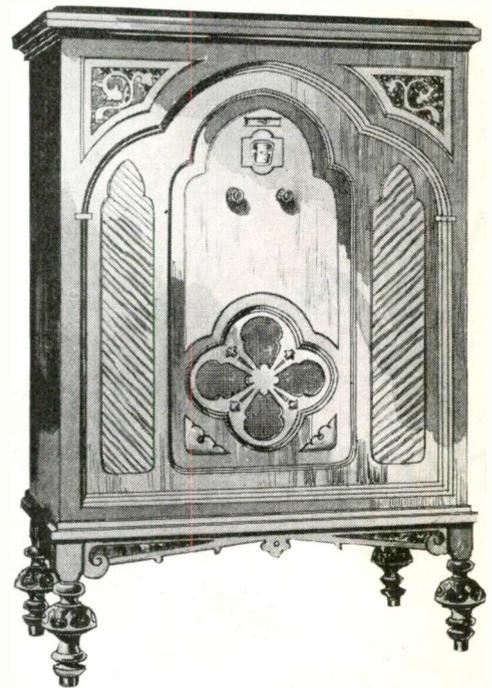
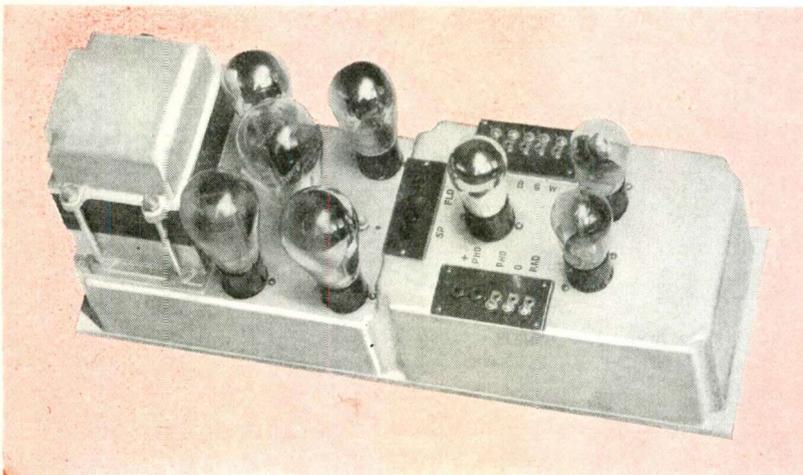
Like magic—with only a ground connection—the Victoreen Circumnavigator will bring in with mighty volume, stations up to several hundred miles. With an aerial added it steps away from ordinary sets like a greyhound from a turtle. 14 tubes are responsible. 8-227 A.C., 2-281 rectifier, 2-874 voltage regulator and 1-201A tubes with a 250 power tube in the output. One spot (non-harmonic) reception—a challenge for comparison and proof of the actuality of finer radio reception.

Victoreen

2825 CHESTER AVENUE

SUPER-HETERODYNE

Now >>> one Radio that stands out from all the rest



The Royal Road to Radio Profit

Because it is so astounding, the Victoreen does not conflict with any radio you now handle. As nothing can compare with it, so nothing can take its place. Victoreen is the **ONLY** radio you can offer to those who want the finest—just as it is the only radio that eliminates all element of doubt from the prospective purchaser's mind.

The Victoreen brings you larger units of sale—and it is far easier to sell for \$300.00 than old-type sets for half of that. It does away with cut prices and chain store competition—and its foolproof chassis, that needs no servicing and can be guaranteed for one year—means, of course, added profit.

Only through a thorough study, of the many remarkable advantages offered by the Victoreen Circumnavigator, can you realize what its introduction means to you in dollars and cents. Today—gain this important information by mailing the coupon. No obligation.

The Artist Grande, pictured above, represents the only pure 15th Century Gothic design in radio cabinets and is made of exquisitely finished Walnut Veneer. Built for homes that demand things of real artistry. Complete with Concert Grande Dynamic Type Speaker, and 14-tube Victoreen Radio Chassis **\$325⁰⁰**

De Luxe Model—beautiful hand carved cabinet of rare woods inlaid in a manner to meet the most sophisticated taste **\$395⁰⁰**

Combination Phonograph and Radio—in the most beautiful cabinet ever offered to the industry **\$595⁰⁰**

Radio Co.

CLEVELAND, OHIO, U. S. A.

VICTOREEN RADIO CO.
2825 Chester Ave., Cleveland, Ohio

Gentlemen:—Please send me complete facts covering the Victoreen Super-Heterodyne 14-tube Circumnavigator Radio—and full details of unusual dealer franchise proposition.

Name

Address

City State



No hum

No buzz

No crackle

Longer life

High Vacuum

23 Years of engineering leadership

minimizes service costs

de Forest
AUDION
424

1906

1929

de Forest
AUDIONS

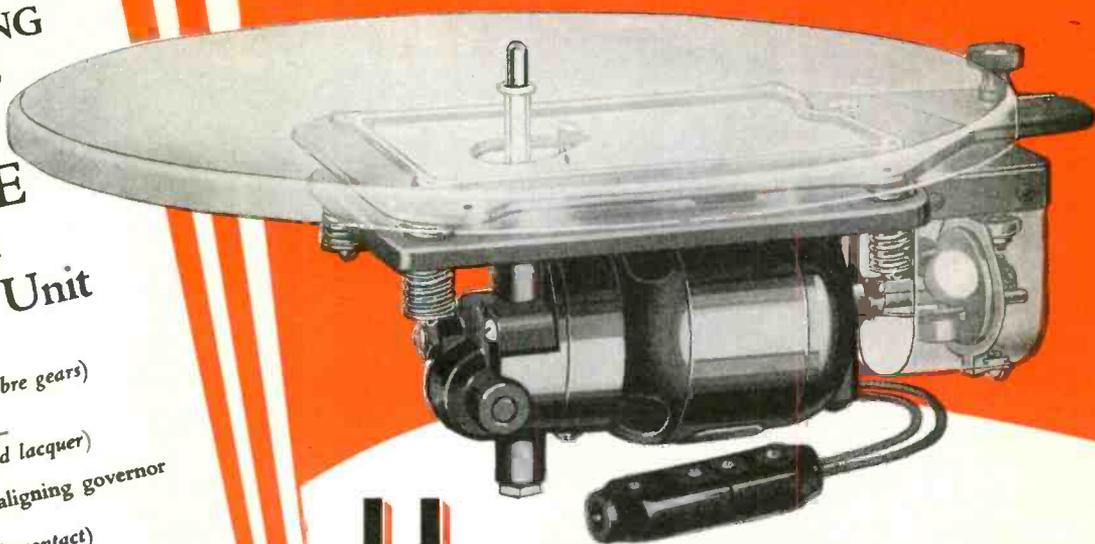
DE FOREST RADIO COMPANY
JERSEY CITY, N. J.

Branch Offices located in

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

**OUTSTANDING
FEATURES**
of the
**BODINE
Electric
Turntable Unit**

- Bakelite gears—
(instead of fibre gears)
- Baked enamel finish—
(not sprayed lacquer)
- Double contact self-aligning governor
brake—
(not single contact)
- Enclosed governor—
(no exposed parts)
- Ventilating fan on motor—
(no overheating)
- Double mounting plate with 4-point
spring suspension—
(no noise)
- Ground shafts to .00025 in. tolerance,
minus only—
(no bearing trouble)
- Running test of 24 hours for each unit—
(no service annoyance)
- Powerful motor—
(no delay in acceleration of turntable)



UNSURPASSED

**In Quality of Materials
and Engineering Skill**

THERE has been no attempt to attain tremendous production records in the manufacture of Bodine Electric Turntable Units. On the contrary, the ideal has been to achieve perfection in design and in the manufacturing process. Precision methods prevail in the Bodine plant.

Manufacturers, jobbers and dealers who are looking for the superlative in turntable design should investigate the Bodine Electric Turntable Unit. It is built up to an unyielding high standard of quality—not down to a price. No other unit has so many exceptional features or so many good talking points. It is a prestige builder that boosts sales!

Mail the coupon today!



**To Demonstrate
A. C. Sets**
Bodine Model 1031 R Motor
Generator Set for A. C. sets and
phonographs in D. C. districts.
2-unit construction eliminates
hum. Produces 110 V 60 Cy.
current. Units also for 110-115V
or 32 V D. C. Built-in filter.

**For the Talks
or Television**
Bodine Model AE Synchronous
Motor, 1/20 to 1/4 H.P., for televi-
sion experimental work or for driv-
ing motion picture projectors and
turntables synchronously for talk-
ing pictures. Speed remains abso-
lutely constant at 1800 R. P. M.



BODINE

SMALL-MOTOR SPECIALISTS FOR 24 YEARS

BODINE ELECTRIC CO.
2242 W. Ohio Street, Chicago

Please send us information and prices on items
checked below.

Bodine RC-10 Electric Turntable Unit
 Bodine 1031 R Motor Generator Set
 Bodine Synchronous Motor

Name.....
Address.....

The ROYALTY OF RADIO

KENNEDY
Merchandising Manual

KENNEDY
Merchandising Manual

explains briefly
isely some speci.
lations for

Kennedy's Merchandising Plan
creates Genuine
DEALER ENTHUSIASM

KENNEDY
RADIO



The ROYALTY

OF RADIO

Dealers and Salesmen Know
the value of
KENNEDY'S PROTECTIVE POLICY

WHEN you sign a Kennedy Protective Franchise you receive a success-insurance policy... The advantages of territorial protection take you out of the clogged-up lane of dealers, each crowding the other to sell *identically* the same merchandise to the same prospect... You and your salesmen are freed from many of the evils of fruitless demonstrations—"quiet" customer discounts—unwarranted trade-in allowances, and other "sniping" practices... Instead, you are on a sound business basis—you are sure of putting in your time to your own advantage—you have a real incentive to work harder, sell more and profit most... Add to this the prestige always associated with "The Royalty of Radio"—the resources of one of the strongest companies in the field—the leadership of leaders in radio and industry—and you quickly see the reasons for the unusual success which franchised Kennedy Dealers enjoy... Colin B. Kennedy Corporation, South Bend, Indiana.

← Royal Model 220 (Screen-Grid Lowboy) \$159
 Royal Model 320 (Screen-Grid Highboy) \$189
 Royal Model 210 (Neutrodyne Lowboy) \$152
 Royal Model 310 (Neutrodyne Highboy) \$182 →

KENNEDY
RADIO

HOWEVER FINE THE SET
IT TAKES A
DYNAMIC
SPEAKER
TO MAKE ITS FINENESS
✓ AVAILABLE
✓ PERMANENT
✓ SALEABLE
-AND **MAGNAVOX** ALONE MAKES THE
DYNAMIC SPEAKER



Since the public judges the product or any radio manufacturer by the sound it hears from it, why not protect the public impression of the set YOU manufacture by building into it the **ONLY** speaker guaranteed against hum or rattle for the life of the speaker? That is the X-Core Dynamic Speaker — made by Magnavox, of course — for only Magnavox may make a Dynamic Speaker.

THE MAGNAVOX COMPANY

Established 1911

Factory and Pacific Sales: OAKLAND, CALIFORNIA

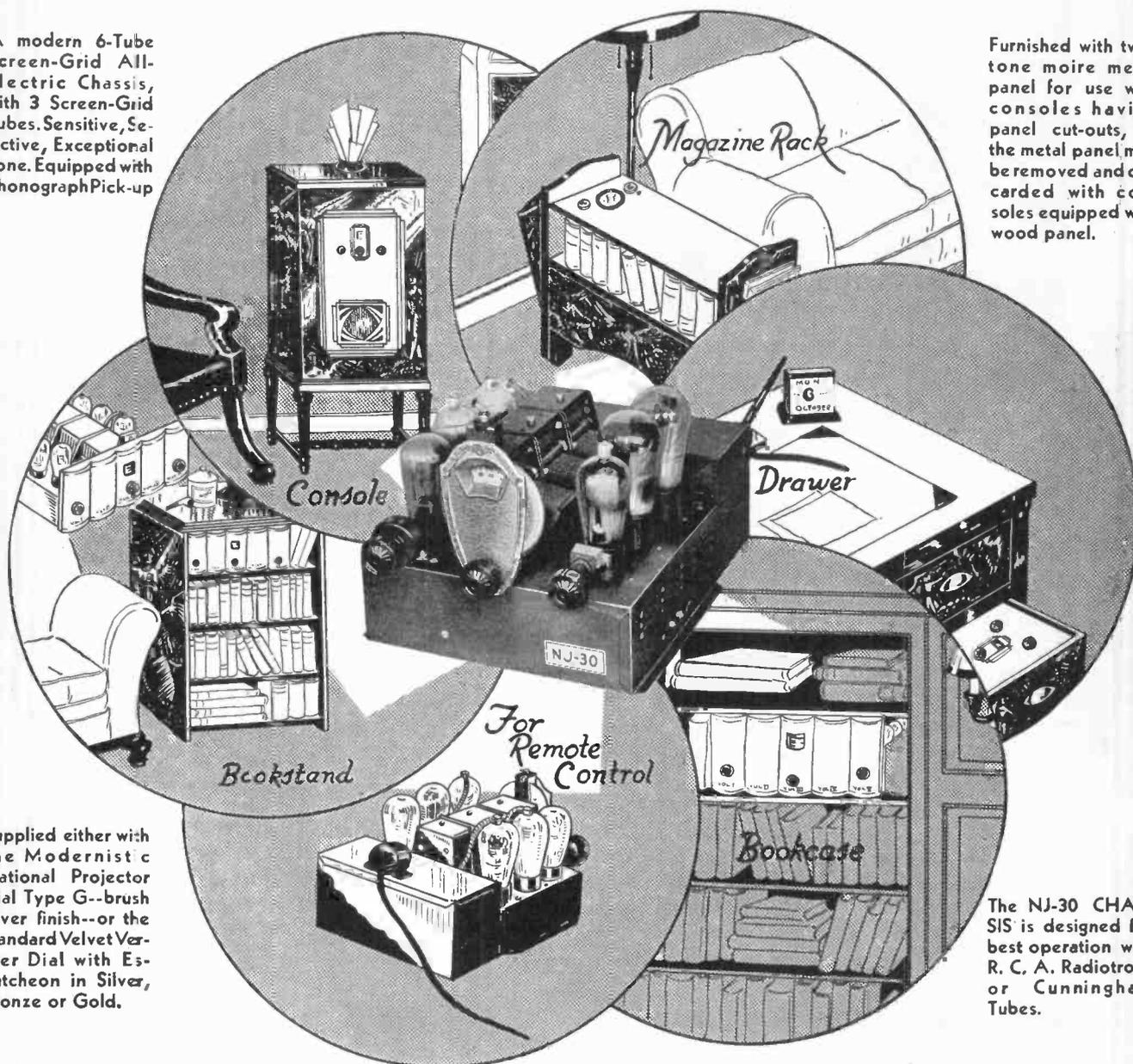
Factory and Sales East of the Rockies: CHICAGO, ILLINOIS

A New Idea In Radio Merchandising The NJ-30 SCREEN-GRID CHASSIS

Adaptable to a wide range of installations on existing or new consoles, tables, bookcases, desk drawers or cabinets.

A modern 6-Tube Screen-Grid All-Electric Chassis, with 3 Screen-Grid Tubes. Sensitive, Selective, Exceptional Tone. Equipped with Phonograph Pick-up

Furnished with two-tone moire metal panel for use with consoles having panel cut-outs, or the metal panel may be removed and discarded with consoles equipped with wood panel.



Supplied either with the Modernistic National Projector Dial Type G--brush silver finish--or the standard Velvet Vernier Dial with Escutcheon in Silver, Bronze or Gold.

The NJ-30 CHASSIS is designed for best operation with R. C. A. Radiotrons or Cunningham Tubes.

Laboratory assembled with genuine NATIONAL COMPANY parts and NATIONAL R. C. A. - licensed Power-Amplifier all complete in one unit.

THE JACKSON RESEARCH LABORATORIES

JACKSON STREET, MALDEN, MASS.

Now come the facts

on radio performance and ease of sale quickly presented



\$154.50* less tubes Approved 17th Century English Console Number 47 (above) with Model 900 Stewart-Warner Electro Dynamic Reproducer. Cabinet of American walnut with silent sliding doors. Height 44 inches, width 26½ inches, depth 16¾ inches. West of Rockies, \$159.25 less tubes.

Cabinets by Louis Haheon Co., Chicago, and Burnham Phonograph Corp., Los Angeles

Ask to see Stewart-Warner's Point-a-Minute story

The Stewart-Warner salesman has a story to tell you. It shows where lies your biggest opportunity in the radio business.

Every important phase of radio performance, of radio construction, of radio selling, is covered in this illustrated collection of facts.

No matter what line you may now be carrying, this presentation will be an education to yourself and your sales people.

If you haven't seen the Stewart-Warner Point-a-Minute story, write for it now. Learn how "The Set with the Punch" has earned this triumphant title. Find out how Stewart-Warner dealers are cashing-in on the most modern set in Radio—it even has

Screen Grid or Balanced Bridge Circuits!

Screen-Grid Circuit: Uses three new 224-type Screen-Grid tubes; two 227-type heater tubes (one as the power detector); two new 245-type tubes in powerful new "push-pull" hook-up; and one 280-type rectifier tube. Resistance-coupled audio frequency. Three stages of screen-grid amplification. No A. C. HUM—yet 100% sensitivity.

Balanced Bridge Circuit: Uses five 227-type heater tubes, one serving as detector; two new 245-type tubes in a powerful new "push-pull" hookup; and one 280-type rectifier tube.

Connections for Television: equipped to receive these signals when popular in broadcast range.

Air-Cooled Power Transformer: more efficient performance through positive cooling of coil.

Plug-in for Phonograph.

4-in-line Variable Condensers: most accurate condenser gang made; completely shielded.

Extremely Accurate Tuning Coils: scientifically space wound and crystal tested to exact capacity.

Built-in Aerial: ground wire only required for local reception and home demonstrations.

Completely Shielded Chassis: one-piece drawn copper coil shields; shielded condensers; power detector and power transformer units.

Aerial Compensator: 3 taps provide adjustment to any type aerial and local conditions.

Complete line—all price ranges. Consoles, consolettes and table models, \$89.75 to \$165.50, less tubes—west of Rockies, \$92.25 to \$170.50, less tubes.

"plug-in for television." *Note features listed here and send for details on the fairest franchise in the radio world. Write today to get the benefit of our big new program.

* Plug-in for television when used in connection with standard scanning disc and amplifier system will receive any television program transmitted in the present broadcast band.

STEWART-WARNER

Radio

"THE SET WITH *the* PUNCH"

Service Plus!

It's the *plus* that counts!

Like the "it" in personality, the knockout blow in boxing, or the crashing ace in tennis, it's the punch that counts!

The SUPREME DIAGNOMETER is full of *extra punch!*

Would you patronize a plumber who couldn't stop a leak?

A doctor who couldn't cure a cold?

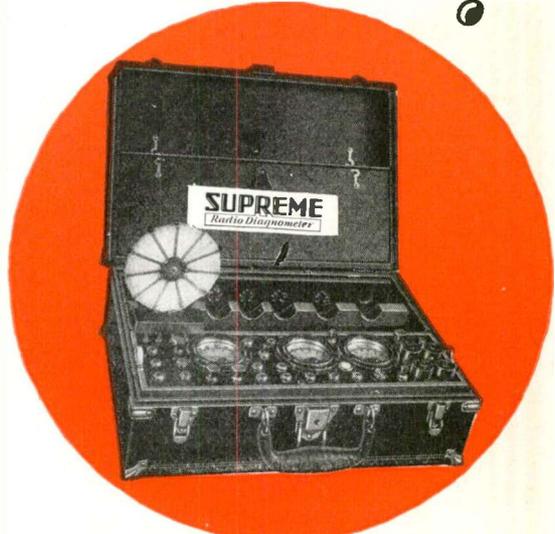
Then why use servicing equipment that doesn't fill your every need?

That doesn't provide for every test?

That doesn't do justice to your skill?

That doesn't enable you to give *service plus?*

Your customers expect and appreciate SUPREME LEAGUE SERVICE which is the *Service Plus* in radio. You can give SUPREME LEAGUE SERVICE with the SUPREME DIAGNOMETER.



"Set Testers" prove only 29% to 40% efficient in comparison with the SUPREME DIAGNOMETER

Thorough and complete, yet surprisingly simple. The SUPREME RADIO MANUAL gives full instruction and much valuable radio information.

The Only Complete Portable Radio Testing Laboratory

No other radio testing device can anywhere near approach the range, completeness and flexibility of the SUPREME DIAGNOMETER. Make any test you like. Send for ours, which is confidently called "A Test that Challenges Attention." Some of the outstanding features of the SUPREME are:

- All tubes tested under actual operating conditions.
- Screen grid socket analysis without oscillation.
- 750 Volt 4 scale A.C. and D.C. meters.
- 3 scale milliammeter.
- Self-contained power plant.
- Modulated radiator for testing, synchronizing, neutralizing.
- External connections to all apparatus.
- Tests both plates '80 type rectifiers.
- All continuity tests without batteries.
- Universal analyzer plugs.

- Handy carrying case providing compartments and space for all tools and spare tubes.
- 750/150/16/4 A.C. Meter.
- 750/250/100/10 D.C. Meter.
- 2/12 Ampere-125-25 Milliammeter.
- Thermo couple meter for measuring output of a set.
- Measures resistances.
- Measures capacity of condenser 5 to 9 M.F.D.
- Makes all analysis readings.

and a request for complete specifications will reveal numerous other superiorities.



Supreme Service League

To Radio Owners: Look for this emblem in your radio shop, on the lapel button or card of your service man. It is your guarantee of dependable radio service. Cash in on the prestige the SUPREME SERVICE LEAGUE is building.



Order NOW

Present production permits immediate deliveries but the momentum of sales is such that buyers are cautioned to place their orders now. Reservations will be made against all orders placed for future delivery on specified dates. Make use of this plan to avoid disappointments.

Most good distributors carry the SUPREME DIAGNOMETER in stock. If yours cannot supply you, send order direct on form to right.

SUPREME

Radio Diagnometer

Makes every conceivable test on any Radio Set-

Supreme Instruments Corp.
346 Supreme Bldg.
Greenwood, Miss.

Please ship SUPREME DIAGNOMETER Model 400-B on basis checked below.

- Net cash \$139.50.
- Time payment plan—\$33.50 cash and 8 monthly payments of \$15.00 each.

All prices are F.O.B. Greenwood, Miss. No dealer's discount.

Date shipment desired

Signed

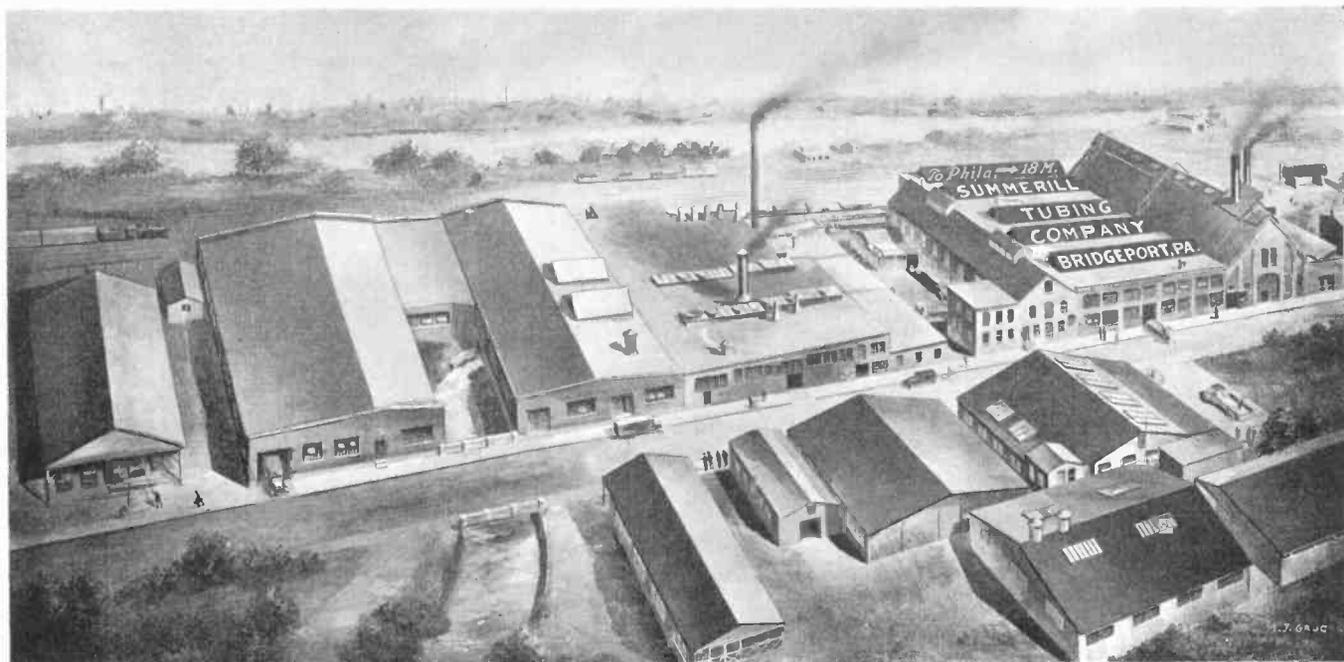
Firm Name

Street Address

City

State

Please give three or more bank or trade references and names of distributors from whom most purchases are made.



The SUMMERILL TUBING CO.

(Founded in 1899)

BRIDGEPORT, PA.

(Philadelphia District)

Probably *manufactures* more **PRECISION METAL TUBING** than any other organization in the *world*.

It produces large quantities of
PURE NICKEL TUBING
for the
RADIO TUBE INDUSTRY

This Department has quadrupled its output since May

6 features that make TRIAD the world's most profitable tube line

1 TRIAD QUALITY



Above all, Triad tubes are famous for quality. The severest tests known, plus close inspection limits, assure their absolute uniformity. They are manufactured to a standard which only Triad perfection can consistently meet. Dealers have learned that Triad Quality cuts costly service calls to a minimum!

2 TRIAD INSURANCE



Every Triad tube carries with it a printed certificate insuring a minimum of six months' perfect service. Any suggestion of sales resistance is quickly eliminated by this guarantee. It is a silent and powerful salesman that protects the customer's investment—and the dealer's profits. Only Triad has tube insurance!

3 TRIAD BOX



This unique Triad box possesses tremendous merchandising value and sales appeal. Its unusual shape and design lend themselves easily to spectacular and attractive displays. The tube trade of the country is fast learning to "Ask for the tube in the black and yellow triangular box."

4 TRIAD ADVERTISING



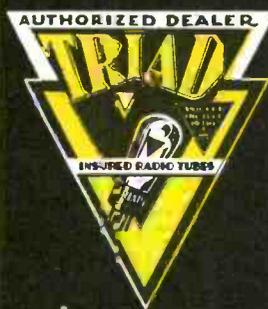
Large-sized newspaper advertisements, color pages in national magazines—these and other periodicals are carrying the Triad message in one of the most extensive advertising campaigns known to radio tube history. This national advertising is winning for every Triad dealer the maximum tubesales in his community.

5 TRIAD BROADCASTING



The TRIADORS broadcast every Friday evening at eight o'clock (Eastern Standard time), over WJZ and associated NBC stations—and over WNAC and WEAN Sunday evenings, 7:30 to 8 p.m. The popularity of these programs are well proven by the greatly increased tube business now enjoyed by every Triad dealer.

6 TRIAD DEALER HELPS



Entire window displays, flyers, counter stands, flashers—every conceivable help is given to the Triad dealer to tie up his store with Triad national advertising and broadcasting. Thousands of dealers throughout the country are benefiting by this cooperation and are winning greater tube sales than they have ever before enjoyed.

TRIAD insured RADIO TUBES

Dealers—call your jobber or write direct for complete Triad information.

TRIAD MANUFACTURING CO., Inc.
PAWBUCKET, R. I.

1930 MODELS
NOW READY

JOHNSON
SEA-HORSES
soon to be matched by
JOHNSON
BOATS
of new Sealite Construction

The Johnson Franchise for these MATCHED UNITS
now offers Double Sales with Double Profits



Johnson
Boat Features

Built of a new-day Sealite waterproof construction—guaranteed to outlast any similar boat of ordinary wooden construction.

Weighs only half as much as ordinary wooden boats, size for size, after being in water service. No seams, no caulking.

Waterproof—always dry and comfortable—will not absorb water and are non-warping.

Longer life—unaffected by weather or water—as seaworthy in storage as in use.

No care—Dealers can carry these boats indefinitely with no depreciation.

Designed exactly for Johnson Sea-Horses—hence give the ultimate in outboard motoring performance.

Outboard Motoring is the new giant among industries. Sales from 1926 to 1929 inclusive increased 116%. And Johnson Sea-Horse sales exceed those of all other outboard motors combined.

We could not fill our flood of orders this year, any more than the year before, and the year before that. And 1930 will see our production increased 40%.

For 1930 we introduce revolutionary improvements in Johnson Sea-Horse Motors and add a line of Boats of new-day Sealite construction. This combination introduces the first and only MATCHED UNITS in the outboard world!

High unit sale, and rapid turnover present a profit-making opportunity for Johnson dealers comparable to attractive agencies for leading motor cars, radios and similar large-sale specialties.

JOHNSON MOTOR COMPANY, 4595 Pershing Road, Waukegan, Ill.
IN CANADA: Canadian Johnson Motor Company, Ltd., Peterboro, Ont.
Distributors for BRITISH COLUMBIA: Hoffar's Ltd., Vancouver, B. C.

World's only manufacturer of outboard matched units, and largest maker of outboard motors. Originator of Water-cooled Underwater Exhaust and Release Charger.

For example, the sale of only 32 motors and 16 matched units will add approximately \$4,000 gross profit to your income. Many Johnson dealers of course sell several times this amount.

Sales records of all outboard motor companies leave no doubt that Johnson ranks in highest favor with the public. No other motor commands even half the sales of Johnson Sea-Horses.

For years the largest outboard advertiser, Johnson will launch a program in 1930, both nationally and sectionally, in cooperation with Johnson dealers far exceeding anything known to the outboard industry heretofore.

Inquire promptly whether our franchise in your locality is open. The more information you give about your business, the better consideration we can give your inquiry.



NEW
SEA-HORSE
"12"

Johnson
Sea-Horse Features

Automobile Starting Ease by new ALTERNATE FIRING in Sea-Horses "4" and "12" and famous RELEASE CHARGER in Sea-Horses "3" "10" "16" and "32."

World's Lightest Motor—Sea-Horse "Single," 27 lbs.

World's Fastest Motor—Sea-Horse "32," 43.4 M. P. H.

World's Fastest Class B Motor Sea-Horse "16," 42.37 M. P. H.

Alternate Firing of "4" and "12" introduces 2 impulses per revolution in a twin-cylinder outboard with smoothness hitherto unknown.

Rotary Valve achieves delivery of full, even gas charge to each cylinder.

Water-cooled Underwater Exhaust frees passengers of noise and fumes.

Automatic Back-pressure Relief.

Full Pivot Steering.

Pressure-vacuum Cooling System.

CONSIDER *these* 3 MILLS FEATURES..



A COMPLETE LINE OF QUALITY SCREEN GRID RADIO . . .

PRICED TO GIVE THE FULLEST VALUE PER DOLLAR . . .

WITH AN UNUSUAL DISCOUNT MARGIN TO DEALERS . . .

Model 300

Cabinet finished beautifully in rich walnut with maple overlay. Attractively carved. Modern sliding doors. Eight tubes, including three screen grid tubes. Dynamic speaker. Marvelous tone. There are four other splendid models!

DEALERS who want a complete line of quality radio — priced on value — with a discount that means ample trade in margin with real net profits — find these three advantages — and more — in Mills amazing new line of screen grid radio.

They find beauty of tone to please their most difficult customers. Every set is carefully tested for tone quality before it leaves the factory. There are no hurriedly-assembled, untested Mills sets, to require replacement — to turn customers away — and cause dealers losses!

They find hair-line selectivity — and perfect mechanical performance that sets new standards in radio!

Every model in this sensational new line has eight tubes, including 3 screen grid, latest type 245 power tubes, push-pull, resistance coupled, tuned radio frequency. All models are fully licensed! Each set is equipped with modern dynamic speaker!

If you want a share of these profits fill out the attached coupon. We will send you complete information on prices — and our dealer franchise.

MILLS NOVELTY COMPANY
4100 Fullerton Ave., Chicago, Ill.

Mills Radio

EVERY SET TONE-TESTED



Mills Troubadour

For Hotels, Clubs, Fine Homes. A continuous playing selective automatic phonograph with — or without — a high powered screen grid radio — beautiful walnut cabinet.

Mills Coin-Operated Radio

Mills Coin-Operated Radio at right — opens the commercial market. A powerful screen grid set, proving popular for stores, hotels, clubs — wherever people gather!



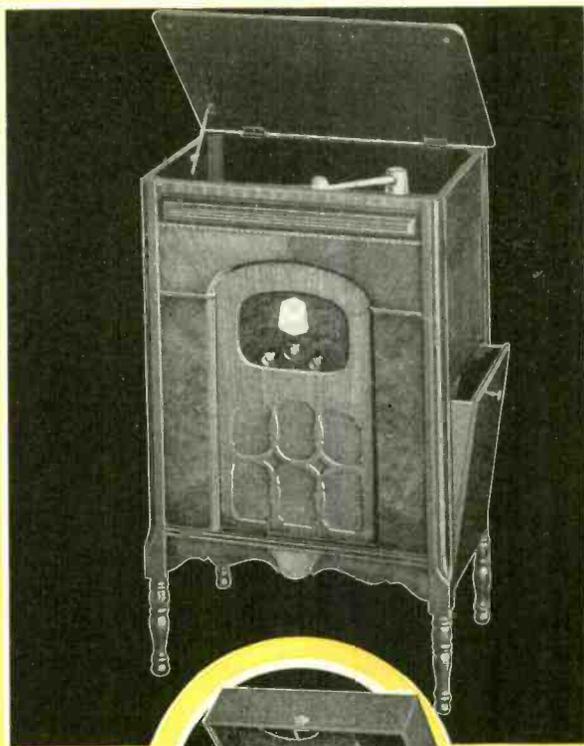
MAIL THIS NOW!

MILLS NOVELTY COMPANY, Dept. N-5
4100 Fullerton Ave., Chicago, Ill.

Please send me full details and prices of the new sensational Mills Radio. Also details about

- Mills Troubadour
- Mills Coin-Operated Radio

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



Model 175
We will cut the panel
to fit any standard
Radio Chassis

THE ROTROLA
List Price, \$45.00

Plays phonograph records thru your radio—electrically. Equipped with the Rotor 60 cycle A-C Motor and the well known Webster pick-ups. Send today for a sample.



JOBBERS—DEALERS

take *your* profit in the new market
for *popularly priced* combinations!

THE Model 175 combination cabinet is designed to fit any radio chassis and speaker. It is equipped with the Rotor Electric, 60 cycle A-C Motor and the famous Webster pick-up. Use it with the chassis and speaker you are now selling and you will have the lowest priced combination in your city.

The price is the feature! Write or wire us today for a sample.

ALLEN-HOUGH CARRYOLA CO.
279 Walker Street, Milwaukee, Wis.

Allen-Hough Carryola Co.



World's Largest Makers of  Portable Musical Instruments

A TUBE FOR EVERY SET AND EVERY SOCKET



The
Gold Seal
 "BIG 4"

answers every consumer demand for perfect, humless reproduction. Strong, sturdy, long-life Gold Seal Radio Tubes bring in everything that delights the radio fan's heart. Leading set makers recognize Gold Seal uniform quality and Gold Seal Service.

"This is going to be a Gold Seal Season"

Get All Price Range And Discount Policy Information. We'll Wire It If You Say So. Send Today.

ON THE AIR!
 EVERY THURSDAY NIGHT
 COLUMBIA CHAIN

GOLD SEAL ELECTRICAL COMPANY, Inc., 250 PARK AVENUE, NEW YORK

Sentinel Sales Success Sensational!

... THE SEASON'S
MIRACLE IN RADIO SELLING

DEALERS everywhere are selling Sentinel Radio . . . quickly . . . most profitably! All three models are sensibly priced . . . offering more features and actual value than any radio on the market!

Even dealers say they cannot understand how such radio excellence can be offered at so reasonable a price! Think of it—an ultra modern 9-tube screen grid set, equipped with the famous Quam Dynamic Speaker, encased in cabinets of rich two-tone 5-ply walnut—all for the unprecedented list price of \$99.50! So striking and phenomenal a value is possible only because every important part of Sentinel is made right in our own plant, under the close supervision of our trained engineers and experts . . . and sold direct to dealers!

Direct to the Dealer

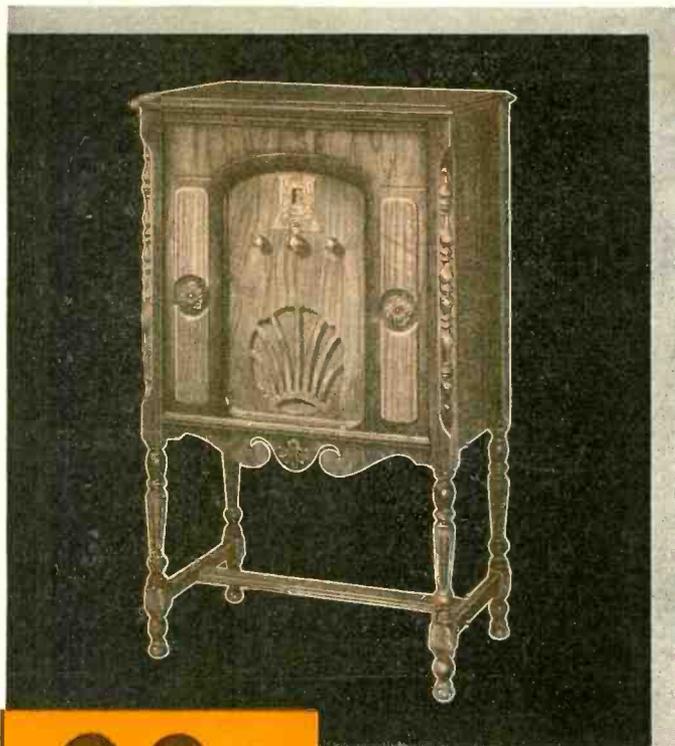
You buy direct . . . enjoying every advantage in profit, and quick turnover, that this sensibly priced line affords. Many of the largest and most representative dealers in the country are taking advantage of this opportunity . . . even taxing the capacity of our big plant. So please let us have your order today . . . as we want to give you immediate service and attention. Profit now by selling Sentinel Radio!

Backed by a National Advertising Campaign

A *Saturday Evening Post* schedule of consistent advertising, complete and practical dealer helps, are now assisting Sentinel dealers in bringing prospects to their doors. Once they see and hear the Sentinel they become buyers! For Sentinel is priced right to assure quick sales, rapid turnover, real profit. Of course you want your share of this ready business. Shipments are made in the order received. Wire us today! Get on speaking terms with Sentinel profits . . . do it NOW!

"You're Safe with a Sentinel!"

SENTINEL MANUFACTURING COMPANY
9715 Cottage Grove Avenue, Chicago, Ill.
Division of United Air Cleaner Company



\$99⁵⁰
LIST PRICE
Less Tubes

Model No. 666

A splendid nine-tube set, using four screen grid tubes plus the new 227 tubes and two 245 tubes in push-pull . . . handsome five-ply walnut cabinet with two-tone maple overlay . . . and equipped with the famous Quam Dynamic Speaker.

MODERN SCREEN GRID PLUS

Prices are slightly higher in Colorado and the West.

Model No. 441

An ultra-modern screen-grid set. With rich five-ply walnut cabinet and two-tone maple overlay. Modern and attractive in every detail, and equipped with the famous Quam Dynamic Speaker.



\$89⁵⁰
LIST PRICE
Less Tubes



\$149⁵⁰
LIST PRICE
Less Tubes

Model No. 666-C

A modern radio-phonograph combination, complete in every detail, and offered at a price you would ordinarily pay for a radio alone.



Earning Dealer Confidence

By Their Consistent Quality

VAN HORNE

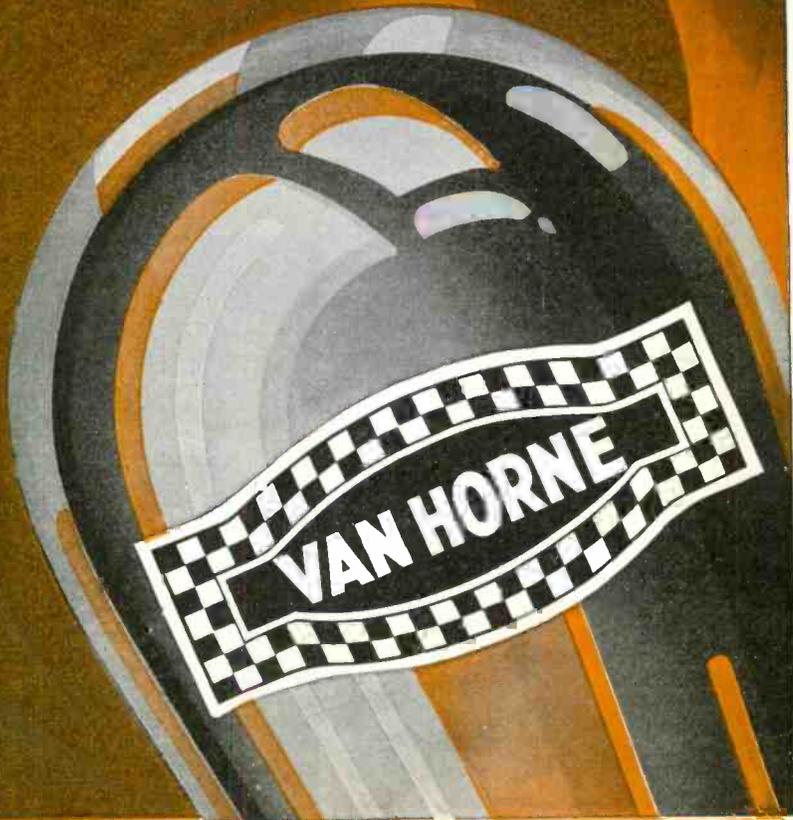
Radio Tubes

Quality for 15 Years

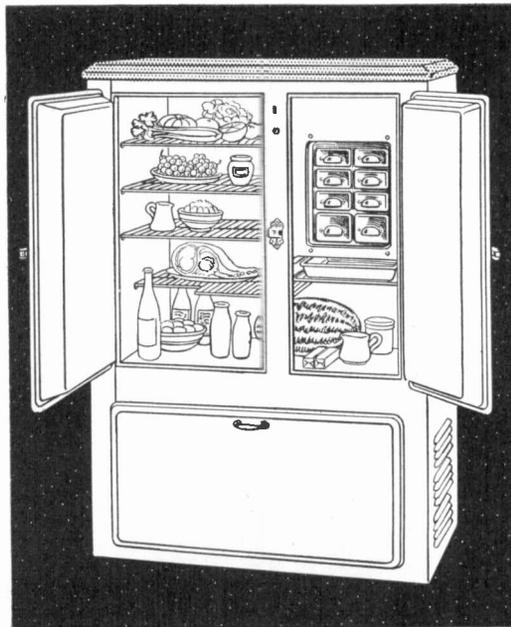
HERE are radio tubes that have earned the confidence of radio dealers by their consistent, time tested, proven quality. This is the greatest year in our history . . . Quality has been the victor over slip shod mass production. Van Horne tubes are admittedly the finest ever offered . . . products of real craftsmen . . . with unvarying uniformity and the lowest replacement ratio in the industry. □

Van Horne production will amply care for the needs of its dealers . . . to those who are given a Van Horne franchise there will be no tube shortage. We are jealous of our splendid reputation . . . we are guarding this reputation. While two big factories are now busy, day and night, turning out time tested Van Horne Tubes . . . our interest is, and always will be, in the quality of our tubes . . . rather than the quantity. In that way we have built a marvelous business. Let us tell you about our proposition. VAN HORNE TUBE CO., FRANKLIN, OHIO.

All Van Horne Tubes, including the new screen-grid tubes, are manufactured under exclusive Van Horne patents.



Limportant
Announcement
to the radio trade
by one of the world's
largest manufacturers
of electric
refrigeration



Copeland

**now makes a definite bid
for sales representation
among wide-awake radio
distributors and dealers!**



For many years Copeland has been engaged in the development and manufacture of *dependable* electric refrigeration, with the result that Copeland ranks among the pre-eminent figures in the industry, and Copeland products are in high favor all over America.

Copeland has observed with keen interest the success of numerous wide-awake radio merchants in combining sales of Copeland with sales of radio goods. And, so mutually satisfactory have such connections proved that Copeland now makes a definite bid for sales representation by the radio trade.

How entirely logical this is! Copeland's exceptional line of merchandise answers every requirement in the household, apartment, and commercial fields; it ties-in well with the radio merchant's set-up; it appeals to the same group of prospects; it involves the same principles of specialty selling, home installation, and service. Furthermore, it provides a means of upholding your sales volume all year 'round, *for Copeland sales swing upward each year about the time that radio sales start to fall off!*

Here is a chance for you to affiliate with a large and successful manufacturer of nationally-advertised and nationally-accepted products—a chance to round out your business—to fill up the "valleys" in your sales curve. You can see the logic in this proposition and the wisdom of investigating further. Write us, or use the coupon, and we will give you full particulars.

*Pioneer manufacturers
of electric refrigeration*

nationwide acceptance

15 models for the home

*all sizes, all prices, all
colors*

many sales features

*quiet operation and
economy*

*multiple installations
for apartments*

*separate units for pres-
ent ice boxes*

water coolers

*units for all com-
mercial purposes*

*Each year has been bet-
ter than the preceding
year*

*Copeland's steady
growth is the envy of
the industry*



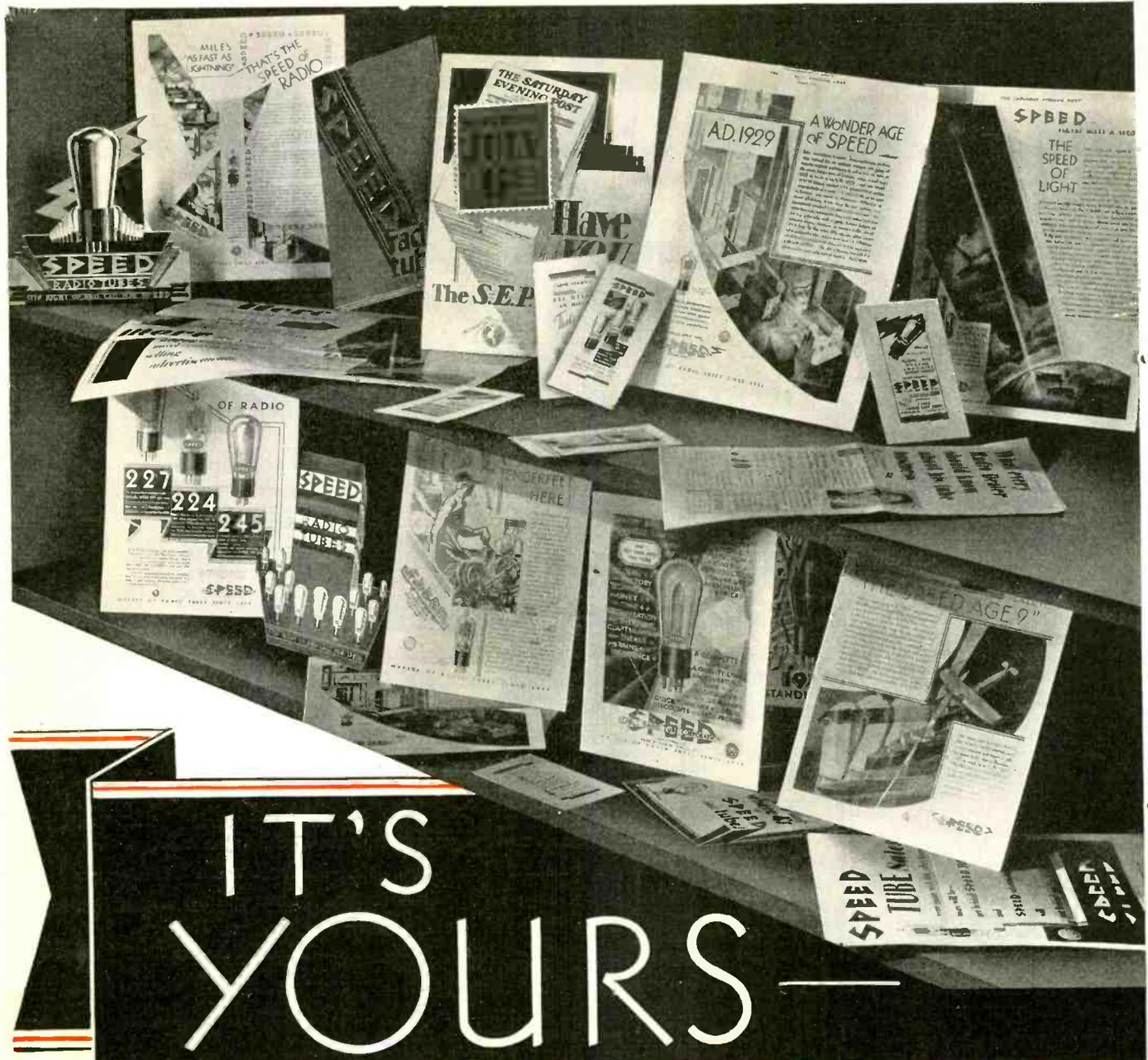
Copeland, 630 Lycaste Avenue, Detroit, Michigan

Gentlemen: I would like to know more about the Copeland proposition.

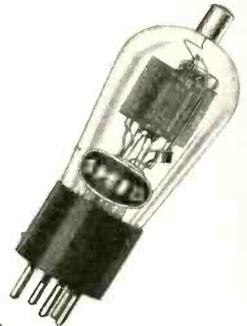
Name _____

Address _____

City _____ State _____



IT'S YOURS —



CABLE RADIO TUBE CORPORATION
 84-90 North Ninth Street
 Brooklyn, New York



All this advertising material — newspapers — magazines — trade papers — folders — brochures — broadsides — and many other novelties. (Remember the SPEED pistols at the Trade Show? Ask any man who was there!) SPEED advertising backs SPEED sales nationally and locally. Every day is "moving" day with SPEED advertising — it "moves" SPEED Tubes from your shelves to your customers' sets. A few SPEED jobber franchises are still available. SPEED quality + SPEED advertising + your sales ability = an unbeatable combination. The answer will be in \$ and ¢; mostly \$. Get 'em! Write right now!!

MAKERS OF RADIO TUBES SINCE 1924

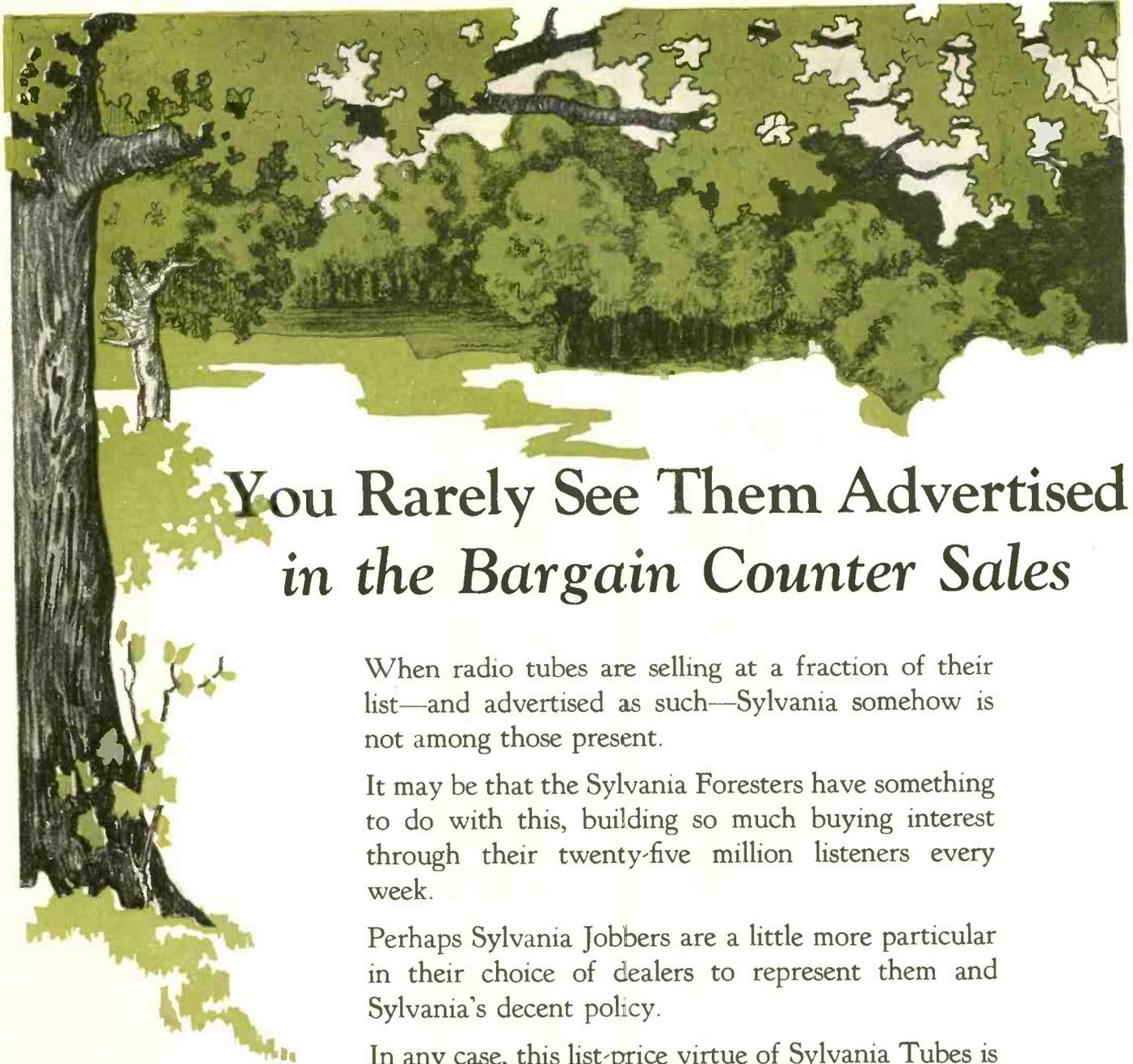
EVERYTHING
you can ask for in
perfect **DYNAMIC**
performance..**BUT..**
and here's the point
..NOTHING
to get out of order

Farrand

INDUCTOR
DYNAMIC

FARRAND MFG. CO., Inc. · LONG ISLAND CITY · NEW YORK





You Rarely See Them Advertised in the Bargain Counter Sales

When radio tubes are selling at a fraction of their list—and advertised as such—Sylvania somehow is not among those present.

It may be that the Sylvania Foresters have something to do with this, building so much buying interest through their twenty-five million listeners every week.

Perhaps Sylvania Jobbers are a little more particular in their choice of dealers to represent them and Sylvania's decent policy.

In any case, this list-price virtue of Sylvania Tubes is worthy of attention by any dealer who carries radio merchandise.

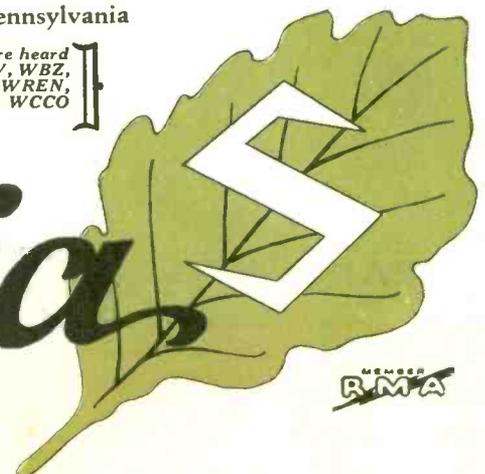
SYLVANIA PRODUCTS COMPANY
Emporium Pennsylvania

[The home of the Sylvania Foresters who are heard each week over WJZ, KDKA, KWK, KYW, WBZ, WEZA, WBT, WHAM, WJR, WLW, WREN, WRVA, KGRC, KPRC, WFAA, KFJR, WCCO and WHK.]

Sylvania

RADIO TUBES

Licensed Under RCA Patents



NOVEMBER, 1929

Radio Retailing

The Business Magazine of the Radio Industry

O. H. CALDWELL,
Editor

A MCGRAW-HILL PUBLICATION. ESTABLISHED 1925



Radio— *Again a Political* Football

FOR nearly a year now there has been in successful operation the system of "exclusive" broadcasting channels for high-power stations, by which the world's best program offerings reach every home in the United States. Great stations, equitably scattered among the states, nightly pour forth their entertainment and inspiration on wavelengths clear and undisturbed by interference. On these clear channels, up to the very limits at which the programs can be heard, whether 150 or 1,500 miles, the music comes in unspoiled by heterodynes or whistles. The farmer and the small-town listener now have their entertainment as clear and pleasing as do the city dwellers.

As the result, we are veritably in a golden age of radio broadcasting. This is attested (1) by the satisfaction of the public with programs and conditions, (2) by the almost unanimously favorable response to listener questionnaires indicating that "radio is now the best ever," and (3) by the unprecedented radio sales of the past twelve months.



BUT all this condition of stability and listener satisfaction may be ruthlessly upset, and millions of farmers and small-town set owners will be again deprived of their evening amusement, if selfish forces now arming for the assault at Washington, shall have their way.

The suddenly awakened interest in re-casting the whole radio broadcasting structure and upsetting the present happy situation of the public, grows out of the fact that the tenure of office of the Federal Radio Commission by law expires January 1, 1930, (after which date radio authority then automatically goes back to the radio experts of the Department of Commerce who handled it so satisfactorily for years under Mr. Hoover).

