

RADIO

Merchandising

THE MAGAZINE OF THE RADIO TRADE

Annual Directory Number
NEW YORK

A COMPLETE BUYING AND SELLING DIRECTORY

Listing :

1. All radio products made by rated concerns and sold through jobbers.
2. The manufacturers, with their executives, offices, and class of products manufactured.

Also in this issue :

**"Private Brands" and Promiscuous
Distribution Point a Two-way Moral.**

"Who Made This Set?"

*And all the regular features which
make this book the leading authority
on radio merchandising.*

AUGUST 1926

Seaboard Edition

Ask any Day-Fan Radio Dealer what he thinks of the Day-Fan Line and the Day-Fan Dealer Policy. We wired a hundred and eighty of last season's dealers and got seventy telegrams with enthusiastic endorsements and no kicks. That means something in Radio. Find out about Day-Fan before you sign up!

Day-Fan

RADIO RECEIVERS

5-6-7 tube, \$89.00 to \$250.00

Day-Fan Electric Co., Dayton, Ohio
(Formerly Dayton Fan & Motor Co.)

Announcing

The NEW PHILCO LINE of

"A" and "B" Socket Powers

also

Trickle Chargers and "A" Batteries

Type 463—Combination A and B Socket Power..\$58.50
(4-volt A and 90 to 135-volt B)

Type 663—Combination A and B Socket Power.. 67.50
(6-volt A and 90 to 150-volt B)

Type A-603—6-volt A Socket Power..... 36.50

Type B-603—150-volt B Socket Power..... 35.00

Type 60—4 and 6-volt Trickle Charger with
Switch 12.50

76-RX—Rubber Case 100-ampere A Battery.... 16.50

Write for particulars concerning new types and prices.

Delivery can be made on all these models in the near future. We urge all dealers to place their orders now to be assured of merchandise, which is being advertised in the Leading Magazines.

This entire line will go big this summer and fall, when the advertising will begin to show results.

Send your order or write.

MP RADIO CO.

(Branch of Motor Parts Co.)

818-820 North Broad Street
Philadelphia, Pa.

Offering a well-rounded line of

Radio dealers are unanimous in their decision to reduce the number of lines for the new season. We strongly endorse this attitude which we believe is bound to result not only in greater economy of doing business, but actually in a larger volume of sales.

There is, however, just as much danger in carrying too few lines as in too many. The dealer, knowing the conditions of his trade and the purchasing power of his customers and prospects, should carry a well rounded stock of merchandise so as to cater to the normal requirements of his territory. Speaking of receiving sets, the average dealer could meet the needs of every class of buyer by carrying three or four lines, one ranging in price not to exceed \$100, one from \$75 to \$200, another from about \$150 to \$300, and, finally, a deluxe line in a higher range of prices.

We are distributors for the following nationally recognized lines of receiving sets which answer the above requirements in a most satisfying manner:

THE **CREBE**
SYNCHROPHASE
TRADE MARK REG. U.S. PAT. OFF.

*Unique—Eye and Ear Value.
A set that sets the pace few
dare try.*

CROSLEY

*This year better than ever. Gives most
for the money the masses can spend.*

ZENITH
TRADE MARK REG.
RADIO
TRADE MARK REG.
→ **LONG DISTANCE**

*Electrically operated—Antennaless—De Luxe Models. The
finest and best that money can buy.*

KOLSTER RADIO

*6 and 8 tubes—single control—outdoor or indoor aerial or
loop. Suits all conditions and satisfies without end.*

We invite you to obtain full particulars at once regarding the many advantages of these well known lines in which we find the elements that will help us grow and our friends to "Grow With Us."

radio sets, accessories and parts

In selecting his lines of radio accessories and parts, too, the dealer must exercise the same critical judgment as in choosing his receiving set lines. The public is buying less QUANTITY than before, but it is demanding more QUALITY. By stocking the products of the following well known manufacturers represented by us you will be in a position to offer your customers what they want instead of alibis, explanations or excuses—and you know which pays best.

Acme Products
All-American
Allen-Bradley
Amperite
Amplion
Balkite
Benjamin
Brandes
Bremer-Tully
Bright Star Batteries
Burgess Batteries
Crosley
Daven
Dubilier
Durham
Eagle Chargers
Exide Batteries
Farrand
Frost
General Radio Co.
Grebe
Hammarlund
Harkness
Hartford Battery
Heath

Jewell Meters
Karas
Kolster
Majestic Eliminators
Mar-Co
Na-Ald Products
National Products
Pacent
Radion Products
RCA Radiotrons
REL Products
Sangamo
Silkenvoice Speaker
Silver-Marshall
Sterling Meters
Tab Batteries
Thordarson
Timmons
Tobe Condensers
Tower's Products
Western Electric
Weston
Yaxley
Zenith
and many others

TRILLING & MONTAGUE

Wholesale Radio Merchandisers

49 N. SEVENTH ST., PHILADELPHIA, PA.

"GROW WITH US"



A way to be sure you are salting the right tail

CONSIDER the salt as your selling and distributing costs.

Aren't you shaking more salt than is necessary or is it because you are wasting salt on the wrong tail?

Why not eliminate any doubt in your mind? It pays to know who and what you are trying to catch.

Consult our service department for manufacturer and jobber lists. We offer you only the legitimate and well rated names in the trade. It's part of our service to the radio industry.

If you think it will be helpful we want you to ask for it.

RADIO MERCHANDISING
239 West 39th Street
NEW YORK CITY

Use the coupon for further facts and information

I am interested in

- ☐ List of rated radio jobbers
- ☐ List of manufacturers of.....
- ☐ Assistance in laying out a merchandising plan for.....

Name

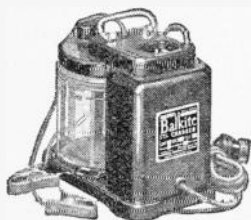
Address

City or State.....

(Attach your Catalogue or Sales Literature if possible)

The new Balkite Line for 1926-7

The new Balkite Light Socket Radio Power Units for 1926-7 are now ready. They convert any radio set into a light socket receiver. Balkite is already one of the three or four fastest sellers in the entire industry. The new line, backed by powerful advertising, will sell even more rapidly.



The New Balkite Charger

MODEL J. Has two charging rates. A low trickle charge rate and a high rate for rapid charging and heavy duty use. Can thus be used either as a trickle or as a high rate charger and combines their advantages. Noiseless. Large water capacity. Visible electrolyte level. Rates: with 6-volt battery, 2.5 and .5 amperes; with 4-volt battery, .8 and .2 amperes. Special model for 25-40 cycles. Price \$19.50. West of Rockies \$20.



Balkite Trickle Charger

MODEL K. With 6-volt "A" batteries can be left on continuous or trickle charge thus automatically keeping the battery at full power. Converts the "A" battery into a light socket "A" power supply. With 4-volt batteries can be used as an intermittent charger. Or as a trickle charger if a resistance is added. Charging rate about .5 amperes. Over 200,000 in use. Price \$10. West of Rockies \$10.50.

All Balkite Radio Power Units operate from 110-120 volt AC current with models for both 60 and 50 cycles. Prices are higher in Canada.

Manufactured by FANSTEEL PRODUCTS COMPANY, Inc., North Chicago, Illinois



A New Balkite "B" at \$27.50

Balkite "B" eliminates "B" batteries and supplies "B" current from the light socket. Noiseless. Permanent. Employs no tubes and requires no replacements. Three new models. The new popular priced Balkite "B" W at \$27.50 for sets of 5 tubes or less requiring 67 to 90 volts. Balkite "B" X, for sets of 8 tubes or less; capacity 30 milliamperes at 135 volts—\$42. Balkite "B" Y, for any radio set; capacity 40 milliamperes at 150 volts—\$69.

Balkite Combination



When connected to the "A" battery this new Balkite Combination Radio Unit supplies automatic power to both "A" and "B" circuits. Controlled by the filament switch on the set. Entirely automatic in operation. Can be put either near the set or in a remote location. Will serve any set now using either 4 or 6-volt "A" batteries and requiring not more than 30 milliamperes at 135 volts of "B" current—practically all sets of up to 8 tubes. Price \$59.50.

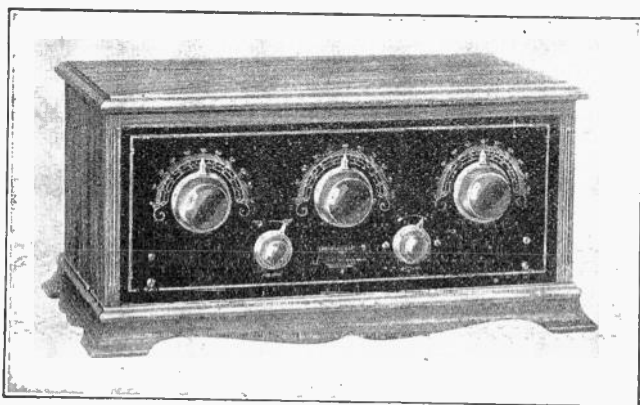
FANSTEEL
Balkite Radio Power Units

Say you saw it in Radio Merchandising

Listen to Our Conversation

It means money in the old till

**A Sales Plan—Brand new
to the Radio Industry**



**VOLUME
DISTANCE**

**SELECTIVITY
CLARITY**

The "Imperial Five"—List \$55

Every dealer should have the protection of the "Imperial Guarantee Sales Plan." No left-over merchandise at the end of the season; every set fully guaranteed for a period of one year.

The "Imperial 5" built in a solid American Walnut case, with panel of polished black Formica and verichrome gold decorations, is an ornament even in the finest home.

The "Imperial 5" is attractively priced and provides a good margin of profit. They are nationally advertised, and backed by our plan, will prove to be a real builder of sales.

If you are not familiar with the "Imperial Guarantee Sales Plan," you should get in touch with us at once. Find out for yourself how our guarantee will protect you and how it means money for you.

**Wire us your order at our expense,
Mentioning your jobber's name.**

IMPERIAL RADIO CORPORATION
GRAND RAPIDS MICH.

Say you saw it in Radio Merchandising

RADIO

Merchandising

THE MAGAZINE OF THE RADIO TRADE

Registered U. S. Pat. Office

GAYB LITTLE, EDITOR

A. D. MICHAELS
Managing Editor

GRAHAM BARNES
Technical Editor

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August, 1926

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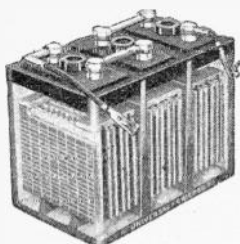
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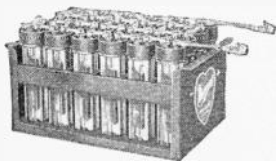
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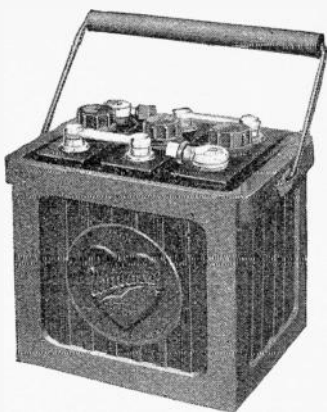
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New type of glass cell for use with trickle charger. Has very heavy plates and ample acid space.



A 48 volt Universal "B" Battery. Assures constant voltage and clearest possible reception.



Radio standard battery, built specially for radio use, with extra heavy plates.

Beauty that sells; quality that makes sales *stick!*

THOSE are the two basic points about Universal Radio Batteries that are responsible for their nation-wide sales, their steadily increasing use, their assured popularity.

Good looks, fine materials, correct design, careful workmanship have always distinguished the Universal line. Thus the sales appeal is there as well as the performance.

And these batteries are made for the sole purpose of improving radio reception. Nothing makeshift. They're engineered for the job, built of the materials that get the results.

New! Universal Power Plant

This newest addition to the Universal line fills the need for a correctly designed "A" unit, enclosed in an attractive aluminum cabinet. Silent in operation. Can be charged at trickle or 2-ampere rate by merely throwing switch. Plenty of acid space above the plates. Economical and convenient to use. Is made up of Type GCR Battery (above) and our own newly designed bulb-type charger. This is the last word in good-looking, compact, equipment.

If your battery business isn't fully as, or even a little MORE satisfactory than any other department of your business, drop us a line and let us tell you how Universal dealers are making REAL money.

UNIVERSAL BATTERY COMPANY

3446 S. La Salle St., Chicago

Batteries for every purse and purpose
 AUTOMOBILE • RADIO • FARM LIGHT
 Parts for all makes of batteries
 SHOP EQUIPMENT

UNIVERSAL BATTERIES

Say you saw it in Radio Merchandising

A Safe Guide

THIS is the Annual Directory issue of Radio Merchandising, and the publishers feel they may justly be proud of it. Nothing just like it has ever been issued before, because it was designed primarily as a purchasing guide for the radio merchant. For example—

Q You will be chiefly interested in Section 1 which lists all the products a dealer needs (and nothing else). All the manufacturers who are listed sell their products thru jobbers. They are all reliable concerns.

Q If you are in need of a certain article, write to the manufacturers listed under that classification and they will refer your inquiry to their jobbers in your territory. Thus you eliminate a lot of time in hunting down certain items and you get the service of a jobber.

Q No other directory has sorted out for you the manufacturers who sell thru jobbers. You will find no other directory so compact, so complete and cram full of information, so simple and easy to use, and so ready for instant reference.

"Private Brands" and Promiscuous Point

*The Dangerous Profits of Manufacturers and Dealers on One Side
Can Work Together to Keep*

(This is the fifth of a series of articles dealing with conditions prevailing in the radio trade. The sixth will appear in the September number.—Editor's Note)

IF the radio business seems beset with problems and confusion, viewed from the standpoint of the retail and wholesale trade, it appears no less complex to many manufacturers who are trying to operate along ethical lines.

For example, a leading radio manufacturer, commenting on the article "Operate at a Profit or Don't Operate at All," which appeared in the July issue of RADIO MERCHANDISING, referring particularly to the suggestion that dealers will profit most by building their stocks largely around nationally known merchandise, writes:

"We find this year a number of large wholesale houses who state that they are going to make their main effort on a set that they can sell in the open

market under their own name. One of the first things they desire to do is to be able to sell to anyone they please, which is certainly not a good thing for the retailer's protection.

"Such sets, in our opinion, are always likely to be of less merit than those bearing the manufacturer's label. Many of them are supplied in this manner because the manufacturer can not get jobbers to handle his product otherwise. The prices at which they are sold make it impossible for the manufacturer to put into them the same quality as we find in sets marketed through regular channels.

Peculiar Competition

"Such sets offer a peculiar brand of competition to the legitimate manufacturer. They help, in a way, to keep alive many manufacturers of miscellaneous parts of such inferior quality that they could not be sold in any other way.

"We believe it is a bad thing for the whole industry to have such sets as are most frequently found in these channels sold to the public."

This letter brings to the front

The author of this series of articles is a Merchandising Expert of more than twenty years' experience, whose name will be furnished on request.

Distribution

TWO-WAY MORAL

*s Merchandise; and How Job-
' Manufacturers on the Other
ic Faith in Standard Products*

for consideration a practice that has long been a source of trouble in many other industries. The "private brand" product may occasionally serve a good purpose. Perhaps it does. But generally it is a parasitic competitor, existing by dubious methods, sold altogether on price and long discounts, offering little quality and less service.

"A Goodly Apple"—Maybe

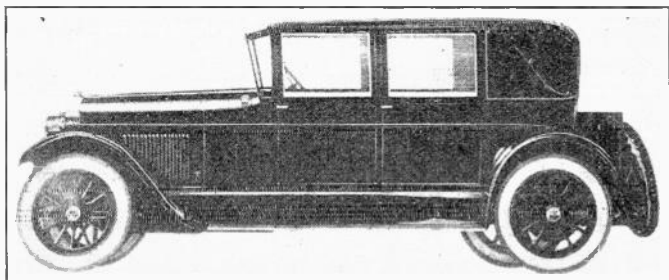
It is an easy matter to catch the unwary dealer with offers of extra profits, particularly on an item such as a receiving set which may easily be designed to look as attractive as any stand-

ard merchandise on the market. The cost of an attractive cabinet is inconsequential if it houses inferior parts.

But the outstanding fact which dealers overlook when they fall into the "private brand" trap is that the real factor of salability in radio equipment is the manufacturer's name.

Who would care to try to sell an exact duplicate of the Ford, the Chevrolet, the Peerless, or the Packard under an unknown name?

It is quite true that these unknown sets may be susceptible of satisfactory demonstration. In fact, it is demonstration that usually sells them.



How many buyers do you think you could find for a car that looked exactly like this Peerless and sold for the same price—or even less—yet bore no name on its radiator or hubcaps?

The time has come for dealers and jobbers to stamp out mushroom growth manufacturers by refusing to handle their lines.

Demonstration No Test

But a considerable part of the buying public has learned that initial demonstration means no more with a radio set than with an automobile. And who ever heard of an automobile that could not be demonstrated satisfactorily in the hands of an expert?

The American people have spent millions of dollars for radio junk. They have bought cheap sets because they have been dubious as to whether any sets on the market would be standard for any considerable time. They have realized that improvements were bound to come rapidly, and it has been the frequent disposition of the cautious buyer to say, "I'll buy a cheap set, try out this radio thing, see whether there is anything in it, and later, when the good sets settle down to standard models I can invest in a real one if I find I want it."

Radio junk like this should cease to clutter up dealers' stock rooms and all but strangle their profits. The coming of standard sets brings with it the demand for advertised goods, which the American public has long since learned are the safest.

Names That Register

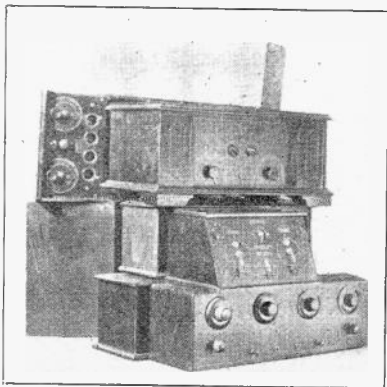
Now we have come to the point where standardization is in sight. Improvement probably will continue, but there is no reason to suspect that it will be radical in character. Sets bearing such names as Atwater Kent, Freed-Eisemann, Bremer-Tully, Grebe, Sparton, Day-Fan, Zenith, Radiola, Bosch, Fada, Crosley, Federal, Splitdorf, Kolster, Magnavox, De Forest and a few others that have attained popular recognition are the legitimate backbone of this industry.

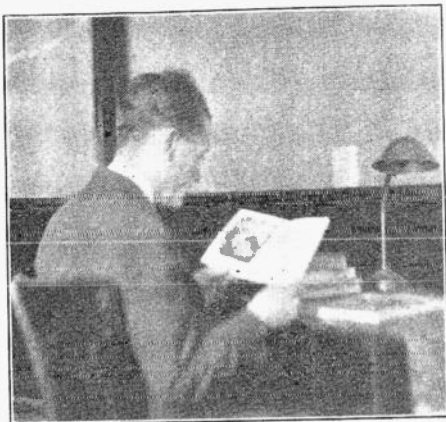
And the same principle applies no less to batteries, speakers, power equipment, tubes and all accessories. Even in the field of parts, wide as it is, a few names stand out prominently.

These goods are salable because of the names they bear. The public puts its confidence in their names because it learned long ago that advertised goods are safer.

The Wrong Horse

It seems the height of recklessness, therefore, for any reputable radio dealer to try to run counter to the established trend, to defy public opinion, to disregard economic principles by trying to make merchandise sub-





Whether the radio industry is going to continue to suffer from too grand an army of manufacturers depends on whether jobbers and dealers will make it a hard and fast rule to take on only those lines the public knows and respects. And on the other hand—(See next page)

stitute for merchandise that has established itself as standard in the public consciousness.

Obviously anyone may enter the field of manufacture. There is no barrier against the jobber going into the manufacturing business and putting his product on a plane with the products of other manufacturers. But he can do it only by following the beaten track, by investing the money required to establish his product with the public.

And no one is going to undertake that job merely to provide himself with a product for sectional sale, to be offered purely as a means of undercutting legitimate manufacturers.

'Too Rich a Diet

If there were room in the radio business for an unlimited number of manufacturers this question would be relatively unimportant. But jobbers and dealers should remember that most of their troubles, most of the evils growing out of promiscuous distribution, are directly traceable to one fact, that there have been far too many manufacturers engaged in turning out radio equipment.

What to Do

There is but one possible remedy for this situation. When jobber and dealer reach the point where they refuse to take on a line until it has made a substantial move in the direction of securing public acceptance the radio factories now located in sheds and barns will disappear. The producers of cheap parts for the private-brand trade will fade out. It will no longer be possible to break into the radio manufacturing business with a few dollars and a scheme. And radio equipment will disappear from the delicatessen stores.

The buying motto of every radio merchant, today, should be: "Go get a reputation."

Such a policy will create no barrier against the manufac-

Never has a series of articles in RADIO MERCHANDISING stirred up so much comment and discussion. We'll be glad to know what your reaction is to this "Housecleaning" campaign.



—the manufacturer should do his part to restrict the right to handle his sets or accessories to carefully investigated dealers and jobbers.

turer who has the goods, plus the price of a reputation. But it will shut out most of the would-be manufacturers who are hurting the radio market and undermining public confidence in radio entertainment.

The Other Side

And now for a word about another side of the picture, one that brings out the need of real reciprocity:

If radio merchants are to exercise discrimination in favor of standard merchandise, radio manufacturers and their distributors should be equally discriminating in selecting their dealer outlets.

Particularly, they should avoid efforts to increase the handling of radio equipment by dealers in other lines who may be induced to take it on as a side-line, thus cutting in on the regular business of legitimate radio dealers.

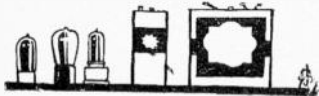
There is real temptation, at times, to place such items as tubes and batteries in all sorts of retail establishments. These goods, representing the real bread and butter of the radio merchant, particularly in the dull season, ought to be sold in radio stores as far as possible.

Particularly is this true of tubes which are strictly a radio item.

The Square Thing to Do

In the case of batteries, it is not so easy a matter to arrive at a satisfactory policy, since both storage and dry batteries are sold for numerous other purposes and dealers who hold battery franchises, though not engaged in the radio field, have some basis for the claim that they are entitled to sell batteries for any purpose.

But the manufacturer who wishes the friendly co-operation of radio dealers should go as far as he can to protect



In the phonograph field the better records are sold only in phonograph stores. Manufacturers of radio accessories, too, should in fairness confine the sale of tubes and other items which set owners must buy at frequent intervals to regular dealers. This is a valuable source of their income.

them against universal competition on these items which represent the most important repeat business in the field.

The aggregate sale of such goods is not increased by increasing the number of dealers handling them. People buy tubes and batteries when they need them, not merely for the sake of buying. Shelf depreciation is minimized when every dealer is able to do a reasonable volume of business, showing a fair turnover of stock.

All of which, of course, reacts to the ultimate benefit of the manufacturer.

Wheat and Chaff

In all of these problems, the ultimate solution will be found by each branch of the trade developing a selective policy in its

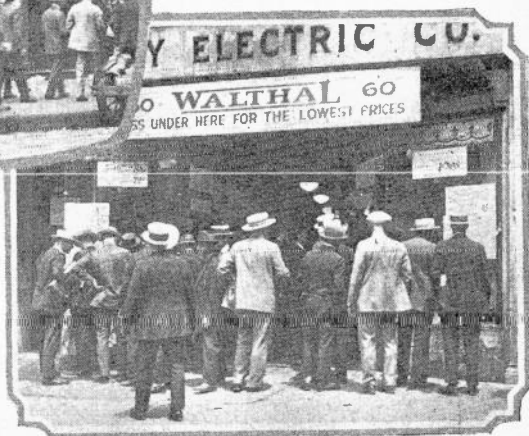
dealings with the other branches—picking the good ones and allowing the undesirables to find their way out of the industry as best they can.

To Represent Victor Instrument Company

The Victor Instrument Mfg. Company of New York, manufacturers of hydrometers, have appointed the B. B. Downs and Sons Company of St. Paul, Minn., as their representatives for the states of Minnesota, North Dakota and South Dakota. Branches are maintained at Minneapolis and Duluth.

New Erla Executive

H. J. Edwards has been appointed general sales manager of the Electrical Research Laboratories of Chicago, Ill. Mr. Edwards was formerly in the sales departments of the Maytag Company and the One Minute Washing Machine Co., both of Newton, Ia., with supervision over sales activities in several middle west states.



Unknown merchandise must be sold on a price basis. Its reputation is worthless, for it has no reputation. You can fool the people for a time, but some day they will learn their lesson and stop going to the store that advertises a radio auction or the "lowest prices."

And then

They Hear

An interview by

Herbert R. Mayes

with

JOSEPH D. R. FREED

President

Freed-Eisemann Radio Corp.

I WISH Horatio Alger were still living. I'd like to meet him. I'd like to grip his hand, pat him on the back, and say, "Your heroes may have been the bee's knees in your day, Algie, but gee what four-flushers all of them would look like now!"

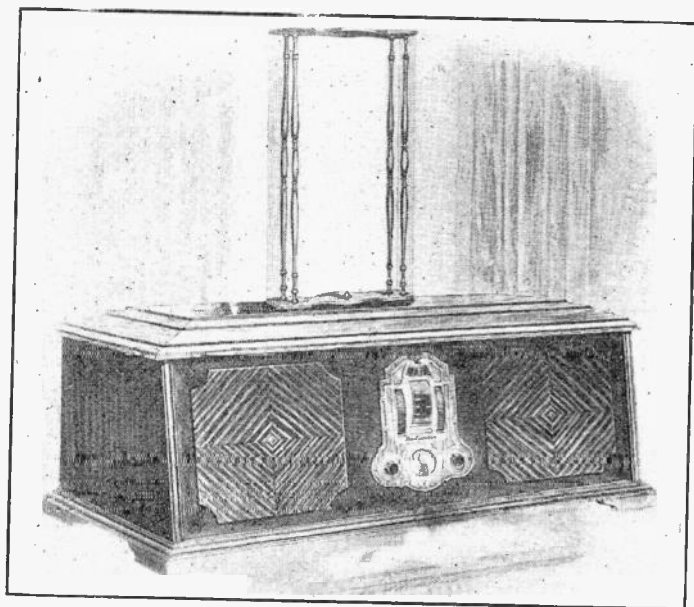
Alger would frown, no doubt, and smile and say, "That's all right, old top, but you know you've got to *show me*."

There, of course, would be my cue to throw a spiel about Whozis in the steel industry

and Whozat in the coal industry, to say nothing of Whatzis-name the butter and egg man. But I don't go in much for steel, coal or dairy products. I like radio.

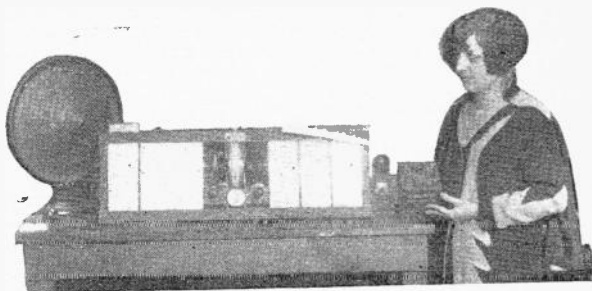
So naturally I'd tell him about Joe Freed.

Joseph D. R. Freed, to be nice



Freed-Eisemann's "800" neutrodyne, their latest contribution to radio

1 MUSIC!



The little contraption in the young lady's hand is the famous "Marvel" crystal receiver, the first set built by Freed-Eisemann. It was built just four short years ago. Yet how tiny and ineffective and antiquated it looks in comparison to the new eight-tube alongside it! The contrast is a vivid illustration of the seven league boots radio strides along in.

and precise, president and chief engineer of the Freed-Eisemann Radio Corporation.

At first thought I was going to set down the title "president" by its lonesome; on second thought I added "chief engineer." If Mr. Freed were asked to choose between the two, his choice would be the latter. He didn't say so. But I know. I know by the way his hands behaved as I sat and quizzed him—hands that quietly stood a book on end, and then another, and then a book flatwise across the top, and seemed to proclaim simply, "See, here I have built a house."

The Inner Sanctum

He sat in the "president's office," but it might be your office or mine. No frills there, no tapestries lapping the walls, no Oriental rugs to stifle the normal, lively step of your foot

across the floor. "President's office" — but engineers' office, too; a big room with lots of light where you might bring a book—and also a hammer and saw.

Mr. Freed is not yet thirty years old. But in the field of radio he is none-the-less a veteran. As far back as 1911 he took to radio as a hobby for free hours after school. He bought the parts for his first set—and caught the signals of vessels out at sea. He longed for a stronger set—and got it with the money earned by doing odd jobs

"Not yet thirty!" But in the list of names that count in radio his name is written close to the top. Joe Freed's love of radio since his student days, and his quick appreciation of its commercial possibilities are told in this exclusive interview.

in late afternoon and early evening.

Dots and dashes—dots and dashes. Perhaps in the constant, nervous ticking of them Joe Freed heard a message that reminded him of—of Dick Whittington and the London bells. He wasn't sure, so he studied the code, and learned it well, and the message he read then was—"Here lies opportunity."

But the day hadn't come—it was still on the way—and he, in the meantime, went to college.

Engineering and chemistry—these two subjects fascinated him. He was partial to both, he "majored" in them, they occupied most of his time—until the last term in college when he was called upon to choose between a particularly advanced class in chemistry and a newly organized class in radio engineering. For some days Joe Freed wore a fretted look. There was something so impelling about chemistry—so close to nature, so bound up in the fundamental laws of life! Chemistry almost had him. But there were little sounds clicking in the student's mind; little clicks, longer clicks—dots and dashes. What they whispered doesn't so

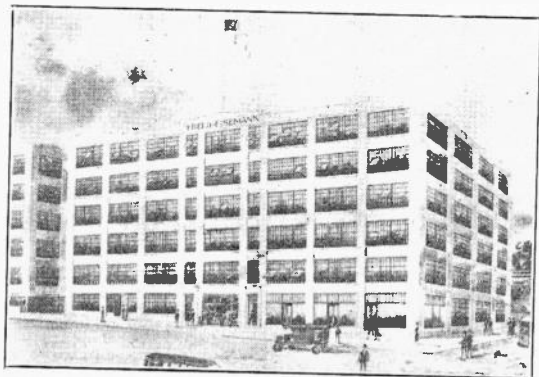
much matter—what matters is that radio won.

War Days

Five students altogether took the course that started in February of 1917. In April the United States went to war. A few weeks later Joe Freed was asked to go to Washington. The Navy claimed him in the radio division, if you can call a group of three men a division. It was the task of these men to analyze the specifications for radio equipment submitted by the manufacturers then in existence. They would determine the availability of the specifications for use on the Navy's ships. Mr. Freed figured out one day that this procedure was not quite right. He had a plan, he thought, that would work better and cost less.

He Designs for the Navy

"Let us design the equipment and prepare the specifications," he said. "Here we know exactly what is needed—the manufacturers can only guess. Let us prepare the specifications and give our orders to the manufacturers who can meet them at the most reasonable price."



The new Freed-Eisemann factory at Junius Street and Liberty Avenue, Brooklyn.



JOSEPH D. R. FREED

Who started building radio sets because
of the whim of his young brother.

The commanding officer to whom the idea was suggested thought it was good. "We'll try it out," said he.

Freed did most of the designing. The plan was foolproof. The radio "division" grew. When the war ended Mr. Freed left 40 assistants behind him. Returning on the train from Washington to his home in New York, he wondered what sort of a job he could get. He knew what he was cut out to be; he knew what he wanted. A letter which he carried in his pocket confirmed his ambitions. It was signed by the man who had been Mr. Freed's commander.

"During the period of the war," it read in part, "Mr. Freed was mainly responsible for several types of radio apparatus which are now in general use throughout the U. S. Naval Service. It is the writer's per-

sonal opinion that Mr. Freed will, if he continues his present line of work, become one of the leading radio engineers in this country."

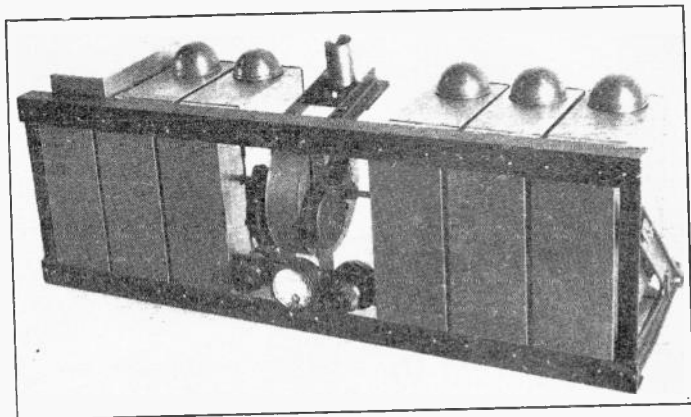
At the Bottom of It

IF one were to ask what single thing was responsible for the organization of the company that is now Freed-Eisemann, the answer would be, "The whim of a little boy." Joe Freed came back to his home, a hero to his youngest brother. The boy wanted a radio set. He, too, wanted to corral the messages that sped from the fingertips of operators on ships at sea.

"He plagued me about a set," observed Joe Freed, with a smile, "until finally I agreed to buy one for him. But no sets were made then, you know, and my job really was to *build* one. I went to an electrical shop and



Even at home Mr. Freed doesn't want to get away from radio. In fact, he has a fully equipped radio laboratory in his apartment on Fifth avenue, and you see him here at work on one of his sets. His is the only home on the Avenue that has a radio laboratory.



The interior of the new "800." The copper shielding for radio frequency stages and detector tube, and the steel compartment for audio frequency stages, all supported on a heavy angle-iron chassis, make this receiver a veritable electric cage.

bought a few parts. I went to another electrical shop for parts which the first one didn't carry. For other parts I trudged to a hardware store. A week passed before I got all the material I needed. In the meantime I was thinking about other boys like my brother who wanted sets and couldn't get them."

That particular thought started him in business. Arrangements were made for the building of a hundred sets, and when these were ready he advertised to a specific market—the boy scouts. The response was quick. Soon the hundred sets were sold and others were made to replace them. "It wasn't very long," remarks Mr. Freed, "before I was selling 15 sets a day—by mail."

They Heard Music!

Thus ambitious boys throughout the country were learning to listen in. Then their fathers listened, too, and were intrigued by the messages the boys deciphered for them. And this went on for several years, until one day, instead of dots and dashes—

Boys and men heard music. KDKA was pioneering on the air.

Joe Freed heard the music, too. Perhaps it was the New World Symphony. Anyhow, it sounded like that to Mr. Freed—it sounded to him more impressive than "What hath God wrought."

Alex Eisemann was a friend of Freed's. The latter's brother was in business with Mr. Eisemann. Joseph D. R. went to them. "Give up your business and come in with me," he urged. "I can't do the job alone. Radio is a big thing from now on."

And he outlined his plans. The other men listened and agreed, and joined him. The formation of the Freed-Eisemann company was the result. What that company has done and still is doing, you all must know.

His Main Problem

I had two questions to ask Mr. Freed. "What is the greatest obstacle you have to overcome in your own business?" That was the first. "Men," re-

Concluded on page 116



G. ANDERSON

“WHO

*The Dealer Who C
That His Sets Are
Manufacturers Wi*

A Story by
G. ANDERSON

Sales Manager
Bremer-Tully Mfg. Co.

As Told to
WILL WHITMORE



The public has become wise. It has learned from experience that a cheap set made by an unknown firm is worse than no set at all. The lure of a radio "bargain" has vanished. It's to the store marked "Standard Sets" that this Fall's business will come.

Made This SET?"

*an Tell His Customers
the Products of Reliable
ll Prosper This Season*

LEGITIMATE dealers will prosper this coming season, but the "gymps" are in for a lean, hard winter, I am happy and confident to say. This statement is based upon reports from our salesmen in

the field and from contact with the radio public throughout the country.

There are several factors which have grown up in the radio industry in the last year or two which will insure good busi-

ness for the reliable radio dealer this season.

The largest factor is the radio public itself. People buying radio sets this season will demand more for their money. That is, they will demand a quality product. They have become wise, and will demand quality reception from the sets they purchase.

The Old Order Changeth

It used to be that people were satisfied with radios so long as they brought in distant stations, but such is no longer the case. They want *volume* and *quality* as well as distance.

Besides this, sets must be well built and of good appearance. A radio set has ceased to be merely a radio set. It is a furniture product as well as a radio set.

And in demanding quality sets, the public has learned the best sets are those manufactured by well established, known manufacturers. They will ask, "Who makes the set you sell?" of the dealer rather than "How much does it cost?" Of course

price will always enter into any radio purchase, but that has ceased to be the dominant factor.

Price used to be the dominant factor before the public learned that a cheap set made by an unknown firm is worse than no set at all. That was the reason why the "gymps" did such a flourishing business. But now that people have learned the folly of buying unknown sets, the "gymps" are bound to die, for they cannot sell the products of reliable manufacturers at reduced prices.

Last year several companies put on extensive advertising campaigns, some of them even before they had a set ready to market. They were under the impression that a national advertising campaign would create a demand for their product.

It Didn't Work

Many of them, on this expectation, started production at a great speed. But the public failed to be fooled by advertising. Their sets remained unsold. The companies went



"Who made this set?" That's the question all radio dealers will have to answer this Fall. What reputation the manufacturer has, and whether the set is nationally known and respected is far more important today than what its price is.



In the sales manager's offices of the leading radio manufacturers hangs this placard: "Instructions to Salesmen—No sale to gyps. Reliable dealers only handle our lines."

bankrupt and the manufactured sets were dumped on "gyps."

This is proof enough that the public cannot be longer fooled. The people are looking to the reliable manufacturers for radio sets, and they will go to the reliable dealer to purchase them.

The Gyp Loses Out

Another factor which will insure good business to the reliable dealer and failure to the "gyps" is that the foremost manufacturers are now refusing to sell sets to unreliable dealers. Nearly every responsible manufacturer today markets his products through authorized dealers, and the dealers must meet certain requirements before the manufacturer will make him an authorized dealer to handle his products.

Among the requirements is service. Unless the dealer has a capable service department to service every set that he sells he will find it difficult to become the authorized dealer of a good product. This is proving a great benefit, for the "gyps" simply

cannot afford to render service on cut rate sets, and still make money. Other requirements are sufficient capital and credit, and the capacity for doing installment plan selling.

There are thousands of people in the country today who own antiquated radio sets, bought when radio was still a mystery and radio engineers were practically unknown. But now that the public has learned how much it can expect—and get—from a radio receiver, these owners of out-of-date and improperly designed sets will be in the market this season for good ones. They will go to the reliable radio dealer, and demand a radio set made by a well known manufacturer.

Crystal Set Prospects

Then there are a surprising number of crystal sets still in use today. The cities and suburbs are full of crystal sets. And every crystal set owner is a good prospect for a tube receiving set. Dealers should pay especial attention to the crystal

"Good Prospects for the Coming Season!" does not mean that everyone will prosper in the radio business. Those who get out and hustle and fight will prosper. But those who wait for business to walk in the front door will find business no better than in the past.

set owner, for sooner or later he will be in market for a large tube set. He is already sold on the ideal pleasures of radio.

It has been our experience that dealers are more successful when they limit their stock of radio sets to not more than three lines. These three lines should cover the entire price range, so that the dealer has in stock a radio set to suit every pocketbook.

How Many Lines?

It is advantageous to carry one line of sets that is low priced, yet dependable. Then another line of a little better grade should be carried to appeal to the average class of trade. The third line should be altogether a class product appealing to the moneyed people.

Such a stock of merchandise is a well rounded stock. The dealer has a set to satisfy any customer that might come into his store—from a day laborer to a millionaire. But it should be stressed that all three lines should be those of well known, nationally advertising manufacturers who have built up a reputation for good merchandise.

A Stock That Suits

Of course, the dealer will have to choose his stock according to the class of people living in his community. It may be that there are no rich people in his

community. It would then be folly to carry a class product. Or if he is living in a neighborhood of wealthy residents, he, perchance, would not need the low price line. However, the average dealer will find that three such lines will suit his requirements adequately.

There is very little advantage in carrying more than three lines of radio sets. It only means that you will have to invest more. It means that more time is taken up in sales demonstrations, and that the customer will have such a variety to choose from, it will be harder for him to buy.

Raytheon to Continue Quality Policy

The Raytheon Company's policy of maintaining quality on B-power units using the Raytheon tube has met with such gratifying success during the past season, advises Miles Pennypacker, Chief Engineer, that it will be continued during the coming year.

This policy, in a nutshell, consists of selling Raytheon rectifier tubes only to manufacturers who use the tubes in a carefully designed and thoroughly tested B-power unit.

To Cover South for Bosch

J. J. Kuscher has been appointed special field representative to cover southern territory by the American Bosch Magneto Corporation of New York.

On Distantone Sales Force

C. F. Eminger, formerly connected with the Day-Fan Company, has been added to the sales force of Distantone Radios, Inc., of Lynbrook, N. Y.

King Line Exhibited at New York Hotel

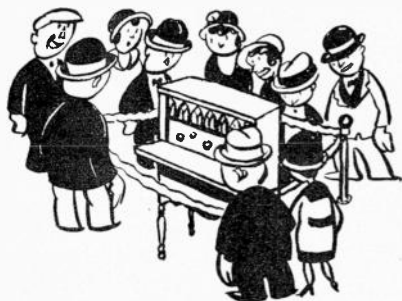
The King line of radio receivers, manufactured by King-Buffalo, Inc., Buffalo, N. Y., was recently displayed at the Pennsylvania Hotel by the North American Radio Corporation of New York City.

The King line for 1926-7 includes a six-tube, three dial model, No. 61, which lists at \$65; a six-tube, fully shielded, single-dial, No. 62, listing at \$100; a console model, No. 63, listing at \$210. Other models range in price from \$50 to \$125.

FREED- EISEMANN

a new line built to give

What the public wants



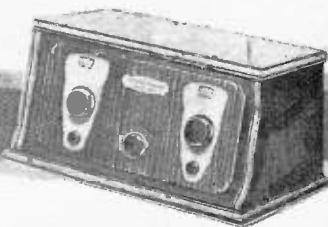
What the dealer wants

*See next
3 pages*





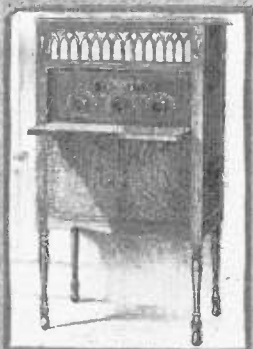
NEW! COMPLETE!



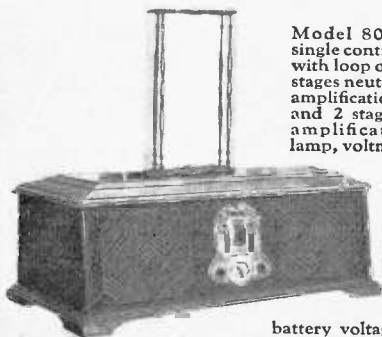
Model 30*—6-tube, shielded, two control. Wired for power tube.



Model 50*—7-tube single control, 3 stages TRF amplification, detector and 2 stages transformer coupled audio frequency amplification. "A" battery voltmeter, antenna compensator, partial inter-stage shielding. List price \$175.

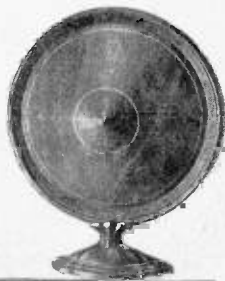


Model C-10—Console with built-in horn and space for batteries. In walnut finish. Available for Model 10. List price, less set and loud speaker unit, \$40.



Model 800†—8-tube single control, operates with loop or antenna, 4 stages neutrodyne TRF amplification. Detector and 2 stages of audio amplification. Pilot lamp, voltmeter for all

Model 14—Full floating cone speaker. Improved armature system reproduces both low and high frequencies. New principle protected by patents pending. List price \$25.



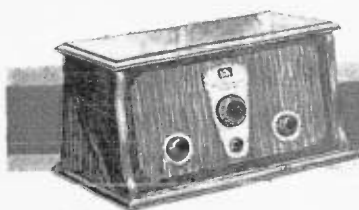
battery voltages. Each stage in individual shielded compartment. List price \$385.

STUDY
THIS
NEW
LINE

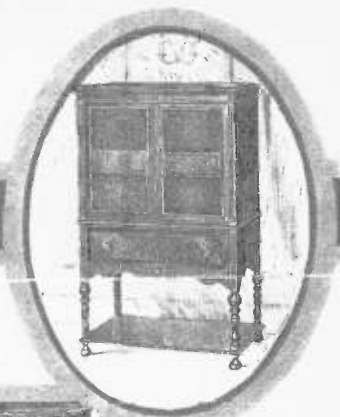
FREED-

Say you saw it in Radio Merchandising

REVOLUTIONARY!

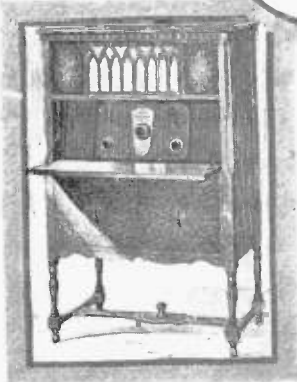


↑
Model 40*—6-tube, shielded, single control. Wired for power tube. List price \$85.



↑
Model 850†—Walnut Italian Renaissance Highboy cabinet with built-in Model 800 receiver, loop, and Freed-Eisemann full floating cone speaker. List price \$650.

→
Model C-40—Console with built-in horn and space for batteries. Available for models 30 and 40. Walnut finish. List price, less set and loud speaker unit, \$70.



Model 16—"B" and "C" power unit operates with double wave rectifier tube and voltage regulator tubes. Safety switch. Can be used on sets operating with power tube. Operates on 110 volts, 60 cycle A.C. List price, less tubes, \$45.



↑ Model 48*—6-tube, shielded, single control, "A" battery voltmeter on panel. Pressed steel chassis. List price \$125.



*Licensed and manufactured under a group of Latour patents.

†Licensed by Independent Radio Mfrs., Inc., under Hazeltine Patents 1450080, 1489228, 1533858.

ALL PRICES SLIGHTLY HIGHER IN CANADA AND WEST OF ROCKIES

EISEMANN

Say you saw it in Radio Merchandising

And now—Here's the story—PROFITS!

A New Complete Line

The new Freed-Eisemann line is revolutionary in design, amazing in performance and distinctive in appearance. Its completeness offers you the means to

satisfy *all* radio demands!

Each Freed-Eisemann Radio Receiver establishes new price standards in its class.

Prices from **\$60 to \$650**

Liberal Discounts

We are continuing our policy of generous dealer discounts. The Freed-Eisemann franchised dealer will have the advantage of being able

to concentrate his efforts safely on this one line, thereby avoiding the losses that come from spreading sales over several lines.

Prestige

The Freed-Eisemann name is widely recognized as one of the greatest in radio. Our strong financial position and the continuation of our

sound policies together with the advanced Freed-Eisemann apparatus, make the value of our franchise even greater than before.

Tremendous Advertising

The Freed-Eisemann line will be powerfully advertised in 24 leading magazines which will reach over

15,000,000 families a month. In addition there will be a strong newspaper campaign in leading cities.

Dealer Cooperation

The Freed-Eisemann distributor in your territory will heartily cooperate in furthering the success of his

franchise dealers. In addition, Freed-Eisemann offers a generous and helpful array of all types of selling helps.

A franchise may be available in your territory. Communicate with us or with our distributor at once.

FREED-EISEMANN RADIO CORPORATION
Liberty Avenue and Junius Street, Brooklyn, N. Y.

FREED-EISEMANN

Say you saw it in Radio Merchandising

FREED - EISEMANN

He's bound
to make money!

A DEALER with a shielded set on a steel chassis for \$75. He's going to make friends fast!

Think it over—this value is but typical of a whole new Freed-Eisemann line. The franchised Freed-Eisemann dealer is bound to make money!

The new Freed-Eisemann line includes sets from \$60 to \$650—in engineering—in beauty—in performance they represent a real advance in radio.

There may be a franchise open in your territory. Write or wire immediately.

ALLIED ELECTRIC CO.

118 - 9th Street

Pittsburgh, Pennsylvania



WE'RE
with
YOU!

REAL wholehearted cooperation is not just an ideal—it is a *fact* with the Harry Alter Co. Every Freed-Eisemann franchised dealer receives personal, interested service.

The enthusiasm of every one who has seen the new, complete, revolutionary Freed-Eisemann line indicates a banner year for Freed-Eisemann dealers.

A franchise may be available in your territory. Communicate with us at once for details.

If you are not on our mailing list, write today for our complete 240 page catalog of Radio Parts and Accessories.

THE HARRY ALTER CO.
Ogden Boul. at Carroll Ave.
Chicago, Ill.

De Forest Upheld in Radio Invention

Federal Judge J. J. Thompson of Philadelphia recently canceled the patent of Edwin H. Armstrong as inventor of the "feed-back regenerative circuit," termed the second most valuable basic patent of the radio art and industry, in an action for infringement brought by the De Forest Radio Company against the Westinghouse Electric and Manufacturing Company.

This decision automatically declares Lee de Forest to have been the original inventor, and involves many prominent radio manufacturers, including the General Electric Company and R. C. A., who as Westinghouse licensees have installed the Armstrong circuit in an estimated one-half of the radio sets built and sold in the United States.

Profits in accounting to the De Forest Company involve millions, it is said.

Bosworth Appoints Sales Representatives

The following representatives have been appointed by the Bosworth Electric Manufacturing Company of Cincinnati, Ohio:

Kowfeldt Company for Minneapolis territory, including Wisconsin and the Dakotas; J. H. Lyte Sales Company in Philadelphia and Baltimore; Handle-Davies Company of Cleveland for Cleveland and Buffalo territory; Detsch and Company of San Francisco on the west coast; Manufacturers Sales Company, New York City, for the metropolitan district; and Wood and Anderson in St. Louis for St. Louis and southwestern territory.

Isofarad Receiver Outgrowth of College Friendship

An interesting story received from the Walbert Manufacturing Company of Chicago reveals the fact that the Isofarad Receiver and the Isofarad circuit were really the result of a friendship between Byron B. Minnium, the inventor and chief engineer of the Walbert Company, and Howard M. Dodge, the sales manager.

Ten years ago these men met while working as wireless operators on the same ship during their college vacation.

Later, in 1922, when Mr. Dodge was appointed sales manager of the Walbert Manufacturing Company, he persuaded Mr. Minnium to take charge of the radio laboratory for the development of new apparatus. In 1923 Mr. Minnium started work on the Isofarad circuit, and it was announced in technical magazines in 1925.

This is but one of a number of friendships of this character that had their start in commercial radio operating.

Daven Advances Peaslee

The Daven Radio Corporation of Newark, New Jersey, has announced that W. D. A. Peaslee has been advanced from Assistant to the President to General Manager.

Mr. Peaslee has been successively, General Manager, Jeffery Devitt Insulation Company; Chief Engineer, Belden Mfg. Co.; President, Terlee Electric and Mfg. Co. He is a Director of the American Construction Company and the Interurban Electric Company.

Philadelphia Jobber, J. H. McCullough & Son, Credits Single Line Policy for Success

With the question of whether private brands or leading national merchandise should receive preference an active one among jobbers at the present time, it is particularly interesting to discover on which policy some of the most successful jobbers have built their businesses.

Mr. McCullough of J. H. McCullough and Son, whose main offices are at Philadelphia, with branches at Harrisburg and Allentown, says, "The wonderful business we have built up is due to the fact that from the start we have specialized in certain leading lines."

This company was in the field as radio distributors as soon as radio reception became a good commercial possibility. Their radio business has grown to large proportions.

At the present time they are concentrating their radio set activities on the Freed-Eisemann line.

Forest Electric Merger Plans Abandoned

J. K. Elderkin, President of the Forest Electric Company of Newark, has denied in behalf of his company that a merger of four equipment manufacturers, one of which was the Forest Electric Company, had been consummated.

He also denied that products manufactured by the Forest Electric Company would be manufactured in Kalamazoo, Michigan, and that the factory of the Forest Electric Company at Newark would be closed.

