

Radio Retailing

The Business Magazine of the Radio Industry

New Contributions to Radio Development

NEW developments to reduce costs, simplify construction and improve sets are keenly awaited by manufacturers and distributors alike. With your needs in mind, the Alden Mfg. Co. presents these new items—each a step forward in the development of radio.

Truphonic Audio Coupler

THE Na-Ald Truphonic Audio Coupler, manufactured by the Alden Mfg. Co. under Harold P. Donle license, raises the science of amplification to a new high level. It is neither a transformer, impedance or resistance coupling, but an entirely new principle. With three tubes, this coupler has a pure tonal quality superior to that of a resistance coupling and an amplification which, free from all distortion, is considerably greater than that of the best audio transformer amplification. Its cost is less than any other device with comparable results.

Localized Control Condenser

THE Na-Ald localized control condenser solves the difficult problem of single tuning

control. The three condensers are operated through one opening in the panel. All condensers may be moved at once or each may be moved individually.

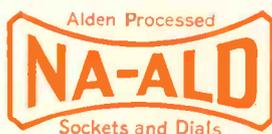
Na-Ald Gang Mount Socket

NA-ALD Gang Mount Socket permits the designing of a set without a sub panel with its complications of riveting and wiring. The common contacts are each of one piece of metal with direct metal connections. It holds five or six tubes and is universal.

Na-Ald Cushion Socket

THE Na-Ald cushion socket has a resilient mounting whose contacts hold the tube away from the base and also act as electrical connections. This socket is manufactured under the earliest and broadest patents covering such construction.

For full information on how these items may be adapted to your particular needs and for information about the complete Na-Ald line of sockets, dials, knobs, connector dials and adapters, write—



ALDEN MANUFACTURING CO., Dept. A18, Springfield, Mass.

Brandes

—always pioneers in acoustics

IN hundreds of thousands of homes in America enjoying radio, tonight's audience owes its supreme contentment to Brandes.

To this public Brandes is known as a radio pioneer—its staff of engineers has been developing the acoustics of reproduction for the public since 1908.

In the early days of radio, and even today, Brandes Superior Headsets are regarded as the standard.

Brandes was the first to announce a \$10 loud speaker.

Appreciating the need for artistry in loud speaker design, it produced the first attractively finished horn-type loud speaker. Soon after it announced the first quality cabinet speaker.

As the radio advanced, Brandes saw the need for attractive cone speakers. It immediately offered a fine cone in a beautiful clock-like design cabinet.

Progress is always its own reward. Brandes occupies a high position because of its constant achievements.

It is its desire to stand for all that is best today and for all that betokens progress.

*Brandes will shortly announce its latest achievements—
new contributions to the enjoyment of radio.*

Acoustics by
Brandes
means the ultimate in reproduction

Brandes Products Corporation, 200 Mt. Pleasant Avenue, Newark, N. J.

Radio Retailing, May, 1926, Vol. 3, No. 5. Published Monthly, McGraw-Hill Publishing Company, Inc., Tenth Avenue at Thirty-sixth Street, New York, N. Y. \$2 per year, 25 cents per copy. Entered as second-class matter, April 10, 1925, at the Post Office at New York, N. Y., under the act of March 3, 1879.

Utah Guarantee Sells Merchandise

An Open Letter
to Jobbers—

GUARANTEE
Buy a **Utah** and use it for two weeks. Compare its tone with the best the others are able to produce. **If the Utah does not give better reception return it to your dealer and he will refund your money.**

UTAH RADIO PRODUCTS COMPANY
1421 South Michigan Avenue
CHICAGO, ILLINOIS

FACTORY
SALT LAKE CITY
UTAH

TELEPHONE
CALUMET
1728-9

Dear Jobber:
If you anticipate staying in the radio game, you are looking for the best line; one in which you can have faith; on which you can depend for deliveries; where you can get co-operation and on which you can make money.

The UTAH line of loud speakers has these qualifications. We go still further and say that the UTAH line is the most complete line on the market today, and one which has not been gypped over the territory.

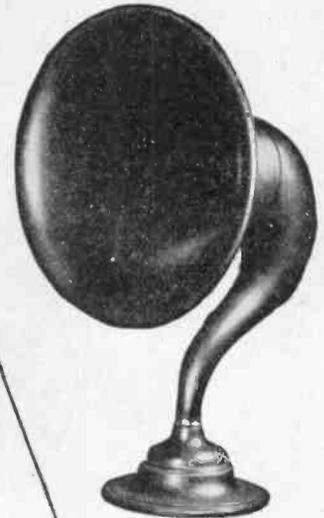
During the last season, the dealers as well as the jobbers enjoyed a good and profitable business on the UTAH SPEAKER. The UTAH line for 1926 will be complete with-out a line of new samples, and if you have not already ordered immediately. Considering quality and prices, we have no competitor. We guarantee our merchandise and back up our guarantee. We are manufacturers - not assemblers.

If you are interested in UTAH for 1926, let's hear from you.

Very truly yours,
UTAH RADIO PRODUCTS CO.

Harry C. Foster

HCP-E



Utah Standard
14 in. horn
\$22.50

Utah Junior
11 in. horn
\$12.50

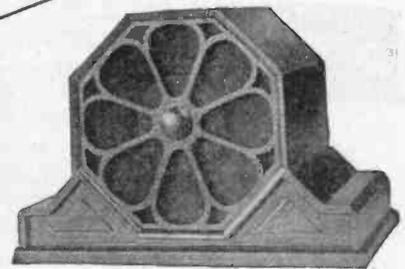


Utah Superflex
Reg. U. S. Pat. Off.
\$12.50



Utah Phonospeaker
With stand **\$10.00**
Without stand **\$9.50**

Utah Supreme
Reg. U. S. Pat. Off.
\$25.00



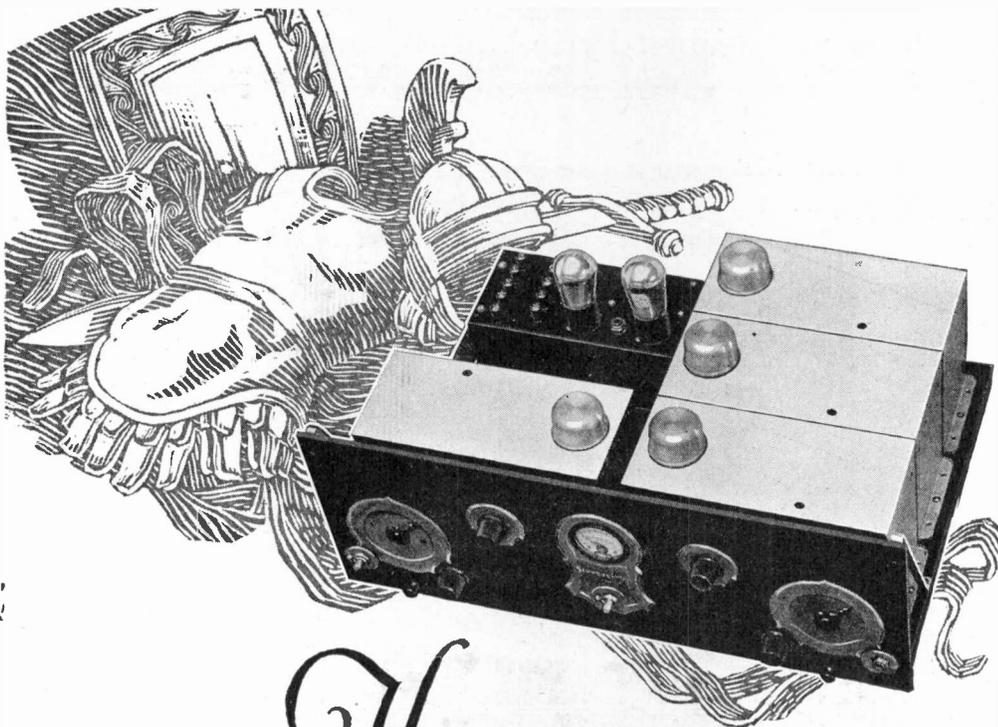
Utah Radio
Products Co.
1421 S.
Michigan Ave.
Chicago, Ill.



We are
Manufacturers
Not Assemblers

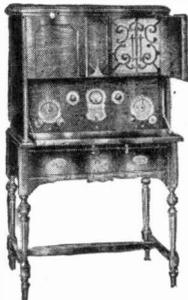
Trade Mark Registered

The Speaker with the Golden Throat



- TOTAL SHIELDING—**
For Naturalness
of Tone
- TOTAL SHIELDING—**
For Cone Speaker
Volume
- TOTAL SHIELDING—**
For reception over
great distance
- TOTAL SHIELDING—**
For Knife-like
Selectivity
- TOTAL SHIELDING—**
For Minimizing
Interference
- TOTAL SHIELDING—**
For the "Golden
Rule" in Radio

The Totally Shielded Receiver



No. 602 Art Console Type. American Walnut; Built-in Loud Speaker; spaces for batteries and battery charger; 6-tube; totally shielded. Price without accessories: East of Rockies, \$340; Pacific Coast, \$360; Canada, \$470.



No. 601 Receiver, treasure chest type, 6-tube; totally shielded; Solid Mahogany. Price without accessories: East of Rockies, \$210; Pacific Coast, \$225; Canada, \$290.



No. 5-A Cone Speaker. Tip-Top Table type. Soundboard and pedestal finished in Mahogany. For any high grade Receiver, 5 or more tubes, using semi-power tubes and 135 volt "B" battery. Equipped with plug and 20-foot cord. Prices: East of Rockies, \$35; Pacific Coast, \$40; Canada, \$49.

Licensed under Lektophone patents 1271527 and 1271529. Other patents pending.

TONE quality, volume, range, selectivity, reactivity and non-radiation—all these desirable reception features are perfected in Stromberg-Carlson Receivers by the total shielding of the radio frequency circuits.

Total shielding permits employing three stages of radio frequency amplification without inter-stage coupling instead of two stages—the limit in an unshielded Receiver. This third stage adds not only 8 times more amplification to the detector tube, but also approximately 50% more selectivity.

Total shielding, further, prevents any signals entering the Receiver except through the antenna, and permits total neutralization of each radio frequency amplification stage independent of the other stages. This perfect neutralization means non-radiation.

It is fine points of skilled engineering such as these, which give Stromberg-Carlson Radio products their exceptional saleability.