Therefore, if some imaginary impending catastrophe

or "horrible condition" can be conjured up before Congress, this, coupled with the perennial dissatisfaction of the small stations, can be expected to drum up sufficient Congressional opinion to extend the Commission another year. And so those commissioners who want their \$10,000 emoluments continued, and the Commission advocates in Congress, like Dill and Davis, whose incompetent tinkering with radio has already cost the radio industry and radio public so much, are again busy limbering up their arguments which mislead only laymen. Already a campaign is under way in Washington with the avowed purpose of (1) breaking down the present system of cleared or exclusive channels, and (2) giving hundreds of little stations full time on better wavelengths. The little broadcasters can be depended upon to swamp their Congressmen with telegrams of approval of such a course, the only outcome of which will be to injure radio, and deprive millions of farmers of their present excellent reception and wonderful programs.

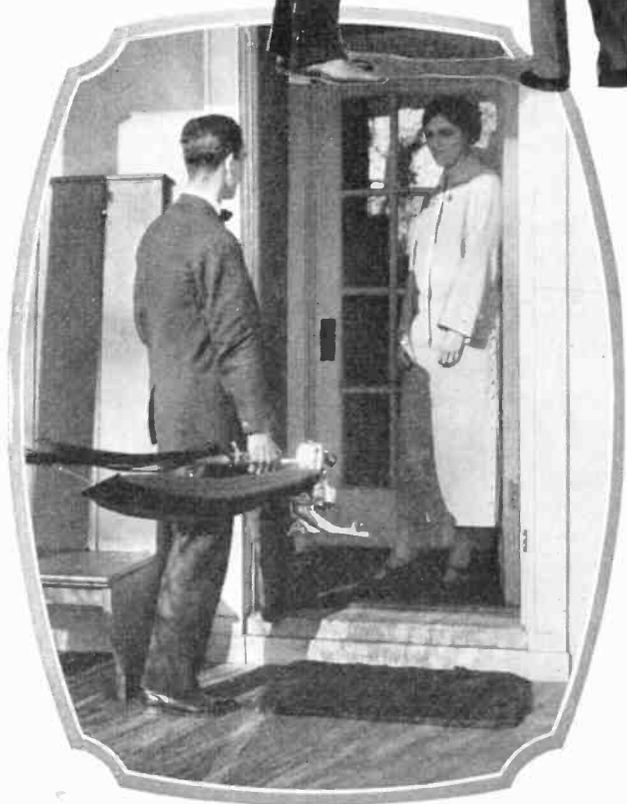
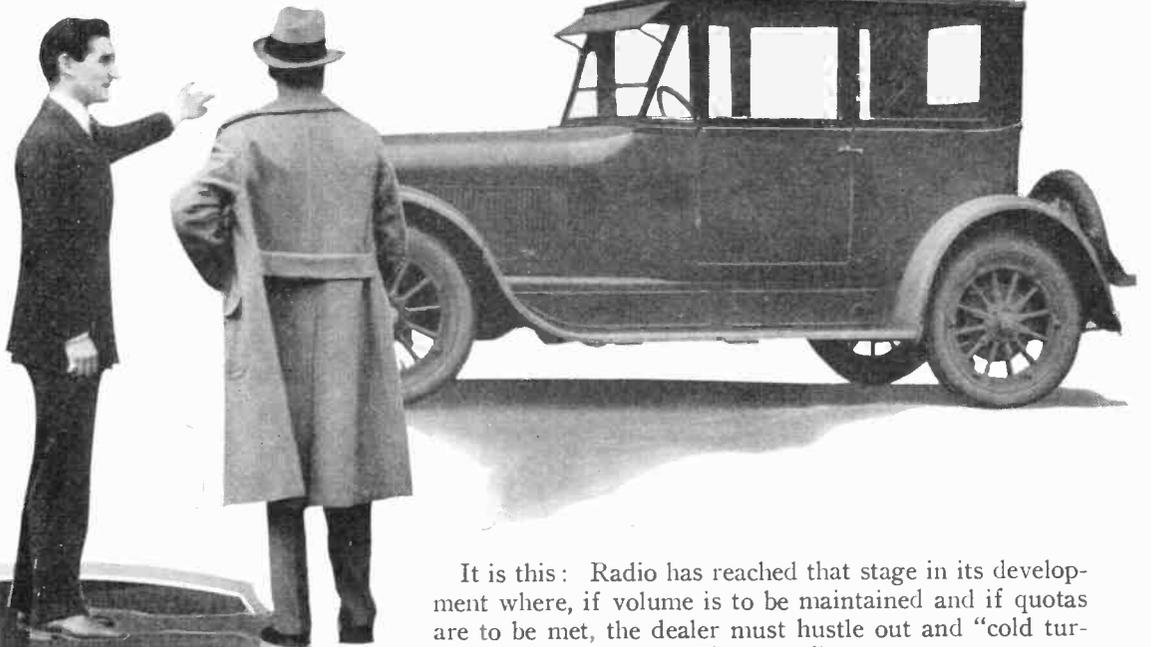
So once again radio must go through the agony of being a political football, while selfish politicians make capital and cunningly mislead non-technical votes. And such a procedure will be inevitable every year or so, as long as radio is in the hands of a political commission subject to confirmation by the Senate.



IF ANY change is to be made in the present broadcasting situation it should be along the well established engineering lines of *more* rather than less cleared channels (50 or 60 instead of the present 40); *higher power stations* on each of those clear channels (50 kw. to 500 kw., instead of 5 kw.); *time division or elimination for worthless stations*; and *full-time operation for the great plants* which bring delight to untold millions of farm and small-town listeners.

— and Now The

The
AUTO
SALESMAN
in 1921



The ELECTRIC APPLIANCE
SALESMAN in 1918

THE retail selling situation faced by the radio trade today emphasizes the soundness of the truism that "history repeats itself." The situation is precisely similar to that faced by the automobile trade in 1921; and by the electrical appliance trade even earlier.

It is this: Radio has reached that stage in its development where, if volume is to be maintained and if quotas are to be met, the dealer must hustle out and "cold turkey" his prospects. The contributory reasons are no more pertinent than those attending taxes and death, since all are inescapable. Cold turkey is on the board and, be the bird fair or foul, its meat *must* be chewed. There is no other way to volume.

The automobile trade chewed for eight years before reducing the bird to a digestible state. The appliance trade, following a decade of jaw-breaking effort, still suffers from colicky pains.

The radio trade, standing with the spotted pages of the pioneers on one hand, and with the clean white pages of its own future on the other, is in the fortunate position of being able to write into its history only such lore as the past has demonstrated to be worthy for the future—by a judicious selection of experience, it may elect to have history repeat the successes of the vanguard, or it may, unwittingly, elect a repetition of its failures.

THE FOUR ESSENTIAL ELEMENTS

AND now, out of the experience of the past, what shall we select as being worthy for our future guidance?

First and foremost, the knowledge that outside selling *must* be a four-square proposition if it is to rise above mediocrity—or even outright failure; and, in addition, the knowledge that it must be made a four-square proposition before a single "salesmen-wanted" ad is given to the newspapers.

If, after seventeen years of experience in selling and sales management, there are any two conclusions immovably fixed in this writer's mind, they are these:

1. That the outside campaign which starts with that familiar, I-didn't-know-it-was-loaded, expression, "Let's put an ad in the Gazette for some salesmen," is hopelessly foredoomed to the shadows before a single doorbell is rung.

2. That the campaign which starts with a thorough knowledge of, and consideration for, the four elements

NEXT Step!

The time for RADIO outside selling is here. Read how its four essential elements must be co-ordinated.

of the work—prospect, salesman, medium for contact, and method of management—will rise to the heights.

Let us take them one by one and see how utterly interdependent they are.

THE PROSPECT

BY the prospect, I mean not merely the individual person, but the person *en masse*; i.e., the market, or the territory as a whole.

The dealer who sends salesmen onto a territory that has not been surveyed, measured, sub-divided, and so allotted to salesmen as to insure its thorough and frequent coverage . . . that dealer is indulging in a practice which he will live to regret.

If the dealer doesn't survey his territory, his new salesmen will surely survey it for him; they will locate its white meat with unerring instinct, pick it clean, and leave him with the knowledge that he has been feeding a very transient present at the expense of a very permanent future. Skimmed territory is no more nourishing than skimmed milk; its reputation spreads among the better type of outside men and they become difficult to attract and to keep.

One of the most successful sales plans of all time was that used by Dodge car dealers a few years back. The entire territory was exactly sub-divided. Each sub-division was allotted to a salesman. Every sale coming from a territory was credited to its salesman—with one exception, to be noted.

The men were given a nominal amount of "time" on the show-room floor—about two half-days monthly. Floor deals were the floor-salesman's, regardless of territory, if he closed them within forty-eight hours. If he failed in this difficult feat, the prospects reverted to the men on whose territories they resided.

Rigid, and oftentimes harsh, the sheer ultimate fairness of the Dodge plan made its salesmen one of the most permanent and productive bodies in the world. What is

By Alan Streeter



Salesman—Executive—Writer

Mr. Streeter is going to contribute a series of practical articles on that timely, and all-important, subject—Promotional Selling.

Having gained personal experience and achieved success in the role of house-to-house and floor salesman, and having managed men, who, likewise, specialized in intensive selling methods, Streeter knows whereof he speaks.

During the past 17 years he has sold insurance, automobiles, electrical appliances and radio sets. His advice, therefore, also is broadly based.

Next month, Mr. Streeter will discuss this pertinent subject of outside selling from the viewpoint of the salesman.

more important, it assured Dodge dealers of complete and thorough coverage.

Territory should be measured and allotted to salesmen with a view, not merely to complete coverage, but to frequent coverage.

The average salesman demands at least five times as much territory as he can decently cover; not because he needs it but because given so much room to play in, he will ordinarily get a sufficiently large amount of "gravy" to provide him with an easy living—for the time, anyway.

Radio dealers should not have to be told that, with 21,000,000 persons able to own an automobile, there is no such thing as lean radio territory. One door-bell is no worse than the next, except as to price class, and salesmen should be made to realize this.

A territory of four thousand families would seem ample, in the light of experience, for even the most energetic salesman.

The most up-to-date practice—as followed by successful appliance makers and by a large brush manufacturer—is to get over each territory every three

months. These makers are of the opinion that such frequent coverage does not become irksome to the prospect but, on the contrary, has tremendous cumulative value in awakening and maintaining interest and desire.

Assuming, then, that an energetic salesman will make, at most, fifty calls daily, or three hundred weekly over a period of thirteen weeks, we arrive at a rough figure of four thousand families as sufficient to constitute one man's playground. There is only one real reason why a man should demand an extension—an abnormally saturated condition. This the dealer might well investigate.

THE SALESMAN

THE moment salesmen are mentioned—especially the kind known as "cold turkey artists"—two questions instinctively pop to tongue's tip:

How can we get good salesmen to do this important

job, and how shall we pay them?

The average radio dealer, just starting outside work, can look to only three sources for good salesmen; relatives, friends, and the help wanted columns of the newspapers. The first two are mentioned merely as thought-provokers; the proposition usually narrows down to the papers.

How, then, shall we advertise? Conservatively—if you want high-grade men. Conservatively, in point of size of advertisement and in point of phraseology.

There are those who claim that the salesmen wanted ad, eight inches deep and replete with references to \$10,000 incomes, "brings 'em in, in droves." To which the answer is: "Oh yeah? And what?"

It may have had its time and place, but high-grade salesmen today regard the large, talkative ad as prima facie evidence of the advertiser being a windy bag. The trend is toward confidence in the smaller, close-mouthed chap—still waters run deep.

The same thought applies to interviewing salesmen. The dealer who makes salesmen sell themselves, instead of following the once-popular practice of trying to sell them the job, is apt to get better men—even though he acquires them more slowly. Mutual respect is the bed rock of successful sales management.

REMUNERATION

Once a dealer's reputation is soundly established in the outside selling field, he need rely on neither friends, relatives nor papers for men. A good name travels fast, and a waiting list is always possible. The larger Dodge dealers never had to advertise for men; they listed applicants; checked their pedigrees; called for them when they wanted them; ruled them ruthlessly when they took them on. Which proves that the best of salesmen will stand for anything—if there's money at the end of the road; and no amount of b-l-a-h can take its place.

Hence the question: Just how shall we pay them?

There are a thousand plans, the best of which is rank poison if it doesn't provide your men with a *decent* living on American standards, and the most unpopular of which is a gold mine if it does. There is no greater hokum pervading the selling world than the inane controversies about salaries, drawing accounts and bonuses.

If your floor is a live one, and the outside territory is productive, no self-respecting *salesman* will need a drawing account—or its equivalent, a salary. If your floor is a slow one, if you offer no live leads to your men, if the territory requires protracted cultivation—as in a territory housing a large alien element—you will either have to carry your men until they can cash in on their cultivation,

or you will have to see them come and go for want of an adequate living.

The answer to the question lies wholly in your *knowledge of the territory* and your willingness to be guided by the knowledge that, if the territory won't provide immediate support, *you must*—or lose your men.

Hire men with your territorial sub-divisions in mind. If a territory has certain predominant social, racial or religious characteristics, the man for that territory should have similar traits of character. College-bred men, if possible, for "the hill section" and men of alien tongues for the "foreign quarter." Cater to strongly inclined religious groups through men of similar creed. It may sound un-American—but are we in business to prove sociological postulates, or to make money?

Dealers should not forget—particularly at the outset of their efforts—that cold turkey work is not synonymous with door-bell pounding. While the personal, outside canvass is undoubtedly the most thorough of all soliciting media, the telephone runs it a close and effective second.

Three years ago I worked a phone canvass of suburban territory, securing twelve leads and three closures per hundred calls. The hundred calls were made on one day, the leads were called on, personally, on the following day. And because practically every one in that territory had a phone, the loss in thoroughness was insignificant. Each dealer must answer for himself: Have I nearby complete telephone coverage in my area? If the answer is yes . . . the phone is not so personal, but it is at least twice as fast as door-to-door work.

"Mrs. Brown, are you folks going to buy a new radio this Christmas?" will hardly arouse antagonism at either door or phone; however, in this day of numerous calls at the door, that the question might be more heartily answered over the wire than at the door. Try

both—and play the most productive angle.

THE METHOD OF MANAGEMENT

MANAGEMENT, i.e., sales supervision, ordinarily shapes itself down from the dealer through the sales manager to the supervisors. One large appliance dealer has a supervisor for every four salesmen, and a manager over four supervisors. Each supervisor furnishes his own car, carries his crew in the car, and supervises their work. The salesmen act merely as lead-getters, their immediate superiors doing the actual closing. The "juniors" work on straight commission; the "seniors" on salary and overriding. The plan is suggested to very

(Please turn to page 101)

Streeter Says:

☞ "Cold turkey is not synonymous with door-bell pounding."

* * *

☞ "Mutual respect is the bedrock of successful sales management."

* * *

☞ "Territory should be allotted to salesmen with a view to its frequent coverage."

* * *

☞ "Outside selling must be a four-square proposition if it is to rise above mediocrity."

* * *

☞ "There is no greater hokum pervading the selling world than the inane controversies about salaries, drawing accounts, bonuses, etc."

* * *

☞ "The campaign which starts with a thorough knowledge of the four elements of the task at hand—prospect, salesman, medium for contract and method of management—will rise to the heights."

Capturing those Christmas DOLLARS



Make it easy for customers to spend their Christmas money in your store.

By starting early and making specific bids for the Holiday shopper's business Smith doubles December volume.

DECEMBER'S major merchandising problem is one of enticing those Christmas dollars into the radio till—of getting to the bonus holder and holiday fund spender *before* dealer Brown or dealer Black.

Because the competition involves money rather than merchandise, according to Harold Smith, proprietor of Smith's Radio Store, Washington, D. C., the main drive should be planned along these lines.

"The middle of November is none too early to start the wheels rolling," declares this gentleman, who, because of this policy, doubled his last year's volume over that of 1927.

Smith accentuated his bid for the Christmas dollar by advertising radio as a sound investment, and by offering to cash savings club and last-of-the-year bonus checks at his store. This idea attracted many potential customers,—prospects whose pockets were known to contain cash. It was but natural, therefore, that Smith's complete and attractive display should be the first to intrigue their interest. Not a few sales were consummated during the latter part of November.

Other unforeseen advantages of the plan included the payment of back installments on many slow accounts and favorable mouth-to-mouth comment among those who benefited by the check cashing offer.

MR. SMITH tied in his advertising with the season and his store policies through such messages as the following:

"A sound investment for your Christmas savings."

"It is so easy to spend money foolishly, that

we should weigh each investment."
"What could provide as much happiness for the whole family as a really good radio set?"

"You owe it to yourself to come in and hear one. You will agree that you have never heard finer reception."

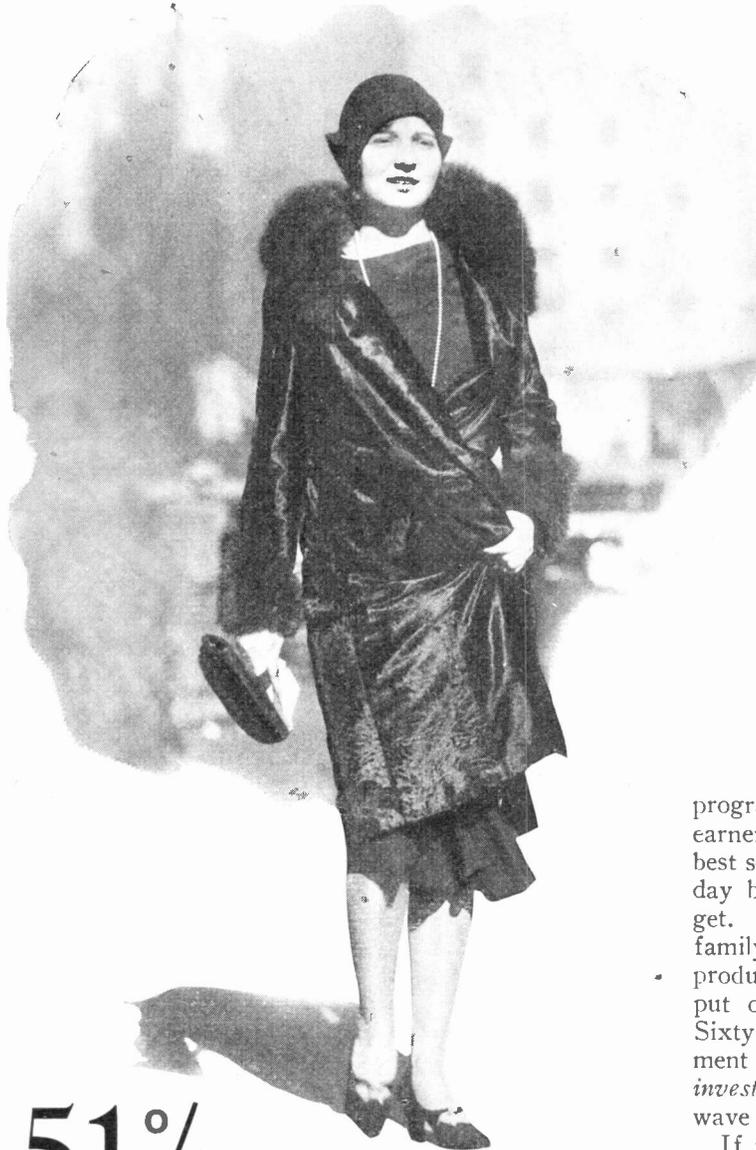
"Open evenings until 10 o'clock."

Another policy that contributed to the very considerable increase in business which Smith's Radio Store enjoyed was the fact that the shop and its windows were trimmed in festive garb before the other merchants in the neighborhood awoke to the approach of the Christmas season. Prominent among the red ribbons and the greenery were colorful show cards bearing these legends: "Christmas Savings Checks Cashed Here," "A Timely Suggestion for That Bonus Money Gift," "A Set to Suit the Size of Every Check."

The mailing list also was trotted out and all customers mailed a circular which explained the check cashing facilities and the fact that "All is now in readiness for your inspection—complete and varied stocks, especially selected for the Christmas shopper."

As a final, a safeguarding touch, Mr. Smith took pains to state that his was a year 'round business, that a set bought in December would be serviced in May, if necessary, and by the same organization.

"Angle for the early Christmas shopper," says Smith. "For bait use display space in which a selected number of sets, priced over a wide range to suit any pocketbook, are illustrated. And remember, he who gets to the Christmas budget first stands the best chance to make a sale."



He Sells Them

*How Hanes, of
Ind., by featuring
sets, dominates
nets 10*

51%

Higher-Priced Installations

FFIFTY-ONE per cent of Fred Hanes' radio business represents sales of the so-called "de luxe" sets.

During a recent twelve month period he sold 31 receivers at an average price of \$446 and 48 which averaged \$325 each. The remaining 49 per cent of his set sales, \$28,000, fell in the \$130 class. This, in a trading population of less than 25,000. It is to this "balanced selling" policy that Hanes attributes his net profit showing of slightly over ten per cent.

"By featuring and pushing the higher quality numbers, I practically dominate my market—not alone in this range but in the popular models as well," he declares.

Let's check his methods—his results—and see what can be learned from them.

Hanes' success at lifting the price per sale from the \$130 class to the \$206 average is due to two basic policies: first, talk quality always, and second, hold to your code of business practices.

Get this—It's a good point—Hanes gives a definite slant to his quality argument by basing it largely on the

program idea. Right now he is saying to his wage-earner prospects, as well as to the well-to-do, "Buy the best set you can afford because the quality of our present-day broadcasting deserves the best reproduction it can get. In other words, you owe it to yourself and to your family to buy an instrument which will be sure to reproduce faithfully all the marvelous tonal values being put on the air. It's to be a *permanent* investment. Sixty million dollars for talent and transmitting equipment these next 12 months justify every dollar you can *invest* to bring programs in *right* at your end of the wave lengths."

If it's summer he says, "It will pay you to buy a set that can handle warm weather reception conditions."

He stresses, also, the factors of pride of possession, of permanent investment, and of freedom from trouble.

Flattery is a potent instrument when selling the better models. "You say you recognize the difference in the tone of these two sets, Mrs. Jones? Splendid! I see that you have a trained musical ear. Your musical taste is far better than that of the average prospect. Certainly you should have the best musical instrument available—there is a difference. It may take you a little longer to pay for this console but a person of your discernment will find it well worth while."

Hanes proceeds on the assumption that the prospect is buying entertainment, not wood and machinery, and that the nature of the entertainment he desires is well worth \$300 or more.

This Indiana dealer also pushes the combination set and particularly the set with the electric pick-up attachment. He finds the facility to demonstrate a set in the home from a high-class phonograph record especially desirable as well as convincing.

But it's not so much what Mr. Hanes has to say, or how he says it, as the fact that he constantly and persistently *first* advocates the purchase of a set in the higher-price range. "Plenty of time to come down," he claims, "when you know that \$150 is the limit." Again, "It takes no longer to make a \$300 sale than to

BOTH

*Connersville,
higher-priced
his market and
per cent.*

make one half this amount, and the net profit is more than twice as large. I say 'more' because sales expense, per each \$150 gross unit, is proportionately less."

HOW DOMINANCE IS THUS SECURED

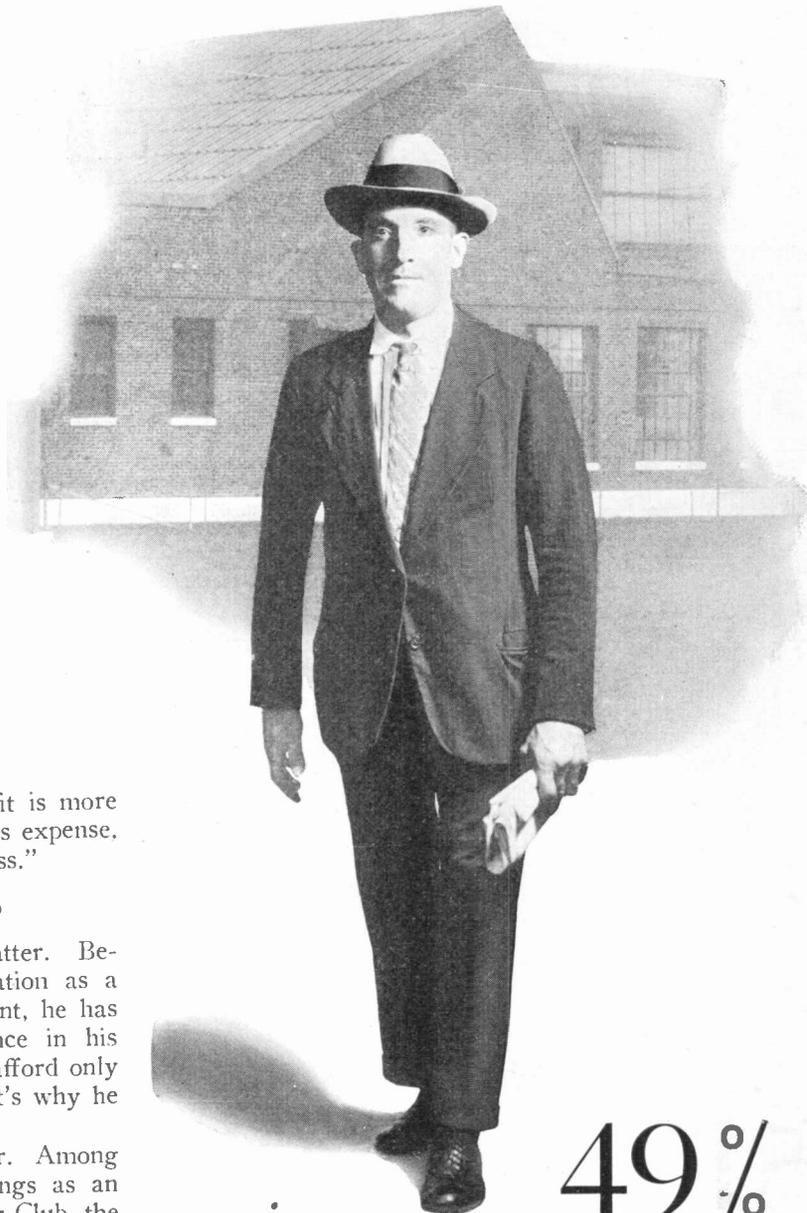
But that is far from stating the whole matter. Because Hanes has built for himself a reputation as a dealer who carries exceptional radio equipment, he has created, automatically, a feeling of confidence in his establishment in the minds of those who can afford only the more popular priced makes of sets. That's why he dominates his territory.

Here's another reason: Hanes is a promoter. Among his more outstanding activities are such things as an active membership in the Connersville Country Club, the conduct of a Question and Answer service as a regular feature of the local newspapers, the issuance of a much sought after pamphlet "Care of Your Radio," the linking, by private wire, of a movie theater, pool room, cigar store and soft drink parlor.

Hanes doesn't cheapen his store facilities for reproducing programs by the continuous and blatant broadcasting of run-of-the-mill entertainment. He holds this attention attracting opportunity for the unusual features. When these occurs he "stages" them by issuing special invitations to his live prospects, providing restful accommodations within the store. Quality, not quantity, in public demonstrations is his motto. This, of course, is in keeping with the character of his objective.

It has been indicated how a policy of identifying one's store with the very best merchandise obtainable cuts selling costs per \$100 transactions, inspires confidence with all types of buyers and helps sell the popular models. The second fundamental—hold to your code of business practices—likewise helps increase net profit and checkmate competition. "It is part and parcel of the ingredients for success," declares Mr. Hanes, "in selling the better receivers in a small or medium sized city."

Here are the policies this resident of the Hoosier state has found to be business builders:



49%

Popular Priced Models

Demonstrations—Does not leave sets on free trial. "Quality trade avoids radio outlets whose goods are known to have seen service in other people's homes, whose receivers are apt to be shop worn," states Fred Hanes. "That thought I find a most effective argument. 'Buy from me and get equipment fresh from the packing box', I tell 'em."

Terms—Twenty per cent down. Hanes likes ten month notes in preference to mortgage contracts.

Trade-Ins—Offer half estimated resale market value. If prospect insists on more, offers to try and sell old set or to help customer sell it. If no sale at higher than allowance offer then, at end of 30-day period, the original offer stands.

Service—90-day guarantee with 10 service coupons which read: "Good for \$1 in service within 90 days from date of installation."

Printed Forms—Two other printed records are a part of Hanes' servicing policy. 1. A Service Order, and 2. an Installation Record.

By Ray V. Sutcliffe



The "how" of automobile installations and of program reception en route—What is the radio dealer's place in this coming vogue of music for the tourist?

UNTIL two days before this article was written its author was mighty "cold" on the subject of "Radio for the Automobile." Limited demand, doubt as to its practicability, a luxury device, no dealer tie-in; these were the chief objections that flitted through my mind. Then I investigated and revised my conclusions as follows:

1. The day of radio in motoring is approaching faster than we realize.
2. There is a definite need for this kind of reception service.
3. There are no inherent reasons why automobile-radio cannot be made practical and satisfactory.
4. *The radio dealer has a distinct merchandising part to play in the development of this coming market.*

THE STORY TO DATE

What is it all about?

What has happened to date?

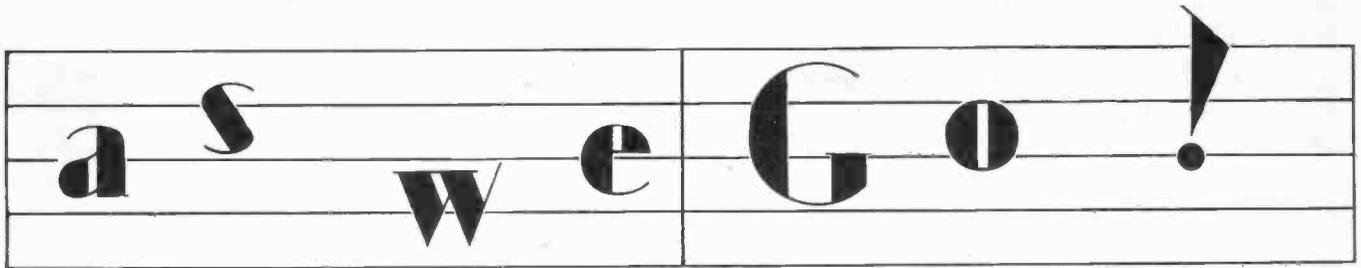
From the radio merchant's viewpoint there are two broad divisions to the marketing phase of this subject; the equipment of automobiles for radio reception by the car manufacturers, and the equipment of automobiles, already on the road, by the dealer. It is, of course, in the latter activity that the readers of this magazine will find

their merchandising opportunity—one which should prove to be a not inconsiderable factor in total gross and in net profit.

Suffice to say, in connection with factory-built and installed jobs, that many manufacturers of quality automobiles already are supplying radio equipment or are prepared to do so. General Motors is keenly alive to this opportunity. This corporation is "radio-minded" to an extent which, ultimately, may effect the fortunes of all branches of the radio industry. This development has been covered elsewhere by *Radio Retailing*.

Furthermore, it has been predicted by those close to the automobile industry—and this is important—that before the winter is over practically all cars in the \$1,500 class, or up, will be provided at the factory with a copper mesh type of antenna, concealed just above the top lining. This horizontal screening has been found most satisfactory for picking up signals. As the concealing of the aerial is the only difficult part of the installation job, when performed by a radio service man, the value of this will be appreciated. For cars not so equipped local body shops will mount an aerial under the top lining for about ten dollars.

According to the latest figures of the Automobile Chamber of Commerce, there are 21,500,000 pleasure



cars in use today. At least 4,000,000 of these are prime prospects for radio equipment—at approximately \$170 each, installed.

What type of driver constitutes this impressive market?

There are three types: the man of affairs who wants to “keep in touch,” the tourist, and the lone salesman with his long jumps.

Should the automobile or the radio man get this business?

Read the following description of the apparatus and of the problems involved in installing it, and draw your own conclusion.

THE SET

The two or three special automobile sets, now manufactured for the car-owner prospect, have three stages of tuned radio frequency, a detector and two stages of transformer coupled audio amplification.

The sets so far produced by the most active concern in this business, has two tuning dials and is designed to be mounted entirely behind the dash instrument board. However, a one dial instrument is now practically ready for the market, with trimmings designed to harmonize with the other typical automobile instrument fittings found on the dash. Furthermore, it will be possible to split the mechanism into two parts where space behind the dash is limited, installing the audio unit in more accessible quarters—probably in the compartment provided for the 135-volt B-batteries. This means that an ordinary radio service man, with a breast drill and screw driver, can readily install the comparatively small chassis behind the dash, run the wires to the already-provided

copper aerial mesh concealed in the top of the automobile and make the necessary connections to the car frame work, which serves as the ground to the 6-volt storage battery and to the dry cells. One day is the average time required to make an installation of this nature.

A small magnetic type reproducer is mounted above the wind shield. The larger limousines have a second horn for the rear compartment.

With ample A-power available from the car battery and as the small space inside a closed car necessitates but little speaker volume, the set can be operated at a minimum volume level. Because of this, reception is surprisingly clear and true.

One hundred and fifty miles is the claimed daylight receiving radius while night distances frequently exceed 1,000 miles. This achievement also is credited to the ample power factor and to the limited output requirements.

Another feature universally incorporated in auto-radio equipment is that of a speaker jack on the dash permitting



Above—Type of dash demonstrator which shortly will be available for radio dealers.

Right—New York's first “auto-radio” exhibition aroused marked interest.

the use of an extension speaker at family picnics or in camps and cottages.

ELIMINATION OF LOCAL STATIC

Apparently the problem of shielding, or otherwise eliminating local electrical disturbances generated by the ignition and charging systems on the car itself, can readily be solved. "Suppressors" in series with each high tension lead, and a correctly proportioned by-pass condenser across the generator brushes, reduce "auto static" to a negligible item—at least this much discussed obstacle was not noticeable in the demonstration rides I took, about Chicago and again on Long Island roads. All cars, however, do not respond to the same treatment. It will be up to the manufacturer to provide the correct set of suppressors for the car specified.

The less optimistic side of this picture is represented by two not insurmountable factors. Local interferences, originating outside the car itself, sometimes make themselves heard. A car in motion, however, quickly passes outside the zone of such electrical disturbances. In the earlier models tube breakage and misalignment of moving parts was encountered. Spring mounted and bayonet type bases have cut this difficulty 90 per cent. Sturdy construction, it is claimed, has practically eliminated the latter fault.

Perhaps the most serious problem yet remaining is that of the "public nuisance" and "interference in the driving" contentions. There is a possibility that some municipalities will pass ordinances prohibiting the playing of "auto music" within city limits. Concerning the other matter, experience has shown that the operation of a radio receiver offers no more serious distraction to the driver than the conversation of a "back seat advisor." Indeed auto-radio may prove to be the world's only known remedy for this ubiquitous pest.

THE DOLLAR VALUE OF CONSUMER INTEREST

But what of consumer interest and the radio dealer's position to capitalize it?

The Chicago branch of the most active exponent of automobile-radio sold 120 outfits during the first seven weeks of its existence. This mainly by word-of-mouth advertising and by notifying all automobile dealers that it was prepared to supply this type of service.

A radio dealer, working in conjunction with this specialty concern, dug up five leads and closed three of them during a 20-day period. Counter cards and a *dashboard demonstration* did the trick. This live wire radio man arranged with his auto-radio friends for them to do the mechanical and antenna work while he would attend to the electrical hook-up. The billing price, per job, was \$175. The gross profit per sale, for the radio dealer, amounted to approximately \$52. This represented the radio dealer's commission for his part in the sale plus his bill for installation charges. "Furthermore," states this Chicago radio dealer, L. S. Bates, "I expect to hold that \$21 a year B-battery replacement business. I now am

contacting, by mail, telephone and in person, all my house set customers. It's too early, however, to give results from this source."

Will we "radio as we go?" A Buffalo stock market operator did—and made \$3,500 on one deal alone. Caught a market report, via road radio, hopped out of his car at the next cross-roads telephone, and wired instructions to his broker to sell.

Is it not fair to assume that at least 30 per cent of one's touring time is available for radio entertainment? And music makes a wonderful accompaniment to delightful scenery.

It is claimed, by those who hold the opposite view, that the operation of the radio equipment should not fall within the duties of the driver. This is a point yet to be determined. If it is found that this function constitutes a major distraction it will be a comparatively simple matter to place the tuning dial facing the rear seat occupants.

Despite the problems yet to be solved it is plain to be seen that automobile-radio is on the way—and that it is coming at a forty mile an hour gait. The radio industry will do well to follow its progress closely.

Another Vast Market for Radio

During the last two months radio for automobiles has taken long strides. Here is the estimate of today's market for this device:

Total number of pleasure cars in the United States*	21,500,000
Total number of pleasure cars costing over \$1,500**	9,000,000
Number of car owners who should be prime prospects for automobile-radio equipment**	4,000,000

*Automobile Chamber of Commerce figures.

**Estimated.

RADIO to the Rescue

THE situation was critical. The securities market was floundering. Drastic measures had to be taken to restore confidence. The public—nation wide—must be reached *at once*. Broadcasting was the instrument used. Radio came to the rescue. As we go to press the decline of stocks has apparently been checked.

No less authoritative voice than that of Dr. Julius Klein, Assistant Secretary of Commerce, was heard by millions of people in a pronouncement upon the business outlook. Over the Columbia chain, on Tuesday night,

Oct 29, Dr. Klein, speaking most reassuringly of production and consumption, and of the relatively unimportant number of incomes directly affected by speculative gyrations, offered, to his huge and anxious audience, a welcome steadying thought.

And radio made it possible—the new medium of business as well as of entertainment. What better illustration could be found with which to demonstrate the all-embracing worth of radio and its possibilities for enlightening the nation in times of stress?

This Distributor Improved
**Local
 Broadcasting**

Four definite ways in which Hamburg Brothers, Wheeling, helped Station WWVA with its programs.



A discussion of broadcasting problems, between radio merchant and station manager, means better programs—and more set sales

THE broadcaster needs the support of the radio manufacturer, distributor and dealer. This statement is frequently heard and freely admitted. The manufacturer can help by buying air-time; but what tangible aid can the distributor give?

This question is well answered in the actual case of Station WWVA, Wheeling, W. Va., and Hamburg Brothers, Majestic distributors for Pittsburgh, and Wheeling.

Now WWVA, like all low wattage stations in towns of less than 80,000, wasn't any too popular locally. Home talent was pretty well exhausted. Frankly its programs were getting a bit threadbare. They could not be offered as much of an inducement to buy a new radio set. As outside reception frequently was "spotty" the radio business in Wheeling was not any too good.

Sensing this situation Hamburg Brothers, Pittsburgh, assigned J. Harr to its Wheeling branch with instructions to *get behind* local broadcasting. Harr found four definite ways that the radio jobber could help the broad-

caster improve the quality of the latter's program. Here is what he did or is doing:

- I. Co-operated in a move to obtain more power.
- II. Contacting through distributor to manufacturer (who is an influential buyer of air programs) to chain, Mr. Harr helped WWVA secure a national chain service for Wheeling.
- III. Pays for special talent (from Pittsburgh) for occasional gala programs.
- IV. Has organized a "radio council" among local radio dealers. This group is buying two hours a week from WWVA and distributing pro rata its advertising opportunities.

Due to these activities the prestige of Wheeling's local station is rapidly rising. This changed attitude is already reflected in a more receptive attitude on the part of prospects for radio receivers



Artists of better than average "home town" talent frequently are obtained from Pittsburgh and supplied without charge, by the local distributor, for featuring by WWVA, at Wheeling. Recently, a group of radio dealers has been performing a similar service for its nearest station.



PART III,
*the concluding installment of
 Radio Retailing's analysis of
 operating costs, tells dealers
 how to check their own situa-
 tion with average cases.*

Now Make Your Own

Classification	Store No.	Income			
		Net Retail Sales	Cost of Goods Sold	Gross Margin	
				Dollars	Per Cent
Group A 22 Stores grossing \$100,000 or over	9	155,846	96,090	59,756	38.0
	Avg.	190,671	116,015	74,656	39.1
	12	137,961	80,885	57,076	41.3
Group B 25 Stores between \$100,000 and \$50,000	26	86,132	50,391	35,741	41.5
	Avg.	69,033	43,850	25,183	36.6
	24	94,850	60,133	34,717	36.6
Group C 62 Stores less than \$50,000 yearly	59	40,640	25,847	14,793	36.4
	Avg.	20,862	13,614	7,248	34.2
	48	49,603	31,577	18,026	36.3

THE operating cost problem as discussed in *Radio Retailing's* study of typical merchandising operations was found to be a matter of management—of knowing the facts about one's business, and of properly apportioning expenses.

Ninety-nine of the 109 dealers reporting their costs of selling radio in 1928 made a profit and one broke even. Twenty-three dealers made up to 5 per cent profit on their retail sales volume; 30 made from 5 to 10 per cent; 24 from 10 to 15 per cent and 22 over 15 per cent. *Out of the total of 46 dealers making above 10 per cent net profit, 30 had volumes of less than \$50,000 for 1928.*

Breaking this up into groups by volumes—as we have done in the preceding analyses in this series—we find that in Group A the 22 stores doing volumes of \$100,000 or over show four merchants making up to 5 per cent net profit; ten making between 5 and 10 per cent; six showed 10 to 15 per cent; one over 15 per cent. The average net profit for this group was 8.3 per cent.

In Group B, 25 stores doing \$50,000 to \$100,000, three operated at a loss; six made up to 5 per cent; seven from 5 to 10 per cent; four from 10 to 15 per cent and five more than 15 per cent. The average net profit for this group was 7.8 per cent.

Group C, which takes in the 62 stores doing less than \$50,000 volume, shows six stores operated at a loss; thirteen that made a profit up to 5 per cent; thirteen more that made from 5 to 10 per cent; fourteen from 10 to 15 per cent and sixteen that netted better than 15 per cent.

For the sake of convenience we are reprinting, with certain modifications, the table which analyzed cost

according to the amount of business done, which appeared originally in the October issue. This table enables every interested dealer to compare the efficiency of his operation with that of several others by simply selecting a group of stores doing volumes comparable with his own, provided he knows the *actual facts* about his own business.

The facts revealed in this survey are the vital statistics of the retail radio industry. Moreover they are the only such figures available. It is inconceivable that any radio merchant, regardless of his profit showing, would not be intensely interested in these figures, in comparing them with his own operation, in *studying* the trends so clearly shown in the survey, in setting up standards of operation and in budgeting his own business for 1930. In only a very few other lines of retailing is such complete information available to the independent dealer. It puts him on a par with chain stores in the matter of expense control information—and expense control is the most important single factor in retailing today.

ASSUMING that you have the facts regarding your own business, it is a very simple task to compare your operation with those of other dealers as shown in these tabulations. Select profitable, well-balanced operations for your standard, those doing approximately the same volume of business that you are. Do not be lulled into false security just because you are making a profit, if your expenses are not in balanced relation to one another and to your gross margin. For your business foundation to be sound each one of the six main divisions of expense must be under control. A "bulge" in the percentage for

Business—Compare Your Expenses with these Average Examples

Total Operating Expense		Net Profit or Loss		The Six Main Expense Items											
				Occupancy		Selling		Administration		Publicity		Servicing		Other Costs	
Dollars	Per Cent	Dollars	Per Cent	Dollars	Per Cent	Dollars	Per Cent	Dollars	Per Cent	Dollars	Per Cent	Dollars	Per Cent	Dollars	Per Cent
39,015	25.2	20,741	12.8	7,000	4.5	16,515	10.6	3,654	2.3	5,957	3.9	1,270	0.8	4,619	3.1
58,946	30.8	15,709	8.3	9,564	5.0	24,889	12.8	5,585	2.9	6,317	3.3	2,346	1.2	10,750	5.6
46,583	33.7	10,493	7.6	7,132	5.3	17,836	12.9	8,427	6.0	8,249	5.9	3,905	2.9	1,033	0.7
24,701	28.1	11,040	13.4	4,116	4.4	8,165	9.4	5,420	6.3	4,427	5.1	900	1.0	1,629	1.9
19,327	28.8	5,100	7.8	2,840	4.1	8,019	11.6	3,945	5.7	2,629	3.8	1,244	1.8	1,261	1.8
31,591	32.8	3,126	3.8	7,800	8.2	11,540	11.5	6,575	7.0	2,206	2.3	2,000	2.1	1,470	1.6
8,834	21.4	5,959	15.0	1,314	3.2	3,916	9.5	1,635	4.0	685	1.7	400	1.0	884	2.0
5,685	25.8	1,705	8.4	936	4.5	2,006	10.0	1,204	5.7	552	2.6	396	1.4	341	1.6
17,597	35.5	429	0.8	1,875	2.6	8,210	16.7	3,585	7.3	2,770	5.5	530	1.1	627	1.3

By
S. J. Ryan

APPLICATION

rent or selling or advertising, etc., should be a danger signal. It would be quite possible for a dealer to be making a satisfactory profit under such conditions and still be in an unsound position insofar as the future is concerned. Examples of this will be noted in the comparisons which we are about to make. By giving three examples of the method of charting an operation which the merchant may use as comparative guides, we make it possible for him accurately to diagnose his own troubles.

LET us assume that you sell around \$150,000 a year of radio. That brings you within Group A, the 22 stores doing \$100,000 and over per year. The average volume in this group is \$190,671 and the net profit 8.3 per cent. We rule a sheet of paper and head it exactly the same as the tabulations in this issue. Inasmuch as your store may have made a profit above the average of the group or one below it, we select two stores appearing in the table in lieu of your own: Store No. 9 with a profit of 12.8 per cent and Store No. 12 with a profit of 7.6 per cent. The average figures for Group A—see accompanying table—appearing between store 9 and 12.

A study of these figures shows that the store making the poorer showing had a larger gross margin percentage by 3.3 per cent to begin with but that its expenses were 8.5 per cent higher and consequently the net profit was 5.2 per cent less. Let us break down the expense items and find the source of the trouble.

Rent is about the same, a minus difference of \$132 or 0.8 per cent. The average for the group is 5 per cent. This item, provided it goes no higher, can be passed.

Selling is higher in Store 12 by 2.3 per cent than it is in Store 9. The average for the group is 12.8. Selling expense should be reduced to not more than 12 per cent and the nearer 10 per cent it is the sounder your sales policy will be.

Administration, which is composed principally of wages of non-selling employees and manager's or owner's drawing account, is away out of line in Store 12 with 6 per cent as against Store 9 with 2.3 per cent and a group average of 2.9 per cent. This looks very much like a case of the owner taking out of the business a drawing account larger than he is entitled to. Still, this bulge does not account entirely for the far poorer showing that Store 12 makes.

ALTOGETHER too much has been spent on publicity, 5.9 per cent as against 3.9 per cent for Store 9 and 3.3 per cent average for the group. Two to two and one-half per cent should positively be saved here the coming year.

Servicing is away out of line, 2.9 per cent as against 1.2 per cent group average and 0.8 per cent for Store 9. This may be the result of a too liberal policy or, more probably, it may be the result of handling the wrong kind of merchandise. In the latter case, there is probably a relation between the higher percentage of gross margin attained by this store and the high service cost. This service cost is double what it should be.

Other costs 0.7 per cent. In this respect Store 12 has done a splendid job, allocating the expenses where they belong instead of lazily lumping them in other costs. Indeed, this probably would account to a slight extent

for the increased percentages of the other divisions.

There are the facts, all down in black and white. Here is an instance of a store making a nice profit, maybe even a satisfactory profit in the owner's eyes, and yet look at the opportunity to increase that profit by controlling the expense more carefully. No one can question that a business operating on a cost of 25 per cent is in a much sounder position to meet competition than a business dragging along on a 33 per cent expense. Suppose you owned Store 12—wouldn't you get busy?

If your volume is in the vicinity of \$80,000 to \$90,000 annually you are included in the group of 25 stores doing \$50,000 to \$100,000, Group B. The average volume for this group is \$69,033 and the net profit 7.8 per cent.

As typical examples of good and poor operation in this group we will take stores 26 and 24. There is a difference in net profit of almost 10 per cent in the showing of these two stores.

THE gross margin for Store 26 is much above the average, 41.5 per cent, but this only accounts for a portion of its good showing. Its expenses were 4.7 per cent less than Store 24 and 0.7 per cent below the average for the group. Store 26 is high in administration and high in publicity. If the former is due to a large drawing account percentage, little can be done if it is the owner's, but certainly the publicity expense is out of line even with a selling expense of only 9.4 per cent. Outside of this the operation seems quite efficient.

But not so Store 24. In the first place the rent is away out of line, 8.2 per cent. Altogether too much for a radio store—very dangerous. Selling is high enough although 0.1 per cent under the group figure, but when we add administration to it we get a total wage figure of 18.5 per cent which is the absolute limit in a retail

business. Publicity is very good, but servicing is too high and should be corrected. The greatest stumbling block to better profits is, of course, the rent item which is unrelieved by low selling and low publicity percentages.

This leaves us with Group 3, 62 stores doing up to \$50,000 each annually. The average for this group is \$20,862 volume and 8.4 per cent profit. In table No. 3 we have selected as examples Stores Nos. 59 and 48.

Here we have a tremendous difference in net profits between two stores doing approximately the same volume and enjoying the same percentage of gross margin. Yet one store earns a net profit of 15 per cent and the other does not even make 1 per cent. What are the reasons?

It requires only a glance at the table to find out. Store No. 59 is a nicely balanced operation with a low expense rate of 21.4 per cent. It is evident that every item of expense in

this store is under control. How else could the "bulges" be avoided and low total achieved? Compare the figures of Store 59 with the averages for the group and also with Store 48.

The latter is within limits on rent but is much too high on selling, administration and publicity. You know instantly that this is one of those high pressure businesses that depends upon large commissions, salaries, and "ads" to bring in the volume. But the expense of this procedure cuts down the margin to a mere \$429. Here is a business that will have to be revamped entirely if it is to succeed.

By thus substituting the figures of his own business in the appropriate chart, any dealer can discover his over-apportionments with certainty. Having found them, he is ready to smooth out the "bulges." Then—and not before—will he be in a position to make his profit percentage the largest single item of his gross margin.

"It is inconceivable that any radio merchant, regardless of his profit showing, would not be intensely interested in these figures, and in comparing them with his own operations of a similar character."

Give Them Perfect Demonstrations

NINETY per cent of all radio demonstrations conducted by W. J. Dyer and Brother, operating music stores in St. Paul and Minneapolis, Minn., are made with the aid of a phonograph and electrical pick-up attachment. The programs "come in" perfectly; no static, there is plenty of volume and exactly what and when desired. This applies either to store or home performances.

"The sets we sell," states J. E. Jordan, manager of the radio department, "are equipped with a plug-jack for the convenient use of an electrical pick-up device. It takes but a minute, therefore, to connect one of these sets to a portable phonograph, which my men carry with them on all home demonstrations, or to our pick-up placed in the prospects own phonograph. If he, or she, has a talking machine, and we always make it a point to ascertain this important fact as soon after entering the home as possible; then the pick-up should be used with the prospect's own machine. Here's the reason:

"When you purchase a radio from us, Mrs. Brown, you not only get the best there is but at the same time, by ordering also this simple little electrical pick-up and scratch filter, you will make a brand new instrument—

as far as tone and volume is concerned—of your old phonograph; an instrument fully the equivalent of a \$500 machine. And this device costs but \$24."

The effectiveness of this type of demonstration and appeal is found in Jordan's next statement that over 50 per cent of all radio orders during the past ten months included in their specifications either an electrical pick-up attachment or a portable phonograph with a radio connection device. Needless to say, the trade-in allowance problem on old phonographs is not a serious one with W. J. Dyer and Brother.

"The question will be asked," volunteered Mr. Jordan, "What about customers demanding a demonstration under actual air reception conditions?"

"The answer is that they don't. As music merchants we stress tone first and last. It is now an accepted fact that good sets will bring in distant stations under suitable conditions. Most prospects take that for granted. And we certainly can give them tone and volume on the set from an electrically cut record. A demonstration of this kind is a knock out. Short, snappy, on schedule. And no leaving the set for a 'good reception night' either."

What Goes with the LEASE

When a radio dealer rents a store what are his rights with respect to the use of the adjacent property?

By Leslie Childs
Counselor at Law

WHEN a radio dealer rents or leases a business location, which is described by street and number, the question of just what rights this gives the merchant is entitled to serious consideration. Is the merchant entitled to the use of whatever yards, alleyways and passageways may adjoin the building, or is his use restricted to the building alone?

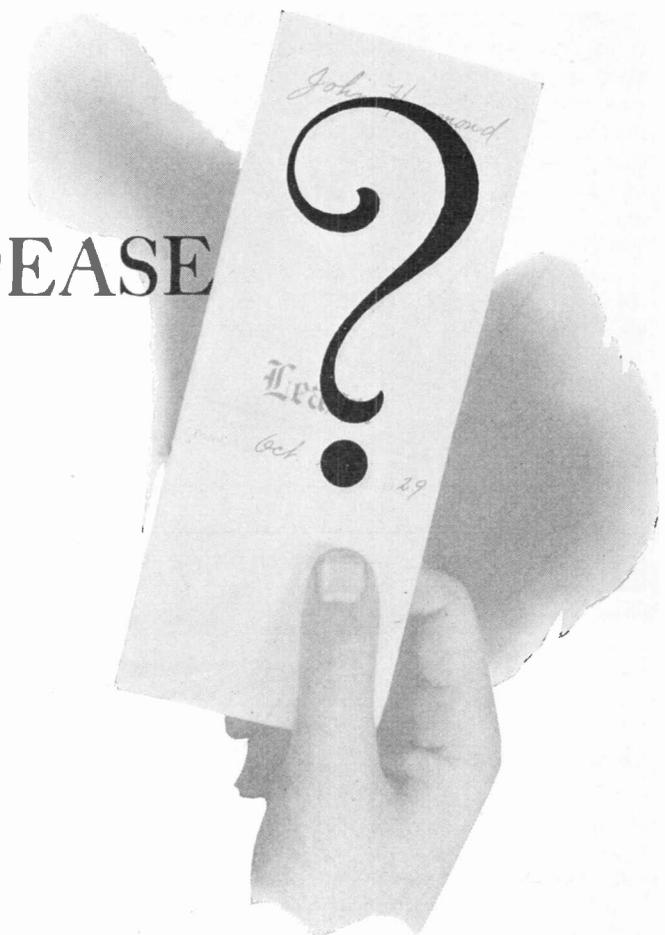
This point becomes especially vital where the lease governs business property adjoining unoccupied ground. If the merchant assumes to use this space, and the landlord also desires it, all the elements of a first-class dispute may easily arise.

In one case of this kind a radio dealer entered into a lease for a store building, the lease simply describing the building by street and number. There was a large backyard and a passageway adjoined the building on one side, though the lease made no mention of this space outside the building.

The merchant went into possession and, as he had occasion, proceeded to use the yard and passageway. Thereafter the landlord desired to make other use of this space, and disputed the right of the merchant to use it on the ground that it was not included in the lease. In support of his contention, the landlord took the position that the use of this space was not necessary in the conduct of the merchant's business, and that the building only was covered by the lease. A lawsuit followed, and the court held:

THAT, since the lease made no mention of the yard and passageway, it gave the merchant no right of use therein, other than that which was actually required by him in the use of the building. In line with this, the court held that the landlord was entitled to the use of the yard and passageway, with the exception of permitting the merchant to use the parts necessary for the conduct of his business in the building as described by street and number.

Of course, each case of this kind must necessarily be decided on its particular facts, but the general rule seems to be that, even though a yard adjoining a building is not mentioned in a lease, the landlord will not be permitted to interfere with the use of the building by a



separate use of the yard. The reasoning of the courts on this phase of the subject is illustrated by the following instance:

In this case, a store building was leased that had an adjoining backyard, which the merchant used in gaining entrance to the building. The lease was by street and number and contained no provision respecting the use of this backyard.

Sometime after the merchant had taken possession, the landlord sought to erect another building on this ground. Quite naturally, the merchant objected. The dispute that followed was taken into court, and when the merchant demonstrated that this use of the backyard by the landlord would cut off his light, and also seriously interfere with his use of the building, the court forbid the landlord to make use of the yard. This on the ground that, even though the yard was not mentioned in the lease, since it was necessary to the use of the building, the merchant had the right to use it.

From what has been said, it is obvious that whenever a business location is leased by street and number the right of the merchant to use passageways, yards, or alleyways, that may adjoin it, should be set out in the lease. True, the merchant may have such right of use without mention; then again, he may not, depending upon the facts and circumstances of each case of this kind.

However, in any event, the point is one of too much importance to be left to chance, and the after-construction of the lease by the parties thereto. Certainly, to leave this question open may be, in many cases, to openly flirt with a lawsuit later on, all of which might quite securely be guarded against by a fair understanding inserted in the lease at the time it is executed.



TRANSPARENT MANGER SCENE BACKGROUND

(Above)

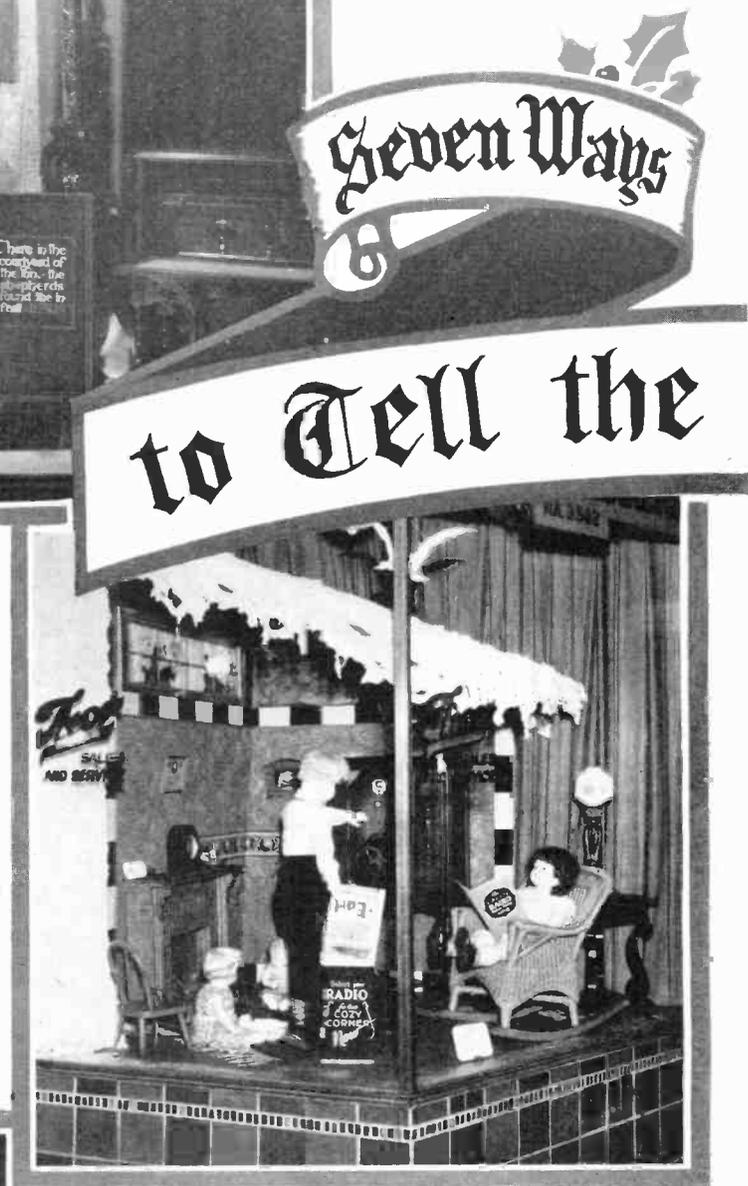
Requires the co-operation of a local artist but the result will justify the effort. Remember unusual windows always take time and cost a little more.