New Sales Manager for Fada

It is announced by F. A. D. Andrea, Inc., New York City, manufacturers of Fada Radio, that Louis J. Chatten, former Divisional Sales Manager for the Central Western territory, has been appointed sales manager of the company, with headquarters at the factory in New York City.

R. P. Van Zile has been named to take charge of the Chicago factory branch.

The RADIO of America's Finest Homes



FREED · EISEMANN
in their new line offer a complete range of sets, from \$60 to \$650 in price — all worthy of their place—in America's finest homes.

Our dealers are set to sell harder than ever this year, after hearing of the amazing new line, its craftsmanship and distinctive appearance.

Wire or write us immediately. There may be a franchise open in your territory.

Note our new address.

E. M. EWING
209 S. Madison Avenue
Peoria, Ill.

Say you saw it in Radio Merchandising

FREED- EISEMANN

And this is what
HELPS!

EVERY Freed-Eisemann franchised dealer in our territory will have behind him the sales experience and the resources of this organization. We stand ready at all times to use our fullest efforts in helping the dealer make money on the Freed-Eisemann line.

From the contracts already signed with our dealers, there is every indication that this year will be the biggest in sales for every dealer who has a Freed-Eisemann franchise.

A new line! A complete line! A revolutionary line! Priced from \$60 to \$650. That's the story of profits.

There may be a franchise available in your community. Communicate with us at once and learn the details of the Freed-Eisemann proposition.

FERRIS - SIMPSON CO.
Dallas, Texas

Say you saw it in Radio Merchandising

FREED- EISEMANN

SELL! *Don't Explain—*

EVERY business operation is a selling operation. That's where Freed-Eisemann dealers are making money!

They have the new sets everybody's talking about—sales! Priced to appeal to every income—\$60 to \$650—sales again! With every new set sold there's no come-back that needs explanation. Only friends, new friends who want the matchless qualities of this new receiver.

Sales all the time with Freed-Eisemann.

Wire or write immediately. There may be a franchise available in your territory. Let us send you printed literature covering the new line.

We are Freed-Eisemann exclusive distributors to the retail trade in all Counties in Eastern Section of Ohio—33 Counties.

THE HAAS ELECTRIC SALES CO.

Ohio's most aggressive
Radio Distributors

Serving more than
1,000 Radio Merchants

CLEVELAND, OHIO

FREED- EISEMANN

NO DEALER has ever given up the Freed-Eisemann franchise voluntarily.

There are more than 15,000 satisfied owners in the state of Wisconsin. In the higher grade of receivers, Freed-Eisemann is making the quickest, surest increases in sales and in popularity.

There is every indication that Freed-Eisemann sales this year will be double those of last year.

Several franchises are still available. There may be one in your territory. Communicate with us immediately.

"Wholesale Only-Nothing at Retail"

Interstate
Sales Co.

193 Fourth St.

Milwaukee, Wisconsin

FREED - EISEMANN

Impression SELLS!

DISTINCTIVE cabinet work on the new Freed-Eisemann sets creates immediate interest. Unfailingly this interest can be converted readily by the dealer into sales. Favorable first impression makes the Freed-Eisemann easy to sell.

This new complete and revolutionary line is priced \$60 to \$650.

Wire or write immediately. There may be a franchise available in your territory.

J. H. McCULLOUGH & SON

257-59 N. Broad St., Philadelphia, Pa.

19-21 N. Cameron St., Harrisburg, Pa.

1042 Hamilton St., Allentown, Pa.

Say you saw it in Radio Merchandising

RADIO MERCHANDISING'S

Selective Directory of the Radio Trade

A Classified List of the Principal Manufacturers of Radio Equipment who market their products through Jobber and Dealer Channels. Including, also, an alphabetical list of such manufacturers, with their Executive Personnel.

Section 1

A Directory of Radio Manufacturers Classified by Products

ADAPTERS

Tube Socket

- Acolus Consolidated, Inc., 161 Grand St., New York, N. Y.
 Allen Mfg. Co., 52 Willow St., Springfield, Mass. "Na-ald & Connectorals."
 Carter Radio Co., 300 So. Racine Ave., Chicago, Ill.
 De Jur Products Co., 199 Lafayette St., New York, N. Y.
 Federated Mfrs. Corp., 905 Mission St., San Francisco, Calif. "Ferdrolan."
 Frost, Herbert H., Inc., 160 No. La Salle St., Chicago, Ill. "Frost."
 General Radio Co., 30 State St., Cambridge, Mass. "General Radio."
 Hoosick Falls Radio Parts Mfg. Co., Inc., Hoosick Falls, New York.
 Pacent Electric Co., Inc., 91 7th Ave., New York. "Pacent."

AERIAL FITTINGS

Masts and Towers

- Friedag Mfg. Co., Freeport, Ill. "Freidag & Bull-dog."
 Wright Electric Co., Inc., 2215 N. Broad St., Philadelphia, Pa. "Wrights."

AERIALS

Indoor

- Ajax Electric Spec. Co., 1926 Chestnut St., St. Louis, Mo. "Ajax."
 Belden Mfg. Co., 2300 Western Ave., Chicago, Ill.
 Bodine Elec. Co., 2254 West Ohio St., Chicago, Ill.
 Dubilier Condenser & Radio Corp., 4377 Bronx Blvd., New York.
 "Ducon Antennae Socket Plug."
 Electrad, Inc., 428 Broadway, New York. "Electrad."
 Fishwick Radio Co., 133 W. Central Pkway, Cincinnati, O. "Effarsee."
 Frost, Herbert H., Inc., 160 N. La Salle St., Chicago, Ill. "Musselman."
 Hope Webbing Co., Providence, R. I., "Talking Tape."
 Steinite Lab., Atchison, Kans. "Steinite."

AERIALS

Outdoor

- Ajax Electric Spec. Co., 1926 Chestnut St., St. Louis, Mo. "Ajax."
 Anylite Electric Co., Fort Wayne, Ind. "King Cole."
 Belden Mfg. Co., 2300 Western Ave., Chicago, Ill.
 Copperweld Steel Co., Braddock P. O., Rankin, Pa. "Copperweld."
 Eagle Elec. Mfg. Co., 59-79 Hall St., Brooklyn, N. Y.
 Freidag Mfg. Co., Freeport, Ill. "Freidag & Bull-dog."
 Frost, Herbert H., Inc., 160 N. La Salle St., Chicago, Ill. "Musselman."
 Hawkeye Lightning Rod Co., Dept. 1308, Cedar Rapids, Ia.
 Musselman, A. J., Inc., 549 W. Washington Blvd., Chicago, Ill. "Musselman Selective."
 Okey Radio Corp., 22½ W. National Ave., Brazil, Ind. "Gold."
 Pressed Metal Mfg. Co., Waukesha, Wis. "Wave-X Condensing Antenna."
 Roth Downs Mfg. Co., St. Paul, Minn. "Orpheus."
 Shinn, W. C., Mfg. Co., 2024 N. Racine Ave., Chicago, Ill. "Shinn Amplitone."
 Super-Ball Antenna Co., Inc., Green Bay, Wis.
 Wright Electric Co., Inc., 2215 N. Broad St., Philadelphia, Pa. "Wrights."

AERIALS

Loop

- Belden Mfg. Co., 2300 Western Ave., Chicago, Ill.
 Bodine Elec. Co., 2254 West Ohio St., Chicago, Ill.
 Branstion, Chas. A., Inc., Buffalo, N. Y. "Branstion Evertite."
 Cardwell, Allen D., Mfg. Corp., 81 Prospect St., Brooklyn, N. Y. "Cardwell."
 Carter Radio Co., 300 So. Racine Ave., Chicago, Ill. "Imp."
 Manhattan Electrical Supply Co., Inc., 125 Church St., New York. "Red Seal."
 Marinette Electric Corp., 1705 Pierce Ave., Marinette, Wis. "Little Tattler."
 Signal Electric Mfg. Co., Menominee, Mich.

Say you saw it in Radio Merchandising

Silver-Marshall, Inc., 846 W. Jackson Blvd., Chicago, Ill. "S. M."
 Stuart Products Corp., 663 W. Washington Blvd., Chicago, Ill. "Stuart."
 Thomas, W. I., Co., 217 No. Desphames St., Chicago, Ill. "Thomas."
 Weber Electric Works, Brooklyn Sta., Cleveland, Ohio. "Volumax."

AERIALS

Kits

Ajax Electric Spec. Co., 1926 Chestnut St., St. Louis, Mo. "Ajax."
 Belden Mfg. Co., 2300 Western Ave., Chicago, Ill.
 Brach, L. S., Mfg. Co., 127-129 Sussex Ave., Newark, N. J. "DeLuxe, Jr. and Sr—Storm King—Storm Guard—Master Aerial."
 Eagle Electric Mfg. Co., 59-79 Hall St., Brooklyn, N. Y.
 Electrad, Inc., 428 Broadway, New York. "Electrad."
 Ferlon, M. M. & Son, Inc., 113 N. Broad St., Trenton, N. J.
 Heinemann Electric Co., Philadelphia, Pa.
 Hungerford, U. T., Brass & Copper Co., 80 Lafayette St., New York. "Star Brand."
 M & M, The Co., 500 Prospect Ave., Cleveland, Ohio. "M&M Master."
 Mohawk Corp. of Illinois, 2222 Diversey Blvd., Chicago, Ill.
 Pilot Electric Mfg. Co., 323 Berry St., Brooklyn, N. Y.
 Spartan Electric Corp., 99 Chambers St., New York, N. Y.
 Stewart - Warner Speedometer Corp., 1826 Diversey Pkwy., Chicago, Ill. "Antenna Kit."
 Swan-Haverstick, Inc., Trenton, N. J. "Aero."

AERIALS

Masts and Towers

Freidag Mfg. Co., Freeport, Ill. "Freidag & Bull-dog."
 Hull, S. W., & Co., 2048 E. 79th St., Cleveland, Ohio. "Hercules."
 Pressed Metal Mfg. Co., Waukesha, Wis. "Redi-Mast."

AMMETERS

B-W Electric Co., 719 S. Sarah St., St. Louis, Mo. "B-W."
 Beede Elec. Inst. Co., Penacook, New Hampshire.
 Cardwell, Allen D., Mfg. Corp., 81 Prospect St., Brooklyn, N. Y. "Cardwell."
 General Radio Co., 30 State St., Cambridge, Mass. "General Radio."
 Roller-Smith Co., 233 Broadway, New York. "Roller-Smith."
 Westinghouse Electric & Mfg. Co., East Pittsburgh, Pa.
 Weston Electrical Instrument Corp., Newark, N. J. "Weston."

AMPLIFIERS

Audio Frequency

Aerovox Wireless Corp., 489 Broome St., New York. "Aerovox."
 Alden Mfg. Co., 52 Willow St., Springfield, Mass. "Na-aid Donie Truphonic Couplers."
 All-American Radio Corp., 4201 Belmont Ave., Chicago, Ill.
 Allen Bradley Co., 286 Greenfield Ave., Milwaukee, Wis. "Bradley."
 American Spec. Co., The, 135-195 Holland Ave., Bridgeport, Conn. "Kelford."
 Anylite Electric Co., Fort Wayne, Ind. "King Cole."
 Branston, Chas. A., Inc., Buffalo, New York. "Branston."
 Cardwell, Allen D., Mfg. Corp., 81 Prospect St., Brooklyn, N. Y. "Cardwell."
 Daven Radio Corp., 158 Summit St., Newark, N. J. "Daven Super."
 DeJur Products Co., 199 Lafayette St., New York, N. Y. "DeJur."
 Dubilier Condenser & Radio Corp., 4377 Bronx Blvd., New York, N. Y. "Micadon 640-A Resistance Coupled Unit."
 General Radio Co., 30 State St., Cambridge, Mass. "General Radio."
 Golden Leutz, Inc., 6th and Washington Ave., L. I. City, N. Y. "Golden-Leutz."
 Jefferson Electric Mfg. Co., 501-11 S. Green St., Chicago, Ill.
 Magnovox Co., The, 2725 E. 14th St., Oakland, Calif.
 Mazda Radio Mfg. Co., The, 3405 Perkins Ave., Cleveland, Ohio. "Consomelle."
 Muter, Leslie F., Co., 76th and Greenwood Ave., Chicago, Ill. "Muter."
 National Co., Inc., 110 Brookline St., Cambridge, Mass.
 National Radio Co., Forest Lake, Minn. "Milleradio."
 Polymet Mfg. Corp., 599 Broadway, New York, N. Y. "Poly Kit."
 Premier Electric Co., Grace and Ravenswood Ave., Chicago, Ill. "Hegehog."
 Radio Mastis Corp. of America, Bay City, Mich.
 Samson Electric Co., Canton, Mass.
 Steinite Lab., Atchison, Kans. "Steinite."
 Thordarson Electric Mfg. Co., 500 W. Huron St., Chicago, Ill.
 United Metal Stamping & Radio Co., The, 410 E. Pearl St., Cincinnati, Ohio.

These directory pages indicate somewhat the service which Radio Merchandising is able to render. Whenever you need information, let Radio Merchandising help you.

Say you saw it in Radio Merchandising

AMPLIFIERS

Power

- All-American Radio Corp., 4201 Belmont Ave., Chicago, Ill.
 Cardwell, Allen D. Mfg. Corp., 81 Prospect St., Brooklyn, N. Y. "Cardwell."
 Golden-Leutz, Inc., 6th and Washington Ave., L. I. City, N. Y. "Golden-Leutz."
 Magnovox Co., The, 2725 E. 14th St., Oakland, Calif.
 Martin, Glen L., The Co., 16800 St. Clair Ave., Cleveland, Ohio. "Amplipower."
 Mayolian Radio Corp., 1931 Broadway, New York. "Mayolian."
 National Radio Co., Forest Lake, Minn. "Milleradio."
 Pacent Electric Co., Inc., 91 7th Ave., New York. "Pacent Powerformer."
 Radio Mastis Corp. of America, Bay City, Mich.
 Radio Receptor Co., 106 7th Ave., New York. "Powerizer."
 Samson Electric Co., Canton, Mass.
 Storad Mfg. Co., The, Detroit Ave. at West 25th St., Cleveland, Ohio. "Storad."
 Thordarson Electric Mfg. Co., 500 W. Huron St., Chicago, Ill.
 Timmons Radio Prod. Corp., 339 E. Tulpehocken St., Philadelphia, Pa. "Timmons."

AMPLIFIERS

Radio Frequency

- All-American Radio Corp., 4201 Belmont Ave., Chicago, Ill. "Filtricia."
 American Spec. Co., 135-95 Holland Ave., Bridgeport, Conn. "Kclford."
 Atlantic Hilco Corp., 80 Mangum St., Atlanta, Ga.
 Bodine Elec. Co., 2254 West Ohio St., Chicago, Ill.
 Camfield Radio Mfg. Co., 829 Harrison St., Oakland, Calif. "Camfield Duoformer."
 Cardwell, Allen D. Mfg. Corp., 81 Prospect St., Brooklyn, N. Y. "Cardwell."
 DeJur Products Co., 199 Lafayette St., New York, N. Y. "DeJur."
 Golden-Leutz, Inc., 6th and Washington Ave., L. I. City, N. Y. "Golden-Leutz."
 Mazda Radio Mfg. Co., The, 3405 Perkins Ave., Cleveland, Ohio. "Consomelle."
 National Co., Inc., 110 Brookline St., Cambridge, Mass.
 National Radio Co., Forest Lake, Minn. "Milleradio."
 Premier Electric Co., Grace and Ravenswood Ave., Chicago, Ill. "Radiotroan & Tran."
 Radio Mastis Corp. of America, Bay City, Mich.
 Samson Electric Co., Canton, Mass.
 Walbert Mfg. Co., 925 Wrightwood Ave., Chicago, Ill. "Penetrola."

B BATTERY ELIMINATORS

- Acme Apparatus Co., 37 Osborn St., Cambridge, Mass. "Acme."
 Acme Elec. Mfg. Co., The, 1444 Hamilton Ave., Cleveland, Ohio. "Acme."
 All-American Radio Corp., 4201 Belmont Ave., Chicago, Ill.
 American Bosch Magneto Corp., Springfield, Mass.
 American Elec. Co., State and 64th Sts., Chicago, Ill.
 Blair Radio Labs., 368-374 Sixth Ave., New York. "Blair 'B'."
 Bremer-Tully Mfg. Co., 520 S. Canal St., Chicago, Ill. "B-T Power Unit."
 Bruno Radio Corp., 40 Payntar Ave., L. I. City.
 Cardwell, Allen D. Mfg. Corp., 81 Prospect St., Brooklyn, N. Y. "Cardwell."
 Electrical Research Lab., 2500 Cottage Grove Ave., Chicago, Ill.
 Empire Elec. Mfg. Co., 25 Juneau Ave., Milwaukee, Wis. "Empire and Raytheon."
 Epom Corporation, 114 East 47th St., New York City. "Epom."
 Fansteel Products Co., North Chicago, Ill. "Balkite."
 Federal Telegraph Co., 200 Mt. Pleasant Ave., Newark, N. J. "Kolster."
 Federated Mfrs. Corp., 905 Mission St., San Francisco, Calif. "Fedrolan."
 Forest Electric Co., 272 New St., Newark, N. J. "Unitron."
 Freed-Eisemann Radio Corp., Junius St. and Liberty Ave., Brooklyn, N. Y.
 Golden-Leutz, Inc., 6th and Washington Ave., L. I. City, N. Y. "Golden-Leutz."
 Gray Products Inc., Poughkeepsie, N. Y.
 Grigsby-Grunow-Hinds Co., 4540 Armitage Ave., Chicago, Ill.
 Interstate Electric Co., 4339 Duncan Ave., St. Louis, Mo. "Handy."
 KCB Electric Mfg. Co., 14th Ave. at 42d St., Sacramento, Calif. "KCB."
 Kellogg Switchboard & Supply Co., 1066 W. Adams St., Chicago, Ill. "Kellogg."
 Kokomo Electric Co., Kokomo, Ind. "Kingston."
 Manhattan Electrical Supply Co., Inc., 125 Church St., New York. "Manhattan."
 Martin, Glen L., Co., The, 16800 St. Clair Ave., Cleveland, Ohio. "Aero-B."
 Mayolian Radio Corp., 1991 Broadway, New York. "Mayolian."

Modern Electric Mfg. Co., The, 312 Mulberry St., Toledo, Ohio.
Mu-Rad Radio Corp., Asbury Park, N. J. "Mu-Rad B Radiator."
 National Co., Inc., 110 Brookline St., Cambridge, Mass.
 National Radio Co., Forest Lake, Minn. "Milleradio."
 Pacent Electric Co., Inc., 91 7th Ave., New York. "Pacent Powerformer."
 Philadelphia Storage Battery Co., Ontario and C Sts., Philadelphia, Pa.
 Precision Coil Co., 209 Centre St., New York. "Precision."
 Precision Electric Mfg. Co., 717 East 9th St., Los Angeles, Calif. "Precision."
 Radio Receptor Co., Inc., 106 7th Ave., New York.
 Rhamstine, J. Thos., 500 E. Woodbridge St., Detroit, Mich. "B Rectifier."
Roth Downs Mfg. Co., St. Paul, Minn. "Orpheus."
 Silver-Marshall, Inc., 846 W. Jackson Blvd., Chicago, Ill. "S. M."
Steinite Lab., Atchison, Kans. "Steinite."
 Stewart Battery Co., 125 North Peoria St., Chicago, Ill.
 Storad Mfg. Co., The, Detroit Ave. at West 25th St., Cleveland, Ohio. "Storad."
 Timmons Radio Prod. Corp., 339 E. Tulpehocken St., Philadelphia, Pa. "Timmons."
 U. S. Light & Heat Corp., Niagara Falls, N. Y.
 Unitron Electric Co., 272 New St., Newark, N. J. "Unitron."
Valley Electric Co., 4515 Show Ave., St. Louis, Mo. "Valley."
Waage, A. H., 112 Chambers St., New York, N. Y.
 Webster Co., 3504 W. Lake St., Chicago, Ill. "Webster."
 White, J. Andrew, 37 West 43rd St., New York. "Andrew White."

BATTERIES

"A" Dry

Advance Battery Corp., 59 Pearl St., Brooklyn, N. Y.
Bright Star Battery Co., 15th St. and Riverhead, Hoboken, N. J. "Bright Star."
 Burgess Battery Co., Madison, Wis. "Burgess."
 Carbon Products Co., Lancaster, Ohio. "ACE."
 Champion Carbon Mfg. Co., The, 307 First National Bk. Bldg., Cincinnati, O. "Champion Radio 'A' Battery."
 Diamond Elec. Spec. Corp., Newark, N. J. "Diamond."
 French Battery Co., Madison, Wis. "Ray-o-Vac."
 Hipwell Mfg. Co., Pittsburgh, Pa.

National Carbon Co., Inc., 30 E. 42nd St., New York, "Eveready No. 7111."

Stuart Products Corp., 663 W. Washington Blvd., Chicago, Ill. "Stuart."

Sturges Multiple Battery Corp., Jamaica, New York. "Sturges."
 U. S. Light & Heat Corp., Niagara Falls, N. Y.

Wireless Dry Cells Ltd., 904 Buffalo Ave., Niagara Falls, N. Y. "Maximite Reliance."

BATTERIES

"A" Storage

Advance Battery Mfg. Co., 227 East Lee St., Louisville, Ky. "Powerfield."
 American Battery Co., 2053-2055 N. Racine Ave., Chicago, Ill. "Invincible."
American Storage Battery Co., 332 A St., Boston, Mass. "Harvard."
 Am-Plus Storage Battery Co., 429 W. Superior St., Chicago, Ill. "Am-Plus."
 Corning Glass Works, Corning, N. Y. "Jars."
 Electric Storage Battery Co., The, Allegheny Ave. and 19th St., Philadelphia, Pa. "Exide."
 Empire Elec. Mfg. Co., 25 Juneau Ave., Milwaukee, Wis. "Empire."
 Federated Mfrs. Corp., 905 Mission St., San Francisco, Cal. "Feddrollan."
 Ft. Wayne Battery Mfg. Co., 230-300 E. 4th St., Ft. Wayne, Ind. "Ft. Wayne."
 General Lead Batteries Co., 6 Lister St., Newark, N. J.
 Hartford Battery Mfg. Co., Milldale, Conn. "Hartford."
 K C B Electric Mfg. Co., 14th Ave. at 42d St., Sacramento, Calif. "Spark Cub KCB."
 Liberty Battery Co., 4243 Armitage Ave., Chicago, Ill. "Liberty."
 M & M Co., The, 500 Prospect Ave., Cleveland, Ohio. "McLean."
 Marko Storage Battery Co., 1402 Atlantic Ave., Brooklyn, N. Y.
 Mazda Radio Mfg. Co., The, 3405 Perkins Ave., Cleveland, Ohio. "Comselle."
 National Lead Battery Co., St. Paul, Minn. "National."
 Perrine Quality Products Corp., 48 Cummington St., Boston, Mass.
 Philadelphia Storage Battery Co., Ontario and C Sts., Philadelphia, Pa.
 Stewart Battery Co., 125 North Peoria St., Chicago, Ill.
 Storad Mfg. Co., The, Detroit Ave. at West 25th St., Cleveland, Ohio. "Storad."
 Sturges Multiple Battery Corp., Jamaica, New York. "Sturges Multiple."
 U. S. Light & Heat Corp., Niagara Falls, N. Y.

Say you saw it in Radio Merchandising



"Prest-O-Lite" product and merchandising plan far superior to any other"

... says this New York service station man

AND Mr. Norman E. Allen should know because he handled two other well-known batteries before he changed to Prest-O-Lite. The following is from a letter recently received from him:

"I considered several propositions before deciding that the Prest-O-Lite product and merchandising plan was far superior to any other now offered to a service station.

"By comparison I know that there is none better than the Prest-O-Lite being made today. The fine, clean appearance, sturdy construction, substantial weight and long life make it the best battery to sell.

"My customers using Prest-O-Lite Radio Batteries are greatly

pleased with the long period of service between recharges.

"The excellent service and co-operation rendered by Prest-O-Lite is another big asset to the service station."

Allen's Battery Service
490 W. 207th Street, New York.

Prest-O-Lite offers you these same opportunities for bigger business, better satisfied customers and greater profits. Write today and we will send you our interesting dealer plan and service station proposition.

THE PREST-O-LITE CO., Inc.
INDIANAPOLIS, IND.

New York San Francisco

In Canada: Prest-O-Lite Company of
Canada, Ltd., Toronto, Ontario



Say you saw it in Radio Merchandising

**Universal Battery Co., 3410-24
S. La Salle St., Chicago, Ill.**
Westinghouse Union Battery Co.,
Pittsburgh, Pa. "Westinghouse."

BATTERIES

"B" Dry

Advance Battery Corp., 59 Pearl
St., Brooklyn N. Y.

**Bright Star Battery Co., 15th St.
and Riverhead, Hoboken, N.
J. "Bright Star."**

Burgess Battery Co., Madison,
Wis. "Burgess."
Carbon Products Co., Lancaster,
Ohio.

Champion Carbon Mfg. Co., The,
307 First National Bk. Bldg., Cin-
cinnati, O. "Champion Radio
'B' Battery."

Comet Co., The, 5100 Superior Ave.,
Cleveland, Ohio. "Fort Dear-
born & Comet."

Diamond Elec. Spec. Corp., New-
ark, N. J.

Federated Mfrs. Corp., 905 Mission
St., San Francisco, Calif. "Fed-
erolian."

French Battery Co., Madison, Wis.
"Ray-O-Vac."

Hipwell Mfg. Co., Pittsburgh, Pa.
Musselman, A. J., Inc., 549 W.
Washington Blvd., Chicago, Ill.
"Musselman Certified."

**National Carbon Co., Inc., 30 E.
42nd St., New York. "Ev-
eready."**

National Electric Novelty Co., 403-
407 Broome St., New York.
"Nenco."

Stuart Products Corp., 663 W.
Washington Blvd., Chicago, Ill.
"Stuart."

Sturges Multiple Battery Corp.,
Jamaica, New York. "Sturges."

U. S. Light & Heat Corp., Niagara
Falls, N. Y.

Underwood Battery Co., 1250 On-
tario St., Cleveland, Ohio. "Un-
derwood."

Volton Battery Co., 21 Hopkins St.,
Brooklyn, N. Y.

Wireless Dry Cells, Ltd., 904 Buf-
falo Ave., Niagara Falls, N. Y.
"Maximite Reliance."

BATTERIES

"B" Storage

B. & H. Radio Products Co., 611
Alamo Nat'l Bank Bldg., San
Antonio, Tex.

Electric Storage Battery Co., The,
Allegheny Ave. and 19th St.,
Philadelphia, Pa. "Exide."

Ft. Wayne Battery Mfg. Co., 230-
300 E. 4th St., Ft. Wayne, Ind.
"Ft. Wayne."

General Lead Batteries Co., 6
Lister St., Newark, N. J.

Hartford Battery Mfg. Co., Mill-
dale, Conn. "Hartford."

K C B Electric Mfg. Co., 14th Ave.
at 42d St., Sacramento, Calif.
"KCB Spark Cub."

Liberty Battery Co., 4243 Armitage
Ave., Chicago, Ill. "Liberty."

Marko Storage Battery Co., 1402
Atlantic Ave., Brooklyn, N. Y.

Mazda Radio Mfg. Co., The, 3405
Perkins Ave., Cleveland, Ohio.
"Mazda."

Perrine Quality Products Corp., 48
Cunnington St., Boston, Mass.

Philadelphia Storage Battery Co.,
Ontario and C Sts., Philadelphia,
Pa.

Stewart Battery Co., 125 North
Peoria St., Chicago, Ill.

Storad Mfg. Co., The, Detroit Ave.
at West 25th St., Cleveland,
Ohio. "Storad."

U. S. Light & Heat Corp., Niagara
Falls, New York.

**Universal Battery Co., 3410-24
S. La Salle St., Chicago, Ill.**

Westinghouse Union Battery Co.,
Pittsburgh, Pa. "Westinghouse."

BATTERIES

"C" Dry

Advance Battery Corp., 59 Pearl
St., Brooklyn, N. Y.

**Bright Star Battery Co., 15th St.
and Riverhead, Hoboken, N.
J. "Bright Star."**

Burgess Battery Co., Madison,
Wis. "Burgess."

Carbon Products Co., Lancaster,
Ohio.

Champion Carbon Mfg. Co., The,
307 First National Bk. Bldg., Cin-
cinnati, Ohio. "Champion 'C'
Battery."

Comet Co., The, 511 Superior Ave.,
Cleveland, Ohio. "Fort Dearborn
and Comet."

Diamond Elec. Spec. Corp., New-
ark, N. J.

Federated Mfrs. Corp., 905 Mission
St., San Francisco, Cal. "Fedro-
lian."

French Battery Co., Madison, Wis.
"Ray-O-Vac."

Hipwell Mfg. Co., Pittsburgh, Pa.

**National Carbon Co., Inc., 30 E.
42nd St., New York. "Ev-
eready."**

National Electric Novelty Co., 403-
407 Broome St., New York.
"Nenco."

Stuart Products Corp., 663 W.
Washington Blvd., Chicago, Ill.
"Stuart."

Sturges Multiple Battery Corp.,
Jamaica, New York. "Sturges."

U. S. Light & Heat Corp., Niagara
Falls, N. Y.

Underwood Battery Co., 1250 On-
tario St., Cleveland, Ohio. "Un-
derwood."

Volton Battery Co., 21 Hopkins St.,
Brooklyn, N. Y.

Wireless Dry Cells, Ltd., 904 Buf-
falo Ave., Niagara Falls, N. Y.
"Maximite Reliance."

Say you saw it in Radio Merchandising

BATTERIES

Combined Charger and Storage "A"

Acme Apparatus Co., 37 Osborn St., Cambridge, Mass. "Acme."
American Storage Battery Co., 332 "A" St., Boston, Mass. "Harvard."
Amplus Storage Battery Co., 429 W. Superior St., Chicago, Ill. "Am-plus Constant Current Unit."
E. & H. Radio Products Co., 611 Alamo Nat'l Bank Bldg., San Antonio, Tex. "Radio-Clor."
Electric Storage Battery Co., The Allegheny Ave. and 19th St., Philadelphia, Pa. "Exide Radio Power Unit."
Empire Elec. Mfg. Co., 25 Juneau Ave., Milwaukee, Wis. "Empire."
Federated Mfrs. Corp., 905 Mission St., San Francisco, Cal. "Fedrolian."

Forest Electric Co., 272 New St., Newark, N. J. "Unitron."

Ft. Wayne Battery Mfg. Co., 230-300 E. 4th St., Ft. Wayne, Ind. "Ft. Wayne."

Hartford Battery Mfg. Co., Milldale, Conn. "Hartford."

Interstate Electric Co., 4339 Duncan Ave., St. Louis, Mo. "Handy."

K C B Electric Mfg. Co., 14th Ave. at 42nd St., Sacramento, Cal. "KCB."

Liberty Battery Co., 4243 Armitage Ave., Chicago, Ill. "Liberty."

M. & M. Co., The, 500 Prospect Ave., Cleveland, O. "McLean."

Marko Storage Battery Co., 1402 Atlantic Ave., Brooklyn, N. Y.

National Lead Battery Co., St. Paul, Minn. "National."

Philadelphia Storage Battery Co., Ontario and C Sts., Philadelphia, Pa.

Stewart Battery Co., 125 North Peoria St., Chicago, Ill.

Storad Mfg. Co., The, Detroit Ave. at West 25th St., Cleveland, Ohio. "Storad."

H. S. Light & Heat Corp., Niagara Falls, N. Y.

Unitron Electric Co., 272 New St., Newark, N. J. "Unitron."

Universal Battery Co., 3410-24 S. La Salle St., Chicago, Ill.

Westinghouse Union Battery Co., Pittsburgh, Pa. "Westinghouse."

BINDING POSTS

Aeolus Consolidated, Inc., 161 Grand St., New York.

Ajax Electric Spec. Co., 1926 Chestnut St., St. Louis, Mo. "Ajax."

Amsco Products, Inc., 416 Broome St., New York. "Amsco."

Atlantic Hilco Corp., 80 Mangum St., Atlanta, Ga.

Bruno Radio Corp., 40 Paynter Ave., L. I. City.

Bunnell, J. H., Co., 32 Park Place, New York. "Bunnell."

Cardwell, Allen D., Mfg. Corp., 81 Prospect St., Brooklyn, N. Y. "Cardwell."

Central Machinery & Supplies Co., 151 Chambers St., New York.

Chapman Machine Co., Terryville, Conn.

Compo-Site, Inc., 215 Astor St., Newark, N. J.

DeJur Products Co., 199 Lafayette St., New York, N. Y. "DeJur."

Drau, James & Sons, 150 Chestnut St., Providence, R. I.

Eby, H. H., The, Mfg. Co., 4710 Stenton Ave., Philadelphia, Pa.

Electrical Research Lab., 2500 Cottage Grove Ave., Chicago, Ill.

Etched Products Corp., Queens Blvd. and Harold Ave., Long Island City, N. Y. "Name-plate."

Federal Radio Corp., 1738 Elmwood Ave., Buffalo, N. Y. "Federal."

General Radio Co., 30 State St., Cambridge, Mass. "General Radio."

Globe Phone Mfg. Co., Reading, Mass.

Hart & Hegman Mfg. Co., The, 312 Capitol Ave., Hartford, Conn.

Hoosick Falls Radio Parts Mfg. Co., Inc., Hoosick Falls, N. Y.

Hungerford Brass & Copper Co., U. T., 80 Lafayette St., New York. "Star Brand."

Insulating Co. of America, Inc., 59 Warren St., New York City. "Insuline."

Kellogg Switchboard & Supply Co., 1066 W. Adams St., Chicago, Ill. Nos. 503-504.

Mohawk Corp. of Illinois, 2222 Diversey Blvd., Chicago, Ill.

Pilot Electric Mfg. Co., 323 Berry St., Brooklyn, N. Y.

Reynolds Spring Co., Jackson, Mich.

United Metal Stamping & Radio Co., The, 410 E. Pearl St., Cincinnati, Ohio.

Walnut Electric Mfg. Co., 308 S. Green St., Chicago, Ill.

Waterbury Burton Co., Waterbury, Conn.

BRACKETS

Antenna Insulator

Federal Porcelain Co., The, Carey, Ohio.

Fleron & Son, M. M., Inc., 113 No. Broad St., Trenton, N. J.

Hubbard & Co., 6301 Butler St., Pittsburgh, Pa.

M & M Co., The, 500 Prospect Ave., Cleveland, Ohio. "M&M."

Trenle Porcelain Co., The, Railroad St., East Liverpool, Ohio. "Trenle."

BRACKETS

Sub-Panel

American Hard Rubber Co., 11 Mercer St., New York, N. Y.

Atlantic Hilco Corp., 80 Mangum St., Atlanta, Ga.

Bruno Radio Corp., 40 Paynter Ave., L. I. City.

Say you saw it in Radio Merchandising

Cardwell, Allen D., Mfg. Corp., 81 Prospect St., Brooklyn, N. Y. "Cardwell."
 Crescent Radio Mfg. Co., 1026 2nd Ave., So. Minneapolis, Minn.
 Gardiner & Iffeburn, Inc., 2100 Washington Ave., Philadelphia, Pa.
 Goerdes, Fred W., Co., 81-85 Mt. Prospect Place, Newark, N. J.
 Grammes, L. F., & Sons, Inc., Allentown, Pa.
 Insulating Co. of America, Inc., 59 Warren St., New York City. "ICA."
 Millimeter Machine Works, Inc., 546 W. 22nd St., New York City.
 Pilot Electric Mfg. Co., 323 Berry St., Brooklyn, N. Y.
 Seery Mfg. Co., 1016 N. Washington St., Lansing, Mich.
 Silver-Marshall, Inc., 846 W. Jackson Blvd., Chicago, Ill. "S M."
 United Metal Stamping & Radio Co., The, 410 E. Pearl St., Cincinnati, Ohio.
 Walnut Electric Mfg. Co., 308 S. Green St., Chicago, Ill.
 Waterbury Burton Co., Waterbury, Conn.

CABINETS

Glass

Goerdes, Fred W., Co., 81-85 Mt. Prospect Place, Newark, N. J.

CABINETS

Knocked Down

Pausin Engineering Co., 727 Frelinghuysen Ave., Newark, N. J. "Pausin."
 Perkins Phonograph Co., 831 N. Wood St., Chicago, Ill.
 Radio Mastis Corp. of America, Bay City, Mich.
 Weber Electric Works, Brooklyn Sta., Cleveland, Ohio. "Panel-cab."

CABINETS

Wood

Bear, G. H., Furniture Co., Allentown, Pa.
 Carolina Wood Products Co., Inc., 206 Lexington Ave., New York, N. Y.
 Crescent Chair Co., Plymouth, Wis.
 Ehlert Cabinet Co., Waukesha, Wis. "Ehlert."
 Empire Elec. Mfg. Co., 25 Juneau Ave., Milwaukee, Wis. "Empire."
 Empire-United Hat Block Co., Inc., 312-314 E. 22nd St., New York. "Empire."
 Hollock & Watson Radio Corp., 192 Park St., Portland, Ore.
 International Equipment Co., 1326 Chestnut Ave., Kansas City, Mo.
 Jesse, John O., Mfg. Co., Bryan, Ohio.
 Kellogg Switchboard & Supply Co., 1066 W. Adams St., Chicago, Ill. "Kellogg."
 Lakeside Supply Co., 73 W. Van Buren St., Chicago, Ill.
 Perkins Phonograph Co., 831 N. Wood St., Chicago, Ill.

Large Wood Working Plant Available for the Manufacture of Radio Cabinets

Large manufacturing company with modern wood working plant, whose business is done principally in the first six months of the year, is desirous of contracting with reliable radio manufacturer for the building of radio cabinets in large quantities. Deliveries to be made in summer and fall months. Will make attractive proposition. Address "Woodworker," care Radio Merchandising.

Player Tone Talking Machine Co., 632 Grant St., Pittsburgh, Pa.
 Plymouth Radio & Phonograph Co., Plymouth, Wis.
 Radio Mastis Corp. of America, Bay City, Mich.

Rockford Sales Corp., Inc., 206 Lexington Ave., New York City.

Schloss Bros., 801 E. 135th St., New York, N. Y.
 Signal Electric Mfg. Co., Menominee, Mich. "Signal."
 Slagle Radio Corp., Fort Wayne, Ind. "Slagle."
 Sonora Phonograph Co., Inc., 16 E. 40th St., New York, N. Y.

Southern Toy Co., The, Inc., Hickory, N. C.

Steger & Sons Piano Mfg. Co., Steger Bldg., Chicago, Ill.
 Steinite Lab., Atchison, Kan. "Steinite."
 Union Tool Chest Co., 19 Hand St., Rochester, N. Y.
 Watsontown Table & Furniture Co., Watsontown, Pa.
 Weis Mfg. Co., Monroe, Mich.
 Windsor Furniture Co., 1420 Carroll Ave., Chicago, Ill.
 Wright De Coster, Inc., 1466 Selby Ave., St. Paul, Minn.

CABLES

Multiple Battery

Aerme Wire Co., The, New Haven, Conn. "Celatsite."
 Ajax Electric Spec. Co., 1926 Chestnut St., St. Louis, Mo. "Ajax."
 Belden Mfg. Co., 2300 Western Ave., Chicago, Ill.
 Bimbach Radio Co., 370 Seventh Ave., New York, N. Y.
 Bishop Wire & Cable Corp., 420 E. 25th St., New York, N. Y.
 Birnbach Radio Co., 370 Seventh Ave., New York City. "Birnbach."
 DeJur Products Co., 199 Lafayette St., New York, N. Y. "DeJur."
 Eagle Elec. Mfg. Co., 59-79 Hall St., Brooklyn, N. Y.

Say you saw it in Radio Merchandising

Fleron, M. M., & Son, Inc., 113 No. Broad St., Trenton, N. J.
 Irvington Varnish & Insulator Co., Irvington, N. J.
 Jones, Howard B., 618 S. Canal St., Chicago, Ill. "Jones Cabeluq."
 Providence Insulated Wire Co., 58 Waldo St., Providence, R. I.
 Runzel Lenz Electric Mfg. Co., 1751-57 No. Western Ave., Chicago, Ill. "RL."
 Walnart Electric Mrg. Co., 308 So. Green St., Chicago, Ill. "Unicord."

CHARGERS

"A" Battery

Acme Elec. Mfg. Co., The, 1414 Hamilton Ave., Cleveland, Ohio. "Acme."
 American Battery Co., 2053-2055 N. Racine Ave., Chicago, Ill. "American Trickle."
 American Storage Battery Co., 332 "A" St., Boston, Mass. "Harvard."
 Burton Rogers Co., 26 Brighton Ave., Boston, Mass.
 Eagle Charger Corp., 121 North Eighth St., Philadelphia, Pa.
 Electric Specialty Co., Stamford, Conn. "Esco."
 Elkon Works, Inc., 515 Gregory Ave., Weehawken, N. J.
 Empire Elec. Mfg. Co., 25 Juneau Ave., Milwaukee, Wis. "Empire."
Fansteel Products Co., North Chicago, Ill. "Balkite."
 Federated Mfrs. Corp., 905 Mission St., San Francisco, Cal. "Fedrolian."
Forest Electric Co., 272 New St., Newark, N. J. "Unitron."
 Holmes Elec. Mfg. Co., 1810 Leland Ave., Chicago. "Holmes," "Argon," "Autocharger," "AC."
 Interstate Electric Co., 4339 Duncan Ave., St. Louis, Mo. "Twin Bulb-Simpler-Ultra."
 Kellogg Switchboard & Supply Co., 1066 W. Adams St., Chicago, Ill. "Kellogg Simplex."
 Liberty Electric Corp., Stamford, Conn. "Ful-Wave."
 Niles Mfg. Co., Ypsilante, Mich.
 Philadelphia Storage Battery Co., Ontario and C Sts., Philadelphia, Pa.
 Precision Coil Co., 209 Centre St., New York. "Precision Trickle."
Reflex Spark Plug Co., The, Cleveland, O. "Reflex."
 Stewart Battery Co., 125 N. Peoria St., Chicago, Ill.
 Storad, The, Mfg. Co., Detroit Ave. at W. 25th St., Cleveland, Ohio. "Storad."
 Thordarson Electric Mfg. Co., 500 W. Huron St., Chicago, Ill.
 U. S. Light & Heat Corp., Niagara Falls, N. Y.
 Unitron Electric Co., 272 New St., Newark, N. J. "Unitron."
Universal Battery Co., 3410-24 S. La Salle St., Chicago, Ill.

Valley Electric Co., 4515 Show Ave., St. Louis, Mo. "Valley."
 Ward Leonard Electric Co., Mt. Vernon, N. Y. "Vitrohm."

CHARGERS

"B" Battery

Acme Elec. Mfg. Co., The, 1414 Hamilton Ave., Cleveland, Ohio. "Acme."
 American Battery Co., 2053-2055 N. Racine Ave., Chicago, Ill. "Big American."
 Eagle Charger Corp., 121 North Eighth St., Philadelphia, Pa.
 Electric Storage Battery Co., Allegheny Ave. and 19th St., Philadelphia, Pa. "Exide Chemical Rectifier."
 Federated Mfrs. Corp., 905 Mission St., San Francisco, Cal. "Fedrolian."
Forest Electric Co., 272 New St., Newark, N. J. "Unitron."
 Interstate Electric Co., 4339 Duncan Ave., St. Louis, Mo. "Twin Bulb-Simplex-Ultra Simultaneous."
 Liberty Electric Corp., Stamford, Conn. "Ful-Wave."
 Niles Mfg. Co., Ypsilante, Mich.
 Philadelphia Storage Battery Co., Ontario and C Sts., Philadelphia, Pa.
 Precision Electric Mfg. Co., 717 E. 9th St., Los Angeles, Cal. "Precision."
Reflex Spark Plug Co., The, Cleveland, O. "Reflex."
 Stewart Battery Co., 125 N. Peoria St., Chicago, Ill.
 Storad Mfg. Co., Detroit Ave. at W. 25th St., Cleveland, Ohio. "Storad."
 U. S. Light & Heat Corp., Niagara Falls, N. Y.
 Unitron Electric Co., 272 New St., Newark, N. J. "Unitron."
Universal Battery Co., 3410-24 S. La Salle St., Chicago, Ill.
 Ward Leonard Electric Co., Mt. Vernon, N. Y. "Vitrohm."

CHOKES

Eliminator

Acme Apparatus Co., 37 Osborn St., Cambridge, Mass.
 All-American Radio Corp., 4201 Belmont Ave., Chicago, Ill.
 American Elec. Co., State and 64th Sts., Chicago, Ill.
 Cardwell, Allen D., Mfg. Corp., 81 Prospect St., Brooklyn, N. Y. "Cardwell."
 Dongan Elec. Mfg. Co., 2987-3001 Franklin St., Detroit, Mich.
 Electrical Products Mfg. Co., 69 Sprague St., Providence, R. I. "Dymac."
 General Radio Co., 30 State St., Cambridge, Mass. "General Radio."

Say you saw it in Radio Merchandising

Golden-Leutz, Inc., 6th & Washington Ave., L. I. City, N. Y.
 "Golden-Leutz."
 Interstate Electric Co., 4339 Duncan Ave., St. Louis, Mo.
 Jefferson Elec. Mfg. Co., 501-11 S. Green St., Chicago, Ill.
 Mayolian Radio Corp., 1991 Broadway, New York. "Mayolian."
 Pacent Electric Co., Inc., 91 7th Ave., New York. "Pacent."
 Samson Electric Co., Canton, Mass.
 Shore Electric Co., Inc., 64 University Pl., New York City.
 Silver-Marshall, Inc., 846 W. Jackson Blvd., Chicago, Ill. "S-M."
 Storad Mfg. Co., Detroit Ave. at W. 25th St., Cleveland, Ohio. "Storad."
 Sweeney Radio & Electric Co., 207 Union Station Plaza, Kansas City, Mo.
 Thordarson Electric Mfg. Co., 500 W. Huron St., Chicago, Ill.
 Waage, A. H., 112 Chambers St., New York City.
 Webster Co., 3504 W. Lake St., Chicago, Ill. "Webster."

CHOKES

Radio Frequency

Amplex Instrument Lab., 88 West Broadway, New York. "Amplex."
 Branston, Chas. A., Inc., Buffalo, N. Y.
 Bremer-Tully Mfg. Co., 520 S. Canal St., Chicago, Ill. "B-T."
 Brooklyn Metal Stamping Corp., 718 Atlantic Ave., Brooklyn, N. Y.
 Cardwell, Allen D., Mfg. Corp., 31 Prospect St., Brooklyn, N. Y. "Cardwell."
 Electrical Products Mfg. Co., 69 Sprague St., Providence, R. I.
 Electrical Research Lab., 2500 Cottage Grove Ave., Chicago, Ill. "Erla."
 Golden-Leutz, Inc., 6th and Washington Ave., L. I. City, N. Y.
 "Golden-Leutz."
 Kellogg Switchboard & Supply Co., 1066 W. Adams St., Chicago, Ill. "Kellogg."
 National Co., Inc., 110 Brookline St., Cambridge, Mass.
 Samson Electric Co., Canton, Mass.
 Silver-Marshall, Inc., 846 W. Jackson Blvd., Chicago, Ill. "S M."

CLAMPS

Ground

Copperweld Steel Co., Braddock, P. O. Rankin, Pa. "Copperweld."
 Eagle Elec. Mfg. Co., 59-79 Hall St., Brooklyn, N. Y.
 Frost, Herbert H., Inc., 160 N. La Salle St., Chicago, Ill. "Frost."
 Hart & Hegman Mfg. Co., The, 342 Capitol Ave., Hartford, Conn. "H & H."
 Heinemann Electric Co., Philadelphia, Pa.
 Hubbard & Co., 6301 Butler St., Pittsburgh, Pa.
 Kirkman Engineering Corp., 484-90 Broome St., New York. "K-E."

Mohawk Corp. of Illinois, 2222 Diversey Blvd., Chicago, Ill.
 Muter, Leslie F., Co., 233 Broadway, New York, N. Y.
 Roller-Smith Co., 233 Broadway, New York.

Super-Ball Antenna Co., Inc., Green Bay, Wis.

Waterbury Burton Co., Waterbury, Conn. "Grater."
 Winsor & Whitford, Woleott, N. Y.

CLEATS

Porcelain

Aeolus Consolidated, Inc., 161 Grand St., New York.
 Federal Porcelain Co., The, Carey, Ohio.
 Findlay Electric Porcelain Co., The, Findlay, Ohio.
 Trenle Porcelain Co., The, Railroad St., East Liverpool, Ohio.

CLIPS

Electrical Test

Aeolus Consolidated, Inc., 161 Grand St., New York, N. Y.
 Birnbach Radio Co., 370 7th Ave., New York City. "Birnbach."
 Cardwell, Allen D., Mfg. Corp., 81 Prospect St., Brooklyn, N. Y. "Cardwell."
 Gray Products, Inc., Poughkeepsie, N. Y.
 Hartung, Charles F., Co., 730 E. 61st St., Los Angeles, Cal.
 Valley Electric Co., 4515 Show Ave., St. Louis, Mo. "Valley."
 Waterbury Burton Co., Waterbury, Conn. "Tri Clip."

COIL WINDERS

Bleaddon-Dun Co., 2300-04 Warren Ave., Chicago, Ill. "B-D."
 Branston, Charles A., Inc., Buffalo, N. Y.
 Hollock & Watson Radio Corp., 192 Park St., Portland, Ore.
 Irvington Varnish & Insulator Co., Irvington, N. J.
 New York Coil Co., 338 Pearl St., New York, N. Y.
 Wizard Wire Winder Co., 3812 Central Ave., Los Angeles, Cal.

COILS

Inductance

Aero Products, Inc., 1768-72 Wilson Ave., Chicago, Ill. "Aero."
 All-American Radio Corp., 4201 Belmont Ave., Chicago, Ill.
 Atlantic Hilco Corp., 80 Mangum St., Atlanta, Ga.
 Birnbach Radio Co., 370 7th Ave., New York, N. Y.
 Bogine Elec. Co., 2254 W. Ohio St., Chicago, Ill.
 Branston, Chas. A., Inc., Buffalo, N. Y. "Branston."

Say you saw it in Radio Merchandising

Bremer-Tully Mfg. Co., 520 S. Canal St., Chicago, Ill.

Bruno Radio Corp., 40 Paynter Ave., L. I. City.

Buell Mfg. Co., 2975 Cottage Grove Ave., Chicago, Ill.

Birnback Radio Co., 370 7th Ave., New York City. "Birnback."

Camfield Radio Mfg. Co., 829 Harrison St., Oakland, Cal. "Camfield Duoformer."

Cardwell, Allen D., Mfg. Corp., 81 Prospect St., Brooklyn, N. Y. "Cardwell."

Coto-Coil Co., 95 South St., Boston, Mass.

Daven Radio Corp., 158 Summit St., Newark, N. J. "DRF."

Easton Coil Co., P. O. Box 237, Easton, Pa.

Electrical Prod. Mfg. Co., 69 Sprague St., Providence, R. I. "Dymac-Duo-Lateral-Somerset."

Federal Radio Corp., 1738 Elmwood Ave., Buffalo, N. Y. "Federal."

Federated Mfrs. Corp., 905 Mission St., San Francisco, Cal. "Pedrolian."

Fishwick Radio Co., 133 W. Central Parkway, Cincinnati, O.

Gearhart Schlueter Radio Corp., 1721 Van Ness Blvd., Fresno, Cal. "The Quadraformer."

General Radio Co., 30 State St., Cambridge, Mass. "General Radio."

Golden-Leutz Inc., 6th and Washington Ave., L. I. City, N. Y. "Golden-Leutz."

Hollock & Watson Radio Corp., 192 Park St., Portland, Ore.

Imperial Elec. Mfg. Co., 50 Columbia St., Newark, N. J. "Airtrol."

Indiana Mfg. & Electric Co., Marion, Ind. "Case."

Jones Radio Co., 381 Monroe St., Brooklyn, N. Y. "The Harmonic."

Karas Elec. Co., 19 S. La Salle St., Chicago, Ill.