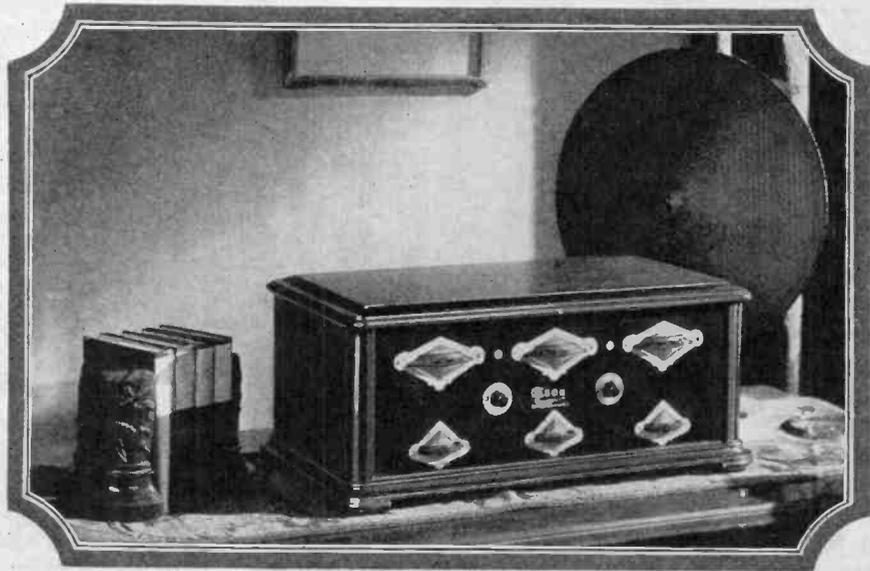


Stromberg-Carlson Telephone Manufacturing Company
Rochester, N. Y.

Stromberg-Carlson

Makers of voice transmission and voice reception apparatus for more than thirty years.

☞ Grebe Dealers are Protected against Price Cutting and Unloading ☞



The Practical Value of Superior Construction

OUT of the thousands of Grebe Synchrophase receivers sold during the past fall and winter, exactly seventy-three were returned to us for replacement or adjustment.

Isn't that about as near to 100 per cent perfection as human frailty can come?

The Synchrophase, built to give full satisfaction to its owner, stays sold. It is a set on which a dealer can stake his reputation, on which he can build business, on which he can make real money.

Write for full details of the Grebe plan for building a profitable radio business

A. H. Grebe & Co., Inc., 109 West 57th St., New York
 Factory: Richmond Hill, New York
 Western Branch: 443 So. San Pedro St., Los Angeles, Cal.

This Company owns and operates stations WAHG and WBOQ; also low-wave rebroadcasting stations, Mobile WGMU and Marine WRMU.



"Where there is much merit there is great reward."

The merit of the Synchrophase has long been proven.

Doctor Ma

THE GREBE SYNCHROPHASE

TRADE MARK REG. U.S. PAT. OFF.



All Grebe apparatus is covered by patents granted and pending

	<p>Grebe Binocular Coils <small>Reg. U. S. Pat. Off.</small> and Low-wave Extension Circuits</p>			<p>Usual Dial Grebe S-L-F Condensers Grebe Dial</p>
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FACTS — for Manufacturers

THE coming developments in a.c. power for radio receivers will have far-reaching effects on the industry. To thousands—yes, millions—of people the fact that a receiver may be operated from power lines will mean that radio has “arrived.” It will at last be accepted in a class with the electric light, the vacuum cleaner, and other household necessities.

This day has not yet come; the battery has not been universally eliminated to complete satisfaction. Haphazard, hasty, and cocksure methods will not speed the work. As the president of one large company puts it, “I believe that general acceptance of battery eliminators will be delayed years if manufacturers, in their eagerness to meet the need, rush in without adequate consideration of all factors involved. . . . There must be a concerted effort to build public confidence by selling only power devices and power-operated receivers that work, not as good as batteries, but *better* than batteries.”

As manufacturers of rectifying tubes exclusively, the Raytheon Company's growth depends upon the proper application of a.c. power. Hence our entire organization and facilities are devoted to that one purpose. If you contemplate marketing a *quality* power unit in real quantities, we suggest that you investigate Raytheon.

RAYTHEON MANUFACTURING COMPANY, CAMBRIDGE, MASS.

THE RECTIFIER is the foundation rock upon which your power unit will stand or fall. Can you afford to adopt one which does not have all of the following advantages?

Good Will. Over 40,000 Raytheon B-power units are now in the homes of satisfied users. Hundreds of articles in all leading radio magazines and newspapers have told of this remarkable development. Nearly \$100,000 worth of advertising by our customers and ourselves has sold Raytheon B-power units. During this past season it has probably been accorded ten times the publicity that any other rectifier has received.

A Policy that convinces the consumer that his power unit will give satisfaction. We can approve only those units that pass our strict laboratory tests, and they must be backed by responsible companies whose facilities permit of large scale production.

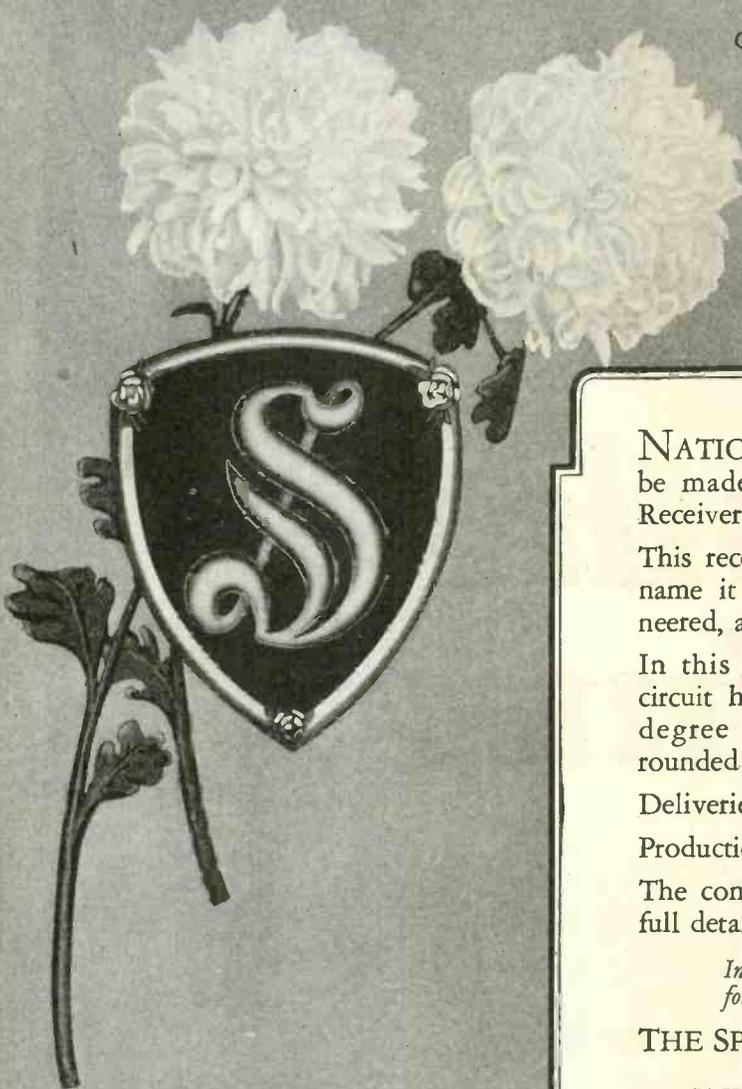
A Laboratory whose staff includes Mr. C. G. Smith, inventor of the “S” tube, a physicist who has devoted the past ten years to fundamental research on gaseous conduction. His co-worker and consultant is Dr. Vannevar Bush, the professor in charge of graduate research in the Electrical Engineering Department of M.I.T. Dr. Bush divides his time between the school and our laboratory. Much of the practical work is done by John A. Spencer, a mechanical genius whose achievements include the noted Spencer Snap-acting Thermostat, and his brother P. L. Spencer, whose radio experience includes three years with the Wireless Specialty Company and six years with the Submarine Signal Company. A corps of six younger men, all technical graduates, three of them with the degree of Master of Science from M.I.T., carry on the detailed experimental and testing work on rectifiers and circuits. This laboratory is at the service of Raytheon customers.

A Future which never looked more promising than at present. Among the developments which we feel free to mention are: (1) a high-power B tube, capable of carrying more than 80 milliamperes at any output voltage up to 400 d.c.; (2) a lower power and lower priced B tube; and (3), before next season, a 300 milliamperer rectifier admirably suited to running 201-A filaments in series. The possibilities of gaseous rectifiers have hardly been touched, and with our basic patents as a foundation we propose to keep abreast of the radio art.

Resources. We have no hesitancy in furnishing complete information on this important point, or you may inquire of the Old Colony Trust Company of Boston. A complete new factory which has just been put into operation and cash assets of \$100,000 should give some indication that we are prepared to meet the tremendous demand for Raytheons which is sure to come this fall.

INTRODUCING

*A Name New in Radio
But a
Quarter Century Old
in
Electrical Equipment*



*"The
pathfinder
of the air"*

NATIONAL announcement will soon be made of the new Sparton Radio Receiver.

This receiver has honest right to the name it bears, for it is Sparton-engineered, and Sparton-manufactured.

In this Sparton, a sound, established circuit has been developed to a new degree of selectivity, balance and rounded performance.

Deliveries began in January.

Production is well established.

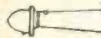
The coming announcement will carry full details. Watch for it.

In three styles, of identical performance ability—\$63 upward.

THE SPARKS-WITHINGTON CO.

Established 1900
JACKSON - MICHIGAN

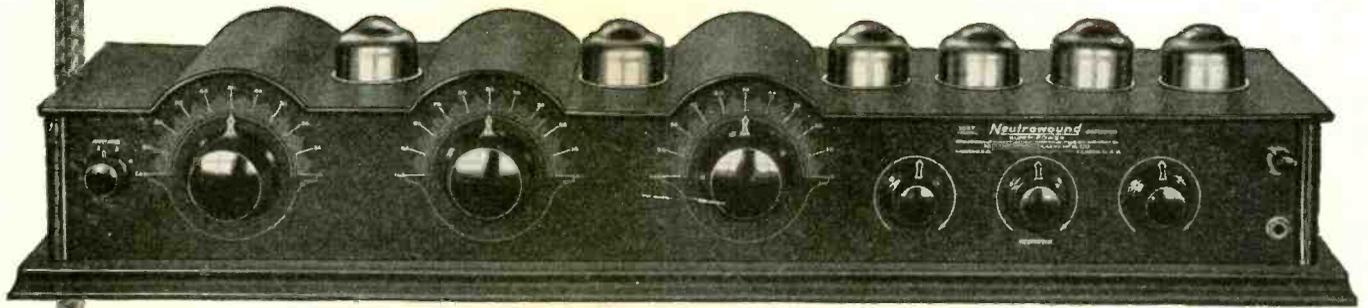
Sparton Radio is built by the Sparks-Withington Co., manufacturers of the world-famous Sparton horns for motor cars. Its production is a logical development of the Company's quarter-century of experience in the precision manufacture of electrical equipment. In every detail Sparton Radio conforms to the high quality so soundly established by other Sparton products.