The 'Adoration' motif, done in flat colors on parchment paper to imitate a stained glass window is backed by electric lights and flanked by large red candles. Silver cloth completes this admirable trim by the Electric Equipment Company, Phoenix, Ariz.

DOLL MODELS

(Right)

Life sized doll models, in their own little sitting room, will always stop the passer-by. Here the "cozy corner" idea is stressed—snug and safe from the cold (cotton batting) snow outside. Trimmed by the Electric Appliance Shop, Seattle.



THE MORE FORMAL YULETIDE TRAPPINGS

(Left)

Rich red velvet and ornate floral props are the formal trappings of Yuletide.

Note the splendid "balance" which this window possesses—how the extra length of draping and the large floral spray compliment the massive console. Arranged by Kebbel Brothers, Detroit, Mich.



STREAMERS AND TAPESTRIES

(Left)

The Christmas atmosphere may be achieved by simple means, if desired. This window, in the store of The Barrows Company, Hollywood, Cal., won first prize in a contest recently conducted by Stewart-Warner.

Xmas Story

With Window Trim



THE SANTA CLAUS MOTIF

Have Santa Claus step in the window occasionally, and broadcast his answers to his youthful letter writers. A speaker over the door gives the outsider Santa's message first hand. A grandfather clock will lend atmosphere.



RADIO IN THE KITCHEN

(Above)

A radio set presented to mother before the Holiday Season will lighten her initial preparations for those Thanksgiving and Christmas dinners.

ARTIFICIAL SNOW

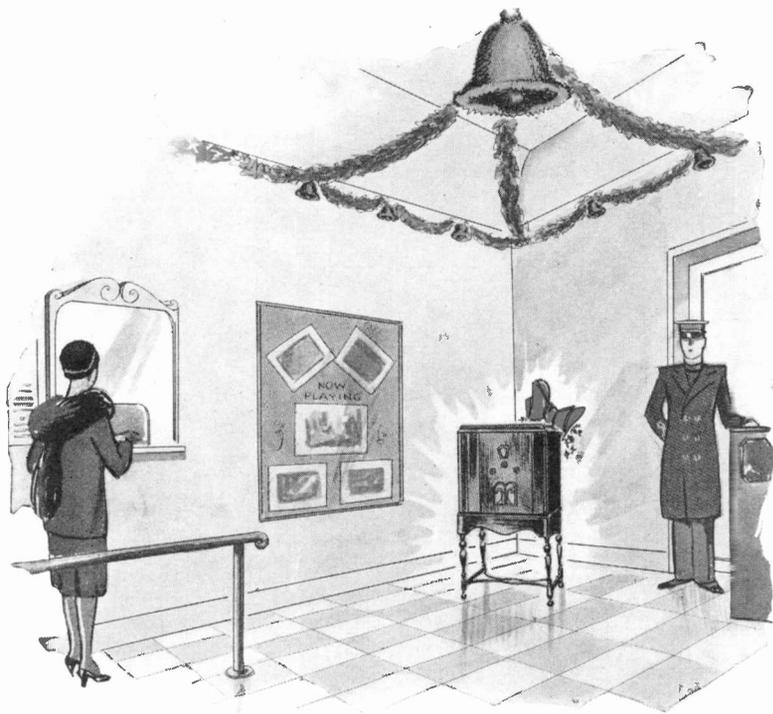
(Right)

Cotton batting gives excellent snow effects. Note also the aerial towers and large wreath. This window also by Barrows.



Try These Boost Your Christmas

Yuletide sales are the business. Here are gestions and methods



"Dear Santa:

Five years ago I had croup and I got a crystal receiving set to keep me happy. Two years ago I had mumps and I got a battery set. I think these new combination sets are great. Please send me a bad case of measles.

Bobby."

"Dear Santa:

We both know that Christmas is a swell time for everybody but you and me. We just get it where the chicken got the axe.

Mary is taking the kids to Bermuda for the vacation. John is playing hockey at Lake Placid. Sue is going to study abroad after New Year's.

Please bring me a console set so I can keep in touch with my family.

Pa."

An important point to remember about all Xmas advertising is to place the bulk of the copy between November 15 and December 15. Radio sets should be bought early in the season.

After December 15th accessories should be emphasized. They are likely to be among the rush purchases, because they are inexpensive and easily portable.

The possibilities of profit in Christmas assortments of parts, accessories, and sets of tubes sold in attractive boxes should not be overlooked.

THE importance of an intensified sales effort during the Christmas season cannot be stressed too highly. This is the time when the public loosens the strings of the old shekel bag. Both in one's advertisements and decoration plans great care should be taken to feature the spirit of Christmas. The windows are particularly important, for at no other time do Mr. and Mrs. Buyer do more window shopping.

For the past three years the sales of one leading radio dealer in New York, between Nov. 15 and Dec. 25, averaged over 20 per cent of his annual business. In other words, if the retailer can increase his sales, for this crucial period, 10 per cent over those of the preceding year it will be equivalent to doubling his entire volume for July.

LETTERS TO SANTA CLAUS

Letters to Santa Claus, written in the lighter vein and incorporated in the store advertisements, will be found sure-fire attention getters. These epistles can be given many interesting applications. Here are a few suggestions:

"Dear Santa:

I am beautiful but untalented. The boyfriend is spending a lot of time with a strawberry blond who plays the piano entirely too well. Please bring me a new screen-grid radio set. When I get Vincent Lopez in my parlor every night, a piano player's appeal will be the least of my worries.

Anne."



IDEAS to TRADE

*keystone of the year's
some practical sug-
used by other dealers.*

DECORATE SETS AS WELL AS STORE

Of course the store should display the symbols of the season—holly and evergreen. An additional feature is to have an occasional console or table set on the floor tastefully wrapped in white paper tied with big red bows. Customers who so desire may be promised deliveries similarly wrapped at no extra charge.

AN ORIGINAL DISPLAY APPROPRIATE TO THE SEASON

An effective attention-getter has been developed by H. A. Eveleth of the United Radio Supplies Company, San Francisco.

Take a new console set, remove it from the packing case, insert the tubes, connect it to the light socket and make sure it operates properly.

Now put the set back *into the packing case* with the tubes left in, and the power cord running through a hole in the bottom of the case.

Decorate the case with red ribbon and holly. Paint on it one or two signs such as "Do Not Open Until Xmas."

Place the packing case, right end up, out on the sidewalk with the cord running into the basement through the sidewalk lift or window. Now connect her up.

Every person who is not deaf will stop to see where the music is coming from and the deaf ones will stop to look at what the others are listening to.

GET NAMES OF SET RECIPIENTS

Many sets will be bought for presentation to families other than the purchasers. The dealer should ask the Christmas buyer if the set is for his own home. Whenever a set is to be a gift, he should get the name and address of the recipient, as well as of the customer. This will eliminate much confusion when requests for free service come in.

TIMELY SALES POINTERS

Store decorations should not crowd the selling floor. This should be stripped for action, displaying only a few well-diversified models. Select not more than six Christmas leaders and have these six models cover the complete price range from less than \$100 to \$600 or more.



An extra chair or two will make a hit with many women who need a rest from shopping.

Children can be enlisted in the Yuletide campaign. An offer of \$5 cash to every child submitting the name of a person to whom a set is subsequently sold resulted in thirteen sales for one dealer.

The promise of last-minute deliveries will attract the rush business.

Christmas is often the time for Church suppers and bazaars. The committees in charge generally welcome the offer of a handsome console set to provide music for the evening. The advertising to be had from this is most useful.

GIVE A BONUS TO YOUR SALESMEN

Figure out a quota for your salesmen based on last year's Christmas sales. Then get everyone together and show them how they are really partners in your business. Get them all pepped up for big sales and then, after telling each one what his quota is, show them how they will get a certain percentage of the profits on all sales they make over their quotas. This is just the thing to create the vital interest, so important at this time, on the part of your aides.

If you don't like the bonus idea, give a cash prize to the salesman closing the greatest number of sales up until midnight of December 24.

In FLORIDA

They Profitably

DISPOSING of trade-ins undoubtedly always will be a real problem. This was certainly the case with J. W. Bibb, manager of the radio department of Cohen Brothers, Jacksonville, Fla., until recently—when an appeal to the *heart* instead of the pocketbook of the prospect cut these losses 75 per cent.

Bibb found himself faced with an ever increasing deficit because the more business his department transacted, the larger the trade-in burden was.

To refuse to take them in meant to lose business to competitors—until it was decided to treat the matter from a *psychological* standpoint. This proved to be the right angle of approach.

"In common with other dealers," relates Bibb, "we were accumulating a large number of used sets that represented many dollars in trade-in allowances. I had been repairing some of the best of these and selling them at a very nominal sum. As the policy of the store is to stand behind every sale, this forced me to guarantee and to service these used sets for ninety days, the same as new ones.

"If I tried to sell the re-conditioned radios at a price that would cover the cost of repairing and the ninety days' service, plus the trade-in allowance, the price was too high. The result was that I not only lost money but also failed to give the satisfaction the customers expected. They were looking for the same perfect performance with a second-hand radio that they would receive from a new set. They demanded that these obsolete sets produce tone quality and selectivity on a parity with late models.

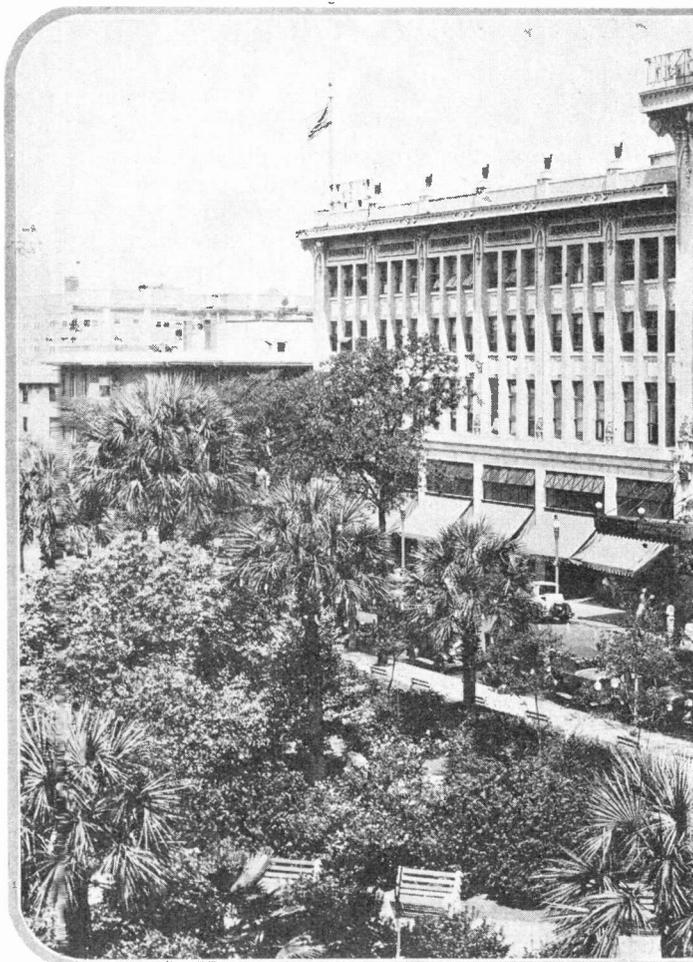
"Selling the trade-ins 'as is' also was tried. In other words, they were sold in the same condition as received. I guaranteed nothing. They were listed at half the allowance price. Still the stock did not diminish and, of course, I was losing on each sale.

"Then came the inspiration—the *plan which reduced trade-in losses 75 per cent.* It was simply this, sell the customer the idea that it would be to his interest *not* to trade-in the old set. Here is how it's done:

"WHEN the sale gets to the point where the prospect asks about the allowance on the old set I tell him I am perfectly willing to accept the old instrument as part of the initial payment on the new one. But, on the other hand, it is a pity to take the radio out of service and perhaps, in the end, put it on the scrap heap because the policy of the store demands too high a standard to make selling used sets anything but a losing venture.

"It is brought to the customers' attention that there are many people who would enjoy a radio but who are not financially able to buy one. Some, for instance, may have a servant who has been with them for many years. Others may know of a poor family or of some charitable institution that would appreciate this good, but old,

The use of a little psychology sets for this southern merchant



A front view of Cohen Brothers' store

model. Perhaps the customer knows some bed-ridden shut-in who is cut off from the active world and spends many lonely hours which could be brightened if this radio were installed at his or her bedside.

"I go even further and assume some of the charitable act myself. The regular price for erecting an aerial is \$10, but in a case of this kind the aerial is put up and the set installed for \$5. To be sure that the set is in good working condition, it is checked by the service man. He recommends any necessary repairs for which, of course, the customer pays.

"When the prospect realizes what a really humane act this is and sees how he can make it possible for someone to get pleasure out of the same faithful instrument

Discourage *Trade-Ins*

eliminated the bugaboo of old and turned loss into profit.



located in Jacksonville, Fla.

that has given him hours of enjoyment, he disregards the few dollars he might save and often grows liberal.

"Each time I have been successful in placing an old radio in a home of one of the less fortunate, a 'true life story' that has a real human appeal is added to my sales talk.

"This plan has still another effect, it secures leads on new prospects. The customer often suggests the name of a friend, or friends, who has an old set or who is interested in radio but as yet has not bought.

"If I sell any of these leads, I telephone my informant or call personally to thank him for the

tip. I tell him that in order to show my appreciation, his name has been placed in my "credit service book" and that I will take care of him when he needs a new tube or work done on his radio. I give a \$3 service credit to any customer who furnishes a sales tip that results in a sale.

"These calls are not a waste of energy nor are they a rounding out of 'gentlemanly' manners. Rather they represent just another link in the almost endless chain of prospect hunting. Almost every time a call of this kind is made the name of a new prospect is obtained.

"ANOTHER thing, I do not make myself obnoxious to the people whom my customers recommend. I prefer to get in touch with them by telephone and to introduce myself as representing the Cohen Brothers' radio department. I offer to loan them a radio set for a few days if they will allow me to. Should they turn the proposition down, their action is taken as final and they are not bothered again. If they ask who told me to call, the question is evaded by blaming the phone book. Experience has shown it is not always best to divulge the source of the tip. Friendships are sometimes one-sided. The name of the store is all the recommendation needed and the friend's name would not help to place the demonstrator or close the sale."

An appeal to the heart rather than the pocketbook of the customer with a used set is in the final analysis, the better procedure, according to Bibb's experience.



J. W. Bibb, who tells how he solved the trade-in problem at a profit.

Clearing the Way with

By N. F. Doyle



As the Indians Signaled Great Events with Fire
so We signal an Era of Perfect Radio Reception!

The bonfire... ever the means of joyous acclaim of great events! ... What better signal to inaugurate this new era of radio satisfaction than a great bonfire burning up the obsolete, trouble-making radio sets in St. Louis?

The Radios of today are so marvelous... so mechanically perfect... so economical that every home should have this enjoyment. The obsolete sets—the best that could be produced in their day—have been surpassed as the automobile supplanted the horse and buggy. The only reason one holds on to these sets is because their trade-in value has become so little. It has been shown by experiment and proved conclusively that many obsolete, and regenerative radio sets are causing most of the static disturbances and faulty reception experienced in radio sets today.

To make it possible for every home to enjoy the delights of the new model sets now on the market, the Radio dealers are prepared to buy up old radio sets. These sets are to be burnt in a great public demonstration.

Take advantage of this unusual offer. Your Radio dealer will now be prepared to offer you the biggest trade-in allowance you can ever hope to receive.

Don't Miss the GREAT PUBLIC BONFIRE of OLD RADIO SETS
Forest Park, Saturday, Aug. 3

10th week of the National celebration was held... a second Independence Day... They symbolizing important provisions of the Act... Trade in your old set for \$1.00... 1924 your friends to trade in theirs... sets you can use! They cost the same... And remember that TRUST N.Y.R. Radio Insurance are prepared to give a trade-in value for it, piece of the value of three old sets.

Sponsored by the following distributor-members of the St. Louis Radio Trades Association:

Aeolian Co. of Mo. 1004 Olive	Brown & Hall Supply Co. 1504 Pine	Hemshaw-Dudley Dist. Co. 2434 Lindell
R.C.A. Radios and Victor Radio	Artophone Corp. 1622 Pine	Koerber-Brenner Co. 1115 Pagelazzi St.
C. A. East Radio	Barrett Electrical Supply Co. 3115 Washington	Lance Electrical Supply Co. 1016 Market St.
A. C. Dayton	"Navigator" Radio	Manhattan Electrical Supply Co. R. C. A. Radios
Battery Exchange, Inc. 3409-13 Washington	Phenix Radio	Straus Co. Kaiser-Brandes
Bark & Corbitt Co. 1230 Main	Fada Radio	F. Tiemann Stove & Hdw. Co. 210 Walnut
Benwood-Linze Co. 19th & Washington	Melrose Radio	Eria Radio

FIRE! The very word in print is exciting! And when concerted dealer action gives the radio-buying public a real fire, with all the drama of rolling smoke, cracking flames, and milling crowds, buyer interest is heated to an action pitch that means sure sales.

The burning of old sets, collected by the co-operation of local dealers in many cities, was the most striking and effective tie-in activity which occurred during the celebration of National Radio Week.

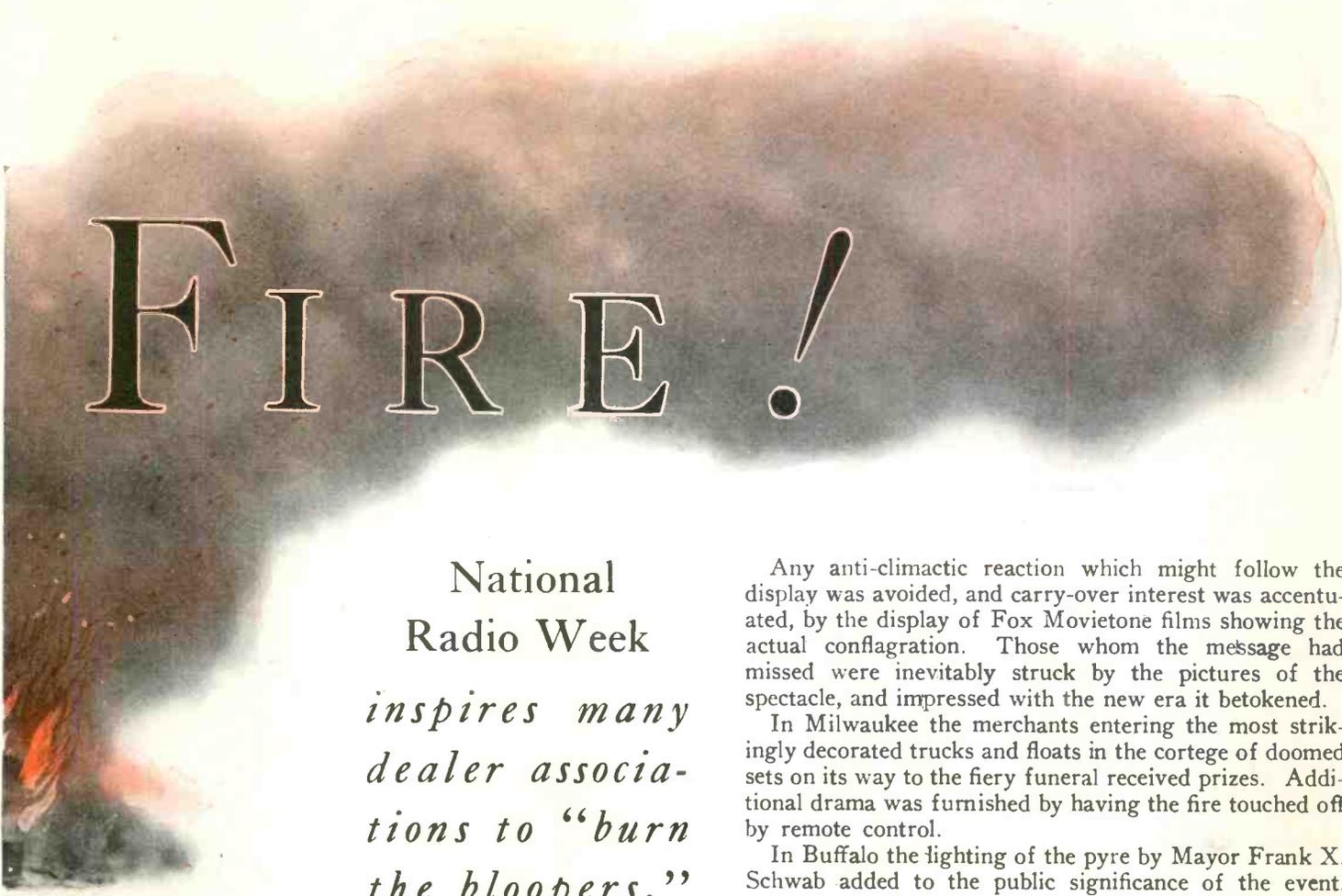
Taking advantage of a heightened interest in radio engendered by widespread newspaper advertising, broadcasting announcements, and the distribution of Radio Week posters, streamers and literature, local associations crystallized this state of mind by presenting this unique and profitable dramatic action which reached thousands of prospects.

The huge bonfire sponsored by the dealers of St. Louis, through the St. Louis Radio Trades Association, is a typical instance of the startling effectiveness of this idea. Nearly 3,000 old sets went up in smoke—and a large proportion of them represented consummated replacement sales. Seattle dealers promoted a campaign culminating in the scene illustrated in the accompanying photograph. Dealer organizations in several other cities literally "blazed" the way to a new period of selling which woke up the too easily satisfied users of ancient sets, to the distinct advantage of all concerned.

THE St. Louis association, with William Lindhorst as chairman of the bonfire campaign committee, followed this procedure:

First, co-operative newspaper advertising announced

An excellent public presentation of the bonfire idea



FIRE!

National Radio Week *inspires many dealer associa- tions to "burn the bloopers."*

an actual public bonfire of obsolete sets to be held at the climax of a campaign ostensibly directed against obsolete radio equipment. Repeats and new tie-ups kept interest high, and local broadcasting stations made frequent announcements, commenting on the benefit to listeners of "clearing the air."

Second, each dealer agreed to give to the donor of every old set a ten-dollar credit check applicable until the date of the bonfire on the purchase price of a new set in his store.

Third, a standard window display furnished all stores featured the burning of old sets and the liberality of the blanket trade-in allowance.

Fourth, dealers themselves contributed old sets with no resale value to the bonfire.

Fifth, a raffle ticket, a chance on a prize award to be made at the bonfire, was given each donor in order to insure a big attendance at the event.

The bonfire was made the keynote of all sales activity for weeks preceding the big show. Salesmen impressed the idea that squealing antiques were a public nuisance, destroying as they did the pleasure of owners of modern sets. Equally important was the point that such sets had so little resale and trade-in value that they might better be burned. Prospects jumped at the chance of a sure \$10 allowance, and old sets were paraded in truckloads to the scene of the fire.

40,000 streamers and posters, 1,000 advertising mats, and 200,000 seals, distributed by the Federated Radio Trade Association to promote National Radio Week, keyed up public interest in the modern radio and made spectacular bonfires of old sets real sales getters.

Any anti-climactic reaction which might follow the display was avoided, and carry-over interest was accentuated, by the display of Fox Movietone films showing the actual conflagration. Those whom the message had missed were inevitably struck by the pictures of the spectacle, and impressed with the new era it betokened.

In Milwaukee the merchants entering the most strikingly decorated trucks and floats in the cortege of doomed sets on its way to the fiery funeral received prizes. Additional drama was furnished by having the fire touched off by remote control.

In Buffalo the lighting of the pyre by Mayor Frank X. Schwab added to the public significance of the event.

COMPLETE co-operation, in the last analysis, was in every case the vital factor in the signal success of this dramatic idea which found such nation-wide acceptance. A thought so original and so picturesque had necessarily to be carried out on a grand scale. The agreement on the trade-in allowances, the special window displays, the generous use of newspaper space, and propaganda of obsolescence—by these many means the dealers, acting together, gave these campaigns a cumulative force to which the fire itself was a fitting climax.

AND the results? In practically every instance the promoters of this year's bonfire campaigns look eagerly forward to 1930 Radio Week, again to be sponsored by the Federated Radio Trade Association, as the chance for a similar activity and for similarly gratifying results.

The smashing effect of the bonfire inspiration was threefold. The air was cleared of thousands of annoying "bloopers" which spoiled programs for users of up-to-date sets. Worn out, useless trade-ins—perplexing white elephants on dealers' hands—were disposed of for all time and their worthlessness strongly established. And above all, sales were increased enormously. One city consigned to the flames 2,000 old sets.

And to the merchants who stood about the roaring pyres of old junk, every crackle seemed to have an echo that sounded like the tinkle of a cash register bell.

It's Service

By
William Hicks

That Counts

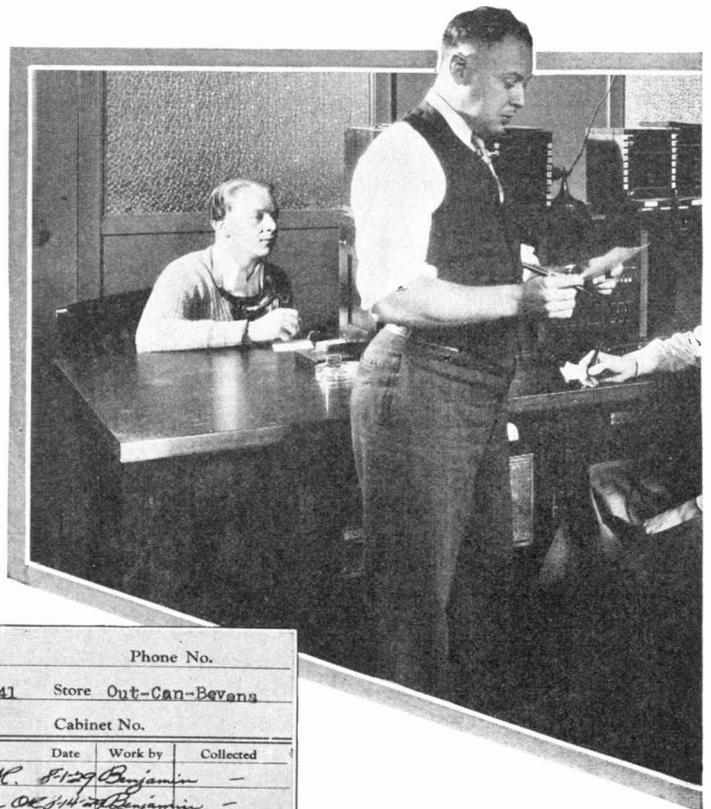
AS WITH an age which attaches so much importance to speed, it is to be expected that the public should demand quick service in regard to its radio needs. And, for a retailer whose territory comprises the two large boroughs of Brooklyn and Queens, quick service involves just such a well-planned and efficient service system as that of the Brooklyn Radio Service Corporation at 1072 Atlantic Avenue, Brooklyn, N. Y. Last year its turnover was \$1,250,000—twice that of the previous year. And the service system, of which Benjamin Ginsberg is justly proud, is, in his opinion, largely responsible for such good business. His whole organization revolves around this department.

It is a big job, this servicing of two large boroughs. In most of Brooklyn and a part of Queens, the population is congested and the calls, though many, are close together; along the fringe of Queens and beyond into Long Island the population assumes a suburban aspect, and the distance between calls is greater. And covering all this territory like a web, this retailer's service system answers ninety-eight per cent of all calls within twenty-four hours.

The center of the web, a room on the ground floor of a five-story building, buzzes with activity. One is confronted, upon entering, by two double-faced switchboards manned by four men: three dispatchers and a technical man. Two girls for typing and clerical work and, directing all, the service manager, complete the visible human element. The other element, invisible and linked to this room by the switchboards, is composed of the inspectors, the pilots, and those all-important units, the service men. These men, unless an unusual cause warrants it, remain invisible. They never appear at the office. Their exist-

ence (and their activities!) is attested by the blinking of colored lights on the switchboards.

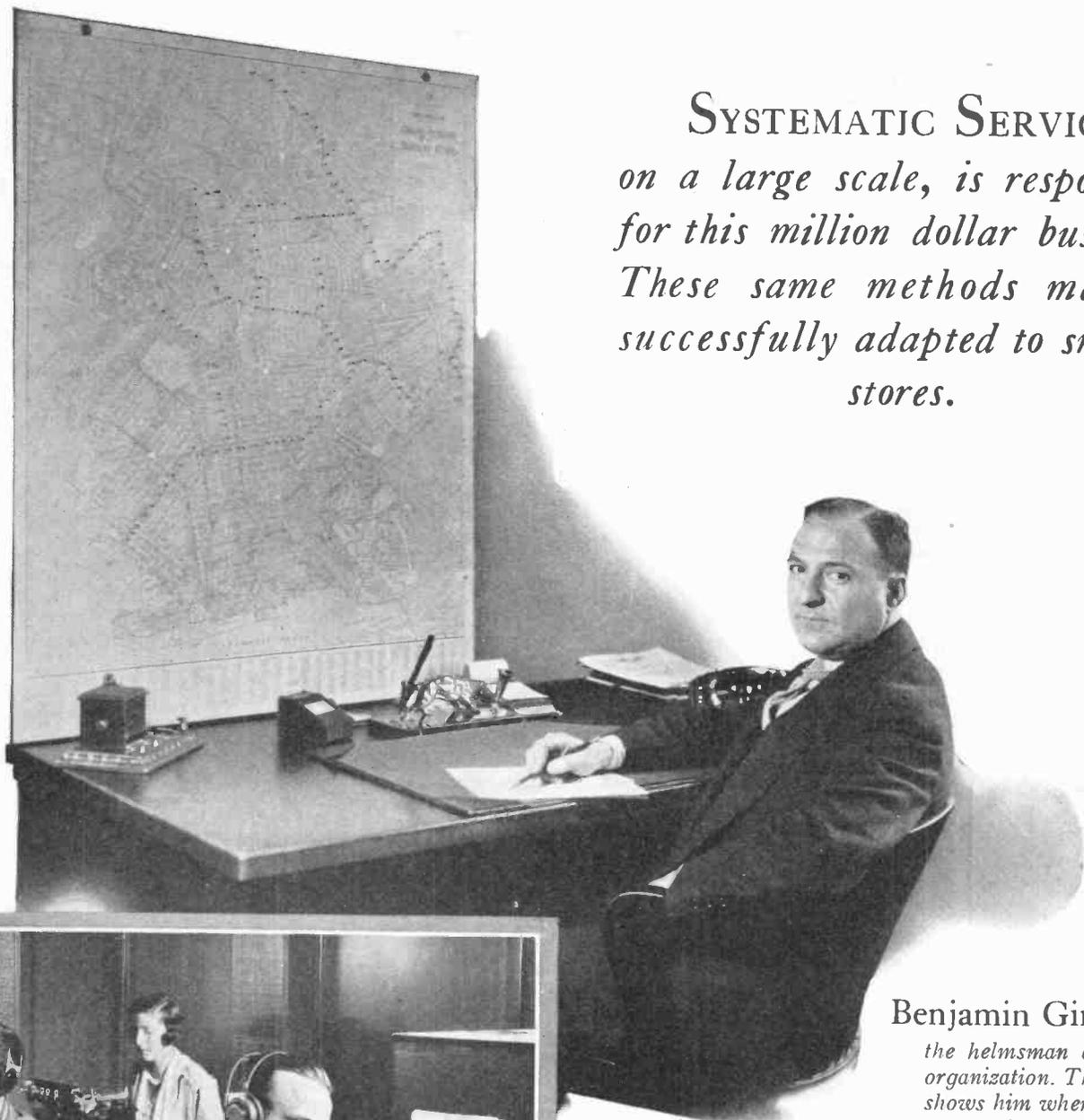
The territory is separated into three divisions, each division being allocated to one side of a switchboard, with a light of a different color from the others and supervised by a dispatcher. A call from one division however, will appear on the switchboards of the other two, but, identified by the color of its light, it will be ignored by the other dispatchers unless a rush of work demands its attention. Each dispatcher has before him a card rack, with a card for each call to which he assigns



This one card carries a complete record of each service job.

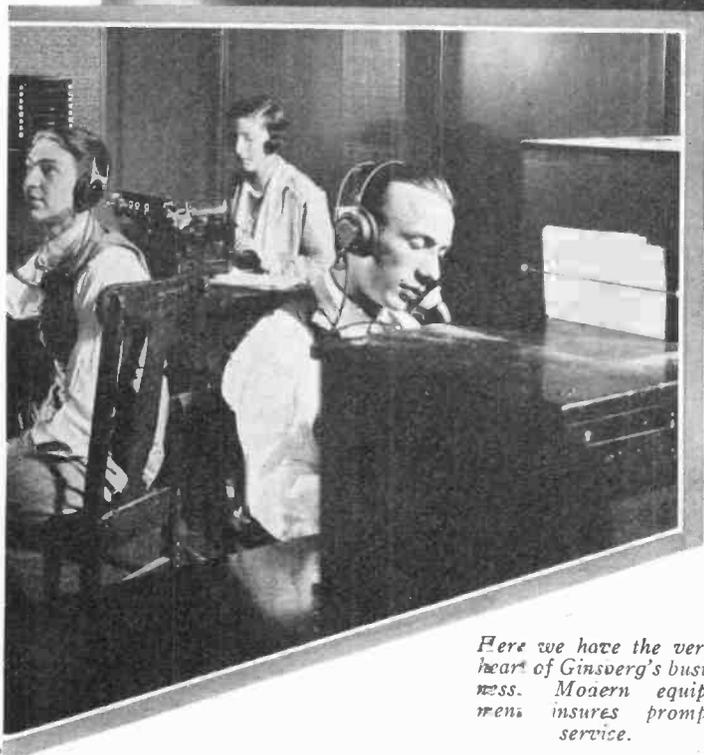
31	Address 107-33-134th St.	Name JONES, John	Phone No.			
Receiver Philco 86	Requisition No. A 4541	Store Out-CAN-BEVANS				
Chassis No.	P. S. No.	L. S. No.	Cabinet No.			
Date	Instructions	C. O. D.	Report	Date	Work by	Collected
7-31-29	5:15PM Re-ins 8-1-9		Installed OK	8-1-29	Benjamin	
8-13-29	10:25 A.M.		Rept. 227 - Adg. Num. OK	8-14-29	Benjamin	
9-13-29	9:30 A.M. Mistal		Bad. OK N.H.E.	9-13-29	Jacovic	
9-14-29	10:45 A.M. No. Sugs.		Good conn. on T.S. OK.	9-14-29	Bravell	

SYSTEMATIC SERVICE,
*on a large scale, is responsible
 for this million dollar business.
 These same methods may be
 successfully adapted to smaller
 stores.*



Benjamin Ginsberg

*the helmsman of this
 organization. The map
 shows him where each
 service man is.*



*Here we have the very
 heart of Ginsberg's busi-
 ness. Modern equip-
 ment insures prompt
 service.*

a service man. The time and the instructions are noted on each card and, when the service man reports the call completed, such report is entered upon the card which is then filed away, and the service man is directed to his next call. In this manner most calls can be disposed of

on the same day that they are received. All cards received before 3 p.m. are sure of attention the same day. During the first six months of 1929, more than nineteen thousand calls were disposed of.

On a wall are two large maps of Brooklyn and Queens containing all house numbers and resembling with their colored pins, the war maps of an army headquarters. Each borough is marked off into sections, twenty in all, and numbered. A service man with a car is on duty in each section, and he never leaves it unless a rush of work in another section makes necessary his assistance there. His equipment is provided him by a pilot who reports twice a week at the office for supplies; and his pay is given him by an inspector, who supervises the servicing of a division, or a group of sections.

Every Friday the inspectors report at the office for a conference and for the service men's pay checks. And daily, they, and the pilots and the service men keep the lights blinking on the switchboards. It all works smoothly and efficiently. And, what is more important, it assures quick service.

Hark Ye to This Poetic TALE



Jones, the radio manager sat
With schemes distilling beneath his hat,
And the smoke-clouds forming a frenzied wreath
To match the clouds on his brow beneath.
He shuffled his feet and scraped his chair—
For the "Big Idea" was almost there.



Now, Jones was known as a real go-getter—
When business was good, he wanted it better.
When business was better, he wanted it best—
His high ambition could never rest.
He must see those radio sales ascend
Month after month—without an end!



"Eureka," cried Jones—

Or with that intent
(He wouldn't have known what "Eureka" meant
Or who had said it, or when or where—
For literature he had no flair).
What he really said was—

"Well, by damn,

Here's an idea that, I know, will slam
A Babe Ruth run in them radio sales—
My bean may be slow, but it never fails!"



His feet came down on the floor with a whack,
He straightened out the kinks in his back.
He reached for a pencil—his fingers sped
To work out the details e'er they had fled.
And this was the scheme—and this the plan
Of Jones—the radio wonder man:



He'd put his radios out on trial;
His salesmen wouldn't take a denial.
One in every prospective home—

They'd get the payments when they should come.
They might find a few folks cross and crabbed,
But most of the people would go plumb rabid
At the thought of losing those radio sets!
A few are caught in the best-laid nets!



So the ads were written and properly timed;
The salesmen were lectured to and primed.
The radio sets with polish gleamed
And the plan worked—just as Jones had dreamed.



The store was thronged, the phone rang steady,
With people demanding the Eveready—
RCA—Brunswick and Atwater-Kent—
It just beat hell how those radios went!
Though the service gang was ready to drop
The "sales" ran on like they'd never stop
And everyone was as busy as hell—
For Jonesey's idea had rung the bell.



The sale ran on—and the stock ran low,
The a.c. sets were the first to go.
The battery sets he'd held in reserve,
The tide of demand could scarcely swerve
And Jones was in a terrible plight
For he saw the end of his stock in sight.
He couldn't go out to those folks and tell them
He hadn't a radio left to sell them!



"Why didn't I think of that before?
I'll just call up the wholesale store.
Now that I find my stock is low,
I'll order six dozen sets or so.
My hunch is, this sale has just begun;
We'll make the most of such a run—

By J. C. Reed

of Jonesey's Wonderful Radio Sale

We'll go on selling while we can!"
Said Jones, the radio wonder man.



The trade seemed gone on a mad carouse.
It drank up the store, then the wholesale house.
The force was weary and heavy-eyed
And the service gang was sorely tried.
And Jones alone, of the weary score,
Smiled as he went through the crowded store.



At last the sale was over and spent.
The last bright prospect had left content
And sets on trial were everywhere
Catching weird sounds from the harried air.
Manager Jones, still full of pep,
Exclaimed,

"Well, boys, we have made a rep—
One thousand sets in fourteen days.
That record will carry us quite a ways!"



Now all went well for a week or so
Till Jones' salesmen began to go
Out to collect that first installment,
With Jones in a state of high enthrallment.



There was trouble here—there was trouble there—
Some couldn't pay—others didn't care.
There were those who wanted a wider range;
Still others wanted to exchange!
The business department took in its slack.
Those radio sets came drifting back
In twos and threes and tens and dozens—
The a.c. sets and all their cousins!
One point stood clear in the general smother—
A trial's one thing—

But a sale's another!

Oh, few and far were the sets that stayed,
While the wholesale house had to be paid,
And the shelves were full and getting fuller
From the scheme that was to have been a puller.
The months rolled by and the radios stayed
In the mortuary where they'd been laid;
Thousands of dollars in merchandise,
A high-priced word to the would-be wise,
While the force looked in, with bleak despair,
At the junk accumulating there.



That store is having another sale,
But now—

How different is the tale!

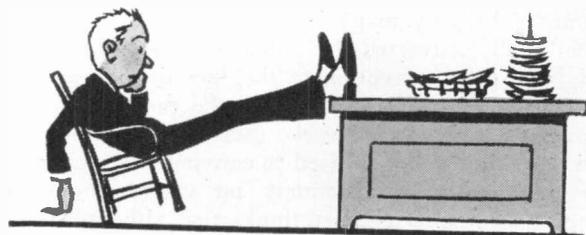
Those radios, left so long on ice,
Must now be disposed of at half their price!
It's the same old crowd in the same old store,
With the radios selling more and more.
They're losing money—alas—alack—
But—

Jones knows damn well that they won't come back.



Now the moral—it isn't hard to find:
A prospect rarely knows his mind.
When you sell a thing, be sure you've sold it,
And be careful how long you let him hold it.
Don't over-reach yourself too far;

*You can hitch your wagon to a star,
But be careful how you drive it, brother.
For a trial's one thing but a sale's another!*



Radio Retailing

A McGraw-Hill Publication

NOVEMBER

1929

SPORTS Broadcasting

Big Sports Features Will Continue on Air

THE absence on the air of the recent Sharkey-Loughran fight has caused concern on the part of many friends of radio who have feared that the public might in the future be deprived of its "high-light" sporting events.

Boxing contests of a major character, World Series baseball games, and football classics, all are powerful radio sales builders, and it would be hurtful to radio if any of these were to be lost to the radio audience.

An investigation conducted by *Radio Retailing*, into the situation, however, discloses no serious danger of losing such important sports features.

"The situation is well in hand," declares George F. McClelland, vice-president and general manager of the National Broadcasting Company. "In proof I cite NBC's renewable contract with the Madison Square Garden Company, its understanding with Judge Landis, baseball's High Commissioner, with Jack Dempsey, with William Carey and with other promotional powers in the realm of sports. May I mention also our own desire to provide the listening public with each and every event of country-wide importance.

President William S. Paley, of the Columbia System, and W. F. Carey, who heads the Madison Square Garden Company, in statements, have confirmed this analysis of the situation.

These expressions, however, should *not* be construed, by radio manufacturers and dealers, as giving the situation a clean bill of health. There is need for a closer contact between organized radio manufacturers and the broadcasters—to the end that each may better understand the other's objectives—and problems. There remains, also, the need for an aggressive merchandising of these stellar events and for the setting up of a type of machine which will assure their positive continuance.

Happily, as we go to press, it can be announced that definite steps are being taken toward this end.

They Blazed the Way

ONE of the most successful concerted efforts to boost radio sales yet conducted was that of National Radio Week, sponsored and endorsed by the F.R.T.A., the R.W.A. and the N.A.B. Reports have been so encouraging that Federated is now formulating plans for a similar week to be held next year.

Bonfires held by many local associations at the start of the "week" attracted the public in a twofold manner. First, they called attention to the fact that there was a co-ordinated effort on the part of the radio industry to put over a national radio week. Second, no better means could possibly have been used to convince the public that most old sets have absolutely no value. For some strange reason the customer thinks that although the set

he wishes to trade in is of no value to him, it must have some hidden value to the radio dealer. He demands, therefore, a healthy trade-in price for it. By what better means can a radio dealer convince the customer that his old set is valueless than to burn it up before his very eyes?

He's Missing Half the Music

THE night air nowadays is filled with music of remarkably accuracy of tone. The broadcasting stations have been accomplishing wonders in respect to improving their transmission. As the result, the *ether waves* that permeate cottage and mansion alike, now carry in their audio vibrations, sound reproductions of well-nigh perfect fidelity.

But unless the person listening in is using a modern reproducer, which re-creates all notes from treble to bass, he will be missing half the charm of modern radio. The sets of a couple of years ago were greatly deficient in this respect of tone accuracy, and the man who is tonight using a 1926 or 1927 speaker is hearing *not* the gorgeous tone harmonies of 1929 radio, that are in the air, but merely a sort of "skimmed music, dated 1926" or whatever the year was when his outfit was made.

The millions of such listeners who have obsolete sets are, after all, the best possible prospects for 1930 sales.

Radio, Disseminator of Understanding

RADIO is the arch-enemy of provincialism, according to leading educators of the United States, who are contributing to a symposium conducted by F. A. D. Andrea, president of Fada.

"Radio will naturally tend to make available, throughout the world, music, ideas and points of view which were formerly localized," states Frederick B. Robinson, President of the College of the City of New York, who has been a leader in utilizing broadcasting.

"It will bring to people in sparsely populated regions, the educational and recreational advantages formerly enjoyed only in the large cultural centers. It will bind mankind closer together and will make effective, in the whole mass, the achievements of the ablest."

Why "Record" Programs Must be Announced

IN RESPONSE to many requests regarding general orders requiring all broadcasting stations to announce distinctly the character of all mechanical, or "record" programs broadcast by them, Radio Commissioner Harold A. Lafount makes the following statement:

"While the broadcasting of music performed through

Situation *Not* Alarming

the agency of mechanical reproduction, such as phonograph records, is not in itself objectionable, the failure clearly to announce the nature of such broadcasting is, in some instances, working what is in effect a fraud upon the listening public.

"In view of the scarcity of channels these valuable government franchises should be used in such a manner as to render the broadest public service. They should be employed, whenever possible, to provide original entertainment or instruction not otherwise obtainable.

"Another basic reason, of recent origin, is that stations using records, whose programs are sponsored by advertisers, are able to quote such low prices that other stations using original material cannot compete with them. There is danger, therefore, that the present, high grade, original programs of certain smaller stations, not connected with the chains, may soon be seriously hampered by lack of sponsors.

"It is to prevent deterioration of program quality that this ruling must be enforced."

And in this clear-cut presentation of the situation there is little doubt but that the radio industry heartily agrees with the Commissioner.

Farmer Wants Educational Broadcasting

IN A recent survey conducted by the radio service of the Department of Agriculture among the farmers of the country, it was definitely shown that a large percentage of farmers believe that there is too much jazz music on the air and that they want more educational features. The educational broadcasting movement initiated by Secretary Wilbur has met with wide favor among the farmers who are showing great interest in it. And the results of surveys show that programs having more talks, old songs and other good music are favored.

Who'll Get the Business?

AND now another market for radio equipment looms just above the horizon—the owners of high class automobiles. By spring not less than 4,000,000 of this type of prospect will be thinking about the lure of "Radio As We Go."

Who will answer their questions?

Who will get this business?

Plainly it's a job for the radio industry. Its problems are those of the radio merchant and the radio service man, according to the picture presented in this issue.

In this connection let us not overlook the fact that automobile-radio will be, in the main, spring and summer business. *Today*, however, is none too early to lay the foundations for this new venture.

Alert radio dealers, therefore, will investigate at once. They will conduct preliminary sales and experimental installations this winter. The momentum and prestige thus acquired will mean much toward solving next summer's natural falling off in peak demand for home receivers. "Auto-radio" has most interesting possibilities in this respect.

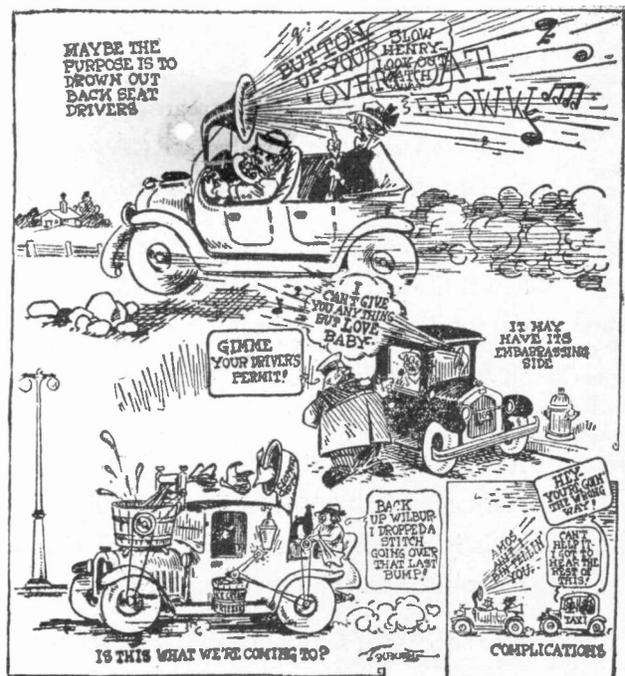
Radio and the Coming Generation

A RECENT news item states that 350 New York schools have adopted the NBC music series under the direction of Walter Damrosch. It is estimated that 25,000 children, in these schools, will hear each weekly broadcast. The series is to continue for a period of three years.

Events such as this are a boon to the radio industry. These programs are making the coming generation radiominded. It is a reasonable assumption that these children will materially influence the placing of receivers in many homes not now equipped. And when these same youngsters reach maturity it will take but little effort to sell them radio receivers.

We should encourage these radio-educational movements, co-operating whenever possible. By so doing we also will benefit ourselves.

Now That We Have Radio on Cars



Copyright, New York Telegram

*This message to the radio public has
been published in leading newspapers.*



THE RESPONSIBILITY OF LEADERSHIP IN RADIO

A message to the Radio Public

THE responsibility of Leadership in Radio rests squarely upon the shoulders of RCA, because as the creator of broadcasting science, the creator of broadcasting apparatus, as the creator of dependable transoceanic wireless, RCA made it possible for the public to have broadcasting.

RCA, founded at the request of the United States Government, before our troops were demobilized, was expected to blaze the way in the radio field—scientifically, commercially, patriotically.

As a result of this there exists a radio audience of 40,000,000 interested listeners. This is but one indication of how RCA has responded to the Government's call.

The success of many licensed manufacturers

now engaged in exploiting RCA ideas and RCA patents, including the RCA Screen-Grid patents, is evidence of how faithfully RCA has worked to make available to the public the results of its experiments, not only through its own manufacture, but through licensed competitors.

As another big buying season commences, RCA ventures a few serious words of advice to its friends.

RCA is the only organization in the radio industry manufacturing a complete line of radio products—vacuum tubes (Radio-trons), receiving sets, reproducers, radio-phonograph combinations, broadcasting apparatus, centralized radio equipment, airport and airplane equipment, sound record-

ing and reproducing apparatus, and trans-oceanic telegraphic apparatus.

In each of these great divisions of radio manufacture RCA is recognized as the pioneer and leader of the industry. In its laboratories it is pioneering in new fields for the further progress of radio.

RCA is now presenting to the public the only complete line of fine quality radio sets—tuned radio frequency, Screen-Grid and Super-Heterodynes—sets that range from \$54 to \$690.

Tried, tested and perfected, each of these Radiolas—from the lowest to the highest priced—is the finest radio set that can be bought anywhere at any comparable price. RCA has the lowest priced, high quality radio sets in the market. They are built in a full range of different models to take care of every known requirement of broadcast reception.

These Radiolas are the work of the same engineers and scientists who designed America's leading broadcasting stations, who have made America a world center of trans-oceanic radio communication, who perfected the vacuum tube, who introduced the electro-dynamic speaker, who developed

and perfected the wonderful Super-Heterodyne circuit, who gave the industry "all-electric" operation, who developed Screen-Grid Radiotrons and the Screen-Grid circuit.

To those about to purchase their first radio set, and to those who hesitate to make an experiment in replacing an obsolete model, we say:

Insist upon an RCA Radiola. It is backed by the reputation and experience of a world-wide organization.

Insist upon seeing the whole Radiola line. Your Radiola dealer will demonstrate to you that there is a Radiola exactly fitted to your reception requirements and your location—and at a price you can easily afford. He will consider it a privilege to serve you. He has been a leader in his line in your community for a number of years, and he will be with you through the years to come.

Regardless of what type Radiola you choose, you are certain of getting the utmost value for your dollar.

Look for and insist upon the famous RCA Trade Mark

RCA RADIOLA

RADIO-VICTOR CORPORATION OF AMERICA



Theremin Music

Explained

A close study of this new instrument indicates tube replacements as sole service problem.

By H. W. Baukat

EVERY now and then something really new is invented. Radio has been the cause of many drastic changes in the customs and lives of the people of this world and now as an off-shoot in the art of radio we have an entirely new type of musical instrument. Never before in the history of mankind has the human mind been able to make or cause vibrations, audible to the ear, combinations of which we call music, without actually handling some material substance used as a medium for causing these vibrations.

However, in the Theremin, the development of Leon Theremin, a young Russian scientist, we at last have a means of creating music through no effort other than the waving of the hands. The Radio-Victor Corporation of America has acquired an option on the patent rights of this instrument and has begun commercial production. Present plans call for distribution through the regular radio-music channels.

A glance inside the instrument reveals a small chassis upon which are mounted a 224 type tube, three 227's, a 120, two 171-A's, and a 280 for the power supply. This device is connected to the regular 110 volt, .60 cycle, house lighting current in the conventional manner of hooking up an a.c. radio set. An ordinary radio reproducer is used as a means for converting the electrical energy generated into sound energy. Two coils will be noted, one at each end of the chassis. These, together with suitable audio-frequency transformers and other small component parts generally found in a radio receiver, comprise the entire outfit.

At the top of the instrument, as seen in the illustration, there is a vertical antenna. At the side is located a horizontal antenna. The vertical antenna controls the pitch or tone while the looped or horizontal bar controls the volume or intensity. The audible sounds originate from two oscillating circuits within the instrument which produce a heterodyne beat note varied and controlled by the position of the player's hand in relation to the vertical antenna.

When the right hand is brought into the sensitive electrical field surrounding the vertical antenna, the field is so affected that the audio-frequency notes, or sounds, are produced. These are amplified and passed along through the reproducer. As the hand approaches the vertical antenna

the pitch becomes higher and as the hand is withdrawn the pitch becomes lower.

When the other or left hand approaches the horizontal or looped antenna the volume is lessened in minute gradations down to the faintest whisper; and when the hand is moved away the volume is increased by the same gradations.

Although this instrument is fundamentally a transmitter the circuit has been so arranged that its range of transmission is but about one foot distant. In other words the transmission does not reach out beyond the position of the operator's hands and therefore can in no way cause detrimental sounds or interference to any radio equipment in the near locality.

The various types of tubes are used because of their individual oscillating characteristics which are quite necessary.

The first instruments, now being placed on the market, have an entirely new tone

color, somewhat similar to the violin or cello. Operation is simplicity itself and anyone who is able to hum or whistle a tune can play this instrument within a few hours and really play it so it sounds like something. The Theremin has aroused very keen interest in international music circles and such noted authorities as Leopold Stokowsky, Gabrielowitsch, Rachmaninoff, and Rudolph Ganz have praised it for its unusual tonal qualities.

There is no doubt but what this is the first step in the opening up of a new era of musical reproduction.

WHAT will the service problems be? Well, so far nothing in particular has developed. The power pack is approximately the same as is found in present day a.c. receivers and there is nothing unusual here. The chassis is simplicity itself and no trouble is to be expected from



Above — Leon Theremin, inventor, operating the instrument. Left—Interior showing apparatus used.

this source. Aside from checking the tubes every now and then to see that they are in perfect condition there should not be any other thing to look at. Clever little switches are arranged at the back so that when the user opens the doors to look inside, the current is at once turned off, thus eliminating at once a most prolific source of trouble—that caused by the customer's natural curiosity and carelessness.

In summing up our observations it would seem that the Theremin presents to the radio-music merchant a musical device which falls within the realm of radio and which may be sold without any fear of complicated service troubles afterwards.

How Much Power for the Speaker?

In estimating how many speakers may be employed with a power amplifier for best results, the engineering staff of the Radio Receptor Company, New York, suggests that three-quarters of a watt be allowed for each magnetic cone, two to four watts for each dynamic cone, and five to eight watts where an air column is used with a dynamic unit. This energy is, of course, in terms of undistorted output from the amplifier.

Screen-Grid Volume Control

Two systems of volume control, each of which has been used successfully in a.c. receivers, are used in combination in the new Eveready screen-grid sets. In this double volume control, two resistances, working in entirely independent circuits, are controlled simultaneously by a single knob. One of these resistances is in the antenna circuit and operates to divert a part of the radio signal to ground when adjusted for low volume. The other is used to vary the sensitivity of the screen-grid amplifier by changing the grid bias on the tubes.

The antenna potentiometer alone gives fairly satisfactory results on receivers using conventional three element tubes, but it has two disadvantages when employed with a screen-grid receiver. First, it fails to give a complete shut-off of powerful local signals; second, the radio frequency stages are operated at full sensitivity all the time, regardless of volume control setting. The screen-grid tube, when operating at full sensitivity, emits a steady hiss, and when three such tubes are used this hiss becomes quite pronounced and is a source of annoyance. The grid bias control operates to reduce the sensitivity of the amplifier when less than maximum volume is required, thus eliminating the amplifier noises char-

acteristic of the screen-grid tube working at full sensitivity.

Will Outside Antennas Be Done Away With?

For a long time past many engineers have dreamed of and tried to build, a radio receiver that would be in reality a self contained a.c. receiver. Such a set would have but one pair of wires leading from it through the use of which the receiver would be attached to the light socket. This would mean added convenience for the user as it could be placed anywhere in the house where there might be an outlet. Also it would mean the elimination of installation problems for the dealer.

An it looks as if, with the new 224 a.c. shield grid tube, this long dreamed of type of set, almost the perfect a.c. set, is nearer than ever.

Where to Look

When looking for trouble in the rectifier unit of a receiving set, test for d.c. voltage across the output terminals of the filter and voltage divider. Knowing the normal value, the service man can tell easily by his meter reading whether or not the rectifier tube is performing satisfactorily.