Martin-Copeland Co., Providence, R. I. "Marcodyne."

Mayolian Radio Corp., 1991 Broadway, New York. "Mayolian."

National Co., Inc., 110 Brookline St., Cambridge, Mass.

National Radio Co., Forest Lake, Minn. "Millerradio."

Naxon Electrical Lab., 4524-26 Cottage Grove Ave., Chicago, Ill. "Naxon."

Pacent Electric Co., Inc., 91 7th Ave., New York. "Pacent."

Precision Coil Co., 209 Cockey St., New York "Octaform Cockaduct Inducto."

Samson Electric Co., Canton, Mass.

Shamrock Mfg. Co., 196 Waverly Ave., Newark, N. J. "Shamrock."

Sickles, F. W., Co., 130 Union St., Springfield, Mass. "Diamond Weave."

Simplex Radio Co., Rector and Main Sts., Philadelphia, Pa.

Slagle Radio Co., Fort Wayne, Ind.



United Metal Stamping & Radio Co., The, 410 E. Pearl St., Cincinnati, Ohio.

United Scientific Lab., Inc., 80 4th Ave., New York. "United Scientific Lab., Inc."

Western Coil & Electrical Co., 309 5th St., Racine, Wis. "Radiodyne Coils."

COILS

Radio Frequency Choke

Amplex Instrument Lab., 88 West Broadway, New York. "Amplex."

Branston, Chas. A., Inc., Buffalo, N. Y.

Brooklyn Metal Stamping Corp., 718 Atlantic Ave., Brooklyn, N. Y.

Cardwell, Allen D., Mfg. Corp., 81 Prospect St., Brooklyn, N. Y. "Cardwell."

Coto-Coil Co., 95 South St., Boston, Mass.

Easton Coil Co., P. O. Box 237, Easton, Pa.

Electrical Products Mfg. Co., 69 Sprague St., Providence, R. I. "Dymac."

Federated Mfrs. Corp., 905 Mission St., San Francisco, Cal. "Pedrolian."

Golden-Leutz Inc., 6th and Washington Ave., L. I. City, N. Y. "Golden-Leutz."

Hammarlund Mfg. Co., Inc., 424 W. 33rd St., New York, N. Y.

Irrington Varnish & Insulator Co., Irvington, N. J.

Mayolian Radio Corp., 1991 Broadway, New York. "Mayolian."

National Co., Inc., 110 Brookline St., Cambridge, Mass.

National Radio Co., Forest Lake, Minn. "Millerradio."

Northwestern Radio Mfg. Co., Inc., 1556 E. Taylor St., Portland, Ore. "Norco."

Samson Electric Co., Canton, Mass.

CONDENSERS

Adjustable

Allen Bradley Co., 286 Greenfield Ave., Milwaukee, Wis. "Bradleydenser."

Amsco Products, Inc., 416 Broome St., New York. "Amsco."

Bunnell, J. H., & Co., 32 Park Place, New York. "Dandy & Becko."

Cardwell, Allen D., Mfg. Corp., 81 Prospect St., Brooklyn, N. Y. "Cardwell."

Federated Mfrs. Corp., 905 Mission St., San Francisco, Cal. "Pedrolian."

Say you saw it in Radio Merchandising

Golden-Leutz, Inc., 6th and Washington Ave., L. I. City, N. Y. "Golden-Leutz."
 Martin-Copeland Co., Providence, R. I. "Marco."
 Metropolitan Elec. Mfg. Co., Blvd. at 14th St., Long Island City, N. Y. "Metropolitan."
 Premier Electric Co., Grace and Ravenswood Ave., Chicago, Ill. "Crofoot."
 Samson Electric Co., Canton, Mass.
 Silver-Marshall, Inc., 846 W. Jackson Blvd., Chicago, Ill. "S-M."
 Waterbury Burton Co., Waterbury, Conn.

CONDENSERS

Filter

Acme Apparatus Co., 37 Osborn St., Cambridge, Mass.
 Aerovox Wireless Corp., 489 Broome St., New York. "Aerovox."
 American Elec. Co., State and 34th St., Chicago, Ill.
 Amplex Instrument Lab., 88 West Broadway, New York. "Amplex."
 Brown & Caine, Inc., 2317 Calumet Ave., Chicago, Ill. "Bee-
 cee."

BEE-CEE CONDENSERS

We are Manufacturers of
 by-pass, "B" eliminator block assembly and high capacity fixed (rolled paper type) condenser for resistance coupled amplifiers.

Uniformity of capacity and permanent stability guaranteed.

BROWN & CAINE, Inc.

2317 Calumet Ave. Chicago

Condenser Corp. of America, 25 Waverly Place, New York, N. Y. "Aeracon."
 Dubilier Condenser & Radio Corp., 4377 Bronx Blvd., New York, N. Y.
 Electrad, Inc., 428 Broadway, New York. "Electrad."
 Federal Radio Corp., 1738 Elmwood Ave., Buffalo, N. Y. "Federal."
 Federated Mfrs. Corp., 905 Mission St., San Francisco, Cal. "Federalian."
 Fishwick Radio Co., 133 W. Central Parkway, Cincinnati, O.
 General Radio Co., 30 State St., Cambridge, Mass. "General Radio."
 Golden-Leutz, Inc., 6th and Wash-

ington Ave., L. I. City, N. Y. "Golden-Leutz."
 Kellogg Switchboard & Supply Co., 1066 W. Adams St., Chicago, Ill. "Kellogg."
 Mayolian Radio Corp., 1991 Broadway, New York. "Mayolian."
 Muter, Leslie F., Co., 76th and Greenwood Ave., Chicago, Ill.
 Polymet Mfg. Corp., 599 Broadway, New York. "Polymet."
 Potter Mfg. Co., North Chicago, Ill. "Potter."
 Precision Coil Co., 209 Centre St., New York. "Precision."
 Silver-Marshall, Inc., 846 W. Jackson Blvd., Chicago, Ill. "S-M."
 Splittorf Electrical Co., 392 High St., Newark, N. J.

CONDENSERS

Fixed

Aerovox Wireless Corp., 489-493 Broome St., New York City. "Aerovox."
 American Elec. Co., State and 64th St., Chicago, Ill.
 Amplex Instrument Lab., 88 West Broadway, New York. "Amplex."
 Atlantic Hilco Corp., 80 Mangum St., Atlanta, Ga.
 Beacon Radio Mfg. Co., 323 Berry St., Brooklyn, N. Y.
 Brown & Caine, Inc., 2317 Calumet Ave., Chicago, Ill. "Bee-
 cee."
 Cardwell, Allen D., Mfg. Corp., 81 Prospect St., Brooklyn, N. Y. "Cardwell."
 Carter Radio Co., 300 So. Racine Ave., Chicago, Ill.
 Daven Radio Corp., 158 Summit St., Newark, N. J. "Special Daven Type A."
 DeJur Products Co., 199 Lafayette St., New York N. Y. "DeJur."
 Dubilier Condenser & Radio Corp., 4377 Bronx Blvd., New York, N. Y. "Micadons."
 Electrad, Inc., 428 Broadway, New York. "Electrad."
 Federal Radio Corp., 1738 Elmwood Ave., Buffalo, N. Y. "Federal."
 Federated Mfrs. Corp., 905 Mission St., San Francisco, Cal. "Federalian."
 General Radio Co., 30 State St., Cambridge, Mass. "General Radio."
 Golden-Leutz, Inc., 6th and Washington Ave., L. I. City, N. Y. "Golden-Leutz."
 Howard Radio Co., 451-469 E. Ohio St., Chicago, Ill.
 Kellogg Switchboard & Supply Co., 1066 W. Adams St., Chicago, Ill. "Kellogg."
 Mayolian Radio Corp., 1991 Broadway, New York. "Mayolian."
 Micamold Radio Corp., 1087 Flushing Ave., Brooklyn, N. Y. "Micamold."
 Muter, Leslie F., Co., 76th and Greenwood Ave., Chicago, Ill. "Muter."
 New York Coil Co., 338 Pearl St., New York, N. Y.

Say you saw it in Radio Merchandising

Pilot Electric Mfg. Co., 323 Berry St., Brooklyn, N. Y.
Polymet Electric Mfg. Co., 323 Berry St., Brooklyn, N. Y. "Polymet."
Potter Mfg. Co., North Chicago, Ill. "Potter."
Premier Electric Co., Grace and Ravenswood Ave., Chicago, Ill. "Premier."
Reichmann Co., 1725 W. 74th St., Chicago, Ill. "Thorola."
Sangamo Elec. Co., 50 Church St., New York City.
Slagle Radio Co., Fort Wayne, Ind.
Splitdorf Electrical Co., 392 High St., Newark, N. J. "Splitdorf."

CONDENSERS

Neutralizing or Midget

Aerovox Wireless Corp., 489 Broome St., New York. "Aerovox."
Amplex Instrument Lab., 88 West Broadway, New York. "Amplex" "Grid-Denser."
Beacon Radio Mfg. Co., 323 Berry St., Brooklyn, N. Y.
Bremer-Tully Mfg. Co., 520 S. Canal St., Chicago, Ill. "B-7 M M F."
Cardwell, Allen D. Mfg. Corp., 81 Prospect St., Brooklyn, N. Y. "Cardwell."
Gardiner & Hepburn, Inc., 2100 Washington Ave., Philadelphia, Pa. "Continental."
General Radio Co., 30 State St., Cambridge, Mass. "General Radio."
Hammarlund Mfg. Co., Inc., 424 W. 33rd St., New York, N. Y.
Martin-Copeland Co., Providence, R. I. "Marco."
Muter, Leslie F., Co., 76th and Greenwood Aves., Chicago, Ill. "Muter."
Pacent Electric Co., Inc., 91 7th Ave., New York. "Pacent."
Pilot Electric Mfg. Co., 323 Berry St., Brooklyn, N. Y.
Rathbun Mfg. Co., Inc., Jamestown, N. Y. "Rathbun."
Samson Electric Co., Canton, Mass.
Silver-Marshall, Inc., 846 W. Jackson Blvd., Chicago, Ill. "Compensator."

CONDENSERS

Variable

Acme Apparatus Co., 37 Osborn St., Cambridge, Mass. "Acme."
Alden Mfg. Co., 52 Willow St., Springfield, Mass. "Na-ald-Single. Double & Triple Localized Control."
All-American Radio Corp., 4201 Belmont Ave., Chicago, Ill.
Amplex Instrument Lab., 88 West Broadway, New York. "Amplex." "Grid-Denser."
Amsco Products, Inc., 416 Broome St., New York. "Amsco."

Beacon Radio Mfg. Co., 323 Berry St., Brooklyn, N. Y.
Bremer-Tully Mfg. Co., 520 S. Canal St., Chicago, Ill.
Bruno Radio Corp., 40 Paynter Ave., L. I. City, N. Y.

BRUNO Bakelite '101' Shaft
CONDENSERS

*Make a Good Circuit
Tune Sharper*

Buell Mfg. Co., 2975 Cottage Grove Ave., Chicago, Ill. "Buell."
Camfield Radio Mfg. Co., 829 Harrison St., Oakland, Cal. "Camfield Equatune."
Cardwell, Allen D. Mfg. Corp., 81 Prospect St., Brooklyn, N. Y. "Cardwell."
Chelsea Radio Co., Chelsea, Mass. "Chelsea."
DeJur Products Co., 199 Lafayette St., New York, N. Y.
Duplex Condenser & Radio Corp., 36 Flatbush Ave., Brooklyn, N. Y. "Duplex Junior Standard."
Electrical Products Mfg. Co., 69 Sprague St., Providence, R. I. "Dymac."
Electrical Research Lab., 2500 Cottage Grove Ave., Chicago, Ill. "Erla."
Elgin Radio Corp., 67-69 N. State St., Elgin, Ill. "Elraco."
Federal Radio Corporation, 1738 Elmwood Ave., Buffalo, N. Y. "Federal."
Federated Mfrs. Corp., 905 Mission St., San Francisco, Cal. "Federalian."
Gardiner & Hepburn, Inc., 2100 Washington Ave., Philadelphia, Pa. "Continental."
General Radio Co., 30 State St., Cambridge, Mass. "General Radio."
Goyer Co., The, 44 Bank St., Willimantic, Conn. "Windham."
Hammarlund Mfg. Co., Inc., 424 W. 33rd St., New York.
Hanscom Radio Devices, Woonsocket, R. I.
Hart & Hegman Mfg. Co., The, 342 Capitol Ave., Hartford, Conn. "H & H."
Indiana Mfg. & Electric Co., Marion, Ind. "Case."
Karas Elec. Co., 19 S. La Salle St., Chicago, Ill.
Kellogg Switchboard & Supply Co., 1066 W. Adams St., Chicago, Ill. "Kellogg."
Manhattan Electrical Supply Co., Inc., 125 Church St., New York. "Manhattan."

Say you saw it in Radio Merchandising

Martin-Copeland Co., Providence, R. I. "Marco."
 Mazda Radio Mfg. Co., The, 3405 Perkins Ave., Cleveland, Ohio. "Mazda."
 Muter, Leslie F., Co., 76th and Greenwood Ave., Chicago, Ill. "Muter."
 National Co., Inc., 110 Brookline St., Cambridge, Mass.
 National Radio Co., Inc., Forest Lake, Minn. "Millerradio."
 Nelson Tool Co., Inc., 781 E. 142d St., New York, N. Y. "Nelslide."
 New York Coil Co., 338 Pearl St., New York City.
 Pacent Electric Co., Inc., 91 7th Ave., New York. "Pacent."
 Parkin Mfg. Co., Grand Ave., San Rafael, Cal.
 Pilot Electric Mfg. Co., 323 Berry St., Brooklyn, N. Y.
 Potter Tool & Machine Co., 79 E. 130th St., New York, N. Y.
 Premier Electric Co., Grace and Ravenswood Ave., Chicago, Ill. "Crofoot."
 Radio Condenser Co., Camden, N. J.
 Rathbun Mfg. Co., Inc., Jamestown, N. Y. "Rathbun."
 Reichmann Co., 1725 W. 74th St., Chicago, Ill. "Thorola."
 Samson Electric Co., Canton, Mass. "Samson Uniform Frequency Condenser."
 Signal Electric Co., Menominee, Mich.
 Slagle Radio Co., Fort Wayne, Ind.
 Splitdorf Electrical Co., 392 High St., Newark, N. J. "Splitdorf."
 Steinite Lab., Atchison, Kans. "Steinite."
 United Metal Stamping & Radio Co., 410 E. Pearl St., Cincinnati, Ohio.
 United Scientific Lab., Inc., 80 Fourth Ave., New York, N. Y. "United Scientific Lab. Inc."
 U. S. Tool Co., Inc., Ampere N. J. "U. S. Tool."
 Viking Tool & Machine Co., Inc., The, 745 65th St., Brooklyn, N. Y. "Wade."
 Walbert Mfg. Co., 925 Wrightwood Ave., Chicago, Ill. "Dust Proof."
 Walnut Electric Mfg. Co., 308 So. Green St., Chicago, Ill.
 Warren Radio Corp., 52 Vanderbilt Ave., New York City.
 Waterbury Burton Co., Waterbury, Conn.
 Wirt Co., 5221-27 Greene St., Philadelphia, Pa. "Wirt."
 X Laboratories, 25 W. 45th St., New York, N. Y. "X Laboratory."

CONTACTS

Switch

Ajax Electric Spec. Co., 1926 Chestnut St., St. Louis, Mo. "Ajax."
 Brown & Caine, Inc., 2317 Calumet Ave., Chicago, Ill. "Tungsten, Silver."

Bruno Radio Corp., 40 Paynter Ave., L. I. City.

Federal Radio Corp., 1738 Elmwood Ave., Buffalo, N. Y. "Federal."
 General Radio Co., 39 State St., Cambridge, Mass. "General Radio."
 Hart & Hegman Mfg. Co., The, 342 Capitol Ave., Hartford, Conn.
 Howard Radio Co., 451-469 E. Ohio St., Chicago, Ill. "Howard."

Kellogg Switchboard & Supply Co., 1066 W. Adams St., Chicago, Ill. "Kellogg."
 Mazda Radio Mfg. Co., The, 3405 Perkins Ave., Cleveland, Ohio.
 Metropolitan Elec. Mfg. Co., Blvd. and 14th St., Long Island City, N. Y. "Metropolitan."
 Mohawk Corp. of Illinois, 2222 Diversey Blvd., Chicago, Ill.
 Premier Electric Co., Grace and Ravenswood Ave., Chicago, Ill. "Premier Cam Switch."
 United Metal Stamping & Radio Co., The, 410 E. Pearl St., Cincinnati, Ohio.
 Waterbury Burton Co., Waterbury, Conn.

CORDS Extension

Ajax Electric Spec. Co., 1926 Chestnut St., St. Louis, Mo. "Ajax."
 Belden Mfg. Co., 2300 Western Ave., Chicago, Ill.
 Birnbach Radio Co., 370 Seventh Ave., New York, N. Y.
 Brach, L. S. Mfg. Co., 127-129 Sussex Ave., Newark, N. J.
 Brooklyn Metal Stamping Corp., 718 Atlantic Ave., Brooklyn, N. Y. "B M S."
 Birnbach Radio Co., 370 Seventh Ave., New York City, N. Y. "Birnbach."
 Circle F., Mfg. Co., 720 Monmouth St., Trenton, N. J. "Circle."
 Eagle Elec. Mfg. Co., 59-79 Hall St., Brooklyn, N. Y.
 Frost, Herbert H., Inc., 160 N. La Salle St., Chicago, Ill. "Frost."
 Hoosick Falls Radio Parts Mfg. Co., Inc., Hoosick Falls, N. Y.
 Indiana Rubber & Insulated Wire Co., The, Jonesboro, Ind.
 Kellogg Switchboard & Supply Co., 1066 W. Adams St., Chicago, Ill. "Kellogg."
 Mabey Elec. & Mfg. Co., 968 Ft. Wayne Ave., Indianapolis, Ind.
 Pal Radio Co., Inc., 1204 Summit Ave., Jersey City, N. J. "Pal."
 Polymet Mfg. Corp., 599 Broadway, New York. "Polymet."
 Reynolds Spring Co., Jackson, Mich.
 Runzel Lenz Electric Mfg. Co., 1751-57 No. Western Ave., Chicago, Ill. "RLZ."
 Tubular Woven Fabric Co., Pawtucket, R. I. "Durawire."
 Victor Instrument Mfg. Co., Inc., 236 West 55th St., New York. "Victor."

Say you saw it in Radio Merchandising

CRYSTALS

Ajax Electric Spec. Co., 1926 Chestnut St., St. Louis, Mo. "Ajax."

B Metal Refining Co., 525 Woodward Ave., Detroit, Mich.
"Starite B Metal."

Brach, L. S., Mfg. Co., 127-129 Sussex Ave., Newark, N. J.
Bunnell, J. H. & Co., 32 Park Place, New York. "Jove."
Carborundum Co., Niagara Falls, N. Y. "Carborundum."
Dubilier Condenser & Radio Corp., 4377 Bronx Blvd., New York. "Dutec."

Electrical Research Lab., 2500 Cottage Grove Ave., Chicago, Ill. "Erla."

Federated Mfrs. Corp., 905 Mission St., San Francisco, Cal. "Fedorolian."

Martin-Copeland Co., Providence, R. I. "Marco."

Pacent Electric Co., Inc., 91 7th Ave., New York. "Pacent."

Parkin Mfg. Co., Grand Ave., San Rafael, Cal.

Shamrock Mfg. Co., 196 Waverly Ave., Newark, N. J. "Shamrock."

Star Crystal Co., 527 Woodward Ave., Detroit, Mich.

Steinite Lab., Atchison, Kans.
"Steinite."

Towner Radio Mfg. Co., 2620 Victor St., Kansas City, Mo.

United Metal Stamping & Radio Co., The, 410 E. Pearl St., Cincinnati, Ohio.

CUSHIONS

Rubber Phone

Goodrich, B. F., Rubber Co., The, Akron, Ohio. "Goodrich Rubber Phone."

Victor Instrument Mfg. Co., Inc., 236 West 55th St., New York, N. Y. "Victor."

DIALS

Metal

Ajax Electric Spec. Co., 1926 Chestnut St., St. Louis, Mo. "Ajax."

Alden Mfg. Co., 52 Willow St., Springfield, Mass. "Bakelite-Na-ald."

Amisco Products, Inc., 416 Broome St., New York. "Amisco."

Brooklyn Metal Stamping Corp., 718 Atlantic Ave., Brooklyn, N. Y. "BMS."

Electrical Products Mfg. Co., 69 Sprague St., Providence, R. I. "Dymac."

Electrical Research Lab., 2500 Cottage Grove Ave., Chicago, Ill.

Etched Products Corp., Queens Blvd. and Harold Ave., Long Island City.

Federal Radio Corp., 1738 Elmwood Ave., Buffalo, N. Y. "Federal."

Federated Mfrs. Corp., 905 Mission St., San Francisco, Cal. "Fedorolian."

General Radio Co., 30 State St., Cambridge, Mass. "General Radio."

Grammes, L. F. & Sons, Inc., Allentown, Pa.

Indiana Mfg. & Electric Co., Marion, Indiana. "Case."

Premier Electric Co., Grace and Ravenswood Ave., Chicago, Ill.

"Premier."

DIALS

Rubber or Composition

Ajax Electric Spec. Co., 1926 Chestnut St., St. Louis, Mo. "Ajax."

All-American Radio Corp., 4201 Belmont Ave., Chicago, Ill.

American Hard Rubber Co., 11 Mercer St., New York.

American Insulator Corp., New Freedom, Pa.

Amisco Products, Inc., 416 Broome St., New York. "Amisco."

Cardwell, Allen D., Mfg. Corp., 81 Prospect St., Brooklyn, N. Y. "Cardwell."

Compo-Site, Inc., 215 Astor St., Newark, N. J.

Dupont Viscoid Co., Inc., Arlington, N. J.

Electrical Products Mfg. Co., 69 Sprague St., Providence, R. I.

Electrical Research Lab., 2500 Cottage Grove Ave., Chicago, Ill.

Federal Radio Corp., 1738 Elmwood Ave., Buffalo, N. Y. "Federal."

Forest City Rubber Co., The, 1276 Ontario St., Cleveland, Ohio.

General Insulate Co., 1024 Atlantic Ave., Brooklyn, N. Y. "Insulate—Bakelite—Starite."

Hoosick Falls Radio Parts Mfg. Co., Inc., Hoosick Falls, N. Y.

Kellogg Switchboard & Supply Co., 1066 W. Adams St., Chicago, Ill. "Kellogg."

Klosner Radio Corp., 1022 E. 178th St., New York.

Kurz Kasch Co., Dayton, Ohio. "Aristocrat."

Mohawk Corp. of Illinois, 2222 Diversey Blvd., Chicago, Ill.

Nelson Tool Co., Inc., 781 E. 142d St., New York. "Nelslide."

Northwestern Radio Mfg. Co., Inc., 1556 E. Taylor St., Portland, Ore. "Norco."

Parkin Mfg. Co., Grand Ave., San Rafael, Cal.

Pilot Electric Mfg. Co., 323 Berry St., Brooklyn, N. Y.

Reynolds Spring Co., Jackson, Mich.

Spittdorf Electrical Co., 392 High St., Newark, N. J. "Spittdorf."

Waterbury Burton Co., Waterbury, Conn.

WorkRite Mfg. Co., The, 1812 E. 20th St., Cleveland, O. "Work-Rite."

DIALS

Vernier

Alden Mfg. Co., 52 Willow St., Springfield, Mass. "Bakelite-Na-ald."

Say you saw it in Radio Merchandising

Beacon Radio Mfg. Co., 323 Berry St., Brooklyn, N. Y.
 Branston, Chas. A. Inc., Buffalo, N. Y. "Branston Cam Vernier."

Bremer-Tully Mfg. Co., 520 S. Canal St., Chicago, Ill. "B-T Tuning Controls."

Brooklyn Metal Stamping Corp., 718 Atlantic Ave., Brooklyn, N. Y. "BMS."

Bruno Radio Corp., 40 Paynter Ave., L. I. City.

Cardwell, Allen D. Mfg Corp., 81 Prospect St., Brooklyn, N. Y. "Cardwell."

Cruver Mfg. Co., 2456 E. Jackson Blvd., Chicago, Ill. "Proudfoot."

Electrical Research Lab., 2500 Cottage Grove Ave., Chicago, Ill.

Etched Products Corp., Queens Blvd. and Harold Ave., Long Island City, N. Y.

Federated Mfrs. Corp., 905 Mission St., San Francisco, Cal. "Ferdrolin."

General Radio Co., 30 State Cambridge, Mass. "Gen. Radio."

Goerts, August, & Co., Inc. 270-286 Morris Ave., Newark, N. J. "Fynur."

Golden-Leutz, Inc., 6th and Washington Ave., L. I. City, N. Y. "Golden-Leutz."

Hammamund Mfg. Co., Inc., 424 W. 33rd St., New York.

Hart & Hegman Mfg. Co., The, 342 Capitol Ave., Hartford, Conn.

Heinemann Electric Co., Philadelphia, Pa.

Hoosick Falls Radio Parts Mfg. Co., Inc., Hoosick Falls, N. Y.

Indiana Mfg. & Electric Co., Marion, Ind. "Case."

Karas Electric Co., 19 S. La Salle St., Chicago, Ill.

Kurz Kasch Co., Dayton, Ohio. "Aristocrat."

Martin-Copeland Co., Providence, R. I. "Marco."

Mohawk Corp. of Illinois, 2222 Diversey Blvd., Chicago, Ill.

Mydar Radio Co., Newark, N. J. "Accuratune-Recording."

National Co., Inc., 110 Brookline St., Cambridge, Mass.

Pacent Electric Co., Inc., 91 7th Ave., New York. "Pacent Micro-vern."

Pilot Electric Mfg. Co., 323 Berry St., Brooklyn, N. Y.

Premier Electric Co., Grace and Ravenswood Ave., Chicago, Ill. "Premier."

Radial Co., 50-52 Franklin St., New York. "Tune-Rite."

Rathbun Mfg. Co., Inc., Jamestown, N. Y. "Rathbun."

Samson Electric Co., Canton, Mass.

Silver-Marshall, Inc., 846 W. Jackson Blvd., Chicago, Ill. "S-M."

Slagle Radio Co., Fort Wayne, Ind.

Splitdorf Electrical Co., 392 High St., Newark, N. J. "Splitdorf."

Walnut Electric Mfg. Co., 308 S. Green St., Chicago, Ill. "Dialog."

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FLUX

Soldering

American Solder & Flux Co., 2910 N. 16th St., Philadelphia, Pa.

"Tinol & Amco-Specialist."

Brach, L. S. Mfg. Co., 127-129 Sussex Ave., Newark, N. J.

"Peerless Flux Solderall."

McGill Mfg. Co., Valparaiso, Ind.

Westinghouse Electric & Mfg. Co., East Pittsburgh, Pa.

FORMS

Coil

Bruno Radio Corp., 40 Paynter Ave., L. I. City.

Corning Glass Works, Corning, N. Y.

General Radio Co., 30 State St., Cambridge, Mass. "General Radio."

Golden-Leutz, Inc., 6th and Washington Ave., L. I. City, N. Y.

"Golden-Leutz."

Northwestern Radio Mfg. Co., Inc., 1556 E. Taylor St., Portland, Ore.

"Norco."

Samson Electric Co., Canton, Mass.

Silver-Marshall, Inc., 846 W. Jackson Blvd., Chicago, Ill. "S-M."

FUSES

Belden Mfg. Co., 2300 Western Ave., Chicago, Ill.

Bryant Electric Co., Bridgeport, Conn. "Pyrotite."

Chicago Fuse Mfg. Co., Laflin and 15th Sts., Chicago, Ill.

Gray Products Inc., Poughkeepsie, N. Y.

Kirkman Engineering Corp., 484-90 Broome St., New York.

Metropolitan Elec. Mfg. Co., Blvd. at 14th St., Long Island City, N. Y.

"Metropolitan."

Royal Electric Co., Chelsea, Mass.

"X Ray Blue Ribbon Royal Crystal."

Westinghouse Electric & Mfg. Co., East Pittsburgh, Pa. "Shurvent."

Winsor & Whitford, Wolcott, N. Y.

FUSES

Tube

Belden Mfg. Co., 2300 Western Ave., Chicago, Ill.

Bryant Electric Co., Bridgeport, Conn. "Bryant."

Chicago Fuse Mfg. Co., Laflin and 15th Sts., Chicago, Ill.

Westinghouse Electric & Mfg. Co., East Pittsburgh, Pa.

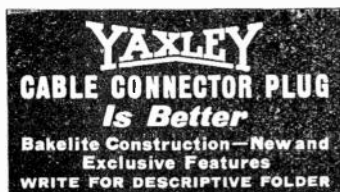
Say you saw it in Radio Merchandising

Electrical Products Mfg. Co., 69 Sprague St., Providence, R. I. "Dymac."
Federal Radio Corp., 1738 Elmwood Ave., Buffalo, N. Y. "Federal."
Federated Mfrs. Corp., 905 Mission St., San Francisco, Cal. "Fedrolian."
Frost, Herbert H., Inc., 160 N. La Salle St., Chicago, Ill. "Frost."
Hart & Hegman Mfg. Co., The, 342 Capitol Ave., Hartford, Conn. "H&H Sem-Automatic."
Howard Radio Co., 451-469 E. Ohio St., Chicago, Ill. "Howard."
Kellogg Switchboard & Supply Co., 1066 W. Adams St., Chicago, Ill. "Kellogg."
Leich Electric Co., Genoa, Ill. "L-Radio."
Martin-Copeland Co., Providence, R. I. "Marco-Sta Rud-Shur Grip-Perfection Junior."
Mazda Radio Mfg. Co., The, 3405 Perkins Ave., Cleveland, Ohio. "Mazda."
Mohawk Corp. of Illinois, 2222 Diversey Blvd., Chicago, Ill.
Murdock, Wm. J., Co., Chelsea, Mass. "Murdock."
Pacent Electric Co. Inc., 91 7th Ave., New York. "Pacent."
Pilot Electric Co., 323 Berry St., Brooklyn, N. Y.
Polymet Mfg. Corp., 599 Broadway, New York. "Poly Plug."
Premier Electric Co., Grace and Ravenswood Ave., Chicago, Ill. "Premier."
Saturn Mfg. & Sales Co., Inc., The, 48 Beekman St., New York. "Saturn Automatic."
Spartan Electric Corp., 99 Chambers St., New York. "Spartan."
Splitdorf Electrical Co., 392 High St., Newark, N. J. "Splitdorf."
Waterbury Burton Co., Waterbury, Conn.
Weston Electrical Instrument Corp., Newark, N. J. "Weston."
Yaxley Mfg. Co., 9 S. Clinton St., Chicago, Ill. "Yaxley."

PLUGS

Battery Cable

Crescent Radio Mfg. Co., 1026 2nd Ave., So. Minneapolis, Minn.
Jones, Howard B., 613 S. Canal St., Chicago, Ill. "Jones Multi-plug."
Yaxley Mfg. Co., 9 S. Clinton St., Chicago, Ill. "Yaxley."



POTENTIOMETERS

Acme Apparatus Co., 37 Osborn St., Cambridge, Mass. "Acme."
Aeolus Consolidated, Inc., 161 Grand St., New York.
Aerovox Wireless Corp., 459 Broome St., New York. "Aerovox."
Allen Bradley Co., 286 Greenfield Ave., Milwaukee, Wis. "Bradleyometer."
American Spec. Co., The, 135-195 Holland Ave., Bridgeport, Conn. "Kelford."
Amsco Products, Inc., 416 Broome St., New York City. "Amsco."
Beacon Radio Mfg. Co., 323 Berry St., Brooklyn, N. Y.
Bremer-Tulley Mfg. Co., 520 S. Canal St., Chicago, Ill. "B-T."
Cardwell, Allen D., Mfg. Corp., 81 Prospect St., Brooklyn, N. Y. "Cardwell."
Carter Radio Co., 300 So. Racine Ave., Chicago, Ill. "Midget."
"Imp."
Central Radio Lab., 16 Keefe Ave., Milwaukee, Wis. "Centralab."
Cutler Hammer Mfg. Co., St. Paul Ave., Milwaukee, Wis. "C-H."
DeJur Products Co., 199 Lafayette St., New York. "DeJur-Buffalo."
Electrad, Inc., 428 Broadway, New York. "Electrad."
Electrical Research Lab., 2500 Cottage Grove Ave., Chicago, Ill. "Erla."
Federal Radio Corp., 1738 Elmwood Ave., Buffalo, N. Y. "Federal."
Federated Mfrs. Corp., 905 Mission St., San Francisco, Cal. "Fedrolian."
Frost, Herbert H., Inc., 160 N. La Salle St., Chicago, Ill. "Frost."
General Radio Co., 30 State St., Cambridge, Mass. "General Radio."
Hart & Hegman Mfg. Co., The, 342 Capitol Ave., Hartford, Conn. "H&H."
Hoosick Falls Radio Parts Mfg. Co., Inc., Hoosick Falls, N. Y.
Howard Radio Co., 451-469 E. Ohio St., Chicago, Ill. "Howard."
Klosner Radio Co., 1022 E. 178th St., New York City. "Cold Moulded."
Kurz Kasch Co., Dayton, Ohio. "Aristocrat."
Martin-Copeland Co., Providence, R. I. "Marco."
Mohawk Corp. of Illinois, 2222 Diversey Blvd., Chicago, Ill.
Muter, Leslie F., Co., 76th and Greenwood Ave., Chicago, Ill. "Muter."
Pacent Electric Co., Inc., 91 7th Ave., New York. "Pacent."
Pilot Electric Mfg. Co., 323 Berry St., Brooklyn, N. Y.
Polymet Mfg. Corp., 599 Broadway, New York. "Polymeter."
Premier Electric Co., Grace and Ravenswood Ave., Chicago, Ill. "Premier."

Say you saw it in Radio Merchandising

Teleradio Engineering Corp., 484-96 Broome St., New York, N. Y.
 United Scientific Lab., Inc., 80 4th Ave., New York. "United Scientific Lab., Inc."
 Victoreen Radio, Inc., Cleveland, Ohio. "Victoreen."
 Walker, The, George W., Co., 6528 Carnegie Ave., Cleveland, Ohio. "Victoreen."
 Yaxley Mfg. Co., 9 S. Clinton St., Chicago, Ill. "Yaxley."

REACTIVATORS

Tube

Federated Mfrs. Corp., 905 Mission St., San Francisco, Cal. "Fedroliam."
 Jefferson Elec. Mfg. Co., 501-11 S. Green St., Chicago, Ill.
 M & M Co., The, 500 Prospect Ave., Cleveland, Ohio. "M&M."

RESISTANCE MOUNTINGS

Aerovox Wireless Corp., 489 Broome St., New York. "Aerovox."
 Amsco Products, Inc., 416 Broome St., New York. "Amsco."
 Atlantic Hilco Corp., 80 Mangum St., Atlanta, Ga.
 Cardwell, Allen D., Mfg. Corp., 81 Prospect St., Brooklyn, N. Y. "Cardwell."
 Chicago Fuse Mfg. Co., Laflin and 15th Sts., Chicago, Ill.
 Crescent Radio Supply Co., 1-3-5 Liberty St., Jamaica, N. Y.
 Daven Radio Corp., 158 Summit St., Newark, N. J. "Resisto-Couplers."
 DeJur Products Co., 199 Lafayette St., New York. "DeJur."
 Electrad, Inc., 428 Broadway, New York, N. Y. "Electrad."
 Gardiner & Hekburn, Inc., 2100 Washington Ave., Philadelphia, Pa. "Continental."
 Goyer Co., The, 44 Bank St., Williamantic, Conn. "Windham."
 Hart & Hegman Mfg. Co., The, 312 Capitol Ave., Hartford, Conn. "H&H."
 Kellogg Switchboard & Supply Co., 1066 W. Adams St., Chicago, Ill. "Kellogg."
 Micamold Radio Corp., 1087 Flushing Ave., Brooklyn, N. Y. "Micamold."
 Muter, Leslie F., Co., 76th and Greenwood Ave., Chicago, Ill. "Muter."
 Polymet Mfg. Co., 599 Broadway, New York. "Polymet."

RESISTANCE

Filament

Allen Bradley Co., 286 Greenfield Ave., Milwaukee, Wis. "Bradleystat."
 Amsco Products, Inc., 416 Broome St., New York City. "Filatrol."
 Brach Mfg. Co., L. S., 127-129 Sussex Ave., Newark, N. J. "Brach-Stats."
 Cardwell Mfg. Corp., Allen D., 81 Prospect St., Brooklyn, N. Y. "Cardwell."
 Cole Radio Mfg. Corp., 535 Bloomfield Ave., Bloomfield, N. J. "Meggit."
 Cutler Hammer Mfg. Co., St. Paul Ave., Milwaukee Wis. "C-H."
 Federated Mfrs. Corp., 905 Mission St., San Francisco, Cal. "Fedroliam."
 Goyer Co., The, 44 Bank St., Williamantic, Conn. "Windham."
 Pilot Electric Co., 323 Berry St., Brooklyn, N. Y.
 Polymet Mfg. Corp., 599 Broadway, New York. "Polymet."
 Waage, A. H., 112 Chambers St., New York City.

RESISTANCES

Fixed

Allen Bradley Co., 286 Greenfield Ave., Milwaukee, Wis. "Bradleyunit."
 Amplex Instrument Lab., 88 West Broadway, New York. "Amplex Gold Medal and Lavite."
 Amsco Products, Inc., 416 Broome St., New York. "Metaloid."
 Peacock Radio Mfg. Co., 323 Berry St., Brooklyn, N. Y.
 Cardwell Mfg. Corp., Allen D., 81 Prospect St., Brooklyn, N. Y. "Cardwell."
 Carter Radio Co., 300 S. Racine Ave., Chicago, Ill.
 Chicago Fuse Mfg. Co., Laflin and 15th Sts., Chicago, Ill.
 Cole Radio Mfg. Corp., 535 Bloomfield Ave., Bloomfield, N. J. "Meggit."

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BLOOMFIELD, N. J.

Crescent Radio Supply Co., 1-3-5 Liberty St., Jamaica, N. Y.
 Cutler Hammer Mfg. Co., St. Paul Ave., Milwaukee, Wis. "C-H."
 Daven Radio Corp., 158 Summit St., Newark, N. J. "Hi-Duty Glaster."
 DeJur Products Co., 199 Lafayette St., New York. "DeJur."
 Eagle Elec. Mfg. Co., 59-79 Hall St., Brooklyn, N. Y. "Eagle."
 Electrad, Inc., 428 Broadway, New York. "Electrad."
 Federated Mfrs. Corp., 905 Mission St., San Francisco, Cal. "Fedroliam."

Say you saw it in Radio Merchandising

Hoskins Mfg. Co., 4435 Lawton Ave., Detroit, Mich.
 Mabey Elec. & Mfg. Co., 968 Ft. Wayne Ave., Indianapolis, Ind.
 Mayolian Radio Corp., 1991 Broadway, New York. "Mayolian."
 Micamold Radio Corp., 1087 Flushing Ave., Brooklyn, N. Y. "Micamold."
 Muter Co., Leslie F., 76th and Greenwood Ave., Chicago, Ill. "Muter."
 Polymet Mfg. Corp., 599 Broadway, New York. "Polymet."
 Waage, A. H., 112 Chambers St., New York City.
 Ward Leonard Electric Co., Mt. Vernon, N. Y. "Vitrohm."
 Wirt Co., 5221-27 Greene St., Philadelphia, Pa. "Di-el-ite."
 Work Rite Mfg. Co., The, 1812 E. 30th St., Cleveland, O. "Work Rite."
 Yaxley Mfg. Co., 9 S. Clinton St., Chicago, Ill. "Yaxley."

RESISTANCES Variable High

Carter Radio Co., 300 S. Racine Ave., Chicago, Ill.
 Central Radio Lab., 16 Keefe Ave., Milwaukee, Wis. "Centralab Radiohms."
 DeJur Products Co., 199 Lafayette St., New York. "DeJur."
 Electrad, Inc., 428 Broadway, New York. "Audiohms Registras Royalty."
 Federated Mfrs. Corp., 905 Mission St., San Francisco, Cal. "Pedro-llan."
 Mabey Elec. & Mfg. Co., 968 Ft. Wayne Ave., Indianapolis, Ind.
 Mayolian Radio Corp., 1991 Broadway, New York. "Mayolian."
 Muter Co., Leslie F., 76th and Greenwood Ave., Chicago, Ill. "Muter."
 Naxon Electrical Lab., 4524-26 Cottage Grove Ave., Chicago, Ill. "Naxon."
 Pacent Electric Co., Inc., 91 7th Ave., New York City. "Pacent."
 Polymet Mfg. Corp., 599 Broadway, New York. "Polymet."
 Walnart Electric Mfg. Co., 308 S. Green St., Chicago, Ill.
 Wirt Co., 5221-27 Greene St., Philadelphia, Pa. "Di-el-ite."

RHEOSTATS

Acme Apparatus Co., 37 Osborn St., Cambridge, Mass. "Acme."
 Aeolus Consolidated, Inc., 161 Grand St., New York City.
 Aerovox Wireless Corp., 489-493 Broome St., New York. "Aerovox."
 Ajax Electric Spec. Co., 1926 Chestnut St., St. Louis, Mo. "Ajax."
 Allen Bradley Co., 286 Greenfield Ave., Milwaukee, Wis. "Bradleystat Bradleyohm."
 American Spec. Co., The, 135 125 Holland Ave., Bridgeport, Conn. "Kelford."

Amsco Products, Inc., 416 Broome St., New York. "Amsco."

Beacon Radio Mfg. Co., 323 Berry St., Brooklyn, N. Y.
 Bunnell, J. H. & Co., 32 Park Place, New York.
 Cardwell Mfg. Corp., Allen D., 81 Prospect St., Brooklyn, N. Y. "Cardwell."
 Carter Radio Co., 300 S. Racine Ave., Chicago, Ill. "Midget." "Imp."
 Central Radio Lab., 16 Keefe Ave., Milwaukee, Wis. "Centralab."
 Clearstone Radio Co., 2427 Gilbert Ave., Cleveland, Ohio. "Clearstone."
 Cutler Hammer Mfg. Co., St. Paul Ave., Milwaukee, Wis. "C-H."
 DeJur Products Co., 199 Lafayette St., New York. "De-Jur-Buffalo."
 Electrad, Inc., 428 Broadway, New York. "Electrad."
 Electrical Products Mfg. Co., 69 Sprague St., Providence, R. I. "Dymac."
 Electrical Research Lab., 2500 Cottage Grove Ave., Chicago, Ill. "Erla."
 Federal Radio Corp., 1738 Elmwood Ave., Buffalo, N. Y. "Federal."
 Federated Mfrs. Corp., 905 Mission St., San Francisco, Cal. "Pedro-llan."
 Frost, Inc., Herbert H., 160 N. LaSalle St., Chicago, Ill. "Frost."
 Garfield Mfg. Co., Garfield, N. J.
 General Radio Co., 30 State St., Cambridge, Mass. "General Radio."
 Goertz, August, & Co., Inc., 270-286 Morris Ave., Newark, N. J.
 Hart & Hegman Mfg. Co., The, 342 Capitol Ave., Hartford, Conn. "H&H."
 Hipwell Mfg. Co., Pittsburgh, Pa.
 Hoosick Falls Radio Parts Mfg. Co., Inc., Hoosick Falls, N. Y.
 Howard Radio Co., 451-469 E. Ohio St., Chicago, Ill.
 Kellogg Switchboard & Supply Co., 1066 W. Adams St., Chicago, Ill. "Kellogg."
 Klossner Radio Co., 1022 East 178th St., New York City.
 Kurz Kasch Co., Dayton, Ohio. "Aristocrat."
 Mabey Elec. & Mfg. Co., 968 Ft. Wayne Ave., Indianapolis, Ind.
 Martin-Copeland Co., Providence, R. I. "Marco."
 Mogadore Insulator Co., The, Mogadore, Ohio.
 Mohawk Corp. of Illinois, 2222 Diversey Blvd., Chicago, Ill.
 Muter Co., Leslie F., 76th and Greenwood Ave., Chicago, Ill. "Muter."
 Pacent Electric Co., Inc., 91 7th Ave., New York, N. Y. "Pacent."
 Pilot Electric Mfg. Co., 323 Berry St., Brooklyn, N. Y.
 Polymet Mfg. Corp., 599 Broadway, New York.
 Premier Electric Co., Grace and Ravenswood Ave., Chicago, Ill. "Premier."

Say you saw it in Radio Merchandising

**Radiall Co., 50-52 Franklin St.,
New York, N. Y. "Amperite."**

**Reynolds Spring Co., Jackson,
Mich.**

**Splitdorf Electric Co., 392 High St.,
Newark, N. J.**

**Teleradio Engineering Corp., 484-90
Broome St., New York, N. Y.**

**United Scientific Lab., Inc., 80 4th
Ave., New York City.**

**Victoreen Radio, Inc., Cleveland,
Ohio. "Victoreen."**

**Walker Co., The George W., 6528
Carnegie Ave., Cleveland, Ohio.
"Victoreen."**

**Ward Leonard Electric Co., Mt.
Vernon, N. Y. "Vitrohm."**

**Yaxley Mfg. Co., 9 S. Clinton
St., Chicago, Ill. "Yaxley."**

SETS Crystal

**Ajax Electric Spec. Co., 1926 Chest-
nut St., St. Louis, Mo. "Ajax."**

**Audiola Radio Co., 430 So. Green
St., Chicago, Ill. "Audiola."**

**B. Metal Refining Co., 525
Woodward Ave., Detroit, Mich.
"De Luxe."**

**Brooklyn Metal Stamping Corp.,
718 Atlantic Ave., Brooklyn, N.
Y. "Pandora."**

**Bunnell, J. H. & Co., 32 Park
Place, New York. "Mascot."**

**Federal Radio Corp., 1738 Elmwood
Ave., Buffalo, N. Y. "Federal."**

**Federated Mfrs. Corp., 905 Mission
St., San Francisco, Cal. "Fedro-
lian."**

**Ferguson, J. B., Inc., 225 W. 57th
St., New York City. "Ferguson."**

**Marinette Electric Corp., 1705
Pierce Ave., Marinette, Wis.
"Little Tattler."**

**Pal Radio Co., Inc., 1204 Summit
Ave., Jersey City, N. J. "Pal."**

**Rippper Bros. Mfg. Co., The,
2125 Superior Ave., Cleveland,
Ohio. "Monarch Crystal Set."**

**Steinite Lab., Atchison, Kans.
"Steinite."**

**Towner Radio Mfg. Co., 2620 Vic-
tor St., Kansas City, Mo.**

**United Metal Stamping & Radio
Co., 410 E. Pearl St., Cincinnati,
Ohio.**

**Waterbury Burton Co., Waterbury,
Conn.**

SETS Kit Form

**Acme Apparatus Co., 37 Osborn
St., Cambridge, Mass. "Acme-
flex."**

**All-American Radio Corp., 4201
Belmont Ave., Chicago, Ill.**

**Amplex Instrument Lab., 88 West
Broadway, New York.**

**Atlantic Hileo Corp., 80 Mangum
St., Atlanta, Ga.**

**Beacon Radio Mfg. Co., 323 Berry
St., Brooklyn, N. Y.
Branston, Chas. A., Inc., Buffalo,
N. Y. "Hetrola."**

**Bremer-Tully Mfg. Co., 520 S.
Canal St., Chicago, Ill. "Name-
less."**

**Bruno Radio Corp., 40 Paynter
Ave., L. I. City.**

**Camfield Radio Mfg. Co., 829
Harrison St., Oakland, Cal.
"Camfield Duoformer V."**

**Cardwell, Allen D., Mfg. Corp., 81
Prospect St., Brooklyn, N. Y.
"Cardwell."**

**Electrical Products Mfg. Co., 69
Sprague St., Providence, R. I.
"Dymac-Somerlog."**

**Electrical Research Lab., 2500 Cot-
tage Grove Ave., Chicago, Ill.
"Erla."**

**Federated Mfrs. Corp., 905 Mission
St., San Francisco, Cal. "Fedro-
lian."**

**Gearhart Schlueter Radio Corp.,
1721 Van Ness Blvd., Fresno,
Cal. "The Quadraformer."**

**Imperial Elec. Mfg. Co., 50 Colum-
bia St., Newark, N. J. "R. F.
Puradyne."**

**King Buffalo, Inc., 234 Rano St.,
Buffalo, N. Y. "King."**

**Mohawk Corp., of Illinois, 2222 Di-
versey Blvd., Chicago, Ill.**

**National Co., Inc., The, 110 Brook-
line St., Cambridge, Mass.**

**Pausin Engineering Co., 727 Fro-
linghuysen Ave., Newark, N. J.
"Harkness."**

**Premier Electric Co., Grace and
Ravenswood Ave., Chicago, Ill.
"Premier Ensemble."**

**Silver-Marshall, Inc., 846 W. Jack-
son Blvd., Chicago, Ill. "S.M."**

**Steinite Lab., Atchison, Kan.
"Steinite."**

SETS Vacuum Tube

**A-C Electrical Mfg. Co., Dayton,
Ohio. "A-C Dayton."**

**Acme Apparatus Co., 37 Osborn St.,
Cambridge, Mass. "Acme."**

**Adroit Tool Co., 14 Front St., New
York, N. Y. "Adrola."**

**All-American Radio Corp., 4201
Belmont Ave., Chicago, Ill.**

**American Bosch Magneto Corp.,
Springfield, Mass. "Bosch."**

**American Specialty Co., The, 135-
195 Holland Ave., Bridgeport,
Conn. "Kelford."**

**Amplex Instrument Lab., 88 West
Broadway, New York. Amplex
"De Exer."**

**Sell Radio the Year
Round**

Say you saw it in Radio Merchandising

Amrad Corporation, College Ave., Medford Hillside, Mass. "Amrad."

Andrae, F. A. D., Inc., 1581 Jerome Ave., New York City. "Fada."

Anylite Electric Co., Fort Wayne, Ind. "King Cole."

Appleby Mfg. Co., 250-52 No. Juniper St., Philadelphia, Pa. "Appleby."

Atwater Kent Mfg. Co., 4700 Wissahickon Ave., Philadelphia, Pa. "Atwater-Kent."

Audiola Radio Co., 430 So. Green St., Chicago, Ill. "Midget," "Grand," "Sealed Five," "Big Six," "Audiola Console."

B. & H. Radio Prod. Co., 611 Alamo Natl. Bank Bldg., San Antonio, Tex. "Radio-Clar."

Baird Radio Mfg. Co., 152 Summer St., Boston, Mass. "Baird."

Beacon Radio Mfg. Co., 323 Berry St., Brooklyn, N. Y.

Blair Radio Labs., 368-374 60th Ave., New York. "Blair."

Bosworth Elec. Mfg. Co., Main and Lexington Ave., Norwood, Ohio. "Bosworth."

Branson, Inc., Chas. A., Buffalo, N. Y. "Hetrola."

Bremer-Tully Mfg. Co., 520 S. Canal St., Chicago, Ill. "B-T."

Browning Drake Corp., Brighton, Mass. "Browning Drake."

Clearmont Radio Co., The, 2427 Gilbert Ave., Cleveland, Ohio.

Crescent Radio Mfg. Co., 1026 2nd Ave., So. Minneapolis, Minn. "Crescentyne."

Day-Fan Electric Co., Dayton, O. "Day-Fan."

Dunn Mfg. Co., Clarinda, Iowa. "Dunsonola."

Eagle Radio Co., 16 Boyden Place, Newark, N. J.

Electrical Products Mfg. Co., 69 Sprague St., Providence, R. I. "Dymac-Somerlog."

Electrical Research Lab., 2500 Cottage Grove Ave., Chicago, Ill. "Erla."

Empire Elec. Mfg. Co., 25 Juneau Ave., Milwaukee, Wis. "Empire."

Federal Radio Corp., 1738 Elmwood Ave., Buffalo, N. Y. "Orthosonic."

Federal-Brandes, Inc., 200 Mt. Pleasant Ave., Newark, N. J. "Kolster."

Federated Mfrs. Corp., 905 Mission St., San Francisco, Cal. "Pedrolian."