SPARTON RADIO

Announcing

"Another Winner"



Neutrowound Radio Receiving Sets are manufactured under our own patents and under a Reciprocal License from the Navy Department of the United States Government.

The Knockout of Radio

A · YEAR · IN

The 1927 Model SUPER-POWER Neutrowound

REG. U.S. PAT. OFF.

Brings In the Distant Stations

Here's power for you! Power to bring in the far-off stations—power to build up the weak signals from smaller stations and make them into "radio"—all with marvelous clarity and fidelity of tone. Here's power perfectly controlled, from a whisper to a roar.

Here's radio without a compromise—radio at its best from one end of the dial to the other—from the lowest wave length to the highest. From 200 meters to 550 meters (the official wave band) you get all the radio there is. There's not a cold spot on the dial—no boiling over in the lower wave lengths, and cold silence in the upper lanes. The stations are separated on the dials—you tune them separately—there's no mad scramble of half a dozen stations all crowding one dial setting. Each station has its own allotted space on the dial.

How Is This Accomplished?

By two exclusive NEUTROWOUND features—the Neutrostat and the Neutrowound Straight Line Frequency Condensers. The Neutrostat is an ingenious device for varying the "B" voltage to best suit the exact wave length you are tuning. Thus, you can keep your NEUTROWOUND right

at its peak of efficiency for each incoming wave length. Imagine the thrill of super-power completely under your control! That's what makes a fan unhappy with any other set, once he tunes a NEUTROWOUND.

Bear in mind, too, the Neutrostat saves "B" batteries by using only the current required. The Neutrostat is indicated on the panel. Less than an hour's tuning will acquaint you with its tremendous possibilities. Its operation is simple and easy to learn.

Neutrowound Variable Condensers

NEUTROWOUND Straight Line Frequency Condensers space out the stations evenly on the dial. Each station has its allotted space and the intervals between stations are all equal. In this six-tube, super-power NEUTROWOUND, with its condensers that space out the stations and the Neutrostat to completely control the power at every wave length, you get all the radio performance it is possible to buy at any price.

\$85

Buys a NEUTROWOUND Six-Tube, Super-power set, and you couldn't buy more radio if you spent a thousand dollars.

West of Rockies, \$90 In Canada, \$115

3-DIAL CONTROL

A radio set has three distinct circuits, each tuned by a variable condenser. Efficient tuning of distant stations depends upon putting these three circuits into resonance with each other and with the broadcasting station. This can be done only by individual control of each condenser. NEUTROWOUND'S outstanding station-getting ability is recognized wherever good radio is known. We are unwilling to sacrifice in the least this first essential of a radio set in a futile attempt to do something which, in itself, is electrically and mechanically impossible. Neutrowound retains individual control of variable condensers as indispensable to good radio.

Station WOK—operating on 5000 Watts—wave length 217.3 meters—owned and operated by NEUTROWOUND RADIO MFG. COMPANY, HOMEWOOD, ILL.

DEALERS: Fill out and mail coupon for full information about the 1927 Super-power NEUTROWOUND and our exclusive territory proposition to sub-distributors.

NEUTROWOUND RADIO MFG. CO.
Dept. 512, HOMEWOOD, ILL.

Radio Division Advance Automobile Accessories Corporation

Dealers Coupon

NEUTROWOUND RADIO MFG. CO.
Dept. 512, Homewood, Ill.

Send complete information Dealers' Discounts and Neutrowound Sales Plan.

Name.....
Street.....
City.....
State.....

ADVANCE

Thousands Have Paid And Now Want

Radio Master Cabinets offer the Dealer and Jobber a highly desirable new market

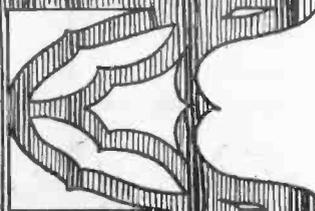
Radio Master Cabinets are an extremely profitable line that sells readily. The field is new, practically without competition, and saturation worries are in the far distant future.

List prices are low, yet discounts are most liberal. Our fixed jobber and dealer policy has won the approval of the entire trade.

These cabinets make of the table radio a beautiful piece of furniture—an enduring value, a delight to the eye, and a comfort to the user. The installation shown is an Atwater Kent, but all sets up to 8-in.x20-in. panel fit. Instal-



GENTLEMEN—The coupon opposite, on your right will bring you full information about this most profitable development in the radio field. I suggest you use it with no delay.



THE RADIO MASTER

One of the

H. C. Ward Estate—Timber, Island Lumber Company
Radio Master
BAY CITY,

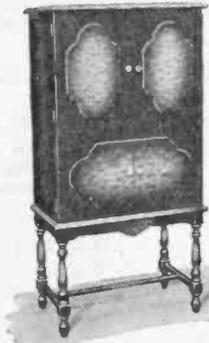
For Their Radios Cabinets

Complete line to fit any set. Cabinet work and finish by master craftsmen

lation is a matter of minutes. There are hundreds of thousands of Atwater Kents as well as an enormous number of other sets in use, ready for these cabinets. All batteries are placed out of sight in the ample space below the panel. All wiring is concealed. There is a built-in loud speaker above the panel, fitted to receive the dealer's favorite unit.

Disappearing arm rest—pull out radio frame so tubes are accessible from the front—In fact every feature desired by the most fanatical fan.

Eight designs in walnut and mahogany. Cabinet work and finish by master craftsmen. Some models have striped walnut and burl overlays.



Let us tell you the whole story—use the coupon—it will lead to more dollars with less effort.

Radio Master Corp.
Bay City, Michigan.

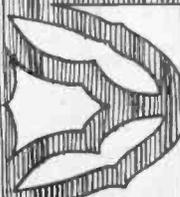
Please send me complete information about your Cabinets as advertised in Radio Retailing.

CORPORATION of AMERICA

Ward Industries

—Lumber, Hanson and Ward Veneer Co.—Plywood Corporation—Cabinets

MICHIGAN



STEWART- Matched ~



Model 300
\$65.00



Model 400
Reproducer
\$25.00



Radio Tube
Model S-W
501-A
\$2.00



Model 320
\$400.00



Model 315
\$250.00

Tune in STEWART-WARNER PROGRAMS

Station WBBM, 226 Meters

Sunday—12:30 to 2:00 P.M., 4:00 to 6:00 P.M., 8:00 to 10:00 P.M.

Monday—12:01 to 3:00 A.M., 4:00 to 7:00 P.M.

Tuesday—4:00 to 6:00 P.M., 8:00 to 12:00 P.M.

Wednesday—4:00 to 6:00 P.M., 8:00 to 10:00 P.M.

Thursday—12:01 to 2:00 A.M., 4:00 to 6:00 P.M., 8:00 to 12:00 P.M.

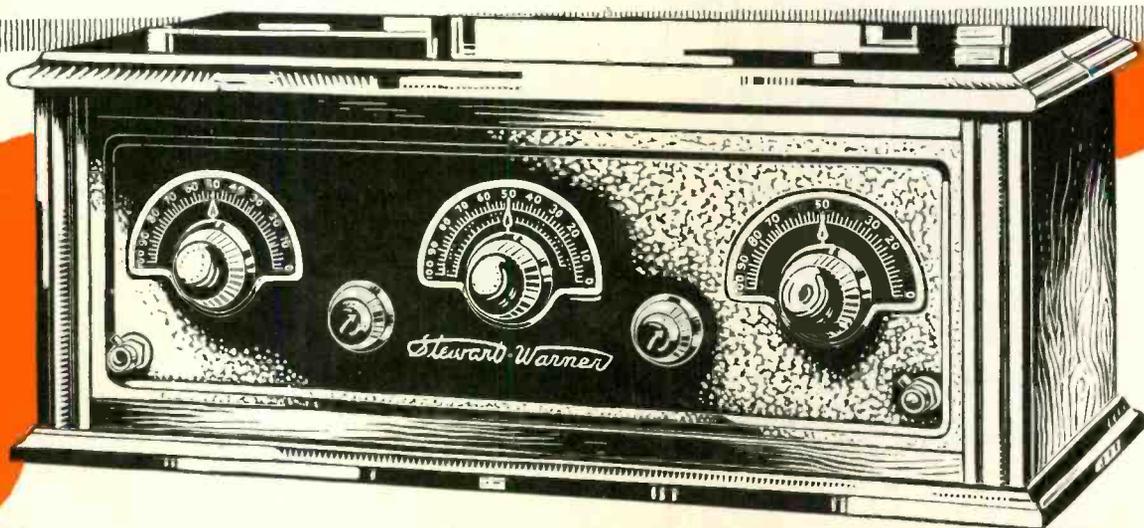
Friday—4:00 to 6:00 P.M., 8:00 to 10:00 P.M.

Saturday—4:00 to 6:00 P.M., 8:00 P.M. to 2:00 A.M.

CHICAGO TIME

T W E L V E M I L L I O N P E O P L E A R E T O D A Y

WARNER Unit Radio



Model
325
\$75.00

Franchise or "Scrap of Paper"—Which?

What kind of a Radio Franchise do you have?

Is it a *real* Franchise—or is it just a "scrap of paper"?

Does it give you *full protection* against unloading, price-cutting and other unfair trade practices which have lately become manifest in the radio industry? *A Stewart-Warner Franchise does.*

Does it give you exclusive representation for a complete, high-grade line of Radio products? *A Stewart-Warner Franchise does.*

Does it link your business with a manufacturer of *unquestioned* reputation and of ample engineering, manufacturing and financial resources? *A Stewart-Warner Franchise does.*

Does it carry with it the full benefits of a constructive, intensive year 'round Advertising Campaign? *A Stewart-Warner Franchise does.*

Does it guarantee you an opportunity to make big profits, clean profits and to build a permanent suc-

cess with a product that is on the market to stay? *A Stewart-Warner Franchise does.*

Measure your Franchise according to these standards today. See for yourself whether you have a real Franchise or just a scrap of paper.

Recently one of our dealers said, "Anyone who gets a Stewart-Warner Franchise and *lives up to it* can't help making a real success of the radio business."

And it's true. More than 3000 Stewart-Warner dealers are proving it every day.