Graphical Symbols Used in Radio Communication

The following report was developed in accordance with American Standards Association procedure by a sub-committee on Graphical Symbols used in Radio Communication of the Sectional Committee on Scientific and Engineering Symbols and Abbreviations, in close collaboration with the Committee on Standardization of the Institute of Radio Engineers and under the joint sponsorship of the American Association for the Advancement of Science, the American Society of Civil Engineers, The American Society of Mechanical Engineers, the Society for the Promotion of Engineering Education, and the American Institute of Electrical Engineers.

This report is not considered by the A.I.E.E. Standard Committee as being final. It has been printed in the belief that the undertaking has reached a stage at which the report should be circulated widely with a view to obtaining the opinions, criticisms and suggestions of as many interested persons as possible on the standards which are here presented in tentative form. Suggestions for changes, and criticisms of all parts of the report are in order and are solicited.

These should be addressed to the secretary of the A.I.E.E. Standards Committee, Engineering Societies Building, 33 West 39th Street, New York City.

1. Aerial		13. Frequency Meter (Wavemeter)		28. Resistor		Vacuum Tubes	
2. Ammeter		14. Galvanometer		29. Resistor, Adjustable		43. Diode (or half-wave rectifier)	
3. Arc		15. Glow Lamp		30. Resistor, Variable		44. Triode (with directly heated cathode)	
4. Battery (the positive electrode is indicated by the long line)		16. Ground		31. Spark Gap, Rotary		45. Triode (with indirectly heated cathode)	
5. Coil Antenna		17. Inductor		32. Spark Gap, Plain		46. Screen Grid Tube (with directly heated cathode)	
6. Condenser, Fixed		18. Inductor, Adjustable		33. Spark Gap, Quenched		47. Screen Grid Tube (with indirectly heated cathode)	
7. Condenser, Fixed, Shielded		19. Inductor, Iron Core		34. Telephone Receiver		48. Rectifier Tube, Full-Wave (Filamentless)	
8. Condenser, Variable		20. Inductor, Variable		35. Thermoelement		49. Rectifier Tube, Full-Wave (with directly heated cathode)	
9. Condenser, Variable (with moving plate indicated)		21. Jack		36. Transformer, Air Core		50. Rectifier Tube, Half-Wave (Filamentless)	
10. Condenser, Variable, Shielded		22. Key		37. Transformer, Iron Core			
11. Counterpoise		23. Lightning Arrester		38. Transformer, With Variable Coupling			
12. Crystal Detector		24. Loud Speaker		39. Transformer, With Variable Coupling (With moving coil indicated)			
		25. Microphone (Telephone Transmitter)		40. Voltmeter			
		26. Photo electric Cell		41. Wires, Joined			
		27. Piezoelectric Plate		42. Wires, Crossed, not joined			



New Products for

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

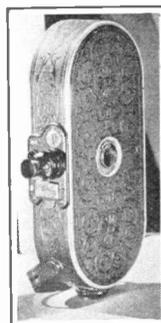


Library Kodoscope and Cabinet

200-watt lamp, for club or church, projects a 39 in. x 52 in. picture at 23 ft. Price, \$180. With 5 in. lens to project a 30 in. x 52 in. picture at 57½ ft., \$275.

The library Kodoscope, in a walnut table cabinet, has a self-contained screen. It is 10½ in. x 7½ in. x 9½ in. when folded. Intended retail price, complete, \$300.

A floor cabinet with film storage space and editing shelf is also available. The library Kodoscope can be placed on it making an ensemble. This cabinet is an example of the new Art Moderne and retails for \$150.—*Radio Retailing*, November, 1929.



Model 75

tor adjustable for a.c. or d.c. Each of the seven models available is basically like the other, differing only in equipment and attachments. The prices range from \$100 to \$275. *Radio Retailing*, November, 1929.

Victor Animatograph Co. Cameras and Projectors

Slow-motion moving pictures can now be taken with the Model 3 Victor Ciné camera developed by the Victor Animatograph Company, Davenport, Iowa, as well as regular speed pictures. This can be done by the turn of a button and does not require a special attachment. This camera is a small compact hand model, measuring 3½ in. x 8 in. x 6 in. It has Universal

Eastman Home Movie Line

Four light and compact Ciné-Kodaks, a hand-cranked model on a stand for the advanced amateur, and three types of projector make up the line of home movie equipment offered by the Eastman Kodak Company, Rochester, N. Y.

Model BB.f.1.9, camera has a capacity of 50 ft. of film and is available in black, blue, gray or brown. The intended retail price is \$140.

Model BB.f.3.5, is the same as the above model except that it is equipped with f. 3.5 Anastigmat lens and the case is black cowhide. Intended retail price, \$75.

Model B, f. 3.5, is a fixed-focus camera and has a built-in exposure guide. Intended retail price, \$85.

Model B, f. 1.9, is fundamentally the same as BB. f. 1.9, but has a capacity of 100 ft. of film. The intended retail price in gray, brown or black, with case to match, is \$175. In black, without case, \$150.

Model A, f. 1.9, for the advanced amateur, has ultra-fast



Portable Panatrop

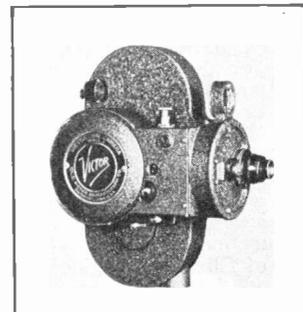
The new portable phonograph announced by the Brunswick-Balke-Collender Company, 623 S. Wabash Avenue, Chicago, Ill., has the latest type all-metal reproducer and a wide area tone chamber. It plays all makes of records and has a large record-carrying capacity. The motor, of the noiseless type with automatic stop, is built into a metal cabinet with padded covering of tan leatherette. The dimensions are 16½ in. x 15 in. x 8 in. Intended retail price, \$37.50.—*Radio Retailing*, November, 1929.

Bell & Howell "Home Movie Line"

A complete line of home movie equipment and accessories is offered by the Bell & Howell Company, 1801 Larchmont Ave., Chicago, Ill.

Each model in the "70" series of cameras has the following in common: 1 in. f.3.5 universal focus anastigmat lens; variable speed; baked crackle enamel finish; leather carrying case; over-all dimensions of 3 in. x 6 in. x 8 in.; and 100 ft. film capacity. These cameras range in price from \$180 to \$332.

The "70-D" series (speed cameras) is the latest addition to the Bell & Howell line. Each model has seven film speeds (8, 12, 16, 24, 32, 48 and 64 exposures per second); three lens turret; and carrying cases of English saddle leather in tan or brown. The



Model 3

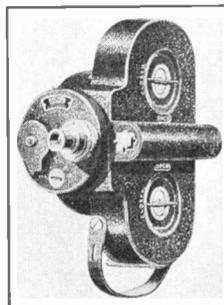
view finder, duplex spring motor, and interchangeable lenses. The intended retail price range of this model is from \$125 to \$164.

Model 3-T is equipped with a three-lens turret so that long distance shots may be alternated with close-ups. The general specifications are the same as Model 3. This series ranges in price from \$172.50 to \$200.

In the projector line, there are two types.

Model 3-B, complete with 105-120 volt Universal motor, one 400 ft. "take-up" reel, carrying case, tool kit and a 200-watt, 100 volt lamp, retails at \$200. This model may also be had with 32 volt motor, \$200.

Model 3-C for 800 ft. and 400 ft. reels, retails at \$225.—*Radio Retailing*, November, 1929.



Model 70

retail prices run from \$245 to \$427.50.

The "75" series are small and light and can be carried in a coat pocket. The models are built on the same lines as the "70" series but owing to the size do not have quite the adaptability to all photographic conditions. The price is about a third less, however, and the film capacity is 100 ft. The intended retail price range is from \$120 to \$130.

The "57" series projectors have the following specifications: direct lighting system; flickerless pictures owing to nine-to-one shuttle movement; film reverser; 400 feet 16 mm. film capacity; and 110-volt mo-

An All-Purpose Amplifier Panel for Schools

As schools reproduce a variety of subjects from many different parts of the building, such an installation must be more flexible than the usual installation. To take care of this, the Radio Receptor Company, 106 Seventh Ave., New York City, has perfected an all-purpose amplifier panel. The panel board includes a radio set, a three-position microphone and mixer, a switch panel, a volume control panel, a microphone amplifier, and two power amplifier panels. This installation makes it possible for the principal to address the entire school. Recorded music is available by means of a phonograph pick-up.—*Radio Retailing*, November, 1929.

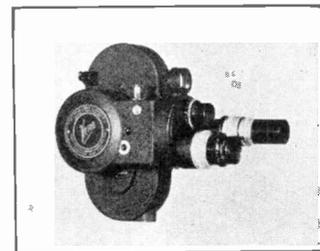


Model B, f. 3.5

f. 1.9 lens and is hand cranked. Capacity without reloading, 4.2 minutes. Intended retail price, \$225.

Model C Kodoscope projects a 38 in. x 40 in. picture at a distance of 18 ft. It accommodates 400 ft. of 16 mm. film (16 minutes). Intended retail price, \$60.

Model A, with 165-watt or

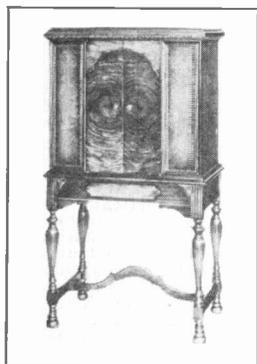
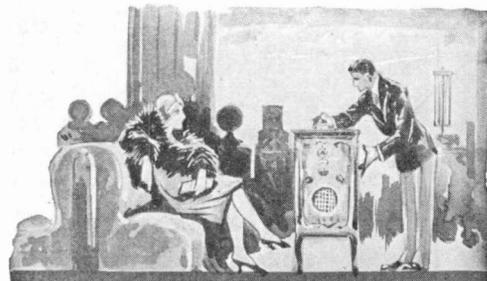


Model 3T

Radio Retailing, November, 1929

Dealers to SELL

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



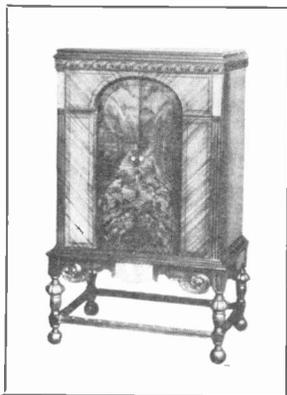
Model 310

Mills Receivers and a Coin-Operated Set

The Mills Novelty Company, 4100 Fullerton Ave., Chicago, Ill., maker of automatic phonographs, has entered the receiver field with a line of screen-grid sets, radio-phonograph combinations and a coin-operated radio set.

All receivers have the same chassis which utilizes eight

receiver is incased in a hand carved walnut cabinet, 44 in. high x 29 in. wide x 17 in. deep. It will play 6 minutes for 10c. The machine registers all coins deposited and renders continuous playing if more than one coin is deposited. It may also be had for 25c. operation.—*Radio Retailing*, November, 1929.



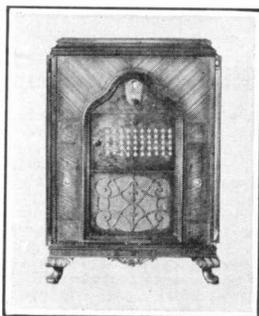
Model 300

Communication Apparatus for Schools

Communication apparatus which combines in one compact cabinet four communication systems for school use has been developed by Multi-Selecto Phonograph, Inc., Grand Rapids, Mich. Radio, phonograph, microphone and television (when it is available), may be transmitted with this instrument, the "Magaphone."

It can be used to broadcast radio programs to any one or to all class rooms, eliminating the necessity of assembling the pupils. The program can be shifted from room to room without loss and instant change from one medium to another is possible. Phonograph reproduction of records is available. The microphone enables the principal to communicate with any room instantly to make announcements, etc.

This instrument may be had in sizes to suit practically any public school. The intended retail prices range from \$650 up, according to the number of rooms to be equipped with speakers.—*Radio Retailing*, November, 1929.



Pierson Cabinet

The "Salisbury," a cabinet of Jacobean design to house practically any radio chassis and a dynamic speaker, is announced by the Pierson Company, Rockford, Ill.

The interior of African ayuse and blended oak is accessible through carved latticed French doors. This cabinet is 54 in. high x 30 in. wide.—*Radio Retailing*, November, 1929.

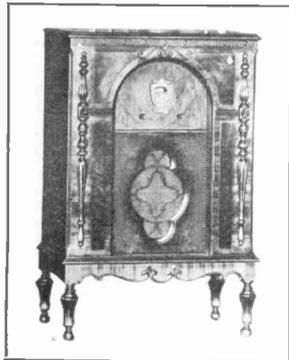
Automatic Phonograph

Thirty-two records can be automatically and continuously played on both sides with the "Concert-Trope," an automatic phonograph developed by the Concert-Trope Manufacturing Corporation, Indianapolis, Ind. The main speaker is located at earlevel in the top of the cabinet. The records are so stored that they do not come in contact with each other. In the coin operated model, a sturdy, positive-acting mechanism of new design is used. The cabinet is five-ply walnut. Intended retail price, \$995, coin or switch controlled.—*Radio Retailing*, November, 1929.

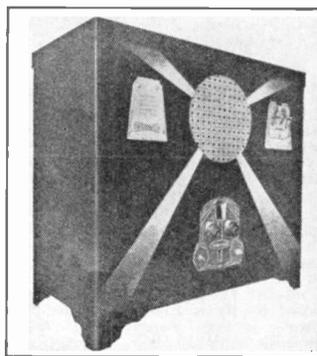


Lincoln Receiver

A new-comer to the radio receiver field is the Lincoln Laboratories, Inc., 23rd and LaSalle Sts., Chicago, Ill., maker of the "Lincoln" line of sets, using 4 screen-grid tubes. A feature of these sets is the automatic indexing device. Movable arrows, into which are slipped the station call letters, are furnished. They are arranged just above the dial and the call letters may be changed at will. The entire scale is visible and the dial will accommodate 35 arrows at one time. Several models are included in this line, with the prices starting at \$139.—*Radio Retailing*, November, 1929.



Coin-Operated Set

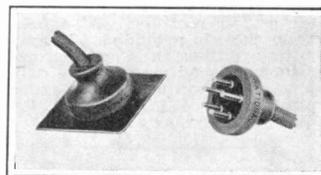


Coin Operated Set

The heavy steel cabinet which houses the "Radi-O-Nica," a coin-operated radio receiver made by the Radionic Corporation, 355 Badger Ave., Newark, N. J., is so designed as to facilitate servicing. This set uses 8 tubes including 224's and two 245's in push-pull. A meter to register each play is included as well as a convenient coin collector. All working parts are completely enclosed. It plugs into the light socket and the antenna system and ground are built-in.

The crackle finish cabinet is attention-arresting in appearance, being black with four silver "searchlights" radiating from the speaker outlet. All external metal parts are chromium plated.

This instrument will play 6½ minutes for five cents. Owing to its size (19 in. x 22 in. x 12 in.) it can be placed on a shelf if floor space is not available. A console model may also be had if desired. The intended retail price is \$300, complete.—*Radio Retailing*, November, 1929.



Connector Plug

The National Company, Malden, Mass., has just developed a semi-soft rubber connector plug. This plug will appeal to the experimenter as an inexpensive yet effective method of connecting the chassis or dynamic speaker field to the power pack, etc. The receptacle is a standard 4- or 5-prong tube socket.—*Radio Retailing*, November, 1929.

tubes including four 224's and two 245's in push-pull. A dynamic speaker is used.

Model 300 is a walnut lowboy with maple overlays and sliding doors. It is 43 in. high. Intended retail price, \$175.

Model 310, a walnut highboy, is 50 in. high x 27¼ in. wide. Intended retail price, \$175.

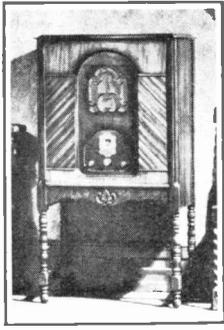
Model 400 comes in a console of butt and oriental walnut, decorated with hand carving. The height is 48 in. Intended retail price, \$350.

Model 410, in a highboy cabinet with satin walnut finish, is \$350.

Model 500, with electric phonograph if desired, is 62 in. high and attractively hand carved. Retail price, \$750.

The "Troubadour" is a continuous-playing, selective automatic phonograph and radio set, remotely controlled. It is especially suited for clubs and hotels and may be had with any number of dynamic speakers. This model is available without the radio.

The coin-operated, 8-tube re-



Shamrock "Rembrandt" Set

The "Rembrandt" model radio receiver, which the Shamrock Manufacturing Company, 114 E. 32nd St., New York City, is making, contains eight tubes, including four 224's and two 245's in push-pull. The cabinet is 48 in. high x 28 in. wide x 15 in. deep. The intended retail price under the Rembrandt label is \$99.50. This set is also available for private brand sale.—*Radio Retailing*, November, 1929.

New Microphone Line

The Radio Receptor Company, 106 Seventh Ave., New York City, announces a new line of microphones for public address and sound reproduction purposes, designed primarily for use in conjunction with "Powerizer" sound amplifying systems.

There are three types—3½ in., a 6 in. and a hand model for portable use. The construction includes a special alloy diaphragm that has no fundamental period of its own. There is also a special composition carbon button that cannot "pack," the manufacturer says.

A new microphone amplifier for portable and stationary use in public address and similar systems is also available. Both a.c. and battery types are being produced. The battery type employs two tubes and has an output of approximately .35 watts. The a.c. amplifier employs two 227 tubes and a 280 rectifier with an output of approximately .45 watts.—*Radio Retailing*, November, 1929.

Screen-Grid Chassis

A seven tube Neutrodyne chassis employing three stages of t.r.f. is offered by the First National Radio Corporation, 254 West 54th Street, New York, N. Y. This chassis is a product of the Balkitt Radio Company. The tubes used are four 227 tubes, a 224, two 245's, and a 280 rectifier. A phonograph jack is provided. It may be had either in chassis form or in a pressed metal table cabinet, each having an intended retail price of \$75.—*Radio Retailing*, November, 1929.

"Cub" Condenser

The "Cub" condenser being made by the Cornell Electric Manufacturing Company, Inc., Rawson St. and Anable Ave., Long Island City, N. Y., is available in capacities ranging from .0001 to .02. It is self-mounting with the carbon type grid leak or any of the pig-tail leaks. This condenser is the first paper condenser of its type to be wound non-inductively, the manufacturer claims.—*Radio Retailing*, November, 1929.

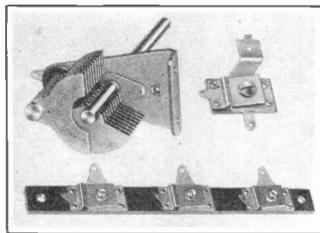
Fada Models 35B and 35C

Model 35B, just announced by F. A. D. Andrea, Inc., Long Island City, N. Y., has three screen-grid t.r.f. circuits, using 224 tubes (all r.f. amplifiers), together with two 227's, two 245's and a 281 rectifier. The r.f. circuits embody tuned impedance coupling to insure maximum uniform amplification. This receiver comes in a highboy cabinet and has an intended retail price of \$255.

Model 35C comprises the same set and speaker as is used in Model 25 but it is installed in the de luxe highboy cabinet heretofore used only in Model 35. Intended retail price, \$220.—*Radio Retailing*, November, 1929.

Radio Ground

The "Per-Con" ground contact maintains moist earth contact at all times says the Richmond Metal Products Company, Richmond, Ind. This is made possible by use of a moisture-collecting chemical and non-corrosive metal. The Per-Con is in the form of a hollow steel tube, made in three sections, and penetrates to a depth of five feet.—*Radio Retailing*, November, 1929.



Condensers

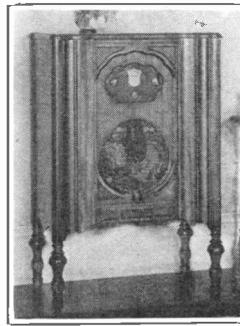
Three new models of the EC type equalizing and MC type midget condensers have been brought out for manufacturers by the Hammarlund Manufacturing Company, 424 W. 33rd Street, New York City.

EC-35-KN3 contains any number of equalizers mounted on a Bakelite strip and can be used for both neutralizing and equalizing. EC-35-KFB may be used for feedback control, equalizing or as a grid condenser in short wave receivers. Both models may be had in any capacity from minus 2 mmfd. to plus 35 mmfd, or minus 20 mmfd. to plus 100 mmfd.

The midget condenser, MC-19-G is principally designed for antenna tuning with a special base mounting and a long brass shaft for operation from the panel, its length being made to suit. It is made in capacities from 11 mmfd. to 100 mmfd.—*Radio Retailing*, November, 1929.

Aerial Kit

To solve the problem of the radio owner who uses an outside ground, the Belden Manufacturing Company, 2300 S. Western Ave., Chicago, Ill., has provided an aerial kit with two window lead-in strips of insulated flat tinned copper. In addition to these strips, the new kit includes 75 ft. bar copper 7 x 22 aerial wire, 35 ft. rubber covered lead-in and ground wire, 1 standard type lighting arrester, 1 ground clamp, two 3-in. glass insulators, 2 nail-on knobs, 2 galvanized screw eyes, 2 wood screws, and 1 instruction sheet.—*Radio Retailing*, November, 1929.



Pooley Cabinet

A cabinet of the lowboy type with luster "Hilite" finish has been added to the line of the Pooley Company, 17th and Indiana Ave., Philadelphia, Pa. It is especially made for Atwater Kent models 55, 60, 66 and 67. The speaker opening is covered with tapestry. The dimensions are 38½ in. x 26 in.—*Radio Retailing*, November, 1929.

Resistor

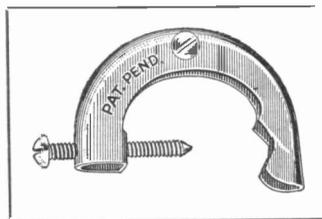
A new resistor, consisting of a compound of two substances, chiefly ceramic, one overlaying the other, has been placed on the market by C. E. Mountford, 105 Sixth Ave., New York City. The electrical resistivity of the outer substance is about 900 megohms under ordinary conditions. This resistor is self insulated, and the manufacturer says it is impervious to all heat.—*Radio Retailing*, November, 1929.

Midget Antenna Mast

An antenna mast, small and easy to install, is being made by the Solter's Midget Antenna Mast Company, 418 Boston Block, Minneapolis, Minn. It may be placed in any position and will hold the aerial tight. The intended retail price, 24 in. size, is \$1; 36 in. size, \$1.25.—*Radio Retailing*, November 1929.

Ground Clamp

Due to its channel construction, the "ClamPipe" ground clamp, manufactured by the Mueller Electric Company, 1583 E. 31st St., Cleveland, Ohio, is absolutely rigid when attached. It is especially made to ground the set to a water or radiator pipe.—*Radio Retailing*, November, 1929.



Electric Welders

An electric welder built in two sizes (one-half and one kw. transformer), is announced by the Rhason Manufacturing Company, 124 Forty-fifth St., Union City, N. J. All wiring is enclosed and hooked up for either 110 or 220 volts, 60 cycles, a.c. It is especially useful in the manufacture of radio tubes, and in sheet metal and wire welding work, etc.—*Radio Retailing*, November, 1929.

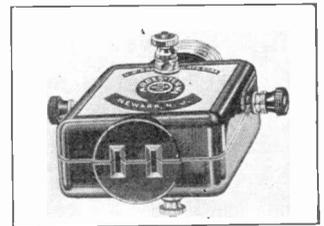
Gang Condensers

The DeJur-Amsco Corporation, Broome and Lafayette Sts., New York City, announces a new line of multiple condensers of the "bath-tub" type with dial assembly completely matched and balanced. These condensers can be had in 1 to 4 gang units with or without dial and in 2 to 8 gang units with dial.—*Radio Retailing*, November, 1929.

Replacement Audio Transformer

A new Universal replacement audio transformer, No. 371, for either a.c. or d.c. sets, has been announced by Jefferson Electric Company, 1500 South Laffin St., Chicago, Ill.

It is small and compact (1½ in. high, 2½ in. wide and 2 in. deep), and will fit under or over the sub-base. This model can be mounted vertically or horizontally, having brackets on sides, ends, top and bottom, and will replace the old transformer without redrilling the holes. Two types of connection are supplied—lugs and flexible silver leads. Intended retail price, \$2.25.—*Radio Retailing*, November, 1929.



"Arres-Tenna"

A new product of the L. S. Brach Manufacturing Corporation, 127 Sussex Ave., Newark, N. J., is the "Arres-Tenna" to protect electric sets against lightning which may enter either through the outdoor antenna or the 110 volt service wiring. This device further serves to improve reception by increasing the capacity of the aerial circuit, acting as a filter and providing a convenient outlet to the radio set attachment plug. It lists at \$2.50 and carries a \$100 free insurance guarantee.—*Radio Retailing*, November, 1929.

Dubilier Replacement Blocks

The popularity gained by the first Dubilier replacement condenser block for Majestic receivers has led the Dubilier Condenser Corporation, 342 Madison Ave., New York, to design a number of new models for replacement use in different types of sets and power supply outfits. They are as follows:

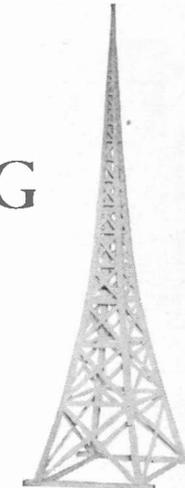
- PL-1223 for use in Majestic B-eliminators, Super-B and Master-B models.
- PL-1737 for use in Majestic B-eliminators, and special Master-B models.
- PL-1309 for use in 1928 Majestic set using the 171 tube.
- PL-1765 for use in 1928-9 Majestic power units using the 250 tube.
- PL-1766 for use in 1929 Majestic power units using the 245 tube.
- PL-1761 for use in Stewart-Warner and Mohawk units built by Majestic.

The blocks come ready for installation, being equipped with soldering lug connections.—*Radio Retailing*, November, 1929.



Radio Manufacturers'

BROADCASTING



Here are the features being put on the air by your own manufacturers. Tune in on them whenever possible for demonstrating. Call them to your customers' attention. Use them to help your sales. That's what they're for.

Weekly Features

NATIONAL BROADCASTING facilities are used by the following radio manufacturers:

SUNDAY

9:15 P. M. Atwater Kent Concert—Giuseppe de Luca, baritone; Peitro Cimara, accompanist; concert orchestra direction Josef Pasternack, Announcer John S. Young. NBC Coast-to-Coast Service to WFAF WEEL WRC WGY WGR WCAE WTAM WWJ WSAI WGN KSD WOW KSTP KOA KSL KPO KGO KFI KGW KOMO KHQ WSM WMC WSB WFAA KPRC WOAI WKY WFI WSMB WOC.

MONDAY

9:00 P.M. Edison Program—Orchestra direction Frank Black. Announcer Phillips Carlin. NBC Coast-to-Coast Service to WJZ WBZ WBZA KDKA WJR KYW WREN WEBC KSL KPO KGO KOMO KFI KGW KHQ KOA KWK WHAM KSTP WTMJ.

10:00 P.M. Ken Rad Corp. Cabin Nights—Buryl Retting and Dick Platt, piano duo; dramatic sketch with musical background; Cotton Pickers Quartet; orchestra direction J. J. Herbuveaux; Don Bernard, vocal soloist. Announcer Ted Pearson. NBC Service Chicago Studios to WJZ WBZ WBZA WJR KYW KWK WREN WHAM KDKA WCKY.

TUESDAY

9:00 P.M. National Carbon Co. Ever-ready Hour—Announcer Edward Thorgersen. NBC Service to WFAF WEEL WFI WRC WGY WGR WCAE WTAM WWJ WGN KSD WHO WDAF KSTP WEBC WHAS WSM WMC WSB KVOO WOAI WJAR.

10:30 P.M. Earl Radio Corp. Freed Orchestradians—The Paul Sisters and Eddie Gale, vocalists; orchestra direction Phil Spitalny. Announcer Curt Peterson. NBC Coast-to-Coast Service to WJZ WBZ WBZA WBAL WHAM KDKA WJR KYW KWK WREN KSTP KOA KSL KGO KOMO KHQ KGW KFI.

WEDNESDAY

8:30 P.M. Sylvania Products Co. Sylvania Foresters—Male quartet direction Roy Close; orchestra direction Bernard Altschuler. Announcer Milton J. Cross. NBC Service to WJZ WBZ WBZA WHAM KDKA KWK WREN WLW KYW WJR KFAB.

THURSDAY

7:30 P.M. United Reproducers Program—Vincent Lopez and His Kylectro-neers. Announcer Phillips Carlin. NBC Service to WJZ WBZ WBZA WHAM KDKA WJR KYW KWK WREN WTMJ KSTP WEBC KPRC WOAI WKY WLW WFAA WBAL KFAB.

10:30 P.M. Stromberg-Carlson Program—Forty-eight-piece orchestra direction Guy Fraser Harrison. Announcer William Fay. NBC Coast-to-Coast Service from WHAM Studios to WJZ WBZ WBZA KDKA KYW KWK WREN WRVA KSTP WTMJ WEBC WIOD WHAS WSM WMC WSB WBT WJAX KVOO WBAP KPRC WOAI WKY KOA KSL KPO KGO KFI KGW KOMO KHQ WJR WHAM WSMB KTHS WAPI.

10:00 P.M. Atwater Kent Mid-Week Program—Popular dance orchestra. Announcer Curt Peterson. NBC Service to WJZ WBZ WBZA WBAL WHAM WJR KWK WREN KDKA WGN WCKY.

10:30 P.M. Victor Program—Announcer John S. Young. NBC Service to WFAF WEEL WJAR WTAG WCSH WFI WRC WGY WGR WCAE WFJC WWJ WSAI KSD WOW WEBC WRVA WHO WBT WKY KPRC WOAI KOA KSL WBAP WJAX WIOD WHAS WSM WMC WSB WSMB KYW WDAF KVOO KTHS WTMJ.

FRIDAY

8:00 P.M. Triad Mfg. Company. Triadors—Sketches, directed by Raymond Knight; Chester Gaylord, vocalist; orchestra direction Joe Rines. Announcer Phillips Carlin. NBC Service to WJZ WBZ KDKA WREN WHAM WJR WLW KWK WBZA.

9:30 P.M. Philco's Theater Memories—Jessica Dragonette, soprano; Colin O'More, tenor; orchestra direction Harold Sanford. Announcer Ralph Freese. NBC Coast-to-Coast Service to WJZ WBZ WBZA WHAM KDKA WIR KYW KWK WREN WTMJ KSTP WEBC WRVA WMC WSB WSMB KPRC WOAI KOA KSL WSM WKY WCKY WBT WHAS KPO KGO KFI KGW KOMO KHQ.

SATURDAY

8:00 P.M. All American Mohawk Corp. Lyrical Famous Challengers—Incidents in the lives of great men.

Announcer John S. Young. NBC Coast-to-Coast Service to WFAF WEEL WJAR WTAG WCSH WFI WRC WGY WGR WCAE WWJ WSAI KYW KSD WHO WOW KTHS WAPI WFJC WPTF WJAX KSTP WTMJ WEBC WIOD WHAS WSM WMC WSB WBT WSMB WBAP KPRC WOAI WKY KOA KSL KGO KFI KGW KOMO KHQ KPO WRVA WDAF.

8:30 P. M. Marvin Radio Tube Co. Marvin Musicians—Pilar Arcos, mezzo-soprano; Rafael Galindo, violinist; concert orchestra direction Hugo Mariani. Announcer Curt Peterson. NBC Service to WJZ WBZ WBZA WBAL WHAM KDKA WJR WLW KYW KWK WREN.

THE COLUMBIA SYSTEM carries the programs of these radio manufacturers: ..

SUNDAY

8:30 P.M. Sonatron Program—Art Kahn and his Sonatrons WABC W2XE WCAU WEAN WFBL WMAK WCAO KLZ WJAS WADC WKRC WGHP WBBM KHJ WOWO KMOX KMBC KOIN WSPD WHK WNAC KDYL WMAL KOIL WLW KVI KFPY KFRF WFBM WCCO.

9:00 P.M. Majestic Theater of the Air—Wendell Hall, Redferne Hollinshead. All the foregoing stations and WLAC WDBJ WWNC WDDO WBRC WREC KLRA KFJF KFH KRLD WDSU WISN CFRB CKAC WTAR KTSA.

MONDAY

8:30 P.M. CeCo Couriers and Henry Burbig—WABC W2XE WHK WNAC WEAN WFBL WMAK WCAO WJAS WADC WKRC WGHP WMAQ KMOX KMBC KOIL WLW WMAL WCCO WSPD WFBM WCAU.

TUESDAY

10:00 P.M. Fada Orchestra—David Mendoza conducting WABC W2XE WCAU WNAC WEAN WFBL WKBW WCAO WJAS WADC WKRC WGHP WBBM WOWO KMOX KMBC KOIL WSPD WHK WLW WMAL WFBM KLRA KFJF KRLD KTSA WCCO WISN WIBW.

(Please turn to page 97)

Mergers In

Feature the

NEW YORK, N. Y.

Utah Radio Products Company in the Limelight—RCA Victor Corporation Formed—RMA Secures Substantial Freight Rate Reduction—The Chicago Show—Comments on Other Developments

By Detector

Mergers consummated, mergers denied, and mergers that failed to jell; the public show at the Coliseum, Chicago; what-to-do about the providing of those "top notch" programs for the sustenance of user-interest and of buying demand; possible over-production; a big reduction in freight rates on radio products . . . these are the leading matters that have been holding the center of the radio stage during the past 30 days.

Business has been spotty—fair to real good—according to the person interviewed. The old-line concerns, with well established reputations nationally, claim to be working almost to capacity. Some of the smaller outfits, however, could digest a few more orders. Dealers and jobbers, by-and-large, report sales off a bit compared to this time last year.

Utah Gets Mergeritis

ONE of the most significant news events of the month, it seems to me, originated in Chicago, under the motivation of those beloved pioneers in this old (?) industry of ours, Major Herbert H. (Jack) Frost, Henry C. Forster, A. J. (Nick) Carter and Hugh Eby. Ever since the Major left Kolster these radio veterans have been "in conference."

And now, for the first time, it can be told.

In a recent special interview, at the Stevens Hotel, Detector was told that this is to be a merger based on a real economic purpose—not a matter of expediency. The plan is to gather under one tent some seven or more parts and accessory manufacturers whose products not only are non-competitive but which also supplement one another. Thus, 'tis claimed, the holding company (name not yet decided) under the presidency of Mr. Frost, will be in a position efficiently to market *all* the parts which constitute a radio receiver.

For the present, the parent name will be the Utah Radio Products Company. Sales and executive offices will be maintained in New York City, Philadelphia, Chicago, Huntington, Ind., Toronto, Canada, Newark, N. J., Valparaiso and Salt Lake City.

The companies taken over are: The Utah Radio Products Company and the Carter Radio Company, both of Chicago;

the H. H. Eby Manufacturing Company, Philadelphia, and, recently, the Caswell-Runyan Company of Huntington, Ind., and the Fibroc Insulation Company, of Valparaiso, Ind. The former heads of these concerns will constitute the vice-presidential group under the new line-up.

"We will positively *not* manufacture sets," chorused these gentlemen, over our coffee cups, the other morning at the Stevens.

"All units in the merger plan will maintain their separate identities and managements," Mr. Frost, thrice president of RMA., stated.

On Oct. 28, a special meeting of Utah stockholders was held in Chicago to act on the recommendation for an increase in

"Acceptez Vous"



says R. A. O'Connor (right) to H. W. Simpson. However, it would probably require all the other members of Chicago's Radio Industries Golf Club to drain the prize cup donated by the Dudlo Manufacturing Company to the winner of the 1929 championship. Mr. Simpson, president of the club, is accepting the beaker on behalf of the members. The second prize cup, on the table, is the gift of Leslie F. Mutter.

the company's stock from 250,000 shares of no par value to 1,000,000 shares of no par value, and to increase the board of directors from seven to fifteen. The new stock issue will be used to acquire other units.

In this merger is seen a definite crystallization of the controversy, "shall the set manufacturer make or buy his own parts?" Utah's move is a big bid for this business.

RCA, Victor, GE and Westinghouse in New Alignment

THE manufacture of radio sets and talking machines will be concentrated at the Camden plant of the Victor Talking Machine Company as a result of a partial merger of the General Electric Company, the Westinghouse Electric and Manufacturing Company, the Radio Corporation of America and the Victor Corporation. The merged company will be known as the RCA-Victor Corporation. Edward E. Shumaker, president of the Victor Company, will become president.

According to a joint statement issued by James A. Harbord, president of the Radio Corporation of America; Gerard Swope, president of General Electric and Frank A. Merrick, president of Westinghouse, the new company will carry on research activities as well as all the engineering, manufacturing and selling activities in connection with radio sets, talking machines, records and other devices in the home entertainment field now sold by the Radio-Victor Company and manufactured by the General Electric and Westinghouse Companies.

"Since the purchase of the Victor Talking Machine Company, plans for the manufacturing concentration have been under way and have now developed to the point where consolidation of facilities with the Camden plant is desirable," this statement continues.

This unification will involve no change in present distribution arrangements, according to J. L. Ray, vice-president of RCA. Mr. Ray will continue to head the selling organization for both Victor and the Radio Corporation of America.

And Mergers Denied

DETECTOR has picked up—after a deal of difficulty caused by an unusual amount of rumor atmospherics in the air these days—emphatic denials of any merger complex from Messrs. A. Atwater Kent, Paul Klugh (Zenith), William Grunow (Majestic), Powel Crosley, Jr., and F. A. D. Andrea.

November unquestionably will witness the crystallization, or shattering, of one or more of these major merger plans. Plans, incidentally, which will be profoundly affected by the present (Oct 30) action of the stock market.

The Making

Month's News

NOVEMBER 1, 1929

Good News! Freight Rates Reduced

Freight rate reductions which will aggregate more than \$1,000,000 annually have been secured from the carriers by the Traffic Department of the Radio Manufacturers Association. For over a year negotiations were conducted with the Joint Classification Committee of the railroads by the RMA co-operating with the Federated Radio Trade Association, to this end.

These rate reductions, Detector is told, also will materially aid the jobbers and dealers, and possibly will result ultimately, in even better values for the consumer.

The new schedules, in effect Jan. 1, 1930, call for reductions ranging from 10 per cent on consoles to as much as 24 per cent on table models. Charges on carload shipments of consoles from New York to Chicago, for instance, will be cut from \$249 to \$224.

Congratulations are due B. J. Grigsby, chairman of the RMA Traffic Committee, and W. J. Lahl, the manager of the RMA Traffic Department, for the success of their committee's work. Captain William Sparks, former chairman of the Traffic Committee, also comes in for many a thank.

The Chicago Show

Radio, presented to the public in a glittering million dollar setting, was labeled as a mighty influence upon the nation's ethics by President Walter Dill Scott of Northwestern University who spoke at the formal opening of the Eighth Annual Chicago Radio Show at the Coliseum.

As was to be expected, Detector found few exhibits which betrayed any marked technical or eye-value differences over the products exhibited in September at the Radio World's Fair, New York City.

The show furnished an opportunity for a series of practical and worthwhile meetings of the various committees of the Radio Manufacturers Association, the Federated Radio Trade Association and the Wholesalers Radio Association.

In addition to the announcement of the traffic victory, reported elsewhere, the board of directors of the RMA announced definitely that the great annual convention and trade show of the industry would be held next year at Atlantic City, during the week of June 2.

The chairman of the Broadcasting Committee, B. G. Erskine, was instructed to confer with the heads of the broadcasting industry for the purpose of securing closer co-operation, particularly with respect to the retention of major sporting events on the air.

Jack Dempsey's Viewpoint

In this connection, the following statement, secured by Detector from Jack

They'll Still Buy Radio

As these sentences are being formulated, there is transpiring, within a ten minute ride from our desk, a dramatic tragedy whose aftermath may influence the business health of the entire country. Wall Street has hit another air pocket.

"How will this series of market breaks affect consumer demand for radio equipment?" everyone is asking.

Infinitely less than will be the case with the higher-priced luxuries, in the event that buying power is curtailed by financial developments of the last two weeks.

Remember, radio is the poor man's pleasure—he will not get along without it, come what may. Remember, also, that the radio instrument is the cheapest form of entertainment—a sales point that should be particularly effective at this time. Remember, also, that this product of ours is now a leading household staple, that it possesses a lure, a resiliency, unknown to the products of the less favored industries. Many will stay at home these coming winter evenings. Radio will be their logical diversion.

Therefore we should "be of good cheer." The situation has played into our hands, the market for sets is as good today as at any time during the past five years—if we but possess the courage to conquer it from this new vantage point.

Dempsey, is illuminating:

"In my own field of sporting interest I believe that radio broadcasting has contributed materially to the advancement of boxing. I feel that radio can do much more toward building a healthy interest in this sport."

Furthermore, I happen to know that Mr. Dempsey is in hearty accord with the sentiment and purpose of the RMA in this matter of sports broadcasting.

Over-production which loomed so threateningly in August, has been the subject of many frank conversations between the top executives of the various manufacturing companies. Indications point to the fact that actual output will be gaged closer to

(Last Minute FLASHES)

Edison Discontinues Records

As of Oct. 31 Thomas A. Edison, Inc., announced to the trade the discontinuance of its commercial production of phonograph records by its factories at Orange, N. J. This policy will become effective November first.

The company, which bears the name of the inventor of the original phonograph, gives as its reason for this action the increased demand for its radio sets. This necessitates the specialization on radio production only of what was formerly its Radio-Phonograph Division.

Kolster-Earl Merger Off

On Oct. 24 C. A. Earl, president of the Earl Radio Corporation, announced that the contract between C. A. Earl, Joseph D. R. Freed, and Arthur Freed under which it was contemplated that the Kolster Radio Corporation would ultimately obtain control of the Earl Radio Corporation, had been terminated with the consent of all parties to the agreement, and that the Earl Radio Corporation would continue to be independent as heretofore.

Majestic Reduces Prices

Special Telegram to Radio Retailing

The Grigsby-Grunow Company announces that, effective November 1, it will sell its Model 91 Majestic receiver which formerly retailed at \$137.50, less tubes, for same price complete with kit of Majestic tubes. Model 92 which formerly sold at \$167.50, less tubes, will now sell for same price complete with Majestic tubes. All dealers are to be given a kit of Majestic tubes free for each Majestic receiver which they have in stock on November 1, upon receipt of inventory to distributors. This move is, in fact, a reduction of \$21.50 and with the dealer being given a kit of these tubes representing \$21.50 said dealer is receiving 100 per cent rebate.

actual demand, a condition much to be desired.

Detector cannot close without mentioning the appointment of the youthful and dynamic Nathan Chirelstein, as president of the National Union Radio Corporation. "Nate" is just past thirty and he heads a radio tube combine which represents over \$16,000,000 in assets. Incidentally, Chirelstein and his brother Harry, started in the tube business less than four years ago, with a capital of \$500.

Oh, yes! I almost forgot to mention, the official presentation of the 1929 Dudlo golf trophy at the Coliseum was awarded to R. G. Eglaston, who now carries the proud title: King of the Radio Industry Golfers for 1929.

FRTA to Standardize Cost Accounting for Retailers

A special committee has been created in the Federated Radio Trade Association to investigate standard cost accounting systems now in use by the various local associations throughout the country.

In a survey which the Federated recently made in co-operation with *Radio Retailing* on the retailer's cost of doing business, the need for a standardized cost accounting system was demonstrated more clearly than ever before. It was discovered that many of the retailers were not thoroughly familiar with bookkeeping and did not know how to segregate their operating costs. It is the purpose of the committee to assist all dealers in establishing such standard operating costs.

In the St. Louis Radio Trade Association, a member of the Federated, a large group of retailers have adopted an identical system of bookkeeping, with the result that at the end of each month they are able to compare with one another the various items making up the entire cost of operation. In this way, they can determine what portion of their overhead is greater than the normal figure and can watch the danger signals.

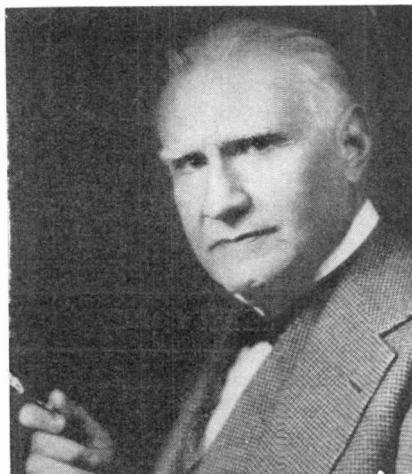
Local associations have been urged to establish standard cost accounting systems for their members, but, that all the systems in use might in themselves be standardized, the Federated's newly appointed committee will endeavor to create standards to be used universally.

Freshman Returns to Radio

Charles Freshman is back in the radio business. He is the president of Chas. Freshman Radio Stores, Inc., which will operate a chain of 11 radio stores in New York City. In forming this company Mr. Freshman acquired the Colonial Radio Sales Co., Inc.

Canadian Concerns Merge

The Standard Radio Manufacturing Corporation, Ltd., Rogers Radio Tubes, Ltd., and the radio division of the Q. R. S. Canadian Corporation, Ltd., have combined under the name of Rogers-Majestic Corporation, Ltd., to distribute Rogers and Majestic products in Canada.



Damrosch Renews Broadcasts To Conduct Full Symphonies

The splendid work begun last winter by Walter Damrosch, dean of American composers, in his effort to develop a real appreciation of great music in the minds of radio listeners, will be elaborated during the coming season.

Mr. Damrosch feels that his renditions and expositions of selections from the great masters last winter have developed the interest and understanding of his audiences to the point where now complete symphonies will be thoroughly enjoyed. He will conduct the first of these, Glazounow's Symphony No. 3, on November 18. Symphonic works by Beethoven, Brahms, Haydn, Mozart and Tschaiakowsky will be given later in the season.

The concerts are sponsored by the General Electric Company, on Saturday evenings, between 9 and 10 o'clock.

In addition to these distinguished evening programs, the eminent maestro has organized a series of school programs arranged in order of difficulty into four groups, A, B, C and D. Series A and B, on the air Friday mornings between 11 and 12 o'clock, are for grades 3 to 6. Series C and D, on alternate Fridays during the same period, are suited to grades 7-8-9, and the high school years, respectively.

The National Broadcasting Company is in charge of the broadcast arrangements.

Trans-Atlantic Broadcasting Shows Progress

England Hears M'Donald Clearly

Through the co-operation of the British Broadcasting Company, the highlight events of Ramsay MacDonald's visit to this country were broadcast throughout Great Britain and Ireland, in addition to the widespread reception accorded them here.

The Prime Minister's arrival at Battery Park and City Hall, N. Y., was heard in detail, down to Grover Whalen's cough at the beginning of his speech of welcome.

The Premier's address and Elihu Root's introductory remarks before the Council on Foreign Relations, Oct. 11, were sent out from 71 stations on a National Broadcasting Company pick-up, and carried on short wave lengths to the re-broadcasting transmitters of England.

Coming on top of the successful transmission of the Schneider Cup Races at Cowes, these two events demonstrate the long strides made in the direction of successful trans-Atlantic broadcasting.

The Voice With A Smile Wins



Whenever William O. Schoning, treasurer and general manager of the Lukko Company, Chicago, wishes to change jobs, he should have no trouble in signing up with the American Telegraph and Telephone Company as complaint adjustor. His technical training also would qualify him as a telephone executive, since he spent several years with the engineering department of the Western Electric Company.

FRTA Changes Name

At a meeting of the board of directors held late in October at the Congress Hotel, in Chicago, the name of the Federated Radio Trade Association was officially changed to the National Federation of Radio Associations. This was done that the name might be more truly representative of those branches of the industry the association represents.

Breck New Kolster Vice-President

Announcement is made by the Kolster Radio Corporation that L. T. Breck has been elected vice-president in charge of the merchandising division. A year ago he joined the Kolster organization as assistant to Major Herbert H. Frost. Since then his rise has been rapid and assured.

Mr. Breck, who has been sales manager of the company for the past year, will succeed Major Frost, recently resigned.

FREED radio equipment has been installed in the great Dornier flying boat, DO-X.

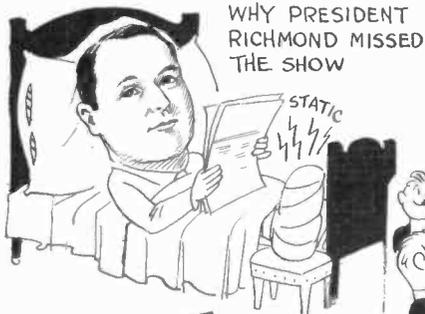
Capehart Goes "Air-Minded"



This Curtiss "Robin" airship was chosen by the Capehart Corporation, maker of automatic phonographs, for its recent Good Will Air Tour over Indiana. From left to right the intrepid flyers are: C. E. Ihrie, director of advertising and sales promotion; Ivan E. Capehart, service representative; William Christena, manager, Capehart Department, Pearson Piano Company; E. R. Decker, district manager, and Gene Campbell, pilot.

WINGLING with the MERGER MAGNATES

and OTHERS at the CHICAGO SHOW



WHY PRESIDENT RICHMOND MISSED THE SHOW



MORRIS METCALF-(AMERICAN BOSCH MAGNETO CORP) WHO PRESIDED AT THE R.M.A.-F.R.T.A. LUNCHEON.



OSCAR "GO-GETTER" GETZ (STEINITE) DOING HIS BIT TO HELP SPORTS BROADCASTING



"NATE" CHIRELSTEIN PRESIDENT NATIONAL UNION RADIO CORP. CHICAGO

UTAH RADIO PRODUCTS COMPANY



MAJOR "HERB" FROST PRESIDENT OF OUR LATEST COMBINE

HENRY FORSTER

"NICK" CARTER

HUGH EBY

J.W. CASWELL CASWELL-RUNYON CO.



A. A. TROSTLER, SALES MANAGER, BRUNSWICK-BALKE. "THE HUMAN DYNAMO OF THE RADIO INDUSTRY"



PAUL KLUGH, ZENITH

"BILL" GRUNOW, MAJESTIC. POWEL CROSBY, JR.

A. ATWATER KENT



CAPTAIN SPARKS-SPARKS-WITHINGTON Co, WHOSE SNAPPY WORK WITH THE GAVEL ASTOUNDED THE R.M.A. BOARD

-Jew MERRELL-

What the Wholesalers are Doing

Service to Distributors

The help given to the jobber by Kolster Radio this year includes a sales and merchandising manual that is said to be the most complete of any ever given to the jobber's salesmen. It is a handsomely bound leather covered book with photos and pertinent facts regarding the scope of Kolster activities in every branch of radio and a presentation of Kolster advertising through the medium of national magazines, newspapers, broadcasting, publicity and direct-by-mail.

Toledo Company Opens New Plant

The Commercial Electric Company, of Toledo, Ohio, distributor of Kolster and Brandes radio, has moved into its new, enlarged location on North Erie Street. The new building, comprising three-stories and basement, more than doubles the amount of floor space which the company formerly occupied.

N. C. Goldman, president, appointed A. C. Sanger, well known in Toledo radio circles, as sales manager in charge of the radio department.

Edison Distributor Honored

The Northwest Radio Trade Association, at its annual election of officers held recently in connection with the Northwest Radio Show in Minneapolis, chose by unanimous vote J. W. A. Henderson as its president for the coming year. Mr. Henderson is manager of the Minneapolis branch of the Edison Distributing Corporation and directs the distribution of Edison radios, phonographs and records in the northwestern section. He has been actively engaged in the work of the NRTA for many years.

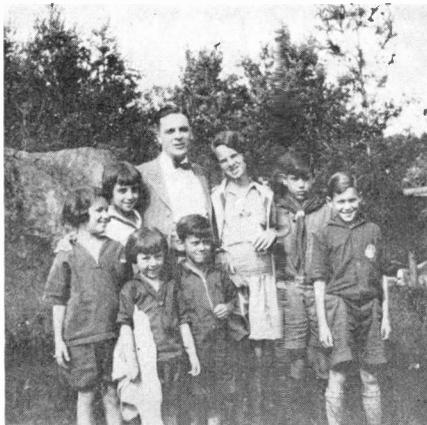
Jersey Distributor Expands

Due to increased business, the Apollo Radio Company, New Jersey distributor for Seintite, has moved to larger quarters at 16-17 Shipman St., Newark, N. J.

Old Home Week at the Atwater-Kent Factory



Messrs. Haynes and Dinan, of the New Haven Electric Company, just rode down to Philadelphia from Yale to find out if anyone thinks radio is here to stay. When, shortly, both are retired on old-age pension, Haynes intends to take up flag-pole sitting in a big way. Dinan, a more forceful character, plans to strap 100 gallons of gasoline into Haynes' seat and fly East for Cherbourg.



What the Jobbers Are Doing

And how! That some of the distributor fraternity raise other than Cain is here evidenced. Meet Paul Bodwell and his seven little "Bods." Poppa Paul is president of the Fromar Company, Kennedy jobbers in Harrisburg, Pa.

R. W. A. Board Meetings To Be Rotated

At the last meeting of the board of directors of the Radio Wholesalers Association, it was voted that after the first of the year the directors' meetings of the Association would be rotated in different Metropolitan centers throughout the country. This policy will enable the eastern directors as well as the middle western directors to have meetings in nearby cities and will give the association additional benefits of sectional ideas.

Distributors Open New Branches

Within a recent period, increased business has caused four distributors to establish separate branches in cities where previously they maintained no offices.

The Lincoln Sales Company, Inc., Baltimore, in Washington; the Ozburn-Abston Company, Memphis, in Jackson, Miss.; and the Consolidated Automotive Company, Jacksonville, Fla., in Tampa, have set up new branches to help them distribute Crosley radios more effectively.

From Cleveland comes the word that B. W. Smith, Inc., local Edison distributor, has established an additional outlet in Cincinnati, to handle the trade from Kentucky and southern Ohio.

Get Together

THE MIDWEST - TIMMERMAN COMPANY sponsored another successful Atwater-Kent convention when 300 dealers sat in on the Sixth Annual Conference at the Julien Hotel, Dubuque, Iowa.

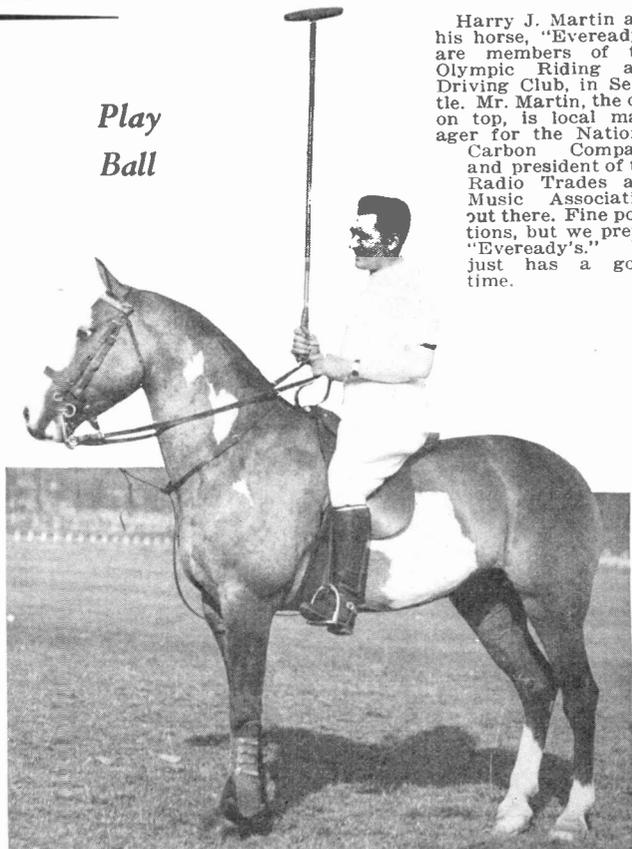
THE GOODLIN AUTOMOTIVE EQUIPMENT COMPANY held an assembly of 200 dealers at South Bend, Ind., early in the fall. The new Sparton merchandising plans were expounded in detail.

KELLOGG radio distributors have been most active of late in staging dealer convocations. In Philadelphia, the BERRODIN AUTO SUPPLY COMPANY mustered about 100; in Cincinnati, the F. D. LAWRENCE ELECTRIC COMPANY enticed 75; and in Louisville, the L. AND L. TIRE AND BATTERY COMPANY gathered some 50 dealers to hear the latest and most authentic factory news and suggestions on merchandising Kellogg sets.

The Crosley distributors are not far behind in point of meetings held. The TEAGUE HARDWARE COMPANY, of Montgomery, Ala., not only lectured and instructed Alabama dealers, at a recent convocation but took them for airplane rides to effectually broaden their horizons. About the same time R. M. PEPPER, Crosley distributor of Harrisburg, Pa., addressed a large dealer gathering at the Colonial Country Club.

THE ATWATER-KENT semi-annual distributors convention took place in Philadelphia early in October. About 1,000 jobbers assembled for the occasion.

Play Ball



Harry J. Martin and his horse, "Eveready," are members of the Olympic Riding and Driving Club, in Seattle. Mr. Martin, the one on top, is local manager for the National Carbon Company and president of the Radio Trades and Music Association out there. Fine positions, but we prefer "Eveready's." He just has a good time.

Phonograph-Record "BEST SELLERS"

Recorded selections that recently have been in greatest demand or that are recommended to dealers by leading record manufacturers as "safe bets."