Foltz Radiophone Co., First Natl Bank Bldg., New Castle, Pa.

Freed Eisemann Radio Corp., Junius St. and Liberty Ave., Brooklyn, N. Y. "Freed-Eisemann."

Gardiner & Hepburn, Inc., 2190 Washington Ave., Philadelphia, Pa. "Continental."

Garod Corporation, Belleville, N. J. "Garod."

Goerdes Co., Fred W., 81-85 Mt. Prospect Place, Newark, N. J. "Dolores."

Golden-Leutz, Inc., 6th and Washington Ave., L. I. City, N. Y. "Golden-Leutz."

Grube & Co., Inc., A. H., 109 W. 57th St., New York City. "Synchrophase."

Haldorson Co., The, 4745 No. Western Ave., Chicago, Ill. "Haldorson."

Hallock & Watson Radio Corp., 192 Park St., Portland, Ore. "Halo-wat."

Hanscom Radio Devices, Woonsocket, R. I. "Superunit."

Hoosick Falls Radio Parts Mfg. Co., Inc., Hoosick Falls, N. Y.

Howard Radio Co., 451-46 E. Ohio St., Chicago, Ill. "Howard Neutrodyne."

Imperial Electrical Co., Union City, Ind. "Imperial."

Imperial Radio Corp., Grand Rapids, Mich. "Imperial."

Imperial Radio Co., Grand Rapids, Mich. "Imperial."

Indiana Mfg. & Electric Co., Marion, Ind. "Case."

Jones Radio Co., 384 Monroe St., Brooklyn, N. Y. "The Harmonic."

Kellogg Switchboard & Supply Co., 1066 W. Adams St., Chicago, Ill. "Wave Master."

King Buffalo, Inc., 234 Rano St., Buffalo, N. Y. "King."

Lakeside Supply Co., 73 W. Van Buren St., Chicago, Ill. "Celeste."

Leigh Electric Co., Genoa, Ill.

Magnovox Co., 2725 E. 14th St., Oakland, Cal.

Malone-Lemmon Prod. Co., Inc. 130 Waynewood Place, Plainfield, N. J. "Power 6," "Consolette," "High-Boy Chassis."

Minerva Radio Co., 827 Irving Pl. Blvd., Chicago, Ill. "Minerva."

Mohawk Corp. of Illinois, 2222 Diversey Blvd., Chicago, Ill.

Mu-Rad Radio Corp., Ashbury Park, N. J. "Mu-Rad Super Six."

Murdoch Co., Wm. J., Chelsea, Mass. "Murdoch."

National Radio Co., Forest Lake, Minn. "Millerradio" and "Intradyme."

Northwestern Radio Mfg. Co., Inc., 1556 E. Taylor St., Portland, Ore. "Noreo."

Okay Radio Corp., 221½ W. National Ave., Brazil, Ind.

Operadio Corporation, The, 8 S. Dearborn St., Chicago, Ill.

Pilot Electric Mfg. Co., 323 Berry St., Brooklyn, N. Y.

Player Tone Talking Machine Co., 632 Grant St., Pittsburgh, Pa.

Your logical market lies **WHERE RADIO**

THIS is the market afforded by those sixty million Americans residing in towns of under 5,000 population and on farms.

These sixty million Americans are prosperous, progressive, native born citizens dwelling in communities where high grade entertainment is not available. They are interested in, but unable to receive daily market reports, news of ball games and big sporting events. For them the University Extension course by radio is particularly appealing.

Every radio authority concedes the fruitful field afforded by this rural market.

In cultivating it the use of the home town newspaper gives you four definite, tangible advantages.

Western New

239 West 39th Street
New York City

in that part of America IS A NECESSITY

FIRST. *Its coverage is intensive.*

Each worthwhile buyer in towns in which the paper is published and in the surrounding country is a subscriber. Nothing "spotty" about the circulation. The medium blankets the community.

SECOND. *It is economical.*

The country weekly is usually an eight or ten page publication, and a 20 inch ad—lost in the 40 page metropolitan daily or the hundred page magazine—dominates the home town newspaper.

THIRD. *It is read from cover to cover.*

Its personal columns contain each week the names of hundreds of readers, and that newspaper which frequently prints our names and those of our family and friends receives our careful scrutiny.

FOURTH. *It offers the maximum of advertising reader interest.*

Your advertising copy is read in the home—the picture of it remains solid and unshaken for a week. It is not lost sight of and forgotten in the daily maze of conflicting claims seen in subway ads, signboards, theatre programs or numerous editions of the daily press.

With but one cut and one order your advertising can appear in two weeks time in 3778 of these home town newspapers throughout America. The sworn circulation is 2,402,039. Send for new catalog.

Newspaper Union

210 So. Desplaines Street
Chicago, Ill.

Plymouth Radio & Phonograph Co.,
Plymouth, Wis. "Uniact."
Premier Electric Co., Grace and
Ravenswood Ave., Chicago, Ill.
"Premier."
Priess Radio Corp., 693 Broadway,
New York, N. Y. "Priess."
Prima Products Co., 12810 Penob-
scot Ave., Cleveland, Ohio.
"Primadyne."
Radio Mastis Corp. of America,
Bay City, Mich.
Radio Products Corp., 3816 N. 28th
St., Birmingham, Ala.
Reichmann Co., 1725 W. Seven-
ty-fourth St., Chicago, Ill.
"Thorola."

Roth Downs Manufacturing Co.,
St. Paul, Minn. "Orpheus."

Resas, Inc., 354-8 W. 52nd St., New
York, N. Y. "Resas Tone-A-
Dyne."

Seery Mfg. Co., 1016 N. Washing-
ton St., Lansing, Mich. "Seery-
ola."

Shamrock Mfg. Co., 196 Waverly
Ave., Newark, N. J.

Signal Electric Mfg. Co., Menomi-
nee, Mich.

Simplex Radio Co., Rector and
Main Sts., Philadelphia, Pa.
"Simplex."

Simplex Radio Co., The, Sandusky,
Ohio.

Simpli-Dyne Electric Co., Brad-
ford, Ill.

Slagle Radio Co., Fort Wayne, Ind.
"Slagle."

Sleeper Radio & Mfg. Corp., 6th
and Washington Ave., Long Is-
land City, New York. "Sleeper."

Sonora Phonograph Co., 16 E. 40th
St., New York, N. Y.

Splitdorf Electrical Co., 392 High
St., Newark, N. J. "Splitdorf."

Steinite Lab., Atchison, Kans.
"Steinite."

Stewart - Warner Speedometer
Corp., 1826 Diverscy Pkway,
Chicago, Ill. "Stewart-Warner."

Sun Mfg. Co., 2829-31 Grand
Ave., Louisville, Ky.

Teleradio Engineering Corp., 184-90
Broome St., New York, N. Y.

Tilman Radio Corp., Lagro, Ind.
"Tilman."

Tri City Radio Elec. Co., Daven-
port, Ia.

United Metal Stamping & Radio
Co., The, 410 E. Pearl St., Cin-
cinnati, Ohio.

Valley Electric Co., 4515 Show
Ave., St. Louis, Mo. "Valley-
tone."

Volotone Mfg. Co., Minerva, Ohio.
"Volotone."

W. K. Electric Co., 89 Middle St.,
Kenosha, Wis. "Oriote."

Walbert Mfg. Co., 925 Wright-
wood Ave., Chicago, Ill. "Wal-
bert Isofarad."

Waterbury Burton Co., Waterbury,
Conn.

Wells Mfg. Co., Fon du Lac,
Wis.

Western Coil & Electrical Co.,
300 5th St., Racine, Wis. "Radio-
dyne."

Westinghouse Electric & Mfg. Co.,
East Pittsburgh, Pa.

White Beauty Electric Co., 4416-24
N. Western Ave., Chicago, Ill.

Windsor Furniture Co., 1420 Car-
roll Ave., Chicago, Ill.

Work Rite Mfg. Co., The, 1812
E. 30th St., Cleveland, O. "Work-
Rite."

Wright De Coster, Inc., 1466 Selby
Ave., St. Paul, Minn.

SOCKETS

Vacuum Tube

Aeolus Consolidated, Inc., 161
Grand St., New York.

Ajax Electric Spec. Co., 1926
Chestnut St., St. Louis, Mo.

"Ajax."

Alden Mfg. Co., 52 Willow St.,
Springfield, Mass. "Na-ald."

All-American Radio Corp., 4201
Belmont Ave., Chicago, Ill.

American Hard Rubber Co., 11
Mercer St., New York.

American Insulator Corp., New
Freedom, Pa.

American Spec. Co., The, 135-195
Holland Ave., Bridgeport, Conn.

"Kelford."

Amsco Products, Inc., 416
Broome St., New York. "Ams-
co."

Beacon Radio Mfg. Co., 323 Berry
St., Brooklyn, N. Y.

Bremer-Tully Mfg. Co., 520 S.
Canal St., Chicago, Ill. "Si-
lent."

Buell Mfg. Co., 2975 Cottage Grove
Ave., Chicago, Ill. "Buell."

Blue Seal Mfg. Co., 538 So. Dear-
born St., Chicago, Ill.

Camfield Radio Mfg. Co., 829 Har-
rison St., Oakland, Calif. "Cam-
field Bulldog Grip."

Cardwell Mfg. Corp., Allen D., 81
Prospect St., Brooklyn, N. Y.

"Cardwell."

Circle, F. Mfg. Co., 720 Monmouth
St., Trenton, N. J. "Circle F."

Corning Glass Works, Corning, N.
Y.

Cutler Hammer Mfg. Co., St. Paul
Ave., Milwaukee, Wis. "C-H."

DeJur Products Co., 199 Lafayette
St., New York, N. Y.

Ebiv Mfg. Co., The H. H., 4710
Stenton Ave., Philadelphia, Pa.

Electrical Products Mfg. Co., 69
Sprague St., Providence, R. I.

"Dymac."

Electrical Research Lab., 2500 Cot-
tage Grove Ave., Chicago, Ill.

"Erla."

Federal Radio Corp., 1738 Elmwood
Ave., Buffalo, N. Y. "Federal."

Federated Mfrs. Corp., 905 Mission
St., San Francisco, Cal. "Fe-
drolian."

Frost, Inc., Herbert H., 160 N. La Salle St., Chicago, Ill. "Frost."
 General Radio Co., 30 State St., Cambridge, Mass. "General Radio."
 Goerdes Co., Fred W., 81-85 Mt. Prospect Pl., Newark, N. J.
 Golden-Leutz, Inc., 6th and Washington Aves., L. I. City. "Golden-Leutz."
 Hart & Hegman Mfg. Co., The, 342 Capitol Ave., Hartford, Conn. "H & H."
 Heinemann Electric Co., Philadelphia, Pa.
 Howard Radio Co., 451-469 E. Ohio St., Chicago, Ill. "Howard."
 Indiana Mfg. & Electric Co., Marion, Ind. "Case."
 Jones Radio Co., 384 Monroe St., Brooklyn, N. Y. "The Harmonic."
 Kellogg Switchboard & Supply Co., 1066 W. Adams St., Chicago, Ill. "Kellogg."
 Klosner Radio Co., 1022 E. 178th St., New York City.
 Martin-Copeland Co., Providence, R. I. "Marco."
 Mazda Radio Mfg. Co., The, 3405 Perkins Ave., Cleveland, Ohio. "Mazda."
 McKee Glass Co., Jeanette, Pa. "Insula."
 Mohawk Corp. of Illinois, 22 Diversey Blvd., Chicago, Ill.
 Pacent Electric Co., Inc., 91 7th Ave., New York. "Pacent."
 Pilot Electric Mfg. Co., 323 Berry St., Brooklyn, N. Y.
 Premier Electric Co., Grace and Ravenswood Aves., Chicago, Ill. "Premier Lo-Loss."
 Reichmann Co., 1725 W. 74th St., Chicago, Ill. "Thorola."
 Reynolds Spring Co., Jackson, Mich.
 Shamrock Mfg. Co., 196 Waverly Ave., Newark, N. J. "Shamrock."
 Silver-Marshall, Inc., 846 W. Jackson Blvd., Chicago, Ill. "SM."
 Splitdorf Electrical Co., 392 High St., Newark, N. J. "Splitdorf."
 Walnut Electric Mfg. Co., 368 So. Green St., Chicago, Ill.
 Waterbury Burton Co., Waterbury, Conn.
 WorkRite Mfg. Co., The, 1812 E. 30th St., Cleveland, Ohio. "Work-Rite."

SOLDER

American Solder & Flux Co., 2910 N. 16th St., Philadelphia, Pa.
 Belden Mfg. Co., 2300 Western Ave., Chicago, Ill.
 Chapman Machine Co., Terryville, Conn.
 Chicago Solder Co., 4201 Wrightwood Ave., Chicago, Ill. "Kester Radio Solder."
 Compo-Site Inc., 215 Astor St., Newark, N. J.

Hungerford, U. T., Brass & Copper Co., 80 Lafayette St., New York. "Star Brand."
 Lenk Mfg. Co., The, 20-38 Merrimac St., Boston, Mass.
 United American Metals Corp., Foot of Clay St., Brooklyn, N. Y. "Syracuse Ribbon Solder."

STATIC REDUCERS

Muter, Leslie F., Co., 76th and Greenwood Ave., Chicago, Ill. "Muter."
 Naxon Electrical Lab., 4524-26 Cottage Grove Ave., Chicago, Ill. "Naxon."
 Steinite Lab., Atchison, Kan. "Steinite."

SWITCHES

Panel Battery

Aeolus Consolidated, Inc., 161 Grand St., New York.
 Allen Bradley Co., 286 Greenfield Ave., Milwaukee, Wis. "Bradleyswitch."
 American Spec. Co., The, 135-135 Holland Ave., Bridgeport, Conn. "Kelford."
 Beacon Radio Mfg. Co., 323 Berry St., Brooklyn, N. Y.
 Brooklyn Metal Stamping Corp., 718 Atlantic Ave., Brooklyn, N. Y. "BMS."
 Carter Radio Co., 300 So. Racine Ave., Chicago, Ill. "Imp." "Imp Pilot."
 Central Radio Lab., 16 Keefe Ave., Milwaukee, Wis. "Centralab."
 Chicago Electric Mfg. Co., 2801-29 So. Halsted St., Chicago, Ill. "Handy."
 Circle F. Mfg. Co., 720 Monmouth St., Trenton, N. J. "Circle F."
 Consolidated Inst. Co. of America, Inc., 41 East 12d St., New York. "Cico."
 Cutler Hammer Mfg. Co., St. Paul Ave., Milwaukee, Wis. "C-H" "Pushpull-C-H-Toggle." "C-H Radiolock."
 Edelmann & Co., E., 2332 Logan Blvd., Chicago, Ill. "Jumbo."
 Electrad, Inc., 428 Broadway, New York. "Electrad."
 Electrical Research Lab., 2500 Cottage Grove Ave., Chicago, Ill.
 Federal Radio Corp., 1738 Elmwood Ave., Buffalo, N. Y. "Federal."
 Frost, Inc., Herbert H., 160 N. LaSalle St., Chicago, Ill. "Frost."
 General Radio Co., 30 State St., Cambridge, Mass. "General Radio."
 Hart & Hegman Mfg. Co., The, 342 Capitol Ave., Hartford, Conn. "H & H."
 Heinemann Electric Co., The, Philadelphia, Pa.
 Kellogg Switchboard & Supply Co., 1066 W. Adams St., Chicago, Ill. "Kellogg."
 Martin-Copeland Co., Providence, R. I. "Marco."
 Mazda Radio Mfg. Co., The, 3405 Perkins Ave., Cleveland, Ohio. "Mazda."
 Millimeter Machine Works, Inc., 546 W. 22d St., New York City.
 Mogadore Insulator Co., The, Mogadore, Ohio.

Say you saw it in Radio Merchandising

Muter Co., Leslie F., 76th and Greenwood Ave., Chicago, Ill. "Muter."
 Naxon Electric Mfg. Co., 4524-26 Cottage Grove Ave., Chicago, Ill. "Naxon."
 Pilot Electric Mfg. Co., 323 Berry St., Brooklyn, N. Y.
 Premier Electric Co., Grace and Ravenswood Ave., Chicago, Ill. "Premier."
 Reliable Parts Mfg. Co., Cleveland, O.
 Saturn Mfg. & Sales Co., Inc., The, 48 Beekman St., New York. "Saturn Perfect."
 Teleradio Engineering Corp., 484-90 Broome St., New York, N. Y.
 Yaxley Mfg. Co., 9 S. Clinton St., Chicago, Ill. "Yaxley."

SWITCHES

Radio Single and Multiple

Carter Radio Co., 300 So. Racine Ave., Chicago, Ill.
 Condenser Corp. of America, 25 Waverly Place, New York, N. Y.
 Cutler Hammer Mfg. Co., St. Paul Ave., Milwaukee, Wis. "C-H"
 Federal Radio Corp., 1738 Elmwood Ave., Buffalo, N. Y. "Federal."
 Martin-Copeland Co., Providence, R. I. "Marco."
 Millimeter Machine Works, Inc., 546 W. 22d New York City.
 Mogadore Insulator Co., The, Mogadore, Ohio.
 Muter Co., Leslie F., 76th and Greenwood Ave., Chicago, Ill. "Muter."
 Premier Electric Co., Grace and Ravenswood Ave., Chicago, Ill. "Premier."
 Reliable Parts Mfg. Co., Cleveland, O.
 Saturn Mfg. & Sales Co., Inc., The, 48 Beekman St., New York. "Saturn Perfect."
 Yaxley Mfg. Co., 9 S. Clinton St., Chicago, Ill. "Yaxley."



SWITCHBOARDS

Radio

Dosch-o-phone Radio Co., The, Maysville, Mo.

SWITCHES Knife

Barkeley Elec. Mfg. Co., Middletown, Ohio.

Circle F. Mfg. Co., 720 Monmouth St., Trenton, N. J. "Circle F."
 Globe Phone Mfg. Co., Reading, Mass.
 Hart & Hegman, The, Mfg. Co., 342 Capitol Ave., Hartford, Conn. "H & H."
 Helmenann Electric Co., Philadelphia, Pa.
 Martin-Copeland Co., Providence, R. I. "Marco."
 Mogadore, The, Insulator Co., Mogadore, Ohio.
 Mohawk Corp. of Illinois, 2222 Diversey Blvd., Chicago, Ill.
 Muter, Leslie F. Co., 76th and Greenwood Ave., Chicago, Ill. "Muter."
 Swan-Haverstick, Inc., Trenton, N. J. "S-H."
 Westinghouse Electric & Mfg. Co., East Pittsburgh, Pa.

TABLES

Radio

A-C Electrical Mfg. Co., Dayton, Ohio.
 Bear Furniture Co., G. H., Allentown, Pa.
 Crescent Chair Co., Plymouth, Wis.
 Empire-United Hat Block Co. Inc., 312-314 East 22d St., New York. "Empire."
 Freed Eisemann Radio Corp., Junius St. and Liberty Ave., Brooklyn N. Y.
 Golden-Leutz, Inc., 6th and Washington Aves., L. I. City, N. Y. "Golden-Leutz."
 Hallock & Watson Radio Corp., 192 Park St., Portland, Ore.
 International Equipment Co., 1326 Chestnut Ave., Kansas City, Mo.
 Jesse Mfg. Co., John O., Bryan, Ohio.
 Kellogg Switchboard & Supply Co., 1066 W. Adams St., Chicago, Ill. "Kellogg."
 Splittorf Electrical Co., 392 High St., Newark, N. J. "Splittorf."
 Steinite Lab., Atchison, Kan. "Steinite."
 Stewart - Warner Speedometer Corp., 1826 Diversey Pkwy., Chicago, Ill.
 Udell Works, The, 28th St. at Barnes Ave., Indianapolis, Ind. "Udell."
 Union Tool Chest Co., 19 Hand St., Rochester, N. Y.
 Valley Electric Co., 4515 Show Ave., St. Louis, Mo.
 Watsontown Table & Furniture Co., Watsontown, Pa.
 Wright De Coster, Inc., 1466 Selby Ave., St. Paul, Minn.

TAPE

Insulating

Hope Webbing Co., Providence, R. I. "Hope."
 Mica Insulator Co., 68 Church St., New York, N. Y. "Mico-Vesey."
 United States Rubber Co., 1790 Broadway, New York, N. Y.
 Westinghouse Electric & Mfg. Co., East Pittsburgh, Pa.

Say you saw it in Radio Merchandising

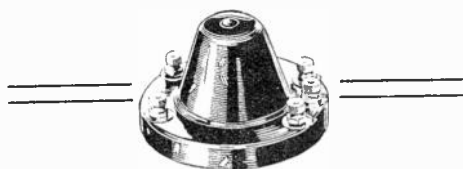
Now!

An Automatic Control Switch

Here's a new device the radio users all want. A Reliable Automatic Power Control Switch, positive acting, durable, and trouble-proof. Extremely low voltage drop.

Many dealers are selling one with every Trickle Charger and B Eliminator. Every radio user who sees it wants one immediately.

Automatically turns on or off either or both the Trickle Charger and B Eliminator as required. Retails at \$2.00.



THE RELIABLE PARTS MFG. CO.
2819 PROSPECT AVE. CLEVELAND, OHIO

THE RELIABLE PARTS MFG. CO.
2819 Prospect Ave., Cleveland, Ohio.

Please send more complete information, dealers' prices, etc., on your Automatic Control Switch. My jobber is.....

.....
(Name of Jobber)

Name

Address

Say you saw it in Radio Merchandising

TRANSFORMERS

Audio Frequency

Acme Apparatus Co., 37 Osborn St., Cambridge, Mass. "Acme."
 Ajax Electric Spec. Co., 1926 Chestnut St., St. Louis, Mo. "Ajax."
 Alden Mfg. Co., 52 Willow St., Springfield, Mass. "Na-ald Tru-phonie."
 All-American Radio Corp., 4201 Belmont Ave., Chicago, Ill.
 American Spec. Co., The, 135-195 Holland Ave., Bridgeport, Conn.
 Anylite Electric Co., Fort Wayne, Ind. "King Cole."
 Bremer-Tully Mfg. Co., 520 S. Canal St., Chicago, Ill. "B-T Euphonic."
 Cardwell, Allen D., Mfg. Corp., 81 Prospect St., Brooklyn, N. Y. "Cardwell."
 Clearstone, The, Radio Co., 2427 Gilbert Ave., Cleveland, Ohio. "Clearstone."
 Cruver Mfg. Co., 2456 E. Jackson Blvd., Chicago, Ill. "Proudfoot."
 Dongan Elec. Mfg. Co., 2987-3001 Franklin St., Detroit, Mich.
 Drau, James & Sons, 150 Chestnut St., Providence, R. I.
 Electrical Products Mfg. Co., 69 Sprague St., Providence, R. I. "Dymac."
 Electrical Research Lab., 2500 Cottage Grove Ave., Chicago, Ill. "Erla."
 Federal Radio Corp., 1738 Elmwood Ave., Buffalo, N. Y. "Federal."
 Federated Mfrs. Corp., 905 Mission St., San Francisco, Cal. "Fedrolian."
 Gearhart Schleuter Radio Corp., 1721 Van Ness Blvd., Fresno, Calif. "Gearhart Schleuter."
 General Radio Co., 30 State St., Cambridge, Mass. "General Radio."
 Golden-Leutz, Inc., 6th and Washington Aves., L. I. City, N. Y. "Golden-Leutz."
 Halldorson Co., The, 4745 N. Western Ave., Chicago, Ill. "Halldorson."
 Hart & Hegman Mfg., The, 342 Capitol Ave., Hartford, Conn. "H & H."
 Imperial Elect. Mfg. Co., 50 Columbus St., Newark, N. J. "Paradyne."
 Indiana Mfg. & Electric Co., Marion, Ind. "Case."
 Jefferson Elec. Mfg. Co., 501-11 S. Green St., Chicago, Ill.
 Kellogg Switchboard & Supply Co., 1066 W. Adams St., Chicago, Ill. "Kellogg."
 Liberty Transformer Co., 123 N. Sangamo St., Chicago, Ill.
 Martin-Copeland Co., Providence, R. I. "Marco."
 Mazda Radio Mfg. Co., The, 3405 Perkins Ave., Cleveland, Ohio. "Mazda."
 Modern Electric Mfg. Co., The, 312 Mulberry St., Toledo, Ohio.
 Muter, Leslie E., Co. 76th and

Greenwood Aves., Chicago, Ill. "Muter."
 National Radio Co., Forest Lake, Minn. "Millerradio."
 New York Coil Co., 338 Pearl St., New York City.
 Okay Radio Corp., 22½ W. National Ave., Brazil, Ind. "Okay."
 Patent Electric Co., Inc., 91 7th Ave., New York, N. Y. "Patent."
 Premier Electric Co., Grace and Ravenswood Ave., Chicago, Ill. "Hegehog."
 Radio Receptor Co., 106 7th Ave., New York. "Silverstone."
 Reichmann Co., 1725 W. 74th St., Chicago, Ill. "Thorola."
 Samson Electric Co., Canton, Mass.
 Shore Electric Co., Inc., 64 University Pl., New York City.
 Silver-Marshall, Inc., 846 W. Jackson Blvd., Chicago, Ill. "S.M."
 Sleeper Radio Mfg. Corp., 6th and Washington Ave., Long Island City, N. Y. "Sleeper."
 Splitdorf Electrical Co., 392 High St., Newark, N. J. "Splitdorf."
 Standard Metal Mfg. Co., 237 Chestnut St., Newark, N. J.
 Thordarson Electric Mfg. Co., 500 W. Huron St., Chicago, Ill.
 Victoreen Radio, Inc., Cleveland, Ohio. "Victoreen."
 Walker, The George W., Co., 6528 Carnegie Ave., Cleveland, Ohio. "Victoreen."
 Waterbury Burton Co., Waterbury, Conn. "Century."
 White Beauty Electric Co., 4416-24 N. Western Ave., Chicago, Ill.

TRANSFORMERS

Iron Core Radio Frequency

Acme Apparatus Co., 37 Osborn St., Cambridge, Mass. "Acme."
 All-American Radio Corp., 4201 Belmont Ave., Chicago, Ill.
 Cardwell, Allen D., Mfg. Corp., 81 Prospect St., Brooklyn, N. Y.
 Federal Radio Corp., 1738 Elmwood Ave., Buffalo, N. Y. "Federal."
 Federated Mfrs. Corp., 905 Mission St., San Francisco, Cal. "Fedrolian."
 Golden-Leutz, Inc., 6th and Washington Ave., L. I. City, N. Y. "Golden-Leutz."
 Modern Electric Mfg. Co., The, 312 Mulberry St., Toledo, Ohio.
 Samson Electric Co., Canton, Mass.
 Shore Electric Co., Inc., 64 University Pl., New York City.
 Silver-Marshall, Inc., 846 W. Jackson Blvd., Chicago, Ill. "S.M."

TRANSFORMERS

Intermediate Frequency

Acme Apparatus Co., 37 Osborn St., Cambridge, Mass. "Acme."
 Atlantic Hilco Corp., 80 Mangum St., Atlanta, Ga.
 Brooklyn Metal Stamping Corp., 718 Atlantic Ave., Brooklyn N. Y. "Tri-Coil Special."

Say you saw it in Radio Merchandising

Cardwell, Allen D., Mfg. Corp., 81 Prospect St., Brooklyn, N. Y. "Cardwell."
 Federated Mfrs. Corp., 905 Mission St., San Francisco, Cal. "Fedrolian."
 Gearhart Schleuter Radio Corp., 1721 Van Ness Blvd., Fresno, Calif. "Quadraformer."
 General Radio Co., 30 State St., Cambridge, Mass. "General Radio."
 Golden-Leutz, Inc., 6th and Washington Aves., L. I. City, N. Y. "Golden-Leutz."
 Liberty Elec. Corp., Stamford, Conn.
 Mazda Radio Mfg. Co., The, 3405 Perkins Ave., Cleveland, Ohio. "Consomelle."
 Modern Electric Mfg. Co., The, 312 Mulberry St., Toledo, Ohio.
 Premier Electric Co., Grace and Ravenswood Aves., Chicago, Ill. "Radiotran."
 Samson Electric Co., Canton, Mass.
 Victoreen Radio, Inc., Cleveland, Ohio. "Victoreen."
 Walker, The George W. Co., 6528 Carnegie Ave., Cleveland, Ohio.

TRANSFORMERS

Power

Acme Apparatus Co., 37 Osborn St., Cambridge, Mass. "Acme."
 All-American Radio Corp., 4291 Belmont Ave., Chicago, Ill.
 American Elec. Co. State and 64th Sts., Chicago Ill.
 Cardwell Mfg. Corp., Allen D., 81 Prospect St., Brooklyn, N. Y. "Cardwell."
 Clearstone Radio Co., The, 2427 Gilbert Ave., Cleveland, Ohio. "Clearstone."
 Federal Radio Corp., The, 1738 Elmwood Ave., Buffalo, N. Y. "Federal."
 Federated Mfrs. Corp., The, 905 Mission St., San Francisco, Cal. "Fedrolian."
 General Radio Co., 30 State St., Cambridge, Mass. "General Radio."
 Golden-Leutz, Inc., 6th and Washington Aves., L. I. City, N. Y. "Golden-Leutz."
 Jefferson Elec. Mfg. Co., 501-11 S. Green St., Chicago, Ill.
 Mabey Elec. & Mfg. Co., 968 Ft. Wayne Ave., Indianapolis, Ind.
 Mayolian Radio Corp., 1991 Broadway, New York. "Mayolian."
 Samson Electric Co., Canton, Mass.
 Shore Electric Co., Inc., 64 University Pl., New York City.
 Silver-Marshall, Inc., 846 W. Jackson Blvd., Chicago, Ill. "S-M."
 Storad Mfg. Co., The, Detroit Ave. at West 25th St., Cleveland, O. "Storad."
 Thordarson Electric Mfg. Co., 509 W. Huron St., Chicago, Ill.
 Waage, A. H., 112 Chambers St., New York City.
 Westinghouse Electric Co. East Pittsburgh, Pa.

TRANSFORMERS

Push Pull

All-American Radio Corp., 4291 Belmont Ave., Chicago, Ill.
 Cardwell, Allen D., Mfg. Corp., 81 Prospect St., Brooklyn, N. Y. "Cardwell."
 Electrical Research Lab., 2500 Cottage Grove, Ave., Chicago, Ill. "Erla."
 Federated Mfrs Corp., 905 Mission St., San Francisco, Cal. "Fedrolian."
 Modern Electric Mfg. Co., The, 312 Mulberry St., Toledo, Ohio.
 National Radio Co., Forest Lake, Minn. "Millerradio."
 Samson Electric Co., Canton, Mass.
 Thordarson Electric Mfg. Co., 509 W. Huron St., Chicago, Ill.

TRANSFORMERS

Radio Frequency

Acme Apparatus Co., 37 Osborn St., Cambridge, Mass. "Acme."
 Aero Products, Inc., 1768-72 Wilson Ave., Chicago, Ill. "Aero."
 Atlantic Hilco Corp., 89 Mangum St., Atlanta, Ga.
 Bodine Electric Co., 2254 West Ohio St., Chicago, Ill.

Bremer-Tully Mfg. Co., 520 S. Canal St., Chicago, Ill. "B-I Air Cove and Torostyle."

Bruno Radio Corp., 40 Paynter Ave., L. I. City.

Camfield Radio Mfg. Co., 829 Harrison St., Oakland, Calif. "Camfield Duoformers."
 Cardwell, Allen D., Mfg. Corp., 81 Prospect St., Brooklyn, N. Y. "Cardwell."

Crescent Radio Mfg. Co., 1626 2d Ave., So. Minneapolis, Minn. "Crescentyne."

Cruver Mfg. Co., 2456 E. Jackson Blvd., Chicago, Ill. "Proudfoot."

Debillier Condenser & Radio Corp., 4277 Bronx Blvd., New York. "Duratran."

Electrical Products Mfg. Co., 69 Sprague St., Providence, R. I. "Dymac."

Electrical Research Lab., 2500 Cottage Grove Ave., Chicago, Ill. "Erla."

Federated Mfrs Corp., 905 Mission St., San Francisco, Cal. "Fedrolian."

Gearhart Schlueter Radio Corp., 1721 Van Ness Blvd., Fresno, Cal. "The Quadraformer."

Golden-Leutz, Inc., 6th and Washington Aves., L. I. City, N. Y. "Golden-Leutz."

Indiana Mfg. & Electric Co., Marion, Ind. "Case."

Kellogg Switchboard & Supply Co., 1066 W. Adams St., Chicago, Ill. "Kellogg."

Liberty Transformer Co., 123 N. Sangamo St., Chicago, Ill.

Say you saw it in Radio Merchandising

Modern Electric Mfg. Co., The,
312 Mulberry St., Toledo, Ohio.
Muter, Leslie F. Co., 76th and
Greenwood Ave., Chicago, Ill.
"Muter."

National Co., Inc., 110 Brookline
St., Cambridge, Mass.

National Radio Co., Forest Lake,
Minn. "Millerradio."

New York Coil Co., 338 Pearl St.,
New York City.

Premier Electric Co., Grace and
Ravenswood Ave., Chicago, Ill.
"Radiotran."

Reichmann Co., 1725 W. 74th St.,
Chicago, Ill. "Thorola."

Samson Electric Co., Canton,
Mass.

Shore Electric Co., Inc., 64 Univer-
sity Pl., New York City.

Silver-Marshall, Inc., 846 W. Jack-
son Blvd., Chicago, Ill. "S-M."

Victoreen Radio, Inc., Cleveland,
Ohio. "Victoreen."

Walker, The George W., Co., 6528
Carnegie Ave., Cleveland, Ohio.
"Victoreen."

TUBES

Rectifier

C. E. Mfg. Co., Providence, R. I.
"CeCo."

Connewey Electric Lab., Magna-
natron Bld., Hoboken, N. "Mag-
natron Rex," "Magnatron Super-
Rex."

Continental Fibre Co., The, New-
ark, Del.

Forest Electric Co., 272 New St.,
Newark, N. J. "Unitron."

Jaeger Research Lab., Inc., 270-
280 Park Ave., Weehawken, N.
J. "Jaeger."

Martin, Glen L., The, Co., 16800
St. Clair Ave., Cleveland, Ohio.
"Aero-Star."

Raytheon Mfg. Co., 292 Main St.,
Cambridge, Mass. "Raytheon."

Tectron Radio Co., 1270 Broadway,
New York. "Tectron."

United Radio & Electric Corp.,
418-26 Central Ave., Newark, N.
J. "Ureco."

Unitron Electric Co., 272 New St.,
Newark, N. J. "Unitron."
Westinghouse Electric & Mfg. Co.,
East Pittsburgh, Pa.

TUBES

Vacuum

C. E. Mfg. Co., Providence, R. I.
"CeCo."

Chelsea Radio Co., Chelsea, Mass.
"Chelsea."

Connewey Electric Lab., Magna-
natron Bldg., Hoboken, N. J.
"Magnatron."

Daven Radio Corp., 158 Summit
St., Newark, N. J. "Mu-20
Mu-6."

De Forest Radio Co., Central
Ave. and Franklin St., Jer-
sey City, N. J.

Electrical Research Lab., 2500 Cot-
tage Grove Ave., Chicago, Ill.
"Erla."

Empire Electrical Products Co.,
132-134 Greene St., New York
City.

Federated Mfrs. Corp., 905 Mission
St., San Francisco, Cal. "Fed-
drolan."

Hytron Corp., 19 Oakland St.,
Salem, Mass. "Hytron."

Jaeger Research Lab., Inc., 270-
280 Park Ave., Weehawken, N.
J. "Jaeger."

Ken-Rad Corp., The, Owensboro,
Ky.

Magnavox Co., The, 2725 E. 14th
St., Oakland, Calif.

Musselman, A. J., Inc., 549 W.
Washington Blvd., Chicago, Ill.
"Musselman Certified."

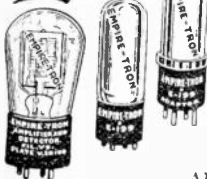
Myers Radio Tube Corp., 1890
East 40th St., Cleveland, Ohio.
"Myers."

Northern Mfg. Co., 371 Ogden St.,
Newark, N. J. "Marathon."

Q. R. S., The Music Co., 306 S.
Wabash Ave., Chicago, Ill. "QRS
Redtop."

"Outsell, Because They Excel"

Empire
Ask The Man Who Uses Them



ALL TYPES

Including NEW

DETECTOR (EX-200)

**HIGH MU and
Power Amplifier**

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Write for Prices and Folder "A"*

Empire Electrical Products Co.

Laboratories and Factory, Kearny, N. J.
Sales Office, 132-134 Greene St., New York
Also Mfrs. of EMPIRE Cone and Loud Speakers

Say you saw it in Radio Merchandising

Slagle Radio Co., Fort Wayne, Ind.
 Stewart - Warner Speedometer Corp., 1826 Diversey Pkwy., Chicago, Ill. "No. 501 and 499."
 Supertron Mfg. Co., Inc., 222 Washington St., Hoboken, N. J. "Supertron."
 Sylvania Products Co., Emporium, Pa. "Sylvania."
 Teetron Radio Co., 1270 Broadway, New York. "Teetron."
 United Radio & Electric Corp., 418-26 Central Ave., Newark, N. J. "Trec & Goldentone."
 Unitron Electric Co., 272 New St., Newark, N. J. "Unitron."
 Van Horne Co., The, Inc., Franklin, Ohio. "Mogul-Van Horne Cushion."
 Westinghouse Electric & Mfg. Co., East Pittsburgh, Pa.

TUBE TESTERS

Burton Rogers Co., 26 Brighton Ave., Boston, Mass.
 Hollock & Watson Radio Corp., 192 Park St., Portland, Ore.
 Jefferson Elec. Mfg., 501-11 S. Green St., Chicago, Ill.

TUBING Spaghetti

Acme Wire Co., The, New Haven, Conn. "Acme."
 Alpha Radio Supply Co., Inc., 621 Broadway, New York. "Alpha Special Spaghetti."
 DeJure Products Co., 199 Lafayette St., New York.
 Federated Mfrs Corp., 905 Mission St., San Francisco, Cal. "Fedro-bian."
 Forest City Rubber Co., The, 1276 Ontario St., Cleveland, Ohio.
 Goodrich, B. F. Rubber Co., The, Akron, Ohio. "Goodrich."
 Irvington Varnish & Insulator Co., Irvington, N. J.
 Mica Insulator Co., 68 Church St., New York, N. Y. "Empire."

VOLTMETERS

B-W Electric Co., 719 S. Sarah St., St. Louis, Mo. "B-W."
 Battery Equip. & Supply Co., Inc., 1640 S. Wabash Ave., Chicago, Ill. "Jewell and Hyrate."
 Beebe Elec. Inst. Co., Penacook, New Hampshire.
 Burton Rogers Co., 26 Brighton Ave., Boston, Mass.
 Cardwell, Allen D., Mfg. Corp., 81 Prospect St., Bklyn. N. Y. "Cardwell."
 Dongan Elec. Mfg. Co., 2587-3001 Franklin St., Detroit, Mich.
 Roller-Smith Co., 233 Broadway, New York. "Roller-Smith."
 Westinghouse Electric & Mfg. Co., East Pittsburgh, Pa.
 Weston Electrical Instrument Corp., Newark, N. J. "Weston."

New! Amplifier



Type DL4
\$2.25

An extremely efficient Radio Frequency Tube — specifically designed to meet the precise requirements of the Neutrodyne and new Radio Frequency circuits of the finely *balanced* type.

DE FOREST

AUDION

De Forest Radio Company
 Jersey City, N. J.
 Established 1913

Say you saw it in Radio Merchandising

VOLT-AMMETERS

Battery Equip. & Supply Co., Inc., 1640 S. Wabash Ave., Chicago, Ill. "Jewell and Hyrate."

Beede Elec. Inst. Co., Penacook, N. H.

Burton Rogers Co., 26 Brighton Ave., Boston, Mass.

Cardwell, Allen D. Mfg. Corp., 81 Prospect St., Brooklyn, N. Y. "Cardwell."

Roller-Smith Co., 233 Broadway, New York, N. Y. "Roller-Smith."

Westinghouse Electric & Mfg. Co., East Pittsburgh, Pa.

WIRE

Bell

American Brass Co., The, 414 Meadow St., Waterbury, Conn.

American Steel & Wire Co., 208 S. La Salle St., Chicago, Ill. "American."

Anyrite Electric Co., Fort Wayne, Ind. "King Cole."

Belden Mfg. Co., 2300 Western Ave., Chicago, Ill.

Holyoke Co., The, 621 Broadway, New York.

Providence Insulated Wire Co., 58 Waldo St., Providence, R. I.

Standard Underground Cable Co., 17th and Pike Sts., Pittsburgh, Pa. "Standard."

WIRE

Copper Antenna

Acme Wire Co., The, New Haven, Conn. "Acme Stranded."

Ajax Electric Spec. Co., 1926 Chestnut St., St. Louis, Mo. "Ajax."

American Brass Co., The, 414 Meadow St., Waterbury, Conn.

American Steel & Wire Co., 208 S. La Salle St., Chicago, Ill. "American."

Anyrite Electric Co., Fort Wayne, Ind. "King Cole."

Atlantic Insulated Wire & Cable Co., Rome, N. Y.

Barklelew Elec. Mfg. Co., The, Middletown, O.

Belden Mfg. Co., 2300 Western Ave., Chicago, Ill.

Copperweld Steel Co., Braddock P. O., Rankin, Pa. "Copperweld."

Holyoke Co., The, 621 Broadway, New York.

Hungerford, U. T. Brass and Copper Co., 80 Lafayette St., New York. "Star Brand."

Providence Insulated Wire Co., 58 Waldo St., Providence, R. I.

Standard Underground Cable Co., 17th and Pike Sts., Pittsburgh, Pa. "Standard."

WIRE

Enameled Copper Antenna

Acme Wire Co., New Haven, Conn. "Acme Stranded Enameled."

Ajax Electric Spec. Co., 1926 Chestnut St., St. Louis, Mo. "Ajax."

American Steel & Wire Co., 208 S. La Salle St., Chicago, Ill. "American."

Atlantic Insulated Wire & Cable Co., Rome, N. Y.

Belden Mfg. Co., 2300 Western Ave., Chicago, Ill.

Hungerford, U. T. Brass & Copper Co., 80 Lafayette St., New York. "Star Brand."

Maring Wire Co., Muskegon, Mich.

Providence Insulated Wire Co., 58 Waldo St., Providence, R. I.

WIRE

Bus Bar

American Brass Co., The, 414 Meadow St., Waterbury, Conn.

American Steel & Wire Co., 208 S. La Salle St., Chicago, Ill. "American."

Anyrite Electric Co., Fort Wayne, Ind. "King Cole."

Belden Mfg. Co., 2300 Western Ave., Chicago, Ill.

Federated Mfrs Corp., 905 Mission St., San Francisco, Cal. "Fedorlian."

Hungerford, U. T. Brass and Copper Co., 80 Lafayette St., New York, N. Y. "Star Brand."

Irrington Varnish & Insulator Co., Irrington, N. J.

Jones, Howard B., 618 S. Canal St., Chicago, Ill. "Jones Wax Wire."

Standard Underground Cable Co., 17th and Pike Sts., Pittsburgh, Pa. "Standard."

WIRE

Rubber Covered

American Steel & Wire Co., 208 S. La Salle St., Chicago, Ill.

"Americore & American."

Atlantic Insulated Wire & Cable Co., Rome, N. Y.

Belden Mfg. Co., 2300 Western Ave., Chicago, Ill.

Bishop Wire & Cable Corp., 420 E. 25th St., New York.

Copperweld Steel Co., Braddock P. O., Rankin, Pa. "Copperweld."

Davis Jones Insulated Wire Co., Pawtucket, R. I.

Diamond Braiding Mills, Chicago Heights, Ill.

Holyoke Co., The, Inc., 621 Broadway, New York.

Indiana Rubber & Insulated Wire Co., The, Jonesboro, Ind.

Marion Ins. Wire & Rubber Co., Marion, Ind.

Providence Insulated Wire Co., 58 Waldo St., Providence, R. I.

Seward Wire Co., Inc., Parkersburg, W. Va.

Standard Underground Cable Co., 17th and Pike Sts., Pittsburgh, Pa. "Standard."

Triangle Conduit Co., Inc., Dry Harbor Road and Cooper Ave., Brooklyn, N. Y. "Triangle."

Tubular Woven Fabric Co., Pawtucket, R. I. "Durawire."

Say you saw it in Radio Merchandising

Section 2

An Alphabetical List of Manufacturers With Their Locations and Execu- tive Personnel

—A—

A-C ELECTRICAL MFG. CO., Dayton, Ohio. Factory same; Sales same; Branches—Boston, Chicago, St. Louis, Dallas, Denver, Seattle and San Francisco. Pres. and Gen'l Mgr., C. H. Bosler; Chief Eng., R. S. Copp; Sales Mgr., B. K. Bosler; Adv. Mgr., R. L. Sides. Products—Sets and Accessories.

ACME APPARATUS CO., 37 Osborn St., Cambridge, Mass. Factory same; Sales same; Branches—New York, Cleveland and Chicago. Gen'l Mgr., Sales Mgr. and Adv. Mgr., Claude F. Cairns. Products—Sets, Accessories and Parts.

ACME ELECTRIC MANUFACTURING CO., THE, 144 Hamilton Ave., Cleveland, Ohio. Factory same; Sales same; Branches—Boston, San Francisco, New York, St. Louis, Atlanta, Chicago and Minneapolis. Pres., G. R. Hillstram; Vice Pres., R. A. Laids; Treas.-Sec., C. H. Bunch; Sales Mgr., R. A. Laids. Products—Accessories.

ACME WIRE CO., THE, New Haven, Conn. Factory same; Sales same; Branches—New York, Chicago, Cleveland, Boston. Pres. and Gen. Mgr., V. M. Tyler; Vice Pres's, L. S. Horner, B. L. Hartpence, L. S. Tyler; Treas., B. Hewitt; Sales Mgr., L. S. Horner; Adv. Mgr., Warren Williams. Products—Accessories.

ADROIT TOOL CO., INC., 14 Front St., New York, N. Y. Factory same; Branches—none. Pres.-Sec., Joseph E. Young. Products—Sets and Accessories.

ADVANCE BATTERY CORP., 59 Pearl St., Brooklyn, N. Y. Factory same; Sales same; Branches—Boston, Washington, D. C., San Francisco. Pres., Ralph Gelardin; Vice Pres. and Adv. Mgr., Albert Sadacca; Treasurer and Sales Mgr., Henry Sadacca; Secretary, Jack Gelardin. Products—Accessories.

ADVANCE BATTERY MANUFACTURING CO., 227 East Lee St., Louisville, Ky. Factory same; Sales same. Pres., John H. Klopheke; Vice Pres., Sales Mgr. and Adv. Mgr., Wm. J. Sandman. Products—Accessories.

AEOLUS CONSOLIDATED, INC., 161 Grand St., New York, N. Y. Factory same and Parkersburg, W. Va.; Sales same. Pres. and Sales Mgr., J. H. Parker; Vice Pres., W. M. Parker; Treas. and Adv. Mgr., Charles Stern; Sec., David Brown. Products—Parts and Accessories.

AERO PRODUCTS, INC., 1768-72 Wilson Ave., Chicago, Ill. Factory same; Sales same; Branches—New York, Philadelphia, Cleveland, San Francisco, Los Angeles. Pres. and Sales Mgr., Thomas H. Brennan; Sec., Peter C. Cordell; Adv. Mgr., Mr. Bates. Products—Parts.

AEROVOX WIRELESS CORP., 489-493 Broome St., New York, N. Y. Factory same; Sales same; Branches—Cincinnati, Cleveland, Los Angeles, Toronto, Seattle, Portland, Boston, St. Louis, Chicago, San Francisco, Salt Lake City, British Columbia. Pres., Samuel Siegel; Treas., Sec., Sales Mgr. and Adv. Mgr., Samuel I. Cole. Products—Parts.

AJAX ELECTRIC SPECIALTY CO., 1926 Chestnut St., St. Louis, Mo. Factory same; Branches—New York, Chicago, Pittsburgh, Minneapolis, Denver, Dallas, Los Angeles and Portland, Ore. Pres., Gen'l Mgr. and Adv. Mgr., James S. Cumming; Sec. and Sales Mgr., E. H. Bieble. Products—Sets, Parts and Accessories.

ALDEN MANUFACTURING CO., 52 Willow St., Springfield, Mass. Factory same. Sales same; Branches—New York City, Chicago, Kansas City, Minneapolis, Boston, San Francisco, Albany, N. Y., Atlanta, Ga., Detroit and Australia. Pres., A. L. Bausman; Vice Pres., Guy Boynton; Treas., Gen'l Mgr., Sales Mgr. and Adv. Mgr., Milton Alden; Director and Production Mgr., H. W. Case. Products—Parts.

ALL-AMERICAN RADIO CORP., 4201 Belmont Ave., Chicago, Ill. Factory same. Sales same; Branches—Philadelphia and New York. Pres., E. N. Rauland; Vice Pres., D. MacGregor; Sec., C. P. Cushman; Adv. Mgr., Earl Freese. Products—Sets, Parts and Accessories.

Say you saw it in Radio Merchandising

- ALLEN BRADLEY CO.**, 236 Greenfield Ave., Milwaukee, Wis. Factory same. Sales same. Branches—Boston, Buffalo, New York, Philadelphia, Pittsburgh, Cincinnati, Chicago, Cleveland, Detroit, Baltimore, St. Paul, Birmingham, Denver, San Francisco, Seattle, and Los Angeles. Sales Mgr., F. F. Lock; Adv. Mgr., A. H. Fensholt. Products—Parts.
- ALPHA RADIO SUPPLY CO., INC.**, 621 Broadway, New York, N. Y.—Pres. and Sales Mgr., Peter Bercowitz; Sec., Treas. and Adv. Mgr., Abraham E. Bernadik. Products—Accessories.
- AMERICAN BATTERY CO.**, 2053-2055-2057 N. Racine Ave., Chicago, Ill. Products—Accessories.
- AMERICAN BOSCH MAGNETO CORP.**, Springfield, Mass. Factory same. Sales New York, N. Y.; Branches—New York, Chicago, Detroit, San Francisco. Pres., A. T. Murray; Treas., M. Metcalf; Sec., Mr. Washburn; Adv. Mgr., Roy Davey; N. Y. Branch Radio Sales Mgr., I. Gruen. Products—Sets and Accessories.
- AMERICAN BRASS CO., THE**, 414 Meadow St., Waterbury, Conn.—Pres., John A. Coe; Vice Pres., E. L. Frisbie; Treas., C. F. Hollister; Sec., E. H. Yates; Vice Pres. in charge of sales, E. E. Weaver; Purchasing Agent, H. T. Montague; Ass't Treas., M. W. Judge; Ass't Treas. S. B. Terry. Products—Accessories.
- AMERICAN ELECTRIC CO.**, State and 64th St., Chicago, Ill.—Pres., P. C. Burns; Sec., Eugene L. Brown; Adv. Mgr., M. K. Cook. Products—Parts and Accessories.
- AMERICAN HARD RUBBER CO.**, 11 Mercer St., New York, N. Y. Sales same; Branches—Chicago. Adv. Mgr., O. B. Cairn. Products—Parts and Accessories.
- AMERICAN INSULATOR CORP.**, New Freedom, Pa. Branches—New York, Chicago, Detroit and San Francisco. Pres., Emile Hemming; Vice Pres., Prescott Huidekoper. Products—Parts.
- AMERICAN SOLDER & FLUX CO.**, 2910 N. 16th St., Phila., Pa.—Owner, F. D. McBride. Products—Accessories.
- AMERICAN SPECIALTY CO., THE**, 135-195 Holland Ave., Bridgeport, Conn. Factory same. Sales same. Pres., D. J. Clifford; Treas., P. T. Kelley; Sales Mgr., A. McPadden. Products—Sets and Parts.
- AMERICAN STEEL & WIRE CO.**, 208 South La Salle Street, Chicago, Ill.: Vice Pres. and Gen. Sales Agent, Franck Bauckes; Adv. Mgr., B. B. Ayres. Products—Accessories.
- AMERICAN STORAGE BATTERY CO.**, 332 "A" St., Boston, Mass. Factory same. Sales same. Pres., Nelson M. Wood; Vice Pres., John A. Rockwell; Treas., Leroy L. Rosenfeld; Ass't Treas., Richard F. Hoffin; Sales Mgr., H. E. Neal; Adv. Mgr., Leroy L. Rosenfeld. Products—Accessories.
- AMPLEX INSTRUMENT LABORATORIES**, 88 West Broadway, New York, N. Y. Factory same. Sales same. Sole owner, Arnold G. Landres; Sales Mgr. same. Products—Accessories, Parts, Sets.
- AMPLION CORPORATION OF AMERICA**, 280 Madison Ave., New York City. Pres., S. B. Trainer; Vice Pres., W. H. Lynas; Treas., J. N. Trainer; Chief Eng., A. W. Harris; Gen. Sales Mgr., Lloyd L. Spencer; Adv. Mgr., V. L. Rich. Factory, 437 11th Ave., New York City. Sales 280 Madison Ave., New York City. Branch—27 N. Morgan St., Chicago, Ill. Products—Amplion Loud Speakers.
- AMPLUS STORAGE BATTERY CO.**, 429 W. Superior St., Chicago, Ill. Factory same, Sales same. Pres., Sales Mgr., A. J. Baracree; Sec., Adv. Mgr., R. J. Weber; Vice Pres., G. Hilburger. Products—Accessories.
- AMRAD CORP.**, Medford Hillside, Mass. Factory same, Sales same. Powell Crosley, Jr., Chairman of Board; Harold J. Power, Pres. Products—Sets.
- AMSCO PRODUCTS, INC.**, 416 Broome St., New York City. Factory and sales the same. Pres., Benjamin H. Price; Treas., Charles Hardy; Sec., Harvey C. Price; Sales and Adv. Mgr., B. H. Price. Products—Parts.
- ANDREA, INC.**, F. A. D., 1581 Jerome Avenue, New York City. Factory and Sales same; Branches—San Francisco, Chicago, Toronto, London. Pres. and Treas., F. A. D. Andrea; V. P., Concetta Andrea; Sec., G. H. Tamlyn; Sales Mgr., R. M. Klein; Adv. Mgr., F. B. Farley. Products—Sets, Loop and Antenna Type, Speakers, Cone, Table and Floor Type.
- ANYLITE ELECTRIC CO.**, Fort Wayne, Indiana. Factory and sales same. Pres., George A. Jacobs; V. P. and Gen. Mgr., L. Sykes; Sec. and Treas., W. V. Sweet; Sales Mgr. and Adv. Mgr., M. F. Bacon. Products—Accessories, Parts and Sets.
- APPLEBY MANUFACTURING CO.**, 250-52 North Juniper St., Phila., Pa. Factory same, Sales same. Products—Sets.
- ARMSTRONG AND WHITE,**

Say you saw it in Radio Merchandising

Pittsburgh, Pa.