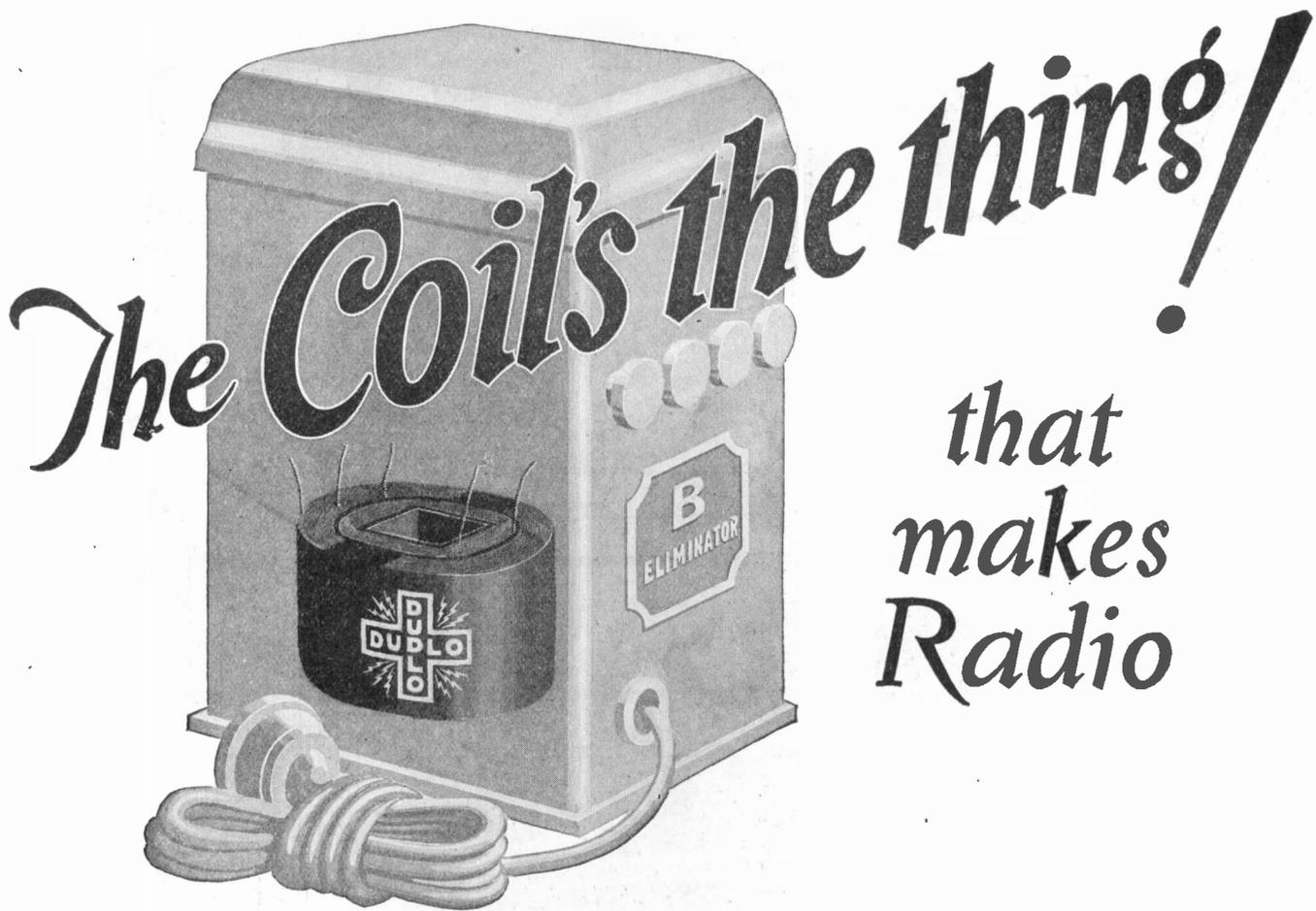
Naturally, Stewart-Warner Franchises are not granted indiscriminately. They are awarded only to dealers who possess the highest qualifications.

A limited number of these valuable, exclusive Franchises are still available. Possibly there is an opening in your locality. If you think you can qualify for the highest type of Radio Franchise, write or wire us without delay.

STEWART-WARNER SPEEDOMETER CORPORATION
1820 DIVERSEY PARKWAY - CHICAGO, U. S. A.

Stewart-Warner

U S I N G S T E W A R T - W A R N E R P R O D U C T S



NO Radio Unit is any better than its Coil! Every Engineer and Manufacturer realizes this. While it is true of all Electrical Apparatus it is more true of Radio.

The performance of Battery Eliminators, Audio Transformers, Loud Speakers, and all other Radio Units is in exact ratio to the efficiency of their windings. *It's the Coil that does the work!*

The great DUDLO Plants at Fort Wayne, Indiana, have specialized on fine Magnet Wire and Windings for many years, and DUDLO is today

the chief source of supply to manufacturers in the Radio Industry.

DUDLO Engineers and Manufacturing Facilities provide you with the widest experience and knowledge and the finest methods of production. The DUDLO plants, the largest of their kind in the world, and equipped with miles of special machinery and an immense organization of trained specialists, produce better coils and windings for your product than any other source of supply—and do it more efficiently from your standpoint.

It is probable that you already are using DUDLO Coils and Magnet Wire. If not, we will promptly make up samples and quote on your requirements. No obligation—it is part of DUDLO Service. Correspondence invited.

DUDLO

MAGNET WIRE AND WINDINGS

DUDLO MANUFACTURING CORPORATION

Eastern Office
Office and Warehouse
NEWARK, N. J.

MAIN WORKS AND GENERAL OFFICES
FT. WAYNE, INDIANA

Chicago Office
160 N. La Salle St.
CHICAGO, ILL.

after all

this is what counts-

FREED-EISEMANN

Dealers made money

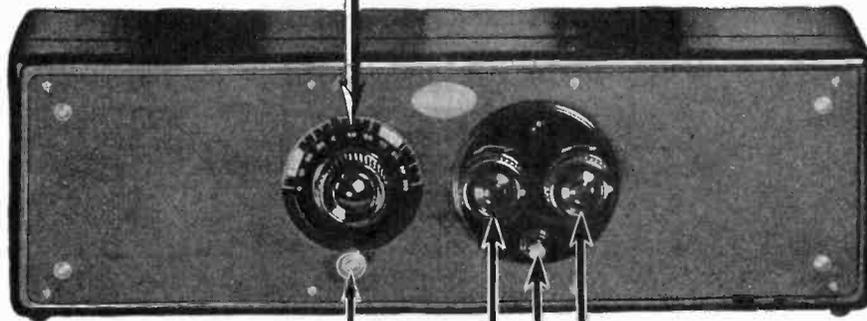
here is why

- the line was *right*
- and priced *right*
- generous discounts
- protected territories
- thorough co-operation
- minimum Service troubles

FREED-EISEMANN

ATWATER KENT RADIO

ONE DIAL
brings in the stations



This is the Model 30 Receiving Set with battery cable, with only ONE DIAL

This little knob turns the ONE DIAL slowly, for fine tuning

Regulates volume of sound

Battery switch

Controls detector —remains fixed

ONE Dial!

IN KEEPING with our policy of avoiding "yearly models" and introducing tested improvements of real merit whenever our laboratory develops them, we have brought out a ONE Dial, Single Control receiving set—the Model 30.

It is not to be confused with so-called Single Control sets which require additional adjustments for effective tuning. Model 30 has *real* Single Dial Control. The simplicity of the panel arrangement is clearly shown in the illustration above.

This instrument makes none of our other models obsolete. It will sell side by side with them, at a somewhat higher price.

Whether your customers are new or old in Radio, Model 30 will satisfy them. Its simplicity will win the novice. He just turns the ONE Dial and samples

everything within range—just as he would scan the headlines of his newspaper. Then he selects—instantly—the station he wants to listen to. It's as easy for him as for an expert.

And the veteran—his enjoyment of Radio will start all over again! Think of it—no hunting for stations—just turn to one station after another—and listen.

Although this receiver has six tubes, the mahogany cabinet is the same size as our famous Model 20 Compact, the standard of big performance in little space. It is only 6½ inches high, 5¾ inches deep, and 19¾ inches long.

There are three stages of radio frequency amplification, a detector and two stages of audio frequency amplification. Like all Atwater Kent sets, Model 30 is non-radiating and non-squealing.

EVERY SUNDAY EVENING

The Atwater Kent Radio Artists bring you their summer program at 9:15 Eastern Time, 8:15 Central Time, through:

WEAF . . . New York	WCCO . . . Mpls.-St. Paul
WEEL . . . Boston	WGN . . . Chicago
WSAI . . . Cincinnati	WGR . . . Buffalo
WCAP . . . Washington	WWJ . . . Detroit

ATWATER KENT MFG. COMPANY, A. Atwater Kent, President, 4733 WISSAHICKON AVENUE, PHILADELPHIA, PA.

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Radio Retailing

The Business Magazine of the Radio Industry

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"Radio Retailing's" Application for A.B.C. Membership Accepted

"Radio Retailing," with more than 17,000 paid subscribers, is the only radio trade magazine qualifying for membership in A.B.C., a national co-operative association of leading advertisers, advertising agencies and publishers verifying circulation accuracy.

SECOND only to the radio industry's remarkable growth is the rise of its leading trade publication—*Radio Retailing*. In the short space of sixteen months this publication has four outstanding accomplishments to its credit:

First, leadership in editorial thinking and service;

Second, largest number of paid subscribers, three times more than its nearest competitor;

Third, greatest advertising volume, two times that of its nearest competitor;

Fourth, the ability to qualify for membership in the Audit Bureau of Circulation.

The A.B.C. was organized in 1914 by several hundred leading advertisers, advertising agencies and publishers for the purpose of auditing and verifying circulation information submitted by publisher members, whose gross circulation in every case must be more than 50 per cent paid.

The reports issued by this Bureau give complete information not only as to the exact quantity of circulation, but also where it is distributed, how it is secured and other data upon which to base an estimate of quality and coverage.

The A.B.C. has introduced and standardized circulation methods and is performing a service for industries in saving hundreds of thousands of dollars formerly wasted on fictitious and unverified circulation usually listed as "not available."

This latest move is another indication of the faith the McGraw-Hill Publishing Company has in radio's future. Radio is now an integral part of American life and as an industry is not a sideline to any other trade. It has forged ahead so rapidly the past year that it deserves recognition as a product of primary importance.

McGraw-Hill Publishing Company, Inc., Tenth Ave. at 36th St., New York, N. Y.

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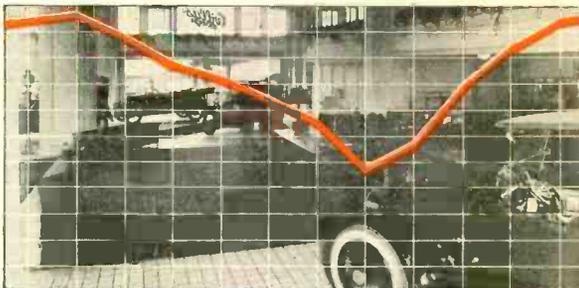
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CLEVELAND, Guardian Bldg.
ST. LOUIS, 713 Star Bldg.
SAN FRANCISCO, 883 Mission Street
LONDON, E. C., 8 Boulevard St.