Columbia

- 1957-D Lonely Troubadour
Through!—*Ted Lewis and his Band*
- 1945-D Oh Miss Hannah
China Boy—*Paul Whiteman and his Orchestra*
- 1958-D Ain't Misbehavin'
At Twilight—*Ruth Etting*
- 1882-D I'm the Medicine Man for the Blues
Wouldn't It Be Wonderful?—*Ted Lewis and his Band*
- 1929-D Foolishments
Esau Buck—*Two Black Crows*
- 1927-D Why Did You?
You belong to Me—*Guy Lombardo and his Royal Canadians*
- 1900-D Am I Blue?
My Song of the Nile—*Ben Selvin and his Orchestra*
- 1837-D Am I Blue?
Birmingham Bertha—*Ethel Waters*
- 1869-D Singin' In the Rain
Orange Blossom Time—*Ukulele Ike*
- 1956-D Selections from Broadway Melody
Selections from Hollywood Revue—*Ben Selvin and his Orchestra*

Edison

- 14066 Sergeant Flagg and Sergeant Quirt—*Billy Murray and Walter Scanlan*
If I Give Up the Saxophone—"Whoopee"—*Jack Dalton and the Seven Blue Babies*
- 14012 Am I Blue?
Birmingham Bertha—*B. A. Rolfe and his Orchestra*
- 14051 Pagan Love Song
Theme Song Waltzettes—*Jack Stillman's Orchestra*
- 14055 Singin' In the Rain—*B. A. Rolfe and his Orchestra*
Some Day You'll Realize You're Wrong—*California Ramblers*
- 14058 Waiting At the End of the Road
One Sweet Kiss—*Phil Spitalny's Music*
- 14033 True Blue Lou
The Flippity Flop—*B. A. Rolfe & his Orchestra*
- 14016 Heigh-Ho! Ev'rybody, Heigh-Ho!—*The Seven Blue Babies*
Wedding of the Painted Doll—*California Ramblers*
- 14069 Lonely Troubadour
I May Be Wrong—*Phil Spitalny's Music*
- 14064 Moonlight March
Ain't Misbehavin'—*California Ramblers*
- 11017 Third Alarm March
Stars and Stripes Forever—*The Goldman Band*

Brunswick

- 4400 Little Pal
I'm in Seventh Heaven—*Al Jolson*
- 4418 Painting the Clouds with Sunshine
Tip-toe thru the Tulips with Me—*Nick Lucas*
- 4445 Am I Blue?
Moanin' Low—*Libby Holman*
- 4486 My Song of the Nile
If You Believed in Me—*Colonial Club Orch.*
- 4457 The Whoopee Hat Brigade
Piccolo Pete—*Six Jumping Jacks*
- 4419 Painting the Clouds with Sunshine
Tip-toe thru the Tulips with Me—*Roy Fox & his Orch.*
- 4446 Moanin' Low—*The Cotton Pickers*
After Thinking It over—*Al Goodman's Orch.*
- 4429 Am I Blue?
Let Me Have My Dreams—*Tom Gerunovich & his Orch.*
- 4401 Why Can't You?
Used to You—*Al Jolson*
- 4488 Lovable and Sweet
My Dream Memory—*Al Goodman & his Orch.*

Victor

- 22027-A Painting the Clouds with Sunshine
B Tip-Toe Thru the Tulips With Me—*Goldkett's Orchestra*
- 22043-A The Wedding of the Painted Doll
B Pagan Love Song—*Victor Salon Orchestra*
- 22004-A Am I Blue?
B Let Me Have My Dreams—*Nat Shilkret and the Victor Orchestra*
- 22012-A Singin' In the Rain—*Arnheim's Orchestra*
B Your Mother and Mine—*Shilkret and Victor Orch.*
- 22037-A Piccolo Pete
B Here We Are—*Ted Weems and Orchestra*
- 22124-A Sunny Side Up
B If I Had a Talking Picture of You—*Johnny Hamp's Kentucky Serenaders*
- 22029-A Heigh-Ho! Ev'rybody, Heigh-Ho!
B Miss You—*Rudy Vallee and His Connecticut Yankees*
- 22111-A How Am I to Know?—*Arden, Ohman and Orchestra*
B After the Clouds Roll by—*Busse's Orchestra*
- 22113-A Tip-Toe Thru the Tulips with Me
B I'm Painting the Clouds with Sunshine—*Johnny Marvin*
- 22114-A Gay Love—*Leo Reisman and Orchestra*
B Love—*Arden, Ohman and Orchestra*

"Talkies" Increase Record Sales

Whenever a sound picture introducing one or more recorded hits appear at a local theater, dealers should co-operate with the manager to advertise both the show and the songs.

A good window display is very effective publicity. The management of most theaters will be glad to supply pictures of the stars and stills of the big scenes. These can be arranged with records and sheet music to make interesting and attractive show windows. For instance, if "Say It With Songs" is scheduled, photos of Al Jolson, together with copies and records of "Little Pal," "One Sweet Kiss," and "Used To You" should be featured.

"Rio Rita," popular movie of a popular

musical comedy, contributes "You're Always in My Arms" and "Sweetheart, We Need Each Other" to current recordings. A window in Spanish or Mexican style, including posters of the leads and these two numbers would attract favorable attention. While the show is on, a display table in the theater lobby often effects many sales.

Hold Breakfast Meetings

In order to accommodate members who find it difficult to attend evening meetings, the San Francisco Radio Retailers' Association has adopted the custom of breakfast meetings, to be held on the 21st of each month at 8 a.m. It is expected that

the business of the meeting will be over in time to permit the merchants to reach their places of business at a reasonable hour, while the evenings are left free for home demonstrations.

Henry C. Brown Dies

Heart disease caused the death of Henry C. Brown, Merion, Pa., on October 16 in the Bryn Mawr Hospital. For many years Mr. Brown was the head of the advertising department of the Victor Talking Machine Company. Since 1924 he had managed his own advertising agency.

ANNOUNCING THE

NEW!

JRC

TUBES



Immediate deliveries on such types as 227, 224, 226, 171-A, 245, 280, etc.

The first unit of the newest of America's manufacturing plants for the exclusive production of high-class radio tubes is in production. It is distinctive in that it has been planned for a rigid inspection following each step in the twenty-odd steps in the manufacture and production of the new high-class JRC radio tubes.

JRC Tubes are the product of the Johnsonburg Radio Corporation, which has established a policy of selling

Only Absolutely Perfect Tubes

This unusual method of checking faults, should they occur, assures for both Dealer and Consumer tubes that give entire satisfaction.

All of the elements of JRC Tubes, with the exception of the glass and base, are made with special machinery designed for this plant—the materials are the very best grade. The entire production is supervised by radio tube specialists of long experience—the designs, tests and inspection are made by highly trained technical men—the packing and shipping are done by experts in this line.

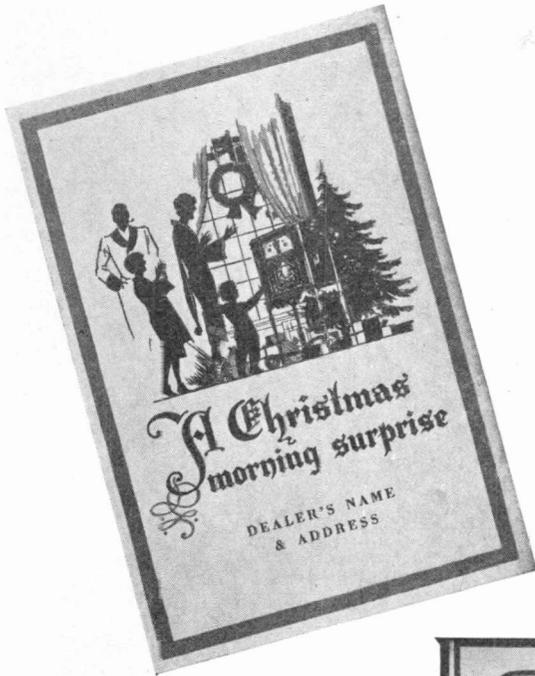
Stock up with JRC Tubes at Once

Arrangements for the wholesale and retail distribution of JRC radio tubes are rapidly being made. Many territories are already covered. You can secure these tubes from your distributor. If your distributor should not have the particular types you require we will see that you get them immediately.

Write for our unusual sales plan and liberal discounts.

JOHNSONBURG RADIO CORPORATION JOHNSONBURG, PA.

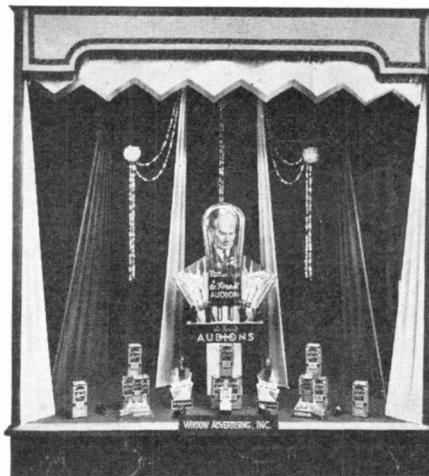
Sales Aids



Christmas Mailings by Atwater Kent

Gay, personalized cards and folders, in the colorful Christmas tradition, urge the advantages of pre-Christmas buying. Space is left for the dealer's name and address. These are supplied by the Atwater Kent Manufacturing Company, Philadelphia, Pa.

Promotional material provided by the manufacturer for sales stimulating purposes.



DeForest Display Tie-in

(Left) The DeForest Radio Company, Jersey City, N. J., sends its dealers this complete window display outfit, featuring a large cut-out showing Dr. Lee DeForest, "The Father of Radio," inside a huge audion.

Cabinets for Marvin Tubes

(Below) A miniature store within a store, taking the form of a pressed steel display cabinet large enough to hold the average dealer's stock of tubes, is furnished by the Marvin Radio Tube Corporation, Irvington, N. J.



Duovac Booklets

(Left) Three new descriptive folders are published by the Duovac Radio Tube Corporation, Brooklyn, N. Y. One sure-to-be-popular booklet contains a log for the recording of favorite programs.



Brandes Poster

(Left) The Brandes Corporation, Newark, N. J., which is a subsidiary of Kolster, offers to its dealers this 24-sheet poster in six bright colors. Posted by outdoor advertising companies along the highways or on city billboards, it effectively announces the new selector tuner. Manufacturer-directed dealer advertising of this type is co-operation on a large scale.



Refinement

THE many processes involved in the manufacture of Thordarson transformers show refinement such that the completed unit is more than mere copper and steel. The steel housing of a power transformer is an example of this. An uninteresting piece of flat steel is drawn with perfect precision into an intricate graceful unit of assembly. A battery of powerful presses combined with a corps of skilled mechanics change a drab metal slab into a beautiful specimen of modern handicraft—a fit housing for the excellence of transformers by Thordarson.

THORDARSON

Transformer Specialists Since 1895

THORDARSON ELECTRIC MANUFACTURING CO.

Huron, Kingsbury and Larabee Streets, Chicago, Ill., U. S. A.

Book Review

The Radio Treatise Company, 1440 Broadway, New York City, has just published a book by John F. Rider, entitled "Trouble Shooter's Manual." This is an 8 1/2 in. by 11 in. book of 234 pages, bound in a semi-stiff cover.

Data which the service man needs is covered from practically every angle. General troubles, their symptoms and cure; the proper tests to make, as well as individual troubles, are taken up in detail. Plenty of circuit diagrams are given, together with actual values of the component parts.

In addition to this, we find many pages given over to wiring diagrams, complete with specifications, of all the popular type receivers and various models on the market. All in all, it is the best book of this type which has come to our attention for review, and certainly by far the best of a series which has been written by Mr. Rider.

Famous Divine Broadcasts Services

Dr. S. Parkes Cadman began his seventh season before the microphone on Sunday, Oct. 20, with a resumption of the Cathedral Hour services which attracted such wide and favorable attention last winter.

Radio Mfrs'. Broadcasting

(Continued from page 87)

WEDNESDAY

10:00 P.M. **Kolster Hour**—Levitow's Orchestra with soloists WABC W2XE WCAU WNAC WEAN WFBL WMAK WCAO WJAS WADC WKRC WGHP WMAQ WOWO KMOX KMBC KOIL WSPD WHK WLBW WMAL WCCO KDYL KLZ KFRC KOIN KFPY KVI KHJ.

THURSDAY

10:00 P.M. **Temple Hour**—Musical program WABC W2XE WNAC WEAN WFBL WJAS WADC WGHP WBBM KMOX KMBC KOIL WOWO WSPD WHK WLBW WMAL WCCO WRCK WKBW WCAU WAIU WFBM WCAO.

FRIDAY

10:00 P. M. **Bremer-Tully Program**—Radio's Court of Appeals WABC W2XE WCAU WNAC WEAN WFBL WMAK WCAO WJAS WADC WKRC WGHP WMAQ KMOX KOIL WSPD WHK WLBW WMAL WISN KMBC WOWO WCCO.

SATURDAY

9:00 P.M. **Graybar program**—"Joe and Vi" WABC W2XE WCAU WNAC WEAN WFBL WKBW WCAO WJAS WADC WGHP WKRC WMAQ WOWO KMBC KMOX WSPD KOIL WHK WLBW WMAL WFBM WDBJ WTAR WWNC KFJF WLAC WDOD WBRC WREC KRLD KFH KTSA WCCO WISN WDSU KLRA KLZ KDYL KFRC KHJ KOIN KVI KFPY WKBN.

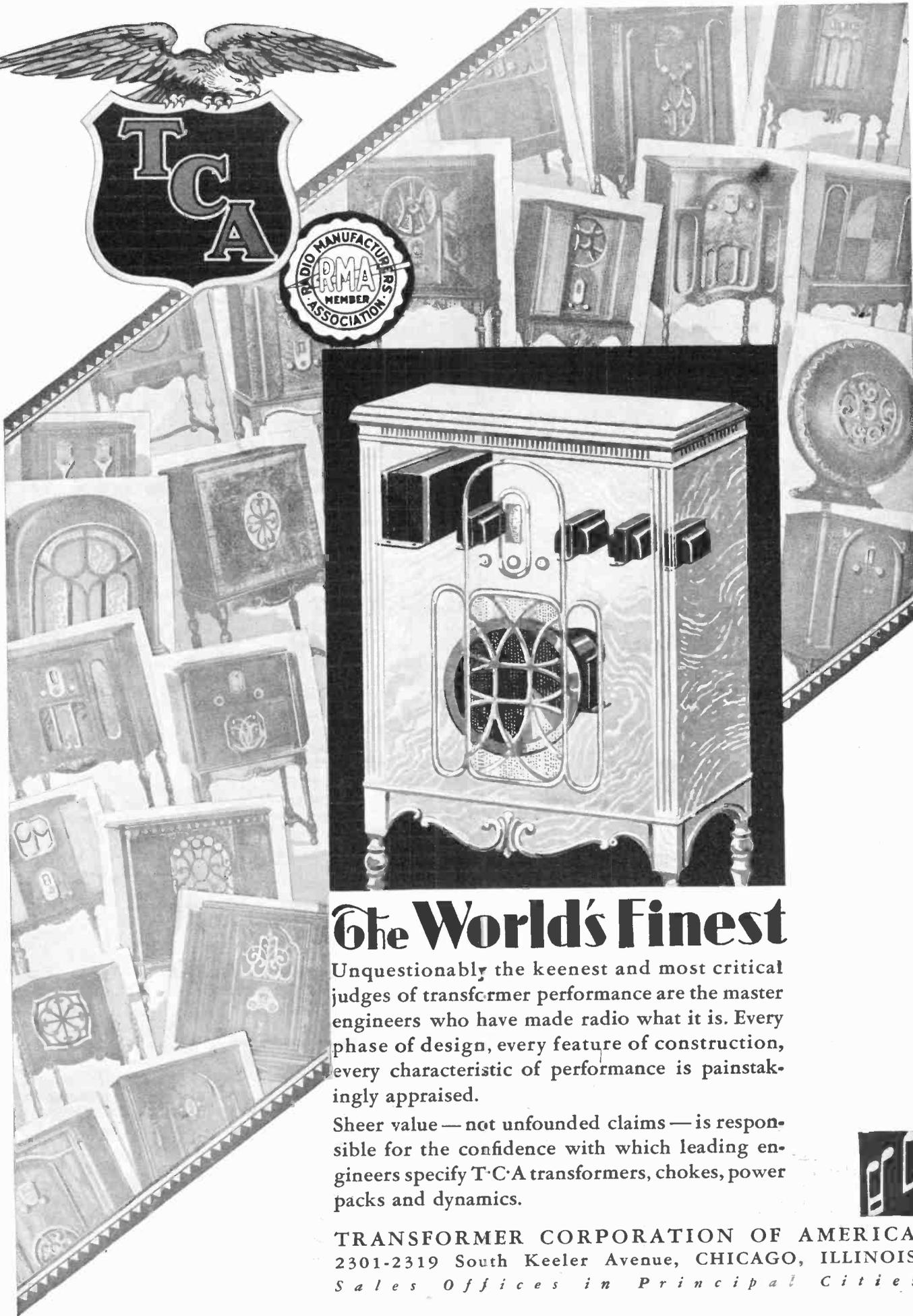
9:30 P.M. **Gulbransen program**—Henry Hadley and his Symphony Orchestra WABC W2XE WCAO WHK WJAS KOIL WNAC WKRC WEAN WADC WLBW WCAU WFBL WMAK WMAQ WOWO KMOX KMBC WSPD WMAL WCCO WISN WGHP.

RADIO RETAILING'S HANDY PRICE RANGE CHART

Receiving Sets, Retail Prices as of November 1, 1929

Company	\$40 to 100	\$100 to 135	\$135 to 150	\$150 to 200	\$200 to 250	\$250 to 300	\$300 to 400	\$400 to 500	\$500 to 700	\$700 to 1000
A.C. Dayton										
Acme Elec.										
All-American										
American Bosch										
Amrad										
Andrea										
Atwater Kent										
Audiola										
Automatic										
Balkeir Radio										
Brandes Corp.										
Bremer-Tully										
Brunswick-Balke										
Buckingham										
Bush & Lane										
Colonial										
Columbia Phono.										
Continental										
Crosley										
Day Fan										
Earl										
Edison										
Elec. Research Labs.										
Emerson										
Freed										
Giffilan Bros.										
Graybar										
Grebe										
Grigsby-Grunow										
Gulbransen Co										
Hammarlund-Roberts										
Howard										
Kellogg										
Kemper										
Kennedy										
Kolster										
Leutz										
Marti										
Metro Elec.										
Minerva										
National Carbon										
Patterson Radio										
Philco										
Pioneer Radio										
Premier Elec.										
Radio-Victor										
Shamrock										
Shortwave and Telev. Labs.										
Silver-Marshall										
Simplex										
Sparks-Withington										
Steinite										
Sterling										
Stewart-Warner										
Stromberg-Carlson										
Temple										
Trav-Ler										
United Air Cleaner										
United Reproducers										
U. S. R. & Telev.										
Vaga Mfg.										
Victor										
Walbert Radio										
Wells-Gardner										
Western Coil & Elec.										
Zenith										

We take pleasure in presenting to our readers the above receiving set price range table, never before published. Competing, price-group lines can now be checked easily. This chart will be corrected and republished from time to time.



The World's Finest

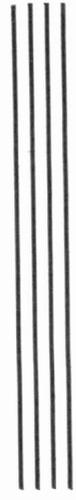
Unquestionably the keenest and most critical judges of transformer performance are the master engineers who have made radio what it is. Every phase of design, every feature of construction, every characteristic of performance is painstakingly appraised.

Sheer value — not unfounded claims — is responsible for the confidence with which leading engineers specify T·C·A transformers, chokes, power packs and dynamics.

TRANSFORMER CORPORATION OF AMERICA
 2301-2319 South Keeler Avenue, CHICAGO, ILLINOIS
Sales Offices in Principal Cities



A NEW SERVICE TO THE RADIO TRADE



IN the rapid development of the radio industry, one great need is still unfilled—a need that is more and more strongly felt by manufacturers, distributors, and dealers.

RADIO-CRAFT has been among the first to perceive this need, and to take up the problem of how to meet it.

The need is a comprehensive and *usable* list of radio service men all through the country—a practical, classified list of available active radio workers, showing each man's experience, ability, professional background and standing in his community.

RADIO-CRAFT is now taking the lead in preparing the *first* NATIONAL LIST OF RADIO SERVICE MEN.

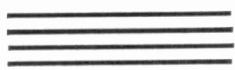
This list will be nation-wide. It will contain vital information and Service Men in every community from coast to coast are being asked to fill in the enrollment blank shown below.

Read the blank. You will see at once what a powerful aid it will be in strengthening the service aspect of radio distribution.

You will perceive also its value for market analysis.

In a short time our list will be ready, and we will be able to pass on a wealth of service information to members of the trade who request it.

In the meantime we would be pleased to receive from the trade—manufacturers, distributors and dealers—their comments on the work we have undertaken. *Write us.*



National List of Service Men,
c/o RADIO-CRAFT, 98 Park Place, New York, N. Y.

Please enter the undersigned in the files of your National List of Radio Service Men. My qualifications are as set forth below:

Name (Please print)

Address.....(City).....(State).....

Firm Name and Address.....
(If in business for self, please so state)

Age..... Years' Experience in Radio Construction..... In
Professional Servicing.....

Have You Agency for Commercial Sets?..... (What Makes?).....

What Tubes Do You Recommend?.....

Custom Builder.....(What Specialties?).....

Study Courses Taken in Radio Work from Following Institutions.....

Specialized in Servicing Following Makes.....

What Testing Equipment Do You Own?

Other Trades or Professions.....

Educational and Other Qualifications.....

Comments

(Signed).....

RR-11



98 Park Place, New York, N. Y.

RADIO-CRAFT'S main purpose is to recruit radio-minded youths and men—and to show them how to make money in radio by entering the service-man profession. 85,000 copies of RADIO-CRAFT printed and distributed a month.

NOTE: This blank is published in every issue of RADIO-CRAFT. The listing to service men is free.

Demonstration Booths Found to Greatly Increase Sales

WITH the exception of music stores, few retail radio outlets are equipped with sizable, properly furnished, demonstration rooms. Yet according to the two illustrations here cited, demonstration booths are a profitable investment.

Before Roy A. Fude, of Petersen-Harned-Von Maur, Davenport, Iowa, installed his special demonstration room for young "moderns" his phonograph record business averaged but \$20 per week—now he is selling \$150 worth of records every seven days. He fashioned a cozy corner with subdued lights, cigarette trays, curtains, an inviting settee and three easy chairs, and placed therein a couple of phonographs, a connected radio set and an assortment of the latest records. He hired a young man and a young woman to take charge of the phonograph and record counter and to assist in the sale of radio sets. Young people were encouraged to make this demonstration room their own.

Now they drop in, by twos and threes, and spend a pleasant half-hour after school. Frequently they bring their parents to inspect a radio set which has taken their eye.

"Clerks who talk the language of the younger generation soon cultivate a large following and, through the boys and girls, reach the pocketbooks of the monied members of the family," said Mr. Fude.

Willey's Music Store, also in Davenport, recently spent \$670 for the construction of three, 8x10, booths.

"It was worth it, and for these reasons": declared owner H. H. Willey. "The privacy of a booth affords the salesman more time to put over a complete selling job. The prospect relaxes, store distractions are minimized.

"Here's something I'll wager a lot of dealers overlook—customers who are conscious that they are taking the time of the proprietor when others, be they traveling men or prospects, are waiting to see him—and become uneasy. They begin to look around and often seek to terminate the conversation. On the other hand, the seclusion and quiet of a comfortable private demonstration room invites a receptive attitude. Many times I have, under these circumstances, sold a much higher priced set than the prospect originally had in mind.

"Store traffic invariably comes in bunches—another

reason for separating its individual elements according to their missions.

"Most of our sales are closed in one of our booths. I estimate that a good demonstration room cuts requests for home trials 30 per cent."

Willey uses one booth for his "A" line, another for his popular-priced number and the other for used sets.

Radio Dealers Association of America Special Blue Book

THE Radio Dealers Association of America, southwestern division, located in the Majestic Building, San Antonio, Tex., has just published an official "Blue Book" for guiding dealers in their trade-in values. This book gives serial numbers, comparative specifications, characteristics, identifying data on old and obsolete sets and an average appraisal on these sets. Because of the specifications contained, it should be of interest and value to service and repair departments.

As new models are marketed and list prices changed, supplements are issued to subscribers free of charge. This book is furnished to established dealers upon lease terms at a price of \$1 per month, payable annually in advance. This price includes the entire service of the supplement.

Radio Trade-in "Blue Book" Guide

TO FILL the demand for a guide to help dealers in their evaluation of trade-ins, the "Radio Dealers' Blue Book" has been compiled and published by the Western Music and Radio Trade Journal, 501 Commercial Exchange Building, Los Angeles, Calif. The values published in the book are averages determined from answers to a questionnaire sent to about 2,000 western dealers and jobbers. Western list prices of all popular makes of receivers are also given.

In addition, a list of radio jobbers of interest to western dealers is included, as well as the names of phonograph branches and jobbers, factory branches and direct representatives, radio representatives, and radio and cabinet manufacturers located in the West.

The book is pocket-size of the loose-leaf type with a flexible leatherette cover. It is published monthly and the subscription is \$2 per year.

—And Now The Next Step

(Continued from page 54)

large dealers, for either outside or phone work. It pays in this particular case.

Experience shows that the average-size dealer is better off without elaborate management schemes. He is better off without "juniors"—except such as devote their time exclusively to phone-canvassing, turning the leads secured over to outside closers.

The statement may sound egotistical, I know, but if I were a dealer, with my accumulated experience of seven-teen years to rely on, I wouldn't have a sales manager, supervisor, or other "title," around my shebang until my back broke in three places under the load. And, even then, they'd never get their hands onto the surveying or distribution of territories. The idea may be Victorian—

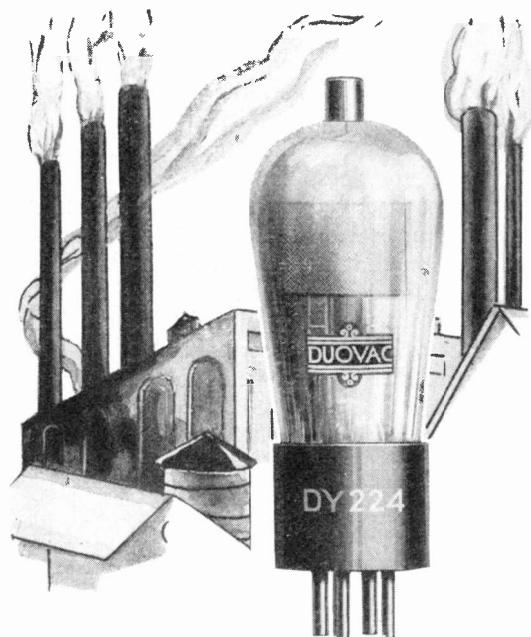
but it has its "hoss-sensical" aspects just the same.

To sum up: Not one of these four points, individually, is all-important. Importance lies only into the correlation of the quartet.

First we have the territory. Second, and utterly dependent on the territorial arrangement, we have the dealer and his salesman. Third, we have the medium for contact, which ties the first and second together. And, fourth, we have the management element, which again binds into a whole, this time the preceding three.

The utter "oneness" of the four factors makes it impossible to omit any from calculation without destroying the entity of the whole. And, in this day of intensive competition, the whole must be preserved if cold turkey is to be properly served.

Power House vs. Battery



There's a Power Plant back of the modern radio tube—not just a 6 volt battery.



TESTING radio tubes at the factory so that they will meet the dealers' fraction-of-a-second counter tests is one thing. Making tubes so that they will have a long life despite the tremendous strain to which tubes are put in modern electric power receivers is entirely another matter.

The new DUOVAC PROCESS of tube construction was planned to produce tubes able to withstand the tremendous pressure in the new high-power electric receivers. In battery sets if the voltage varies, it goes DOWN *below normal*. In power sets it is likely to go UP *above normal*, and tubes must be made to live through the added pressure *without changing characteristics*.

DUOVACS are built to meet these conditions, not just to meet a demand for tubes.

The DUOVAC PROCESS sets a new and higher standard of excellence. The DUOVAC PROCESS assures longer tube life and better performance.

We invite comparisons of the DUOVAC PROCESS and the plant back of it, of DUOVAC performance, of DUOVAC advertising plans and dealer cooperation and of DUOVAC price maintenance policy. We invite inquiries from distributors and dealers who keep in step with radio progress. Write today for particulars.

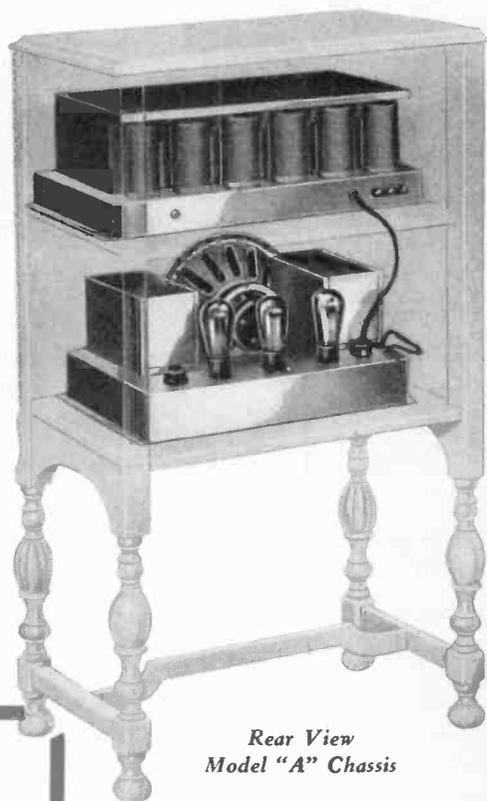
DUOVAC RADIO TUBE CORPORATION
360 Furman Street Brooklyn, New York

DUOVAC

The * Precision Radio Tube

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

NEW - SCREENED IN GRID DOUBLE-CHASSIS INCLUDING BUILT-IN SUPER- DYNAMIC SPEAKER



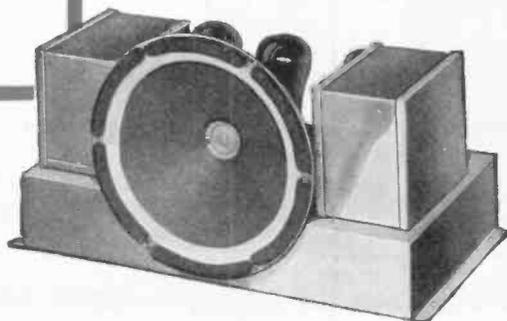
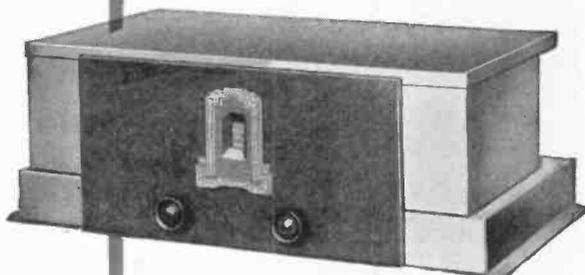
Rear View
Model "A" Chassis

OUR purpose has been accomplished—namely, to design, engineer, and manufacture NOT just ANOTHER Chassis, but a chassis of the highest quality, reasonably priced and second to none in quickly creating ownership appeal and satisfaction.

- ☞ NINE Tubes—Three 224, Three 227, Two 245 in Push Pull, One 280.
- ☞ Linear Power Detection.
- ☞ No Ground required.
- ☞ May be operated with Antenna built into cabinet.
- ☞ Other unique and outstanding features fully described in literature mailed upon request.

Jobbers and Dealers: For net prices and further particulars—Write or Wire.

A Chassis of Distinction



Manufactured
by

GALVIN MANUFACTURING CORP.
CHICAGO

Sales Division
ALLIED PRODUCTS OF AMERICA

185 N. Wabash Ave., Chicago, Illinois



There's no question about Arcturus' 7-second action when your customer holds the watch.



A 2-minute demonstration of Arcturus' clear, humless tone is more convincing than a 20-minute sales talk.



Show your customers that Arcturus Tubes hold the world's record for long life because they easily withstand 75% more current than they are designed for.



ARC

BLUE
RADIO

SIMPLE TUBE TESTS THAT ARE BOOSTING BUSINESS FOR ARCTURUS DEALERS

DEMONSTRATION has always been the most convincing way to sell a quality product.

You demonstrate sets and speakers . . . and sales follow.

Why not demonstrate tubes—one of the most important and profitable items you carry?

Last month we suggested this "Scientific Selection" idea to Arcturus Dealers. We illustrated three easy tube tests in our national advertising . . . showed the same tests in our trade paper advertising . . . distributed window and counter displays to the trade. Thousands of Arcturus Dealers adopted this test idea.

Now dealers everywhere report increasing Arcturus sales. And every Arcturus sale means better business, for Arcturus performance cuts service calls and keeps your customers satisfied.

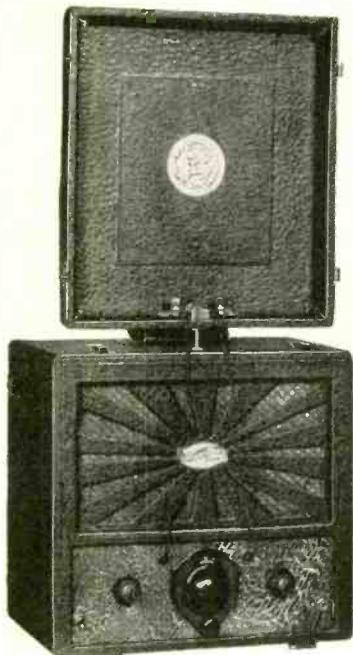
Try these simple tests in your own store. Convince yourself and your customers of Arcturus quality. You can boost your business by pushing Arcturus *Blue* Radio Tubes . . . the tubes that sell on *proved performance*, not sales talk.

ARCTURUS RADIO TUBE COMPANY
Newark, N. J.

ARCTURUS

A-C LONG LIFE
TUBES

Get the
TRAV-LER
 Christmas Proposition



*It means **PLUS-PROFITS** for Radio,
 Music, Sporting and Electric Goods Dealers*

A Trav-Ler Portable Radio Receiver—no more practical, useful, or long-remembered gift was ever offered by any dealer to his Christmas season customers. For Dad—to be used in his library or office—for Mother—in her sewing room or sun parlor—for Sister—away at College or University—for Brother, for Aunt, Uncle or friend. Here is a gift people *will buy*, one you do *not* have to sell.

Get the Trav-Ler Christmas proposition. Liberal discounts, special Holiday trade ad-

vertising material. Quick turnover, **PLUS PROFITS** no other merchandise in your Christmas stock can equal.

Write or wire today. Let us tell you about the new Trav-Ler Portable Radio Receivers for operation with either batteries, AC or DC current. Cash in with them during the Holiday season.

TRAV-LER MANUFACTURING CORPORATION

Factory and General Offices:

1818 Washington Avenue, St. Louis, Mo.

District Sales Offices: New York City, Chicago, Ill.

AMERICA'S OLDEST AND LARGEST EXCLUSIVE MANUFACTURER OF PORTABLE RECEIVERS

TRAV-LER
PORTABLE RADIO
RECEIVERS



— a company you can depend upon —

THE RADIO TUBE INDUSTRY will inevitably follow the trend of the automotive industry.

Weak manufacturers will go to the wall — strong ones will continue to make money for their dealers.

The Hygrade Lamp Company has been doing business for twenty-nine years. During that time it has produced over 88,000,000 electric lamp bulbs — and in doing so has built up an adequate financial reserve.

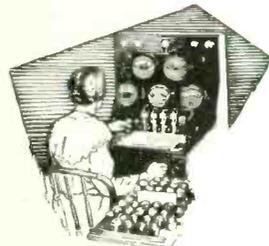
Those who sell Hygrade Tubes will profit by the company's strength during the next twenty-nine years, as its lamp dealers have done in the past twenty-nine.

— tubes you can trust

HYGRADE Radio Tubes

A Companion Product to Hygrade Electric Lamp Bulbs

HYGRADE LAMP CO., Salem, Mass.



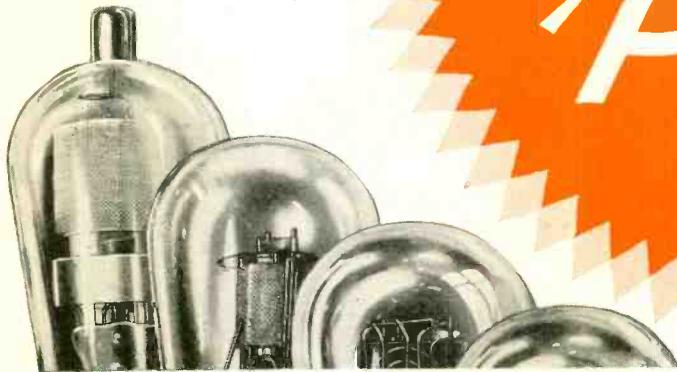
Because of the "Hygrade-developed" tests they receive from our regular workers and from our quality department, Hygrade tubes are "Tubes You Can Trust."

Licensed under radio tube patents of Radio Corporation, General Electric Co. and Westinghouse Co.

On the Air
KEN-RAD'S
«CABIN NIGHTS»

Each Monday Evening
N. B. C. Blue Network
WJZ, WBZA, WBZ, WHAM
KDKA, WJR, KYW, KWK, WREN
10:00 p. m., Eastern Standard Time
9:00 p. m., Central Standard Time

STANDARD
QUALITY
PLUS



KEN-RAD believes Ken-Rad tubes are the finest that can be built . . . Standard quality—plus the utmost care in manufacture—plus individual testing to extremely close limits—plus an unusual number of inspections—that's what you get in Ken-Rad tubes. And that's why they give the kind of satisfaction you want to sell.

Ken-Rad Quality *does* make a difference in performance and sales. And Ken-Rad gives you the sales support you need to build a really profitable

tube business. A Ken-Rad advertisement appears in The Saturday Evening Post and Collier's every other week. This is supplemented by broadcasting over the N. B. C. Blue Network every Monday evening—and numerous other sales helps round out a complete program from every standpoint.

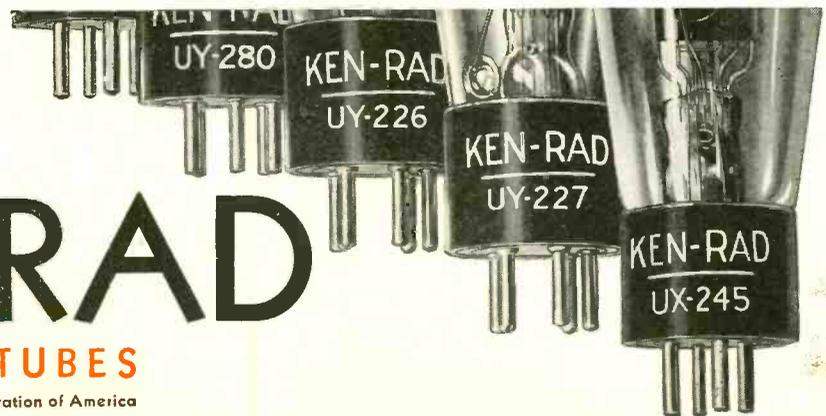
The Ken-Rad proposition is interesting—and every dealer who wants to make money on tubes should get it. A Ken-Rad jobber near you will give you full information—or write direct.

THE KEN-RAD CORPORATION, Incorporated, Owensboro, Kentucky
A Division of KEN-RAD TUBE & LAMP CORPORATION

KEN-RAD

RADIO TUBES

Licensed by Radio Corporation of America



This Letter Tells . . . what Dealers are doing with

IF you are seeking new ways to add to your volume and your profits, read this letter from a Capehart dealer. It pictures a situation which is repeated many times over throughout the country. Progressive dealers have added from \$2000 to \$5000 a month to their profits. The Capehart franchise has already become one of the most valuable in the music field.

THE *Capehart* ORCHESTROPE

CONTINUOUS AMPLIFIED MUSIC FOR ALL PURPOSES

A New Market

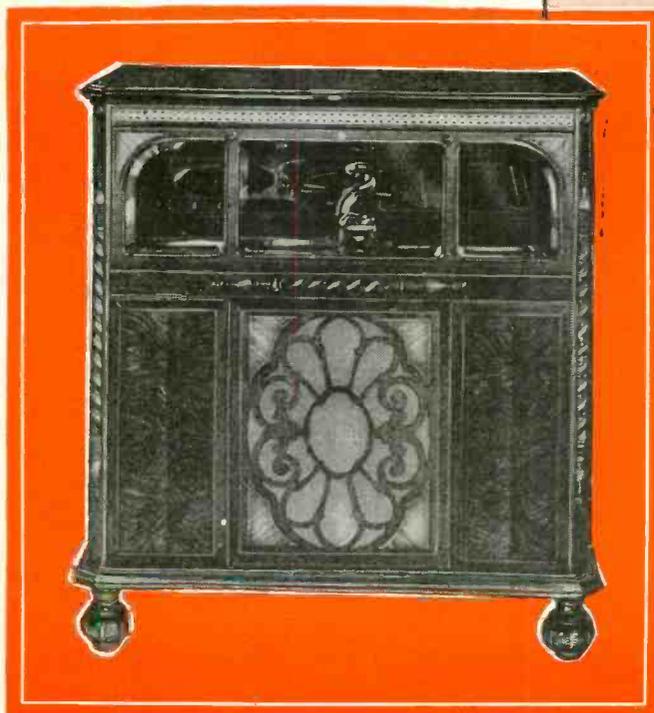
Restaurants, hotels, refreshment parlors, amusement centers of all kinds are everywhere installing the Capehart. It has solved the music problem for public establishments. Coin-controlled, it takes in \$25 a week and more. It attracts trade and increases business.

Plays 56 Selections

Through an ingenious, compact mechanism, the Capehart plays 28 records on both sides, playing and turning them automatically and continuously *without attention*. Its tone is the delight of all who hear it. Three-stage amplifier, special dynamic speaker, auditorium volume, if desired, without distortion. And housed in a dignified cabinet of exquisite workmanship and design.

"Our Orchestrope Department closed another sale to Mr. Conrad Kolb, owner of the finest restaurant in New Orleans. Kolb's is located in the heart of the business district and is patronized by several hundred of our leading citizens each day for luncheon and dinner. Undoubtedly many additional sales will result from the sale of the Orchestrope to Kolb's. Mr. Kolb will use a 200-A auxiliary speaker in his Tea-Room upstairs. The Tea-Room is patronized by the leaders of New Orleans society, who make it a rendezvous for luncheon and bridge parties. With the closing of this sale you may rest assured that residential sales will develop quite rapidly for the Aristocrat model. In a report to Mr. Werlein, I have set the quota for my department at a minimum of 100 instruments between now and July 1st. Personally, I expect to double this number.

PHILIP WERLEIN, LTD.,
By L. J. BROWNSON
Mgr. Orchestrope Dept."



Send Coupon for Details

The Capehart franchise is still available in a few valuable territories. A complete catalog of the Capehart line and *evidence* of its opportunity for profit to dealers will be sent without obligation upon receipt of coupon. Mail it now.

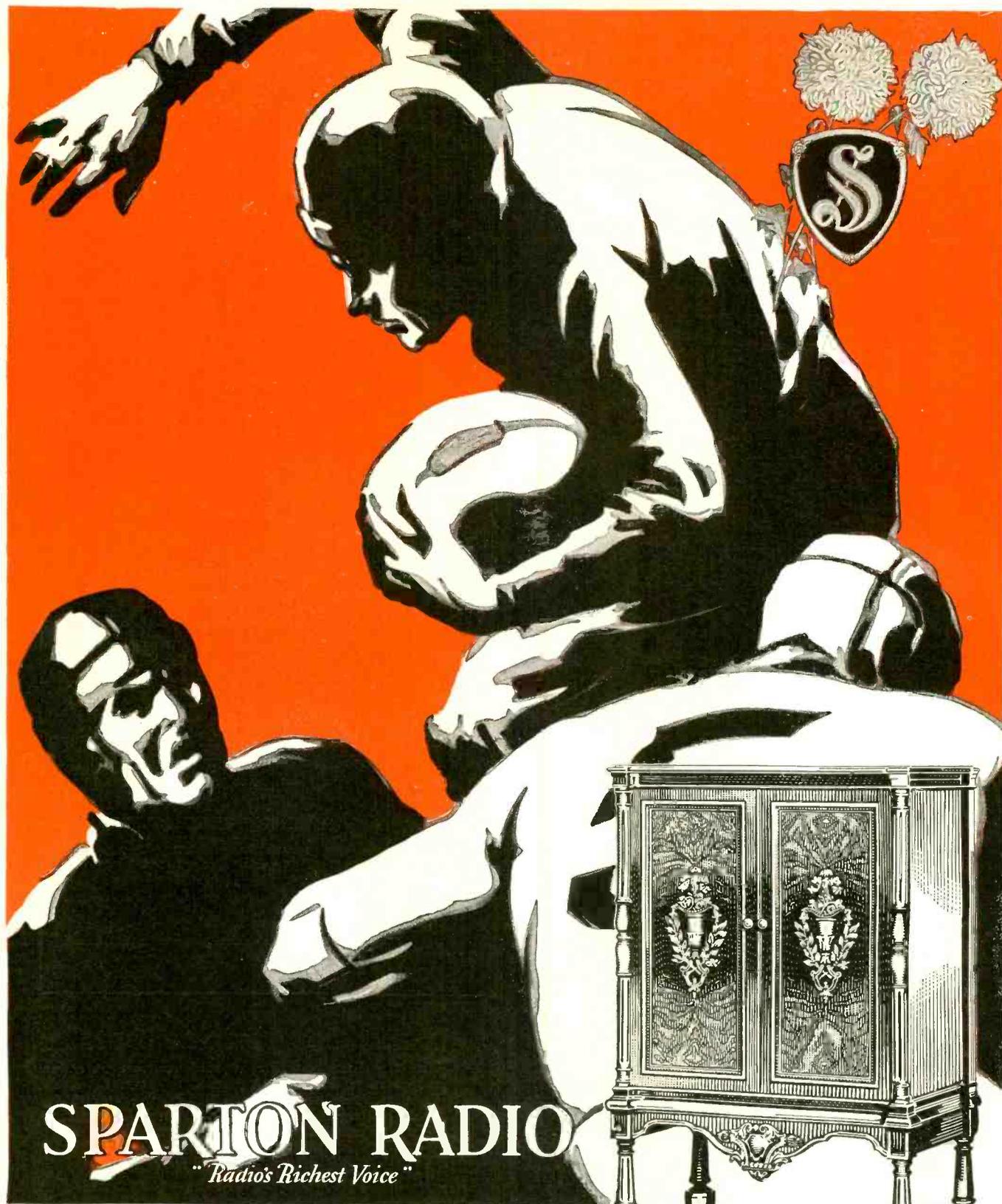
THE CAPEHART CORPORATION
Fort Wayne, Ind.

The Capehart Corporation
Dept. 4858, Ft. Wayne, Ind.
Please send me, without obligation, descriptions of all Capehart models and details of the Capehart Dealer's Franchise.

Name

Address

City State



SPARTON RADIO

"Radio's Richest Voice"

FACE-TO-FACE REALISM

PLUS POWERFUL NEW MERCHANDISING AIDS

In addition to what is probably the strongest sales appeal in radio today . . . FACE-TO-FACE REALISM . . . Sparton has made available to dealers what we believe to be the most complete line of sales material offered by any manufacturer. Everything from elaborate window displays and posters to 50/50 cooperation in newspaper advertising is included. This is worth investigating.

THE SPARKS-WITHINGTON COMPANY (Established 1900), JACKSON, MICH., U.S.A.
Pioneers of Electric Radio without batteries of any kind (391)



Model 111

The NEW SPARTON EQUASONNE

PRESTIGE FOR SALES-VOLUME

The Webster Electric Pick-up is universally used in homes and theatres because of its outstanding quality and tone reproducing ability. Its satisfactory record in the past makes it the world's standard of the present. No competitive equipment offers such a group of original and distinctive features. No other pick-up is so looked to for the introduction of latest engineering developments.

The Webster record of performance and sales is of interest to every dealer. The Webster Electric Pick-up enjoys buyer-preference because its rich full-toned music is so appealingly lifelike. It reproduces all the notes of the musical scale, from the highest to the lowest frequencies, with satisfying fidelity and volume.

The new Webster Pick-up is available in two models, both for either battery-operated or A.C. sets. Both models are packed in attractive self-selling cartons. If your jobber has not stocked the Webster, order direct—now!

WEBSTER ELECTRIC COMPANY Racine, Wisconsin

SPECIAL FEATURES

Webster low-inertia stylus bearing with all-metal pivoting action. Small, light-weight, perfectly balanced head.

Highest grade Cobalt magnet of greatest density.

Shock-absorbing arm bearing with pivot at base—exclusively Webster.

Head turnable for needle-insertion.

Volume control in base.

Weighted base.

Cord completely concealed—all bearings free from chatter.

Can be used for standard or talking picture records.

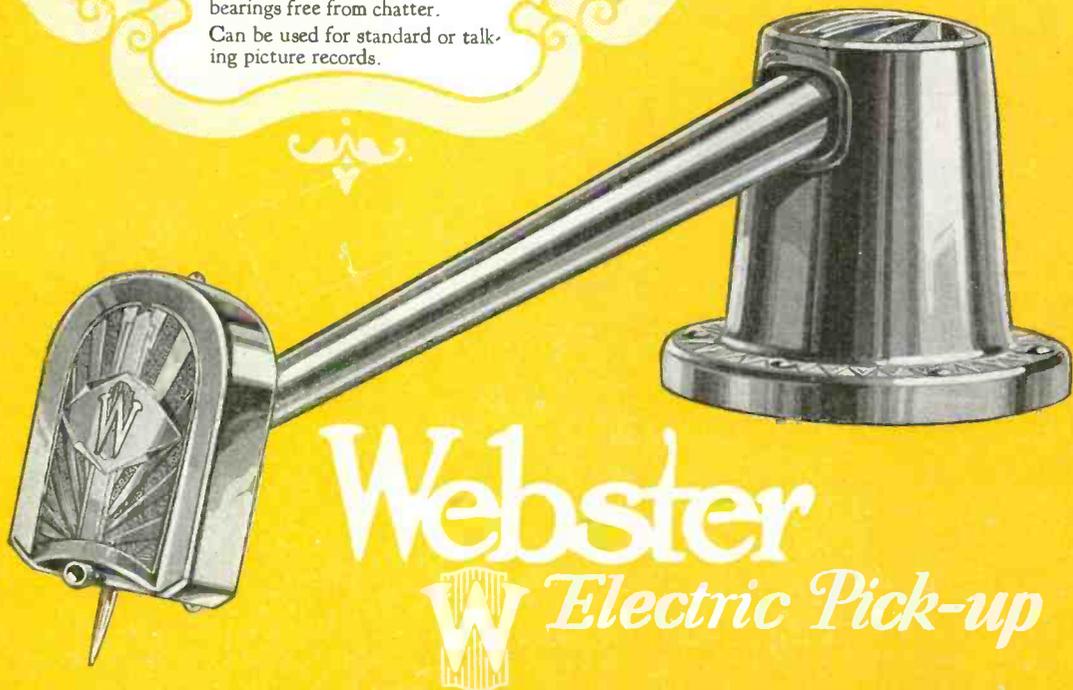
The New Webster Model 2-B includes Pick-up head, separate volume control, and necessary adapters.



The new Webster Model 2-A includes Pick-up head, supporting arm, built-in volume control, and necessary adapters.



The Webster Electric Theatre Pick-up is for use with 16" records at 33 1/2 R.P.M. Adjustable counterbalance permits correct control of weight on record. Base may be mounted with rubber bands to absorb vibration. With standard or low impedance head.



Webster

Electric Pick-up

LEUTZ



Leutz Seven Seas Radio Phonograph Combination

3 Screen Grid Tubes
 12-in. Dynamic Speaker
 Electric Phonograph
 Adjustable Selectivity
 Push Pull 2/250 Tubes
 Single (Split) Dial
 Panel Illumination
 Unit Construction
 all
LEUTZ QUALITY

WRITE, WIRE OR CABLE TODAY

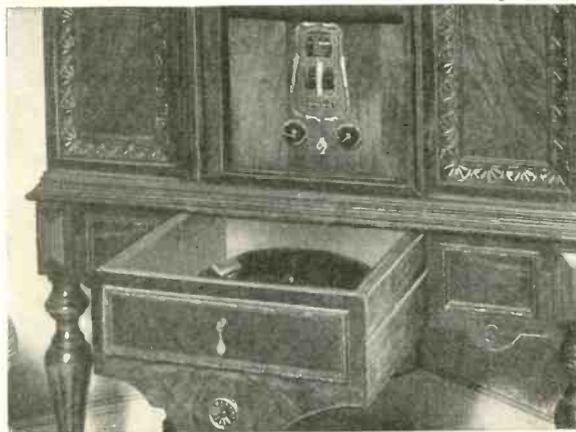
C. R. LEUTZ INC.
 ALTOONA, PA., U. S. A.

Cables Experinfo N. Y.

WEST COAST
 B. J. Howdershell
 Detwiler Bldg.
 412 West Sixth St.,
 Los Angeles,
 California

NEW YORK
 112 West 42nd St.,
 New York
 N. Y.

FRANCE
 Baldwin M. Baldwin
 1 Boulevard Haussman,
 Paris, France
 Cables Experinfo Paris



Close-up of Phonograph

SEVEN SEAS

MILLIONS
LISTEN TO
CHAMPION

DAILY
MUSICASTS
AND
WEATHERCASTS
THRU

- KDKA** PITTSBURGH
- WBZA-WNAC-WEEI**
 BOSTON
- WBZ** SPRINGFIELD
- KYW** CHICAGO

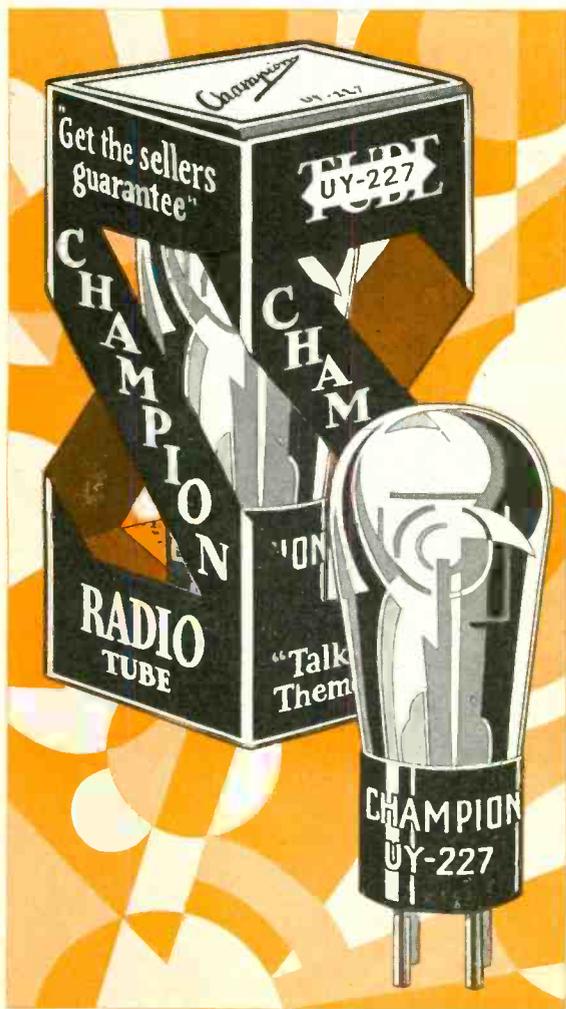
Champion
LICENSED UNDER R.C.A. PATENTS
RADIO TUBES



TEST THEM IN THE BOX

**ONLY ETCHED TUBES ARE
GUARANTEED BY THE MAKER**

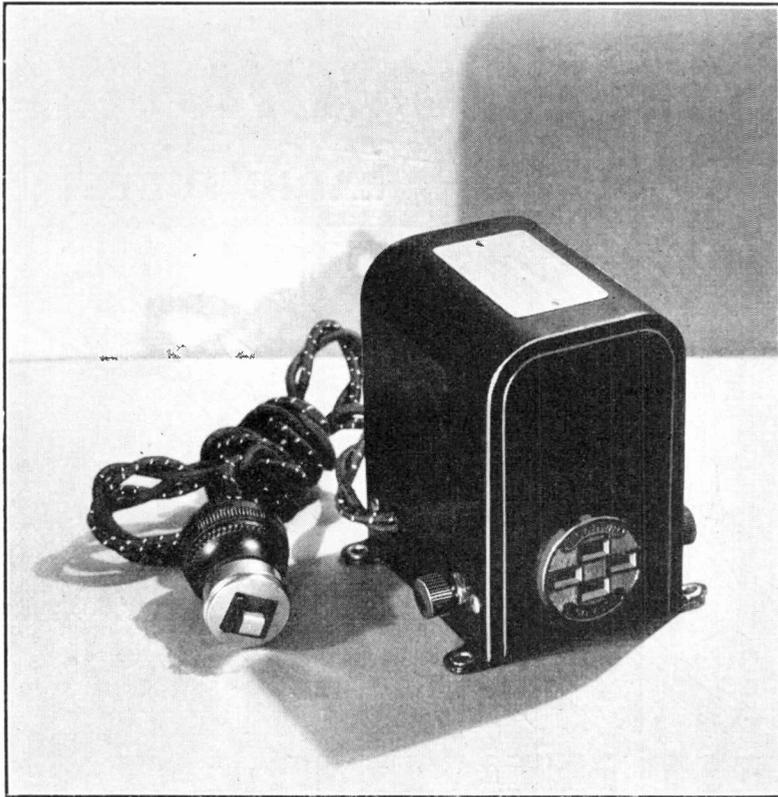
IF YOU would be sure that the radio tubes you sell are guaranteed by the maker—look for the name *etched* on the bulb and on the base. Unless the tube is *etched* with the name of the manufacturer it does not carry his guarantee of quality. ▲ Every genuine Champion Tube is *etched* with the name "Champion" on the top of the bulb and on the base. Tubes that are *etched* "Champion" are guaranteed by the Champion Radio Works of DANVERS, Massachusetts . . . guaranteed to give absolutely satisfactory performance to the user. ▲ And Champion advertising . . . week after week . . . on the air and in daily newspapers throughout America is telling millions the story of Champion performance . . . making millions look for the Champion trade-mark *etched* on the top and base. Tie up with this powerful advertising campaign. Stock, display and sell genuine *etched* Champions.



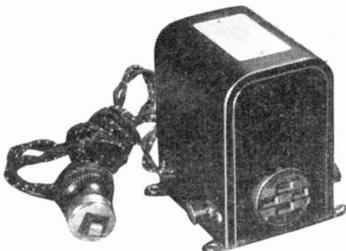
**THERE IS
ONLY ONE
CHAMPION**



CHAMPION RADIO WORKS, INC., DANVERS, MASSACHUSETTS



THE SENIOR



THE JUNIOR



Produced by the manufacturers of the Muter Ultra-Dynamic Speaker—the new speaker of glorious tone. Write for details today on the sales possibilities this speaker offers you—in replacements for old sets equipped with the magnetic type.



LOCAL STATIC!