Products—Accessories.

ARROW ELECTRIC CO., Hartford, Conn. Factory and Sales same; Branches—Chicago, New York, Syracuse, St. Louis, San Francisco, Baltimore, Boston, Pittsburgh, Detroit. Pres. and Treas., Charles G. Perkins; V. P. and Gen. Mgr., Edward R. Grier; Sec. and Asst. Treas., Benjamin C. Perkins; Asst. Sec., Charles A. Ten Eyke; Sales Mgr., H. C. Ford; Adv. Mgr., E. B. Grier. Products—Parts.

ATLANTA HILCO CORP., 80 Mangum Street, Atlanta, Ga. Factory and Sales same. Sales and Adv. Mgr. James J. Foote. Products—Parts and Sets.

ATWATER KENT MANUFACTURING CO., 4700 Wissahickon Ave., Philadelphia, Pa. Factory and Sales same; no branch offices. Pres., A. Atwater Kent; Sales Mgr., V. W. Collamore; Adv. Mgr., D. M. Bauer. Products—Accessories and Sets.

AUDIOLA RADIO CO., 430 S. Green St., Chicago, Ill. Factory and Sales the same. Pres. and Treas., Mortimer Frankel; V. P., Jacob Logan Fox; Sec., H. E. Anderson; Sales and Adv. Mgr. the same. Products—Parts and Sets.

—B—

B METAL REFINING CO., 525 Woodward Ave., Detroit, Mich. Factory same, Sales same. H. D. Stroud, Pres., Sales and Adv. Mgr. Products—Sets and Parts.

B. & H. RADIO PRODUCTS CO., 611 Alamo National Bank Bldg., San Antonio, Texas. Factory 440 S. Alamo Street and Sales same; Branch—Dallas, Texas. Pres., Henry Stieler; V. P., Dr. P. H. Hill; Sec. and Treas., Udo Hoermann; Gen. Mgr., J. G. Holterman; Sales Mgr., M. S. Blackburn; Adv. Mgr., Henry Stieler. Products—Accessories and Sets.

B-W ELECTRIC CO., 719 S. Sarah St., St. Louis, Mo. Factory same. Sales same. S. A. Whitten, Pres.; C. A. Lentwiler, Vice Pres.; E. W. Dinan, Sec. and Treas. and Sales and Adv. Mgr.; C. B. Bennett, Engineer. Products—Parts.

BAKELITE CORPORATION, 257 Park Ave., New York, N. Y. Factory 636 West 22nd St., Chicago, Ill.; Perth Amboy, N. J.; Bloomfield, N. J.; Painesville, Ohio; Canada. Sales New York, N. Y.; Branches—Chicago, Ill., Springfield, Mass., Dayton, Ohio, Rochester, N. Y. Sales Mgr., Hylton Swan; Adv. Mgr., Allan Brown. Products—Parts.

BALDWIN, INC., NATHANIEL, 3474 South 23d St., Salt Lake City, Utah. Factory same. Sales

same; Branches—Chicago, New York City, Toronto, Canada, San Francisco, Seattle. Gen'l Mgr., Sales Mgr., Adv. Mgr., E. G. Kidder. Products—Accessories.

BARKELEW ELECTRIC MFG CO., THE, Middletown, Ohio. Factory same; Sales same. Pres. and Treas., C. W. Denny; Vice Pres., W. O. Barnitz; Sec., George E. Denny. Products—Parts and Accessories.

BATTERY EQUIPMENT & SUPPLY CO., INC., 1640 So. Wabash Ave., Chicago, Ill. Factory same. Sales same. Pres., Sales Mgr. and Adv. Mgr., A. Gershman; Vice Pres., H. Bloch; Sec. and Treas., R. Bloch. Products—Parts and Accessories.

BEACON RADIO MFG. CO., INC., 323 Berry St., Brooklyn, N. Y. Factory same. Pres., Isidor Goldberg; Vice Pres., and Adv. Mgr., James I. Benjamin; Sec., Irving Fass; Sales Mgr., E. J. Totten. Products—Sets and Parts.

BEAR FURNITURE CO., G. H., Allentown, Pa. Factory same. Sales same. Branches—206 Lexington Ave., New York City; Radio Center, 130 West 42d St., New York City. Pres., C. A. Bear; Sec. and Treas., Sales Mgr. and Adv. Mgr., Charles H. Bear. Products—Accessories.

BEEDÉ ELECTRICAL INSTRUMENT CO., Penacook, N. H. Factory same. Sales, 136 Liberty St., New York. Branches—Detroit, Chicago and San Francisco. Pres., Walter Beede; Vice Pres., Frank Beede; N. Y. Sales Mgr., and Adv. Mgr., J. L. Modsen. Products—Parts.

BELDEN MFG. CO., 2300 So. Western Ave., Chicago, Ill. Factory same. Sales same. Branches—399 Market St., Newark, N. J. Pres. and Treas., J. C. Belden; Gen'l Mgr. and Vice Pres., H. V. Coes; Vice Pres., N. B. Parsons; Sec., H. E. Wilkins; Sales Mgr., C. B. Finch; Adv. Mgr., Paul Date. Products—Parts and Accessories.

BIMBACH RADIO CO., 370 Seventh Ave., New York, N. Y. Factory, Hamburg, Pa. Sales New York, N. Y. Pres., Philip A. Bimbach. Products—Parts and Accessories.

BIRNBACH RADIO CO., 370 Seventh Ave., N. Y. Factory Brooklyn, N. Y.; Sales 370 Seventh Ave., New York City. Products—Parts and Accessories.

BISHOP WIRE & CABLE CORP., 420 East 25th St., New York City. Factory same, Sales same. Pres., H. D. Reed; Vice Pres., W. J. Mundell; Treas., W. B. Reed. Products—Accessories.

Say you saw it in Radio Merchandising

- BLAIR RADIO LABORATORIES**, 368-374 Sixth Ave., New York, N. Y. Factory same, Sales same; Branches—Los Angeles, San Francisco and Minneapolis. Owner and Adv. Mgr., S. A. Blair; Sales Mgr., Russell Cole. Products—Sets and Accessories.
- BLEADON-DUN CO.**, 2300-04 Warren Ave., Chicago, Ill. Factory same. Pres., W. A. Myers. Products—Accessories.
- BLUE SEAL MFG. CO.**, 538 So. Dearborn St., Chicago, Ill. Products—Sets.
- BODINE ELECTRIC CO.**, 2254 West Ohio St., Chicago, Ill. Factory same, Sales same; Branches—New York, Boston, Philadelphia, Atlanta, Cleveland, Detroit, Minneapolis, Denver, St. Louis and San Francisco. Pres., C. D. Bodine; Vice Pres., P. J. Bodine; Sales Mgr., F. L. Hill. Products—Parts and Accessories.
- BOSWORTH ELECTRIC MANUFACTURING CO.**, Main and Lexington Ave., Norwood, Ohio. Factory same, Sales same. Pres. and Treas., E. P. Bosworth; Vice Pres. and Adv. Mgr., G. T. Resjardins; Sales Mgr., Joseph Gerl. Products—Sets.
- BOUDETTE MANUFACTURING CO.**, 146 Division St., Chelsea, Mass. Sales, Hastings Elec. Sales Co., 42 Binford St., Boston, Mass. C. M. Boudette, Prop.; M. R. Boudette, Treas.; C. A. Hastings, Sales Mgr. Products—Accessories.
- BRACH MFG. CO.**, L. S., 127-129 Sussex Ave., Newark, N. J. Factory same, Sales same; Branches—113 North Desplains St., Chicago, Ill.; Pres. and Adv. Mgr., L. S. Brach; Vice Pres., Gen'l Mgr. and Sales Mgr., G. Gort. Products—Parts and Accessories.
- BRANSTON, INC.**, CHAS. A., Buffalo, N. Y. Factory, 814 Washington St.; Sales, 815 Main St. Chas. A. Branston. Products—Sets, Parts and Accessories.
- BREMER - TULLY MANUFACTURING CO.**, 529 So. Canal St., Chicago, Ill. Factory same, Sales same and 532 So. Canal St.; Branches—14 cities. Pres., John C. Tully; Vice Pres. and Sec., H. A. Bremer; Adv. Mgr., E. C. Penny; Sales Mgr., Gilman Anderson. Products—Sets, Parts and Accessories.
- BRIDGEPORT BRASS CO.**, Bridgeport, Conn. Factory same, Sales same; Branches—Philadelphia, Chicago, Detroit, New York City and Cleveland. Pres., C. F. Dietz; Vice Pres., W. R. Webster; Treas., F. J. Kingsbury; Sec., R. I. Neithercut; Sales Mgr., W. D. Blatz; Adv. Mgr., A. D. Guion. Products—Parts.
- BRIGHT STAR BATTERY CO.**, 15th St. and Riverhead, Hoboken, N. J. Factory same, Sales same; Branches—430 So. Green St., Chicago, Ill.
- BROOKLYN METAL STAMPING CORP.**, 718 Atlantic Ave., Brooklyn, N. Y. Factory same, Sales, 718-728 Atlantic Ave., Brooklyn, N. Y. Pres. and Sec., David H. Engelson; Treas., Jesse C. Fishel; Vice Pres., Max Hirsch; Sales Mgr., J. C. Fishel. Products—Accessories, Parts and Sets.
- BROWN & CAINE, INC.**, 2317 Calumet Ave., Chicago, Ill. Factory and Sales same; Branches—Cleveland, Atlanta, Kansas City, Denver, Los Angeles. Pres., Charles H. Caine; Sec. and Treas., O. W. Brown; Sales Mgr. and Adv. Mgr., S. H. Feigley; Chief Eng., C. Ringwald. Products—Accessories and Parts.
- BROWNING DRAKE CORP.**, Brighton, Mass. Factory and Sales, 353 Washington St., Brighton, Mass.; Branches—none. Pres., G. H. Browning; Treas., A. E. Yont; Sec., L. E. Yont (also Adv. and Sales Mgr.). Products—Sets.
- BRUNO RADIO CORP.**, 40 Paynter Ave., Long Island City, L. I., N. Y. Factory and Sales same; Branches—none. Pres., William A. Bruno; Treas., Louis Lager; Sales and Adv. Mgr., Wm. A. Bruno. Products—Accessories, Parts and Sets.
- BRYANT ELECTRIC CO.**, Bridgeport, Conn. Factory and Sales same; Branches—New York, Chicago and San Francisco. Pres., W. C. Bryant; Asst. Gen. Mgr., G. W. Goodridge; Gen. Sales Mgr., R. M. Eames; Adv. Mgr., E. I. Pratt. Products—Parts.
- BUELL MANUFACTURING CO.**, 2975 Cottage Grove Ave., Chicago, Ill. Factory and Sales same; Branches—none. R. D. Buell, Sales and Adv. Mgr. Products—Parts.
- BUNNELL & CO., INC.**, J. H., 32 Park Place, New York City. Factory, 75-83 Pearl St., Brooklyn, N. Y.; Sales, 32 Park Place, New York City; Branches—none. J. J. Raftery, Pres.; J. G. Dougherty, Vice Pres. and Treas.; J. LeChair, Sales Mgr.; J. J. Raftery, Adv. Mgr. Products—Parts and Sets.
- BURGESS BATTERY CO.**, Madison, Wis. Factory, Madison, Wis.; Niagara Falls, Ont.; Winnipeg; Freeport, Ill. Sales, Chicago, Ill.; Branches—Principal cities. C. F. Burgess, Pres.; Duncan Keith, Vice Pres.; W. B. Schulte, Sec.; B. S. Reynolds, Treas.; L. R. Baker, Sales Mgr.; Duncan Keith, Adv. Mgr. Products—Accessories.
- BURTON ROGERS CO.**, 26 Brighton Ave., Boston, Mass. Factory,

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Hoyt Electrical Instrument Co.: Sales, Boston, Mass. M. T. Rogers, Pres.; C. W. Burton, Treas. and Sales Mgr.
Products—Accessories and Parts.

—C—

C. E. MANUFACTURING CO., INC., Providence, R. I. Factory and Sales same; Branches—New York and other large cities. George Coby, Pres.; E. Equatoff, Treas.; Wm. Cepek, Sec.; Ernest Kauer, Chief Eng.; H. H. Steinle, Sales and Adv. Mgr.
Products—Accessories.

CAMBRIDGE SANITARY MANUFACTURING CO., Cambridge, Ohio. Factory and Sales same; Branches—none. C. J. Kirk, Pres.; W. Kieth McAfee, Vice Pres.; J. W. Whittaker, Sec.; H. S. Kirk, Treas.
Products—Accessories.

CAMFIELD RADIO MFG. CO., 829 Harrison St., Oakland, Cal. Factory and Sales same; Branches—1268 W. 115th St., Cleveland. R. W. Camfield, Pres.; Clarence Hunt, Vice Pres.; David D. Oliphant, Jr., Sec.; Roy E. Baker, Treas.; Wynne Meredith, Dir.; J. H. Hatch, Jr., Sales and Adv. Mgr.
Products—Parts and Sets.

CANNON & MILLER CO., INC., Springwater, N. Y. Factory, Springwater & Wayland, N. Y.; Sales, Springwater, N. Y.; Branches—St. Louis, Chicago, Boston. C. F. Cannon, Pres. and Treas.; E. J. Miller, Vice Pres.; J. A. Schrieber, Sec.; C. F. Cannon, Sales Mgr.; E. J. Werner, Adv. Mgr.

CARBON PRODUCTS CO., Lancaster, Ohio. Factory and Sales same; Branches—none. H. B. Hileman, Pres.; J. R. Cole, Treas.
Products—Accessories.

CARBORUNDUM CO., Niagara Falls, N. Y. Factory and Sales same; Branches—Boston, Chicago, Cincinnati, Cleveland, Detroit, Grand Rapids, Milwaukee, New York, Philadelphia, Pittsburgh. George E. Dresser, Sales Mgr.
Products—Parts.

CARDWELL MANUFACTURING CORP., ALLEN D., 81 Prospect St., Brooklyn, N. Y. Factory and Sales same; Branches—none. Allen D. Cardwell, Pres.; Bert R. Smith, Sales and Adv. Mgr.
Products—Accessories. Parts, Sets.

CAROLINA WOOD PRODUCTS CO., INC., 206 Lexington Ave., New York, N. Y. Factory, Asheville, N. C., and other cities; Sales, New York City. Irving H. Isaacs, Pres.; Ben Lauterstein, Sec.-Treas.; David E. Kahn, Sales Manager; Joseph Vogt, Sales Promotion and Advertising Manager.
Products—Accessories.

CARTER RADIO CO., 300 South Racine Ave., Chicago, Ill. Factory same, Sales same; Domestic Branches—New York City, Boston, Philadelphia, Baltimore, Atlanta, Buffalo, Cincinnati, Dallas, Pittsburgh, Detroit, Minneapolis, St. Louis, Denver, Salt Lake City, Portland, Ore.; Seattle, Los Angeles, San Francisco; Foreign Branches—Toronto, Buenos Aires, Argentina; Havana, Cuba; Tokio, Kobe, Japan; Rio Janeiro, Brazil; Copenhagen, Denmark; Christchurch, New Zealand; Sydney, Melbourne, Australia. A. J. Carter, Pres.; Theodore Sheldon, Vice Pres. and Treas. and Adv. Mgr.; Henry A. Gardner, Secretary; H. P. Evelt, Sales Mgr.
Products—Parts and Accessories.

CENTRAL MACHINERY & SUPPLIES CO., 151 Chambers St., New York, N. Y. A. Hoffman, Pres. and Treas.; P. A. Hoffman, Vice Pres. and Sales Mgr.; D. H. Hoffman, Sec.
Products—Parts.

CENTRAL RADIO LABORATORIES, 16 Keefe Ave., Milwaukee, Wis. Factory same, Sales same; Branches—New York, Chicago, Philadelphia, Boston, Cleveland, San Francisco. E. R. Stoeckle, Pres.; C. O. Wanyig, Vice Pres.; H. E. Osmun, Sales and Adv. Mgr.
Products—Parts.

CHAMPION CARBON MFG. CO., THE, 307 First National Bank Bldg., Cincinnati, Ohio. Factory 717 Sycamore St., Cincinnati; Sales, 307 First National Bank Bldg. M. H. Thurnauer, Pres.; J. E. Peavey, Vice Pres. and Sec.
Products—Accessories.

CHAPMAN MACHINE CO., Terryville, Conn. Factory same, Sales same. C. M. Chapman, Pres. and Treas.
Products—Parts.

CHASLYN CO., THE, 4611 Ravenswood Ave., Chicago, Ill. Factory same, Sales same. C. E. Linebarger, Sales Mgr. and Adv. Mgr.

CHELSEA RADIO CO., Chelsea, Mass. Factory same, Sales same. A. R. Goodwin.
Products—Sets and Parts.

CHICAGO ASBESTOS TABLE MAT CO., 2815-2821 Irving Park Boul., Chicago, Ill. Factory same, Sales same. J. V. Pierce, Pres.; C. F. Nelson, Vice Pres.; G. A. Pierce, Sec.
Products—Accessories.

CHICAGO ELECTRIC MFG. CO., 2801-29 So. Halsted St., Chicago, Ill. Factory same, Sales same. E. S. Preston, Vice Pres. and Gen. Mgr.; G. G. Meade, Sales Engineer; W. B. Seelig, Sec.; A. J. Smith, Sales and Adv. Mgr.
Products—Parts.

CHICAGO FUSE MFG. CO., Laflin and 15th Sts., Chicago, Ill. Fac-

- tory same, Sales same. Branch—71 Murray St., New York City. William W. Merrill, Pres.; George C. Reid, Vice Pres. and Treas.; Walter D. Dana and A. E. Tregenza, Vice Pres.; F. Trautmann, Sec.
Products—Parts.
- CHICAGO SOLDER CO.**, 4261 Wrightwood Ave., Chicago, Ill. Factory same, Sales same. James C. Shaw, Sales Mgr., Adv. Mgr.
Products—Accessories.
- CIRCLE P. MFG. CO.**, 720 Monmouth St., Trenton, N. J. Factory same, Sales same; Branches—Detroit, Cincinnati, Atlanta, Ga.; Washington, D. C.; Spokane, Salt Lake City. George E. Maguire, Pres.; E. H. Freeman, Vice Pres.; L. H. Rockhill, Treas.; C. J. Fisher, Sec.; W. M. Shafer, Sales Mgr.; Ray L. Speicher, Adv. Mgr.
Products—Parts and Accessories.
- CLEARSTONE RADIO CO., THE**, 2427 Gilbert Ave., Cleveland, Ohio. Factory same, Sales same. A. B. Ideson, Jr., Pres., Treas., Sales Mgr., Adv. Mgr.; D. D. Israel, Vice Pres. and Sec.
Products—Sets and Parts.
- COLE RADIO MFG. CORP.**, 535 Bloomfield Ave., Bloomfield, N. J. Products—Parts.
- COMET COMPANY, THE**, 5100 Superior Ave., Cleveland, Ohio. Products—Accessories.
- COMPO-SITE, INC.**, 215 Astor St., Newark, N. J. Factory same, Sales same; Branches—Chicago, Toronto. Geo. J. Crosman, Pres. and Treas.; B. D. Whiting, Sec.
Products—Parts and Accessories.
- COMPRESSED WOOD CORP.**, 345 West Austin Ave., Chicago, Ill. Factory same, Sales same; Branches—All principal cities. S. J. Andelman, Pres.; W. H. Fax, Treas.; G. R. Haase, Sec. and Gen. Mgr.
Products—Accessories.
- CONDENSER CORP. of AMERICA**, 25 Waverly Place, New York, N. Y. Factory same, Sales same. Harold I. Danziger, Pres.; Gordon V. Peck, Sales Mgr., Adv. Mgr.
Products—Parts.
- CONNELLY ELECTRIC LABORATORIES**, Magnatron Bldg., Hoboken, N. J. Factory, Hoboken, N. J.
Products—Accessories.
- CONSOLIDATED INSTRUMENT CO. OF AMERICA, INC.**, 41 E. 42d St., New York, N. Y. Sales same. Factory, 758 Whitlock Ave., New York, N. Y. Joseph Leopold, Pres.; E. Kenneth Gundlach, Vice Pres. and Sec.; Hugh W. Gallagher, Treas.
Products—Parts.
- CONTINENTAL FIBRE CO., THE**, Newark, Del. Factory same, Sales same; Branches—Chicago, New York, Pittsburgh, Los Angeles, San Francisco, Seattle. S. J. Wright, Pres.; J. P. Wright, Treas., Sales Mgr. and Adv. Mgr.; N. N. Wright, Vice Pres.; E. B. Wright, Asst. Treas.; H. L. Bonham, Sec.
Products—Parts and Accessories.
- COPPERWELD STEEL CO.**, Braddock P. O., Rankin, Pa. Factory same, Sales same; Branches—New York, Chicago, San Francisco, Cal.
Products—Accessories.
- CORNING GLASS WORKS**, Corning, N. Y. Factory same, Sales same; Branches—501 Fifth Ave., New York, N. Y. Alexander D. Falck, Pres.; Arthur L. Day, Vice Pres.; George B. Hollister, Vice Pres.; William Sinclair, Sec.; John L. Thomas, Treas.
Products—Parts and Accessories.
- COTO-COIL CO.**, 95 South St., Boston, Mass. Factory, 87 Willard Ave., Providence, R. I. Sales same. R. A. Lees, Pres.; P. Parks, Vice Pres.; E. W. Freuek, Treas.
Products—Parts.
- CRESCENT CHAIR CO.**, Plymouth, Wis. Factory same, Sales same. E. J. Bade, Pres.; R. A. Bade, Vice Pres.; Leon E. Griesse, Sec.-Treas., Sales Mgr. and Adv. Mgr.
Products—Accessories.
- CRESCENT RADIO MFG. CO.**, 1026 2d Ave., So. Minneapolis, Minn. Factory same, Sales same; Branches—St. Louis, San Francisco, Boston, Portland, F. W. Cress, Adv. Mgr.; J. M. Kuhn, Sales Mgr.
Products—Sets and Parts.
- CRESCENT RADIO SUPPLY CO.**, 1-3-5 Liberty St., Jamaica, New York. Factory same, Sales same; Morton W. Sterns, Partner. Sales Mgr., Adv. Mgr.; E. M. Neumann, Partner.
Products—Parts.
- CROWE NAME PLATE & MFG. CO.**, 1749 Grace St., Chicago, Ill. Factory same. E. C. Coolidge, Gen. Mgr.; C. F. McLaughlin, Adv. Mgr.
Products—Parts.
- CRUBER MFG. CO.**, 2456 W. Jackson Blvd., Chicago, Ill. Factory same, Sales same. Gordon M. Proudfoot, Mgr. Radio Dept.
Products—Parts.
- CUTLER-HAMMER MFG. CO., THE**, 12 St. Paul Ave., Milwaukee, Wis. Factory same, Sales same. G. S. Crane, Sales Mgr.; H. B. Phillips, Mgr. of Radio Sales; F. U. Webster, Adv. Mgr.
Products—Parts.

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DAY-FAN ELECTRIC COMPANY, Dayton, Ohio.
Products—Sets and Accessories.

DAVEN RADIO CORP., 158 Summit St., Newark, N. J. Factory same, Sales same. W. H. Frasse, Pres.; W. D. A. Peaslee, Gen. Mgr.; H. C. Griffith, Sales Mgr.; G. V. Rockey, Adv. Mgr.
Products—Parts and Accessories.

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DAVIS JONES INSULATED WIRE CO., Pawtucket, R. I. Factory same, Sales same. David S. Davis, Pres., Treas. and Sales Mgr.; Geo. T. Jones, Vice Pres. and Gen. Mgr.
Products—Accessories.

DEJUR PRODUCTS CO., 199 Lafayette St., New York, N. Y. Factory same, Sales same. R. A. Dejur, H. Dejur, Wm. A. Griffin, Sales Mgr.
Products—Parts and Accessories.

DIAMOND BRAIDING MILLS, Chicago Heights, Ill. Factory same, Sales same.
Products—Accessories.

DIAMOND ELECTRIC SPECIALTIES CORP., Newark, N. J. Factory same, Sales same; Branches—43 So. Wells St., Chicago, Ill. F. M. Rosenfeld, Pres., Treas.; G. A. Thomson, Supt.; S. I. Reinheimer, Sales Mgr.
Products—Accessories.

DIAMOND STATE FIBRE CO., Bridgeport, Pa. Factories, Bridgeport, Pa.; Chicago, Ill.; Toronto, Canada; Branches—Boston, Mass.; Buffalo, N. Y.; Cleveland, O.; Denver, Colo.; Detroit, Mich. Indianapolis, Ind.; Kansas City, Mo.; Milwaukee, Wis.; Minneapolis, Minn.; New Orleans, La.; New York, N. Y.; Philadelphia, Pa.; Pittsburgh, Pa.; Rochester, N. Y.; St. Louis, Mo.; Salt Lake City, Utah; San Francisco, Cal.; Washington, D. C.; Montreal, Canada. E. M. Taylor, Pres.; J. M. Taylor, Vice Pres.-Gen. Mgr.; J. A. Ranck, Sec.-Treas.; T. E. Webster and L. T. McCloskey, Sales Mgrs.; D. MacGugan, Adv. Mgr.
Products—Parts.

DONGAN ELECTRIC MANUFACTURING CO., 2987-3001 Franklin St., Detroit, Mich. Factory same, L. J. Hicks, Pres.; G. J. Scheffling, Sec.-Treas.
Products—Parts.

DORAN & SONS, M. JAMES, C., 150 Chestnut St., Providence, R. I.
Products—Parts.

DOSCH-O-PHONE RADIO CO., TIE, Maysville, Mo. Factory same, Pres., C. L. Dosch.
Products—Parts.

DUBILIER CONDENSER & RADIO CORP., 4377 Bronx Blvd., New York, N. Y. Factory same, Sales same; Branches—Chicago, Washington, D. C.; Los Angeles, Wm. Dubilier, Pres.; A. U. Howard, Vice Pres.-Sales Mgr.; M. A. Howard, Sec.-Treas.; T. C. Hammond, Gen. Mgr.; L. H. Mitchell, Adv. Mgr.
Products—Parts and Accessories.

DUNN MFG. CO., Clarinda, Ia. Factory same, Sales same. W. G. Dunn, Howard Dunn, C. R. LeBarron, Sales and Adv. Mgr.
Products—Sets.

DUPLEX CONDENSER & RADIO CORP., 36 Flatbush Ave. Extension, Brooklyn, N. Y. Factory same, Sales same. S. T. Thompson, Acting Pres., Sec., Sales Mgr., Adv. Mgr.; Walter Weiss, Asst. Treas.
Products—Parts.

DUPONT VISCOLOID CO., INC., Arlington, N. J. Factory same, Sales, 10 West 23d St., New York, N. Y.; Branches—New York, Boston, San Francisco. F. B. Davis, Pres.; B. W. Doyle, Vice Pres.; W. R. Reisinger, Treas.; A. E. Pitcher, Sales Mgr.; L. B. Steele, Adv. Mgr.
Products—Parts and Accessories.

DURHAM & CO., INC., 1936 Market St., Philadelphia, Pa. Factory, 23d and Arch Sts. Sales same as office; Branches—Principal cities. Wilson Durham, Pres. and Treas.; M. Echee, Vice Pres. and Asst. Treas.
Products—Parts.

—E—

EAGLE CHARGER CORP., 121 N. Eighth St., Philadelphia, Pa. Raymond Rosen, Pres.; I. H. Rubin, Vice Pres.; Maurice F. McCarthy, Sec.; I. A. Margolies, Treas.
Products—Accessories.

EAGLE ELECTRIC MFG. CO., 59-79 Hall St., Brooklyn, N. Y. Factory same, Sales same; Branches—Chicago, Oakland, New Orleans. A. J. Frank, Sales Mgr.; Louis Ludwig, Adv. Mgr.
Products—Parts and Accessories.

EASTON COIL CO., P. O. Box 237, Easton, Pa. Factory, Keplers, Pa. Sales same as executive office. E. R. Yarnelle, Pres.; N. Dinton, Vice Pres. and Gen. Mgr.; J. L. Evans, Treas.
Products—Parts.

EAGLE RADIO CO., 16 Boyden Place, Newark, N. J.
Products—Sets.

EBY MANUFACTURING CO., TIE H. H., 4710 Stenton Ave., Philadelphia, Pa. Factory same, Sales same. H. H. Eby.
Products—Parts.

EDELMANN, E. & CO., 2332 Logan Blvd., Chicago, Ill. Factory same, Sales same. E. Edlmann, Pres.; B. Koral, Vice Pres.; L. Edlmann, Sec. - Treas. - Sales Mgr.
Products—Parts and Accessories.

EHLERT CABINET CO., Waukesha, Wis. Factory same, Sales same. Fred J. Strong, Pres.; S. Breese, Jr., Sec.; A. L. Lathrop, Mgr.; John Ehler, Sales Mgr.-Adv. Mgr.
Products—Accessories.

ELECTRAD, INC., 428 Broadway, New York, N. Y. Factory same, Sales same; Branches—Boston, Chicago, Portland, Ore.; Buffalo, Omaha, Temple, Tex.; Philadelphia, Indianapolis. Toronto, Cleveland, St. Louis, Kansas City, San Francisco, Los Angeles, Seattle. S. D. Leidesdorf, Pres.;

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Ira Schur, Vice Pres.; Arthur Moss, Treas. and Sales Mgr.
Products—Parts and Accessories.

ELECTRIC SERVICE SUPPLIES CO., 17th and Cambria Sts., Philadelphia, Pa. Factory same. Sales same; Branches—Pittsburgh, New York, Chicago, Boston, Scranton, Detroit. Charles J. Mayer, Pres.; A. H. Englund, Vice Pres. and Treas.; J. W. Porter and H. G. Lewis, Vice Presidents; Max A. Berg, Sec.; Edwin B. Ross, Asst. Treas.
Products—Accessories.

ELECTRIC SPECIALTY COMPANY, Stamford, Conn. Factory same. Sales same. J. M. Wright, Pres.; D. G. Shepherd, Gen. Mgr.; M. L. Bickart, Treas.; E. W. Borggrafe, W. H. Haines, E. W. Berry, Radio Engineers; M. L. Bickerts, Adv. Mgr.
Products—Accessories.

ELECTRIC STORAGE BATTERY CO., THE, Allegheny Ave. and 19th St., Philadelphia, Pa. Factory same. Sales same; Branches—Peachtree and Baker Sts., Atlanta, Ga.; 100 Ashford St., Boston, Mass.; Marquette Bldg., Chicago, Ill.; 1142 Sycamore St., Cincinnati, O.; Chester Ave. and 24th St., Cleveland, O.; 1420-24 Wazec St., Denver, Colo.; 5740 Cass Ave., Detroit, Mich.; 129 Belmont Blvd., Kansas City, Mo.; 3 N. 15th St., Minneapolis, Minn.; 23-31 W. 43d St., New York, N. Y.; 671-73 N. Broad St., Philadelphia, Pa.; Union Trust Bldg., Pittsburgh, Pa.; 642 Plymouth Ave., S. Rochester, N. Y.; 1058 S. Vandeventer Ave., St. Louis, Mo.; 6150 Third St., San Francisco, Cal.; 1041 Railroad Ave., S. Seattle, Wash.; 1823-33 "L" St., N. W. Washington, D. C. Herbert Lloyd, Pres.-Gen. Mgr.; Kenneth B. Schley, Vice Pres.; John R. Williams, Vice Pres.; Bruce Ford, Vice Pres.; H. B. Gay, Vice Pres.-Sales Mgr.; Frank T. Kalas, Mgr. Radio Sales; Alfred B. Kreitzburg, Adv. Mgr.
Products—Accessories.

ELECTRICAL PRODUCTS MFG. CO., 69 Sprague St., Providence, R. I. Factory same. Sales same. Frank E. Dyron, Pres.; Harry A. McAvoy, Treas.-Sales Mgr.; Wm. Larcher, Adv. Mgr.
Products—Sets, Parts and Accessories.

ELECTRICAL RESEARCH LABORATORIES, 2500 Cottage Grove Ave., Chicago, Ill. Factory same. Sales same. Geo. A. Pearson, Pres.; Fred Wellman, Vice Pres.; R. T. Devlin, Sales Mgr.; J. F. Quinn, Adv. Mgr.
Products—Accessories, Parts, Sets.

ELGIN RADIO CORP., 67-69 N. State St., Elgin, Ill. Factory same. Sales same.
Products—Parts.

ELKON WORKS, INC., 515 Gregory Ave., Weehawken, N. J. Fac-

tory same; Branches—Cleveland, Philadelphia, Detroit, Atlanta, Kansas City, Minneapolis, San Francisco. P. R. Mallary, Pres.; G. N. Sieger, Vice Pres.-Gen. Mgr.; G. F. Yessler, Directory; G. N. Sieger, Sales Mgr.; Shaw Newton, Adv. Agent.
Products—Accessories.

EMPIRE ELECTRIC MFG. CO., 25 Juneau Ave., Milwaukee, Wis. Factory, Beaver Dam, Wis. Sales same as office. J. H. Gugler, Pres.; J. W. Deniger, Vice Pres.; C. L. Feldkeller, Sec.; M. A. Jacobs, Treas.
Products—Sets and Accessories.

EMPIRE ELECTRICAL PRODUCTS CO., 132-134 Greene St., New York City. J. M. Marks, Sales Mgr.
Products—Accessories.

EMPIRE-UNITED HAT BLOCK CO., INC., 312-314 E. 22d St., New York, N. Y. Factory same. Sales same. Harry Glasgall, Pres.; Bernard Prilook, Treas., Sales Mgr. and Adv. Mgr.
Products—Accessories.

EPOM CORPORATION, 114 E. 47th St., New York, N. Y. Factory, Meriden, Conn.; Branches—Boston, Mass.; Minneapolis, Minn.; Los Angeles, Cal.; Ft. Worth, Tex. F. M. Harrison, Pres.-Sales Mgr.; A. G. Davenport, Adv. Mgr.
Products—Accessories.

ETCHED PRODUCTS CORP., Queens Blvd. and Harold Ave., L. I. City, New York, N. Y. Factory same. Sales same; Branches—Cleveland, Boston. Albert Nierenberg, Pres.-Sales Mgr.; Walter H. Miller, Vice Pres.; Edward A. Sper, Adv. Mgr.
Products—Parts and Accessories.

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FARRAND MFG. CO., INC., Long Island City, New York, N. Y. Factory same. C. L. Farrand, Pres.; Geo. H. Riley, Vice Pres., Sales and Adv. Mgr.; J. A. Dunn, Sec. and Treas.
Products—Accessories.

FEDERAL-BRANDS, INC., New York, N. Y., and San Francisco, Cal. Factory, 200 Mt. Pleasant Ave., Newark, N. J.; Sales, 1077 Woolworth Bldg., New York, N. Y.; Branches—Newark, Boston, Washington, Chicago, San Francisco. D. S. Spector, Sales Mgr.; Le Roy Staunton, Adv. Mgr.
Products—Sets and Accessories.

FEDERAL PORCELAIN CO., THE, Carey, Ohio. Factory same. Sales same.
Products—Porcelain Accessories and Parts.

FEDERAL RADIO CORP., 1738 Elmwood Ave., Buffalo, N. Y. Factory same. Sales same. W. W. Miller, Pres.; L. E. Noble, Vice Pres., General and Sales Manager; Hugh Taylor, Treas.; A. C. Stearns, Adv. Mgr.

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Products—Sets, Parts and Accessories.

FEDERATED MANUFACTURERS' CORP., 905 Mission St., San Francisco, Cal. Factory, San Francisco and New York; Sales, San Francisco; Branches—Los Angeles, Portland, Seattle, Salt Lake City, Denver, and foreign offices. R. F. Whitehurst, Pres. and Treas.; H. Shippey, Vice Pres.; George MacTavish, Sec.; M. R. Renish, Sales Mgr.; B. Mungia, Adv. Mgr. Products—Sets, Parts, Accessories.

FERGUSON, INC., J. B., 225 West 57th St., New York, N. Y. Factory, 3542 41st St., Long Island City, N. Y.; Sales Dept., 225 West 57th St., New York City. T. H. Wickwire, Jr., Vice Pres.; J. B. Ferguson, Pres.; T. H. Wickwire, Jr., Sales Mgr.; R. A. Sayres, Adv. Mgr. Products—Sets.

FERLON & SON, INC., M. M., 113 N. Broad St., Trenton, N. J. Products—Accessories.

FIBROC INSULATION CO., Valparaiso, Ind. Factory same. Sales same. L. T. Fredrick, Pres.; Jno. F. Griffin, Sec. and Treas. and Sales Mgr.; J. Logan Thompson, Adv. Mgr. Products—Parts.

FINDLAY ELECTRIC PORCELAIN CO., THE, Findlay, Ohio. Factory same. Sales same. J. E. Bicknell, Pres. and Treas.; H. A. Eatherton, Vice Pres. and Gen. Mgr.; J. V. Patterson, Sec. and Sales Mgr. Products—Accessories and Parts.

FISHEWICK RADIO CO., 133 W. Central Parkway, Cincinnati, Ohio. Factory, s. e. cor. Central Parkway and Elm St.; Sales, 133 W. Central Parkway. Albert B. Fishwick, Pres. and Sales Mgr. Products—Accessories and Parts.

FLERON & SON, INC., M. M., 113 No. Broad St., Trenton, N. J. Factory same. Sales same. L. H. Fleron, Pres., Adv. and Sales Mgr.; Russell Fleron, Sec. and Treas. Products—Accessories.

FOLTZ RADIOPHONE CO., First Nat'l Bank Bldg., New Castle, Pa. Sales same; Factory, Chestnut and Spruce St. Stewart P. Foltz, Pres.; H. J. Van Buren, Theodore Klingensmith. Products—Sets and Accessories.

FOOTIE PIERSON & CO., INC., 160 Duane St., New York City. Factory same. Sales same. G. F. Lewis, Pres. and Treas.; M. G. Pierson, Vice Pres. and Sec. and Sales Mgr. Products—Accessories.

FOREST CITY RUBBER CO., THE, 1276 Ontario St., Cleveland, Ohio. W. E. Aofut, Pres.; W. E. Aofut, Jr., Mgr. Products—Parts and Accessories.

FOREST ELECTRIC CO., Newark,

N. J., 272 New St. J. K. Elderkin, Pres.; C. T. Schmitt, Sec. and Treas.; L. F. Woolman, Sales Mgr. Products—Accessories.

FT. WAYNE BATTERY MFG. CO., 230-300 E. 4th St., Ft. Wayne, Ind. Factory same, Sales same. J. A. House, Pres., Sales and Adv. Mgr.; Fred B. Boldnau, Treas.; Sam T. Starbuck, Sec. Products—Accessories.

FREED EISEMANN RADIO CORPORATION, Junius St. and Liberty Ave., Brooklyn, N. Y. Factory same, Sales same. Joseph D. R. Freed, Pres.; Alex. Eise-mann, Treas.; Arthur R. Freed, Sec.; R. It. Smith, Adv. Mgr. Products—Sets and Accessories.

FREIDAG MFG. CO., Freeport, Ill. Branches—1502 Monadnock Bldg., Chicago, Ill. W. F. Freidag, Pres., Treas. and Sales Mgr.; O. S. Hitchner, Vice Pres.; R. R. Tiffany, Sec. Products—Parts.

FRENCH BATTERY CO., Madison, Wis. Factory same, Sales same; Branches—Chicago, New York, Detroit, Cleveland, Atlanta, Kansas City, Minneapolis, Dallas, Denver, Los Angeles. J. B. Ramsay, Pres.; G. Charter Harrison, Sales Mgr.; C. W. Shaffer, Adv. Mgr. Products—Accessories, "A." "B." and "C" Batteries.

FROST, INC., HERBERT H., 160 N. LaSalle St., Chicago, Ill. Sales same, Factory, Elkhart, Ind.; Branches—30 Church St., New York, N. Y.; 439 San Pedro St., Los Angeles, Cal. F. C. Best, Pres.-Adv. Mgr.; D. S. Hill, Vice Pres.-Sales Mgr.; W. A. Nicely, Sec. Products—Parts and Accessories.

—G—

GARDINER & HEPBURN, INC., 2100 Washington Ave., Philadelphia, Pa. Factory same, Sales, 611 Widener Bldg., Philadelphia; Branches—24-26 Maddox St., Regent St., London, W. 1, England; L. Lefroy Hepburn, Pres.; Edward A. Gardiner, Sec.; John Gardiner, Jr., Treas.; A. Irving Witz, Sales Mgr. Products—Sets and Parts.

GARFIELD MANUFACTURING CO., Garfield, N. J. B. H. Howell, Pres. and Gen. Mgr.; H. W. Appleton, Vice Pres.; B. A. Appleton, Vice Pres.; A. Meister, Sec.; B. A. Appleton, Sales Mgr. Products—Parts, Accessories.

GAROD CORP., Belleville, N. J. Factory same, Sales same. I. P. Rodman, Pres.; W. C. Dickson, Vice Pres.; Alfred C. Sampter, Sec. and Treas.; Harry E. Sherwin, Sales and Adv. Mgr. Products—Sets.

GEARHART SCHLUETER RADIO CORP., 1721 Van Ness Blvd., Fresno, Cal. Factory same, Sales same; Branch—Philadelphia, E.

J. Gearhart, Pres.; Edward A. Schlueter, Vice Pres.; Lora A. Kelley, Sec. and Treas.
Products—Sets and Parts.

GENERAL INSULATE CO., 1024 Atlantic Ave., Brooklyn, N. Y. Sales, Chicago, Ill.; Branch—308 S. Green St., Chicago. Jos. Rockhill, Pres.; H. Bragdon, Vice Pres.; A. W. Wolber, Treas.; V. C. Rockhill, Sec., Mgr. and Sales Mgr.

Products—Accessories and Parts.

GENERAL LEAD BATTERIES CO., 6 Lister St., Newark, N. J. Factory same. Sales same; Branches—123 W. 56th St., New York, N. Y.

Products—Accessories.

GENERAL PORCELAIN CO., Parkersburg, W. Va. Factory same. Sales same.

Products—Accessories.

GENERAL RADIO CO., 30 State St., Cambridge, Mass. Factory same. Sales same. Melville Eastham, Pres.; E. H. Locke, Vice Pres.; H. R. Richmond, Treas., Sales and Adv. Mgr.; H. S. Shaw, Sec.

Products—Parts.

GLOBE PHONE MFG. CO., Reading, Mass. Factory same. Sales same. A. G. Barber, Pres.; W. C. Mooney, Vice Pres., Sales and Adv. Mgr.; F. E. Bronson, Treas.

Products—Parts and Accessories.

GOERDES CO., FRED W., 81-85 Mt. Prospect Place, Newark, N. J. Factory same. Sales same. Fred W. Goerdes, Pres.; Frank C. Storck, Treas., Sales and Adv. Mgr.; Fred Wolff, Sec.

Products—Sets, Parts and Accessories.

GOERTZ & COMPANY, INC., AUGUST, 270-286 Morris Ave., Newark, N. J. Factory same. Sales same; Branch—110 W. 40th St., New York, N. Y. August Goertz, Pres.; Frederick Goertz, Vice Pres. and Gen. Mgr.; William Wester, Treas.; Chas. Wester, Vice Pres.; Walter A. Goertz, Asst. Treas.; Herbert A. Goertz, Sec. and Adv. Mgr.

Products—Parts.

GOLDEN-LEUTZ, INC., Sixth and Washington Ave., Long Island City, L. I., N. Y. Factory same. Sales same. Chas. R. Leutz, Pres.; C. Golden, Sec. and Treas.; O. Leutz, Vice Pres.; M. Conway, Sales Mgr.; Peter Kehoe, Adv. Mgr.

Products—Accessories, Parts and Sets.

GOODRICH RUBBER CO., THE B. F., Akron, Ohio. Factory same. Sales same. McC. Shank, Sales Mgr.; L. A. McQueen, Adv. Mgr.

Products—Accessories and Parts.

GOYER CO., THE, 44 Bank St., Willimantic, Conn. Factory same. Sales same. A. E. Greene, Pres.; James P. Bath, Treas.; A. E. Greene, Sales and Adv. Mgr.

Products—Parts.

GRAMMIE & SONS, INC., L. F., Allentown, Pa. Factory same. Sales same. Branches—New York and Philadelphia.

Products—Parts.

GRAY PRODUCTS, INC., Poughkeepsie, N. Y. G. F. Gray, Pres.; Crosby Field, Vice Pres.; Frank Short, Sec. and Treas.; G. F. Gray, Sales Mgr.

Products—Accessories and Parts.

GREBE & CO., INC., A. H., 109 W. 57th St., New York, N. Y. Factory, 70 Van Wyck Boulevard, Richmond Hill, L. I., N. Y.; Sales, 109 W. 57th St., New York, N. Y.; Branch—443 S. San Pedro St., Los Angeles, Cal. A. H. Grebe, Pres.; Douglas Rigney, Gen. Mgr. and Treas.; G. P. Rhodes, Sales Mgr.; B. H. Baker, Adv. Mgr.

Products—Sets

GRIGSBY-GRUNOW-HINDS COMPANY, 4540 Armitage Ave., Chicago, Ill. Branches—Oakland Cal.; New York, N. Y. B. F. Grigsby, Pres.; W. C. Grunow, Vice Pres. and Treas.; A. C. Winnan, Sec.; F. D. Williams, Sales Mgr.

Products—Accessories.

—H—

HALLDORSON CO., THE, 4745 No. Western Ave., Chicago, Ill. T. E. Halldorson, P. J. Halldorson, Sales Mgr.

Products—Sets, Parts.

HAMMARLUND MANUFACTURING CO., INC., 424 W. 33d St., New York City. Factory same. Sales same. Oscar Hammerlund, Pres.; Lloyd Hammerlund, Sec. and Sales Mgr.; Joseph Lusk, Treas. and Adv. Mgr.

Products—Parts.

HANSCOM RADIO DEVICES, Woonsocket, R. I.

Products—Sets and Parts.

HARDSOEG MFG CO., Ottumwa, Iowa. Factory same. Sales same; Branches—Evansville, Ind.; Pittsburg, Kan. Martin Hardsocg, Pres.; Bane Hardsocg, Vice Pres.; L. C. Hardsocg, Sec. and Treas.

Products—Accessories.

HART AND HEGMAN MFG. CO., THE, 342 Capitol Ave., Hartford, Conn. Factory same. Sales same; Branches—New York, Boston, Chicago, Denver and San Francisco. Shinas Morris, Pres. and Treas.; Samuel P. Williams, sec.; A. L. Gildersleeve, Sales Mgr.; Rollin N. Peck, Adv. Mgr.

Products—Parts and Accessories.

HARTFORD BATTERY MFG. CO., Milldale, Conn. Factory same. Sales, 33 W. 60th St., New York, N. Y.; Branches—Boston, Philadelphia. F. W. Barhoff, Pres.; A. P. Parker, Vice Pres.; J. S. Blumenthal, Treas.; W. C. Brooks, Sec.; J. B. Periman, Adv. and Sales Mgr.

Products—Accessories.

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HARTUNG CO., CHARLES F. 730 E. 61st St., Los Angeles, Calif. Factory same. Sales same. Charles F. Hartung, Pres., Sales and Adv. Mgr. Products—Accessories.

HAWKEYE LIGHTNING ROD CO., Dept. 1308, Cedar Rapids, Iowa. Products—Parts.

HEINEMANN ELECTRIC CO., Philadelphia, Pa. Factory same. Sales same. Branches—New York, Boston, Cleveland, Chicago, Minneapolis, Denver, Omaha, Los Angeles, San Francisco, Seattle. Bernard S. Berlin, Pres. Products—Parts and Accessories.

HIPWELL MFG. CO., Pittsburgh, Pa. Factory same. Sales same. H. H. Hipwell, Sec. and Sales Mgr.; H. T. Hipwell, Vice Pres. and Advertising Mgr.; E. W. Hipwell, Sec. and Treas. Products—Parts and Accessories.

HOLLOCK & WATSON RADIO CORP., 192 Park St., Portland, Ore. J. H. Hollock, Pres.; C. H. Watson, Sec. and Treas.; R. C. Young, Vice Pres.; J. H. Hollock, Sales Mgr. Products—Sets, Accessories and Parts.

HOLMES ELEC. MFG. CO., 1810 Leland Ave., Chicago, Ill. Factory same. Sales same; E. A. Holmes, Pres. and Adv. Mgr.; C. F. Holmes, Vice Pres.; F. H. Holmes, Secy. and Treas. and Sales Mgr. Products—Accessories.

HOLYOKE CO., INC., THE, 621 Broadway, New York, N. Y. Sales same; factory, Holyoke, Mass. Branch—James E. Gleason Co., 561 W. Monroe St., Chicago, Ill. H. T. Smethurst, Pres., Sales and Adv. Mgr.; Wm. R. Marshall, Vice Pres.; Robert K. Morton, Sec. and Treas. Products—Accessories.

HOOSICK FALLS RADIO PARTS MFG. CO., INC., Hoosick Falls, N. Y. Factory same, sales same; Ezra Tiffany, Pres.; Frank H. Burns, Treas. and General Mgr. and Adv. and Sales Mgr.; J. M. Burns, Vice Pres. and Sec. Products—Parts and Accessories.

HOPE WERBING CO., Providence, R. I. Factory same, Sales same; Branches—New York, Chicago. Products—Accessories.