What Other Lines Have Done—Radio Can Do

Many industries have faced—and overcome—seasonal depressions by concerted campaigns to educate the trade and public

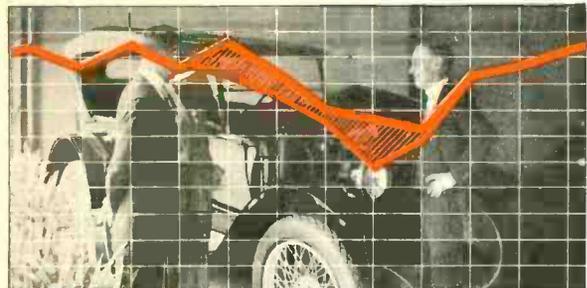
Ten Years Ago

Today



June July Aug. Sept. Oct. Nov. Dec. Jan. Feb. Mar. Apr. May

Autos— Ten years ago the auto dealer faced a winter of empty showrooms



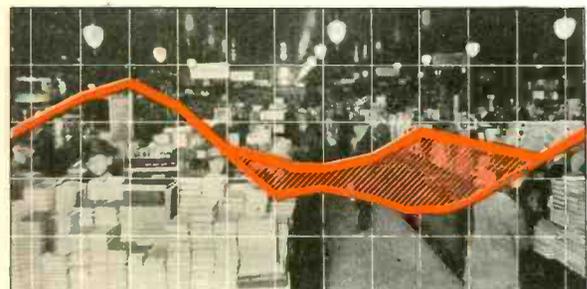
June July Aug. Sept. Oct. Nov. Dec. Jan. Feb. Mar. Apr. May

Today, automobiles are sold and used twelve months a year



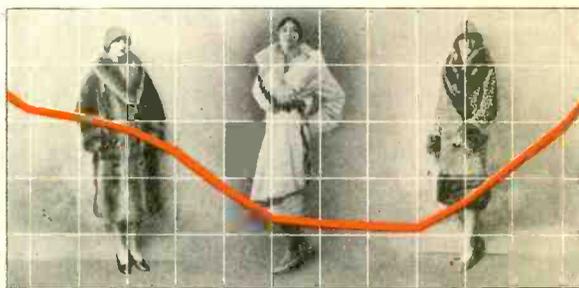
June July Aug. Sept. Oct. Nov. Dec. Jan. Feb. Mar. Apr. May

White Goods— A few years ago, department store sales of white goods slumped in cold weather



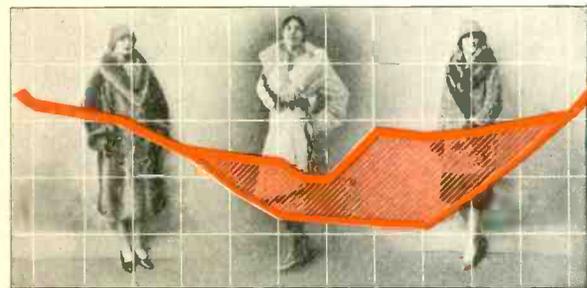
June July Aug. Sept. Oct. Nov. Dec. Jan. Feb. Mar. Apr. May

Today, the winter sales slump in this item has been materially boosted



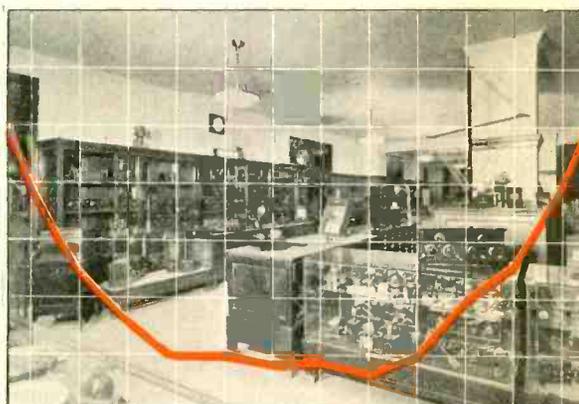
Jan. Feb. Mar. Apr. May June July Aug. Sept. Oct. Nov. Dec.

Furs— The fur trade formerly fell away practically to nothing in the summer



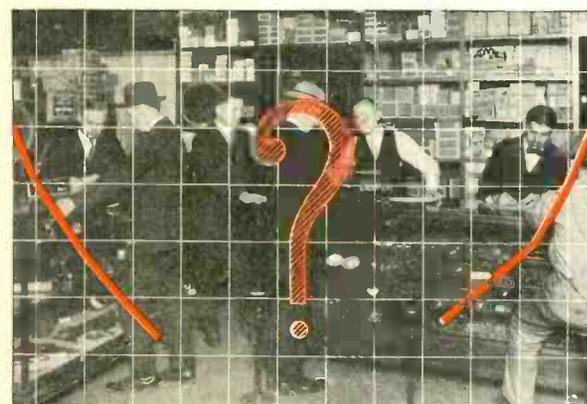
Jan. Feb. Mar. Apr. May June July Aug. Sept. Oct. Nov. Dec.

Nowadays, furs are bought in the summer for next winter's use



Jan. Feb. Mar. Apr. May June July Aug. Sept. Oct. Nov. Dec.

Radio— Up to the present, radio sales have collapsed with the summer season



Jan. Feb. Mar. Apr. May June July Aug. Sept. Oct. Nov. Dec.

To what extent will the radio sales curve be straightened out?

Write your own summer sales curve in the last chart—It's up to you

Radio Retailing

With Which Is Incorporated Electrical Retailing

VOLUME 3

MAY, 1926

NUMBER 5

Putting Punch Into Spring Sales

Actual experiences—not theories—of wide-awake radio dealers in beating the “slump”

*I*t is true that radio sales tend to drop in the warm weather, but there is no reason for a pessimistic attitude. Poor receivers and weak broadcasters in the early days of radio gave the public the impression that radio reception from May to

September consists mostly of static. That was so four years ago, but today, high power stations and efficient receivers have overcome the “no summer reception” bugaboo to an amazing extent. It remains only for the public to be RE-EDUCATED

to the knowledge that summer reception is little short of winter reception in the matter of quality, clarity and programs. Following are a great number of dealer experiences during the summer which prove conclusively that the radio merchant who goes out after the trade will pay his rent and eat his cake, hot weather or no hot weather.

Portable Sets for Old Customers

“Just because a man already has a radio receiver is no reason why he is not a good prospect for a portable,” says J. Unser of the Springfield Radio Company, Springfield, N. Y. “My shop is located in the heart of the summer resort district of Long Island and I have found that the best prospects for portable receivers are old customers who have a receiver which is too large to carry around in their car or motorboat. I have sold five portables this season merely by calling them to the attention of customers while servicing their sets and by mailing manufacturer’s circular matter to my old customer list.”

Boys Get Leads Worth \$14,000

“Get the appointments for demonstrations and the battle is half won,” is the opinion of a Kansas dealer. He decided last year that a house-to-house campaign was necessary to keep business stirring, but was himself a poor canvasser. Over the counter, or on a home demonstration, fine, but when working on cold leads he met his Waterloo when the first door slammed. However, as necessity is the mother of

invention and business certainly was necessary, he got hold of a number of boys who belonged to a church club, provided them with a supply of “home demonstration cards” and offered a one-tube set to the boy who brought in the most signed cards. The result of this campaign was that he made in the course of the next few months sales amounting to \$14,000. Of course some of the people admitted signing merely to help the boys along and cancelled their demonstrations when he phoned for verification, but those he did sell were sold without house-to-house canvassing.

Circularizes Summer Colony

“In the summer the entire population spends its time in bungalow colonies,” says R. Ellis, proprietor of the Ellis Music Shop, Stapleton, N. Y. “During this period it is either a question of going to the customers or out of business and naturally we choose the former. Last year 3,000 circulars describing portable sets, accessories and other equipment were distributed in the colonies at Midland, Oakwood and Great Kills beaches by boys. A car driven by my service man was used as an operating base. This advertising matter brought the store to the attention of those summer residents who owned radio sets and needed batteries and tubes,

but because of unfamiliarity with the locality did not know where to buy them.”

Sports Page for Summer Ads

Many radio dealers who have consistently advertised in the radio section of the local newspaper will continue to employ this medium throughout the summer season. Publicity which has proven invaluable during the best season of the year is undoubtedly more necessary during the warmer months. When placing advertising at this time it is possible to select mediums especially effective, weeding out the non-productive publications and capitalizing the seasonal mania for sport news. Specify sporting page when placing advertising this summer. The slight additional cost of this preferred space is justifiable in view of the increased interest which this section of a paper gets during the baseball and outdoor sports season. Ads featuring portable sets and equipment are especially desirable.

Sells Portables in Auto Camps

In practically all the larger towns located in the vacation belt a tourist camp is provided for those who spend week-ends and summer vacations traveling by automobile and camping out



Radio concerts from an automobile, given near the boardwalk at a popular seaside resort, is boosting sales for one dealer

at night. A Pennsylvania dealer makes a practice of packing a portable set under his arm and running out to these tourist camps for free demonstrations. Of course, the transient feature prohibits the sale of sets on time payments but a radio which can be carried in the car is at its best when demonstrated in such locations and a cash sale is easily made.

Radio Picnic Stimulated Sales

A healthy interest in portable radio sets as an asset on summer outings is an excellent antidote for the summer slump. So reasoned the radio dealers of San Francisco, Cal., and last year they interested 5,000 people in outdoor radio.

The event which attracted this attention was a radio picnic held at Congress Springs, about 60 miles from the city, on June 21, 1925, under the auspices of the Pacific Coast Radio Trade Association. The event was announced from four local broadcast stations three weeks previous. Posters were displayed in local retail stores and naturally due publicity given by newspapers. Everyone was asked to bring his portable radio set and enter it in a contest and prizes were given by various manufacturers for the best sets, judged by a number of prominent men for selectivity, tone, volume, appearance, and compactness. Each of the four local stations broadcast special programs and many radio stars were present in person. This event stimulated interest in summer radio reception and as 4,950 adults paid admission, it paid for itself.

Church Contribution Gets Leads

During the summer, M. Weidhorn, proprietor of the Electra Radio Company, Brooklyn, N. Y., armed with attractive photographs of a well known console radio, knocks at the door of the minister of a prominent church and explains that if

he can supply a certain number of leads by which radio receivers can be sold, the parish house of the church will be furnished with a radio receiver without charge.