—brings Profits
to Dealers who Sell

MUTER DEPENDABLE INTERFERENCE FILTERS!

CLEAR, perfect music coming from the speaker. And then, suddenly—crackle—sizzle—roar! Probably only a nearby motor or electric appliance. But fatal, just the same, to radio enjoyment.

Every local disturbance of this sort means a prospect for you. Help your customers—and yourself—by selling them MUTER DEPENDABLE INTERFERENCE FILTERS to remove the nuisance of man-made static.

Made in two types:

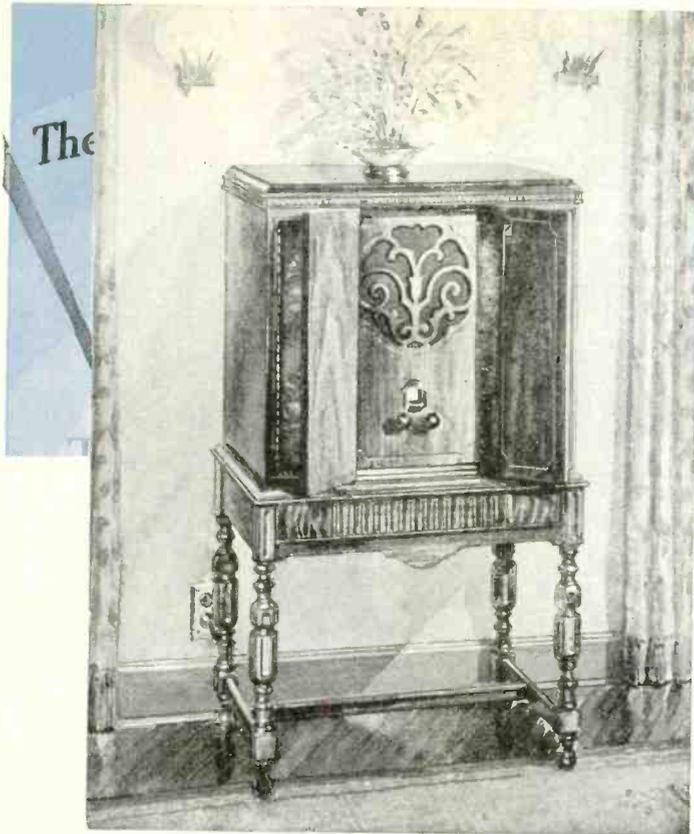
1. *The Junior*: For direct connection to radio set. Capacity type, with large factor of safety for use on 110 volt A. C., Priced at \$5.00.
2. *The Senior*: For use in connection with electrical or mechanical devices causing local disturbances. Capacity inductance—rated for use on 110 volt A. C., on devices not exceeding 5 amp. current draw. The Senior may also be used in the same manner as the Junior, in direct connection with the radio set, offering an additional inductance to eliminate disturbances. Priced at \$7.50.

Write now for full information
on this profit-making filter.

LESLIE F. MUTER COMPANY

8440 South Chicago Avenue

Chicago, Ill.



The Future
is now!

The Set of the Future
Now!

The new
Balkeit Radio

\$175.00

THE new Balkeit Radio, Model C, with its outstanding ability to perform on distant reception as the average set does on local, is radio merchandise of extraordinary selling appeal.

Five tuned stages and the special features of design which give this 9 tube super neutrodyne its remarkable selectivity and sensitivity place it, for performance, far above its price class.

In an attractive walnut console cabinet Balkeit Model C lists at \$175.00, less tubes (slightly higher west of the Rockies) and is backed by a direct dealer merchandising plan regarding which you should inform yourself at once.

BALKEIT RADIO COMPANY
North Chicago, Illinois

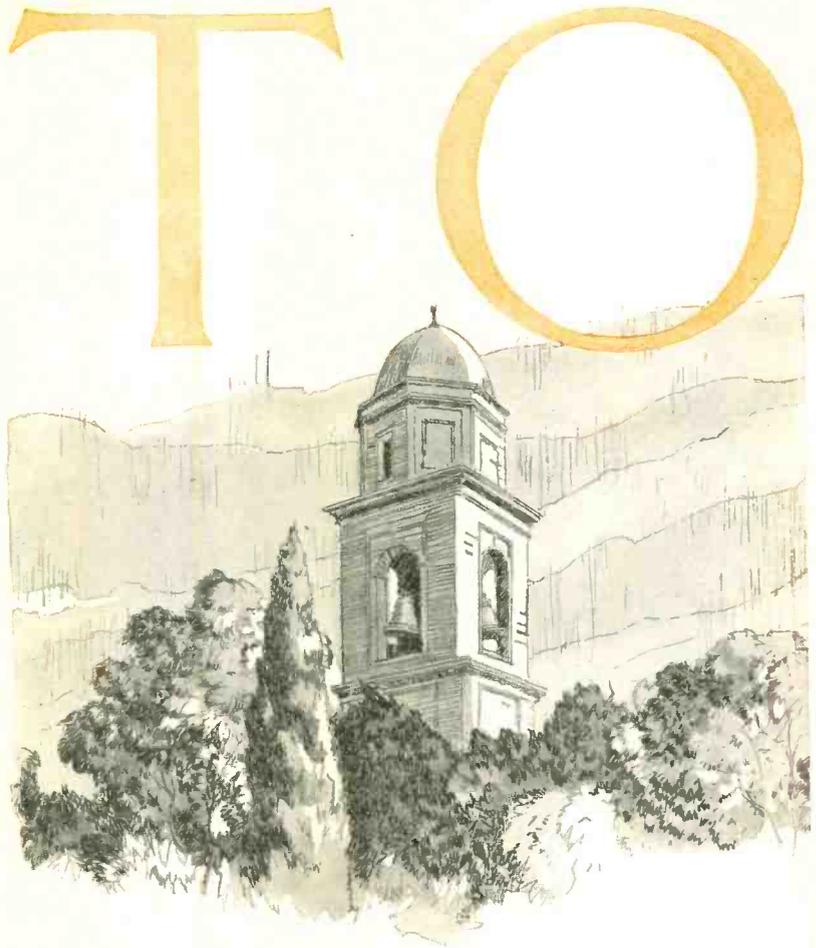
One of the most popular pieces of radio literature published this season is the Balkeit Blue Book of Radio Talent, listing the artists, orchestras and most interesting programs broadcasting from stations throughout the nation in such a way that they can be easily located by the radio listener. In addition to this outstanding feature the book includes complete radio log material and other items of particular value to the radio audience.

The Blue Book of Radio has already created for itself a nation-wide demand and will be soon in its second printing. Copies of this book are distributed to radio owners and prospects exclusively through Balkeit dealers.



The Blue Book of Radio Talent

Balkeit Radio
Model C



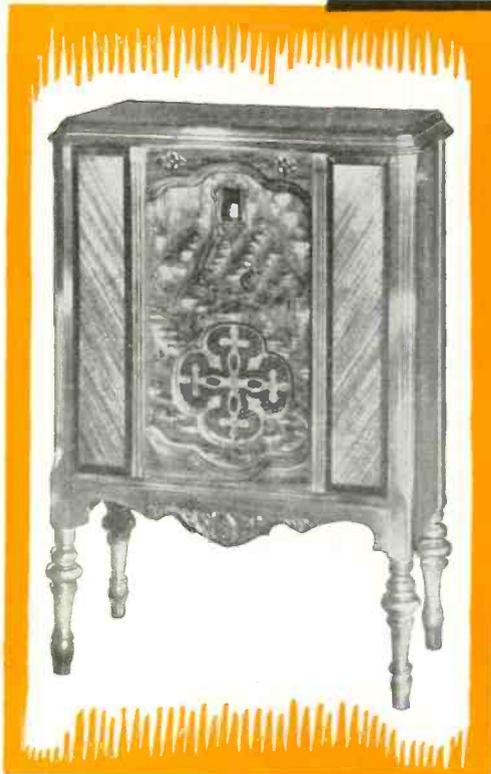
The Troubadour

The Ideal set for small homes or apartments. 3 screen grid tubes—perfect for long range reception. Less tubes. **\$129.50**

THE FINEST performing set ever made—and the best looking. All the latest mechanical improvements unite to give the Sterling Concertone its magnificent Tone. Sensitive and selective beyond anything else so far developed Screen-grid, push-pull amplification, all stages shielded, electro-dynamic speaker In handsome cabinets (three models) that sell themselves Give your prospects the "ear test"—let them hear the Sterling Concertone, and they'll never be satisfied with anything else A few choice districts are still open to reputable merchants Inquire by mail today, or ask your jobber Sterling of Cleveland, for more than 23 years one of America's leading manufacturers of delicate electrical instruments and radio appliances.

THE STERLING MANUFACTURING COMPANY • Cleveland, Ohio

NEW



The Serenader

A handsome, medium sized Walnut low-boy, 3 screen grid tubes afford perfect long range tuning. \$149.50
Less tubes.



Imperial

Beautiful Walnut high-boy, 3 screen grid tubes, with each stage completely shielded. \$187.50
Less tubes.

Sterling

CONCERTONE
RADIO
MADE BY STERLING OF CLEVELAND

Also supplied for operation on 25-cycle current, at no increase in price.

Prices slightly higher in far West.

Quite naturally some people discriminate in favor of excellence. Consequently, their choice of the new all-electric, screen grid

Eveready Radio

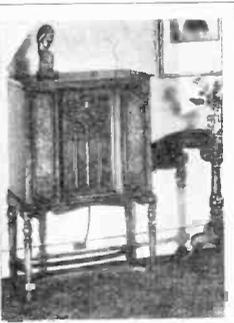
THE PRECISION INSTRUMENT

will come as a matter of course

In the manner in which they live... the more care which attend upon their lives... the more they serve in their daily lives... in short in all their material possessions they search for a certain excellence, a certain discrimination. There are people of good taste who like to work a life which is directed by the most of view demanding excellence in everything they own.

Its fidelity of reception is remarkable

Put it in a living room and you have made it a sparkling concert... there is it as you find and you are transported to a table beside a polished square of glass floor in a vast



Eveready Screen Grid Zenitha Model No. 2127-50 (See page 119)



EVEREADY Radio

THE PRECISION INSTRUMENT



Only of high material excellence their choice... is the new Eveready

It is clear and free from distortion. Its excellence is not a matter of months but many years

For if this were all people of good taste knew about the new Eveready Radio they would hesitate to buy. Their whole point of view towards life requires that they also look for permanence, as well as momentary excellence that they look for the sort of perfection which comes with the ideal of precision building, an ideal which looks into the distant future as well as tomorrow.

So carefully, so precisely, so that the instrument built that you may expect, not its months or a year of performance, but five, ten, even ten years of unending enjoyment. The large scientific organization which has expended years of research in making this radio receiver will add improvements of course as they are needed and tried out. That is taken for granted.

But the buyers of this radio receiver are not asked to consider anything but the most perfectable only to experts. Such things have them. They know that whatever they buy is the best. Hence they buy the radio.

You will want this remarkable radio receiver

And as if you are a person who discriminates in favor of excellence, if your whole attitude towards life looks for effects and causes, you will want the new Eveready Radio. That is why, when you see it, hear it, notice its beautiful workmanship, you will say, "Of course this is the best I have ever seen for my household."

NATIONAL CARBON CO., INC. General Offices: New York, N.Y. Branches: Chicago, Kansas City, St. Louis, St. Paul, San Francisco

Features of the New Eveready
The new Eveready radio receiver is built with the most perfectable only to experts. Such things have them. They know that whatever they buy is the best. Hence they buy the radio.

People who wear the smartest clothes... who live in the most pleasant houses... people who instinctively turn to the most agreeable things which life affords... people with whom excellence in all their material possessions is a fetish... quite naturally will want the new Eveready Radio.



And now a radio receiver designed for the discerning few... this new all-electric screen grid

Eveready Radio

THE PRECISION INSTRUMENT

a truly superlative medium of music

People who wear the smartest clothes... who live in the most pleasant houses... people who instinctively turn to the most agreeable things which life affords... people with whom excellence in all their material possessions is a fetish... quite naturally will want the new Eveready Radio.

Such people when they turn a dial are looking first of all for excellent reception... reception so full voiced, so adequate, that you seem to be in your box at the opera... so clear, so free from foreign notes that you might just as well be seated ten feet from the speaker's table. Since you make this demand of a radio, you will want the new Eveready Radio. Its fidelity is remarkable.

But you are a person of some and



People who wear the smartest clothes... who live in the most pleasant houses... people who instinctively turn to the most agreeable things which life affords... people with whom excellence in all their material possessions is a fetish... quite naturally will want the new Eveready Radio.

Features of the New Eveready

The new Eveready radio receiver is built with the most perfectable only to experts. Such things have them. They know that whatever they buy is the best. Hence they buy the radio.

EVEREADY Radio

THE PRECISION INSTRUMENT

1 page (newspapers)

5 columns by 20 inches (newspapers)

They take the best things in life for granted. They consequently take

Eveready Radio

THE PRECISION INSTRUMENT

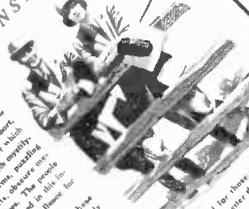
as a matter of course



If you instinctively select the better things of life, you will want the new all-electric, screen grid

Eveready Radio

THE PRECISION INSTRUMENT



So carefully, so precisely, so that the instrument built that you may expect, not its months or a year of performance, but five, ten, even ten years of unending enjoyment. The large scientific organization which has expended years of research in making this radio receiver will add improvements of course as they are needed and tried out. That is taken for granted.

But the buyers of this radio receiver are not asked to consider anything but the most perfectable only to experts. Such things have them. They know that whatever they buy is the best. Hence they buy the radio.



Eveready Screen Grid Zenitha Model No. 2127-50 (See page 119)



Eveready Screen Grid Zenitha Model No. 2127-50 (See page 119)

EVEREADY Radio

THE PRECISION INSTRUMENT

4 columns by 15 inches (newspapers)

4 columns by 12 inches (newspapers)

PRESTIGE and QUALITY

in the radio field are yours

THERE ARE a great many people, possible customers of yours, whom you like to see in your store. These people live pleasantly, spend plenty of money, pay their bills promptly, and are generally thought of as the best trade in the community.

To these people the new Eveready, all-electric, screen grid radio naturally appeals. Notice the advertising on the opposite page. It tells the prestige story, the story of quality, about the new Eveready Radio. This advertising is helping Eveready dealers to sell radios. But more than that, it is bringing the best class of trade in their communities into their stores.

When you handle the Eveready line you tie up with a large scientific organization whose prestige and quality are reflected in the fine instrument they make. You become their personal representative in your community. You have a remarkable instrument to sell. You have advertising which is helping you to sell it. This then is no idle statement, "Prestige and quality in the radio field are yours."

NATIONAL CARBON CO., INC. *General Offices:* New York, N. Y.

Branches: Chicago Kansas City New York San Francisco

Unit of Union Carbide  and Carbon Corporation

The

TOMAN SUPER PICK-UP

**Sells
Itself . . . to
Your Profit!**

**GREATER VOLUME
FINER TONE
ADDED BEAUTY**



Before such perfection of tone, such fine full volume, such outstanding beauty of design, the most critical radio-music authority becomes an enthusiast.

**A Single Test will
prove all we say . . .
and more!**

Prospects become customers when once they SEE and HEAR the new Toman Super Pick-up. Dealers and Jobbers are profiting by the nation-wide acceptance which has been accorded *the world's first super pick-up*. MANUFACTURERS are fast adopting it as standard equipment. Famous for superiority in quality and workmanship . . . produced in the Toman laboratories, makers of the world's finest tone arms and reproducers! And like all Toman products it is reasonably priced! TO YOU it represents the first great profit-making opportunity in this line—a chance to step ahead, to make new sales, new friends. Let us send your sample today! Test it without any obligation whatever. Be one of the first to know its many outstanding advantages. Write us today!

PERFECT FOR THEATRICAL USE

TOMAN

REPRODUCERS TONEARMS
PICK-UP ARMS PICK-UPS



E. TOMAN & CO.

2621 W. 21st. Pl., Chicago

Cable—SIVAD—Chicago

Established 1914

Bankers-First National Bank of Chicago

"In view of the many favorable trade comments 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

KING RADIO

Announces

DIRECT to DEALER SALES PLAN

Compare
KING RADIO
With the BEST you can buy elsewhere at ANY PRICE—
PERFORMANCE, TONE, CABINET, SALABILITY

9-TUBE
DYNAMIC SPEAKER
Two 245 Power Tubes Push-Pull
Walnut Cabinet
RCA License
CURRENT MODEL
1929-1930
GUARANTEED



\$169.50 LIST
84.75 Less 50%
84.75
8.47 Less 10%
76.28
7.63 Less 10%
68.25
1.37 Less 2%
\$67.28 NET
TO DEALER

KING ROYAL

LIST \$149.50
Less 50% 74.75
74.75
Less 10% 7.47
67.28
Less 10% 6.73
60.55
Less 2% 1.21
NET \$59.34



8-TUBE
DYNAMIC SPEAKER
Two 171 Power Tubes Push-Pull
Walnut Cabinet
RCA License
CURRENT MODEL
1929-1930
GUARANTEED

King Monarch
Screen grid set. Seven tubes, with 245 Push pull amplification. Dynamic Speaker. In King Royal cabinet.
List price, less tubes \$159.50
Net price to Dealers, less tubes \$63.31

TO DEALER

King Manufacturing Corp'n
Buffalo, N. Y.

ORDER BLANK

KING MANUFACTURING CORP'N
Buffalo, N. Y.

Maximum Discount offered to Dealers on this order

Ship To _____
Address _____

50-10-10-2% Terms C. O. D. or Cash

How Many	King Radio Sets				
	King Imperial, 60 Cycle, Less Tubes	\$169	50	\$67	28
	King Royal, 60 Cycle, Less Tubes	149	50	59	34
	King Monarch, 60 Cycles, Less Tubes	159	50	63	31
Total Amount					

Dealer Sign Here. _____

Satisfaction or MONEY BACK

If you are not satisfied for any reason, it is your privilege to return these sets, at once, and we will refund your money.

The Fastest Horse Is Always the Best Bet



THE CONCERT GRAND, illustrated, is of beautiful and unusually substantial construction. Four-way matched butt walnut, carefully selected oriental walnut panels, the right amount of birds-eye maple, all contribute to make it an outstanding cabinet. Priced absolutely complete, less only tubes... \$173. Other models \$160 and \$195. All prices higher west of the Rockies.

WHY is it that out of hundreds of radio sets on the market,

ONLY ONE bases its campaign on direct comparative tests that can be made anywhere, by anyone, without laboratory instruments—definite tests that really mean something—and gives away through dealers millions of circulars telling plainly how to make these tests on any radio?

ADJECTIVES help to sell goods, without a doubt. We know some good ones, too. And we have plenty of celebrity endorsements—not baseball celebrities, but famous musical authorities. And there's a heavier advertising appropriation with every SILVER RADIO than with any other make we know. And yet, for all that, we say and believe—

"In the hard-fought radio market of 1929-30, the safest investment on any dealer's floor is a receiver that will consistently outperform all competitive makes irrespective of price."

Your SILVER RADIO distributor stands squarely back of the claim here implied. Make him prove it!

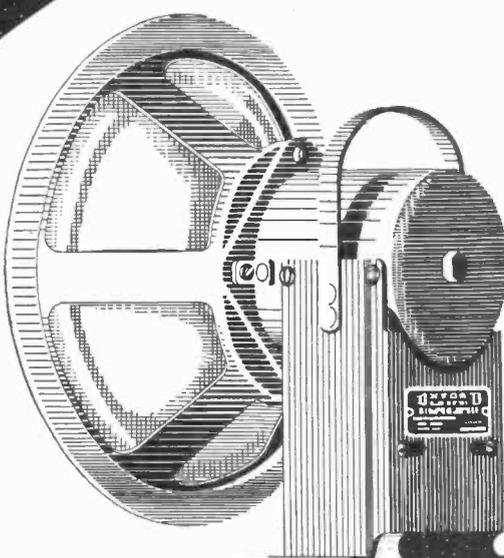
SILVER-MARSHALL, Inc., 6421 W. 65th St., Chicago



SILVER
Radio

SILVER · ON · RADIO · LIKE · STERLING · ON · SILVER

SPEAKER by OXFORD

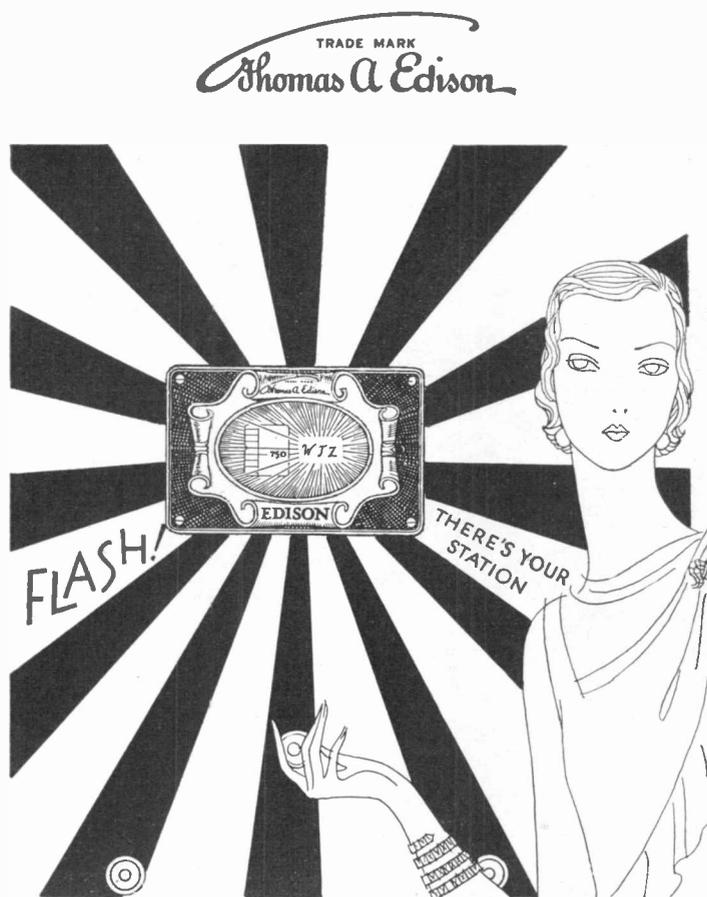


AN OUTSTANDING CONTRIBUTION
TO THE ART OF RADIO RECEPTION
... THE HIGHER COST IS FORGOTTEN
IN THE PERFECTION OF PERFORMANCE

*Write for prices and
further information.*

OXFORD RADIO CORPORATION
3202 W. Carroll Avenue CHICAGO, ILLINOIS

PETER



Section of the Edison display at the New York Radio World's Fair

EDISON LIGHT-O-MATIC TUNING

was the hit of the New York Radio World's Fair. Startling, unique, dramatic . . . the crowd recognized it as a typical Edison achievement. Light-O-Matic Tuning is but one of the exclusive new features that make the new Edison Radio outstanding. A few dealer franchises are still open — but immediate action is necessary. Consoles priced from \$167.50 up, less tubes.

EDISON LIGHT-O-MATIC RADIO

EDISON DISTRIBUTING CORPORATION

ATLANTA, 155 So. Forsyth St. . . . BOSTON, Statler Bldg. . . . CHICAGO, 3130 So. Michigan Ave. . . . DALLAS, Santa Fe Bldg. . . .
 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. . . . * * *
 BINGHAMTON, Alliance Motor Corp. . . . BUFFALO, Alliance Motor Corp., 1460 Main St. . . . CINCINNATI, Edi-Radio Mart, 622
 Broadway Ave. . . . CLEVELAND, B. W. Smith, Inc., 2019 Euclid Ave. . . . DETROIT, E. A. Bowman, Inc., 5115 John R. St. . . .
 DUBUQUE, Renier Bros. . . . LOS ANGELES, H. R. Curtiss Co., 727 Venice Blvd. . . . NEW YORK, Blackman Distributing Co., 28 W.
 23rd St. . . . OGDEN, Proudfit Sporting Goods Co., 2327 Grant Ave. . . . PHILADELPHIA, Girard Phonograph Co., Broad & Wallace
 Sts. . . . ROCHESTER, Alliance Motor Corp., 727 Main St., East. . . . SAGINAW, Morley Bros. . . . ST. LOUIS, Silverstone Music and
 Radio Co., 412 N. 12th St. . . . SYRACUSE, Alliance Motor Corp., 1045 South Salina St. . . . WATERBURY, Sprague Electrical Supply Co.

Behind every Brandes Radio...
21 years of research and adventure!



"Submarine to the starboard!"
—adventure! — war on the high seas! —
and a Brandes headset picking up the
signals that brought the British fleet to
the rescue!

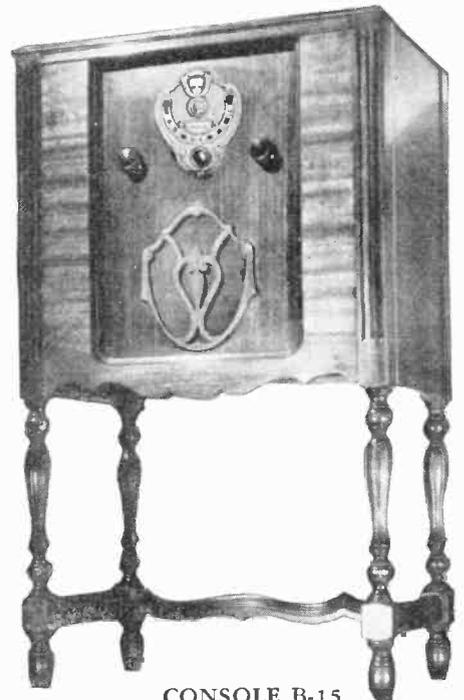
Brandes!

a pioneer in 1908 . . . a leader in 1929!

And there you have it! — the reason why dealer after dealer is swinging to Brandes! It's the *profitable* thing to do!

Here is a radio that needs no introduction! — that needs no high pressure selling! Here is a radio that carries a name famous from New York to New Zealand! 10,000,000 families heard those first thrilling programs on the air through a Brandes headset! And finally, here is a radio that climaxes 21 years of research and adventure — and *shows* in every test!

No wonder public acceptance has been immediate — and tremendous! No wonder dealers everywhere are saying, "It's good business to handle such a well-known line. I must investigate — *right away!*"



CONSOLE B-15

Handsome cabinet. Selector tuning. Advanced dynamic reproducer. Push-pull amplification with type 345 tubes. Four tuned circuits. Heater type tubes. Absolute single dial control. An amazing value! **\$125.50**
Price, less tubes

(Price slightly higher west of the Rockies)

Copyright 1929 by The Brandes Corp.



The NEW Brandes Radio

A PRODUCT OF KOLSTER RADIO CORPORATION, NEWARK, N. J.



Real Profits

Selling Music and Happiness!

Entertainment is "big business" nowadays. Every place that people congregate is a prospective location for ELECTRAMUSE. It pays big, steady profits to the owner or operator. At left is shown the "Club" ELECTRAMUSE—we have other models for every size and type of location.

ELECTRAMUSE

THE WORLD'S FINEST CONTINUOUS-PLAYING AMPLIFIED MUSICAL INSTRUMENT

DEALERS everywhere are finding this an attractive new field for easy

sales and real profits. You can sell ELECTRAMUSE to dozens of places right in your own community—cafes, drug stores, confectionaries, hotels, clubs, etc. Every one of these places needs an ELECTRAMUSE to liven things up, to draw new trade and bring back the old oftener.

Average Profit \$579 Per Sale!

You'll be surprised what a big business you can develop—quickly and on small investment—with ELECTRAMUSE.

Many Big Advantages—Your sales argument for ELECTRAMUSE is unbeatable. It provides the world's finest music in coin-controlled instruments. At only a nickel a record ELECTRAMUSE has an earning capacity of 90c an hour. Receipts often average \$5 a day, \$150 a month. This gives you real selling talk for every prospect. ELECTRAMUSE is entirely automatic, requires no mechanical attention, and our record service supplies the latest hits. People never tire of good music and ELECTRAMUSE is the acknowledged leader in tonal quality and realism of performance.

Best of all, your profits will average \$579 per sale. A dealer in a Southern

town of 6,000 people has sold twenty-two instruments in one year. A New England dealer recently sold twenty-five the first month. A Pacific Coast dealer has been averaging four sales a month. A Mid-Western dealer has taken twenty-four instruments the last ninety days. And so the success story goes, everywhere ELECTRAMUSE is introduced. And remember, *one sale a week is \$30,000 a year profit!*

Low investment and easy payment plan will help you close prospects galore. Get all the interesting facts now. Wire or write!

HOLCOMB & HOKE MFG. CO.
INDIANAPOLIS, INDIANA, U. S. A.

Get This NOW—FREE!

HOLCOMB & HOKE MFG. CO.
Dept. 20, Indianapolis

Please send me your valuable book on Big New Profits, compiled by merchandising experts. No obligation.

Name.....

Address.....



BOSCH RADIO SCREEN-GRID

Bosch Consoles of perfectly chosen woods and veneers with fine carvings and sliding doors are quick to attract buying attention.

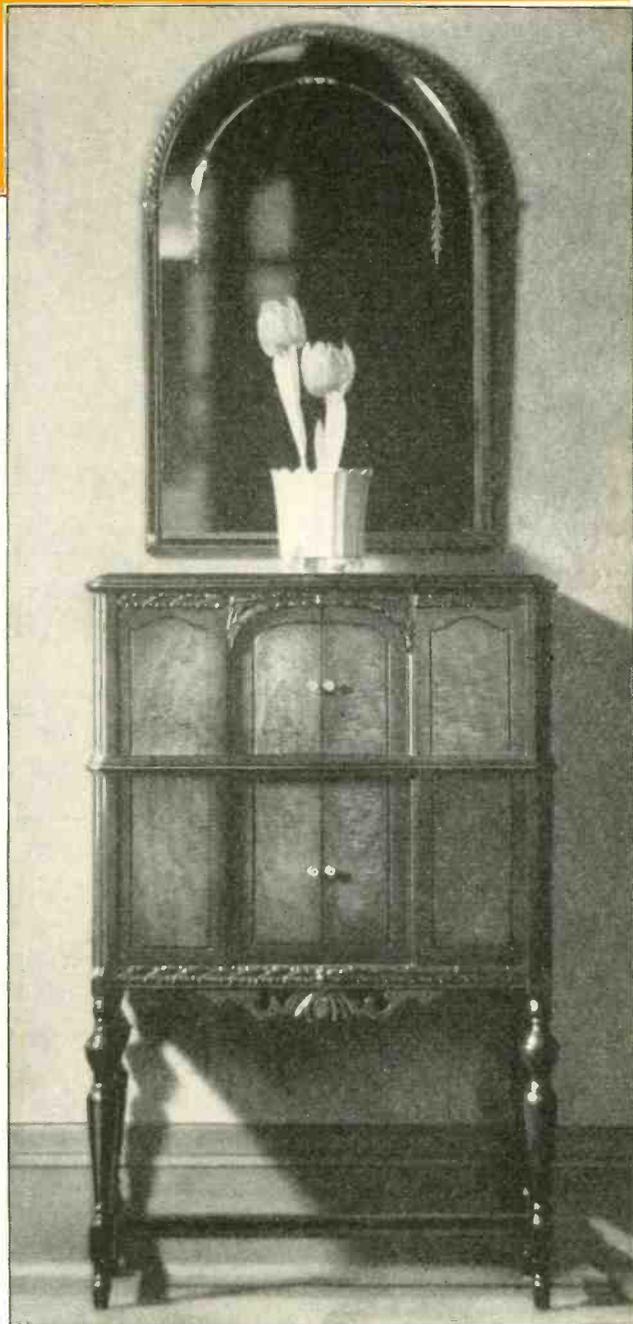
Screen-Grid Bosch Radio by its superior performance makes profitable sales a certainty.

Bosch Radio is engineered to the new Screen-Grid tubes—it is outstanding in tone, in selectivity, in sensitivity, simplicity of operation and controllable power.

The buying public are showing unprecedented enthusiasm for Bosch Radios.

Our dealer franchise is fair, square, with price advantages and flexibility of inventory that will interest you. Bosch factory to dealer cooperation—Bosch advertising are factors worth considering. Write for interesting details.

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.



AMERICAN BOSCH MAGNETO CORPORATION
 SPRINGFIELD, MASS. *Branches:* NEW YORK DETROIT CHICAGO SAN FRANCISCO
Canadian Distributors: RADIOCRAFT CORPORATION, LIMITED, Ottawa, Ontario



At Left—The Bosch Radio Combination Receiver and Speaker Console embodies Screen-Grid quality in an inexpensive combination. Perfectly chosen woods and veneers, combined with rich carving. It has the electrodynamic speaker. Price, less tubes - - - - - \$168.50

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



Model R, Shown Above—Graceful in its pleasing lines, this cabinet is most decidedly away from the commonplace. Has built-in electrodynamic reproducer and Bosch Radio, seven-tube, three screen-grid tube receiver. Price, less tubes - - - - - \$280.00

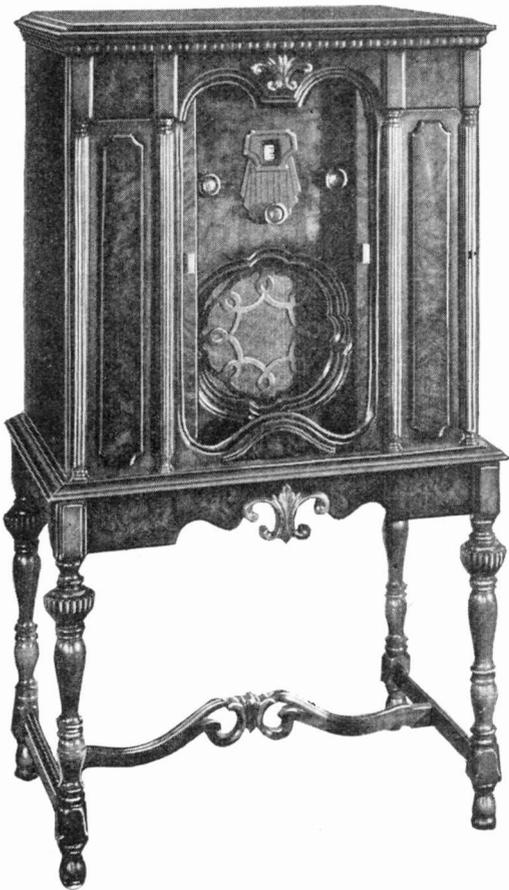
Model 16, Shown at Right—The richly grained woods harmonized in a design of delightful simplicity gives this console a pleasing individuality. Has built-in electrodynamic reproducer and Bosch Radio, seven-tube, three screen-grid tube receiver. Price, less tubes - - - - - \$198.50

value



Day-Fan RADIO

PRODUCT OF GENERAL MOTORS



General Motors Corporation sponsors the offer of Day-Fan Radio to the public by Day-Fan dealers.

The set developed in the laboratories of Day-Fan Electric Company, manufactured in this plant, and presented to the public through Day-Fan distributors and dealers, is now an authorized PRODUCT OF GENERAL MOTORS. Radio broadcasting, newspaper advertising, national magazine advertising and the news columns are telling this story to the public.

This is a significant endorsement of the quality that is built in these receivers!

And the enormous advantages which General Motors' backing gives to Day-Fan Radio are obvious.

The Day-Fan Dealer Franchise is a most valuable one today. It is potentially the most important franchise in Radio. Distributors are now selecting, for certain openings in their territories, the type of dealer who can measure up to this opportunity. Your inquiry is invited.



Day-Fan is offering five console models —three with 9-tube chassis and two with perfected screen-grid set. All distinguished by Natural Tone. Priced from \$169.50 to \$240.00.

DAY-FAN ELECTRIC CO.

1111 Wisconsin Blvd.

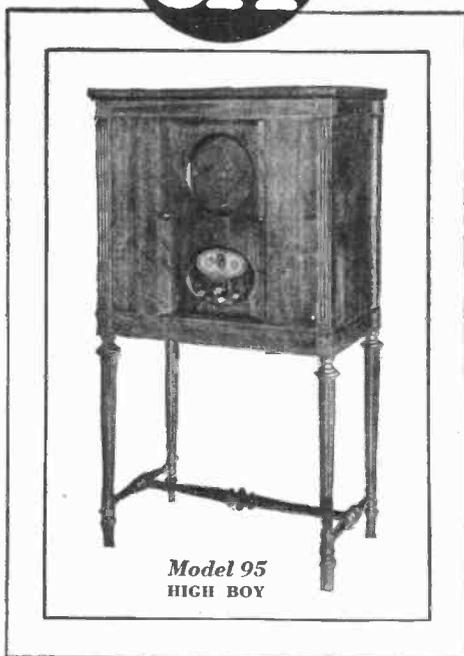
Dayton, Ohio

Silver Marshall

--- another great pioneer standardizes on
DURHAM RESISTORS & POWEROHMS

THE LEADERS STANDARDIZE ON DURHAMS

SM



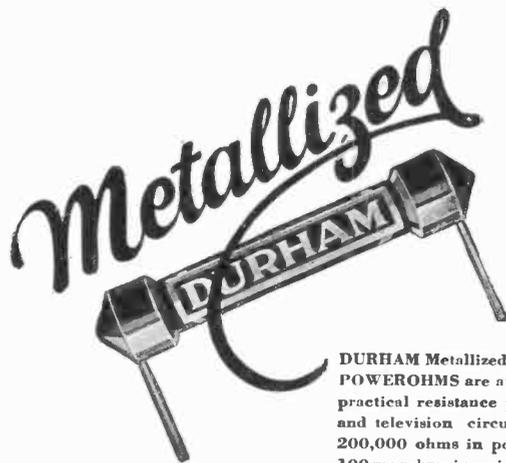
FORESIGHT in being the first to put radio's newest ideas into practice... foresight in appreciating that the American public insists upon fullest value for its money and foresight in being willing to invest in finest parts to assure quality reception has made the name "Silver-Marshall" one of the most popular and respected in the radio industry.

This great pioneering spirit has put Silver-Marshall away in the forefront of the Screen-Grid movement, so that today Silver Screen-Grid Receivers are in successful operation from one end of the country to the other.

It is highly significant that this leader,

in bringing out this year the widely-heralded "SILVER RADIO" complete receivers, has standardized on Durham Resistors and Powerohms . . . because these resistance units have proved their utter reliability under every condition of laboratory, dealer and home test.

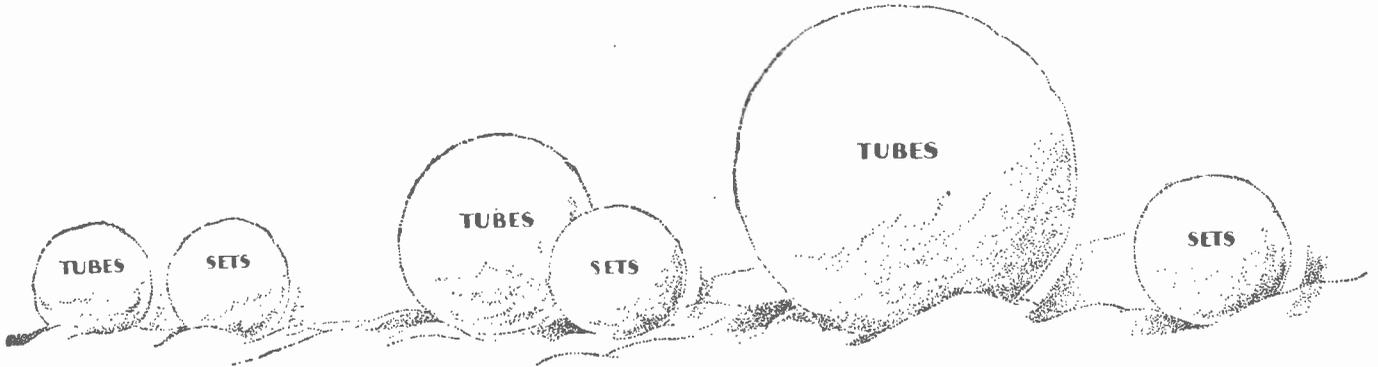
The use of DURHAM Resistances in Silver Radio is a guide to the quality of all other parts. Write us for engineering data sheets, samples for testing and complete literature. Please state ratings in which you are interested.



DURHAM Metallized RESISTORS and POWEROHMS are available for every practical resistance purpose in radio and television circuits . . . 500 to 200,000 ohms in power types; 1 to 100 megohms in resistor types; ratings for all limited power requirements; standard, pigtail or special tips.

DURHAM
 METALLIZED
RESISTORS & POWEROHMS
 INTERNATIONAL RESISTANCE CO.
 2006 Chestnut Street, Philadelphia, Pa.

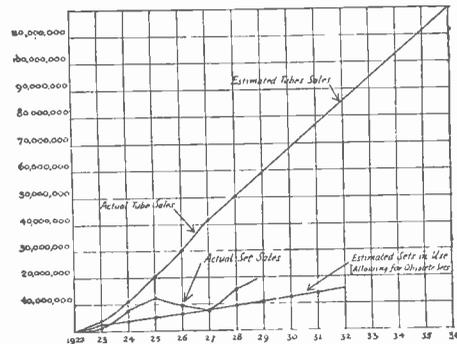
A picture-book study of growing dollars



Why the tube business is becoming more important each year

Every time a set is sold, future replacement business is created for 5½ tubes. As sets last several years before they are discarded or become obsolete, the replacement market for tubes is growing like a snowball.

The following chart tells its own story of the future tube market. It is based on known figures for 1922 to 1928.



NOTE:—To make the figures conservative for the estimated sales after 1928, we have assumed only one-year life for tubes; that ⅓ of the sets go into disuse or become obsolete each year; and that the average set has 5½ tubes. Figures are taken from statistics supplied by Radio Retailing.

CeCo

in tube sales . . . for live dealers

Dealers are looking to tube sales for greater profit

Year after year this great tube market is beckoning you with ever increasing profits. Whether set sales fall off or advance, the replacement business will go on and on.

The dealer, who goes out after tube business in 1929 and 1930—the dealer who builds a reputation in his locality for dependable tubes—the dealer who handles nationally advertised and accepted tubes—this dealer is building a future business for himself as sound as the Rock of Gibraltar.

Four years ago we started making tubes in a factory not much larger than a packing case.

Today, we have the largest and most modernly equipped factory devoted to tube manufacture in the world.

This rapid growth could not have been possible unless it were founded on the right principles of finance, quality and service.

CeCo tubes are advertised extensively. Newspaper and rotogravure advertising is telling the story of quality, long life, and clear reception.

The CeCo Couriers broadcast every Monday night over the Columbia chain.

We are out to help our dealers establish themselves as leading tube distributors in their localities. We realize that only through the cooperation of the dealer can we continue the success we have enjoyed so far. The technicians at our factory, our advertising department, and our salesmen stand ready to help you with any reasonable request you may make.

We invite you to tie up your reputation with ours in the interest of greater tube sales.

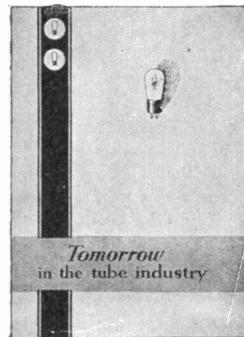
If you care to examine the CeCo proposition more closely, drop us a line and we will see that someone in authority gets in touch with you immediately.

Licensed under patents and applications of the Radio Corporation of America, the General Electric Company, and the Westinghouse Electric and Manufacturing Company

Ce Co Manufacturing Co., Inc.

PROVIDENCE, R. I.

tubes



This book tells of the ever increasing importance of tube sales to radio dealers. Among others, here are some of the things it discusses:—

1. The size and development of the radio market
2. The percentage of profit in tubes
3. The growing replacement market for tubes
4. How quality tubes cut losses on set sales and service
5. Will there be a tube shortage in 1929?
6. Price cutting
7. Turnover
8. An impartial analysis of the radio market by Dr. H. K. Nixon, Professor of Marketing and Advertising at Columbia University.

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.



The A. C. 224 Screen Grid Tube was developed and perfected by CeCo over a year and a half ago.

CeCo Manufacturing Co., Inc., Dept. 211,
1200 Eddy Street, Providence, R. I.

Send me a copy of the dealer book, "Tomorrow in the Tube Industry."

Name _____

Company _____

Address _____

AGAIN FADA LEADS

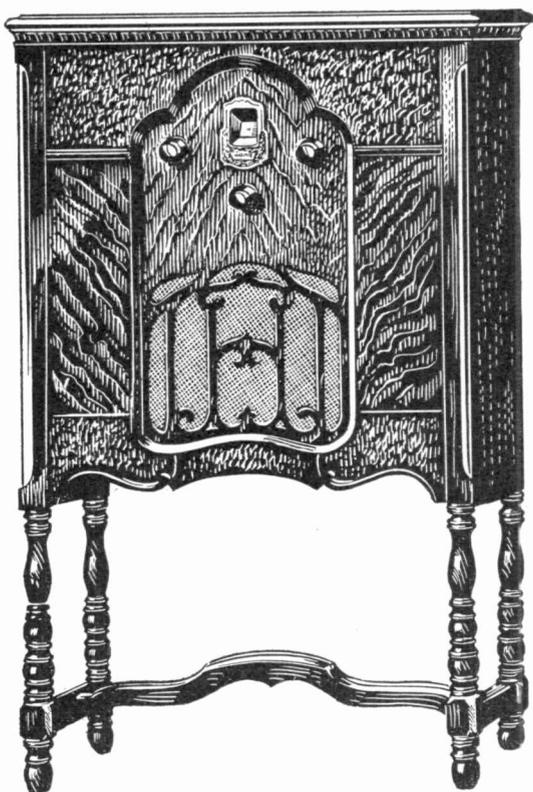
with New Vibra-Control Radios

CHECK THESE YOURSELF

Screen grid tubes	Antenna compensator
Power detection	Illuminated single dial
Push-pull amplification	control calibrated for
"245" power tubes	kilocycles and meters
Full-power dynamic speaker	Phonograph attachment
	Hair-line selectivity

**Plus
VIBRA-CONTROL**

★... the complete control of all radio vibrations thru the scientific coordination of the receiver, speaker and console. Eliminates all unwanted vibrations, after-tones, roars and distortions. Brings in every note absolutely lifelike, exactly as broadcast. Vibra-Control, an exclusive Fada achievement, is the long-sought answer to radio's greatest problem.



VIBRA-CONTROL FADA 25

Uses screen grid and new 245 power tubes in push-pull amplification. Fada full power dynamic speaker.

**HIGHBOY
\$165**

LESS TUBES
Slight Higher West
of Rockies.

READ that again . . . and again . . . and again. It's more than an empty claim—it's a fact . . . recognized by engineers . . . acclaimed by musical experts . . . accepted by the public with sky-rocketing sales.

For the new Fada models embody every important radio advance plus exclusive Vibra-Control . . . a truly amazing achievement in radio reception . . . make no mistake about that! A simple scientific explanation of Vibra-Control is reproduced* on this page. But the whole Vibra-Control story can be translated into one word . . . tone . . . and the public certainly wants tone above all else.

Unquestionably other radio manufacturers will follow Fada with some degree of Vibra-Control. But an achievement that required years to perfect can scarcely be successfully imitated in a few short months.

The result to you in sales is obvious. Fada has given the dealer . . . and the public . . . a series of instruments so far beyond any ordinary conception of radio values that they are, in truth, above competition.

All the ballyhoo in the world cannot erase from the minds of your customers the true tone realism that Vibra-Control has at last made possible.

FADA ON THE AIR

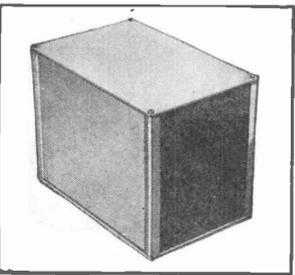
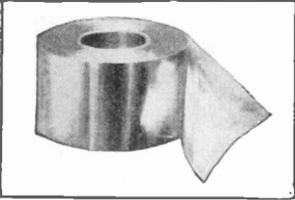
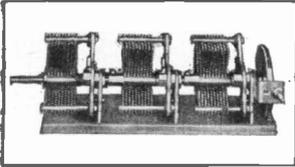


Hear the Fada Orchestra with David Mendoza conducting, broadcast every Tuesday night at 10 o'clock, Eastern Standard Time, over the Columbia network.

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



T H E C H O I C E O F T H E E X P E R T S



THEY MEET THE DIFFERING CONDITIONS OF RADIO DESIGN

LIGHTNESS, permanent beauty, resistance to corrosion, high electrical conductivity, shielding efficiency and workability are a combination of qualities that make Aluminum the ideal metal for Radio.

Aluminum shielding insures greater selectivity, closer tuning and improves tone. It is easily worked into special shield shapes—cans, boxes or casings. It adds less to the weight of the set than any substitute metal, makes for greater compactness, and presents few limitations in matters of size and shielding design.

Aluminum condenser blades are fabricated from special ALCOA Aluminum sheet that meets new close tolerances for thickness and flatness.

Aluminum foil has a high electrical conductivity and a very great covering area. A pound of Aluminum foil .0003 inch thick will cover 34,000 square inches.

We solicit inquiries on the use of Aluminum in radio, for the purposes just described—and for loud speaker frames and bases, condensers and condenser frames, drum dials, chasses and cabinets.

ALUMINUM COMPANY OF AMERICA
2462 Oliver Building, Pittsburgh, Pa.
Offices in 19 Principal American Cities



ALUMINUM
The mark of quality in Radio

No place for PIKERS

WHEN a salesman shows you an advertising schedule that calls for The American Weekly, stock his merchandise and put it in your window. You can bank on it. That advertising is going to play tunes on your cash register bell.

For The American Weekly is no place for pikers. One color page in this great magazine costs \$16,000. But it reaches six million American families; one family out of every four in the whole United States. And, what is more important, it reaches a healthy percentage of your customers.

An American Weekly advertiser is a real advertiser. Hitch your wagon to his star. It will pay.

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 536 of America's 812 towns and cities of 10,000 population and over.

IN EACH OF 185 CITIES IT REACHES ONE OUT OF EVERY TWO FAMILIES.

IN 132 MORE CITIES, IT REACHES 40 TO 50%.

IN AN ADDITIONAL 102 CITIES, IT REACHES 30 TO 40%.

IN ANOTHER 117 CITIES, IT REACHES 20 TO 30%.

—but that's not all. Nearly 2,000,000 additional families in thousands of other communities regularly buy The American Weekly —making the unprecedented national total of 6,000,000 families who read The American Weekly.

THE AMERICAN
*Greatest
Circulation
in the World*
AWEEKLY

Main Office: 9 East 40th Street, New York City

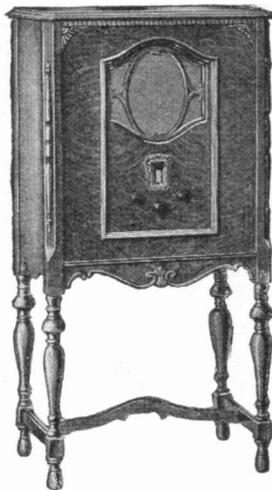
Branch Offices: WRIGLEY BLDG., CHICAGO . . . 5 WINTHROP SQUARE, BOSTON . . . 753 BONNIE BRAE, LOS ANGELES . . . 222 MONADNOCK BLDG., SAN FRANCISCO . . . 12-231 GENERAL MOTORS BLDG., DETROIT . . . 1138 HANNA BLDG., CLEVELAND . . . 101 MARIETTA ST., ATLANTA

THE MOST PEOPLE FOR THE LEAST MONEY

15 GREAT SALES FEATURES Combined Only in BREMER-TULLY RADIO

COMPARE!

1. Micro-Balanced Chassis. Every part micrometer-gauged to .005 inch. *Real Precision!*
2. Choice of SCREEN GRID (4 screen grid tubes)—or Tuned Radio Frequency (4 tuned circuits)—at the same price.
3. Nine tubes, including rectifier and voltage regulator.
4. Current Regulator tube, insuring constant voltage and longer tube life.
5. Fine-Tuning Control for clearer, sharper distance tuning.
6. Two of the new 245 tubes in Push-Pull audio.
7. 10-inch super-dynamic speaker. Flexible vibrationless mounting. Perfect in register. Magnificent in tone.
8. Speaker power filter eliminating all "hum."
9. Power detection.
10. Individual shielding of all chassis units.
11. Phonograph connection.
12. Period consoles of perfectly matched walnut. Hand carved mouldings. "Cloth of gold" speaker screen. Lifetime construction with all dowel joints.
13. Powerful broadcast and newspaper merchandising. Tune in on Bremer-Tully Time every Friday, 10 P. M. Eastern Standard Time, Columbia Network.
14. Liberal Finance Plan—smallest consumer carrying charges.
15. Exclusive Dealer Franchise.



MODEL 81
(Illustrated)

De Luxe Open Console
\$164 less tubes

MODEL 82

De Luxe French Door Console
\$195 less tubes

SCREEN GRID

OR

Tuned Radio Frequency

In the same cabinets—
at the same prices!

How many of these 15 definite sales advantages are possessed by the radio you are now selling? Few! Only Bremer-Tully gives you *all*—and many are exclusive. Hear a Bremer-Tully side-by-side any other radio—hear what it means to combine every modern improvement in one great instrument—and you will know why Bremer-Tully is franchising more dealers and selling more merchandise than any other fine radio this year.

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
.....

Here's the Ideal Speaker for REMOTE CONTROL

A SPEAKER FOR EVERY ROOM

REMOTE control is the next step in radio and the Jack Horner Speaker is *the ideal* speaker for remote control—the one the public will demand when the bulk and cumbersomeness of present furniture has passed. It hangs in the corner out of the way.



THE JACK HORNER SPEAKER

THIS richly designed speaker takes up no floor space, but adds beauty to its surroundings and increases the beauty and volume of its performance by using the very walls of the room it hangs in *to focus and increase the sound.*

The Jack Horner Electrodynamic Speaker is a panel of hand rubbed walnut equipped with attractive mirror cords complete, *ready to hang in a corner.* The Jack Horner has a 40 inch baffle and reproduces efficiently fundamental frequencies as low as 90 cycles. *Hear its fine tone quality. Extreme naturalness!* It has definite, unusual eye value. A tone control is included which permits adjustments of pitch to suit the individual's taste. Made for 110 volt A.C. 50-60 cycle, 110 volt A.C. 25-40 cycle and 110 volt D.C.

COMPLETE LINE—Operadio Electrodynamic, Conamic and Air Column Speakers

OPERADIO

MANUFACTURING CO., ST. CHARLES, ILL.

Televocal Quality Tubes

No. AC 224
Screen Grid



GIVING AND RECEIVING

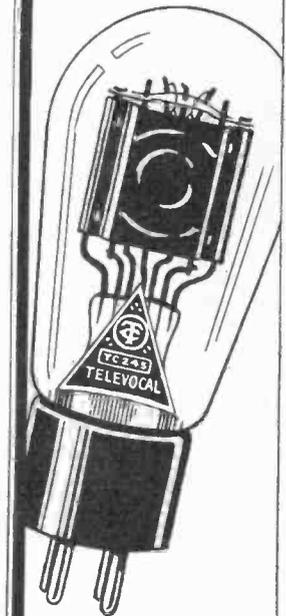
Many a Christmas tree this year will find a radio set nestling beneath its branches, and lots of them will be equipped with Televocal Tubes.

Televocal Tubes are standard equipment with many leading set manufacturers, and progressive dealers have learned that sales are quicker and easier with Televocals in their sets.

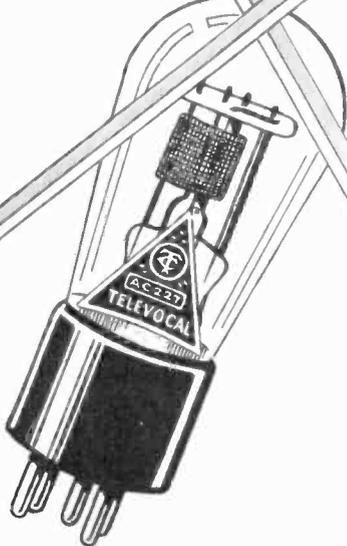
And while you're at it—why not feature Televocal Tubes as Christmas gifts. They solve the problem of "what to give", are inexpensive, and can't be duplicated.

Televocal Tubes are Quick Heating—almost instantaneous. They give perfect Fidelity of Tone Quality with Clear, Humless Operation. They have Greater Sensitivity giving further range with Hair-line Selectivity. They are Sturdily Built to stand any strain and are Liberally Guaranteed.

No. TC 245
Power Tube



No. AC 227
Quick Heating



National Union Radio Corporation
Televocal Division, Dept. B-11
400 Madison Avenue, New York City

Televocal Tubes are made in all standard types.

Prepare against a possible shortage by ordering now.

A LOOP SET SUCH AS ONLY ZENITH CAN BUILD



Model 54. 9 tubes with rectifier. Automatic Tuning. Screen-grid circuit. DOUBLE Push-Pull audio amplification. Self-healing condenser. Linear Power Detection. Super-size Syntonic, dynamic-type speaker. Loop operated; no outside antenna required. Magnificent console. \$370, less tubes. One of the four great 15th Anniversary Zenith Receivers ranging in price from \$175 to \$700.

(Western United States prices slightly higher)

A VALUE

NO ONE CAN MATCH

15TH
ANNIVERSARY

ZENITH
AUTOMATIC
RADIO
→ LONG DISTANCE ←
TRADE MARK REG.

ZENITH RADIO CORPORATION, 3620 Iron Street, Chicago, Ill.

"Automatic Radio" Owned and Controlled by The Zenith Radio Corp., Chicago, U. S. A., under the following patents—Vasselli 1581145, Reissue 17002, Heath 1638734, Marvin 1704754, Canada 264391, Gt. 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.



ADLER-ROYAL
Model No. 325

REWARD!



ADLER-ROYAL
Model No. 324

EVERY effort has been exerted . . . in research, engineering, construction and finish . . . to make ADLER-ROYALS the best possible radio cabinets consistent with price. . . These efforts are being rewarded by the largest cabinet sales in ADLER-ROYAL'S history.