HOSKINS MFG. CO., 4435 Lawton Ave., Detroit, Mich.; Factory same, Sales same. W. D. Little, Sales Manager; C. S. Kinnison, Advertising Manager. Products—Parts.

HOWARD RADIO CO., 451-469 E. Ohio St., Chicago, Ill. Factory same; Sales same; A. A. Howard, Pres.; Asher Howard, Vice Pres.; T. J. Sullivan, Sec. and Treas.; M. E. Seegmiller, Sales Mgr.; C. L. Steininger, Advertising Mgr. Products—Sets, Parts.

HUBBARD & CO., 6301 Butler St.,

Pittsburgh, Pa. Factory same. Sales same. Branches—Chicago, Oakland, California; New York and Kansas City; J. W. Hubbard, Pres.; W. J. Price, Treas.; C. L. Peirce, Jr., Manager; W. M. Herin, Asst. Mgr., Adv. and Sales Mgr. Products—Accessories.

HULL & CO., S. W., 2048 E. 79th St., Cleveland, Ohio. Factory same, Sales same. S. W. Hull, E. R. Babcock, Sales Manager. Products—Accessories.

HUNGERFORD BRASS & COPPER CO., U. T., 80 Lafayette St., New York, N. Y. Branches—Boston, Baltimore, Philadelphia, Pittsburgh, Cleveland, St. Louis, San Francisco; J. R. Van Brunt, Pres.; C. H. Krueger, Vice Pres. and General Mgr. and Sales Mgr.; G. C. St. John, Sec.; E. H. Madison, Treas.; R. W. Bacon, Advertising Mgr. Products—Parts and Accessories.

HYTRON CORP., 19 Oakland St., Salem, Mass. L. H. Coffin, Pres.; Wm. C. Hussey, Vice Pres.; B. C. Coffin, Treas.; L. H. Coffin, Sales Mgr. Products—Accessories.

—I—

ILLINOIS ELECTRIC PORCELAIN CO., Jacon, Ill. Factory same, Sales same; C. W. Kittron, Pres. and General Mgr.; H. P. Kittron, Asst. General Mgr.; C. W. Kittron, Jr., charge of radio. Products—Accessories.

IMPERIAL ELECTRICAL CO., Union City, Ind. Factory same, Sales same. B. F. Deulinger, Vice Pres.; W. H. Mote, Sec., Treas. and General Mgr.; E. G. Roemiser, Engineer; E. E. Turner, Sales and Adv. Mgr. Products—Sets.

IMPERIAL ELEC. MFG. CO., 50 Columbia St., Newark, N. J. Factory same, Sales same; S. Altenhaus, Sales Mgr. Products—Sets and Parts.

IMPERIAL RADIO CORP., Grand Rapids, Mich. M. F. Kliepera, Pres. and Treas.; G. L. Kliepera, Vice Pres.; F. S. McCull, Sec.; M. F. Flanagan, Sales Mgr. Products—Sets.

INDIANA MFG. & ELECTRIC CO., Marion, Ind. Factory same, Sales same. Branches—New York City, Fort Worth, Texas, Minneapolis, Seattle, Atlanta. Arthur E. Case, Pres.; O. F. Hessler, Vice Pres.; Robt. Spencer, Jr., Sec. and Treas. Products—Sets and Parts.

INDIANA RUBBER & INSULATED WIRE CO., THE, Jonesboro, Ind. R. W. Seiberling, Sales and Adv. Mgr. Products—Accessories.

INSULATING COMPANY OF AMERICA, INC., 59 Warren St., New York, N. Y. Branches—Chicago, San Francisco. Alex. G.

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Heller, Pres.; Samuel Edelson, Vice Pres.; Samuel J. Spector, Sec.-Treas.; Samuel Edelson, Sales Mgr.
Products—Parts and Accessories.

INTERNATIONAL EQUIPMENT CO., 1326 Chestnut Ave., Kansas City, Mo. Factory same. R. H. Deweese, Pres.; J. F. Phillips, Supt.; D. W. Gist, Gen. Mgr.; F. A. Johnson, Asst. Mgr.
Products—Accessories.

INTERSTATE ELECTRIC CO., 4339 Duncan Ave., St. Louis, Mo. Factory same, Sales same. Branches—All important cities. Jas. C. Grindell, Pres., Treas. and Sales Mgr.; Homer A. Dodson, Sec.; E. Ballman, Vice Pres. and Chief Engineer; W. J. Ostermeier, Adv. Mgr.
Products—Parts and Accessories.

IRVINGTON VARNISH & INSULATOR CO., Irvington, N. J. Factory same, Sales same. Branches — Cleveland, Chicago, St. Louis, Toronto, Rochester. A. E. Jones, Pres.; A. Young, Vice Pres.; E. E. Hiler, Sec.; C. E. Garneau, Sales Mgr.; A. Young, Adv. Mgr.
Products—Parts and Accessories.

—J—

JAEGER RESEARCH LABORATORIES, INC., 270-80 Park Ave., Weehawken, N. J. Factory same, Sales same.
Products—Accessories.

JEFFERSON ELECTRIC MFG. CO., 501-11 S. Green St., Chicago, Ill. Factory same, Sales same. J. A. Bennan, Pres. and Gen. Mgr.; J. D. Daley, Treas. and Chief Eng.; A. R. Johnson, Sec. and Sales Mgr.; C. R. Hansen, Adv. Mgr.
Products—Accessories and Parts.

JOHN O. JESSE MFG. CO., Bryan, Ohio.
Products—Accessories.

JONES, HOWARD B., 618 S. Canal St., Chicago, Ill. Howard B. Jones, Pres.; J. W. Reagan, Sales and Adv. Mgr.
Products—Accessories and Parts.

JONES RADIO CO., 384 Monroe St., Brooklyn, N. Y. Factory, 1066 West Adams St., Chicago, Ill.; Sales same. Branches — New York City.
Products—Sets and Parts.

—K—

K. C. B. ELECTRIC MFG. CO., 14th Ave. at 42nd St., Sacramento, Cal. Factory same, Sales same. R. E. Harris, Pres. and Sales Mgr.; S. Cecchetti, Sec.; C. E. Chatfield, Mgr.; Kenneth King, Supt.
Products—Accessories.

KARAS ELECTRIC CO., 19 So. LaSalle St., Chicago, Ill. Factory, 4040 N. Rockwell St., Chicago, Ill.; Sales, 19 So. LaSalle

St., Chicago, Ill. Frank A. Ryder, Sales and Adv. Mgr.
Products—Parts.

KELLOGG SWITCHBOARD & SUPPLY CO., 1066 W. Adams St., Chicago, Ill. Factory same, Sales same. Branches — San Francisco, Cal.; Kansas City, Mo.; Columbus, Ohio; Portland, Ore. J. B. Edward, Pres.; J. G. Kellogg, Vice Pres.; Ben Woodbury, Vice Pres. and Gen. Sales Mgr.; Seymour Guthrie, Treas.; George Nelson, Sec.; R. K. Smith, Mgr. Radio Dept.; A. D. Boal, Adv. Mgr.
Products—Accessories, Parts and Sets.

KEN-RAD CORP., THE, Owensboro, Ky. Factory same, Sales same. T. E. Sandidge, Pres.; John T. Howard, Treas.; H. C. Cummins, Sec., Asst. Treas. and Sales Mgr.; George Lewis, Vice Pres. and Gen. Mgr.
Products—Parts.

KEYSTONE RADIO LABORATORIES, INC., 154 Whiting St., Chicago, Ill.
Products—Sets and Parts.

KING-BUFFALO, INC., 234 Rano St., Buffalo, N. Y. Factory same. Sales same. W. Grant King, Gen. Mgr.; Arthur T. Haugh, Vice Pres.; B. G. Close, Sales Mgr.; B. Bigelow, Adv. Counsel.
Products—Sets.

KIRKMAN ENGINEERING CORP., 484-90 Broome St., New York. Factory same, Sales same. Richard P. Hart, Pres.; Thomas W. Kirkman, Vice Pres. and Gen. Mgr.; H. M. Linter, Sales Mgr.
Products—Parts and Accessories.

KLOSNER RADIO CORP., 1022 E. 178th St., New York, N. Y. Factory same, Sales same. Hirsh Klosner, Pres.; David Klosner, Vice Pres. and Sales Mgr.; Morris Klosner, Sec., Treas. and Adv. Mgr.
Products—Parts.

KOKOMO ELECTRIC CO., Kokomo, Indiana.
Products—Accessories.

KURZ KASCH CO., Dayton, Ohio. Factory same, Sales same. C. A. Kurz, Jr., Pres. and Treas.; H. J. Kasch, Vice Pres.; J. D. Kurz, Sec., Sales and Adv. Mgr.
Products—Parts.

—L—

LAKE-SIDE SUPPLY CO., 73 W. Van Buren St., Chicago, Ill. Factory, Muskegon, Mich., and Chicago, Ill.; Sales, 73 W. Van Buren St., Chicago, Ill.
Products—Sets and Accessories.

LEICH ELECTRIC CO., Genoa, Ill. Factory same, Sales same. Branch—17 W. 60th St., New York, N. Y. A. J. Kohn, Sales and Adv. Mgr.
Products—Sets and Parts.

LENK MFG. CO., THE, 20-38 Merri-mack St., Boston, Mass. Fac-

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tory same, Sales same. Branches—Los Angeles, San Francisco, St. Louis, New York, Toronto. H. M. Brenner, Pres.; D. Allen Lenk, Treas., Sales and Adv. Mgr.; John A. Davies, Vice Pres.; Maxwell Edelman, Sec. Products—Accessories.

LIBERTY BATTERY CO., 4243 Armitage Ave., Chicago, Ill. Factory same, Sales same. B. E. Wolff, Pres.; R. D. Wolff, Sec. and Treas. Products—Accessories.

LIBERTY ELECTRIC CORP., Stamford, Conn. Factory same, Sales same. Branch—New York City, 342 Madison Ave. M. Cronkhite, Pres.; P. W. Bliss, Vice Pres.; Chas. A. Craig, Sales and Adv. Mgr. Products—Parts and Accessories.

LIBERTY TRANSFORMER CO., 123 N. Sangamo St., Chicago, Ill. Factory same, Sales same. C. B. Cannon, Pres. Mgr. and Sales Mgr.; W. A. Thrall, Sec. and Treas. Products—Parts.

—M—

M. & M. CO., THE, 500 Prospect Ave., Cleveland, O. Factory same, Sales same. Branches—Akron, Youngstown. J. C. McLean, Pres.; F. W. Roberts, Vice Pres.; W. B. Davis, Sec.-Treas. and Sales Mgr. Products—Parts and Accessories.

MABEY ELECT. & MFG. CO., 968 Ft. Wayne Ave., Indianapolis, Ind. Factory same, Sales same. Chas. W. Mabey, Pres.; W. E. Munk, Sec.-Treas. and Sales and Adv. Mgr. Products—Parts and Accessories.

MAGNAXON CO., THE, 2725 E. 14th St., Oakland, Cal. Factory same, Sales same. Branch—1315 S. Michigan Ave., Chicago. F. M. Steers, Pres.; J. C. Sperry, Vice Pres. and Treas.; F. B. Travers, Sales Mgr.; S. S. Sondles, Adv. Mgr. Products—Sets, Parts and Accessories.

MALONE LEMMON PRODUCTS, INC., Plainfield, N. J. Sales, 52 Vanderbilt Ave., New York City. Branch—419 Summer St., Boston, Mass.; Walter S. Lemmon, Pres.; Albert G. Porter, Sec. and Treas.; E. A. Clark, Sales Mgr. Products—Accessories, Parts and Sets.

MANHATTAN ELECTRICAL SUPPLY CO., INC., 125 Church St., New York. Factory, 43 Morris St., Jersey City, N. J.; Sales, 17 Park Place, New York. Branches—New York, Chicago, St. Louis. Products—Parts and Accessories.

MARINETTE ELECTRIC CORP., 1705 Pierce Ave., Marinette, Wis. Factory same, Sales same. Branches—Chicago, Cleveland,

St. Louis, Boston, Pittsburgh, Minneapolis, Philadelphia, Atlanta, Toronto. Walter Harding, Mgr. Products—Sets and Accessories.

MARING WIRE CO., Muskegon, Mich. Factory same, Sales same. Branches—in all principal cities. F. L. Meeske, Pres. and Gen. and Sales Mgr.; A. Maring and C. S. Prescott, Vice Presidents; E. C. Farmer, Sec. Products—Accessories.

MARION INS. WIRE & RUBBER CO., Marion, Ind. Factory same, Sales same. Branch—213 No. Desplaines St., Chicago, Ill. R. J. Spencer, Pres. and Treas.; C. E. Van Vactor, Vice Pres.; J. F. Auten, Sec. and Sales Mgr. Products—Accessories.

MARCO STORAGE BATTERY CO., 1402 Atlantic Ave., Brooklyn, N. Y. Factory same, Sales same. Branch—102 Jefferson Ave., Brooklyn, N. Y. Paul M. Marko, owner; Thos. Brady, Sales Mgr.; Albert E. Morgan, Adv. Mgr. Products—Accessories.

MARTIN CO., THE GLENN L., 16800 St. Clair Ave., Cleveland, Ohio. Branches—San Francisco, Denver, St. Louis, Kansas City, Mo.; Chicago, Philadelphia, New York City, Boston. Glenn L. Martin, Pres.; H. C. Mohr, Radio Sales Mgr. Products—Parts and Accessories.

MARTIN-COPELAND CO., Providence, R. I. Factory same, Sales same. Branches—New York, Chicago, San Francisco, Boston, Havana. Edgar W. Martin, Pres.; E. Cornell Martin and Sydney D. Humphrey, Vice Pres.; Lawrence C. Martin, Treas.; E. Cornell Martin, Sales Mgr.; Sydney D. Humphrey, Adv. Mgr. Products—Parts and Accessories.

MAYOLIAN RADIO CORP., 1991 Broadway, New York, N. Y. Factory same, Sales same. Branches—Boston, Kansas City, Chicago. R. R. Mayo, Pres.; C. B. Deming, Sec. and Treas.; Mr. S. res, Adv. Mgr. Products—Parts and Accessories.

MAZDA RADIO MANUFACTURING CO., THE, 3405 Perkins Ave., Cleveland, Ohio. C. F. Groth, Gen. Mgr.; J. T. Curtis, Sales Mgr. Products—Accessories, Parts, Sets.

MCGILL MFG. CO., Valparaiso, Ind. Factory same, Sales same. Branches—Chicago, New York, Los Angeles, San Francisco. J. H. McGill, Pres.; V. R. Despard, Vice Pres., Sales and Adv. Mgr.; H. W. Harrold, Sec.-Treas. Product—Accessories

McKEE GLASS CO., Jeannette, Pa. Factory same, Sales same. Branches—All principal cities. M. A. Smith, Pres.; D. M. Smith, Vice Pres.; Deo D. Sailer, Sec.;

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- D. B. Pilkey, Treas.; A. K. Wood, Supt.
Products—Parts and Accessories.
- METROPOLITAN ELEC. MFG. CO., Boulevard at 14th St., Long Island City, N. Y. Factory same, Sales same. Patrick J. Shelley, Pres.; Jos. J. Wesley, Treas.; Chas. Singer, Sec.; Eugene E. Smith, Adv. Mgr.
Products—Parts.
- MICA INSULATOR CO., 68 Church St., New York, N. Y. Factory, Schenectady, N. Y.; Sales, New York City. Branch—Chicago. E. C. Wood, Pres.; M. A. Chapman, Vice Pres.; C. H. Bell, Sales Mgr.
Products—Accessories.
- MICAMOLD RADIO CORP., 1987 Flushing Ave., Brooklyn, N. Y. A. P. Hirsch, Pres.; E. V. Gluck, Vice Pres.; M. H. Benedek, Sec. and Sales Mgr.; A. J. Totterdell, Adv. Mgr.
Products—Parts and Accessories.
- MILLIMETER MACHINE WORKS, INC., 546 W. 22nd St., New York City. J. H. Van, Sales Mgr.
Products—Parts.
- MINERVA RADIO CO., 827 Irving Pk. Blvd., Chicago, Ill. Factory Aurora, Ill. Branches—New York, Seattle, Cincinnati. E. R. Schultz, Gen. Mgr.; H. C. Mattes, Chief Engineer; P. S. Billings, Gen. Sales Mgr.
Products—Sets.
- MODERN ELECTRIC MANUFACTURING CO., THE, 312 Mulberry St., Toledo, Ohio. Factory same, Sales same. Branches—Philadelphia, New Orleans, Kansas City, Chicago, Detroit, San Francisco, Minneapolis, Portland. W. V. McLin, Pres.; E. J. Lamo, Sales and Adv. Mgr.
Products—Parts and Accessories.
- MOELLER CO., A. E., 265 Sumpter St., Brooklyn, N. Y. Factory same, Sales same. Chas. E. Moeller, Pres.; Paul G. Moeller, Sales and Adv. Mgr.
Products—Accessories.
- MOGADORE INSULATOR CO., THE, Mogadore, Ohio. Factory same, Sales same. F. W. Butler, Pres.; S. H. Stevenson, Sec. and Treas.
Products—Parts and Accessories.
- MOHAWK CORPORATION OF ILLINOIS, 2222 Diversey Blvd., Chicago, Ill. Gustav Frankel, Pres.; Louis Frankel, Sec. and Treas.; Otto Frankel, Sales Mgr.
Products—Accessories, Parts, Sets.
- MORRIS REGISTER CO., Council Bluffs, Iowa. Factory same, Sales same.
Products—Parts and Accessories.
- MU-RAD RADIO CORP., Asbury Park, N. J. Factory same, Sales same. A. S. Blatterman, Pres.; R. J. Martin, Vice Pres.; H. H. Nieman, Sec.; H. E. Keys, Treas.
Products—Sets and Accessories.
- MURDOCK CO., WM. J., Chelsea, Mass. Factory same, Sales same. Wm. J. Murdock, Pres.; Dan R. W. Murdock, Treas.; F. M. Mitchell, Sales Mgr.
Products—Sets, Parts and Accessories.
- MUSSELMAN, INC., A. J., 549 W. Washington Blvd., Chicago, Ill. Factory same, Sales same. A. J. Musselman, Pres.; M. M. Musselman, Sec.; John L. Jones, Adv. Counsel.
Products—Parts and Accessories.
- MUTER COMPANY, LESLIE F., 76th St. and Greenwood Ave., Chicago, Ill. Factory same, Sales same. Leslie F. Muter, Pres.; A. A. Dailey Sales and Adv. Mgr.
Products—Parts and Accessories.
- MYDAR RADIO CO., Newark, N. J. Branches—Chicago, Los Angeles, Philadelphia. H. C. Seaman, Jr., Sales Mgr.
Products—Parts.
- MYERS RADIO TUBE CORP., 1890 East 40th St., Cleveland, O. H. G. Foote, Pres.; R. W. Baker, Treas. and Gen. Mgr.; J. A. Curtis, Sec.; Procter Brevard, Sales Mgr.
Products—Accessories.

—N—

- NATIONAL CARBON CO., INC., 30 E. 42nd St., New York, N. Y. Sales same. Factories, L. I. City, N. Y., and Cleveland. Branches—L. I. City, Chicago, Atlanta, Kansas City, San Francisco. P. P. Huffard, Gen'l Mgr.; H. S. Schott and E. G. Clemenson, Asst. Gen'l Sales Mgrs.
Products—Accessories.
- NATIONAL CO., INC., 110 Brookline St., Cambridge, Mass. Factory same, Sales No. 88 Broad St., Boston, Mass. Branch—426 Fisk Bldg., New York, N. Y. W. A. Ready, Pres.; W. R. Hopkins, Treas.; W. G. Balcke, Sec. Geo. Q. Hill, Sales Mgr.; John Morgan, Adv. Mgr.
Products—Sets, Parts and Accessories.
- NATIONAL ELECTRIC NOVELTY CO., 403-407 Broome St., New York, N. Y. Solomon Sudner, Pres. and Sales Mgr.; Henry Giove, Factory Mgr.
Products—Accessories.
- NATIONAL ELECTRIC SPECIALTY CO., THE, 314 So. St. Clair St., Toledo, O. Factory same, Sales same. C. F. Wall, Vice Pres.; L. L. D. Chapman, Sec. and Treas.; M. J. O'Gorman, Sales Mgr.; J. T. Greene, Adv. Mgr.
Products—Accessories.
- NATIONAL LEAD BATTERY CO., St. Paul, Minn. Factory same, Sales same. Branches—Chicago, Kansas City, Dallas.

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Portland, Oakland, Los Angeles. Kearny, N. J.; Baltimore, Atlanta. L. J. Shields, Pres.; G. P. Castner, Vice Pres.; F. M. Brown, Sec. and Sales Mgr.; A. P. Wood, Adv. Mgr.
Products—Accessories.

NATIONAL RADIO CO., Forest Lake, Minn. Branch—St. Paul, Minn. Joseph C. Miller, Pres. and Treas.; P. J. Callahan, Sec. and Sales Mgr.
Products—Accessories, Parts and Sets.

NATIONAL VULCANIZED FIBRE CO., Wilmington, Delaware. Factory same. Sales same.
Products—Parts.

NAXON ELECTRICAL LABORATORIES, 4524-26 Cottage Grove Ave., Chicago, Ill. Branches—San Francisco, Seattle, Denver, Minneapolis, New York, Boston, Philadelphia, Pittsburgh, St. Louis, Kansas City, Irving Nachensohn, M. Nachensohn, Sales Mgr.
Products—Parts, Accessories.

NELSON TOOL CO., INC., 781 E. 142nd St., New York, N. Y. Sales same. Factory 142nd St. and Wales Ave., Bronx, N. Y. G. J. Knell, Pres.; W. J. Dellert.
Product—Parts.

NEW YORK COIL CO., 338 Pearl St., New York, N. Y. Sales same. Factory same and Mont Clare, Pa. R. F. Dennis, Pres. Treas. and Sales Mgr.; L. T. Rhoades, Vice Pres. and Adv. Mgr.
Products—Accessories and Parts.

NILES MFG CO., Ypsilante, Mich. Factory same. Sales same. H. A. Matthews, Pres. and Gen. Mgr.; C. E. Shaffmaster, Vice Pres.; Sales and Adv. Mgr.; T. G. Hutton, Vice Pres.; E. D. Matthews, Treas.
Product—Accessories.

NORTHERN MFG. CO., 371 Ogden St., Newark, N. J. N. M. Mains, Pres.; E. A. Tracy, Vice Pres. and Sec.; R. H. Amberg, Treas.; C. B. Blauvelt, Sales Mgr.
Products—Accessories.

NORTHWESTERN RADIO MFG. CO., INC., 1556 E. Taylor St., Portland, Ore. Factory same. Sales same. Chas. L. Austin, Pres.; Frank Phillippi, Vice Pres. and Treas.; J. A. Roehr, Sec. and Sales Mgr.
Products—Sets, Parts and Accessories.

—O—

OKAY RADIO CORP., 22½ W. National Ave., Brazil, Ind. Factory same. Sales same. Branches—Cleveland, Chicago. John G. H. Klingler, Pres. and Treas.; W. P. Tilley, Vice Pres., Sec. and Sales Mgr.
Products—Sets, Parts and Accessories.

O'NEIL MFG. CO., 4738 Hudson Blvd., W. New York, N. J. Fac-

tory same. Sales same. Branches—Boston, Buffalo, Chicago, San Francisco. Raymond L. O'Neil, Pres.; Sales and Adv. Mgr.
Products—Accessories.

OTERADIO CORP., THE, 8 So. Dearborn St., Chicago, Ill. Sales same. Factory, 700 E. 40th St., Chicago. J. M. Stone, Pres.; W. B. Ricketts, Vice Pres., Sec. and Sales and Adv. Mgr.; H. H. Shotwell, Treas.
Products—Sets.

—P—

PACENT ELECTRIC CO., INC., 91 7th Ave., New York, N. Y. Factory same. Sales same. Branches—Boston, Jacksonville, San Francisco, Chicago, St. Louis, Cleveland, Philadelphia. L. G. Pacent, Pres.; J. J. Ryan, Treas.; B. H. Noden, Sec. and Adv. Mgr.; R. L. Lewis, Sales Mgr.
Products—Accessories and Parts.

PARKIN MFG. CO., Grand Ave., San Rafael, Cal. Factory same. Sales same. John Parkin, Mgr.
Products—Parts.

PAL RADIO CO., INC., 1204 Summit Ave., Jersey City, N. J. George W. Wacker, Pres.; Joseph Lopiano, Treas.
Products—Accessories and Parts.

PATTON MAC GUYER CO., Providence, R. I. Factory same. Sales same. Ralph C. Patton, Pres.; H. F. Mac Guyer, Sec., Treas. and Sales Mgr.
Product—Parts.

PAUSIN ENGINEERING CO., 727 Frelinghu sen Ave., Newark, N. J. Factory same. Sales same. Branch—123 William St., New York, N. Y. Hugo R. Pausin, Pres.; J. L. Nolan, Treas. and Adv. Mgr.; S. D. Faber, Sales Mgr.
Product—Accessories, Parts and Sets.

PERKINS PHONOGRAPH CO., 831 N. Wood St., Chicago, Ill. Factory same. Sales same.
Product—Accessories.

PERRINE QUALITY PRODUCTS CORP., 48 Cunningham St., Boston, Mass. Factory same. Sales same. Lester Perrine, Pres., Gen. Mgr. and Sales Mgr.; M. A. Goldsmith, Asst. Treas. and Adv. Mgr.
Products—Accessories.

PIANSTIEHL PRODUCTS CO., North Chicago, Ill.
Products—Accessories.

PHILADELPHIA STORAGE BATTERY CO., Ontario and "C" Sts., Philadelphia, Pa. Factory same. Sales same. Branches—Atlanta, Boston, Buffalo, Chicago, Cleveland, Columbus, Denver, Detroit, Kansas City, Los Angeles, Minneapolis, New York, Pittsburgh, Portland, San Francisco, Seattle, St. Louis. Edward Davis, Pres.; James M. Skinner,

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Vice Pres.; John S. Thomas, Treas.; Edward S. Peyton, Sec.; Walter S. Crammer, Sales Mgr.; Henry B. Lent, Adv. Mgr. Products—Accessories.

PILOT ELECTRIC MFG. CO., INC., 323 Berry St., Brooklyn, N. Y. Factory same. Isidor Goldberg, Pres.; James I. Benjamin, Vice Pres., Sales and Adv. Mgr.; Irving Fass, Sec. Products—Sets, Parts and Accessories.

PLAYER-TONE TALKING MACHINE CO., 632 Grant St., Pittsburgh, Pa. I. Goldsmith, M. S. Levenson. Products—Sets and Accessories.

PLYMOUTH RADIO & PHONOGRAPH CO., Plymouth, Wis. Factory same, Sales same. W. H. Thommen, Pres., Sales and Adv. Mgr.; F. D. McIntyre, Sec. and Treas.; H. W. Bolens, Vice Pres. Product—Accessories.

POLYMET MANUFACTURING CORP., 599 Broadway, New York, N. Y. Branches—Boston, Cleveland, Detroit, Chicago, Montreal, Minneapolis, Kansas City, St. Louis, Atlanta, Los Angeles, San Francisco, Vancouver, B. C. Otto Paschkes, Pres.; Nat C. Greene, Sec. and Sales Mgr.; Philip Lauter, Pres. Products—Parts and Accessories.

POTTER MFG. CO., North Chicago, Ill. Factory same, Sales same. Products—Parts.

POTTER TOOL & MACHINE CO., 79 E. 130th St., New York, N. Y. Factory same, Sales same. S. A. Potter, Prop.; F. Wyner, Supt.; T. H. Cannon, Sales Mgr. Products—Parts and Accessories.

PRECISION COIL CO., 209 Centre St., New York, N. Y. Factory same, Sales same. R. C. M. Page, Pres.; Alexander Hudden, Vice Pres. and Mgr. Products—Parts and Accessories.

PRECISION ELECTRIC MANUFACTURING CO., 717 East Ninth St., Los Angeles, Cal. Branches—218 New Chronicle Bldg., San Francisco, 2602 4th Ave., Seattle, Wash. Wm. J. Goebel, Vice Pres.; Lyman J. Gage, Jr., Pres. and Sales Mgr.; James O'Keefe, Sec. and Treas. Products—Accessories.

PREMIER ELECTRIC CO., Grace and Ravenswood Ave., Chicago, Ill. Factory same, Sales same. O. C. Dennis, Pres., Treas. and Adv. Mgr.; A. J. Peifer, Vice Pres.; R. M. Dennis, Sec.; R. Heile, Sales Mgr. Products—Sets, Parts and Accessories.

PRESSED METAL MFG. CO., Waukesha, Wis. Sales, Zinke Co., 1323-25 Michigan Ave., Chicago, Ill. G. A. Noetzel, Pres.; W. P. Ferris, Vice Pres., Treas. and Sales Mgr.; A. J. Hardy, Sec. Products—Accessories.

PRIESS RADIO CORP., 693 Broadway, New York City. William H. Priess, Pres.; F. Clifford Estey, Sales Mgr.; E. T. Rigg, Purchasing Agent; John C. Cashman, Production Mgr. Products—Sets.

PRIMA PRODUCTS CO., 12810 Penobscot Ave., Cleveland, Ohio. Products—Sets and Accessories.

PROVIDENCE INSULATED WIRE CO., 58 Waldo St., Providence, R. I. Factory same, Sales same. Branch—546 Broadway, New York, N. Y. R. E. Moeller, Treas., Adv. and Sales Mgr. Products—Accessories.

—Q—

Q. R. S. MUSIC CO., THE, 306 S. Wabash Ave., Chicago, Ill. Sales same; Factory, 4829 S. Kedzie Ave. Branches—New York, San Francisco. T. M. Pletcher, Pres.; A. N. Page, Vice Pres. and Treas.; C. A. Sundberg, Sec.; E. H. Holland, Radio Sales Mgr.; E. J. Delfraisse, Adv. Mgr. Product—Accessories.

—R—

RADIAL CO., 50-52 Franklin St., New York, N. Y. Factory same, Sales same. M. N. Leibowitz, Gen. and Sales Mgr.; S. Ruttenberg, Chief Engineer; M. Openshaw, Adv. Mgr. Products—Parts.

RADIO CABINET CO., Indianapolis, Ind. Factory same, Sales same. Products—Accessories.

RADIO CONDENSER CO., Thorne and Copewood Sts., Camden, N. J. Factory same, Sales same. Branch—1050 S. Los Angeles St., Los Angeles, Cal. S. S. Cramer, Pres.; R. E. Cramer, Vice Pres.; C. S. Mayer, Treas.; W. J. May, Sales Mgr. Products—Parts.

RADIO MASTER CORP. OF AMERICA, Bay City, Mich. Products — Parts, Accessories, Sets.

RADIO PRODUCTS CORP., 3816 N. 28th St., Birmingham, Ala. Factory same. Products—Sets.

RADIO RECEPTOR CO., 106 7th Ave., New York City. Factory same. Branches—Spector & Co., Rialto Bldg., San Francisco, Cal.; R. W. Mortimer, 13½ N. Main St., Hutchinson, Kan. H. Glasser, Pres.; Victor Greiff, Sec.; Hugo Cohn, Treas.; Ludwig Arnson, Sales and Adv. Mgr. Products—Sets, Parts and Accessories.

RADIOTIVE CORP., 53d St. and 21st Ave., Brooklyn, N. Y. Factory same, Sales same. Branch—Los Angeles, Lambert Schmidt, Pres.; T. J. Lewis, Treas.; W. P. Graham, Vice Pres. and Sec. Products—Accessories.

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RATHBUN MANUFACTURING CO., INC., Jamestown, N. Y. Factory same, Sales same. F. F. Rathbun, Pres.; M. A. Bliss, Sec.; J. H. Prather, Treas.; W. H. Judson, Sales Mgr. Products—Parts.

RAYTHEON MANUFACTURING CO., Kendall Square Bldg., Cambridge, Mass. Factory same, Sales same. Wm. Gammell, Jr., Pres.; L. K. Marshall, Gen. Mgr.; Miles Pennybacker, Sales and Adv. Mgr. Products—Accessories.

REFLEX SPARK PLUG CO., THE, Cleveland, O. Factory same, Sales same. C. W. Fenner, Pres. and Treas.; J. A. Fenner, Sec.; S. M. Masse, Adv. Mgr. Product—Accessories.

REICHMANN CO., 1725 W. 74th St., Chicago, Ill. Factory same, Sales same. Branch—132 W. 42d St., New York, N. Y. Frank Reichmann, Pres. and Gen. Mgr.; E. S. Riedel, Sales Mgr.; Y. H. Chalfoux, Adv. Mgr.; C. D. Boyd, Director Sales Promotion. Products—Sets, Parts and Accessories.

RESAS, INC., 554-8 W. 52d St., New York, N. Y. Factory same, Sales same. J. A. Crowe, Pres.; F. P. Foley, Vice Pres.; J. E. Swaysland, Sec. and Sales Mgr.; W. J. MacLeod, Treas. and Adv. Mgr. Products—Sets.

REYNOLDS SPRING CO., Jackson, Mich. Branches—New York, Philadelphia, Pittsburgh, Dallas, Chicago, Atlanta, Kansas City, Detroit, Los Angeles. W. R. Reynolds, Pres.; L. C. Smyth, Vice Pres.; W. S. Costigan, Mgr.; J. G. Rossiter, Sales Mgr. Products—Accessories, Parts.

RIHAMSTINE, J. THOS., 500 E. Woodbridge St., Detroit, Mich. Factory same, Sales same. J. Thos. Rhamstine, owner. Products—Accessories.

RIPPNER BROS. MFG. CO., THE, 2125 Superior Ave., Cleveland, O. Factory same, Sales same. L. G. Rippper, Pres.; B. M. Rippper, Vice Pres.; H. A. Rippper, Sec., Treas., Sales and Adv. Mgr. Products—Sets.

ROLLER-SMITH CO., 233 Broadway, New York, N. Y. Sales same, Factory, Bethlehem, Pa. F. W. Roller, Pres.; F. W. Redell, Treas.; P. V. R. Van Wyck, Vice Pres.; A. A. Whitman, Sec.; G. L. Crosby, Adv. and Sales Mgr. Products—Parts and Accessories.

ROTH DOWNS MFG. CO., St. Paul, Minn. Factory same, Sales same. H. L. Roth, Sales and Adv. Mgr. B. W. Downs. Products—Sets and Accessories.

ROYAL ELECTRIC CO., Chelsea, Mass. Sales same, Factory, Whitman, Mass. J. G. Riesman.

Sales Mgr.; Alex Miller, Adv. Mgr. Products—Parts.

RUNZEL LENZ ELECTRIC MANUFACTURING CO., 1751-57 No. Western Ave., Chicago, Ill. Factory same, Sales same. Branch—30 Church St., New York, N. Y. W. L. Runzel, Pres.; J. M. Lenz, Sec. and Treas.; H. F. Racine, Sales Mgr.; P. C. Lenz, Sales Engineer. Products—Accessories.

RUSSELL ELECTRIC CO., 340 W. Huron St., Chicago, Ill. Factory same, Sales same. Branch—13 E. 37th St., New York, N. Y. T. C. Russell, Pres. and Treas.; H. W. Chittick, Vice Pres.; P. C. Bandy, Gen. Sales Mgr. Products—Accessories.

—S—

SAAL CO., H. G., 1800 Montrose Ave., Chicago, Ill. Carl J. Sharp, Vice Pres. in charge of sales. Products—Accessories.

SAMSON CUTLERY CO., 8 Jones St., Rochester, N. Y. Factory same, Sales same. A. A. Samuels, Adv. Mgr.; W. L. Samuels, Sales Mgr. Products—Accessories.

SAMSON ELECTRIC CO., Canton, Mass. Factories, Canton, and Watertown, Mass. Branches—All principal cities in U. S. C. C. Colby, Pres. and Treas.; J. R. Simpson, Vice Pres.; R. W. Cotton, Sales Mgr. Products—Accessories, Parts.

SANGAMO ELECTRIC CO., Springfield, Ill. Factory, Springfield, Ill. Sales, 50 Church St., N. Y. R. C. Lanphier, Vice Pres. and Gen. Mgr.; T. B. Rhodes, Mgr. Radio Division, 50 Church St., New York. Products—Parts.

SATURN MANUFACTURING & SALES CO., INC., THE, 48 Beekman St., New York, N. Y. Factory same, Sales same. Philip Valk, Pres. and Sales Mgr.; Ed. Bergman, Sec. and Treas. Products—Parts.

SCHLOSS BROS., 801 E. 135th St., New York, N. Y. Factory same, Sales same. Myron Schloss, Pres.; Edwin G. Schloss, Sec. and Treas. Products—Accessories.

SCHWARZE ELECTRIC CO., Adrian, Mich. Factory same, Sales same. Branches—All principal cities. John Bird, Pres.; P. C. Reek, Gen. Mgr.; F. H. Tag, Sales and Adv. Mgr. Products—Accessories.

SCRANTON GLASS INSTRUMENT CO., INC., Scranton, Pa. Factory same, Sales same. M. A. Myers, Sales Mgr. Products—Accessories.

SECURITY ELECTRIC MFG. CO., 2635 Canton St., Chicago, Ill. Factory, same, Sales same. Branch—25 Warren St., New

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- York, N. Y. C. F. Hayes, Sales Mgr. Products—Accessories.
- SEERY MANUFACTURING CO., 1016 N. Washington St., Lansing, Mich. M. W. Seery, Pres., Gen. and Sales Mgr. C. A. Seery, Sec. Treas. Products—Parts, Sets.
- SEWARD WIRE CO., INC., Parkersburg, W. Va. Branches—New York, Pittsburgh, Chicago. T. J. Seward, Pres.; F. E. Bankwitz, Vice Pres. and Sales Mgr.; L. N. Hemenway, Sec. and Treas. Products—Accessories.
- SHAMROCK MANUFACTURING CO., 196 Waverly Ave., Newark, N. J. H. R. Vore, Pres.; Fred Russell, Vice Pres.; M. Gorlin, Sec. Products—Parts and Sets.
- SHINN MFG. CO., W. C., 2024 N. Racine Ave., Chicago, Ill. Sales same, Factory. Niles, Mich. W. C. Shinn, Pres. and Sales Mgr.; L. B. Shinn, Vice Pres.; L. Burman, Sec. Products—Accessories.
- SHORE ELECTRIC CO., INC., 64 University Pl., New York city. Martin Fogel, Pres. and Treas. Products—Parts.
- SICKLES CO., F. W., 130 Union St., Springfield, Mass. Products—Parts.
- SIGNAL ELECTRIC MFG. CO., Menominee, Mich. Factory same. Sales same. John Henes, Jr., Pres.; O. H. Henes, Sec. and Treas.; Wm. J. Tideman, Gen. Mgr.; Wm. B. Hopper, Sales and Adv. Mgr. Products—Sets, Parts and Accessories.
- SILVER-MARSHALL, INC., 846 W. Jackson Blvd., Chicago, Ill. Branches—St. Louis, Columbus, Cleveland, New York City, Los Angeles, San Francisco, Toledo, Detroit, Boston, Philadelphia, Kansas City, Cincinnati, Hartford, Baltimore, Seattle, Omaha, Dayton, Providence, Washington, Pittsburgh. Mr. Silver, Pres.; John R. Marshall, Sec. and Treas.; John J. Stream, Vice Pres.; A. W. Young, Sales Mgr. Products—Accessories and Parts.
- SIMPLEX ELECTRIC HEATING CO., 85 Sidney St., Cambridge, Mass. Factory same, Sales same. Branch—15 S. Desplaines St., Chicago, Ill. R. P. Ingalls, Sales Mgr.; E. B. Thomas, Adv. Mgr. Product—Accessories.
- SIMPLEX RADIO CO., Rector and Main Sts., Philadelphia, Pa. Factory same. Sales same. Mr. McGear, Sales Mgr. Products—Accessories, Parts, Sets.
- SIMPLEX RADIO CO., THE, Sandusky, O. H. C. Maibohm, Pres., Treas. and Sales Mgr.; J. M. Grusch, Vice Pres.; R. J. Osmert, Sec.; M. B. West, Chief Eng. Products—Accessories, Sets.
- SIMPLI-DYNE ELECTRIC CO., Bradford, Ill. Products—Sets.
- SLAGLE RADIO CO., Fort Wayne, Ind. L. S. Slagle, Pres. Products—Accessories, Parts, Sets.
- SLEEPER RADIO & MFG. CORP., 6th and Washington Ave., Long Island City, N. Y. Gordon C. Sleeper, Pres.; Herbert C. Doyle, Vice President; Edgar A. Smith, Treas.; George O. Castell, Sec.; F. C. Sleeper, Sales Mgr. Products—Sets, Parts.
- SONORA PHONOGRAPH CO., INC., 16 E. 40th St., New York, N. Y. Factory same, Sales same. S. O. Martin, Pres.; J. Wolff and J. Herzog, Vice Presidents; W. H. Keys, Sec.-Treas.; F. V. Goodman, Sales Mgr.; W. Schnirring, Adv. Mgr. Products—Sets and Accessories.
- SOUTHERN TOY CO., INC., THE, Hickory, N. C. G. V. Ivey, Pres.; J. B. Ivey, Vice Pres.; E. C. Ivey, Sec., Treas. and Sales Mgr. Products—Accessories.
- SPARTAN ELECTRIC CORP., 99 Chambers St., New York, N. Y. Factory same, Sales same. Ernest Alschuler, Pres.; Sanford Samuel, Treas.; Maurice S. Despres, Vice Pres. and Sales Mgr.; H. Lustig, Adv. Mgr. Products—Parts and Accessories.
- SPLITDORF ELECTRICAL CO., 392 High St., Newark, N. J. Branches—Chicago, Detroit, Toronto, Canada. M. W. Bartlett, Pres. and Gen. Mgr.; E. A. Kelly, Sec. and Treas.; C. F. Splitdorf, Vice Pres.; R. W. Porter, Sales Mgr. Products—Accessories, Sets and Parts.
- STANDARD METAL MANUFACTURING CO. Factory, 237 Chestnut St., Newark, N. J. W. A. Lawrence, Pres. and Treas. Products—Accessories and Parts.
- STANDARD UNDERGROUND CABLE CO., 17th and Pike Sts., Pittsburgh, Pa. Factories, Pittsburgh, Pa.; Perth Amboy, N. J.; St. Louis, Mo., and Emeryville, Cal. Sales, 17th and Pike Sts., Pittsburgh, Pa. Branches—Boston, New York, Philadelphia, Washington, Pittsburgh, Chicago, Detroit, St. Louis and San Francisco. Sales Mgr., A. B. Sauman. Products—Accessories.
- STAR CRYSTAL CO., 527 Woodward Ave., Detroit, Mich. Products—Parts.
- STEGE & SONS PIANO MFG. CO., Steger Bldg., Chicago, Ill. Sales same, Factory. Steger, Ill. Charles E. Byrne, Vice Pres. and Sales Mgr. Products—Accessories.
- STEINITE LABORATORIES, 504 S. State St., Chicago, Ill. Factory, Atchison, Kan. Sales, Chicago, Ill. Branches—New York,

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Boston, Detroit, Los Angeles, Washington. Fred W. Stein, Guy D. Elwell, Oscar Getz, Sales Mgr. Products — Parts, Accessories. Sets.

STEWART BATTERY COMPANY. 125 N. Peoria St., Chicago, Ill. Sales same, Factory same. E. J. Stewart, Pres.; E. S. Fisher, Vice Pres.; F. V. Galvin, Vice Pres.; H. L. Hochschild, Sec. and Treas.; E. E. Kuckenbecker, Sales Mgr. Products—Accessories.

STEWART-WARNER SPEEDOMETER CORP. 1826 Diversey Parkway, Chicago, Ill. Branches —Chicago, New York, Detroit. R. H. Woodford, Sales Mgr. Products—Accessories and Sets.

STORAD MANUFACTURING CO. Detroit Ave. at West 25th St., Cleveland, O. Factory, 2108 Superior Viaduct. W. K. Fleming, Pres. Products—Parts, Accessories.

STUART PRODUCTS CORP. 663 W. Washington Blvd., Chicago, Ill. Factory same, Sales same. Branches—New York, Detroit, San Francisco. William Herst, Pres.; I. C. Friedman, Sales Mgr.; O. R. Henkle, Adv. Mgr. Products—Accessories.

STURGES MULTIPLE BATTERY CORP. Jamaica, N. Y. Factory, same, Sales same. N. D. Sturges, Pres.; L. Fishman, Vice Pres. and Sales Mgr.; J. W. Guibord, Treas. Products—Accessories.

SUN MANUFACTURING CO. 2829-31 Grand Ave., Louisville, Ky. Factory, 26th and Maple Sts., Louisville, Ky. Fred A. Sunderhauf, Pres.; Dr. A. M. Barnett, Vice Pres.; H. F. Delmanhaust, Sec. and Treas.; F. A. Sunderhauf, Sales Mgr. Products—Sets.

SUPER-BALL ANTENNA CO. INC. Green Bay, Wis. Sales, Yahr-Lange, Inc., Milwaukee, Wis. A. L. Cannard, Pres.; B. E. Colburn, Sec.; R. W. Fancher, Treas.; B. E. Colburn, Sales Mgr. Products—Accessories.

SUPERTRON MANUFACTURING CO. INC. 222 Washington St., Hoboken, N. J. Factory same, Sales same. Branch—30 N. Dearborn St., Chicago, Ill. I. H. Rosenberg, Pres.; R. H. Herschman, Sec. and Treas.; H. Bobker, Sales Mgr. Products—Accessories.

SWAN-HAVERSTICK, INC. Trenton, N. J. Factory, Trenton, N. J.; Sales, Trenton, N. J. Branches —Chicago, Atlanta, St. Louis, Indianapolis, Dallas, Boston. C. E. Swan, Pres.; D. F. Haverstick, Vice Pres.; H. H. Cope, Sec. Products—Accessories, Parts.

SYLVANIA PRODUCTS CO. Emporium, Pa. B. G. Erskine, Pres.; G. L. Rishell, Vice Pres.; G. S. Felt, Sec. and Treas.; W. H.

Hetznecker, Sales Mgr. Products—Accessories.

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TAYLOR INSTRUMENT COMPANIES. Ames St., Rochester, N. Y. Factory same. Branches—New York, Chicago, Philadelphia, Boston, San Francisco. H. J. Winn, Pres. and Treas.; J. Ely, Vice Pres.; H. W. Kimmel, Sec.; T. M. Stewart, Sales Mgr. Products—Accessories.

TACTRON RADIO CO. 1270 Broadway, New York, N. Y. Factory, Newark, N. J. N. Goldman, Products—Accessories.

TELERADIO ENGINEERING CORP. 484-490 Broome St., New York, N. Y. V. Gaertner, Sales Mgr. Products — Accessories, Parts, Sets.

TELEPHONE CORP. OF AMERICA, 449 West 42d St., New York City. Factory same, Sales, 10 High St., Boston, Mass. E. J. Madden, Pres.; J. L. Lavin, Vice Pres.; Fred Fear, Treas.; J. L. Lavin, Sales Mgr. Products—Accessories.

TESTRITE INSTRUMENT CO. 108 E. 16th St., New York, N. Y. J. Bernstein, H. Newirth, Products—Accessories.

THOMAS CO. W. I., 217 N. Desphames St., Chicago, Ill. W. I. Thomas, Pres.; E. G. Thomas, Sec.; M. F. Thomas, Treas. Products—Accessories.

THORDARSON ELECTRIC MANUFACTURING CO. 500 W. Huron St., Chicago, Ill. Branches —New York, Boston, Philadelphia, St. Louis, San Francisco. C. H. Thordarson, Pres.; G. R. Blackburn, Sales Mgr. Products—Accessories, Parts.

TILMAN RADIO CORP. Lagro, Ind. Albert J. Tilman, Pres. and Treas.; W. S. Tilman, Vice Pres.; J. H. Tilman, Sec.; A. J. Tilman, Sales Mgr. Products—Sets.

TIMMONS RADIO PRODUCTS CORP. 339 E. Tulpehocken St., Philadelphia, Pa. Factory, 79 E. Wister St., Philadelphia, Pa. Sales, 339 E. Tulpehocken St., Philadelphia, Pa. J. S. Timmons, Pres. Products—Accessories, Parts.

TIMRETONE MFG. CO. Hoosick Falls, N. Y. Factory same, Sales Sanford Bros., 30 W. Walton Pl., Chicago, Ill. Branches—San Francisco, Seattle, Chattanooga. L. Marsh Willey, Gen. Mgr. Products—Accessories.

TOWNER RADIO MFG. CO. 2620 Victor St., Kansas City, Mo. O. W. Towner, Mgr. Products—Parts, Sets.

THE TRENLE PORCELAIN CO. Railroad St., East Liverpool, O. G. A. Trenle, Pres.; H. W. Blake, Sec. and Treas.; H. D. Brook-

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man, Vice Pres.; L. N. McVay, Mgr.; H. W. Blake, Sales Mgr.
Products—Accessories, Parts.
TRESKO SALES, INC., Davenport, Ia.
Products—Sets.

TRIANGLE CONDUIT CO., INC., Dry Harbor Rd. and Cooper Ave., Brooklyn, N. Y. Factory as above and Chicago, Ill., Canada. Sales. Brooklyn, N. Y. Branches—Principal cities. Jas. R. Strong, Pres.; V. C. Gilpin, Vice Pres.; J. E. McAuliffe, Treas.; T. C. Gilpin, Adv. Mgr.
Products—Accessories.

TRIMM RADIO MFG. CO., 24 S. Clinton St., Chicago, Ill. W. H. Trimm, Pres.; Victor P. Arnold, Vice Pres.; Harry T. Bennett, Sec.; P. S. Pfeifer, Sales Mgr.
Products—Accessories.

TUBULAR WOVEN FABRIC CO., Pawtucket, R. I. Branches—Chicago, New York, Philadelphia, St. Louis, Cleveland, Detroit, Jacksonville, Boston, San Francisco, Los Angeles, Seattle.
Products—Accessories.

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U. S. I. RADIO, INC., Niagara Falls, N. Y. D. H. Kelly, Pres.; R. H. Van Nest, Vice Pres.; John A. White, Vice Pres.; A. F. Strayer, Treas.; H. A. Harvey, Sales Mgr.
Products—Sets, Parts.

U'ELL WORKS, THE, 28th St. at Barnes Ave., Indianapolis, Ind. H. T. Griffith, Vice Pres.
Products—Accessories.

UNDERWOOD BATTERY CO., 1250 Ontario St., Cleveland, Ohio. Wm. Underwood, Sales, Mgr.
Products—Accessories.

UNION FABRIC CO., Derby, Conn. A. G. Beach, Sales Mgr.
Products—Accessories.

UNION TOOL CHEST CO., 19 Hand St., Rochester, N. Y. G. N. Perkins, Pres.; S. F. Pratt, Vice Pres.; G. C. Perkins, Sec.; W. R. Moyes, Treas. and Gen. Mgr.
Products—Accessories.

UNITED AMERICAN METALS CORP., foot of Clay St., Brooklyn, N. Y. Branch—Chicago.
Products—Accessories.

UNITED METAL STAMPING AND RADIO CO., THE, 410 E. Pearl St., Cincinnati, Ohio. John H. Flynn, Gen. Mgr.
Products—Parts, Sets.

UNITED RADIO CORP., 235 Elizabeth Ave., Newark, N. J. Ed. Felsberg, Pres.; A. Felsberg, Treas.; Ernest Lindholm, Vice Pres.; J. B. Ferguson, Sales Mgr.
Products—Accessories.

UNITED RADIO CORP., Rochester, N. Y. Sales, King Mfg. Corp., Buffalo, N. Y. Seiden E. May, Pres. and Treas.; Hugh Davis,

Vice Pres.; Milton F. Bickford, Sec.
Products—Accessories.

UNITED RADIO & ELECTRIC CORP., 418-26 Central Ave., Newark, N. J. Branches—Boston, Chicago, Kansas City, San Francisco, Atlanta. F. A. Schiller, Pres.; J. G. Weiss, Treas. and Sec.; J. P. Buller, Sales Mgr.
Products—Accessories.