Mr. Weidhorn then takes these names and canvasses them, using as an entree the photograph of the well known console. He says, "It is difficult to select a section in which the average of people to whom we can sell radio sets is high, but by offering the neighborhood parish a radio set this canvassing work is centralized. The photograph furnishes a lead, as few women can resist the temptation to examine expensive furniture. Ministers are quick to realize the advantages of a receiver in the parish house and are willing to supply good leads in return. Outside sales campaigns of this kind have proven very successful for Weidhorn.

Gives Concerts on Public Beaches

Since the introduction of power speakers it is possible to substitute a radio receiver for an orchestra and note little decrease in volume or inferiority of tone quality. In St. George, N. Y., a radio dealer peps up his summer sales and secures prospects for sets and new speakers by taking a radio receiver and one of these new reproducers down to a nearby beach each Thursday evening in an automobile which bears a sign announcing a concert by a popular dance orchestra, broadcast each week at the same time. This regular feature establishes a permanent attraction and people flock to these entertainments. Power is supplied for the set and speaker from a neighboring hotel. This is accomplished by means of a long flexible lead running to the car. A slight fee is paid the hotel proprietor for the current used each evening.

Of course a set and speaker of this type are not absolutely essential in order to make such demonstrations. If an ordinary set is used the storage battery of the car may be utilized to light the tubes.

Battery Display Increases Sales

Batteries are perhaps the greatest source of revenue to many radio dealers during the summer months. The Peterson Storage Battery Company, Lynbrook, N. Y., increased its battery business 25 per cent last May merely by an unusual window display. The store manager, R. Eitel, says, "Although batteries are bought all year 'round it is necessary during the summer to speed up this procedure. A window display of batteries is monotonous and attracts little attention. But last year we cut up an old B battery into various parts and another in cross-section form and placed them in the window. The result was that people stopped to examine the construction of the bat-

Radio Picnic

SUNDAY
JUNE 21

Congress Springs Park, Saratoga

Good Auto Highway or Southern Pacific
Company Trains

Big Radio Gate Prizes

Portable Radio Set Contest

Stations KPO, KFRC, KGO and KLX on the
air 1 to 3 p.m. Special Programs to judge your
Portable Set. Bring your set and win a Prize.

Meet the Radio Folks

Mac and His Gang—Big Brother—Drury—
Wing and the Lake Merritt Ducks
and many others will be there
to make the fun.

INFORMATION INSIDE

Special Rate Auto Gate
or Railroad Tickets For Sale Here

Poster announcing "Radio Picnic" held last
year at San Francisco

teries, remembered that their own at home was a bit weak and came in and bought new ones. This same 'vivisection' stunt has also worked satisfactorily on vacuum tubes, the various component elements being displayed on a white cloth in the store window, increasing the weekly sales about 10 per cent."

Has Set in Restaurant

Last summer the Stevens Music Shop, Port Richmond, N. Y., installed a portable receiver in an adjoining lunch-room run by a friend. The reception in this store attracted widespread attention and was the direct cause of two sales, each one for a \$250 receiver. This idea may be easily carried out by retailers who are acquainted in neighboring shops such as beauty parlors, barber shops and cigar stores. These shops have a continual flow of business and as they deal largely in merchandise or service which is generally conceded a necessity, a receiver installed in such a place will attract much attention.

Sells Sets to Storekeepers

The baseball season and broadcasting of games and box scores are used to sell radio by Brickert & Brooks, radio dealers of Fredericksburg, Va. M. C. Brooks had a number of store-keepers—garage owners, gas stations, ice cream stores and other retailers on his list for sales of radio apparatus, but had some difficulty in convincing them that the installation of a radio receiver would help sell their own merchandise to customers. With the opening of the baseball season negative arguments were overcome, for customers drank more bottles of "pop" and consumed more packages of cigarettes while listening to an interesting ball game. The storekeepers themselves are all enthusiastic ball fans and Mr. Brooks has about 20 of them lined up for receivers.

Movie Contests Boost Summer Sales

To the local moving picture theater during the summer months flocks a never ending stream of people who are excellent prospects for radio receivers. The very fact that they come to such a place indicates that they are in search of amusement.

Up in Gorham, N. H., the local dealer, H. H. Hamlin, distributes numbered tickets to every patron of the local theater during an entire month each summer and at the end of this time a public drawing is made on the theater stage and a radio receiver given to the holder of the lucky number. According to Mr. Hamlin this is a source of prospects which keeps him busy throughout the season. The manager of the theater allows a receiver to be installed and operated in the lobby during this period and the receiver given away costs about \$30.

Publishes Customers' Testimonials

In Atlantic City, N. J., The Paramount Radio and Electric Company, 10 North North Carolina Avenue, put over a bit of publicity which has made a good many sales. To quote the proprietor, "It is time the radio dealer took a page out of the book of the theatrical profession. Never does an actress lose a tooth or her dog throw a fit that the event is not cleverly press agented. The other day a woman living in a town several hundred miles from our shop wrote for information regarding a set we had advertised in a local newspaper. We forwarded this letter, together with one of congratulation on its wide circulation, to this paper and as anticipated both letters were reproduced on the front page next morning. Space could not have been secured on this page in any other way for love or money."

Replaces Obsolete Speakers

Almost any dealer who has been in business for several years maintains a list of customers to whom he has sold sets and in many instances the accessories are also listed. The Century Radio Company, Brooklyn, N. Y., checks over its old customer list, notes the addresses of customers who have speakers now obsolete and probably nearing the end of useful life. Three men are sent out in cars each day, taking with them a few of the latest type cone speakers on a canvass of these customers. The new speaker is hooked up "for a test" and the contrast between the new and the old has sold many speakers of this type. Speakers are often left over night on approval, the salesman returning the next day.



Refreshment stands are summer prospects

A Portable for the Boy Scout Troops

Every summer the Boy Scout troops pack up and start for one of the various camps. According to A. A. Gullberg, proprietor of the East Orange Radio Company, East Orange, N. J., a letter to the scoutmaster in charge of the local troop, dealing specifically with portable radio receivers of the reasonable price class has been found to produce a sale to the troop as a group. Also, a contest for leads, with a set for the troop as the prize, has been found very profitable.

Double the Volume Improve the Tone

of any set
with a

POWER TUBE

Completely installed in your own home, including batteries, tubes, labor **\$15.00**

General Service Stations

307 W. 42d St.
PHONE PENN. 5566

Capitalizing a New Accessory

The power tube which has lately come into favor for use in the second audio stage of radio receivers, affords a channel through which the radio dealer may appeal to the set owner's desire for better reception. Old customers who have already been sold a receiver as well as entirely new prospects will be interested in this new accessory and a phone call or a small "ad" in the local paper will bring many inquiries. Not only is the installation of these tubes profitable, but the dealer gets access to the home of one interested in radio and may often turn a sale from a power tube to an improved receiver. The advertisement reproduced herewith has been run in several successive issues of a local newspaper by a New York dealer, with gratifying results.

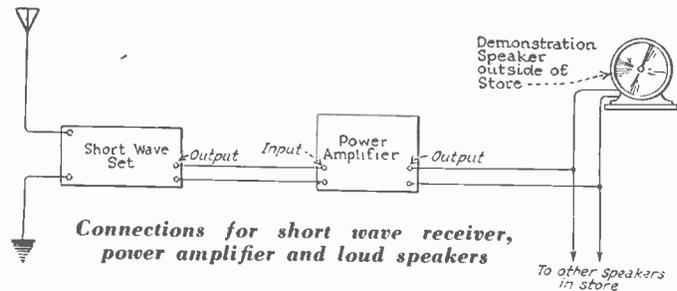
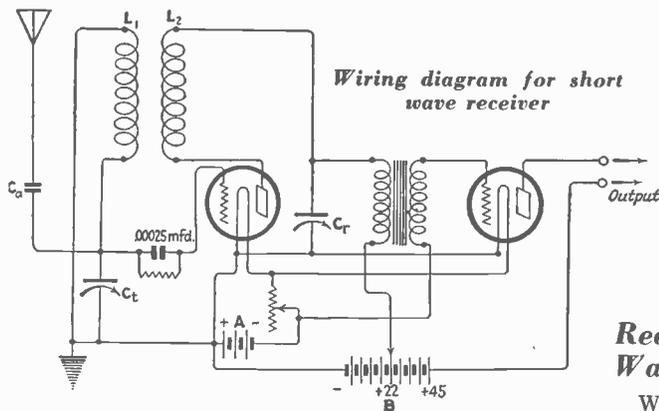
Comparison With Batteries Sells Eliminators

Many people believe that the B battery eliminator is still in its experimental stages, to be avoided for use with a radio set until perfected. This is, however, a fallacy, as the eliminators manufactured by many concerns serve as efficient plate supply units, replacing the battery and often bettering reception because of uniformity of current. Selling eliminators to many old customers is largely a matter of getting them to compare results with batteries, proving that they are cheaper to operate and at least equal the performance of the battery without objectionable hums. One large New York retailer has increased the

sale of these instruments 50 per cent by installing a switch arrangement by which a receiver may be demonstrated instantly on either batteries or an eliminator. A sign placed in his window inviting comparison calls attention to this demonstration.

Many radio fans enter the shop for such a demonstration out of curiosity, not with the intention to buy and are so amazed by the improved reception that they scrap their B batteries.

Sales of this popular accessory may also be increased by staging special public demonstrations of both A and B battery eliminators in the shop at a



Receives Short Wave Programs

Warm weather with increased static and poorer reception frequently causes embarrassment to the radio dealer in demonstrating a set or maintaining a steady signal when he has a loud speaker placed outside the store. Most of this inconvenience and uncertainty can be removed by utilizing the scheme of the Clarke Electric Company, Danville, Va.

Inasmuch as shorter waves are used for long distance relay broadcasting work at various stations, it was decided to rig up a short wave receiver with a set of interchangeable coils, covering the wavelength span of from 15 to 200 meters. On nights when static and other interference is so bad on the regular broadcast wavelengths, and good reception or demonstration in the store is next to impossible, this company hooks up the short wave receiver, takes the output which includes one stage of audio frequency amplification and feeds this to a power amplifier in the store, which in turn goes to the demonstration speaker outside of the store. It is

ment, C_t is the tuning condenser consisting of 9 plates at the maximum. C_r is the regeneration control condenser and should be approximately .00025 mfd. L_1 is the grid coil having a diameter of 3 in. wound with No. 16 D.C.C. wire, having $17\frac{1}{2}$ turns for the 80-meter band, $7\frac{1}{2}$ turns for the 40-meter band and $2\frac{1}{2}$ turns for the 20-meter band. L_2 is a tickler coil having the same diameter, wound with the same size wire with $9\frac{1}{2}$ turns for the 80-meter band, $4\frac{1}{2}$ turns for the 40-meter band and $3\frac{1}{2}$ turns for the 20-meter band. The C_a plates should be spaced approximately $\frac{1}{8}$ in. apart.

