

Rocky Mountain Crystals

BETTER THAN GALENA
The most sensitive mineral rectifier known. Can also be used with one or more stages of amplification.
Mounted, 35c.; Unmounted, 20c.; Postpaid
Manufacturers, Jobbers, Dealers, Clubs,
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Rocky Mountain Radio Products, Inc.
9 CHURCH ST., NEW YORK, N. Y.

No Aerial No Loop
No Lamp Socket Attachment

ONLY—
RADIO-DUCT

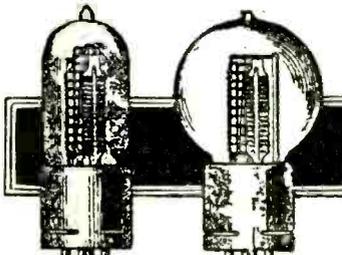
—AND A GROUND CONNECTION

Sold in 10-Foot Rolls
At \$1.00 per Roll

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DIRECT UPON RECEIPT OF
YOUR REMITTANCE.

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Telephone: 3731 Hoboken



V-T 1 at \$7.54

V-T 2 at \$8.45

These are the Tubes for which so many are inquiring and that are still difficult to find anywhere. There being very few of these tubes on the market, and after present supply is exhausted, more will not be available at any price, as they are to be made exclusively for the U. S. government, sure long life.

FULL LINE OF SUPPLIES. LOWEST PRICES ON STANDARD MERCHANDISE. GET OUR PRICES BEFORE PLACING YOUR ORDERS.

Amalgamated Radio Supply Co.

EXPORT AND IMPORT
193-A William Street New York City

NOVO "B" BATTERIES FOR RADIO

22½ - 45 & 105 VOLTS



**NOISELESS
DEPENDABLE
GUARANTEED**

ASK YOUR DEALER

NOVO MANUFACTURING CO.
424-438 W. 33rd ST.
NEW YORK

531 SO. DEARBORN ST., CHICAGO.

Speed of Radio Waves

EVERY amateur or other radio operator, when sending out a message, may rest assured that his signal has reached Mars in a little over four minutes, if the planet happens to be at the nearest point of its circuit or in about twenty minutes if it is at the opposite side of the sun, says "The American," New York. Whether or not there are intelligent beings, conversant with radio, inhabiting the planet, is a question that does not for the moment concern us.

Such speculations are of interest because they bring vividly to mind the fact of the almost unthinkable speed of the electromagnetic waves that convey the radio messages. One way of illustrating this is to compute that the radio waves would go clear round the earth at the equator more than seven times in a second. In the thousandth of a second they reach out to a receiving station 186 miles away. In the hundredth of a second they would compass 1,860 miles—half across the continent.

Meantime sound travels through the air to a distance of only a little over ten feet in the hundredth of a second. And so a curious paradox presents itself. If you were in the broadcasting room, over there in Newark, let us say, listening to a speaker who was talking into the microphone transmitter, the words would not come to your ears until later (by the fraction of a second) than the time when they had been heard by every one of the listeners using radio-receiving telephones within a radius of a hundred miles.

When President Harding delivers an open-air address which is radiophoned from the great transmitting station at Arlington, the persons within actual sound of his voice—those in the audience directly in front of him—are the very last ones to hear what he says.

If he were speaking through a megaphone that would carry one-third of a mile, the members of the audience at that distance would hear his words at just about the same instant when the message reached the man in the moon.

Radio in Department Stores

THE installation of a broadcasting station in a community where as yet no other store or organization has one creates a tremendous amount of prestige and is of exceptional advertising value. It must be understood that, for the present, no direct advertising may be sent through a broadcasting station. The United States Government is issuing licenses for stations sending out only educational and recreational programs. However, in making each announcement on your radio program you are privileged to give the name of your station and its location. It is also possible to have members of your organization, or outside experts, talk on various matters of general interest which, incidentally, tend to bring business to your store. Thus, you can have your fashion expert talk on style, or have your shoe buyer talk on shoes and their effect on health, or in other words develop programs that suggest to the minds of the listener that your store is the logical center for certain lines of merchandise and for others of an associated nature.

To many anxious inquirers. RADIO WORLD has no free list. One copy is sent as a voucher to each advertiser or advertising agent represented in current issues. All other copies are paid for on subscription or through the news trade.

BUY "RITE"

\$5.00 Variometer	\$3.20
\$5.00 Variocoupler	3.20
Flrth S. C. Jack	.58
Rite Rheostat	.75
Klosner Rheostat	1.00
Rite Detector Units	5.50
Rite Amplifier Units	11.95
1250 Honeycomb Coil	3.30
1500 Honeycomb Coil	3.80

CRYSTAL RECEIVER complete—Aerial, Lightning Arrester—Phones, ready to operate 20.00

Dealers write for Catalogue

"RITE" RADIO SHOP

4th Ave. and Pacific St., Brooklyn, N. Y.
Sterling 8513

Radio Trade Directory

National CARD CATALOG of Radio Dealers, Distributors, Jobbers, Indicating Class as Exclusive, Wholesale, etc.

Compiled from Information Secured from Chambers of Commerce, Manufacturers, etc.

Circular and Sample Cards upon Request.

SYDELL'S RADIO DIRECTORY AND SERVICE

555A Schenck Avenue Brooklyn, N. Y.

GITHENS TRUTONE RADIO HORN—LOUD SPEAKER



First one to sell on ten day trial Money back Guarantee

Retail Price \$21.00
Includes Loud Speaker

Trutone has been pronounced the best on the market by experts. It has a clear true tone. Every radio fan should try Trutone and compare it with others.

If YOU don't find Trutone the best, your money will be refunded. It is sold on a ten-day trial money-back guarantee. If not carried by your dealer write us.

Distributors and Dealers, write!

AUTO PARTS MFG. CO.

1815 Trombly Ave., Detroit, Mich.

Let The World Talk To You Thru The Marvelous

PAN-AUDIO

TYPE CF-3 AMPLIFIER

THE PAN-AUDIO Three Step Amplifier was designed by expert radio engineers for those who demand the maximum of high frequency, scientific construction, appearance and workmanship in radio apparatus.

The PAN-AUDIO is absolutely free from all howling and distortion. Unlike the average amplifier, it reproduces speech in natural tones, every word of which can be clearly understood.

The PAN-AUDIO Amplifier provides a high class radio outfit, noted for its simplicity of operation, clearness of tone and handsome appearance. It is the ideal set for receiving the broadcasting of music, lectures, concerts, time signals, news items, stock reports and weather forecasts.

The PAN-AUDIO is made of solid mahogany, hand rubbed to a furniture finish. The panels are of best grade bakelite, carefully engraved, with nickel-plated binding posts and invisible wiring. May be used with any type of receiving set.

Ask your dealer to show you the PAN-AUDIO today. If he hasn't got it write us direct for illustrated literature and full details.

The Wireless Appliance Corporation

513-C Sixth Avenue

New York