UNITED SCIENTIFIC LAB. INC., 80 Fourth Ave., New York City. Branches—Chicago, Boston, San Francisco, Detroit, Philadelphia, St. Louis, Mo. David Wald, Pres. and Treas.; Sol. Wald, Sec.
Products—Parts.

U. S. LIGHT & HEAT CORP., Niagara Falls, N. Y. Branches—New York, Detroit, Chicago, Dallas, Oakland. D. H. Kelly, Vice Pres.; R. H. Van Nest, Vice Pres.; John A. White, Vice Pres.; A. T. Strayer, Treas.; H. A. Harvey, Sales Mgr.
Products—Accessories.

UNITED STATES RUBBER CO., 1790 Broadway, New York City. Factory, Providence, R. I. P. B. L'Hommedieu, Sales Mgr.
Products—Parts, Accessories.

U. S. TOOL CO., INC., Ampere, N. J. E. M. Squarey, Pres.; A. E. Borton, Vice Pres.; F. Koch, Vice Pres.; W. P. Powers, Sec.; I. A. Schwartz, Sales Mgr.
Products—Parts.

UNITRON ELECTRIC CO., Newark, N. J., 272 New St. J. K. Elderkin, Pres.; C. T. Schmitt, Sec. and Treas.; L. F. Woolman, Sales Mgr.
Products—Accessories.

UNIVERSAL BATTERY CO., 3410-24 So. LaSalle St., Chicago, Ill. L. C. Mowry, Pres.; H. I. Holton, Sec. and Vice Pres.; A. Silberman, Treas.; Roy S. Mowry, Sales Mgr.
Products—Accessories.

UTAH RADIO PRODUCTS CO., 2234 Highland Drive, Salt Lake City, Utah. Sales, 1421 Michigan Ave., Chicago, Ill. Branches—everywhere. David Neff, Pres.; H. C. Forster, Treas.; H. C. Forster, Sales Mgr.
Products—Accessories.

—V—

VALLEY ELECTRIC CO., 3157 So. Kingshighway, St. Louis, Mo. Factory, 4515 Show Ave.; Sales, 4515 Show Ave. Branches—New York, Boston, Cleveland, Kansas City, Toronto, San Francisco, Minneapolis, Philadelphia. S. A. Whitten, Pres.; Herbert Elder, Vice Pres. and Treas.; J. B. Hardie, Mgr. Radio Sales.
Products—Accessories, Sets.

VAN HORNE CO., THE, Franklin, Ohio. Sales, Ralph Bretzner, 160 W. 45th St., New York City; Paucette-Huston Co., Chattanooga, Tenn.; Baldwin-Pacific &

Say you saw it in Radio Merchandising

Company, Pacific Bldg., San Francisco, Cal.
Products—Parts.

VICTOR INSTRUMENT MFG. CO., INC., 236 West 55th St., New York. W. G. Amdur, Sales Mgr.
Products—Accessories.

VICTOREEN RADIO, INC., Cleveland, Ohio. Factory same. Branches—Principal cities. E. E. Victoreen, Pres.; J. A. Victoreen, Sec.; George W. Walker, Sales Mgr.
Products—Parts.

VIKING TOOL AND MACHINE CO., INC., THE, 745—65th St., Brooklyn, N. Y. Factory same. Sales same. Leonard Franzen, Pres.; Henry Albert, Vice Pres.; Arthur M. Schmidt, Treas.
Products—Parts.

VICOTONE MANUFACTURING CO., Minerva, Ohio. Paul Madrill, Pres.; Earl Burford, Sec.; O. C. Brock, Treas.; P. L. Pennock, Sr., Sales Mgr.
Products—Sets.

VOLTON BATTERY CO., INC., 21 Hopkins St., Brooklyn, N. Y.
Products—Accessories.

VULCANIZED RUBBER CO., INC., THE, 251 4th Ave., New York City. Factory, Morrisville, Pa.; Sales, 251 4th Ave., New York City. Branch—Chicago, Ill. Samuel Dodd, Pres.; Judson Dayton, Sec. and Treas.; Jos. J. Wallerbrand, Sales Mgr.
Products—Parts.

—W—

W. K. ELECTRIC CO., 89 Middle St., Kenosha, Wis. Anthony Winther, Pres.; Wm. J. Bracken, Vice Pres.; Mark Kindt, Sec. and Treas.
Products—Sets.

WAAGE, A. H., 112 Chambers St., New York City. A. H. Waage, Prop.
Products—Parts, Accessories.

WALBERT MFG. CO., 927 Wrightwood Ave., Chicago, Ill. Factory same. Sales same. Branches—Walbert of Canada Ltd., 111 Florence Ave., London, Ontario, Canada. W. H. Huth, Pres.; E. N. Hurley, Jr., Gen. Mgr.; R. E. Minnium, Chief Engineer; H. M. Dodge, Sales Mgr.; R. E. Norcne, Asst. Sales Mgr.
Products—Sets. Parts. Accessories.

WALKER CO., THE GEORGE W., 6528 Carnegie Ave., Cleveland, Ohio. Branches—Principal cities. George W. Walker, Pres. and Treas.; Lee L. Dodds, Sec.; Chas. F. Koch, Rudolph Riedel, George W. Walker, Sales Mgr.
Products—Parts.

WALNART ELECTRIC MFG. CO., 308 So. Green St., Chicago, Ill. Branch—Cincinnati, Kansas City. Arthur J. Schmitt, Pres.; J. P. Wright, Vice Pres.; H. L. Bonham, Treas.; J. F. Anderson,

Sec.; Arthur J. Schmitt, Sales Mgr.
Products—Accessories, Parts.

WARD LEONARD ELECTRIC CO., Mt. Vernon, New York. Leonard Kebler, Pres.; Walter H. Mott, Sec. and Treas.; A. E. Waller, Chief Engineer; L. H. Haight, Sales Mgr.
Products—Accessories, Parts.

WARREN RADIO CORP., 52 Vanderbilt Ave., New York City. Branches—Chicago, Milwaukee and Los Angeles. Alfred I. Warren, Pres. and Treas.; Logan Cresah, Vice Pres.; D. Graham, Sec.; Alfred I. Warren, Sales Mgr.
Products—Parts.

WATERBURY BURTON CO., Waterbury, Conn. Factory, 835 South Main St., Waterbury, Conn. R. H. Smith, Pres.; W. F. Bryan, Treas.; Warren F. Kaynor, Sec. and Gen. Mgr.; Herman W. Baer, Asst. Treas.; W. F. Kaynor, Sales Mgr.
Products—Accessories, Parts and Sets.

WATSON TOWN TABLE & FURNITURE CO., Watontown, Pa. D. G. Bombach, Treas. and Gen. Mgr.; S. O. Comly, Sec.; Fred W. Bombach, Vice Pres.; H. W. Bombach, Sales Mgr.
Products—Accessories.

WEBER ELECTRIC WORKS, Brooklyn Sta., Cleveland, Ohio. John Weber, Mgr.
Products—Accessories and Parts.

WEBSTER COMPANY, 3504-3512 W. Lake St., Chicago, Ill. R. F. Blash, Pres.; H. Biechell, Sec.; Henry Shater, Sales Mgr.
Products—Accessories, Parts.

WEIS MANUFACTURING CO., Monroe, Mich. H. C. McPike, Sales Mgr.
Products—Accessories.

WELLS MANUFACTURING CO., Fond du Lac, Wis. E. R. Silverthorne, Pres.; E. M. Park, Vice Pres.; W. O. Pritchard, Sec.; L. J. Fuhrman, Treas.; E. M. Park, Sales Mgr.
Products—Sets.

WESTERN COIL & ELECTRIC CO., 300 5th St., Racine, Wis. John Wiechers, Pres. and Gen. Mgr.; Col. W. M. Lewis, Vice Pres.; W. Turner Lewis, Sec. and Treas.; W. H. Murphy, Sales Mgr.
Products—Sets, Parts.

WESTINGHOUSE ELECTRIC & MANUFACTURING CO., 150 Broadway, New York City. Factory, East Pittsburgh and other cities; Sales, East Pittsburgh and all cities. Branches—all cities. E. M. Herr, Pres.; F. A. Merrick, Vice Pres. and Gen. Mgr.; James C. Bennett, Comptroller and Sec.; H. F. Baetz, Treas.; E. D. Kilburn, Vice Pres. and Gen. Sales Mgr.
Products—Parts, Accessories and Sets.

WESTINGHOUSE UNION BAT-

Say you saw it in Radio Merchandising

TERY CO., Pittsburgh, Pa.,
Swissvale Sta. C. H. Smith,
Vice Pres. and Gen. Mgr.; J.
L. Rupp, Sales Mgr.
Products—Accessories.

WESTON ELECTRICAL IN-
STRUMENT CORP., Newark, N.
J. Branches—All principal cities
of the world. E. F. Weston,
Pres.; Caxton Brown, Vice Pres.;
W. H. Yawger, Treas.; A. R.
Briggs, Purchasing Agent; Cax-
ton Brown, Sales Mgr.
Products—Parts.

WHEATON CO., T. C., Millville,
N. J. T. C. Wheaton, Pres.; T.
C. Wheaton, Jr., Vice Pres.; F.
H. Wheaton, Treas.; W. A. Hor-
ton, Sec.; J. W. Krause, Sales
Mgr.
Products—Accessories.

WHITE, J. ANDREW, 37 West
43rd St., New York, N. Y. Fac-
tory, 215 Suydam Ave., Jersey
City.
Products—Accessories.

WHITE BEAUTY ELECTRIC CO.,
4416-24 N. Western Ave., Chi-
cago, Ill. Chas. Elendorf.
Products—Parts, Sets, Accesso-
ries.

WINDSOR FURNITURE CO., 1420
Carroll Ave., Chicago, Ill. Branch
—917 Maple Ave., Los Angeles,
Cal.
Products—Accessories, Sets.

WINSOR & WHITFORD, Wolcott,
N. Y. E. E. Winsor, H. C. Whit-
ford.
Products—Accessories, Parts.

WIRELESS DRY CELLS LTD.,
904 Buffalo Ave., Niagara Falls,
N. Y. George H. Gooderham,
Pres.; H. S. Gooderham, Sec. and
Treas.; W. M. Turnley, Vice
Pres.; H. S. Gooderham, Sales
Mgr.; J. J. Noll, Mgr.
Products—Accessories.

WIRT COMPANY, 5221-27 Greene
St., Philadelphia, Pa. P. H.
Stuckey, Pres.; J. C. Kaelber,
Sales Mgr.
Products—Accessories and Parts.

WIZARD WIRE WINDER CO.,
3812 Central Ave., Los Angeles.

Cal. Vincent Calabrese, Gen.
Mgr.; Frank Cuccio, Joseph
Cuccio, V. Calabrese, Sales Mgr.
Products—Accessories.

WOLCOTT MFG. CO., THE
FRANK E., 74 Union Place,
Hartford, Conn. Frank E. Wol-
cott, Pres.; Graham H. Anthony,
Sec.; Frederick Haase, Vice
Pres.; C. N. Turner, Asst.
Treas.; Frederick Haase, Sales
Mgr.
Products—Accessories.

WORKRITE MFG. CO., THE, 1812
E. 30th St., Cleveland, Ohio.
Vernon H. Meyer, Pres.; J. F.
Rankin, Gen. Mgr.; Walter K.
Badger, Sales Mgr.
Products—Sets and Parts.

WRIGHT DE COSTER, INC., 1466
Selby Ave., St. Paul, Minn. D.
H. Wright, Pres.; W. A. Wells,
Vice Pres.; D. W. De Coster,
Sec. and Treas.; D. H. Wright,
Sales Mgr.
Products—Accessories and Sets.

WRIGHT ELECTRIC CO., INC.,
2215 N. Broad St., Philadelphia,
Pa. Robert R. Colsher, Pres.;
Horace W. Feyhl, Sec. and
Treas.
Products—Accessories.

—X—

X LABORATORIES, 25 W. 45th
St., New York, N. Y. E. R.
Tölfree, Pres.; N. S. Williams,
Chief Eng.; P. M. Southworth,
Adv. Mgr.; L. D. Patterson,
Sales Mgr.
Products—Parts.

—Y—

YANLEY MANUFACTURING CO.,
9 So. Clinton St., Chicago, Ill.
Factory, 1103 W. Monroe St.,
Chicago, Ill. Sales, 9 So. Clin-
ton St., Chicago, Ill. Branches—
New York, Philadelphia, Dallas,
Los Angeles. E. E. Yaxley,
Pres.; E. A. Schneider, Sec. and
Treas.; Ray F. Sparrow, Sales
Mgr.
Products—Parts, Accessories.

Keep This in Your ACTIVE File!

You'll want to refer to it often, to secure the
correct names of manufacturers and their lo-
cations. Let this issue be your Who-and-
Where Encyclopedia of the Radio Trade.

Say you saw it in Radio Merchandising

Index of Leading Radio Jobbers

Listings in this monthly section are open to recognized jobbers of good standing.

RATES ON APPLICATION

Colorado

Denver

ROCKY MOUNTAIN RADIO CORP., 1512 Broadway. Pres., Paul B. Lanius; Vice-Pres. and Gen. Mgr., Orval Peterson; Sec., Edgar McComb.

Connecticut

Hartford

STERN & CO., INC., 308 Asylum St. Pres., F. E. Stern; Sec., F. G. Macumber; Treas., Jos. Goodman.

New Haven

HESSEL & HOPPER CO., 36 Crown St. Pres., F. L. Ferguson.

District of Columbia

Washington

DOUBLEDAY-HILL ELEC. CO., INC., 715 12th St., N. W. Pres., C. Phillips Hill; Treas. and Gen. Mgr., J. W. Reese; Asst. Mgr., E. W. Keefe.

Florida

Tampa

PIERCE ELEC. CO.

Illinois

Chicago

THE HARRY ALTER CO., Ogden at Carroll Ave. Pres., Harry Alter; Treas., Arthur Alter; Sec., Irving C. Alter.

CO-OPERATIVE ELECTRICAL SUP. HOUSE, 33 N. Union St. Pres., H. D. Roseth; Sec., Chas. Weinfeld; Treas., L. Roseth.

HUDSON-ROSS, INC., 116 So. Wells. Pres., Robt. Himmel; Vice-Pres., L. L. Martel; Sec., M. Carey.

E. O. JACKSON & CO., 500 So. State St.

REVERE ELEC. CO., 439 Plymouth St.

WAKEM & McLAUGHLIN, INC., 225 East Illinois St. Gen. Mgr., J. Wallace Wakem; Mgr., R. A. Whipple.

Freeport

RIDGWAY ELEC. CO., INC. Pres., F. W. Ridgway; Vice-Pres. and Treas., K. K. Ridgway; Sec., C. M. Ridgway; Mgr. Radio Dept., D. H. Stover.

Peoria

E. M. EWING, 209 So. Madison Ave.

Massachusetts

Boston

GEORGE H. WAHN CO., 69 High St.

Michigan

Detroit

DETROIT ELEC. CO., 113 E. Jefferson Ave. Co-partners, Harry A. Abrahamson and Raymond R. Abrahamson.

HENRY L. WALKER CO., 27 E. Jefferson Ave.

Minnesota

Minneapolis

MINNEAPOLIS DRUG CO., 24 No. Third St., Henry Doen; G. V. Doen; S. D. Andrews.

St. Paul

NOYES BROS. & CUTLER, INC.

Missouri

Kansas City

STERLING RADIO CO., 1515 Grand Ave. T. B. Lee; T. W. Lee; H. C. Bonfig; Sales Mgr., C. M. Willis.

St. Louis

AEOLIAN CO. OF MO., 1004 Olive St.

New Jersey

Newark

NATIONAL LIGHT & ELEC. CO., Lafayette and Mulberry Sts. Pres., George Ollendorf; Treas., Harry Hirsch.

ROSSITER & CO., Inc.

*Distributors
of
Radio Products
of
Quality*

Sangamo

Weston

Silver-Marshall

Yaxley

Oriole Receivers

Davy "A" Eliminators

R. F. I. Speakers

Blandin Cabinets

*and other non-competing
radio products*

ROSSITER & CO., INC.
136 Liberty Street, New York
Telephone Rector 2538-9

**WHOLESALE RADIO EQUIP-
MENT CO.,** 37-39 William St.

Paterson

FEDERAL RADIO & ELEC. CO.,
48 Park Ave.

New York

Brooklyn

**G. J. SIEDMAN AUTO & RADIO
CO., INC.,** 1166 Bedford Ave.

**NATIONAL LIGHT AND ELEC-
TRIC CO.,** 353 Atlantic Ave.

Buffalo

**BUFFALO TALKING MACHINE
CO., INC.,** 778 Washington St.

**WHOLESALE RADIO EQUIP-
MENT CO.,** 106-108 Pearl St.

New York City

BUNNELL & CO., INC., J. H.,
32 Park Place, New York City.
J. J. Raftery, Pres., J. G. Dough-
erty, Vice-Pres. and Treas., J.
LeClair, Sales Mgr., J. J. Raftery,
Adv. Mgr.

**CONTINENTAL RADIO AND
ELEC. CORP.,** 15 Warren St.
Pres., Geo. E. Burghard; Vice-
Pres., John Grinan; Sec., Treas.
and Gen. Mgr., Joseph Stantley.

GREATER CITY PHONO. CO.,
76 Fifth Ave. Pres., Maurice
Landay; Sec., Arthur Morris;
Sales Mgr., Byron R. Forster.
E. B. LATHAM & CO., 550 Pearl
St.

R. H. McMANN, INC., 12 War-
ren St.

**MUSICAL PRODUCTS DIS-
TRIBUTING CO., INC.,** 22 W.
19th St. Pres. and Treas., Ber-
nard D. Colen; Vice-Pres., M. M.
Gruhn; Sec., Leo Sulzbacher.
**NORTH AMERICAN RADIO
CORP.,** 1845 Broadway.

ROSSITER AND CO., INC., 136
Liberty St.

UNIVERSAL RADIO CO., 359 E.
149th St. Partners, Alfred S.
Simons and Edward M. Reilly.

**WHOLESALE RADIO EQUIP-
MENT CO.,** 115 Leonard St.
Pres., Samuel Salzman; Vice-
Pres., Mortimer Salzman; Sec.
and Treas., Harry Salzman.

Ohio

Cincinnati

THE MILNOR ELEC. CO., 129
Government Square. Pres. and
Treas., L. T. Milnor; Asst. Mgr.,
J. Nollath; Sec. and Mgr. Radio
Dept., W. D. Jackson.

SCHUSTER ELEC. CO., 2169
Spring Grove Ave.

Cleveland

CLEVELAND PRODUCTS CO.,
2184 Ninth Ave. Pres. and Treas.,
H. J. Buehler; Sec., O. E. Kon-
naus.

Say you saw it in Radio Merchandising

HAAS ELEC. SALES CO., 512 Huron Road. Pres., M. L. Haas; Sec. and Treas., L. D. Goldhamer. THE M. & M. CO., 500 Prospect Ave. Pres., J. C. McLean; Vice-Pres., F. W. Roberts; Sec. and Treas., W. B. Davis.

Pennsylvania

Allentown

J. H. McCULLOUGH & SON, 19-21 N. Cameron St.

Harrisburg

THE FROMAR CO., 25 So. Third St.

J. H. McCULLOUGH & SON, 19-21 N. Cameron St.

Philadelphia

ELLIOTT-LEWIS ELECTRICAL CO., 1007 Race St. Pres., Frank R. Elliott; Vice-Pres. and Treas., T. Harry Lewis; Sec., Chas. A. Dougherty.

J. H. McCULLOUGH & SON, 257 No. Broad St.

MOTOR PARTS CO., 818 No. Broad St. Pres., Carl Wilkening; A. W. Wilkening; Sales Mgr., John C. Marden.

TRILLING & MONTAGUE, 49 No. 7th St. Partners, Harry Montague and David M. Trilling.

Pittsburgh

ALLIED ELECTRIC CO., 118 9th St.

DOUBLEDAY-HILL ELEC. CO., INC., 719 Liberty Ave. Pres., G. Brown Hieb; Vice-Pres. and

Treas., E. W. Hillman; Sec. C. Frank Slocum.

Tennessee

Nashville

BRAID ELEC. CO. Pres., W. W. Gambree; Sec., W. W. Gambree, Jr.

Texas

Dallas

FERRIS-SIMPSON CO.

Washington

Seattle

L. C. WARNER CO., 301 Occidental Ave. Pres., L. C. Warner; Treas., J. W. Condon; Sec., J. W. Condon, Jr.

WEDEE COMPANY, 1625 Fourth Ave.

Wisconsin

Milwaukee

INTERSTATE ELECTRIC CO., 193 4th St. Pres., George Ruez; Vice-Pres. and Sales Mgr., David M. Kasson; Sec. and Treas., Harry Goldsmith.

YAHR-LANGE, INC., 207 E. Water St. Pres., E. E. Yahr; Mgr., Detroit, Mich., H. C. Schultz.



A radio window that brought results.



Radio Bug:
Guess I'll have to
drink coffee at
night. I can't keep
awake during these
bedtime stories.



"MY WIFE'S LEARNING TO COOK BY RADIO; LAST NIGHT WE
HAD STATIC WITH ONIONS!"

from Life



Housewife: Hungry? And what would you like to eat?
Tramp: Anything at all, mum—so as I get the Ritz Orchestra on your radio.



THE INFLUENCE OF THE LOUD SPEAKER ON THE AMERICAN HOME.

News of the Trade

Cutler-Hammer News

The Cutler-Hammer Mfg. Co. of Milwaukee, Wis., makers of electric controlling devices, have completed their line by the addition of several new toggle switches for B eliminators and power amplifiers.

F. J. Hoffmann of the Merchandising Sales Department says that a large volume of business is anticipated.

Condenser Mfr. Offers Dealer Help

The Allen D. Cardwell Mfg. Corporation of 81 Prospect Street, Brooklyn, N. Y., has just commenced the issue of attractive window displays and counter cards for dealers.

They will be glad to supply these free of charge to any dealer who handles their products.

Joins Ajax Electric Specialty Co.

E. H. Biehle, formerly manager of the Electrical Products Company, is now secretary of the Ajax Electric Specialty Company of St. Louis and will represent this company in Illinois, Iowa, Missouri and Kansas.

Fada Opens Chicago Building

To house the activities of the factory branch and the wholesale distributors for the Chicago territory F. A. D. Andrea, Inc., have opened at 2619 South Michigan Avenue what are said to be the largest showrooms, warehouse and service station in the country devoted exclusively to radio.

Western Electric Upheld in Court

Another radio patent decision of great importance was that handed down by Federal Judge Thatcher in the suit of the Lektrophone Corporation against the Western Electric Company for alleged infringement of cone speaker patents.

Judge Thatcher declared certain Lektrophone patents valid and others not infringing.

Will Represent Acme Electric

Winkenweder and Taylor of Chicago have recently been appointed factory representatives of the Acme Electric and Manufacturing Company of Cleveland on their complete line of radio products. They will cover Illinois and Indiana.

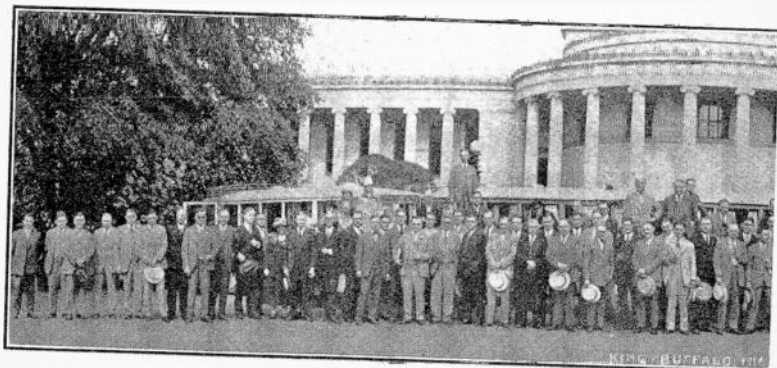
De Forest Resumes Operations

The De Forest Radio Company of Jersey City, has resumed operations with some changes in management. It is under the receivership of Arthur D. Lord, President, with Dr. Lee De Forest again acting as consultant.

Charles A. Rice, former Chicago district manager, is now director of sales and the organization principals generally consist of pioneer employees of the company.

Third Annual Radio Banquet

L. A. Nixon has announced for the committee in charge that the Hotel Astor will probably be the place selected for the Third Annual Radio Industries Banquet, to be held on September 15, during the New York Radio Show.



200 Distributors and Sales Representatives Who Attended

New England Firms Merge

The Globe Phone Manufacturing Company of Boston and Reading, Mass., and the Technolian Corporation of Boston, have combined and will be known as the Globe Technolian Corporation, with factory and executive offices at Reading, Mass.

The Globe Company entered the radio field in 1922 and are makers of the Globe Radio Headset and Loud Speaker.

The products of the Technolian Corporation are a line of reproducing speakers and a combination radio-phonograph with special inbuilt speaker.

Metropolitan Agent for Polymet

S. H. Groubard has been appointed special representative of the Polymet Manufacturing Corporation and will center his activities among the New York jobbing trades.

Splendid Prospects for St. Louis Show

The St. Louis Radio Show to be held the week of October 18 to 23 inclusive under the name of the Second Annual Southwest National Radio Exposition promises to equal the success of last year.

The present list of exhibitors includes the industry's leading manufacturers, and indications are that all of the choice spaces will soon be taken.

Changes in Storaad Personnel

The Storaad Manufacturing Company announces that W. K. Fleming, formerly President and Chief Engineer, has also been appointed General Manager. John Gammett, of the Goodrich Tire and Rubber Company, has been appointed Vice President. W. T. Sisler is Secretary and Treasurer.

Edison to Distribute Howards

The Howard Radio Company of Chicago has appointed the Commonwealth Edison Company of that city to act as their sole distributors in Chicago.

Pittsburgh Will Hold Radio Show

The Pittsburgh Radio Show will be given under the auspices of the Pittsburgh Radio Association on October 4 to 9, inclusive, at Duquesne Gardens. The general offices of the show are at 401 Bessemer Building. J. A. Simpson is managing director.

Hallock and Watson Discontinuing Store Business.

Hallock and Watson Radio Corporation of Portland, Ore., have decided to discontinue entirely their store business, both wholesale and retail. After September 1 they will confine their entire activities and resources to the manufacture and further development of the HALOWAT line of radio receivers.

They have just concluded arrangements with the Fobes Supply Company of Portland to act as distributors for Oregon, part of western Washington and southern Idaho.

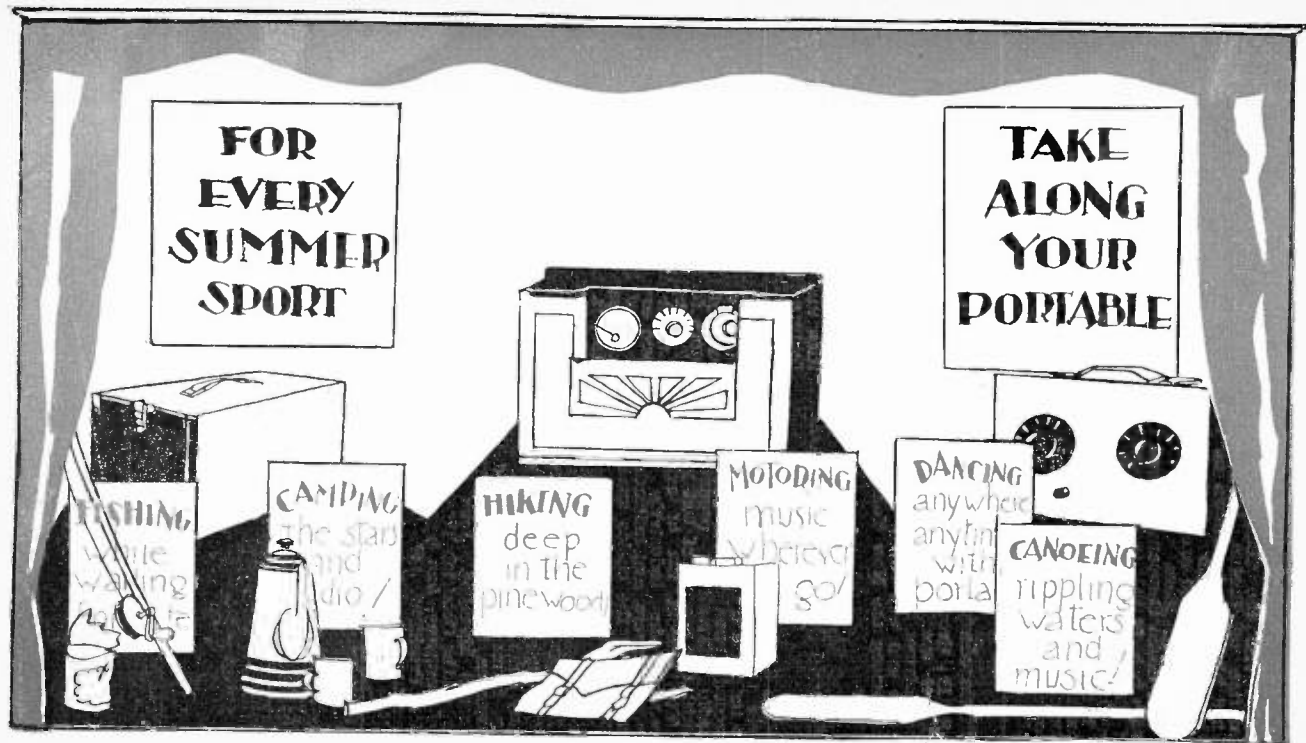
Other distributors already in the field are: Pacific Telegraph Institute of Spokane, Wash.; Electric Appliance Company of San Francisco; R. Kohara Company of Portland, Ore. (exporter).

Acme Engineer on Road

C. H. Bunch, Chief Electrical Engineer of the Acme Electric and Manufacturing Company of Cleveland, has taken an extensive trip throughout the West and the Pacific Coast in the interests of his company.



The Recent Radio Sales Convention of King-Buffalo, Inc.



Window No. 1

End-of-the-Summer Displays That Stir Up Trade

I've a lurking suspicion that I must be a distant relative of that famous London street car conductor who spends his holidays riding around town in trams.

Every time I go to the library for one of those novels where "they live happily ever after," my feet just naturally wander over to section 906. And before I know it there I am, out on the sidewalk again, clutching under my arm not a tender romance, but a dissertation on draperies.

Only last week my obstinate nose was buried in "The Handbook of Window Display" by William Nelson Taft, a national authority on the subject and editor of "Retail Ledger."

The big message I pass on to you from the 428 pages of this book is "Not one retailer in a hundred realizes the tremendous importance to his business of attractive displays. A good display is his best salesman. He can't spend too much effort or thought on it."

And some of the radio windows I still see around the city make me think this message can be taken to heart by most of us!—Display Manager's note.

Window No. 1 — Saturday, August 21: We're going to start off by finishing up that stock of portables. You don't want to be left with any of them after this month, for portables lose their popularity when Jack Frost pokes a nose on the scene.

Here's the window that's well qualified to do the finishing up stunt.

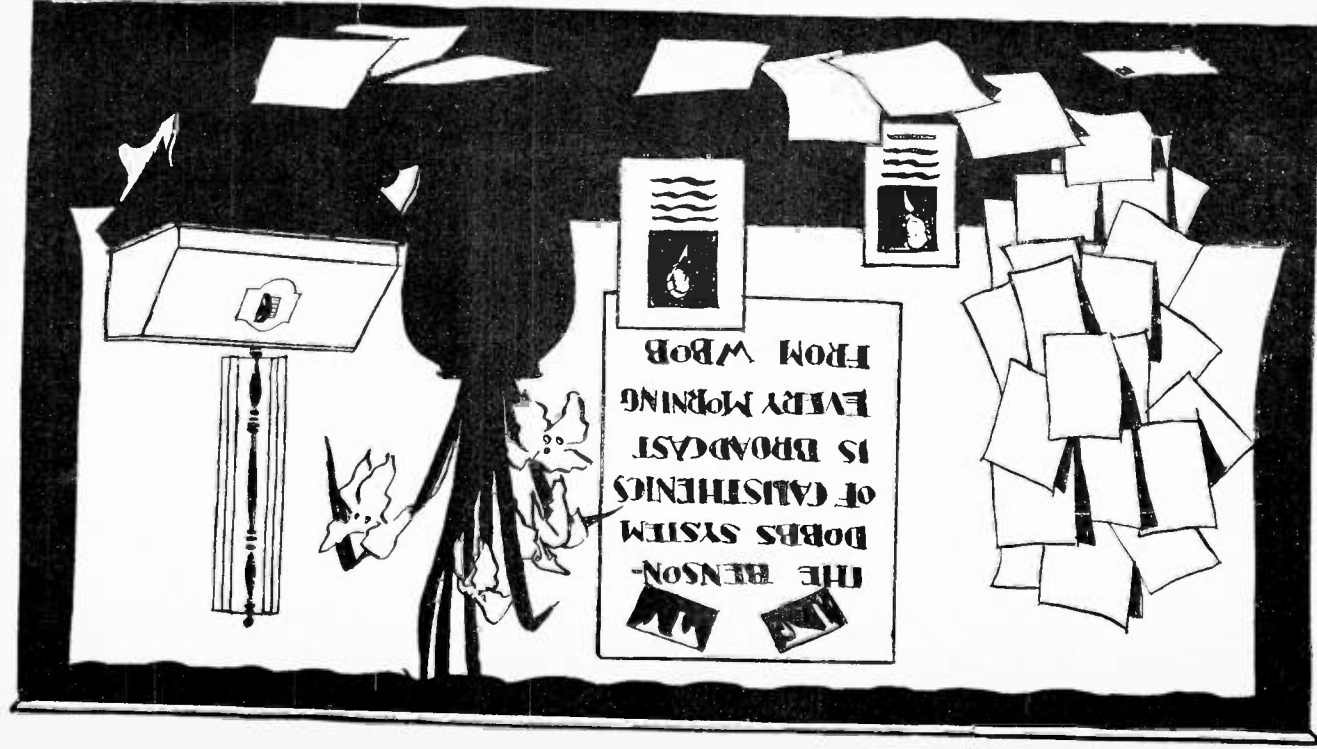
First we want three cases or boxes to use as pedestals for the sets displayed. The center one is the highest—make it eye-level—and the ones on each side will balance it nicely if they are a little lower. Green cloth should be draped over them and crushed softly over the entire foreground of the window to make a "sum-

mery" setting. Our old standby, imitation green grass, would be even better, if you can get it.

Now you're going to turn "property man." There are, from left to right in the display, a rusty tin can and a fishing reel to be gotten, a coffee pot and some tin camping cups, a hiking knap-sack and a walking stick, a gallon can of motor oil, and a pair of paddles.

Some of these items of "local color" you'll find right at home, and the others you can borrow from retailers who sell them.

Now comes the display cards, lettered as you see them here. You'll have a more interesting window if you vary the colors of the cards instead of having



Window No. 2

them all white. Stick to the light colors, however, so that the lettering will show up clearly. Dabble a bit with colored inks on your cards, too. You'll find it fun to get gay new color combinations.

That ends the list of ingredients for the display. All that's left is to group as in the sketch, and then strut out and admire the finished product.

Window No. 2 — Saturday, August 28th: Has it ever occurred to you that what your customers are buying is not an electrical contrivance consisting of tubes and coils and dials and transformers. They are buying *broadcasting*! The health talks and kitchen hints, the sporting talks and music and entertainment. And it is as broadcasting improves and becomes more valuable that prospects will find radio harder to get along without.

So here we have a window that sells not sets, but broadcasting.

This window was used with great success by a southwestern dealer. He got from the station broadcasting the exercises as a regular feature—they were only too willing to co-operate with him—photographs of the two announcers, some snaps of them in action and a batch of the enthusiastic letters the station had received from some of its audience.

These he arranged just as you see them here. The letters were attached to a large cardboard easel to the left of the window and the surplus was scattered over the floor of the window. The announcer's pictures were mounted separately with a short description of each man's claim to fame underneath. The large placard, enlivened with the two gym views held the center of the scene, and to the right of this was placed a vase of the sea-

The designer of these displays has concentrated his skill on windows for the smaller dealer. The intricate and elaborate have been avoided. Simplicity is the keynote. Yet where can more eye-compelling displays be found?

son's flowers and a new model receiver.

This is the rare sort of window that brings them over from across the street.

Window No. 3 — Saturday, September 4th: With the thermometer over my desk wavering between 92 and 93 what's more logical than a window that's planned to beat the summer heat? This display, by the way, is the result of actual experience. Dials tuned down low on my favorite station and a comfortable chair on the porch are the best weapons I've found against a soaring mercury column.

Drape the back of your window with pale green and cover the floor with yellow crepe paper or cloth. Set a potted palm or other green plant on each side of the window.

In front of the one on the left arrange an open parasol—the Japanese paper kind will be fine—a lemonade set and tumblers of colored glass, and an electric fan. Place a radio set and speaker before the other plant.

The three show cards tell the story. And they do their telling in a manner concise and convincing enough to arouse the interest of the most skeptical.

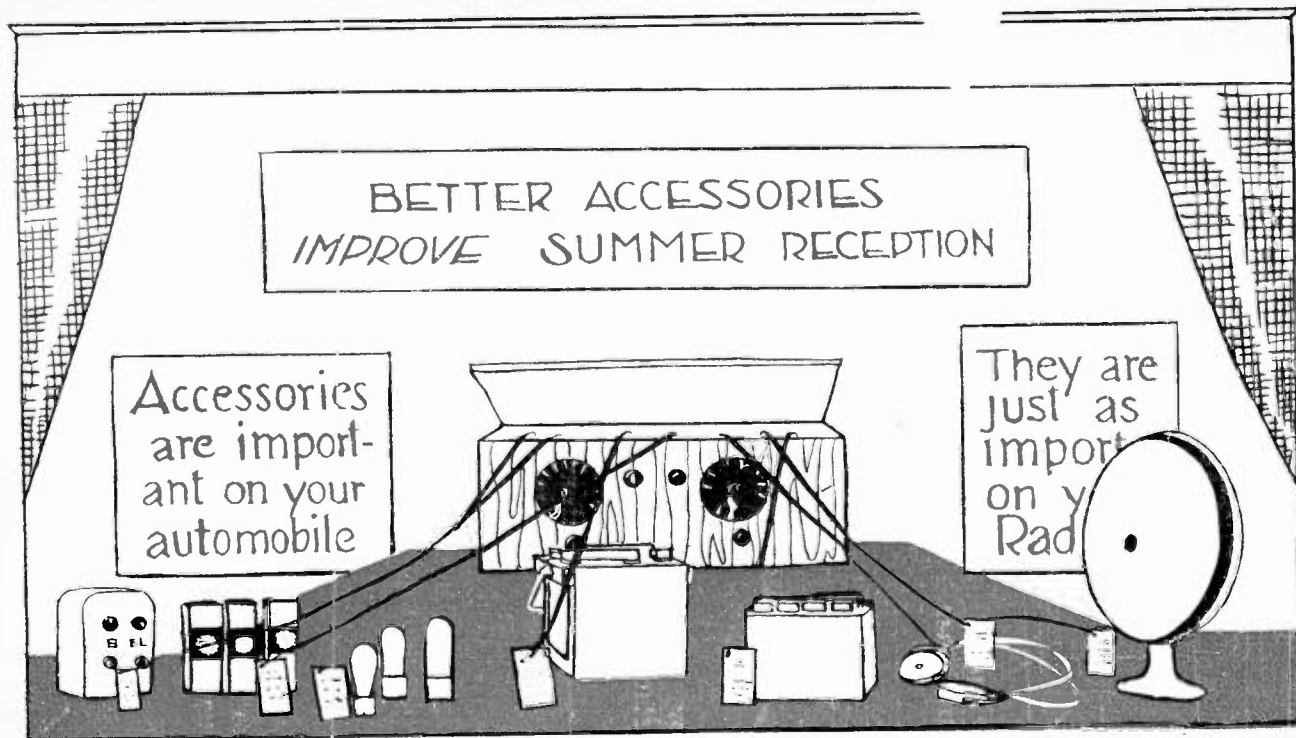
Window No. 4 — Saturday, September 11th: Not only the folks who bought sets from you,

Continued on page 133



Window No. 3

11786



Window No. 4



WITH THE EDITOR

Bringing
Up Father

Some call radio a "Jinx," but it's a "Jiggs." You remember that Jiggs was always getting into trouble, sowing wild oats, and Maggie, his wife, was trying to bring him up properly. So with radio—a precocious youngster, with unlimited vitality, but lacking a sense of balance and value.

*

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For
Instance

The summer harvest of radio oats was particularly fine, but without the dire results many predicted. The broadcasting business, after casting aside Mr. Hoover's apron string, found itself without Mother to guide it. It was on its own. According to the soothsayers, it should have gone immediately to the dogs. The fact that it didn't speaks well for the character of the men in it. It also shows that we don't need a law to govern our every action. In most commercial enterprises, the Law of the Profits is sufficient to enforce the Golden Rule.

*

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The Patent
Situation

For a long time it looked as though the Patent Office had given birth to many sets of twins. R. C. A. said its Rice and Hartley patents were as good as Hazeltine's. Lektophone said it had the cone patents and Western Electric said it didn't. Westinghouse said Armstrong invented regeneration but DeForest asserted he was the father.

The Fog
Lifts

So the courts were called upon to decide who were the real inventors.

Hazeltine made a good case and is now credited with being the original inventor of the neutrodyne system. Lektophone fared not so well and Western Electric will continue to make its justly famous cone. DeForest won his first suit against Westinghouse and now more than ever is entitled to be called "the Father of Radio."

*

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And in the
Meantime

The smoke of battle having cleared away, we find business steadily improving, splendid new models offered

by most of the leading manufacturers, reception conditions somewhat improved, and most everyone rarin' to go. This will be a great year for radio!

Gayb Little



The publishers of Radio Merchandising, believing that the jobber system of distribution is the most economical yet devised and that it affords the retailer greater safety and more satisfactory connections with his source of supply, have gone on record as being opposed to any system which does not give the dealer at least as good protection and service. Radio Merchandising therefore does not accept the advertising of manufacturers who do not use the jobber system of distribution.

And Then They Heard Music !

Continued from page 21

plied Mr. Freed. "The difficulty of securing competent men. Radio still is comparatively a new industry, but its engineering problems must be solved by men who have studied the problems. A man with a knack for things mechanical isn't necessarily a good hand at radio. Most often, indeed, he isn't. The fellow who knows how to repair a vacuum cleaner can't apply that knowledge to a receiver. Unfortunately the idea persists that he can."

My second question concerned the greatest difficulty faced by the entire industry. "It is this," Mr. Freed responded. "We have got to discover how to make radio a business for all the year. I believe I can say that each manufacturer, without exception, does all his business during four months of the year. Who is to solve that difficulty? The broadcasting stations! They must evolve the programs which will interest the public in summer as well as in winter. To date it hasn't been done. Experiments with different types of programs are being made—results should be forthcoming. The problem is to keep people at home on hot nights—to give them the entertainment that will make it worth their while to stay indoors. When this is done, then radio will be a summer business, too."

Piercing the Future

Now I was preparing to go. But another question had sprung to my lips and I was already hearing my host repeating it: "What is the mission of radio?"

"To bring greater pleasure and instruction to all people everywhere," he said. "To promote—world peace." For an in-

stant he paused. Then: "I look to radio to become the greatest force for world peace ever devised. In school I was taught that civilization advanced with the advance in means for communication. The mail helped, the telegraph and the telephone. But the messages transmitted had to be received by individuals. There was no reaching the masses. Radio changes all that. Radio reaches out and gives its message to millions at the same instant.

"Five years from now radio will speak to the whole world. You will be able to turn your dial and get London and Paris and Rome with the same ease with which you now get WJZ and WEAJ in New York. Ten years from now I look for the full development of television in conjunction with radio. You will be able not only to hear, but also to see the person who stands before the microphone. Differences in opinion between countries will be settled over the air."

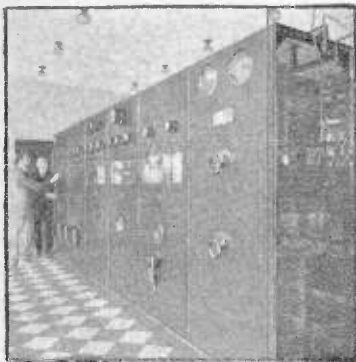
Radio's Mission

His voice was low but firm. I am not too imaginative a person, but I think he spoke like a prophet. "Radio," he said, "will knit the nations of the earth together."

Joe Freed was bending over his desk. He held a transformer in his hands and his eyes were surveying it keenly. I left. Somewhere in Brooklyn I passed a bookshop. A portion of the window displayed books for youngsters. The Rover Boys were there, the Merriwells and Dick Prescott. Alger was there.

Horatio Alger!

"Piker," I thought, and moved on.



**\$50. to \$250 a week
IN WORK THAT IS
ALMOST ROMANCE**

Be a Radio Expert

Get into the great new Big-Pay Industry—Radio. If you're earning a penny less than \$50 a week, clip coupon now. Send for **AMAZING FREE BOOK**. Be a Radio Expert, and draw down big money for the easiest and most fascinating work in the world. Positions everywhere. Thoroughly-trained men are in big demand. Need for Radio Experts in every community. Short hours. **BIG PAY**. Free book gives all the facts. Astonishing opportunities—thousands of them! Every day N. R. I. trained men are taking good places in the Radio field. Free book tells all about their success. Send for it now!



Learn Quickly and Easily AT HOME

Master Radio Engineers will show you how to qualify quickly and easily at home, for Radio's fine jobs. We guarantee to train you successfully. Lack of experience no drawback—common schooling all you need. Our tested, clear methods make it easy for you. Send coupon now for free proof.

Instruments Given with Course

All instruments shown here and many others given to students for practice work while learnings. Receiving sets, from simplest kind to thousand mile receiver. An **UNEQUALLED OFFER**. Many other big features for limited time only.

Famous Training That "Pays for Itself"

spare time earnings are easy in Radio. Increase your income almost from the start through practical knowledge we give you. This is the famous practical training that pays its own way.

Get this Amazing Book

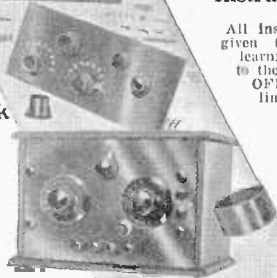
Most amazing book on Radio ever written—full, interesting facts about this great field and how we

"Accepted a position with Chicago Daily News—Station WMAQ. My income practically doubled, thanks to your fine course," Keith Kimball, Chicago



"Just been made Sales Manager of this Radio concern—a big raise in pay. Regret I did not take course sooner." R. E. Jones, Bay City

You get
all of
these



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Send coupon today for special limited offer, including all instruments — you'll get full particulars by return mail.

National Radio Institute

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Washington, D. C.

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National Radio Institute
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Without obligating me in any way, send me your free book, "Rich Rewards in Radio," and all information about your practical, home-study Radio course.

Name
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**Radio
Needs
Trained
Men**

LARGEST RADIO SCHOOL IN THE WORLD

ORIGINATORS OF RADIO HOME-STUDY TRAINING

UNITRON CHARGER TUBE



2½ amp. electrolytic charging tube. 6/10 to 2½ amp. rate. Vastly more economical of current cost. No filament or fragile parts. Same screw base as ordinary 2½ amp. charger tubes. Noiseless. Dependable. \$4.50.

UNITRON CONTROL



Enables drawing current for "A" Charger and "B" Eliminator from same light socket, and controlling both from the switch on panel of radio. Complete with connections. \$6.00.

UNITRON CHARGER NO. 00



Six volt A's, 4 volt A's, or up to 100 volts of wet B's. Can be used while set is working. Overcharging impossible. Equipped with Unitron electrolytic tube—\$18.00.

UNITRON COMBINATION



150 volts "B" power and 2½ amp. battery charger. Two snap switches. New filamentless Unitron Cell Tubes guaranteed two years. No power hum or distortion. Complete, \$57.50.

RMA
MEMBER

Announcement

Ten Light Sockets
That Meet Every

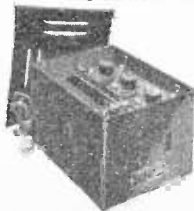
GIVE it to them—with Unitron Power Devices. There is Unitron power to cover every need, from trickle charging a four volt "A" battery—to eliminating 150 volts of "B" battery.

The Unitron line is complete. Sales no longer are limited to higher priced buyers. There is Unitron power service for radio fans in every price class.

Though You Never
Clip and Send T

UNITRON
REG. U.S.
RADIO POWER

UNITRON "A" POWER



Excellent 30 amp. glass contained "A" battery, combined with Trickle Charger and Control in one compact unit. Attached to set, plugged into nearest light socket, that's all. Can't overcharge. Noiseless. \$75.00.

Say you saw it in Radio Merchandising

Power Devices Radio Need

Years before radio came, Unitron power devices were tested and proved and widely sold for industrial service. And now—by national magazine advertising—the Unitron name is known to millions of radio fans. It means silent radio power delivered with amazing new economy.

FOREST ELECTRIC COMPANY
Newark, New Jersey

In Canada:
Forest Electric Company, Ltd.,
22 Eastern Ave., Toronto

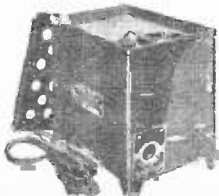
fore Sent a Coupon
One Today!

UNITRON

OFF
R DEVICES

UNITRON CHARGER NO. 0

Charging rate six a.m.p.s. Can be permanently connected to set. Equipped with tube which is guaranteed to serve 1,000 burning hours. Charge tapers down as battery regains full strength. \$25.00.



UNITRON NO-BEE TUBE

True solution to tube difficulties in all single wave "B" eliminators. No filament to break or wear out. Standard X type tube base. Guaranteed two years. \$5.50.



UNITRON TRICKLE



Unusual electrolytic "A" trickle charger with three distinct charging speeds, controlled by three-way switch. Exact current needs for small or large battery. Turned off or on. Complete, \$12.00.

UNITRON NO-BEE NO. 90



Ideal light socket "B" power for sets using up to 90 volts. Connect same as batteries and forget it. 1/10 of a cent an hour to operate. Complete with Unitron tube, \$30.00.

UNITRON NO-BEE NO. 135



Incomparably quiet "B" power for sets needing up to 150 volts. Once attached never needs further adjusting. 1/10 of a cent an hour to operate. Equipped with Unitron filamentless electrolytic tube. \$40.00.

Forest
Electric Co.
New and Wil-
sey Streets,
Newark, N. J.

Mail me at once details of the Radio Unitron dealer franchise further information about the various products and how you personally back up the dealer.

Name
Address
City State

Say you saw it in Radio Merchandising



The March of Progress

This department contains brief notes about new merchandise. No write-ups and no recommendations. Just the news of the industry. You may write us for the address of any manufacturer mentioned.

New Valleytone Model

The new Valleytone Model 52, the product of the Valley Electric Company of St. Louis, Mo., is of the two-dial control type, vernier drive, with dials mounted in rear of panel and windows provided for reading the scale.

This company is also bringing out the Valley "B" Power Unit, which will employ the Raytheon bulb.

New Types of Receivers Developed

The Blair Radio Laboratories of New York City announce that H. A. Blair, their engineer, has perfected several new types of receivers based on the "original and genuine resistance coupled receiver" of which that concern is manufacturer.

Electrical units of a new exclusive A. C. type are being used in these receivers to completely eliminate the use of "A" and "B" batteries without the use of any of the familiar elimination methods such as trickle chargers, liquids or moving parts. The filter circuits are designed in order to cut out hums or undesirable noises.

New Lines Announced by Bosworth

G. T. Desjardins, secretary of the Bosworth Electric Manufacturing Company of Cincinnati, announces that their new lines this year consist of their type B-2, a five tube tuned r. f. receiver with two stages of radio, detector and two audio. This is a two control set.

Their other new set is type B-3, which is a six tube t. r. f. receiver consisting of three stages of radio detector and two audio. This is a single control set.

The price of the B-2 is \$115 list, and the B-3 is \$165.

Erla Working on New Receiver

The Electrical Research Laboratories of Chicago are already in production on their new receiver, which has the RFL circuit developed by the Radio Frequency Laboratories of Boonton, N. J.