The rest of the constants of the circuit are those ordinarily used in receiving sets. After listening to WGY on 40.1, 35, 65 and 90 meters, KDKA and KFKX on 66 meters and WJZ on 69 meters you will find this mode of reception well suited for summer use.

Radio Receivers for June Brides

In the month of May the crop of marriages increases and as these newly-wedded couples usually furnish a home, a radio is an appropriate addition. Last year the proprietor of the Paramount Radio and Music Company, Hoboken, N. J., mailed a number of personal letters to newly-married couples using the marriage license list in a local newspaper as a mailing list. After these letters had been in the hands of prospects several days he called them on the phone where possible, and followed up several with personal calls. During the month, four \$350 console receivers were sold in this way and the proprietor expects to treble this number this season by a more intensive campaign.

This idea may be carried out still farther and radio sets sold to the friends or relations of the couple as a group wedding gift. Radio is the latest and most up-to-date thing for the home and makes an excellent wedding present or wedding anniversary gift.

Furniture stores have long realized the wisdom of advertising articles for the home to newly-married couples and regularly circularize them, often making personal calls as well.

certain time advertised in the local papers. An advertisement of this kind will draw both those who wish to purchase an eliminator and the skeptics who may easily be convinced of the accessory's superiority.

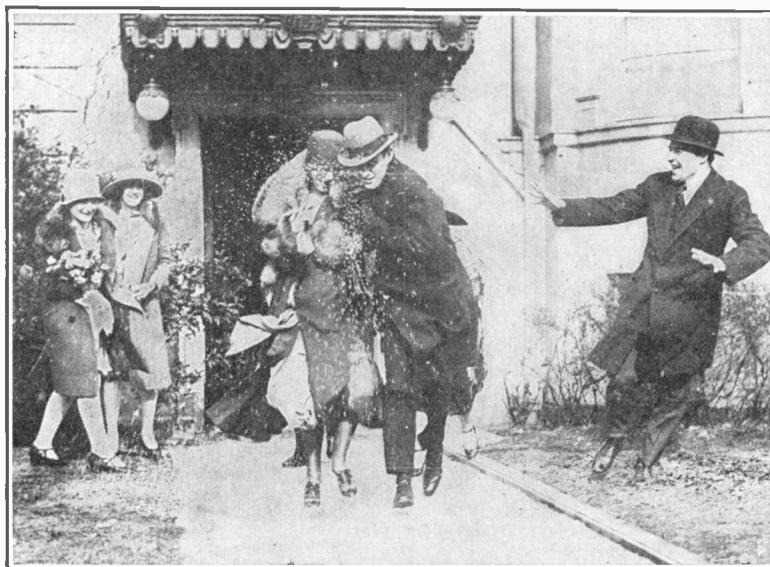
Sells Extra Speaker Installations

Installing speakers with the necessary extension cords and equipment in the homes of radio receiver owners has resulted in quite a profitable business for the Summit Storage Battery Company, Summit, N. J. Few receiver owners realize the convenience of speakers installed in the various rooms of the house and a canvass of old customers nets the company on an average of six installations of this kind per week. Speakers are, of course, sold with the installation.

Also, upon entering the store you will find on the radio counter a convenient cigarette lighter and carton of cigarettes. The proprietor explains that if you can get a customer to smoke you can keep him in the store longer and cover all the accessories in which he may be interested.

Sells Lamp With Every Set

With the tendency in the design of radio receivers slowly but surely swinging from the original "apparatus" idea to the more recent furniture design, the customer is largely impressed by the appearance of a set installed in his home and will often be induced to add to its appearance by the addition of an electric lamp or other ornament. The Mills Electric Company, Morristown, N. J., takes a lamp with an attractive shade on all radio installations and places it on the receiver cabinet. When lighted this lamp adds greatly to the appearance of the receiver. The sales manager tells us that few of these lamps are brought back to the shop. They also serve to illuminate an otherwise dark corner in which the set may be installed.



Every June bride should have a radio set

also connected so that a reproducer in the store may also be run.

The circuit illustrated, made up of the following parts, will be found very easy to construct and efficient in operation. C_a is an antenna coupling condenser consisting of two $\frac{3}{8}$ -in. copper discs soldered to the end of short pieces of No. 12 bare copper wire. Coupled this way the antenna is aperiodic which eliminates any antenna tuning adjust-

Service Pays!

Record sheet kept by New York dealer shows service calls for *one month only* netted \$191.77—
Accessory sales amounted to \$434.45

IF THE problem of service, as confronted by the radio industry today, is not the greatest single bugbear with which the retailer must cope, it certainly is by no means the least. Dating back to the beginning of the industry, this question has been discussed pro and con by those who spoke authoritatively and by those who were unquestionably out of their depth in the controversy.

There have been those who have claimed that without service they could not successfully survive, stating that the offering and maintenance of this same service proved the very backbone and mainstay of their business. Then again there have been those who have blamed a

yearly deficit upon its necessity, claiming that it was a parasite fastening itself to the retailer and consuming the profits of his business.

It is not the purpose of this article to discuss the matter one way or the other but to present actual facts and figures of one entire month of servicing by a dealer who is making service pay and who was selected as representative of the average retailer throughout the country. The experiences of the Dreher Radio Company, New York City, proves conclusively that service calls, *if properly handled*, can be made to pay for themselves.

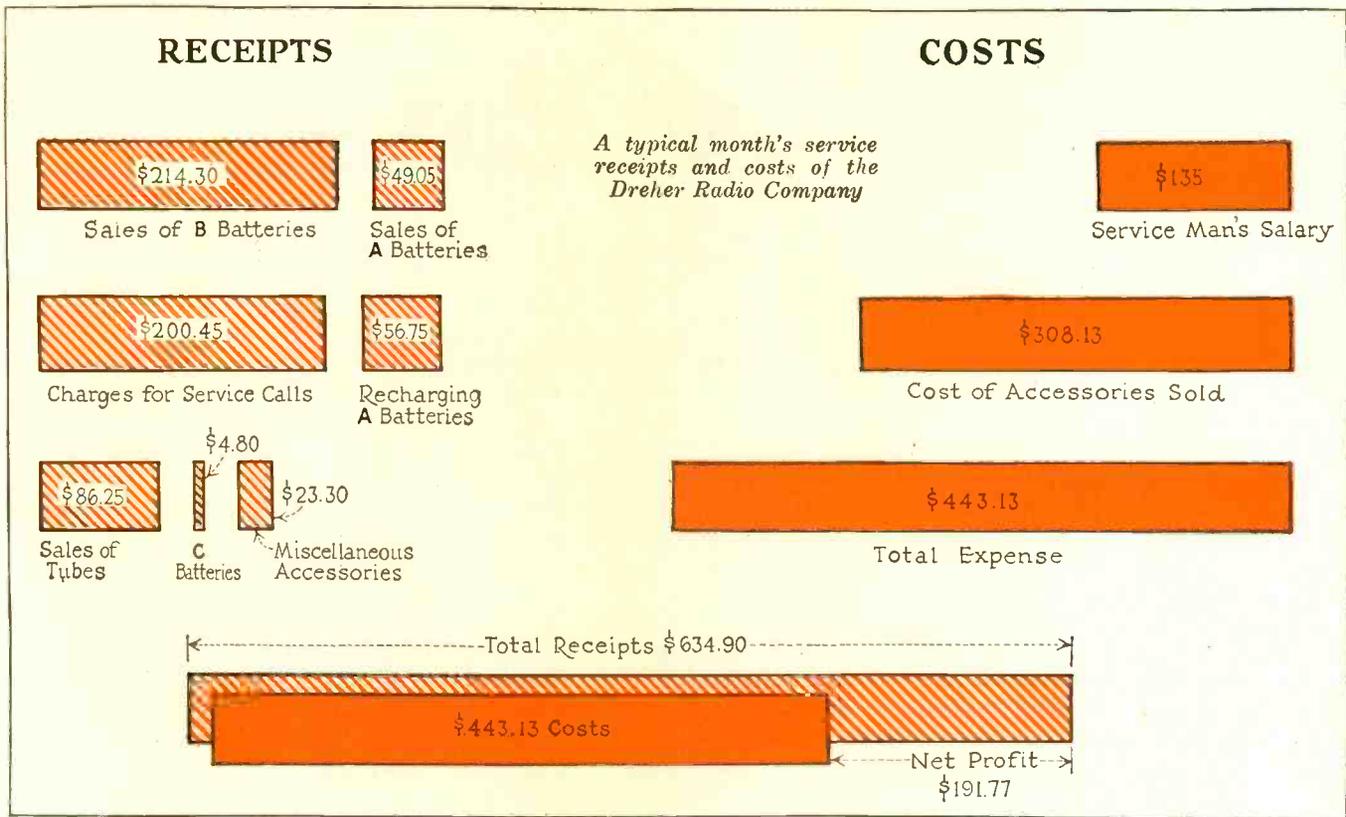
One day, during the course of his regular visits to the dealer trade, the writer dropped in to see Fred Dreher, proprietor of the Dreher

Radio Company, and found him poring over a sheet which appeared on the surface to be some form of high mathematics. He was apparently engrossed in compiling data by which he could ascertain just how his business had progressed during the last month or so.

"What's that?" I asked him.

Fred answered, "Why—about a month ago, Mac, I got a sort of a hankering to know how well I had made out on my service calls, so I decided to keep a record of just how much they cost me and whether or not I have made money. Previously I had thought that service certainly did not pay and that I offered it only because it was necessary in order to keep customers satisfied.