Compare ADLER-ROYALS with any other cabinets selling at the same or higher prices . . . then make your own decision. *That's all we ask.*

ADLER MANUFACTURING CO., Incorporated, LOUISVILLE



ADLER-ROYAL
Model No. 322

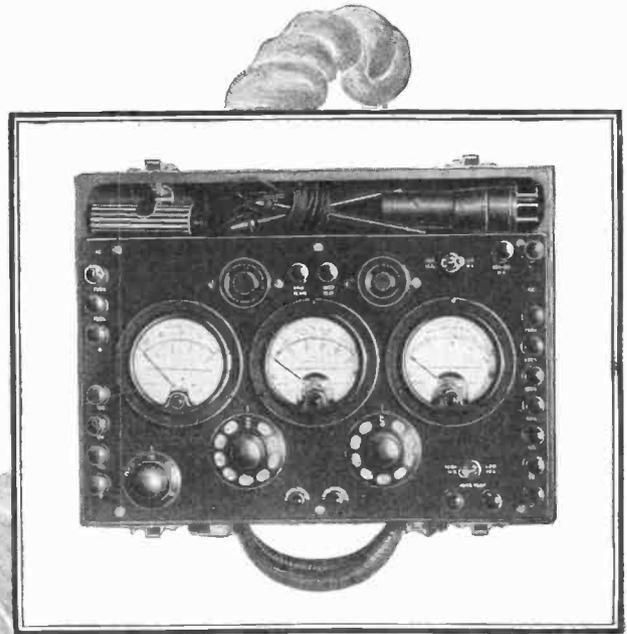
ADLER-ROYAL RADIO CABINETS



TODAY'S RADIO DEMAND

Thoroughly Trained Service Men

and Reliable Testing Equipment

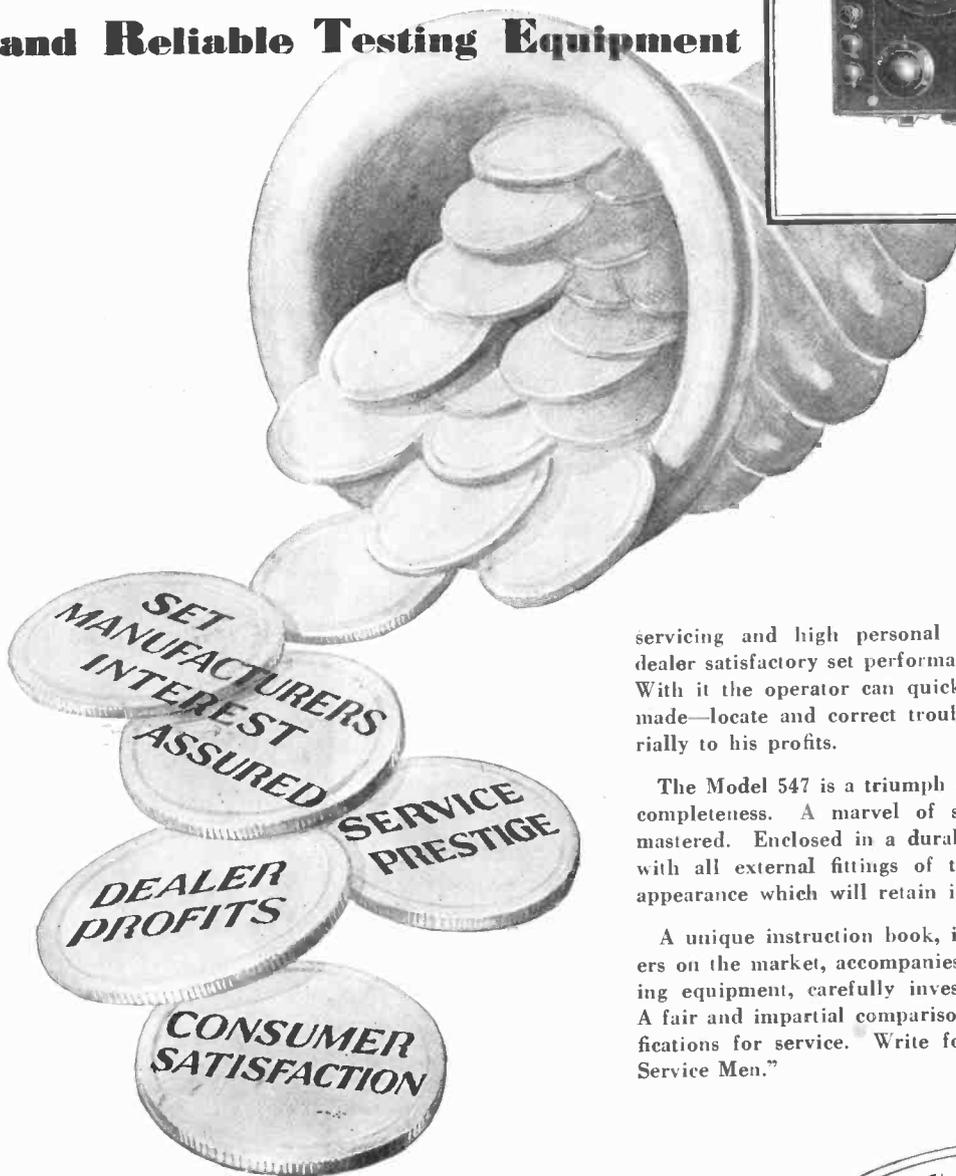


Manufacturers and dealers realize that only by employing thoroughly trained operators and reliable testing equipment will their standing and prestige with consumers be maintained. The testing instruments which the service man carries are his credentials, suggesting incompetence or inspiring confidence in his work.

The Weston Model 547 Set Tester meets every requirement of the industry. Its use is proof of conscientious servicing and high personal standing. It assures manufacturer and dealer satisfactory set performance wherever it is periodically employed. With it the operator can quickly and positively check up any receiver made—locate and correct troubles without loss of time—and add materially to his profits.

The Model 547 is a triumph of constructional perfection and electrical completeness. A marvel of simplicity, its operation can be quickly mastered. Enclosed in a durable, abrasion-proof case of black bakelite with all external fittings of the same material, it offers a handsome appearance which will retain its newness in spite of hard usage.

A unique instruction book, including individual data for most receivers on the market, accompanies each outfit. Before purchasing any testing equipment, carefully investigate the unusual merits of this tester. A fair and impartial comparison will convince you of its superior qualifications for service. Write for *free copy* of "Testing Instructions for Service Men."



Weston
PIONEERS
SINCE 1888
INSTRUMENTS

WESTON ELECTRICAL
581 Frelinghuysen Avenue,

INSTRUMENT

CORPORATION
Newark, N. J.



“Every Majestic gets more than a thousand factory inspections before the dealer gets it. That’s why it’s TROUBLE-FREE. Neither the dealer’s time nor profits are frittered away on servicing.”

W. M. P. Grunow

Vice President and Treasurer

GRIGSBY-GRUNOW COMPANY, CHICAGO, U.S.A.
World's Largest Manufacturers of Complete Radio Receivers

Makers of

Majestic
RADIO

Licensed under patents and applications of R. C. A. and R. F. L., also by Lehigh, Loewell & Dunmore and Hogan License Associates.

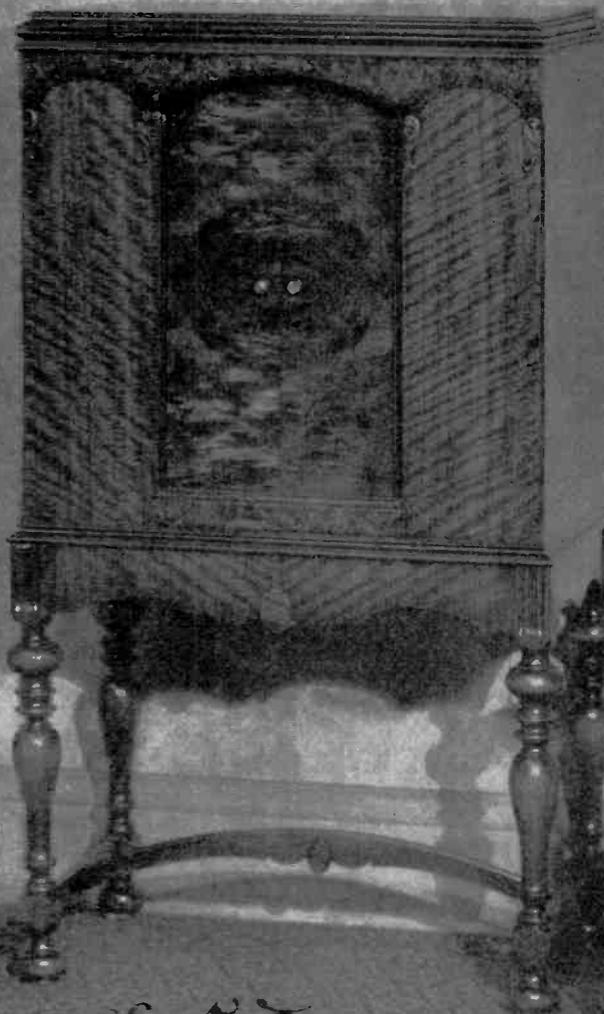


With us it's a
 Serious Matter

Placing the above trademark on a radio is just like putting the Bush & Lane nameplate on a piano. It must mean the artistic combination of superb beauty, tone and performance. It can no more be associated with inferiority or mediocrity than can the word "Sterling" on silver. That is why this radio that's built like a fine piano enjoys an enviable market. It is why dealers see the value of our exclusive agency franchise that assures maximum profits.

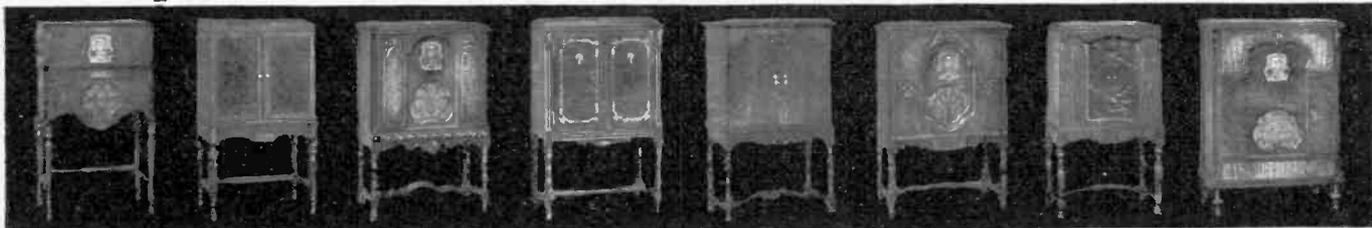
Bush & Lane Piano Co.
 Radio Division
 Holland, Mich.

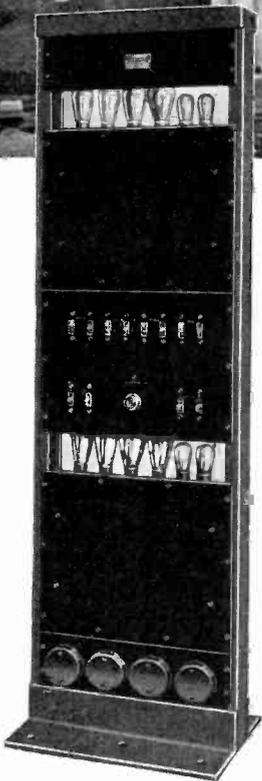
Built Like a *fine* Piano



Bush & Lane
 RADIO

A Complete Line—With Prices that Start Where Profits Begin





2-V PAM-19

New York Parks are PAM Equipped

In Central Park, New York, programmes such as Goldman's Band, speeches originating in the band stand, etc., are picked up and amplified by a PAM amplifier similar to that illustrated at the left and fed over wires to twenty-five municipal parks in other sections of the city.



One of
New York's Parks

In each of these other parks is installed a 2-V PAM-19 shown above which supplies reproducers located at proper points, thus permitting simultaneous quality reproductions at widely separated points.

The parks in your city are logical prospects for a similar type of equip-

ment. Have you seen your park authorities?

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. When writing ask for bulletin No. RR14.

Samson Electric Co.



Manufacturers Since 1882

Main Office:
CANTON, MASS.

Factories: CANTON
and WATERTOWN, MASS.



EFREM ZIMBALIST (center), the famous Russian violinist, aids in developing the marvelous tone quality of Crosley radio in New York. Powel Crosley, Jr., president of the Crosley Radio Corporation, receives the artist's comments, suggestions and advice, while Henry P. Joslyn, the young composer (right), listens with keen interest

TONE QUALITY NOW TESTED by AMERICA'S foremost musical artists

POWEL CROSLY, Jr., in his search for finer tone quality, has gone a step beyond the laboratory—a step further than radio has ever gone before!

And in doing so, he has provided you with a sales idea unique in the industry. It will place Crosley radio above and apart from all other sets—it will make Crosley advertising read as no other radio advertising is read today.

Briefly, the idea is this. Crosley has actually engaged the nation's leading musical artists to give Crosley engineers the invaluable benefit of their experience. They listen to Crosley sets, comment, advise . . . Under their guidance is achieved a mar-

velous tone quality that mechanical tests alone could never attain.

Naturally, this idea is being given the publicity it deserves—full pages in the leading national magazines and farm papers. And it is being backed by sets that embody every modern feature: Screen Grid, Neutrodyne circuits, Power Detection, etc.—*at the lowest prices in radio history*. Your distributor will gladly arrange to have you prove this to your own satisfaction.

THE CROSLY RADIO CORPORATION
Powel Crosley, Jr., Pres.
Cincinnati, Ohio
Home of WLW

*You're there
with a*

CROSLY



Rush
Christmas deliveries...no scratches
... more profit...
with

WEBB
Slingabout
TRADE MARK REGISTERED

In the rush and flurry of Christmas deliveries, you'll have no time for refinishing radio cabinets marred in delivery.

Webb Slingabouts will prevent the possibility of scratches and mars on your cabinets. For these sturdy padded jackets give complete protection to the top, sides and legs of radio sets.

The Webb Slingabout is made of durable, battle-ship-gray canvas, heavily padded and quilted, and lined with fleecy flannel. Its box shape makes it easily slipped on and off. An attached strap and buckle makes it adjustable for different size sets.

As good looking as it is sturdy, the Slingabout can and should be kept on the cabinet until the set is put in place in your customer's home. The Slingabout's two-fold protection prevents marring woodwork and furniture as well as the cabinet.

Let the Webb Slingabout help you in your deliveries at Christmas time and all times.

CHARLES J. WEBB & COMPANY

116 Chestnut Street
 PHILADELPHIA, PA.

"Slingabout" is an example of Webb Protective Coverings for usual or unusual application.



SPECIFICATIONS

The Webb Slingabout is furnished in the following standard sizes:

Slingabout No.	Inside Dimensions			Price
	Height	Width	Depth	
R-1	40"	28"	18"	\$5.00
R-3	50"	30"	20"	\$6.00
R-5	58"	38"	24"	\$7.00

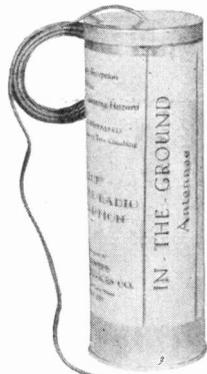
For BETTER RECEPTION

—the public is clamoring

Gone are the days when the radio public is satisfied with "just fair" reception. Every day the demand for better and still finer reception increases. That increases also the sale of these ESSENBEE Products. ESSENBEE are specialists in products that improve reception.

In-the-Ground Antennae

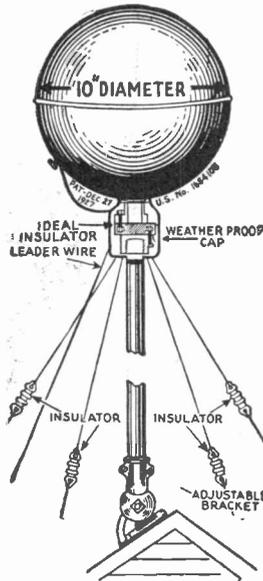
The ground is practically free of static. The In-the-Ground Antennae absorbs the radio waves from the ground and delivers them pure, clear, and with all static sounds considerably reduced. Eliminates dangerous climbing and makes lightning arrestor unnecessary.



The In-the-Ground Antennae

The Ideal Ball Umbrella Aerial

The Ideal Ball Umbrella Aerial gives longer distance, betters reception, decreases static, increases selectivity. All-directional. Made of copper, nickel, or chromium plate, highly polished. Enables a radio set to do what the owner would never think it could. Guaranteed against corrosion. "The Sentinel of the Air."



IDEAL BALL UMBRELLA AERIAL "The Sentinel of the Air"

The new Clar-A-Tone

An indispensable device for every radio set made. A real booster for distant stations. It is, (1), an interference eliminator, (2), a tone clarifier, and, (3), a volume control. Also serves as a remote control enabling owner, when Clar-a-Tone is placed in various rooms, to increase or decrease volume without touching set dials.

Discounts quoted upon request. Write today.

Profitable Items for Radio Season



ESSENBEE

Radio Devices Company

2016 West Lake St., Dept. A, Chicago, Illinois



Carton of four Eveready Raytheon B-H Tubes

SELL NEW
B-H RECTIFYING TUBES
TO YOUR CUSTOMERS
FOR THEIR
"B" ELIMINATORS
♦ ♦ ♦
EVEREADY
RAYTHEON B-H

MILLIONS of "B" eliminators have been sold in the past few years. The majority are especially designed and built for the B-H tube . . . the original gaseous rectifying tube. When tube replacements are necessary, a new Eveready Raytheon B-H is the tube to use. Tell your customers what a great difference in reception a new rectifying tube will make. The replacement market for B-H tubes is enormous!

Eveready Raytheon B-H Tubes come in handy cartons of four tubes each. Always keep at least one full carton out where customers can see it.

NATIONAL CARBON COMPANY, INC.
General Offices: New York, N. Y.
Branches: Chicago Kansas City New York San Francisco
Unit of Union Carbide  and Carbon Corporation



Trade-marks

KOLSTER

CHALLENGES THE WORLD..

and asks YOU to be judge!



K-43 Handsome cabinet with doors of figured butt walnut and two tone panels. Seven tubes and rectifier. Selector tuner. *Equipoised* dynamic reproducer. Screen grid tubes. Push-pull amplification with two type 345 tubes.
 Price, less tubes **\$175**

Prices slightly higher west of the Rockies.

Here's a challenge — to every dealer in America! Take any set in your store right now! — or better yet, take any set on the market today! — put it alongside the Kolster K-43 — and match it feature against feature and price against price.

What test could be fairer than that? And *you* be the judge! You decide for yourself how much *more* satisfaction — how much *more* dollar for dollar value — this Kolster K-43 offers! — screen grid tubes, equipoised dynamic reproducer, selector tuner, handsome cabinet, all for as low as \$175! And remember! — it's a Kolster! — with Kolster quality and Kolster's reputation squarely behind it!

Only one thing could make possible such remarkable value — **TREMENDOUS DEMAND!** Owner after owner has said, "*Kolster is a fine set!*" and now neighbor after neighbor is saying, "*We're getting one, too!*"

KOLSTER

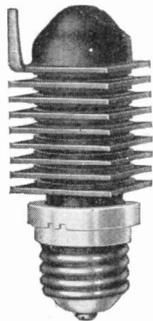
RADIO



Type A, Replacement Unit

DRY · DURABLE · COMPLETE · COMPACT · NOISELESS

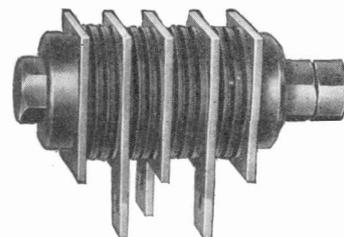
Type C, Screw Base Rectifier Unit



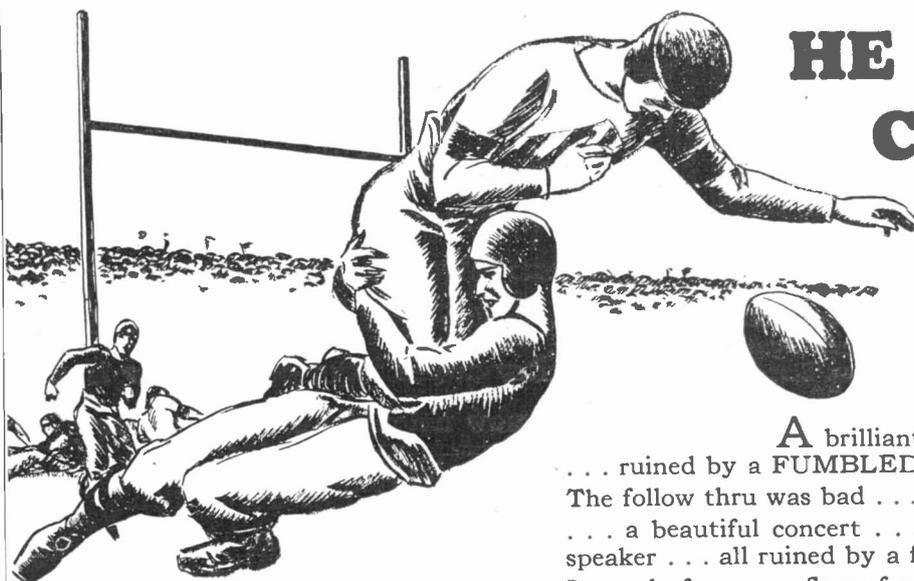
Wherever a rectified current of low voltage is needed, a B-L Rectifier Unit will give dependable, economical, trouble-free service ... For replacement or new installation.

Complete, detailed literature on request.

The B-L ELECTRIC MFG. CO.
(Formerly Mfg. Division Benwood-Linze Co.)
19th and Washington St. Louis, Mo.



Type B, Manufacturers Unit



HE LOST CONTROL and . . . FUMBLED

A brilliant play . . . a sure touch-down . . . ruined by a **FUMBLED BALL.**
The follow thru was bad . . .
. . . a beautiful concert . . . a good radio set . . . a fine speaker . . . all ruined by a faulty volume control.
Instead of an even flow of current the listener is rewarded with an incoherent, sputtering programme.
CENTRALAB equipped receivers **ALWAYS** permit the reception of a rich, clear, coherent programme—smoothly and without a break.

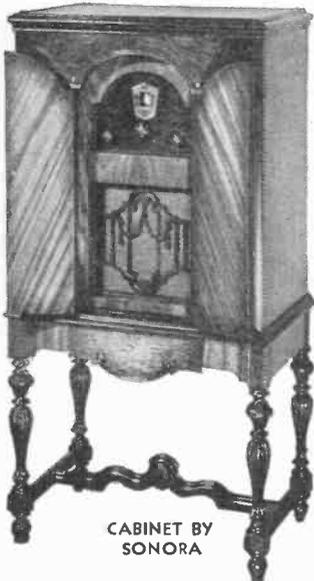
Centralab
CENTRAL RADIO LABORATORIES
20 KEEFE AVE., MILWAUKEE, WIS.

" CLEAR AS A BELL "

The biggest sales sensation
in radio

THE NEW
SONORA
RADIO

WITH
SYNCHRO-TONE
MODULATOR
and
SCREEN-GRID
TUBES



CABINET BY
SONORA

\$179⁵⁰
less tubes

(Price slightly higher Denver West)

MODEL A-33, Highboy. An attractive modified Colonial Period design built of such rare woods as Australian, African and American Walnut. French Chateau doors are of African Walnut. Chassis same as Model A-31, 110 volts, 60-cycle A. C. Available for other current supply. Dimensions: 48" High, 24 1/4" Wide, 15 1/4" Deep. Also Sonora Radios and Melodion Combinations at prices ranging up to \$450.

The exclusive Sonora Synchro-Tone Modulator and Three Screen-Grid Tubes, combined in exquisite specially designed Sonora-made cabinets, offer Dealers unusual opportunity for quick-and-easy sales at generous profits.

Add to its beauty and mechanical perfection the fact that a famed SONORA instrument may now be had—for the first time—at popular prices and you are offered in SONORA a radio sales sensation unmatched anywhere in the industry.

Responsible Dealers interested in the profitable SONORA Authorized Dealer Franchise should write AT ONCE to:

SONORA PHONOGRAPH COMPANY, INC.
Main Offices: Sonora Bldg., 50 West 57th Street, New York City
Factories: Buffalo, N.Y.; Saginaw, Mich.; Bridgeburg, Ont., Can.

(Licensed under patents of Radio Corporation of America and Canadian Radio Patents, Ltd.)

Sonora
CLEAR AS A BELL 

A trade-mark of distinction that has been synonymous with fine music for 18 years

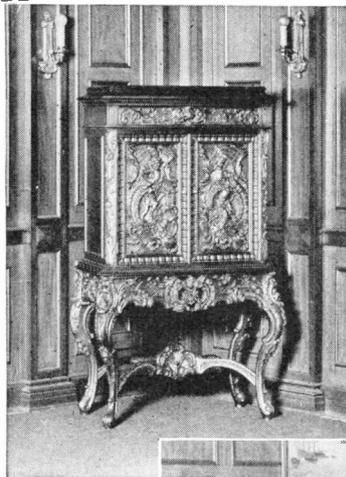


CABINET BY
SONORA

\$149⁵⁰
less tubes

(Price slightly higher Denver West)

MODEL A-31, Lowboy. Three Screen-Grid tubes in three stages tuned R. F.; Power Detector, and one stage of Push-pull Audio, Synchro-tone Modulator. A pleasing cabinet of modified Gothic design paneled with rare specimens of Lacewood and American Walnut. 110 volts, 60 cycle A. C. Available for other current supply. Dimensions 44" High, 24" Wide, 13 1/2" Deep.



No. 1008 RADIO CABINET. American Black Walnut. Carvings: Cut into solid wood. Veneers: American Black Walnut. Mouldings: American Black Walnut. Finish: Italian Antique, 15th Century. Construction: No frames. All partitions made of built up five-ply 13/16-in. thick and dried according to standard specifications of soundings for pianos. Opening for loud speaker 8-in. diameter.

Radio Cabinets . . . A line that encourages special cabinet purchases

Today Radio Furniture, as a line of accessories for the Radio Dealer or the Radio Department Manager, to be profitable must be in the quality class. It should upon sight, sell the desire of ownership. The West End Furniture Company has for years been located in Rockford, Illinois—the well-known furniture center. During this time distinctive cabinetry of master workmen has always been produced. The line we offer today is in a class all by itself.

Catalog on request.

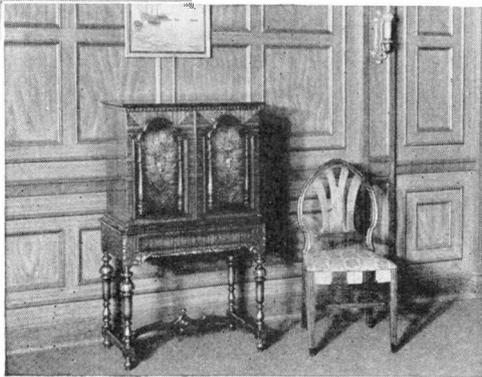
WEST END FURNITURE CO.
Rockford, Ill.

Some exceptionally good territory open for representation.

Factory Sales Representatives:

Chicago, Illinois
F. S. Griffiths
1500 Republic Building

New York City
Sherman Sales Co.
11 Park Place

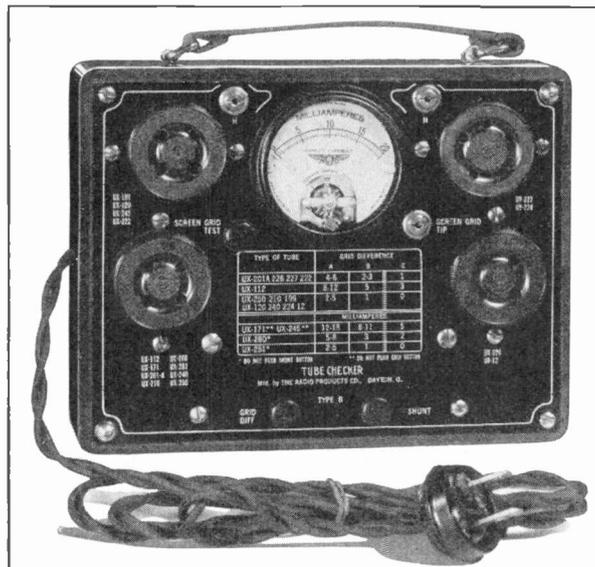


No. 1002 RADIO CABINET. Walnut and Walnut Veneer. Carvings: Walnut. Veneers: Butt and Oriental Walnut. Mouldings: Walnut. Finish: Satin Walnut with natural color of different woods brought out. Con-

struction: No frames. Partitions of built up five-ply stock 13/16-in. thick. Loud Speaker compartment built of 13/16-in. stock to eliminate objectionable vibrations.

The MODEL "B" AC TUBE CHECKER

The most profitable service instrument on the radio market.



Endorsed by leading radio engineers.

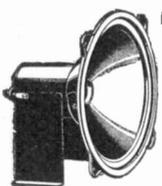
Tests all AC and DC receiving and rectifying tubes direct from the light socket. Tests screen grid tubes as well as special heater contact types. The instrument is housed in a genuine bakelite case and is easily portable. Dealers' Net Price \$22.75

THE RADIO PRODUCTS CO., Dayton, Ohio



It's the
SAME STORY
the
WORLD OVER

*Jensen Electro-Dynamic Speakers
are now supplied to discriminating Europeans
by the three leading manufacturers of Europe*



THE superiority of Jensen Electro-Dynamic Speakers is not restricted to American recognition. In England and in Europe—among all these people with their appreciation of the finest and best in music and the allied arts—Jensen has won the same indisputable leadership held in this country.

Three of the leading manufacturers whose name and product rank at the very forefront of the radio art in Europe are today supplying discriminating buyers with speakers made in their own plants under agreements permitting the use of Jensen principles and design.

Jensen
ELECTRO-DYNAMIC SPEAKERS
LICENSED UNDER LEKTOPHONE PATENTS

And as in this country, their selection of Jensen was only made after exhaustive laboratory tests and comparisons of every type of dynamic speaker of both American and European manufacture.

Jensen's world-wide recognition is an asset no manufacturer, dealer or jobber can overlook. Today, tone quality is the keystone in the successful sale of any radio receiver. Shrewd distributors and dealers will continue to prefer sets Jensen equipped—definite assurance of the best the industry has to offer.

Upon request we will be pleased to give you the names of both American and European manufacturers using Jensen Electro-Dynamic Speakers in their current models.

Leading a Fast Field

Three screen grid tubes—super power dynamic speaker—four-time amplification—these are a few of the features embodied in Simplex Highboy and Lowboy models.

With every modern improvement in design they lead a fast field offering two beautiful models—surprisingly low in price—that sell readily.

Write for details on these attractive models.

S I M P L E X

RADIO COMPANY

SANDUSKY, OHIO

MODEL F LOWBOY

Retails \$139.50 less tubes. 28½ in. high, 23 in. wide, 13 in. deep. Shipping weight 80 lbs.

MODEL F HIGHBOY

Retails \$169.50 less tubes, 26½ in. wide, 47 in. high, 15¼ in. deep. Shipping weight 125 lbs.



Specifications

Tubes—three 224, one 227, one 245, one 280. Four tuned stages. Power detector with automatic grid bias, detector directly coupled to output stage; illuminated dial, kilocycle calibration, completely shielded. Automatic voltage regulation; safety fuse, built-in light socket antenna, phonograph connection. Super Power dynamic speaker.

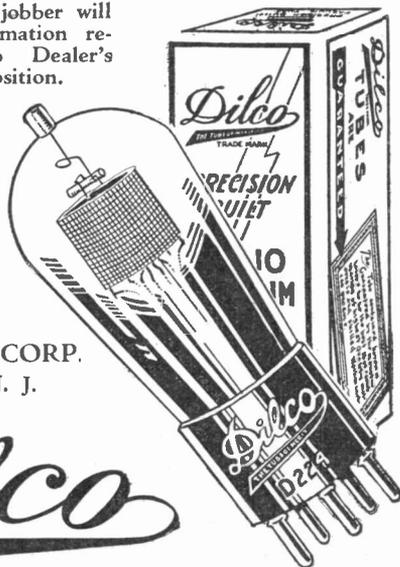
DILCO OFFERS RADIO DEALERS...

An attractive franchise for a complete line of radio vacuum tubes, precision-built to give a new and finer performance in every type of receiver!

Your distributor or jobber will give you full information regarding the Dilco Dealer's Profit Sharing Proposition.

Desirable Territories Are Open to Distributors and Jobbers. Write Today!

DILCO RADIO CORP.
HARRISON, N. J.



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.

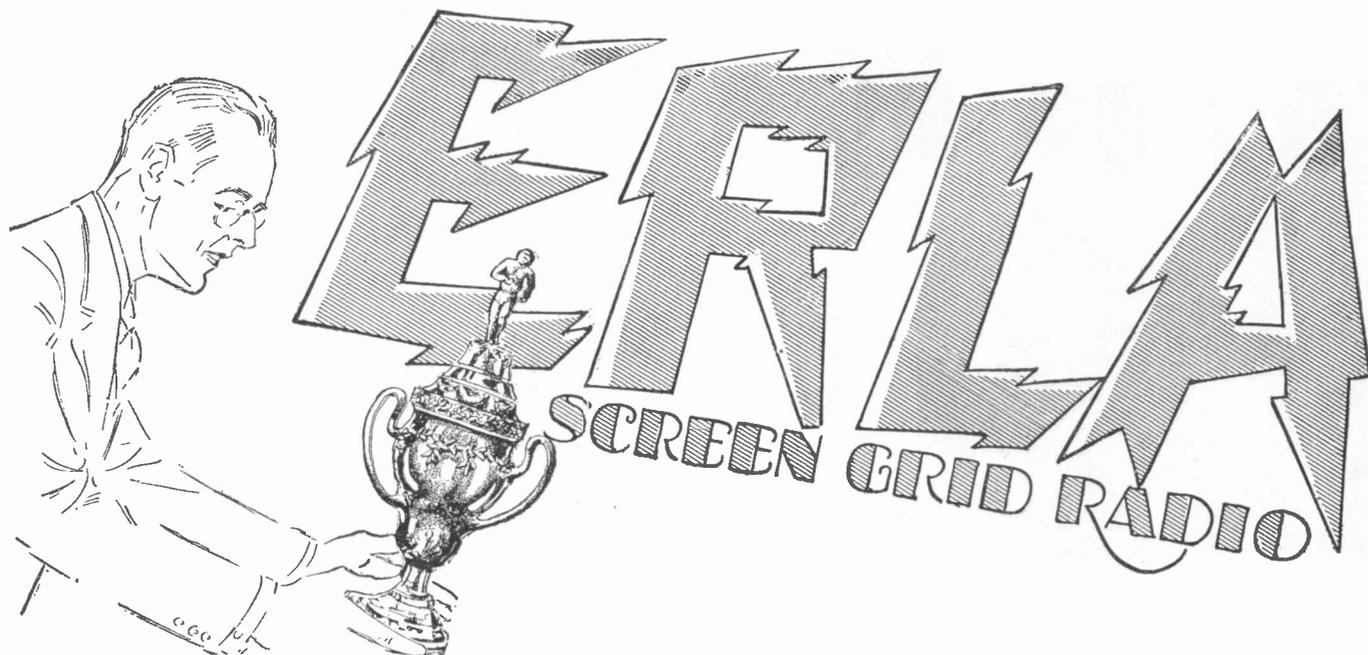
THE ACME WIRE CO.
NEW HAVEN, CONN.

Branch Offices

New York
52 Vanderbilt Ave.

Chicago
842 N. Michigan Ave.

Cleveland
Guardian Bldg.



SCREEN GRID RADIO AT ITS BEST!

"Screen Grid" is more than a selling term! Remember this vital fact if you expect the radio merchandise you sell to keep your customers sold on you! There is a world of difference between a receiver that accommodates Screen Grid Tubes and the Erla, which was designed for Screen Grid Performance and built around the Screen Grid principle of engineering. This outstanding factor is one of the big reasons why the Erla franchise is worth having. Investigate for proof.

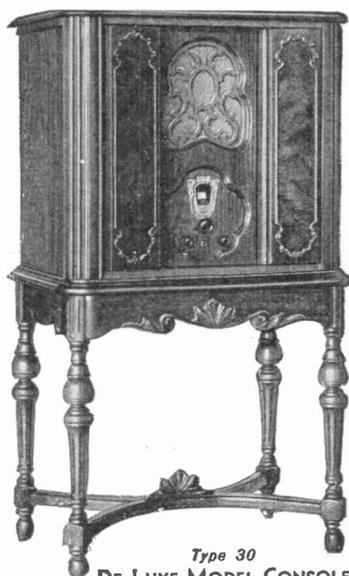
THE ERLA SCREEN GRID RECEIVER is an 8-tube set utilizing three 224 screen grid tubes, one 227 power detector tube, one 227 resistance coupled audio tube, two 245 power tubes in push-pull and one 280 rectifier tube.

CONSOLE MODELS

in distinctive cabinets priced from

\$119.50 to \$189.50

(Manufactured under licenses of Radio Corporation of America)



Type 30
DE LUXE MODEL CONSOLE
\$165
(less tubes)

A New Addition to the Erla Family

We announce a complete line of Screen Grid Battery Receivers ranging in price from

\$77.00 to \$135.00

ELECTRICAL RESEARCH LABORATORIES, Inc.

22nd at Paulina Street, Chicago, Illinois

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*

A. Irving Witz **Martin J. Polikoff**

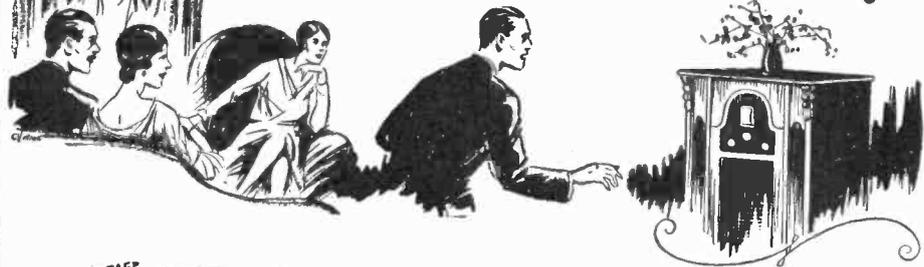
National Sales Agents

611 Widener Bldg., Phila.



MODEL 79
Height: 50 in.
Width: 29 in.
Depth: 16½ in.
List Price, \$42.00

“For the next hour you will hear the Philadelphia Concert Orch—...!”



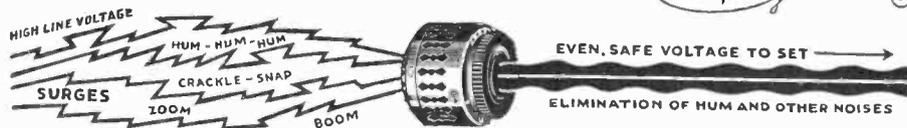
ANOTHER radio tube gone dead! For many days the family had anticipated hearing this nation-wide broadcast; being lovers of music their interest ran high. Great was the disappointment when, at the critical moment, a current “surge” put another tube out.

Even the best of tubes, cannot stand up under the continued strain of irregular voltage and constant line overloads. Every A. C. set needs a “safety valve”—the Wirt Voltage Regulator. See sketch below.

Set these Regulators to your customers. You make a good profit and your customers are better satisfied. Prove the Regulator out on your own set—then sell one to every A. C. set customer.

Two sizes — No. 211 (list \$2.25) for sets with seven tubes or less; No. 211-B (list \$3.25) for sets with dynamic speaker and sets having more than seven tubes. Write us today. We will bill thru any jobber you name.

WIRT COMPANY
5221 Greene Street
Philadelphia, Pa.



This drawing shows what happens when you use a Wirt Voltage Regulator. The current overload and the voltage “surges” are suppressed. Besides protecting tubes and set, the Regulator in a great

majority of cases improves reception by eliminating the line noises and hum from fan, refrigerator motors, etc. Selectivity is often increased, and purity of tone enhanced.



No. 211 No. 211-B

WIRT Voltage Regulator



**“This Cabinet Makes Sales,”
say Marvin Dealers**



FROM dealers everywhere comes the highest praise for this new merchandising idea by Marvin. Introduced just a few short months ago, the Marvin Metal Display Cabinet has already established itself as a successful sales-maker and an absolute stock control for Marvin dealers.

Lithographed in full colors and sturdily constructed of metal, this Marvin Cabinet immediately catches the eye and urges the customer to buy Marvin “Master-Built”—the tubes that *serve better and live longer*. Placed on the end of the counter, back against the wall or featured in the window, this cabinet is always rendering good service and telling a story.

Be guided by the experience of other successful dealers and put this Marvin Cabinet to work for you. It holds just about the right number of tubes you want to display. You will find it will reduce the number of tubes you have to carry, simplify your inventory problems and increase your tube profits. It is free to all Marvin dealers. Ask your Marvin distributor or write to us for complete information.

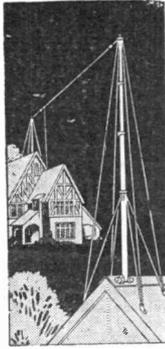
MARVIN RADIO TUBE CORPORATION
Irvington, N. J.

General Sales Office: 225 BROADWAY, NEW YORK

**MARVIN
MASTER-BUILT
RADIO TUBES**



EVERY Saturday night at 8:30 Eastern Standard Time (7:30 Central Standard Time) over Station WJZ and Associated N.B.C. Stations, the Marvin Musicians are making prospects of millions of radio tube users for Marvin dealers. Consistent newspaper advertising and adequate display material assist in telling the story of Marvin “Master-Built”—the tubes that *serve better and live longer*.



Illustrating a typical Premax installation using 13-foot and 3-foot Premax Masts.

FREE BOOK ON AERIALS

..... *What Leading Radio Engineers Say About Aerials*

IN the new Premax Book, "The Right Aerial and Easy Ways to Install It," leading Radio Engineers . . . the men who design and engineer today's outstanding receiving sets . . . urge a dependable, outdoor aerial as a part of every radio installation. They tell you that the performance of every set is directly dependent upon and proportional to its type of aerial.

Premax Standard Aerials and Grounds meet every need. They are collapsible . . . attach and anchor them . . . then raise to desired height and lock! The safest, quickest and easiest erected aerial you ever put up . . . rustproof, windproof, attractive, inexpensive. Start your new set-purchasers right . . . with the *lifetime* Premax Aerial installation.

For Jobbers

The new Premax book shows all the new items in the Premax line including the efficient, rugged and popular priced Premax Umbrella Type Aerial. Ask for it and the profitable Premax proposition.

For Dealers

The illustrations which show Premax aerials solving every possible kind of installation problem will be of great aid to you and your customer. Also shows many ways to improve radio reception.

For Service Men

A great many service men are using the many blueprints in the new Premax book as standard instructions for aerial installations. Proper antenna lengths and heights for every occasion also shown.

MAIL THE COUPON

PREMAX PRODUCTS, INC., Dept. R, Niagara Falls, N. Y.

Please send me free copy of your new book, "The Right Aerial and Easy Ways to Install It."

Name _____

Address _____

City _____ State _____

Jobber's Name _____

PREMAX AERIALS AND GROUND RODS

THERE IS A STANDARD PREMAX AERIAL FOR EVERY JOB!

Cunningham RADIO TUBES



Name—
Integrity
is important
in your tube
selection.

For your mark of recognition, we have reproduced the characteristics that identify the genuine.

The receivers you sell are only as good as the tubes in their sockets. The surest way to increase your business and to hold the customers you now have, is to supply them with standard merchandise that will give them the maximum enjoyment and excellent service that Cunningham Radio Tubes provide.

Quality safeguarded from within.

E. T. CUNNINGHAM, Inc.

NEW YORK CHICAGO SAN FRANCISCO DALLAS ATLANTA

Examine this Radio Coil --- NOW!



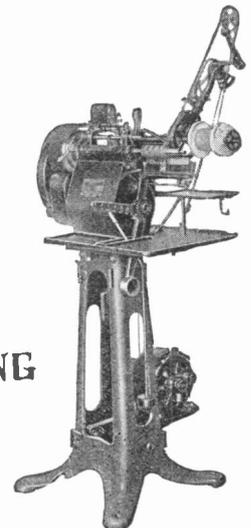
We will mail to any recognized Radio Manufacturer, upon request, a sample radio coil wound on the

No. 84 UNIVERSAL COIL WINDING MACHINE

with full details regarding the machine to produce it.

Your engineers will be interested in its excellent electrical and mechanical qualities, and low production cost will appeal to your planning department.

This advertisement clipped to your letter head will bring a sample to your desk.



UNIVERSAL WINDING COMPANY

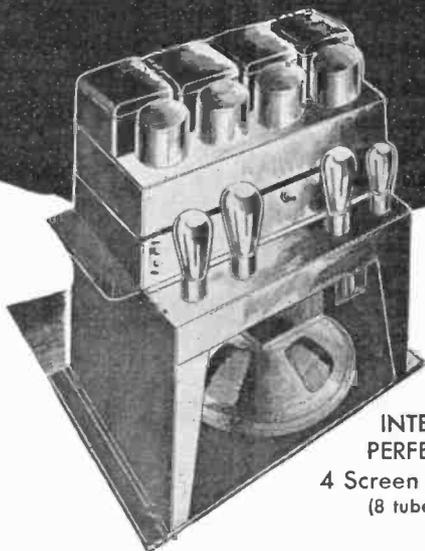
Lesson
BOSTON

*A vast new market now opens
to Jobbers and Dealers with this*
NEW COLONIAL PRICE
\$175



*The
Piccadilly*

\$175



**INTEGRAL
PERFECTION**
4 Screen Grid Tubes
(8 tubes in all)



*The
Moderne*

\$235

with Dr. Fulton Cutting's famous invention, the built-in

CUTTING DYNAMIC SPEAKER
(different from all other dynamics)

with the scientifically correct acoustical principle of

CUTTING SOUND RADIATION

Receiver, audio amplifier, current supply and speaker combined in one sturdy power plant. Three stages of screen grid tuned radio frequency amplification and a tuned screen grid power detector.

New system of volume control. Screen grid power detector gives linear detection. Resistance coupled first audio stage



*The
Cavalier*

\$175

and two of the new UX-245 power tubes in push-pull feed the Cutting Dynamic Speaker.

...at prices that already are rolling up volume sales and profits for Colonial Dealers everywhere.

Colonial's ever-expanding position in the national market now makes possible the production and distribution of these highest quality sets in greater volume than ever before. And now these sets are offered for the first time at prices to attract the larger buying public. These new prices present Dealers and Jobbers unprecedented opportunity to cash in on the Colonial proposition in a big way.

Now for direct as well as alternating current

COLONIAL
Radio



"RADIO'S CLEAREST VOICE"

COLONIAL RADIO CORPORATION, LONG ISLAND CITY, N. Y.

CORWICO VULCAN LIGHTNING ARRESTER

Also Dissipates Accumulated Static Charges

LIST PRICE
\$1.00



\$100 Guarantee
with each arrester

The Corwico Vulcan Lightning Arrester sells and performs. It is big, well made, and packed in an attractive two-color box. Its performance is guaranteed by a \$100 pledge to repair lightning damage to any set equipped with the Corwico Vulcan Lightning Arrester.

A Quick Year-Round Seller

The Corwico Vulcan Lightning Arrester is made in accordance with a new principle that dissipates accumulated static charges. This new feature in a lightning arrester makes the Corwico Vulcan a quick year-round seller.

If your jobber cannot supply you with Corwico Vulcan Lightning Arresters, order a sample carton of 6 direct.



ANTENNA KIT

Consists of Highest Quality Equipment

Now is the time to sell your customers on equipping their sets with new aerials. Show them a Corwico Antenna Kit No. 4. It contains everything required including a Corwico Vulcan Lightning Arrester. The equipment is of the highest quality and the kit is an unequalled value for two dollars and fifty cents.



LIST PRICE
\$2.50

If your jobber cannot supply you with Corwico Antenna Kits, order a sample carton of 10 direct.

CORNISH WIRE COMPANY
28 CHURCH ST., NEW YORK CITY

MAKERS OF THE FAMOUS



BRAIDITE HOOK-UP WIRE

!ATTENTION! SERVICE MEN

Condenser Replacement Blocks

Code	Eliminator used with	Price
4341	Majestic Standard "B"	\$10.00
4343	Majestic Special Master	11.00
4347	Majestic Super "B"	12.00
4359	Majestic Master "B"	11.50
4360	Brown "B" Super Power (Green Brown)	11.00
22-54	Zenith ABC Power Supply ZE-9	12.00
572-S	Mohawk AC (27-28) 226 Type Power Unit	12.00
572-S	Stewart Warner	12.00

Filter Condensers

Code	Cap. Working Voltage D.C.	Size	Price
T 307-2-104	{ 1. Mfd. 200 1. Mfd. 200 4. Mfd. 400 }	1 7/16" x 4 1/2" x 4 3/4" high	\$8.50
T 307	4. Mfd. 400	1 7/16" x 4 1/2" x 4 3/4" high	6.25
T 405	2. Mfd. 600	1 7/16" x 4 1/2" x 4 3/4" high	3.75
T 407	4. Mfd. 600	2 1/8" x 4 1/2" x 4 3/4" high	6.75
T 504	1. Mfd. 1000	1 7/16" x 4 1/2" x 4 3/4" high	2.75
T 505	2. Mfd. 1000	1 7/16" x 4 1/2" x 4 3/4" high	5.25
T 506	3. Mfd. 1000	2 1/8" x 4 1/2" x 4 3/4" high	7.75
T 604	1. Mfd. 1250	1 7/16" x 4 1/2" x 4 3/4" high	3.50
T 605	2. Mfd. 1250	2 1/8" x 4 1/2" x 4 3/4" high	6.75

The Potter Co. North Chicago, Illinois

A National Organization at Your Service

NEW Model! **R-V RADIO SWITCHMAN**

Modernizes **RADIO** and all Electrical Appliances

\$10

Turns Current On or Off At Any Time Set

Easy to operate: Plug in, set time, and pull the lever. Complete with six-foot cord and plugs; no wiring necessary. All Bakelite case, dark walnut finish; 4 inches high. Capacity increased to 660 watts. Consumes no current.

R-V MANUFACTURING CO.
MARSHFIELD, MASS.

The Perfect Gift for Man or Woman

MANY A DEALER HAS GIVEN THANKS FOR THESE INSIDE • FACTS

DEALERS have told us that the reason-why advertising we are putting back of Eveready Layerbilts has enabled them to sell these best of all batteries more quickly and in larger volume.

Every product has to be sold—that is your job. But Eveready Layerbilts come closer to being bought than any product we know of. The consumer who wants new "B" batteries is like a dead-ripe apple on a tree, ready for a breeze to knock him off. Just say "Eveready Layerbilt" to him and he falls, for he

knows what those words mean to him in service, reliability, economy and satisfaction.

NATIONAL CARBON COMPANY, INC.

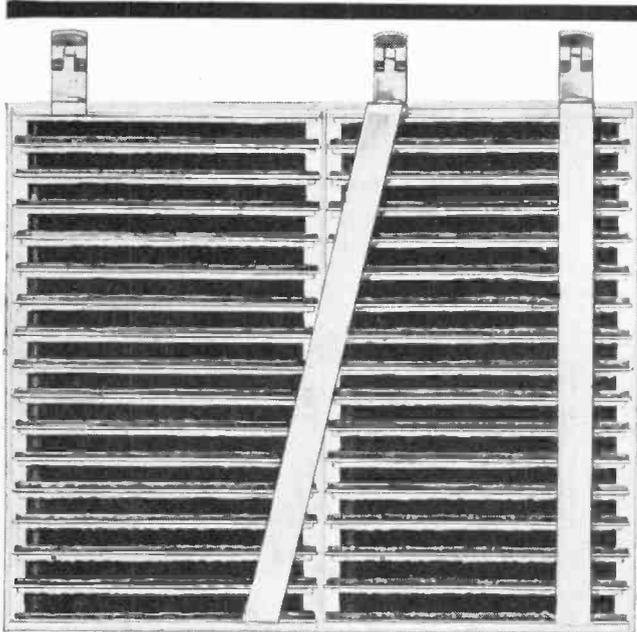
General Offices: New York, N. Y.

Branches: Chicago Kansas City New York San Francisco

Unit of Union Carbide **UCC** and Carbon Corporation

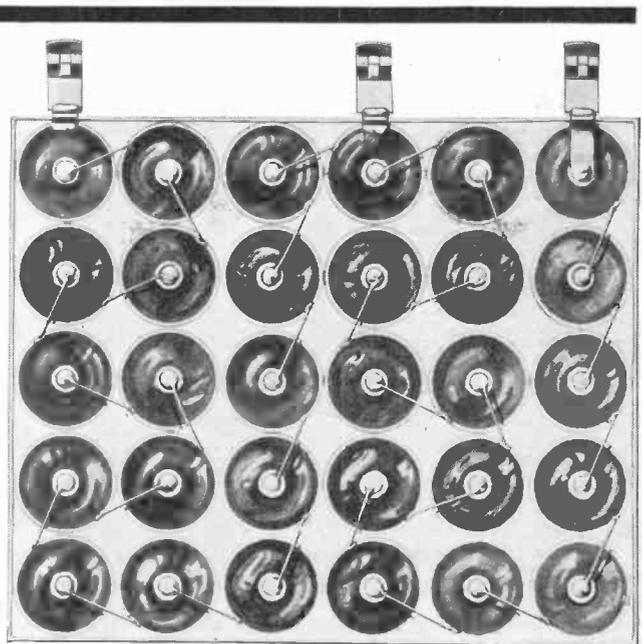
IN VITAL SERVICES

Eveready Batteries 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, unflinching, noiseless, perfect electrical power.



EVEREADY LAYERBILT CONSTRUCTION

Here is the inside story of the Eveready Layerbilt—flat, space-saving cells making connections automatically. Only five solderings, only two broad connecting bands. Maximum reliability, maximum active materials, greatest life. Layerbilt construction is an exclusive Eveready feature. Only Eveready makes Layerbilt Batteries.



CYLINDRICAL CELL CONSTRUCTION

Here is the inside story about every "B" battery assembled of separate, individually sealed cells—29 fine connecting wires, 60 solderings, and lots of waste space between cells.

This is the **LARGE SIZE** Eveready Layerbilt "B" Battery for heavy duty.



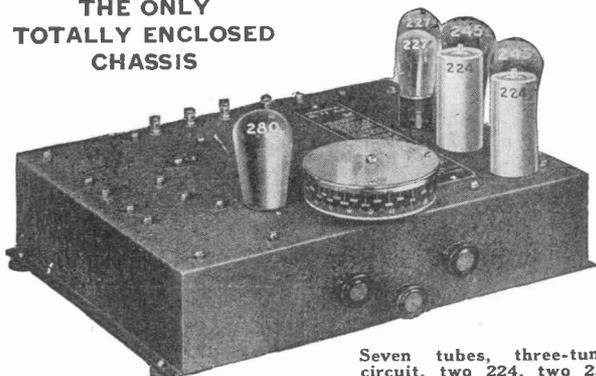
No. 486, the longest lasting, most economical of all Evereadys. List \$4.25. There is also another Eveready Layerbilt, Medium Size, No. 485, listing at \$2.95.

Leadership

In the field of strictly chassis manufacturers, Audiola, by virtue of the unquestionable quality of its product, has assumed definite leadership.

This position has been attained through the inherent quality of the Audiola chassis. The engineering skill represented in its design, the superior workmanship and the quality of its component parts combine to make it the outstanding product in its class.

**THE ONLY
TOTALLY ENCLOSED
CHASSIS**



**MODEL
7330**

Seven tubes, three-tuned circuit, two 224, two 227, two 245 and one 280 tube.

Faithful tone reproduction, sensitivity on distance reception and high degree of selectivity insure satisfaction to your customers.

True Screen Grid
Power Detector—No Hum
D. C. Dynamic
245 Tubes in push pull at full recommended voltage.

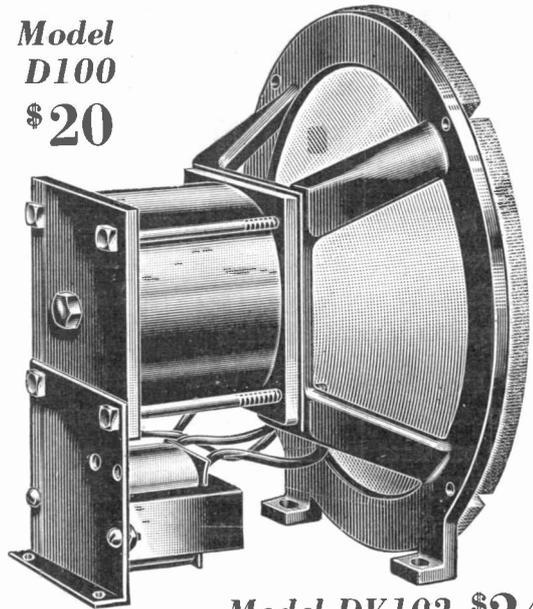
AUDIOLA

RADIO COMPANY

430 So. Green St., Chicago, Ill.

Trimm Dynamic Chassis

**Model
D100
\$20**



Model DV102 \$24

Model D100 operates from a chassis of the alternating current type where the output energy is supplied by the conventional type of power amplifier tubes in push-pull, this energy being fed through an output transformer which matches the voice coil and where the power pack supplies direct current for energizing the field coil. Model DV102, illustrated above, is provided with an output transformer which matches the conventional type of power amplifier tubes and the voice coil.

Send today for full information
TRIMM RADIO MFG. CO.
847 W. HARRISON ST., CHICAGO



**Janette
Rotary
Converters**

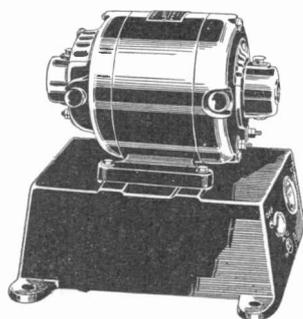
Did you know that your A.C. radio sales need not be limited only to prospects who have A.C. house wiring? The Janette Rotary Converter makes it possible for you to sell A.C. sets to prospects with direct current lighting circuits—including 32 and 110 volt farm lighting systems.