They are also shipping their new cone speaker. This is a 17" cone and lists at \$17.50. Another new product is their Big Ten "B" Eliminator, which will supply B current for receivers up to 10 tube capacity. This will list at \$45.

New Autopower Unit

A power unit for radios, the "A" Autopower, has been developed by Westinghouse and is being marketed by the Westinghouse Union Battery Company of Swissvale, Pa.

The new device is a combination of battery and trickle charger. The rate of charging can be varied from 1-10 ampere to $\frac{1}{2}$ ampere with two intermediate steps, by changing the position of a connecting link between the four contacts. It retails at \$30.

Jefferson's New Tube Charger

The Jefferson Electric Mfg. Company of Chicago has just announced a new radio tube charger which will reactivate or rejuvenate all the tubes in a set at one time without removing them from the set. It sells for \$3.50.

Burton-Rogers Adds to Line

The Burton-Rogers Company of Boston has added the following new items to the Hoyt line of electrical instruments: Tip-in Voltmeter on a table mounting block; Phone-plug Milliammeter; Pocket A. C. voltmeter; Precision Pocket meter; Direct reading tube-tester; B Eliminator voltmeter; and Hoyt Cellichek.

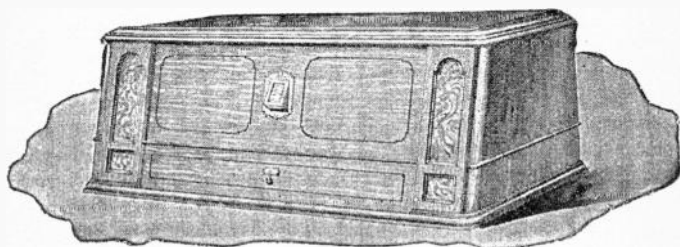
YOUR SHARE —

will you get it ? ?

A million dollars cash could not buy the B-T reputation and good will. Spreading each day, it builds up and will continue to do so because—

IT'S OUR GREATEST AMBITION TO RETAIN AND ENLARGE THE B-T REPUTATION.

Our latest and greatest effort in this direction is the—

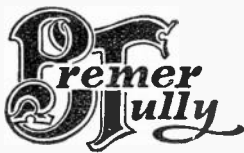


COUNTERPHASE-EIGHT

Whatever your customers want most—Selectivity, Range, Tone Quality, Simplicity or beautiful cabinet design—they will find it in these new **PERMANENT** models.

A dealer plan, enlarged advertising schedule and these new models should interest every wide-awake dealer. All dealers are authorized. Write for application blanks.

NEW B-T PARTS
UX ABSORBER SOCKET
 Saves the tubes Absorbs the shocks.
UX DETECTOR SOCKET
 Absolutely stops "microphonics."
MIKRO MIK E CONDENSER
 Precision made for micrometer adjustment.



Manufacturing Co.

**520-532 So. Canal St.
 Chicago.**

B POWER UNIT

No guesswork—no knobs to turn—nothing to get out of order. A dependable unit that will reduce service calls to a minimum. Investigate this new product.

New Timmons Products

Four new products have been launched by the Timmons Radio Products Corporation of Germantown, Pa.

The new Timmons Cone is made in two types. The oval base type lists at \$30, and the Diamond-shaped base, without arms, lists at \$25.

The Timmons Power Amplifier, when connected between the set and the speaker, replaces either the last audio tube or all the audio tubes, depending upon the volume desired. It requires no batteries, but operates from any electric socket furnishing alternating current, 110 volts, 60 cycles. The price (without tubes) is \$45.

The Timmons Combination Power Amplifier and "B" Supply oper-



Timmons Raytheon Blim

ates on alternating current—105-120 volts, 50-60 cycles—from house current. The cost of operation is less than one-half cent per hour. It supplies 350 volts to the plate of its super-power audio tube and also furnishes to this one tube the high "C" voltage which prevents distortion, due to overloading. The list price is \$70.

The new Timmons Blim (B-eliminator), Raytheon tube type, illustrated here, will furnish the "B" current for practically any standard radio set, including those requiring high voltage for the last audio stage. The Blim operates on alternating current, 105 to 120 volts and 50 to 60 cycles. Its current consumption is about 15 Watts. The list price of the new Blim will be \$47.50, including the Raytheon tube.

Nu-Way Soldering Tool

The J. C. McAdams Company of Long Island City has just brought out a novel type electric soldering tool designed to use the current of an ordinary 6-volt radio or automobile battery.

The device known as the NU-WAY works on the same principle as the spot welding machine and will heat up in an instant even out of doors during cold or rainy weather. The list price is \$1.50.

Fada Puts Out New Speaker

A new cone type speaker "embodying an entirely new principle in speaker design and offering an entirely new conception of speaker performance" is announced by F. A. D. Andrea, Inc., of New York City.

The speaker is 22 inches in diameter and is mounted on a decorative metal base of bronze effect. The list price is \$35.

Resistor Kit on Market

As an assistance to experimenters who are building A, B and C battery eliminators Ward Leonard Electric Company of Mount Vernon, N. Y., has put on the market a kit containing an assortment of sizes of resistors. The kit contains a total resistance of 21,750 ohms made up in various units.

New Halowat Models for Fall

The Fall line of the Hallock and Watson Radio Corporation of Portland, Ore., will be: Improved TR-5, \$85; New model All Wave in short cabinet, \$155; same receiver in long or B cabinet, \$175; Spinnet desk base to go under the model "B" set, \$20.

New Magnavox Speaker

A folder has just been received from the Magnavox Company of Oakland, Cal., announcing their new cone speaker. The Stanford model lists at \$35 and the Cornell model at \$22.50.

New Majestic Master-B Unit

A new "B" eliminator, the Majestic Master-B, was released on July 15 by Grigsby-Grunow-Hinds Company of Chicago. This model has three adjustable resistances controlling all voltages. The maximum voltage output is sufficiently high to operate the latest super-power tube, UV-171. The retail price, complete with Raytheon tube, is \$42.50; west of the Rockies, \$45.

Patent Granted New Phone Tip Jack

U. S. Patent No. 1,586,279 has just been granted to the Brooklyn Metal Stamping Corporation, Brooklyn, N. Y., on a new all metal phone tip jack.

The outstanding feature of this latest addition to the line of B. M. S. radio accessories is its double spring contact.

Audiola Announces Line

A new line of the Audiola Radio Company of Chicago will consist of the following five items: Five tube table type set—\$70 list; Six tube table type set—\$100 list; Five tube console—\$120 list; Six tube console—\$185 list; and Six tube baby grand—\$250 list.

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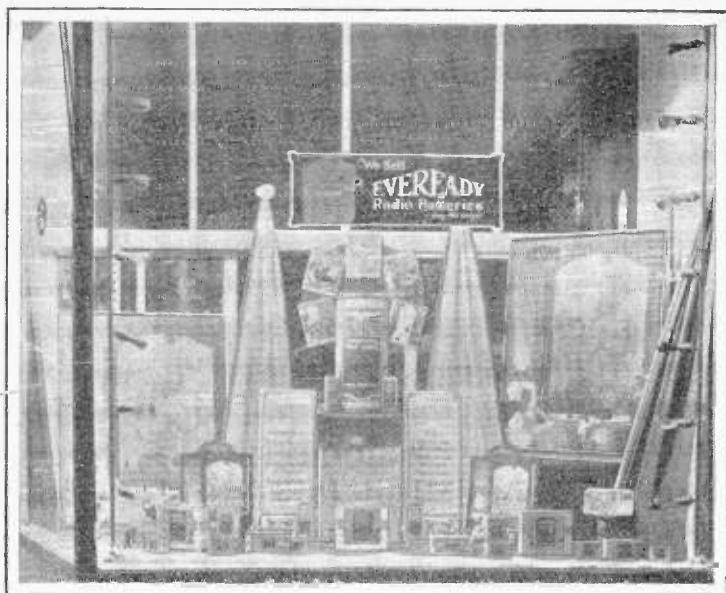
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The basis of comparison

"As A RADIO dealer," writes Mr. W. F. Hinkle, of the Southwest Radio Center, Chicago, "I have had the opportunity of trying out most of the better known radio batteries and of observing their reception by the public. My experience with Eveready products has shown me that they are the basis for comparison. When some other battery is offered to a customer, invariably the first question he asks is, 'Is this battery as good as an Eveready?' I know of no recommendation that could speak higher for your products.

"The entire lack of sales resistance and public criticism has led me to handle your batteries exclusively."

Eveready Radio Batteries

are fast-turning, profitable items. Order from your jobber.

Manufactured and guaranteed by
NATIONAL CARBON Co., Inc.
New York San Francisco
Atlanta Kansas City Chicago

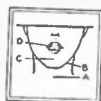
Canadian National Carbon Co., Limited
Toronto, Ontario

Tuesday night means Eveready
Hour—8 P.M., Eastern Standard
Time, through the following
stations:

WEAF—New York	WSAI—Cincinnati
WJAR—Providence	WTAM—Cleveland
WEEI—Boston	WWJ—Detroit
WTAG—Worcester	WGN—Chicago
WFI—Philadelphia	WOC—Davenport
WCAE—Pittsburgh	WCCO—Minneapolis
WGR—Buffalo	WCCO—St. Paul
	KSD—St. Louis

EVEREADY
Radio Batteries
—they last longer

Say you saw it in Radio Merchandising



TELEPHONE

Radio Speaker

has vocal cords, a larynx, throat and mouth... any wonder it's so good?

TELEPHONE CORPORATION
OF AMERICA.

449-453 West 42nd Street,
New York City



ELECTRICAL SUPPLIES RADIO

Now, as the Fall demand starts, we pledge to give our dealers the last word in Quality, Service and Price.



If you are not on our mailing list write today for our catalogs.

Harry Alter

The Harry Alter Co.
ELECTRICAL and RADIO SUPPLIES
Ogden 21 Carroll Ave.
CHICAGO ILL.

Golden-Leutz Imperial Super-8

The Golden-Leutz Imperial Super-8, made by Golden-Leutz, Inc., of New York City, has many new exclusive features. A special coupling circuit is provided to secure maximum efficiency regardless of the different sizes of antenna. Other features are a power amplifier built within the receiver, a special "B" current supply, a wave length range from 35 meters to 3500 meters, two Weston meters and a special 9 reading switch for adjusting voltages and a shielded chassis on which the internal works are mounted. Price, including tubes, is \$460.

Compact Tuner and Coupler

The Buell Manufacturing Company of Chicago has found so much interest in miniature sets that they are producing a tuner and coupler built exceedingly compact. The tuner can be placed behind a two inch dial.

Using Buell miniature apparatus it is possible to build a four tube set on a panel 3 3/4 x 11". This will require a cabinet or 4 1/2 x 5 x 11 1/2". A short temporary aerial hooked to this set using the small tubes will give satisfactory loud speaker operation on moderately distant stations.

Bremer-Tully Products for 1926-27 Season.

The "Counterphase Eight" is the contribution of the Bremer-Tully Manufacturing Company of Chicago to the new Fall receiver models.

Some of the features of this new set are: Visual Indicator for wave



Bremer-Tully Counterphase Eight

length reading of stations; individual calibration of each receiver; one station selector. It is said to be ultra selective.

The circuit is used with one reactor stage, three t. r. f. stages, a detector and three audio stages with power tube output. The radio frequency and detector stages are individually shielded. It operates on a short indoor antenna.

A small panel conceals the controls when set is not in use and forms a hand rest when tuning.

Other new Bremer-Tully products are: "B" Power Unit—price complete with Raytheon tube, \$49.50; Mikro Mike Condenser, listed at \$1.00; UX Absorber Socket, \$.75, and UX Detector Socket, priced at \$1.00.



The basis of comparison

"As A RADIO dealer," writes Mr. W. F. Hinkle, of the Southwest Radio Center, Chicago, "I have had the opportunity of trying out most of the better known radio batteries and of observing their reception by the public. My experience with Eveready products has shown me that they are the basis for comparison. When some other battery is offered to a customer, invariably the first question he asks is, 'Is this battery as good as an Eveready?' I know of no recommendation that could speak higher for your products.

"The entire lack of sales resistance and public criticism has led me to handle your batteries exclusively."

Eveready Radio Batteries

are fast-turning, profitable items. Order from your jobber.

Manufactured and guaranteed by
NATIONAL CARBON Co., Inc.
 New York San Francisco
 Atlanta Kansas City Chicago

Canadian National Carbon Co., Limited
 Toronto, Ontario

Tuesday night means Eveready Hour—8 P. M., Eastern Standard Time, through the following stations:

WEAF—New York	WSAT—Cincinnati
WJAR—Providence	WTAM—Cleveland
WEET—Boston	WWJ—Detroit
WTAG—Worcester	WGN—Chicago
WFL—Philadelphia	WOC—Davenport
WCAE—Pittsburgh	WCCO—Minneapolis
WGR—Buffalo	WCCO—St. Paul
	KSD—St. Louis

EVEREADY
Radio Batteries
—they last longer

Say you saw it in Radio Merchandising

World Radio History

Entire New Line of Unitron Power Devices

The Forest Electric Company of Newark, New Jersey, are launching for the Fall season a complete line of ten new radio power devices, ranging in price from \$4.50 to \$57.50.

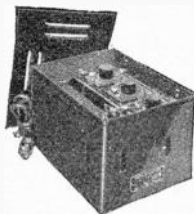


Unitron
Charger
Tube

The Unitron Charger Tube—a 2½-ampere electrolytic charger—has no filament or other fragile, wearable parts. Through its use the charger will deliver either a trickle charger of 6-10 of an ampere or a 2½ ampere rate, at the option of the operator. It is guaranteed on a free replacement basis for two years. The

price is \$4.50.

The Unitron "A" Power is a 30-ampere glass contained "A" Battery, combined with the Unitron Trickle Charger and Unitron Control in one compact Unit. The current cost is less than a tenth of a cent per hour. It lists at \$33 for the 60-cycle, \$40 for the 40-cycle, and \$41 for the 25-cycle.



Unitron "A" Power



Unitron
No-Bee No. 135

The other Unitron devices of the new power line are: Unitron Control, \$6.00; Unitron No-Bee Tube, \$6.50; Unitron Trickle, \$12 to \$15, according to cycles; Unitron Charger No. 00, \$18 to \$25, according to cycles; Unitron Charger No. 0, \$28 to \$33, according to cycles; Unitron No-Bee No. 90, complete with Unitron Tube, \$30, and Unitron A-B Combination, complete with Unitron Tubes, \$57.50.

Hartman's New Syntonized Receiver

The Hartman Electrical Mfg. Company of Mansfield, Ohio, has placed on the market a new six tube, single control receiver known as the "Perfectly Syntonized Single Six." "Syntonized" means "perfectly in step in tone," or

perfect unison of operation in the receiver.

Copies of "The Complete Hartman Story" are available to all interested jobbers and dealers.

New Funnell Condenser

The new condenser for s. l. f. tuning made by the Funnell Manufacturing Corporation of Newark, can be secured with a celluloid shield as protection against moisture, dust and dirt, or with an electrostatic shield to prevent emanation of stray currents. The price varies from \$5 to \$7 according to the capacity and shielding.

New Micamold Arrestor

The Micamold Lightning Arrestor, suited for both indoor and outdoor use, is the latest addition to the line of Micamold Essentials.

This arrestor is listed as standard by the Underwriters' Laboratories and can be mounted to the set by scraping a small portion of the insulation off the aerial and ground wire and attaching by means of the snap-over clips.

New Yaxley Plug

A cable connector plug of Bakelite Construction is the new product of the Yaxley Manufacturing Company of Chicago. It sells complete for \$3.50.

Table for Ferguson Model Ten

J. B. Ferguson, Inc., of New York, manufacturers of "The Gold Standard of Radio Receivers" have added a special table which accommodates their Model Ten and lists at \$37.50. The battery compartment has a grille behind which may be concealed a cone speaker.

New Tobe Resistors

Tobe Veritas Hi-Current Resistor has been added to the line of the Tobe Deutschmann Company of Cambridge, Mass. It was designed by S. B. Allen and is claimed by its makers to be the finest article ever offered for resistances in B-Eliminators and other purposes where currents up to 5 watts must be handled.

New Tone Amplifying Method

The Teletone Patent employed in radio speakers made by the Teletone Corporation of America, is unique in its application of violin wood to the development of tone.

The method of conduction and amplification of tone is similar to the age-old "human throat" method. Because of the fact that seasoned spruce, the wood used in violin workmanship, is used in the construction of this new tele-tone, it is said to have the same resonances and tone beauty of the violin.

Polymet to Market New Raytheon Block

The Polymet Manufacturing Corporation of New York is building a block condenser especially for the Raytheon Circuit.

In line with the Raytheon policy, the Polymet condenser had previously been submitted to their standard break-down tests and passed these successfully.

New Indoor Loop

A recent addition to the line of radio loops manufactured by the Bodine Electric Company of Chicago is a De Luxe loop measuring "x26". The loop may be plugged into the radio cabinet without connecting wires. List price is \$12.

New General Instrument Products

The Fall line of General Instrument Corporation of New York includes four new products.

The new General Instrument Metralign Condenser has a combination capacity curvex embodying straight line frequency, wave length and capacity to give the required tuning ease and is the smallest condenser designed. It is made in various maximum capacities from 100 to 500 mmfd. List prices range from \$3.25 to \$4.50 for the type 90 and from \$4.25 to \$5.50 for the type 91.

The Variable Audio Transformer has a small knob on top of the case which adjusts a variable element in the instrument to insure perfect matching of the tube and coupling transformer. List price is \$10.50.

The Little Giant Rheostat is made in resistances of 6, 10, 15, 20 and 30 ohm at prices ranging from \$.75 to \$.85.

The Shielded Unit which General Instrument presents for the first time is designed to be used as a detector or tuned RF amplifier. This Unit is supplied, assembled completely wired, for the list price of \$20, and dismantled for \$18.50.

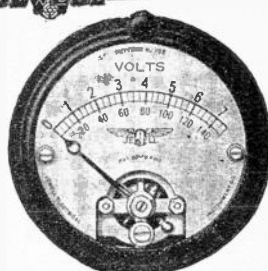
New Line of Simplex Receivers

The Simplex Radio Company of Philadelphia has a complete line of new receivers. The Compact sells for \$45, the Regular SR 9 for \$65, the Console with built in loud speaker for \$95, another Console for \$125 and the Console Grand for \$185.

New Spartan Speaker

The Spartan Disc Speaker, made by the Spartan Electric Corporation of New York, is of the free edge type, equipped with a specially designed Spartan Semi-Balanced Armature Disc Unit and a Diaphragm of impregnated pulp composition.

It is incased in a walnut finished cabinet and is listed at \$25.



No. 135-B

Jewell's radio line is most complete and a profitable type of merchandising to stock.

Send for New Radio Catalog No. 15-C

Jewell Electrical Instrument Co.
1650 Walnut St. - Chicago
"26 Years Making Good Instruments"



-it's in the Tube

CeCo Tubes are guaranteed "Best by Test." Eight Different Types—one for every radio need. Write for Catalog to the largest plant in the world making radio tubes exclusively.

C. E. MFG. CO., INC.
702 Eddy Street, Providence, R. I.

Member
R. M. A.



Say you saw it in Radio Merchandising



TELEPHONE

Radio Speaker

has vocal cords, a larynx, throat and mouth... any wonder it's so good?

TELEPHONE CORPORATION OF AMERICA.

449-453 West 42nd Street,
New York City



BUILT LIKE A VIOLIN



ELECTRICAL SUPPLIES RADIO

Now, as the Fall demand starts, we pledge to give our dealers the last word in Quality, Service and Price.



If you are not on our mailing list write today for our catalogs.

Harry Alter

The Harry Alter Co.
ELECTRICAL and RADIO SUPPLIES
Open at Carroll Ave.
CHICAGO ILL.

Golden-Leutz Imperial Super-8

The Golden-Leutz Imperial Super-8, made by Golden-Leutz, Inc., of New York City, has many new exclusive features. A special coupling circuit is provided to secure maximum efficiency regardless of the different sizes of antenna. Other features are a power amplifier built within the receiver, a special "B" current supply, a wave length range from 35 meters to 3600 meters, two Weston meters and a special 9 reading switch for adjusting voltages and a shielded chassis on which the internal works are mounted. Price, including tubes, is \$460.

Compact Tuner and Coupler

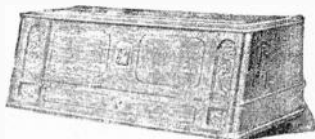
The Buell Manufacturing Company of Chicago has found so much interest in miniature sets that they are producing a tuner and coupler built exceedingly compact. The tuner can be played behind a two inch dial.

Using Buell's miniature apparatus it is possible to build a four tube set on a panel 3 1/2" x 1 1/2". This will require a cabinet of 4 1/2" x 1 1/2". A short temporary aerial hooked to this set using the small tubes will give satisfactory loud speaker operation on moderately distant stations.

Bremer-Tully Products for 1926-27 Season.

The "Counterphase Eight" is the contribution of the Bremer-Tully Manufacturing Company of Chicago to the new Fall receiver models.

Some of the features of this new set are: Visual Indicator for wave



Bremer-Tully Counterphase Eight

length reading of stations; individual calibration of each receiver; one station selector. It is said to be ultra selective.

The circuit is used with one rejector stage, three t. r. f. stages, a detector and three audio stages with power tube output. The radio frequency and detector stages are individually shielded. It operates on a short indoor antenna.

A small panel conceals the controls when set is not in use and forms a hand rest when tuning.

Other new Bremer-Tully products are: "B" Power Unit—price complete with Raytheon tube, \$49.50; Mikro Mike Condenser, listed at \$1.00; UX Absorber Socket, \$.75, and UX Detector Socket, priced at \$1.00.

DeForest Radio Company Resumes Plant Activity

Announcement is made of a resumption of plant activity by the DeForest Radio Company at Jersey City, according to a statement issued by the company, which will continue production under the direction of Arthur D. Lord, recently elected President. Mr. Lord reports the appointment of Charles A. Rice, former Assistant Sales Manager, as Director of Sales.

"Comprehensive plans for the coming radio season are being formulated for DeForest wholesale distributors and retail dealers," says Mr. Rice, "especially in the tube field.

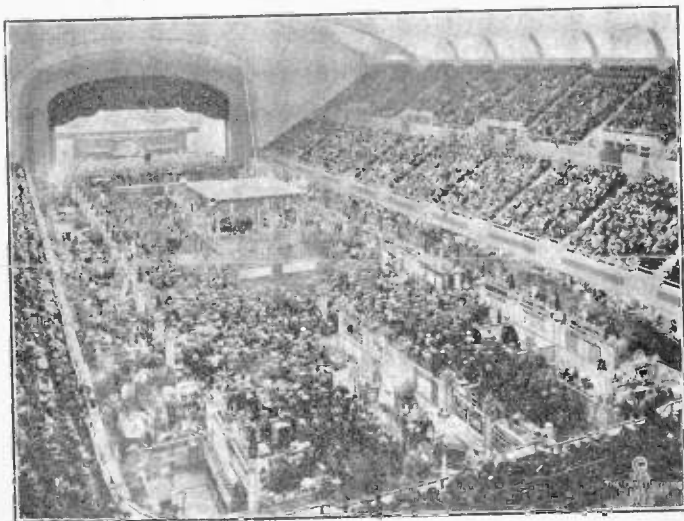
"In addition to the present line of highly specialized standard audions for receiving sets, the company is also furnishing a great portion of the tubes used in amateur transmitting stations in this country and

abroad. It is supplying tubes also to the United States army and navy, as well as to foreign governments.

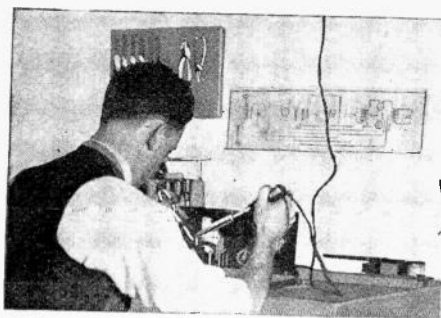
"It is now placing on the market a new specialized radio frequency amplifying tube to be known as the type DL-4, for use in neutrodyne sets, and circuits of the new bridged type."

The DeForest Company, which is the pioneer radio tube manufacturer in the country, recently expanded their tube department with enlarged quarters and new machinery for the manufacture of the DeForest "Audion" invented by Dr. Lee DeForest.

Another change in the personnel of the company is the appointment of W. C. von Brandt, formerly sales manager of the Eastern Division, to the position of Export Manager and Technical Sales Adviser. Dr. Lee DeForest, it is announced, will continue to act as Chief Consulting Engineer.



An interesting view of the great crowds that attended the Cleveland Radio show in 1925. It is expected that an even larger crowd will attend this year's exposition, which will be held the week of September 20th.



Servicing

CONDUCTED BY K. B. HUMPHREY

What ideas, methods or plans have you found most profitable in your service work? RADIO MERCHANDISING will pay \$5 for every contribution suitable for publication in this department. Address your letters to the Editor.

Carrying Capacity of Switches

The ordinary battery switch or filament control switch, built along the lines of a jack or with very small clearances, are not designed to carry heavy currents. When they are required to carry more than about one-half ampere maximum, heating at the contacts results and the springs gradually lose their tension. The heating is then aggravated and cases have been known where the entire switch has become welded together so that the switch could not be opened. This type of switch should never be used in connection with charging the storage battery on the line side. Usually five amperes are required to charge a battery and this is much too heavy a current for any switch unless specially designed for it. One person burned out five vacuum tubes in his receiver with a very neat arrangement fixed up so that the battery could be charged with a minimum amount of trouble. A double pole double throw switch of the jack type, designed originally for the purpose of switching radio currents of small am-

perage, was placed on a bakelite panel and connected so that the battery could be thrown on charge or on to the receiver whenever it was desired. When the switch was put in the charge position the current drawn was enough so that heating was caused, the contacts fused together and threw the 110 volts directly on to the tubes and burned them out. Care should be used in selecting a switch to see that it is designed for the amount of current you wish it to carry.

Reversed Storage Battery

Some time ago trouble developed in a receiver which took quite a bit of time and study before the actual cause was discovered. The customer reported that the set did not give any volume, being barely able to hear the broadcasting by the use of headphones. New B batteries had been installed and the A storage battery had been freshly charged by the owner, so that could not be the trouble. The receiver acted just as the operator reported and a careful survey failed to reveal anything amiss. The wires and connec-

In a Jiffy Anywhere



Sell Reel Aerials to campers, tourists, etc., now!

Use to demonstrate your sets in apartments, houses, hotels, offices, hospitals, etc.

Tested and approved by Radio News P. p. Sci. Inst. Radio Broadcast Popular Radio

REEL AERIAL CAN BE PUT UP, CHANGED OR TAKEN DOWN.

HERE'S 100 feet of $\frac{1}{4}$ in. wide flat, bare, copper wire, with insulator on outer end, reeled up in a handsomely nicked metal case, $4\frac{1}{4}$ in. diameter! Weighs only 21 ounces. Fits pocket. Unreel as long an aerial as desired, place case on or near set, insert plug on cable in center hole—attach other end of cable to set—and tune 'em in. When through, if desired, reel in like a tape measure. No tangling. Provides a 100% efficient aerial in a few moments—any time, any place—indoors, outdoors. Fine for demonstrating sets on trial.

YOU CAN USE AND SELL REEL AERIALS ALL YEAR 'ROUND!

Dealers, Jobbers! Write or wire for proposition. Reel Aerials list at \$5 each.

HAWKEYE RADIO CO.
Div'n of Hawkeye Lightning Rod Co.
Dept. 1308
Cedar Rapids, Iowa



Sell Reel Aerials to experimenters for testing. Length and direction of antenna easily varied.



Sell Reel Aerials for use in halls, theatres, laboratories, schools, clubs, on trains, at fairs, etc.

Illustration $\frac{1}{2}$ Actual Size



REEL AERIAL

Cleartone Light Socket Set

The Cleartone Radio Company of Cincinnati are manufacturing a five-tube receiver, model 110, which operates directly from 105-125 volts 60 cycle AC light socket. The list price is \$200.

Marti Electric Power Radio

The Marti Manufacturing Company of West Orange, N. J., claims that A. C. hum is entirely eliminated in their Electric Power Radio Receiver, which operates from any A. C. Electric Light socket. The list price without tubes is \$150.

Sample Clamp Mailed Free

The Blackburn Specialty Company of 1965 East 66th Street, Cleveland, Ohio, are mailing a free sample of their new No. A1 radio ground clamp to all dealers and jobbers requesting one.

New Roller-Smith Relays

The Roller-Smith Company of New York has just issued Bulletin No. 550 describing their new Type SR line of relays. These relays supersede their old Imperial Type relays and have many advantages over them.

Muter Catalog Ready

The Leslie F. Muter Company wishes to announce their 1927 Jobbers' and Dealers' catalogue, which is now available for distribution. This catalogue covers all of the new items which will be offered to the trade during the coming year and will be promptly forwarded to any jobber or dealer requesting it.

New Universal Lines

The Universal Radio Power Plant, the new product of the Universal Battery Company of Chicago, is a three-compartment glass case battery of 36 ampere hours capacity, directly connected to a 2 ampere bulb type charger which will charge the battery at a maximum of 2 amperes or trickle charge at .7 of an ampere.

Both battery and charger are inclosed in an aluminum case. A double throw switch is located on front of the charger for changing the charging rate from trickle to 2 amperes. The power plant is so designed that the battery can be charged while the set is in operation.

The type GCR battery used in the power plant is another of Universal's new items.

Say you saw it in Radio Merchandising

tions were gone over to see that they were connected in accordance with the markers. The set worked as if the storage battery was reversed and at last, in desperation, the leads were reversed; that is, the negative lead was connected to the positive battery terminal and the positive lead to the negative battery post. The receiver worked with its accustomed volume. The battery was then tested with an ordinary voltmeter for polarity and it was found to be reversed. It is possible to reverse the polarity of a battery by prolonged charging in the wrong direction, especially if the battery was originally discharged to a very low point. The customer finally admitted that the battery had not come up as usual during the last charge and it had been left on for three days. The battery can be brought back to normal by discharging it thoroughly by leaving it connected to the set until the tubes will not light and then charging it at a slow rate in the correct direction. A battery may easily be ruined by the wrong procedure and it is safer to give it to the battery man.

Hotel Installation

Sometimes it becomes necessary to make a temporary installation in a large hotel or similar type of building. It is, as a rule, impossible to erect any type of aerial. A loop type of receiver can be used, but they are as yet not so common as to be of universal use. If the receiver requires an aerial of some kind, the best and quickest method is to simply throw a short length of insulated wire out the window and use it as an antenna. The length should be at least fifty feet. The ground may be attached to the radiator or to the base plate of the elec-

tric floor plug fixture. The last named usually proves to be as good a ground as any and the connection is easily made by loosening one of the holding screws and inserting the wire under it. The reception obtained with this kind of installation is not quite so good as with a regular aerial erected on the roof, but nevertheless all the local stations will come in with plenty of volume and even a distant station is occasionally picked up.

Effect of Dampness

A trouble call came in one day from a person who was living down near one of the ocean beaches. The service man went down with a pretty fair idea as to just what the trouble was. The owner of the receiver had complained that the set was weak and did not seem to tune as close as it did when it was first installed. The repair man took an extra set of radio frequency transformer coils with him, and after thoroughly checking the set for loose connections or other trouble, placed the new coils in the set. The set then worked with its former volume and selectivity. Moisture, due to the location near the sea, had penetrated the coils and caused them to lose their effectiveness. The new coils were identical with the old except that they had been impregnated with a moisture proof compound. To help keep the receiver dry it was also moved into a more advantageous position in regard to the radiator. A simple method by which the set could be cured would be to open it and place it on a radiator or above the kitchen stove for a short period of time, but this would not be a permanent remedy as the moisture would soon collect again.

End

but the folks who be from every other deal owners in other words: sible parts and accessories.

But only if you your parts department vise ways to keep it i ground of the public's What better medium than your window?

Lavender will be a to drape over the flo display. Notice that is raised by means of form to bring the re level.

The cover of the receiver is raised, a row ribbons from the case are drawn o eliminator, batteries, age cell, etc., ranged front of the display, tached to the small explain each of the gives its use and te

If you carry sever models of a certain don't try to display i mention on the c wish, "Other Belim: \$— to \$—."

Nothing much to for this window. E



Say



Two Dominating Tubes in a Profit-making Line!

Because of their distinctiveness and the fact that they offer the greatest possible improvement in reception the Cushion Base 5 VAX and the Adapted Mogul 5 VCX Power tubes are being demanded by fans everywhere.

Only the Van Horne line carries the two unusual tubes which are manufactured by the Van Horne Company under patents pending to J. S. Van Horne.

Dealers are urged to become acquainted with this profit making line of Van Horne Certified and Selected Tubes. In some territories jobbing franchises are available to jobbers.

THE VAN HORNE CO., INC.
807 So. Center Street, Franklin, Ohio

New Bakelite Lightning Arrester

Swan-Haverstick, Inc., of Trenton, N. J., are putting out a new Bakelite Lightning Arrester, approved for both inside and outdoor use by the Underwriter's Laboratories and listing at \$1.00.

New Belden Radio Products

The new products of the Belden Manufacturing Company of Chicago for the coming season include: Belden Fused Radio Battery Cord, which, the makers say, protects tubes against burn-outs, prevents accidental discharge of storage batteries through short circuits and eliminates the fire hazard from crossed wires.

Other new Belden items are Beldenamel Aerial Kits, Colorubber Hook-Up Wire and Loop Wire.

Yaxley Has New Line

Yaxley Manufacturing Company of Chicago announces a new line of radio convenience outlets. This line includes a convenience outlet for loud speaker connections, another for battery connections and a third for bringing in the aerial and ground wires. The plates for these devices are furnished singly or in gangs of any two or all three of the outlets as desired.

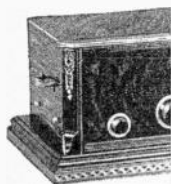
Muter Announces New Products

The Fall line of the Leslie F. Muter Company of Chicago, manufacturers of radio products, includes the following new items: Guardian complete Aerial Kit, assembled in accordance with the Radio Manufacturers' Association approved specifications covering aerial kits and listed at \$5.00; Muter Audio Frequency Transformers, priced at \$2.25 for the 3½ to 1 ratio and \$2.50 for the 5 to 1 ratio; Muter Interference and Static Eliminator, \$2.50; Muter Resistance Amplifiers, 2 stages, \$6.00; Muter Variable Condensers, \$1.00; Muter Variable High Resistance, \$1.25; Muter Variable Rheostats, \$1.00; Muter Knife Throw Switches, \$.70 to \$2.50; Muter Wire Wound Special Resistances, prices quoted upon request, and Muter Variable Grid Leak, \$1.25.

Burns "B" Eliminator Brought Out

The American Electric Company of Chicago promise, in their new Burns "B" Eliminator an instrument which will deliver full plate voltage without a perceptible drop in amperage under load. The Raytheon rectifying tube is used. This eliminator fits into any cabinet in place of the dry batteries, or can be placed near the receiving set.

Say you saw it in Radio Merchandising



C. J. Timms
Instrument
Clarence J. Timms
minum Company
elected President



the General Insti-
tion at a recent
board of directors
tion.

Mr. Timms is se-
connections with
Company of Am-
once taking up his
ficer of the Gen-
Corporation.

Sa

Postscript.

This page is dedicated in perpetuum to—

The Radio Merchants Guild

THE SIGN OF A RADIO MERCHANT



Above you see the new emblem of the Radio Merchants Guild. It is simple, yet very symbolic. The lightning is the accepted sign of radio. The eagle stands for strength and courage. It is the national sign for all the good that "America" means.

How to get it? Read this letter from Brother Brintnall:
Dear Editor:

I believe I am entitled to qualify as a "Radio Merchant" and in support of my application to affiliate with the Radio Merchants Guild will make the following statement of FACTS:

I am, and have been for over six years, located in this store building at 121 Main St., Elroy, Wis.

Over three years ago I added Radio sets and accessories to my line of musical instruments and carry at all times a stock of Radio sets and accessories. The assessor knows it. I pay taxes thereon, also insurance. Have not missed a month that the rent was not paid and have dealt with some good jobbers, all of whom have received full payment for everything sold me.

REFERENCES: Julius Andrae and Sons, Milwaukee, Wis.; Crescent Electric Supply Co., Madison, Wis.; Taylor Electric Co., Madison, Wis.

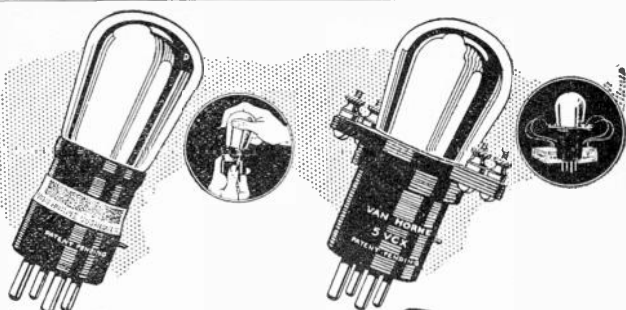
Further information if requested. Might say that I have sold the Zenith, Crosley, R. C. A. line, Burgess batteries, Cunningham tubes, Clapp-Eastman sets.

Wishing you some success in your effort to locate real honest-to-God radio merchants, I remain,

Very truly yours,
E. E. BRINTNALL.

A RADIO MERCHANT
is an individual or firm (1) who has an established and readily accessible place of business, open for business at all reasonable hours, with competent attendants for sales and servicing; (2) who maintains a suitable stock of radio sets, parts and accessories at all times, purchased from reputable jobbers and sold at the established or commonly accepted list prices. Furthermore, a radio merchant is one who fosters and promotes the sale of radio merchandise throughout the year and not one who exploits it for a few months only.

The name of every applicant is sent to the leading jobber in his territory. The jobber passes on the application, using the definition here as the only qualification. Successful applicants are entitled to purchase, at cost, cuts of the emblem for use in advertising, etc. Stereotypes for newspapers, etc. cost 17 cents; electrotypes for fine letter heads, etc. cost 62 cents. Later we will have window signs, etc. Membership will be very valuable. Send your application now!



Two Dominating Tubes in a Profit-making Line!

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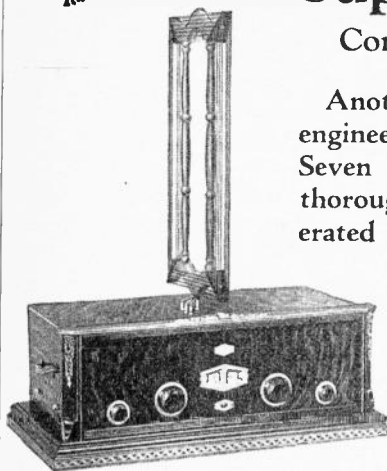
Say you saw it in Radio Merchandising



Super Power!

Completely Shielded

Another tribute to Howard engineering genius—the new Seven Tube completely and thoroughly shielded-loop-operated Model Seven.



Write for Details

(There are other models, too)

Howard Radio Company

451-469 E. Ohio Street

CHICAGO, U. S. A.

C. J. Timms With General Instrument Corp.

Clarence J. Timms, of the Aluminum Company of America, was elected President and a director of



the General Instrument Corporation at a recent meeting of the board of directors of that corporation.

Mr. Timms is severing his active connections with the Aluminum Company of America and is at once taking up his work as an officer of the General Instrument Corporation.

Two New Howard Distributors

The Howard Radio Company of Chicago announces the appointment of the North Ward Radio Company of Newark, N. J., as their exclusive distributors for the state of New Jersey and the Friday Battery and Electrical Corporation of Ottumwa, Ia., as their exclusive distributor for the southeastern portion of the state of Iowa.

Joins K. C. B. Battery Company

M. T. Kirk, of Oakland, Cal., formerly with the Coast Battery Company, has recently joined the sales force of the K. C. B. Battery Company, Sacramento, Cal., and has taken over the Coast territory.

R. E. Harris, who has filled the position of Sales Manager, has resigned his position to enter another line. Mr. Harris had been with the K. C. B. Company for three years, and his many friends will miss him.

To Exhibit at New Jersey Show

Henry F. Vorkamp & Co., Inc., of Brooklyn, N. Y., set manufacturers, will exhibit at the Southern New Jersey Industrial Exposition. Mr. F. J. Clark, branch manager at Philadelphia, is in charge of the exhibit.

Say you saw it in Radio Merchandising

End of the Summer Displays

Continued from page 111

IN

Freed-Eisemann

To the Editor:
I read with a
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of Radio Merch
"Operate at a Pi
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This subject is
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Yours, ver

Freed-Eisemann

The L. C

To the Editor:

Your article
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problems.

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but the folks who bought sets
from every other dealer—all set
owners in other words—are pos-
sible parts and accessory pur-
chasers.

But only if you "play up"
your parts department, and de-
vise ways to keep it in the fore-
ground of the public's attention.
What better medium for this
than your window?

Lavender will be a good color
to drape over the floor for this
display. Notice that the center
is raised by means of a low plat-
form to bring the radio to eye-
level.

The cover of the table model
receiver is raised, and the nar-
row ribbons from the inside of
the case are drawn out to the B-
eliminator, batteries, tubes, stor-
age cell, etc., ranged across the
front of the display, and are at-
tached to the small cards which
explain each of the accessories,
gives its use and tells its price.

If you carry several makes or
models of a certain accessory,
don't try to display them all, but
mention on the card, if you wish,
"Other B-eliminators from
\$— to \$—."

Nothing much to worry about
for this window. Everything is

Give your parts stock
the window space it de-
serves. It's a profit pro-
ducer that knows no sea-
sons. Treat it to Display
No. 4 and watch it re-
spond with a new sales
record.

right on your shelves. Just find
out now whether you still have
enough cardboard for the three
large display cards or whether
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tionery store for some more.

New Vice President for Insulating Company

Samuel Edelson is the newly-
elected Vice-president and Direc-
tor of the Insulating Company of
America, Inc., New York City.

This company was originally
known as the Radio Panel and
Parts Corporation, and was
founded by A. G. Heller and S.
J. Spector.

Sleeper Radio Now Reorganized

The reorganization of the Sleeper
Radio Corporation under a new
charter has been successfully car-
ried through by Gordon C. Sleeper
and his associates.

The new company, known as the
Sleeper Radio and Mfg. Corpora-
tion, has acquired the Long Island
city plant and equipment and is
again in production on the Scout
and Serenader models.



Hotel Breslin

FIREPROOF
BROADWAY AT 29TH ST., NEW YORK

One block from Fifth Avenue. Three blocks from Penn.
Station. Subway connects with Grand Central Terminal.
Convenient to Stores, Theatres, and all steamship piers.

RATES:	Per Day
Single rooms with running water.....	\$2.00 and \$3.00
Single rooms with bath or shower.....	3.00 and 4.00
Double rooms with running water.....	4.00 and 5.00
Double rooms with bath or shower.....	5.00, 6.00 and 7.00
Parlor, Bedroom and Bath.....	10.00 to 12.00

Booklet and Map of New York upon Request
For Reservations, Wire at Our Expense

PAUL A. MCGOLRICK
Managing Director

DAVID F. CULLEN
Manager

Say you saw it in Radio Merchandising

Postscript.

This page is dedicated in perpetuum to—

The Radio Merchants Guild

THE SIGN OF A RADIO MERCHANT



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I am, and have been for over six years, located in this store building at 121 Main St., Elroy, Wis.

Over three years ago I added Radio sets and accessories to my line of musical instruments and carry at all times a stock of Radio sets and accessories. The assessor knows it. I pay taxes thereon, also insurance. Have not missed a month that the rent was not paid and have dealt with some good jobbers, all of whom have received full payment for everything sold me.

REFERENCES: Julius Andre and Sons, Milwaukee, Wis.; Crescent Electric Supply Co., Madison, Wis.; Taylor Electric Co., Madison, Wis.

Further information if requested. Might say that I have sold the Zenith, Crosley, R. C. A. line, Burgess batteries, Cunningham tubes, Clapp-Eastman sets.

Wishing you some success in your effort to locate real honest-to-God radio merchants, I remain,

Very truly yours,

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The name of every applicant is sent to the leading jobber in his territory. The jobber passes on the application, using the definition here as the only qualification. Successful applicants are entitled to purchase, at cost, cuts of the emblem for use in advertising, etc. Stereotypes for newspapers, etc. cost 17 cents; electrotypes for fine letter heads, etc. cost 62 cents. Later we will have window signs, etc. Membership will be very valuable. Send your application now!

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End of the Summer Displays

Continued from page 111

but the folks who bought sets from every other dealer—all set owners in other words—are possible parts and accessory purchasers.

But only if you "play up" your parts department, and devise ways to keep it in the foreground of the public's attention. What better medium for this than your window?

Lavender will be a good color to drape over the floor for this display. Notice that the center is raised by means of a low platform to bring the radio to eye-level.

The cover of the table model receiver is raised, and the narrow ribbons from the inside of the case are drawn out to the Beliminators, batteries, tubes, storage cell, etc., ranged across the front of the display, and are attached to the small cards which explain each of the accessories, gives its use and tells its price.

If you carry several makes or models of a certain accessory, don't try to display them all, but mention on the card, if you wish, "Other Beliminators from \$— to \$—."

Nothing much to worry about for this window. Everything is

Give your parts stock the window space it deserves. It's a profit producer that knows no seasons. Treat it to Display No. 4 and watch it respond with a new sales record.

right on your shelves. Just find out now whether you still have enough cardboard for the three large display cards or whether you'll have to stop into the stationery store for some more.

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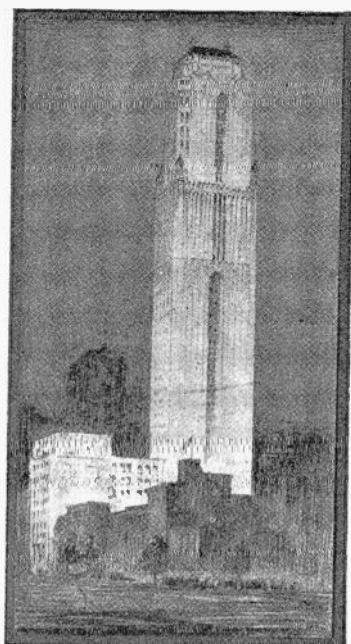
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Manager

Say you saw it in Radio Merchandising



Visit the World's Greatest Radio Marketing Place RADIO CENTER

This beautiful piece of architecture marks the founding of a great radio trade monument.

Large spacious rooms, demonstrating booths and furnishings offer manufacturers and distributors a most desirable place to display and sell radio merchandise.

Thousands of radio dealers are constantly making good and profitable use of Radio Center. If you wish to keep in touch with up-to-the-minute merchandise, come and buy at Radio Center.

RADIO CENTER, Inc.

Bush Building
130 WEST 42nd STREET
NEW YORK

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Say you saw it in Radio Merchandising

IN THE EDITOR'S MAIL BAG

Freed-Eisemann Radio Corporation
Brooklyn, N. Y.
July 16, 1926.

the Editor:

I read with a great deal of interest the article in the July issue of Merchandising entitled "Make it a Profit, or Don't Operate at All."

This subject is a very important one, and we, as manufacturers, have recognized the necessity of granting our dealers a discount sufficient to enable them to make a profit on our line. Our liberal discount to those dealers who intensively promote the sale of our apparatus is being continued.

Your leading article will undoubtedly assist in creating a sounder and greater radio industry.

With the writer's kindest regards, I am,

Yours, very truly,

Freed-Eisemann Radio Corporation,

Arthur Freed,
Secretary.

The L. C. Warner Company
Seattle, Wash.
June 23, 1926.

To the Editor:

Your article entitled "What Are the Normal Channels of Radio Distribution" met the situation admirably. If you were living in Seattle and our attorney you could not have drawn a better brief for us. Truly you have a wonderful conception of a western jobber's problems.

There is another angle to the wholesale radio business which we do not think you have touched on in your articles and that is the practice of legitimate electrical jobbers taking on radio as a side line and selling it to the dealers at practically their cost. This is accomplished by giving ridiculously big discounts.

For instance, many articles are bought from the manufacturer at 50% off list. The Pacific Coast jobber pays 10½¢ a pound express rate or \$5.00 to \$5.70 per 100 pounds freight rate. If the dealer gets 40% and 2% for cash, you can figure how much profit the jobber will make.

It is not in the cards to give

these discounts and make money. An electrical jobber can do it because he has the entire electrical line to carry on with. But an exclusive radio jobber is compelled to give the dealers a discount which will leave him sufficient profit after absorbing transportation charges to conduct his business. His discount to the dealer is usually 30%, 35% and on goods manufactured on the west coast 40%.

Notwithstanding our smaller discounts to the dealers, we have built up a fine business and have made money because we specialize on service. The electrical jobber could also make a good profit if he would maintain sensible discounts.

Now the question is, should radio be handled by exclusive radio jobbers and distributors or should it be a department of the old electrical jobber? Unreasonable discounts are really "price cutting" or "gypping" on a small scale. Why give away your profit when it does not increase the quantity of goods used?

Yours very truly,

The L. C. Warner Company.
S. W. Harvey.

F. E. Wood.
Iroquois Falls, Ont., Canada
June 19, 1926.

To the Editor:

I have been very much interested in your editorials, particularly those regarding "gyp" dealers, and I am heartily in accord with your condemnation of the present system of giving every Tom, Dick or Harry "wholesale" prices.

Very truly yours,

F. E. Wood.

J. D. Food Radio Equip. Co.
Toronto, Canada.
July 26, 1926

To the Editor:

Continue our copy of Radio Merchandising and send bill for two years—\$1.00.

Yours is certainly a wonderful trade paper. It is really worth a dollar for a single issue.

(Signed) J. D. Food.

Postscript.

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It's Here!



PRICE
Complete with
Raytheon Tube

\$37.50

The **Kingston** B BATTERY ELIMINATOR

No Fixed Voltage Taps: With the Kingston three different voltages are obtainable at the same time.

Extreme Flexibility: Each tap is adjustable over a wide range, making any voltage from 5 to 150 possible.

The Raytheon Tube: The Raytheon Tube is used as a rectifier—only the highest quality is used in the Kingston.

Is Without Noise: The Kingston operates with extreme quietness and without vibration, and will not heat.

No Acid or Solution: No trouble to operate, and operation cost is extremely low. Will not get out of order.

THE KINGSTON B BATTERY ELIMINATOR, a quality product throughout, marks a new era in radio reception. Made of the finest materials, absolutely guaranteed to give complete satisfaction, handsomely finished in black and nickel, and backed by a vigorous national advertising and merchandising campaign, dealers everywhere will find it one of their most popular items.

Write At Once for Full Particulars



Kingston

ATWATER KENT RADIO

As you think of this year's business

*—perhaps these 5 questions with
their answers may interest you*

The Radio you will handle this fall—

1 *Is it known to your prospective customers?*

Atwater Kent Radio is known everywhere because it is completely advertised in every legitimate way. And the power of the printed word, of pictures, of broadcasting is reinforced by the word-of-mouth advertising of hundreds of thousands of satisfied owners.

2 *What is the experience of its manufacturer?*

Twenty-six successful years in the manufacture of precision instruments—such is the Atwater Kent record.

3 *What are the manufacturer's facilities and resources?*

Atwater Kent Radio is made in the largest radio factory in the world under conditions permitting extreme care in quantity production. Behind the product stand stronger resources than those of any other individual manufacturer and the personal responsibility of a man who demands the utmost in quality in every product bearing his name.

4 *Does it sell easily?*

Atwater Kent dealers will tell you that Atwater Kent Radio—rightly designed and manufactured, supported by year-round advertising and offered at a sensible price—is easiest of all to sell.

5 *Does it stay sold?*

This question has been answered by thousands of dealers, who testify that Atwater Kent Radio requires the least service. Their profits do not melt away in servicing costs.

FINALLY—

Atwater Kent distributors are not merely "jobbers." They are experienced Radio merchandisers who know how to help their retailers sell for a profit. To be sure of getting your share of the radio business—see the distributor who handles your territory.

ATWATER KENT MANUFACTURING COMPANY

4727 WISSAHICKON AVE., A. Atwater Kent, President, PHILADELPHIA, PA.