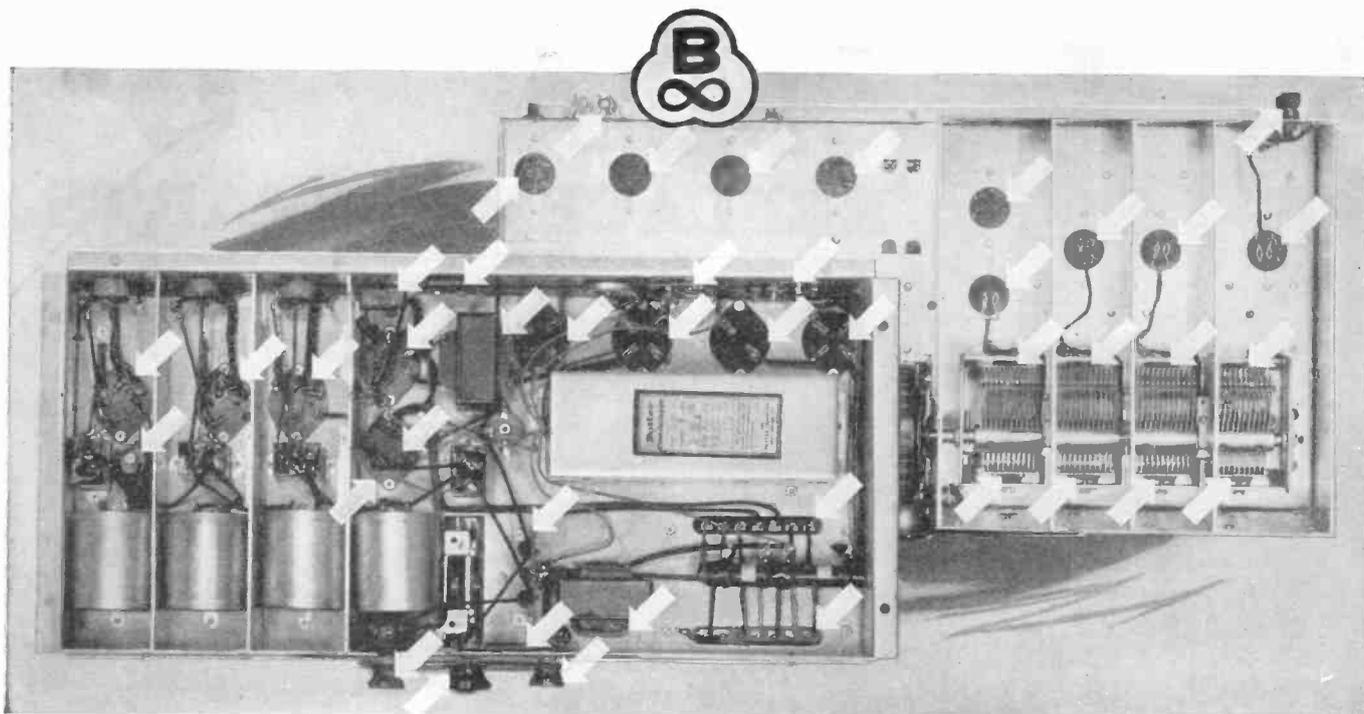
Write for Bulletin 729-C

**JANETTE
MANUFACTURING
COMPANY**

555 W. Monroe Street,
Chicago, Illinois.

Singer Bldg. Real Estate
149 Broadway Trust Bldg.
New York City Philadelphia



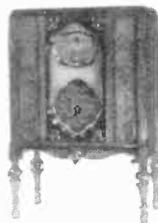


Chassis of Silver-Marshall receiver, with some of the Bakelite Insulation parts indicated. Made by Silver-Marshall, Inc., Chicago.

Bakelite Materials insulate sensitive electrical elements of the Silver-Marshall Receiver

When a dealer demonstrates the selectivity, clarity and tonal qualities of a radio receiver, the customer expects that these will be duplicated throughout the life of the instrument. To assure unimpaired performance over a long period, the sensitive electrical elements must be insulated with materials which do not deteriorate.

In the Silver-Marshall chassis, as in practically all other fine makes, Bakelite Molded and Bakelite Laminated are used throughout.



These materials possess high insulation value, are chemically inert and do not deteriorate, and being non-hygroscopic are unaffected by adverse atmospheric conditions.

The use of Bakelite Materials throughout a radio receiver is an important factor in assuring continued customer satisfaction, and in reducing the number of complaints and service calls. Write to us for a copy of Booklet No. 39—an interesting story of "Bakelite in Radio".

BAKELITE CORPORATION

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

BAKELITE

REGISTERED U. S. PAT. OFF.



THE MATERIAL OF A THOUSAND USES

"The registered Trade Mark and Symbol shown above may be used only on products made from materials manufactured by Bakelite Corporation. Under the 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."



Atwater-Kent No. 37 Block
Type 283

CONDENSER BLOCKS FOR

	Type	List
Majestic B Eliminator.....	287	\$7.00
Majestic Super B.....	281	7.50
Majestic Set (1928 model).....	284	10.00
Atwater Kent Model 37.....	283	12.50
Zenith Set (For all sets using 280 rectifier).....	282	9.00
Mohawk A.C. 27 to 28.....	280	9.00
Stewart-Warner.....	285	9.00
Many Other Blocks Not Listed.		

TRANSFORMERS FOR

	Type	List
Majestic B Eliminators (All Models).....	T-287	\$7.00
Zenith Pack.....	T-282	10.00
Mohawk A.C. 27 to 28 (226 type of power pack).....	T-280	10.00
Stewart-Warner.....	T-280	10.00
Many Other Transformers Not Listed.		

RESISTANCES

A Complete Line of Wire Wound Resistances.

MAYO REPLACEMENT PARTS

THE Mayo Laboratories manufactures a complete line of replacement parts for the standard electric sets, eliminators, etc. These parts are made in exact duplicate of the original and are easily installed by any dealer or service man.

The Mayo Replacement Blocks are designed to correct the weak spot in the original and are fully guaranteed.

High Quality—Low Cost

Through specialization and large production we are able to give the highest quality parts at the lowest cost.

Ask your jobber for discounts or write direct.



Majestic Eliminator Block
Type 287

MAYO LABORATORIES INCORPORATED

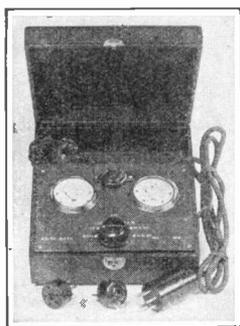
"The House of Replacement"

281 East 137th St.

New York City

Now! —An Improved Beede Combination Tube and Set Tester

No. 250
With Screen
Grid Test
List Price
\$25.00
Dealer's
Price
\$15.00



No. 20
Without
Screen Grid
Test
List Price
\$20.00
Dealer's
Price
\$12.00

It Tests Screen Grid Tubes

The advent of the screen grid set prompted the development of a new and better combination tube and set tester, with special attachment to test screen grid tubes. It makes all ordinary tests on A.C. and D.C. tubes and receiving sets also.

Every service-man, set builder, radio store and radio fan—should have this improved instrument. It has a large market—it offers a profit. Get one for your own use. Write for details.

Beede Electrical Instrument Co.

Manufacturers of Quality Battery Meters, Meters for Radio Use, Etc.
PENACOOK, NEW HAMPSHIRE

You are reading the Only

radio or music trade publication that has been admitted into membership of the Audit Bureau of Circulations and the Associated Business Papers.

Radio Retailing has measured up to unusually exacting standards of reader-selection, reader-interest and reader influencing.

—a McGraw-Hill publication, to be sure.

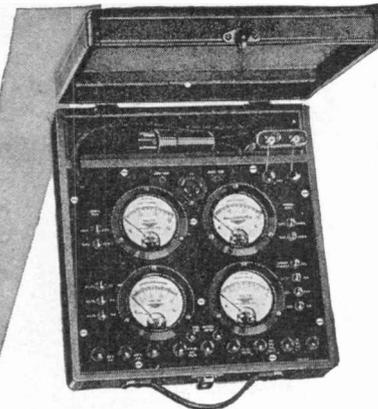


Pattern 199 Set Analyzer

Makes every essential radio service test, including screen grid sets. Simple to operate. Doesn't require a radio engineer to use it. Built to highest standards throughout. Backed by a complete radio data service. Lowest priced, high grade set analyzer.

List Price, \$97.50
Dealers' Price, \$73.12

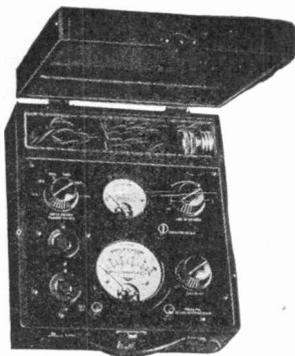
**Jewell
RADIO
INSTRUMENTS
FOR
EVERY
SERVICE
NEED**



Pattern 409 Set Analyzer

Has four high grade 3 1/2 inch bakelite case instruments. Gives plate current, plate, filament, and grid voltages simultaneously. Binding posts make all instruments available for independent tests. Backed by the same data service that has made Jewell Pattern 199's famous.

List Price, \$122.50
Dealers' Price, \$91.88



Pattern 210 Tube Checker

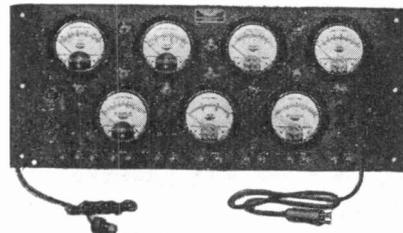
Gives direct reading on all tubes from UX199 to UX250—no mental arithmetic necessary. Adjustable for line variations between 100 and 130 volts. Operates from A. C. service line. Gives individual readings of each plate of double wave rectifier tubes.

List Price, \$65.00
Dealers' Price, \$48.75

A NEW EDITION of the Jewell booklet, "Instructions for Servicing Radio Receivers," has just been received from the printer. This 64-page booklet contains data on receivers of 38 manufacturers or 139 of the most popular sets.

**Furnished Free
to Servicemen**

This valuable booklet is furnished free to servicemen. Mail the coupon for your copy!



Pattern 581 Test Panel

Provides every requirement for rapid and accurate testing of radio receivers, including screen grid sets. The seven instruments are all large flush type, approximately 5 ins. in diameter.



29 YEARS MAKING GOOD INSTRUMENTS
JEWELL
199 Set Analyzer

Jewell Electrical Instrument Company
1642-A Walnut Street, Chicago

Of course we want your booklet, "Instructions for Servicing Radio Receivers," which contains data on sets of 38 leading radio manufacturers. Please mail without obligation.

Name _____

Address _____



The
**Caswell
POWERTONE** ...

Another 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.

49⁵⁰

[All Electric]

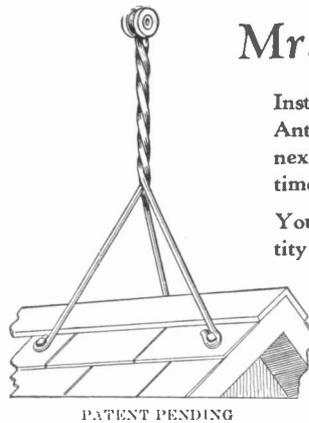
In value, the PowerTone is the wonder of the industry. It is equipped with a General Electric Synchronous type motor—a power plant whose performance and dependability is world famous. It incorporates the Patent Phonovox—a pick-up device of exceptional tone quality, roundness and precision assuring the 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.

JOBBER!

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



Mr. Service Man:

Install one or two Solter's Midget Antenna Masts on the roof of your next difficult Antenna job. The time saved will pay for them.

Your price 60c. Write for quantity prices, and pamphlet.

Manufacturers
**SOLTER'S MIDGET
ANTENNA MAST CO.**
418 Boston Block,
Minneapolis, Minn.

**WASMUTH-GOODRICH
COMPANY**



Fine Radio Cabinets
fashioned by
Master Craftsmen

103 Park Ave., New York
Peru, Indiana

CANNON-BALL

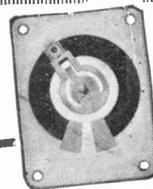
Is the Sales Winning Name

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.



They Satisfy—Because
They Are Built That Way!

**ELECTRAD
Super-TONATROL**

Licensed by Technidyne Corp., under U. S. Pats. 1034103-04.

Though less than one year on the market, the Super-Tonatron is fast becoming the standard heavy-duty volume control for modern receivers. Consistent advertising in radio fan publications, bolstering the unusually enthusiastic person-to-person recommendations, is fast making the Super-TONATROL the fastest seller in its field. Write Dept. RR11, today, for data and prices.

175 Varick St., New York, N.Y.
ELECTRAD
INC.

A Radio Treat *that helps to sell* GULBRANSEN Radios



The GULBRANSEN Symphony Orchestra

under the direction of

DR. HENRY HADLEY

... delights millions EVERY SATURDAY NIGHT



The Gulbransen highboy console of fine walnut—beautiful veneers—product of true guild craftsmanship.

\$149⁵⁰
less tubes



The famous Gulbransen Baby Trademark, the symbol of quality which has identified Gulbransen products for over a quarter of a century.

SATURDAY night has become "Gulbransen Night" on the air! Many letters and wires testify that millions tune in with eagerness for the Gulbransen program over the Columbia network, 8:30 to 9:00 Central Standard Time—9:30 to 10:00 Eastern Standard Time. It has become one of radio's most popular features.

These programs are adding to the Gulbransen name and fame throughout the nation. And not only are they giving delight to multitudes through the exquisite artistry of the noted Dr. Henry Hadley and the Gulbransen Symphony Orchestra—but to thousands of radio buyers they afford opportunity to make Gulbransen's daring "Demonstration test," in dealers' stores. "Hear symphony music—the most rigid trial of radio reception—by actual comparison of the Gulbransen with others" is a challenge to every careful radio buyer. Program and test are proved assets to dealers—they are helping mightily the sale of Gulbransen radios.

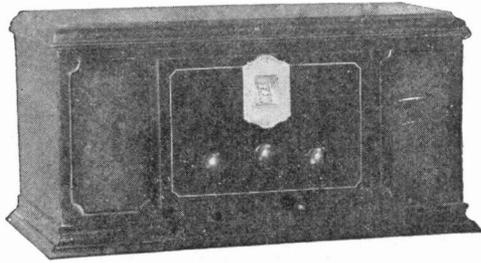


The Gulbransen radio bears the stamp of integrity and faultless quality which Mr. A. G. Gulbransen has unfailingly given to musical instruments carrying his name. Mr. Gulbransen has spent half a century specializing in tone creation. Out of his vast experience, and the Golden Rule policy which has attended the growth of the organization from a factory with one man and a boy to a giant plant with millions in capital, the Gulbransen radio was created. It has swiftly won nationwide recognition.

GULBRANSEN PRECISION-BUILT RADIO

Manufactured Complete by the World's Largest Maker of Pianos

Buy Direct From Manufacturer at Jobbers' Prices!



De Luxe Model **CHELSEA** Electric Radio

24 3/4-in. long, 12 3/4-in. wide, 12 3/4-in. deep.

Operating Features

Uses 245 power tube at full voltage.
Automatic pickup jack.
Built-in socket antenna.
Illuminated drum dial.
Receptacle for A-C dynamic.
Provision for long or short antenna.
RCA licensed power pack.
Copper finished chassis.

Screen-Grid Model

\$37.50

Uses four 226, one 224, one 245, one 280 tubes.

Standard Model

\$35.00

Uses four 226, one 227, one 280, one 245 tubes.

Console Model

with Electro-Dynamic Speaker
\$53.50 & \$56.00

Technical Features

Litz wound binocular coils
Speaker output choke.
General Radio Transformers.
C. R. L. volume control.
R-F choke in each stage.
Adjustable hum control.
Rotary power switch.
Four tuned circuits

CABINET Made of selected woods with genuine Maple Burl panels, overlaid on four-way matched veneer. Hand-rubbed in dark brown Mahogany with glass-like lacquer finish. Massive and extremely beautiful, a true product of the cabinet maker's art. Size 24 3/4-in. x 12 3/4-in. x 12 3/4-in. TERMS: 25% with order, balance C.O.D. 2% discount full cash remittance.

BARTY RADIO COMPANY

11-42 31st Avenue, Long Island City, N. Y.
Quantity Manufacturers of Radio Receivers under private brands
Established 1920 Cable Address—BARTYRAD

MARINE PROCESS

ANACONDA

MAGNET WIRE

ANACONDA
from mine to consumer

Plain Enameled
Cotton Covered
Silk Covered

ANACONDA WIRE & CABLE CO.
Magnet Wire Dept.

MUSKEGON — MICHIGAN.

Radio's Latest Fast Seller

RETAILS \$3.50

BUD
ANTENNA
ELIMINATOR
and
SELECTOR

Not only a fast seller to old owners of electric sets, but each sale of it with a new set tremendously cuts your cost of installation and eliminates all the griefs. Capacity of 50 ft. outside aerial. Reduces interference and aids selectivity.

Your jobber has it.

BUD RADIO Inc.
2744 Cedar Ave
CLEVELAND, O.
U. S. A.

Ask the TUBE MAKERS

They know

that the dealer
is their outlet

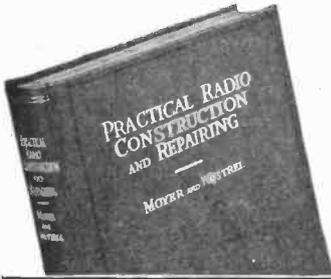
They go after dealers where dealers are

They used more advertising in Radio Retailing this year than in any two dealer papers combined. (See list below.)

- Actron Tube Co.
- Allan Mfg. Co.
- American Bosch Magneto Corp.
- Arcturus Radio Tube Co.
- Bond Elec. Corp.
- Cable Radio Tube Corp.
- CeCo Mfg. Co.
- Champion Radio Wks., Inc.
- Consolidated Vacuum Tube Co.
- Cunningham, Inc., E. T.
- De Forest Radio Co.
- Donle Electrical Products Corp.
- Duovac Radio Tube Corp.
- Esetroc Corp.
- French Battery Co.
- Gold Seal Elec. Co., Inc.
- Grigsby Grunow Co.
- Hygrade Lamp Co.
- Hytron Corp.
- Hyvac Tube Co.
- Johnsonburg Radio Corp.
- Kellogg Switchboard & Supply Co.
- Ken-Rad Corp.
- LaSalle Radio Corp.
- Marvin Radio Tube Corp.
- Munder Electric Co.
- National Carbon Co.
- National Radio Tube Corp.
- National Union Radio Corp.
- Neonlite Corp.
- Neptron Corp.
- Northern Mfg. Co.
- Perryman Elec. Co.
- Pilot Radio & Tube Corp.
- Radio-Victor Corp.
- Sonatron Tube Co.
- Sparks Withington Co.
- Sylvania Products Co.
- Televocal Corp.
- Triad Mfg. Co.
- Universal Elec. Lamp Co.
- Vacuum Tube Products Corp.
- Van Horne Tube Co.

Proving that they know

Radio Retailing



Examine these
McGraw-Hill
**Radio
Books**
for
10 Days Free

Moyer and Wostrel's Practical Radio Construction and Repairing

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.

**Moyer and Wostrel's Practical Radio—
New Third Edition**

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.

Nilson and Hornung's Radio Operating Questions and Answers

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.

Moyer and Wostrel's Radio Receiving Tubes

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.

Lauer and Brown's Radio Engineering Principles

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.

The Radio Industry

321 pages, 6x9, \$5.00.

This book is composed of a series of lectures given at the Graduate School of Business Administration, Harvard University, by the foremost figures in the radio industry. It gives a clear-cut, comprehensive analysis of the development of this epoch-making industry and gives a significant picture of its future.

Send the coupon
TODAY!

**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—Practical Radio Construction and Repairing, \$2.00.
- Moyer and Wostrel—Practical Radio, \$2.50.
- Nilson and Hornung—Radio Operating Questions and Answers, \$2.00.
- Moyer and Wostrel—Radio Receiving Tubes, \$2.50.
- Lauer and Brown—Radio Engineering Principles, \$3.50.
- The Radio Industry, \$5.00.

Name

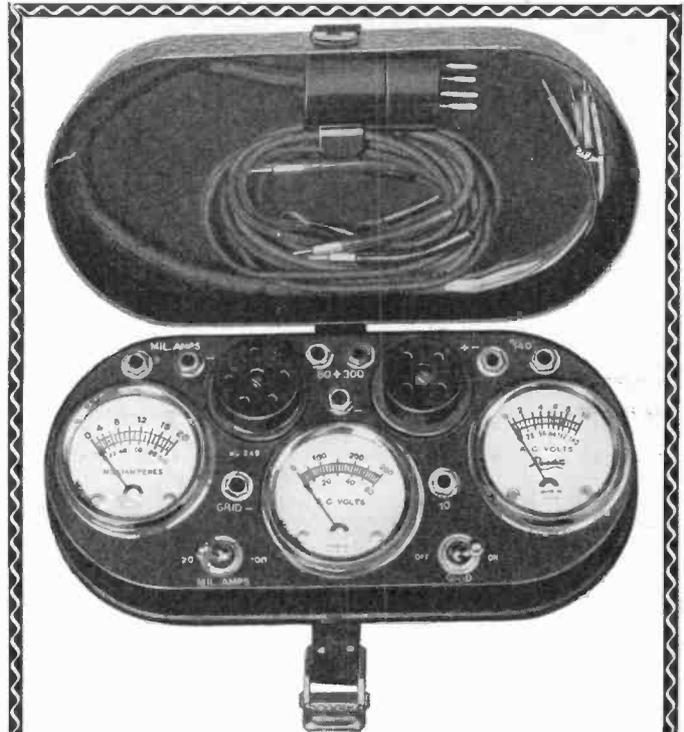
Address

Position

Company

(Books sent on approval to retail purchasers in U. S. and Canada only.)

R.R. 11-29



\$12 Net

The **New Readrite**
Model 245



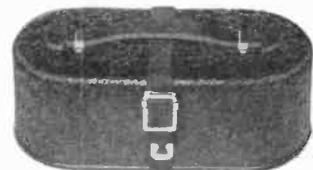
**Set Analyzer
and Tube Tester**

Tests accurately — filament, plate, grid, screen-grid, cathode and line volts. Shows plate current and grid change.

A complete tester for the latest sets using 245 power tubes. Compact. Simple to use. Easy to carry.

Self-contained. The seamless steel cover with leather handle holds in place the cable, cords and plug. Beautiful baked enamel finish. An outstanding value.

At your jobbers. If ordered direct remittance must accompany order.



READRITE METER WORKS

Established 1904
6 College Ave., Bluffton, Ohio

SEARCHLIGHT SECTION

EMPLOYMENT and BUSINESS OPPORTUNITIES—SURPLUS STOCKS—DISCONTINUED MODELS

UNDISPLAYED—RATE PER WORD:

Positions Wanted, 8 cents a word, minimum \$1.25 an insertion, payable in advance.

Positions Vacant and all other classifications, 12 cents a word, minimum charge \$2.50.

Proposals, 40 cents a line an insertion.

INFORMATION:

Box Numbers in care of any of our offices count 10 words additional in undisplayed ads.

Discount of 10% if one payment is made in advance for four consecutive insertions of undisplayed ads (not including proposals).

DISPLAYED—RATE PER INCH

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, Illinois.

AGENCY WANTED

Manufacturers Agents Attention
If you believe you can sell a high-grade line of radio cabinets to the better dealers, write The Pierson Company, Rockford, Illinois.

WANTED REPRESENTATIVE

Wanted—Manufacturers' Representatives
Contacting radio, phonograph, meter and motion picture industries. Tell us who you represent, what you have accomplished and outline your technical experience. Give complete details and references in first letter. RW-113, Radio Retailing, Tenth Ave. at 36th St., New York.

REPRESENTATIVE AVAILABLE

Manufacturers' Representative
Manufacturers' representative, New York territory. Desires to represent or market product of progressive manufacturing concern. RA-112, Radio Retailing, Tenth Ave. at 36th St., New York.

Experienced Retail Radio Salesmen

DAVEGA DIVISION OF THE ATLAS STORES CORPORATION IS NOW IN NEED OF SEVERAL HIGH-POWERED EXPERIENCED RETAIL RADIO SALESMEN WHO WOULD LIKE TO ASSOCIATE THEMSELVES WITH THE LIVEST RETAIL RADIO SALES ORGANIZATION IN THE UNITED STATES — A COMPANY THAT PERMITS ITS MEN TO EARN IN SALARIES AND COMMISSIONS UNUSUALLY LARGE WEEKLY INCOMES, PLUS UNLIMITED OPPORTUNITIES FOR PROMOTION. INTERVIEWS WILL BE TREATED IN CONFIDENCE. SEE ED. LEVY, SALES MANAGER. DAVEGA, INC., 114 EAST 23RD STREET, NEW YORK.

RADIO-TECHNICIAN IN 90 DAYS

The RADIO INDUSTRY pleads for "Registered" Radio Experts. This field offers unlimited opportunity and good income. The School of Engrg. is the only institution in the country whose course is approved by a radio trade asso. The Federated Radio Trade Asso. and the Wisc. Radio Trade Asso. have both investigated and approved our training. Our graduates are "registered" without examination. We offer thorough, complete and practical radio training. The course covers the entire field of radio, including television. The School of Engrg. has ably helped its students by securing for them part time employment. It pays to look into our "Earn While You Learn" policy. Send for catalogue describing opportunities offered by this industry to trained men.

SCHOOL of ENGINEERING
of Milwaukee

RR-11 163 E. WELLS ST., MILWAUKEE, WISC.

This Keeps **SOLD** Customers

And Changes Prospects Into Buyers!

Write today for particulars about

RADEX

"The DX Tuning Book"

Teaches them to tune correctly; gives them an understanding of radio; is an incentive to get the most from their set; tells them where to set dials for any station. "The most interesting log book available."

Request on letterhead brings sample and full details. Write TODAY!

THE RADEX PRESS

Dept. R.R., 1367 E. 6th St., Cleveland, O.

When You're in a Hurry

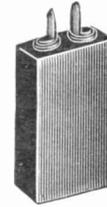
Wire or 'Phone

Searchlight Department

Tenth Ave. at 36th St., N. Y.

Medallion 0700, Extension 341

GREBE 1 MFD. FILTER CONDENSER



300 Volts D. C.
25c Ea., \$2.75 Doz.

SPLITDORF

1 Mfd. High Voltage Con-
denser—600 Volts
75c Ea.

MAJESTIC

Replacement Block

For replacement in all Majestic Eliminators
Each \$3.75 Lots of 3—\$3.60 Ea.
Lots of 6—\$3.45 Ea.

Replacement Condenser Block for

AWATER KENT

Model 37 Sets

OUR PRICE \$7.00 Each
Lots of 3—\$6.50 Each
Lots of 6—\$6.00 Each

Replacement Condenser Block for

ZENITH SETS

Each \$4.25 Lots of 3—\$4.00 Ea.
Lots of 6—\$3.75 Ea.

S. S. JOBBING HOUSE

152 West 26th St., New York City

20% with Balance
order C.O.D.

Send for Our Complete Catalogue

Radio Tube Salesmen Wanted

One of the leading nationally known radio vacuum tube manufacturers is seeking additional salesmen of the right calibre to add to its sales organization.

Applicants must have general knowledge of vacuum tubes, experienced in selling the radio and allied trade and ability to meet and handle servicing problems.

Exceptional opportunity exists for the right men who know selling in this most popular field of entertainment.

In applying give complete details of radio tube sales experience, age, education, former connections and length of service, etc.

Address Manufacturer

SW-111, Radio Retailing, 10th Ave. at 36th St., N. Y. C.

When WIRELESS was a Novelty



we foresaw your need for the Trained Radio Man

WHEN loose couplers and crystal detectors were evoking cries of amazement, the founders of the National Radio Institute foresaw Today—the day of a great industry backed by millions of capital and employing thousands of men.

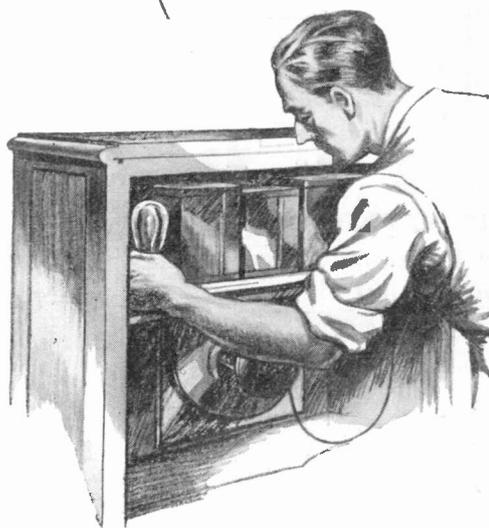
In 1914 the start was made. Texts and instruction units completely covering the existing data were prepared, and classes were formed. Growth at first was slow, but it was hardy.

Today a staff of one hundred and ten trained workers and instructors guide ten thousand young men in home study. Night after night these thousands of men pore over their texts; assemble, dismantle and repair their construction sets. The course requires practical work all the way through, as well as a careful study of the theory.

This great system is welding into effective form for you to use the elements of success—character and training.

Ambition is tried, energy is tested, and determination is proved. Men of little ambition and wavering purpose do not undertake and complete home study courses. There are no football games, no classroom rivalries, no cheers or banquets or fraternities held out as inducement to enroll, or furnished later as reward and stimulus. N.R.I. men are not carried through to graduation on successive waves of group enthusiasm—they do not earn credits to make a team or join a social club.

Alone, at night, after a hard day's work, they settle down to study. They paid for the textbooks and the units from their own salaries, they are paying for the knowledge with their time for pleasure.

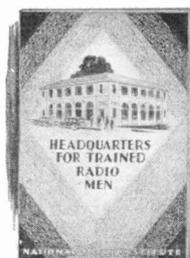


In every state in the Union our trained graduates, men of education and experience, are available to Radio Employers. They are thoroughly versed in Elemental Electricity, in Transformers, Tubes, Rheostats, Power Packs, Screen Grid Tube Circuits, Condensers and other parts; Checking Tubes, Fundamental Principles of A.C. and D.C. Sets, Regeneration, Neutrodynes, Super-Heterodynes, Short Wave Transmitters and Receivers. In short, they are trained, both theoretically and practically, in the entire field of Radio.

Our fifteen years of experience and preparation, and a year of especially intensive work on the part of the student, have joined forces to bring you without any cost at all, trained men of the finest type.

N. R. I. Men are
Making Good with:

- Atwater Kent
- Amer. Bosch Magneto
- Brunswick
- Crosley
- De Forrest
- Freed-Elsemann
- Firestone
- General Electric
- Jenkins Television
- Sears Roebuck
- Stewart Warner
- Stromberg Carlson
- Victor Talking Mach.
- Westinghouse
- Western Electric
- Thos. A. Edison, Inc.
- R. C. A.
- and many more.



"Headquarters for Trained Radio Men" is a booklet for employers. We have spent hundreds of thousands of dollars equipping ourselves to help you. Our assistance costs you absolutely nothing—it can be worth a great deal.

The National Radio
Institute
Dept. U-RR
13th and U Sts., N. W.,
Washington, D. C.

Please send me your Free
Booklet, "Headquarters for
Trained Radio Men."

Name

Address



NATIONAL RADIO INSTITUTE

16th and U Streets N.W.
WASHINGTON, D.C.

HEADQUARTERS FOR TRAINED RADIO MEN



Quick Selling! Big Profit-Margin!

Either of these KOLSTER items at less than one-fifth of the original list price



Model K-5
Height 42", width
25 1/4", depth 19"

SPECIAL OFFER

To give every dealer the opportunity of selling these KOLSTER items with the least investment and the most profit we make this SPECIAL OFFER.

BUY AS YOU SELL

Buy either item as needed at the top price but—if you order a total of 5 or more of one or the other within a period of 30 days from date of your first order, we will allow you the 5-lot price on all purchased and refund the difference in price on sets purchased.

Going! Going! G——!

Wide-awake dealers are reducing the limited stock we have remaining every day. Repeat orders show how fast these items move. Start your first order on the SPECIAL OFFER today.

Licensed Under Patents of the Radio Corp. of America and
Lektophone Corp.



Model 6-H
Height 53", width
27", depth 18 1/2"

K O L S T E R

ELECTRO-DYNAMIC REPRODUCER

Combined with 210 Power Amplifier
and "B" Supply Unit

Features

1. Electro - Dynamic Reproducer (10 1/4" 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-stripped walnut cabinet.

This finely matched, rugged unit comprises a complete heavy duty Electro-Dynamic Reproducer, including a 210 Power Amplifier with "B" supply unit, all self-contained in a steel frame. It weighs 45 pounds without the cabinet. The cabinet itself is of pencil-stripped 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.

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 4 1/2-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.

*See Gould "A" Power Unit on page No. 174.

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 The combination Kolster Set and Electro-Dynamic Reproducer is looked for in modern radio.

Housed in a beautiful console of burl 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.

List Price, \$295.00 (less tubes)

Going at **\$48.50!**

Lots of 5 or more \$44.50 ea.

TERMS: 20% cash with order, balance C.O.D. f.o.b., New York. (2% Discount for Full Remittance with

AMERICAN SALES COMPANY,

BARGAINS ON FILTER CONDENSERS AND CHOKES



or Dubilier 7 Mfd.

High Voltage Filter Condenser Blocks



Size 6" x 5" x 3 1/2"

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 per block

THORDARSON DOUBLE FILTER CHOKES

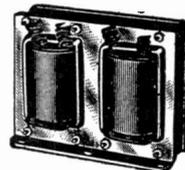
Contains Two 18 Henry 250 Mill Chokes

This heavy duty, rugged, Thordarson Double Choke Coil is ideal for filter circuit in Transmitters, Power Amplifiers and "B" Eliminators and various other purposes.

Each choke has a 2000 Volt insulation and the DC resistance of each choke is 108.5 ohms.

When connected in series this choke coil has a capacity of 36 henries at 250 mills, and when connected in parallel 18 henries with 500 mills carrying capacity.

Weight for shipment 14 pounds. Dimensions 3x7x5 1/2 in. Equipped with mounting brackets.



Model T-2458

List Price \$19.50

SPECIAL \$4.75

Dubilier HIGH VOLTAGE FILTER CONDENSERS

4 MFD. D.C. Working Voltage 600 V.



Model PL-571
List Price \$7.25

An excellent high voltage filter condenser for use in high voltage socket power devices, Power Amplifiers, and Power Packs.

SPECIAL \$1.75

Models 902 and 903

These Dubilier Filter Condensers are tested from 3 to 5 times their rated value. Widely separated soldering lugs are provided to insure long leakage paths. Each Condenser brand new and packed in individual carton.

Type	Capacity	Rated D.C. Working Voltage	List price	Special
902. 400 V.	1		\$2.50 ea.	\$0.50 ea.
	2		3.50	.70
	4		5.50	1.10
903. 600 V.	1		\$3.00 ea.	\$0.60 ea.
	2		5.50	1.10



Faradon or POLYMET 5 MFD. HIGH VOLTAGE FILTER CONDENSER BLOCKS

This condenser block is ideal for use in "B" eliminators, Power amplifiers and experimental work.

4 mfd. D.C. working voltage 400 v.

1 mfd. D.C. working voltage 600 v.

SPECIAL \$1.25 per block



MISCELLANEOUS FILTER CONDENSER UNITS

Manufacturer	Capacity	Rated D.C. Working Voltage	Special Price
DUBILIER CONDENSER CORP.	1 3/4 mfd.	1000 volts	\$1.15 ea.
	4 mfd.	600 volts	(used, but guaranteed as rated) 1.50
	7 mfd.	600 volts	2.50
STROMBERG-CARLSON TEL. MFG. CO.	3 1/2 mfd.	600 volts	1.50
	7 mfd.	600 volts	(used, but guaranteed as rated) 2.00
	20 mfd.	250 volts	2.75
RADIO CORP. OF AMERICA	7 mfd.	600 volts	2.75
	2 mfd.	300 volts	(used, but guaranteed as rated) .30

Manufacturer	Capacity	Rated D.C. Working Voltage	Special Price
WESTINGHOUSE ELEC. & MFG. CO.	2 mfd.	300 volts	(used, but guaranteed as rated) .25
	20 mfd.	250 volts	2.75
WIRELESS SPECIALTY APP. CO.	2 mfd.	300 volts	(used, but guaranteed as rated) .30
POTTER BUFFER CONDENSER UNITS	(Contains two .1 Condensers with center taps.)	D.C. Working Voltage, 400 volts.	List price \$1.50

order.) All units offered are BRAND NEW, packed in original factory sealed carton and fully guaranteed.

19-21 WARREN ST., NEW YORK

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.

The New
Algonquin



Cone Speaker

Will stand powerful or weak volume equally well and reproduce with wonderful tone quality and volume. Has a full-floating large 18-inch Cone brought to the highest point of perfection. Made of a special impregnated fabric (not paper) which is absolutely unaffected by moisture or atmospheric conditions. Equipped with an extremely sensitive electro-magnetic Cone unit with direct drive to Cone and is exact to highest degree.

A beautifully designed Speaker with art metal scroll. Ship model. Finished in polychrome gold stipple.

List Price \$30.00 Ea.
Reduced to \$15.00

Special **\$3.70**

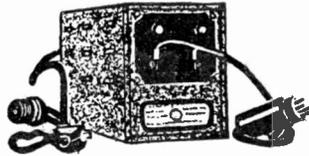
Lots of 5 or more \$3.25 ea.

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.

TIMMONS 210 POWER AMPLIFIER

Excellent for use with Dynamic Speakers



List Price \$45.00
(without tubes)

An absolute necessity with any radio set for getting full tone quality from Dynamic Speakers. No rewiring necessary in the set and no additional parts are needed. This high quality 210 Power Amplifier can also be used with any Cone Speaker for distortionless and true

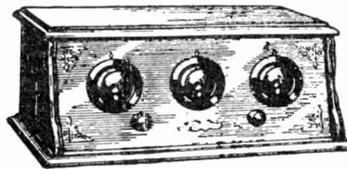
natural reception, and will modernize any radio set. Uses the UX-281 rectifying tube and the UX-210 super power audio tube. Operates from 110 to 120 volt. 50 to 60 cycle A.C. current. These units have been approved by Popular Radio and Popular Science Laboratories.

Special **\$7.75**

Lots of 5 or more \$7.00 ea.

FREED-EISEMANN
SIX TUBE **NEUTRODYNE** RECEIVER

(For Battery Operation)



Model No. 130
List Price **\$80.00**
(less tubes)
Size 18 1/2" x 10 1/2" x 0 3/4"

Features:
Completely Shielded
3 Stages R.F., 1 Detector,
2 Audios (1 Power Tube)
Stippled Panel
Genuine Mahogany
Cabinet—
Cable Attachment

This Freed-Eisemann Set is ideal for 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 or more **\$9.00 ea.**



UNI-RECTRON 210 POWER AMPLIFIER

IDEAL FOR USE WITH DYNAMIC SPEAKERS



(Model AP-935)
List Price \$88.50 ea.
(without tubes)

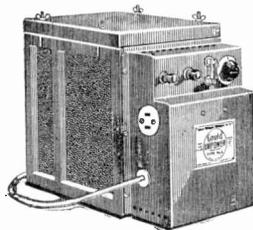
The Uni-Rectron is a one-stage 210 super power amplifier, can be used with any radio set and Speaker. Requires no batteries for its operation. It obtains its power from the 110 volt 60 cycles alternating current house lighting circuit.

Radioron UX-210 and UX-281 Tubes are used with this Amplifier. The whole unit is enclosed in a metal cabinet which is small and compact and presents a good appearance.

This super power amplifier cannot overload. From the faintest whisper to the loudest crash of sound.

Special **\$14.50**

The New Gould Kathanode



List Price \$39.50

Unipower
GOULD PRODUCT

(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.**

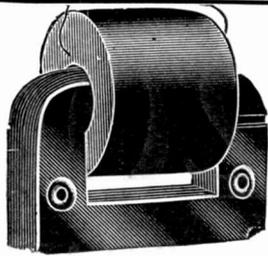
Can be used with Kolster 6-H Receiver offered on page No. 172

All units offered are BRAND NEW, packed in original factory sealed carton and fully guaranteed.

AMERICAN SALES COMPANY

19-21 WARREN ST.

NEW YORK

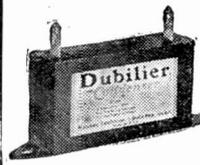


DUDLO COIL
Replacement

Audio Transformer
For all sets
Ratios: 3 1/2 to 1
5 to 1
Our Price **\$1.00**
\$11.10 Per Doz.

DUBILIER TYPE 907

200 Volt By-Pass



Capacity	List	Net
.1	\$.85	\$.24
.25	.95	.29
.5	1.00	.30
1.0	1.25	.35
2.0	2.00	.60



ERLA AUDIO TRANSFORMER

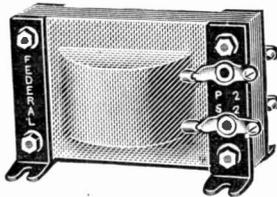
Fully Shielded
PRICE

\$1.10

\$12.50 Per Dozen
Ratios: 3 1/2 to 1
5 to 1

FEDERAL AUDIO

Shielded
Transformer



RATIOS
3 1/2 — 1
LIST
\$6.50

Our Price **\$1.45**



NATHANIEL BALDWIN SPEAKER UNITS

STANDARD

WITHOUT COVER **\$1.00**

List \$5.00

LYRIC

WITH COVER **\$1.60**

List \$6.00

KODEL 161-B SUPPLY

Operates all sizes and types of receivers up to 6-tube, including 171 power tube. Only one control to regulate output. Uses type 280 rectifier tube. Plate voltage taps 45, 90, 180 with controlling rheostat. For 50-60 cycle current only, 110 volts.

List Price, \$26.50

OUR PRICE

\$10.75

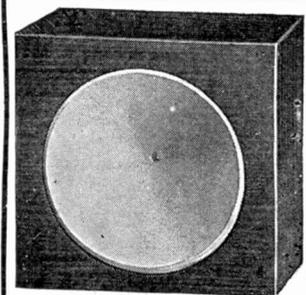
EISEMANN HEAD PHONES

2000 ohms
LIST \$6.00

\$1.25

each

These are air-weight and equal to the highest price phones.



NEWCOMBE-HAWLEY

MAGNETIC ASSEMBLY IN BAFFLE BOX
With Genuine BBL Unit

Our Price **\$6.75**

Mark Simpson Distributing Co.

20 HUDSON STREET

NEW YORK CITY

LEGAL NOTICE

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912

Of Radio Retailing, published monthly at New York, N. Y., for Oct. 1, 1929.
State of New York }
County of New York } ss.

Before me, a Notary Public in and for the State and county aforesaid, personally appeared C. H. Thompson, who, having been duly sworn according to law, deposes and says that he is the Secretary of McGraw-Hill Publishing Company, Inc., publishers of Radio Retailing and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 411, Postal Laws and Regulations, printed on the reverse of this form, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business managers are: Publisher, McGraw-Hill Publishing Company, Inc., 10th Ave. & 36th St., N. Y. C. Editor, O. H. Caldwell, 10th Ave. & 36th St., N. Y. C. Managing Editor, Ray V. Sutcliffe, 10th Ave. & 36th St., N. Y. C. Business Manager, M. Clements, 10th Ave. & 36th St., N. Y. C.
2. That the owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding one per cent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a firm, company, or other unincorporated concern, its name and address, as well as those of each individual member, must be given.) McGraw-Hill Publishing Company, Inc., 10th Ave. & 36th St., N. Y. C. Stockholders of which are: James H. McGraw, 10th Ave. & 36th St., N. Y. C. James H. McGraw, Jr., 10th Ave. & 36th St., N. Y. C. James H. McGraw, 10th Ave. & 36th St., N. Y. C. James H. McGraw, Jr., 10th Ave. & 36th St., N. Y. C. Trustees for: Harold W. McGraw, James H. McGraw, Jr., Curtis W. McGraw, 370 Seventh Ave., Donald C. McGraw, Curtis W. McGraw, N. Y. C. Donald C. McGraw, 10th Ave. & 36th St., N. Y. C. Harold W. McGraw, 285

LEGAL NOTICE

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3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.) None.

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5. That the average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the six months preceding the date shown above is (This information is required from daily

LEGAL NOTICE

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McGRAW-HILL PUBLISHING COMPANY, INC.

C. H. THOMPSON, Secretary.

Sworn to and subscribed before me this 30th day of September, 1929.

[Seal.] H. E. BEIRNE,
Notary Public N. Y. Co. Clk.'s No. 97,
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(My Commission expires March 30, 1931.)

We carry a complete stock of Replacement Parts for Freed-Eisemann and Freshman Sets.

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List \$3.10, our price **\$0.55**
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List \$15.00, our price **4.25**
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List \$15.00, our price **4.25**
- Freshman T.R.F. Coils as used in Model N and Q Sets
List \$1.22 each, our price per set of 3 **.75**

Write Us for Complete List and Prices

BAITIMORE RADIO CO.

45 West Broadway, New York City

OVER 200

In the *Federated Purchaser* Nov. 1st "RADIO"

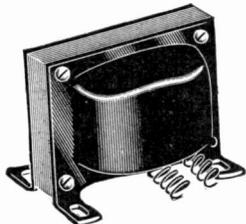
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NEWCOMB-HAWLEY Magnetic Table Model 83.....	\$ 7.85
NEWCOMB-HAWLEY Dynamic mounted in console table 81D to fit any set.....	23.75
FADA Table Model Dynamic Speaker No. 14.....	19.00
FADA Dynamic Chassis Model No. 15.....	13.50
CROSLEY Musicone (get our bulletin for full particulars)....	2.65
B. B. L. Table Model Speakers.....	6.50
UTAH Speaker in Chest Cabinet.....	2.95
BOSCH Magnetic Chassis.....	3.85

SETS

(Get our bulletin for complete description)

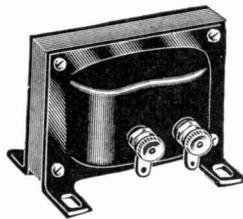
ERLA PEARSON 5 tube battery console set.....	\$15.50
FEDERAL 7 tube, one dial control, fully shielded, battery operated loop set, Model F.10.....	27.50
HUNTINGTON 8 tube electric set, R.C.A. Licensed, in beautiful console with Dynamic Speaker.....	59.50



Eagle Type L

Highly finished black japan with loose leads. Very convenient for set builders and replacements because of its compactness and size.
Ratios: 3-1; 5-1.

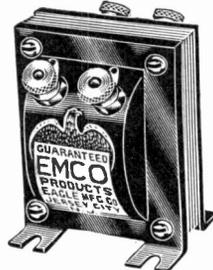
NET 75c ea.



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Ratios: 3-1; 5-1.

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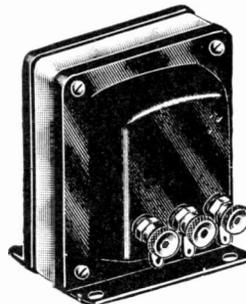


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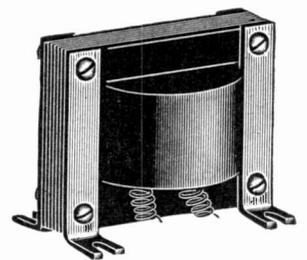


Push-Pull

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



Eagle Type U

An excellent replacement transformer, will fit into any convenient place in set. Loose leads facilitate easy wiring.

The repair man's utility trans. Ratios: 3-1; 5-1.

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Replace Your Condensers

For Majestic "A" Eliminators



Model PL 1778

Net Price **\$5.40 ea.**
Lot of 6 \$30.00

For Majestic "B" Eliminators



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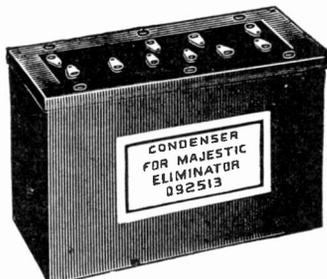
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Special Master "B" Model PL1737—\$6.60.
Lots of 6—\$37.50.

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THESE REPLACEMENT BLOCKS

Take advantage of this clearance. These blocks were a bargain at previous price. To clear the remaining few we are sacrificing them at cost.



MAJESTIC B Eliminator.....	\$3.75 ea.
½ doz. lots.....	3.45 ea.
Doz. lots.....	3.20 ea.

ZENITH (For all sets using a 280 rectifier tube).....4.25 ea.

ATWATER-KENT No. 37 Set (This condenser block also includes chokes).....7.00 ea.

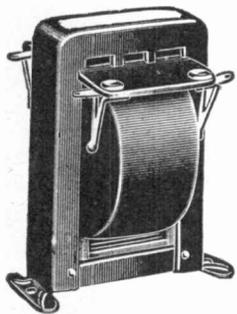
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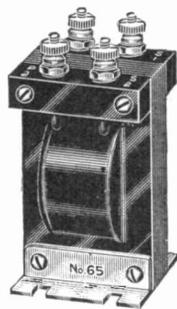
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BARGAIN NEWS" To Boost Your Sales

sales boosters, listed in our "RADIO BARGAIN NEWS." You are under no obligation. Send for the "RADIO BARGAIN NEWS" TODAY.



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Volume and Tone Quality
NET \$1.45 ea.
\$1.30 ea. doz. lots



Federal—No. 65a
Thousands in use. Excellent for replacement
NET \$1.45 ea.
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If you are in business for longer than today, build on dependable merchandise. No one can stand the cost of making initial sales only. You need automatic repeat business—built on confidence. We are in a position to know. And we give you this definite warning—

REPLACE WITH DUBILIERS!



For Majestic Receivers

Year	Tube Used	No.	Net	Lots of 6
1928-29	171	PL 1309	\$6.00	\$35.00
1928-29	250	PL 1765	6.00	35.00
1929	245	PL 1766	7.20	42.50
Mohawk Sets		PL 1761	5.40	30.00

16-22 Hudson Street, New York, N. Y.

Telephone: Barclay 7583
7584

Eliminators and Chargers

(Get our bulletin)

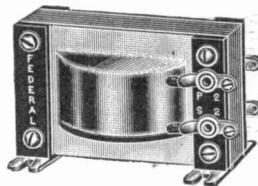
ATWATER KENT "B" Eliminator 135-150 volt	\$13.50
BAKELITE Trickle Chargers, Model "J"	6.50
WEBSTER Bone Dry Charger, less cartridge	1.50
BRACH Automatic Relays90

TUBES

R. C. A. and SONATRON Complete line. (Get our bulletin)

MISCELLANEOUS

BALDWIN UNITS	\$ 1.50
TIMMONS Phones	1.12
PRIME ELECTRIC TURNTABLES. Get our bulletin for details.	10.50

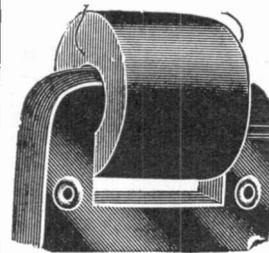


Federal—No. 65

An excellent replacement for Federal Sets and many other makes.

NET \$1.45 ea.

\$1.30 ea. doz. lots

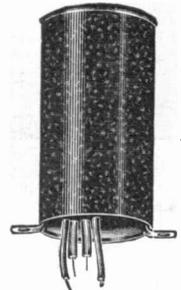


All American or Ware Type

Small, compact and efficient.

NET 65c ea.

60c ea. doz. lots



Atwater Kent Replacement Transformer

For all battery sets and early model electric sets.

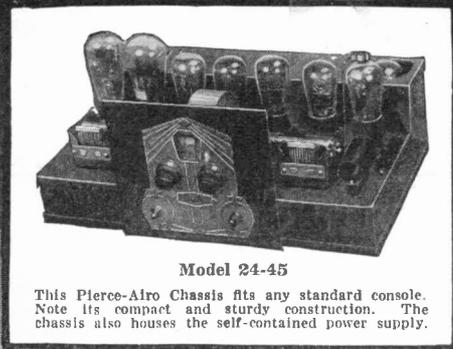
Net \$1.50 ea.

\$1.40 ea. doz. lots.

We also have listed in our BULLETIN complete line of Aerial Equipment, Electrical Necessities such as triple outlets, plugs, sockets, etc. In other words merchandise that sells, that you want, and that we have.

Our "RADIO BARGAIN NEWS" is mailed about once every two weeks. Thousands of dealers and service men have made money by receiving our Bulletin and taking advantage of the special offers. Keep in touch with the Radio market by sending your name. We will gladly place it on our mailing list to receive the free copies, without obligation of course.

Just mail your letterhead or business card and the Bulletins will start coming at once.



Model 24-45

This Pierce-Airo Chassis fits any standard console. Note its compact and sturdy construction. The chassis also houses the self-contained power supply.

UNDISPUTED LEADERSHIP!

PIERCE AIRO

The NEW SCREEN-GRID: Model 24-45 is, justly termed the "PERFECT RADIO" Chassis. Jobbers and dealers—well informed in Radio, have chosen this new job in preference to all others: *Truly an Undisputed Leader*, surpassing all others for—construction, performance, price.

The Modern Way to Sell Radios

More and more radio dealers realize that the Pierce-Airo way is the logical way to sell radios today. With a super-performing chassis like the Pierce-Airo, and a variety of consoles for the prospect to choose from, sales are not only more easily made but they are more profitable because you can set your own selling price and make your own profit. Sell the Pierce-Airo way. Make the Pierce-Airo your leader. It will make you more customers and boost your profits.

Samples are ready for delivery. Write for net prices and full particulars.

PIERCE-AIRO, INC., 113R Fourth Ave.
New York City

Pierce-Airo Chassis Features

1. Employing the new 224 Shield Grid Tube.
2. Uses the new 245 tube, insuring increased volume without the consequent distortion.
3. Provision is made for regulation of line voltages in various localities, insuring longer life of tubes.
4. With a Pierce-Airo Chassis either an A.C. or D.C. dynamic speaker can be used.
5. Has automatic phonograph pick-up.

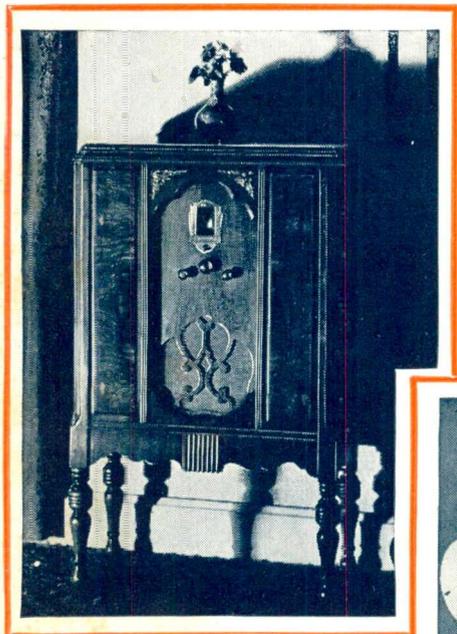
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Steinite is the fastest seller in Radio Today

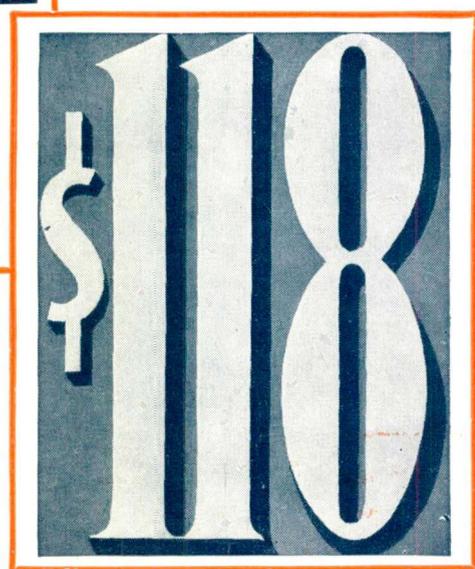


Here are Three Profit-Making Reasons!

STEINITE'S new set—at any price—would be the sensation of the radio world. But Steinite, thanks to mass production methods, offers this great set at a price which makes it twice as sensational! No wonder that

dealers everywhere say the new Steinite is the fastest seller in radio today! The Steinite Hi-Boy model rounds out the Big 3 of Radio—and no thinking dealer can afford to ignore the tremendous effect which Steinite's 1929 achievements will have upon his radio business.

... Why not write—today—for full details of the Steinite proposition?



LESS TUBES

1 Steinite's New Set



**STEINITE RADIO
COMPANY**

Fort Wayne, Indiana

Steinite Radio of Canada, Ltd.
Toronto, Ontario, Canada

2 Steinite's Amazing price

— and this makes **3**

The
Steinite

HI-BOY
\$149.50

LESS TUBES

Your customers will want nothing finer than the Steinite in this glorious Hi-Boy Console—executed in fine veneers, beautifully matched and finished. Half swinging doors; remarkable baffle-board which gives striking tone results.



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-878**
Ballast Tube
- RADIOTRON UV-886**
Ballast Tube

The standard by
which other vacuum
tubes are rated



A. A. HOWARD
President, HOWARD RADIO CO. Says:



"Because we are proud of the performance of Howard receiving sets we call their purchasers' attention to the vital importance of their vacuum tubes. We urgently advise that RCA Radiotrons be used in them throughout, for initial equipment and for replacement. In this way the finest reception is obtained."

A. A. Howard

RCA Radiotrons are recognized as standard by the leading makers of fine radio instruments. But it is unwise to use new tubes with old ones. Repeated tests have proved that you will get better results if you completely reequip your set with RCA Radiotrons once a year at least. By putting fresh tubes in every socket you are assured of balanced reception.

RCA RADIOTRON

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

Don't make your customers' sets experimental stations for unproved vacuum tubes. Don't sacrifice your customers' good-will. Make sure that your customers come back year after year by selling them the highest quality and most uniform vacuum tubes known in the radio art ... RCA Radiotrons. Your business suffers every time you sell an inferior vacuum tube. It's the surest way to breed complaints and shatter a customer's confidence in you. For poor tubes cause distorting hum, burn out power units and mar the performance of even the finest sets.

Superior resources of research and manufacturing guarantee to RCA Radiotrons the finest possible quality in vacuum tubes. They are the standard of the industry ... endorsed by every manufacturer of fine radio instruments. Their tried, tested and proved performance backed by continuous advertising the year round makes RCA Radiotrons easiest to sell.



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.

RADIOTRON DIVISION - RADIO-VICTOR CORPORATION OF AMERICA

RCA RADIOTRON

RADIOTRONS ARE THE HEART OF YOUR RADIO SET