Date, Feb. 1926,	Service Calls Made	Cost of Service, Time, Etc.	Charged for Service	Sales Made During Service Calls						Total Day's Receipts	
				A Batteries	B Batteries	C Batteries	Tubes	Misc. Access.	Batteries Rechg'd.		
1	8	\$5.40	\$8.50		\$13.75	\$0.50	\$2.50		\$1.75	\$27.00	
2	5	5.40	7.50		13.00		22.50	\$1.50	1.00	45.50	
3	5	5.40	5.50	\$2.00	16.75					24.25	
4	4	5.40	5.25	2.00	22.00	50			1.00	30.75	
5	4	5.40	4.00					15.50	.50	20.00	
6	12	5.40	14.25	3.00	2.75		2.50		5.25	27.75	
8	5	5.40	5.00	1.35					2.50	8.85	
9	8	5.40	9.50	8.70	5.50		5.00	1.30	.50	30.50	
11	11	5.40	10.25						6.25	16.50	
12	6	5.40	11.00	2.00	6.50	.50	2.50	2.00		24.50	
13	7	5.40	7.00		3.25		5.00		.50	15.75	
14	10	5.40	10.00		2.75				7.00	19.75	
15	2	5.40	2.00	2.40			2.50		.50	7.40	
16	8	5.40	13.70	1.20	15.15		2.50		2.00	34.55	
17	9	5.40	8.75	2.40	3.50	.40	7.50		4.25	26.80	
18	3	5.40	3.00		5.50					8.50	
19	14	5.40	18.00	4.80	16.50	1.10	9.25		4.00	53.65	
20	13	5.40	18.75	6.60	26.75	1.80			5.25	59.15	
22	5	5.40	6.00		12.00				2.75	20.75	
23	5	5.40	5.00	4.55	11.50		13.50		.50	35.05	
24	5	5.40	4.20	2.40	8.20			3.00	2.00	19.80	
25	5	5.40	4.80				6.75		3.00	14.55	
26	5	5.40	5.00	5.65	8.25				1.25	20.15	
27	11	5.40	9.50		20.70		2.25		5.00	37.45	
28	2	5.40	4.00				2.00			6.00	
Month's totals	Calls 172			TOTAL RECEIPTS							
				\$200.45	\$49.05	\$214.30	\$4.80	\$86.25	\$23.30	\$56.75	\$634.90
				TOTAL COSTS							
				(Cost of Merchandise and Service)							
		\$135.00		\$36.33	\$158.73	\$3.55	\$63.88	\$17.26	\$28.38	\$443.13	
Net Profit			\$65.45	\$12.72	\$55.57	\$1.25	\$22.37	\$6.04	\$28.37	\$191.77	



"But since starting this little system of mine, I've changed my mind. I've just finished recording the month of February and have the actual figures before me. I find, much to my surprise, that service not only paid for itself that month, but has been actually profitable. First of all I will explain this record sheet to you so that you may use your own judgment as to its value.

How the Record Works

"I've taken the month of February as an example, but could just as well have taken any other. As you see, nothing but service calls, charges and merchandise sold while on these calls are listed. In the first column at the left, I have placed the dates of the month's working days, vertically, and in the next, the number of calls made per day. It has been a fixed policy of mine to charge one dollar an hour for all service, whether to repair sets or to deliver recharged batteries, fixing the minimum at this figure. Therefore it has been simple to list in the third column the daily cash receipts or fees brought in by my man for service time. In column three, headed 'Cost of Service Time,' the cost of the service man's time has been approximated by dividing his weekly salary of \$40 by the number of days worked, and as not more than two-thirds of his time has been spent

on outside calls which average seven daily, I figure it costs me about \$4.40 a day to employ him for outside service work. In order to allow for fares and transportation, one dollar extra has been added to this amount, making this cost \$5.40 per day. The fourth column headed, 'Charged for Service,' lists the daily amount collected for time and deliveries.

"WHETHER service pays or whether it extracts the last dollar of the hard earned profits of the retailer, depends largely upon whether or not the service man just services or at the time of his call also acts as a salesman of accessories."

"In the following columns to the right, under the separate heading of 'Sales Made During Service Calls,' I have listed the totals of the various accessories sold day by day while making these routine calls, recording the exact amount received for this merchandise. Tubes, batteries and miscellaneous accessories each have a separate column. On the extreme right, the column marked 'Total Day's Receipts,' is merely the total of the entire day's receipts for

time, merchandise, etc. In other words, the horizontal addition of each day's columns with the exception of the three to the left, give this figure.

Results of Tabulation

"Now to get right down to actual figures and facts of what the month has meant to me, we look at the totals and my estimate of profits, shown at the bottom of the entire chart. First, by looking at the addition of the second column, I see the total number of calls made during the month, or 172. Next, by adding the allowance made each day for the cost of my man's time for twenty-five days, this cost is \$135. By subtracting this amount from the figure of the next total, 'Charges for Service,' I find that I have made \$65.45 on his time alone. This is plainly shown in the extreme lower figure of the fourth column from the left.

"By figuring that the total receipts of accessories represent the retail sales price and by subtracting 26 per cent of this amount (the average radio discount), finding in this way the approximate cost of the merchandise, then subtracting this amount from the sales price above, it is evident that I have made \$55.57 on the sales of B batteries, \$22.37 on tubes, etc., the total sales of accessories amounting to \$434.45—that figure being the total receipts less

the charge for service man's time.

"As the trade discounts are generally higher than 26 per cent, I have used this low figure as an average throughout the approximation of accessory costs with the exception of the estimation of costs of charging and renting batteries, for which figure I have conservatively judged about 50 per cent profit to be the case. Adding the total profits shown at the bottom of the chart horizontally, you see that the grand total which is recorded in the lower right hand corner shows a profit for the month's operations as \$191.77

"I am certainly glad that I started this record as it gives me the assurance that not only have I made money on service, but it also has shown me that B batteries are by far the greatest sellers on these calls, that tubes are rated next and that my man has actually brought in—in payment for his time alone—more than I pay him per week.

"I see furthermore, that if my employee, who is essentially a service man and not a salesman, can sell such an amount of accessories, a man who is a salesman as well as having the necessary technical knowledge, can more than double this figure each month. The whole thing rests on making your service man earn his keep by selling accessories while making the rounds."

What the Charts Indicate

The charts below show graphically the daily fluctuation in service income and costs. Graph A shows the daily cost against the gross sales line, cost being indicated in black, gross sales in red. The horizontal numbers represent the days of the month and the vertically listed figures at the left, the daily costs and income in dollars.

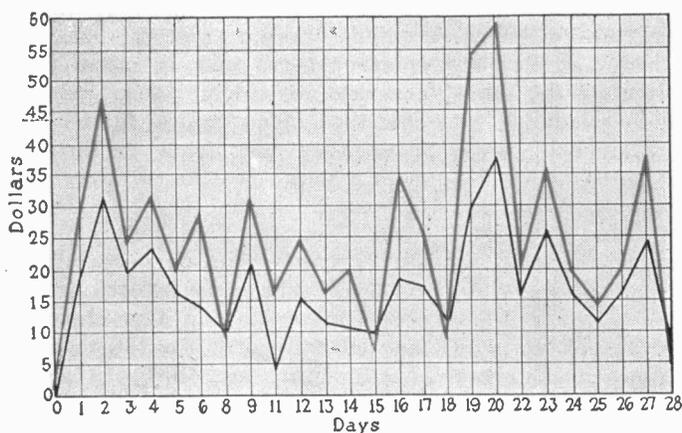
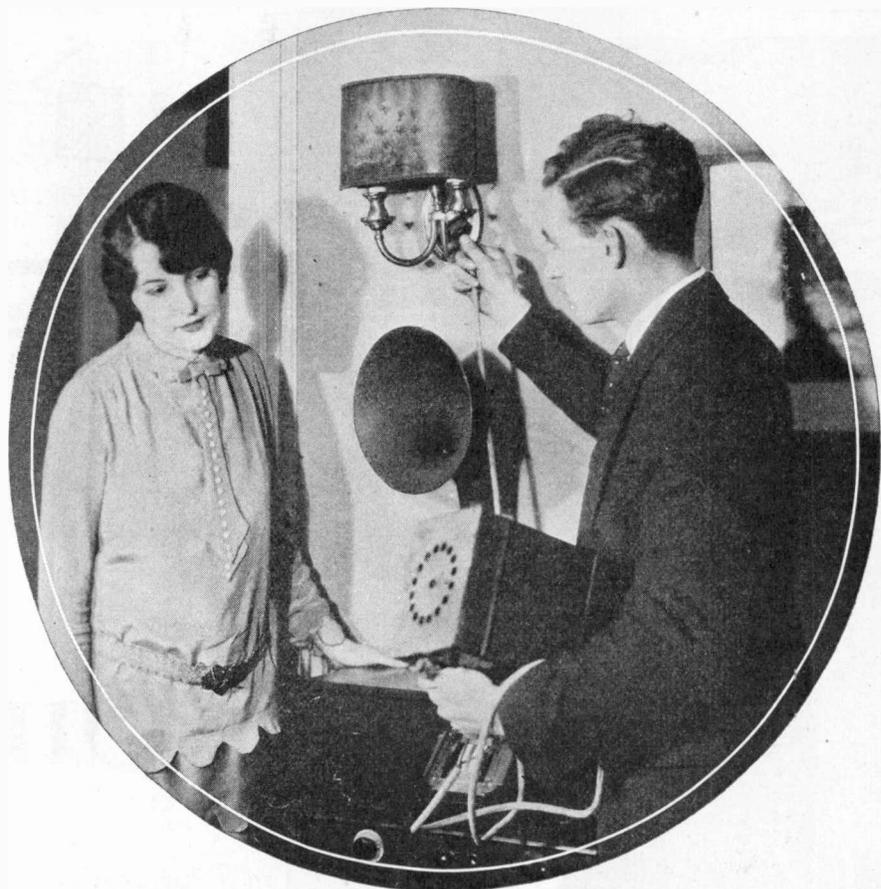


Chart "A"—One month's service receipts and expenses. Receipts are charted in red



Dreher's service man sold \$434.45 worth of accessories during one month's calls

Note that the sales line dropped below the cost, or indicated a loss, on but three days of the month, the 15th, 18th and 28th. The maximum daily sales and profit were made on the Saturday preceding a legal holiday and week-end, Washington's birthday.

Graph B shows the daily profit on calls and may be taken as the difference between the cost and sales lines shown in Graph A, the profit corresponding to the rises and falls in both of these lines, showing again, that a loss occurred only on the three days mentioned, and that on one

day—the eighth—there was an even break. Therefore, of the twenty-five days of February on which service calls were made, twenty-one showed a profit on service.

It must also be remembered, when considering the net profit this dealer made on service, that no share of the general overhead expenses has been apportioned to the service department, service being considered here as a unit that stands by itself—an added source of profits in a business whose overhead expense remains the same whether or not service is given.

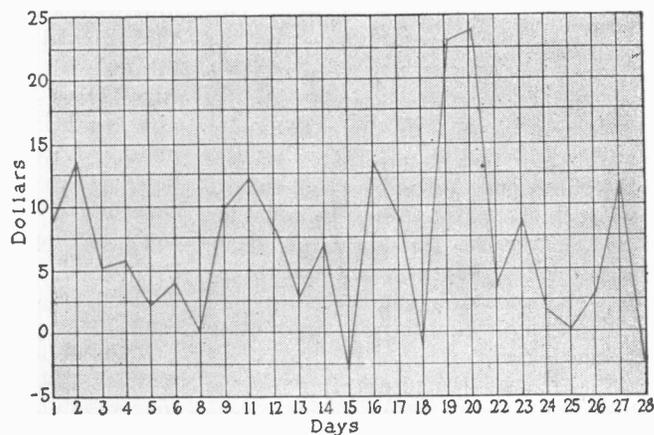
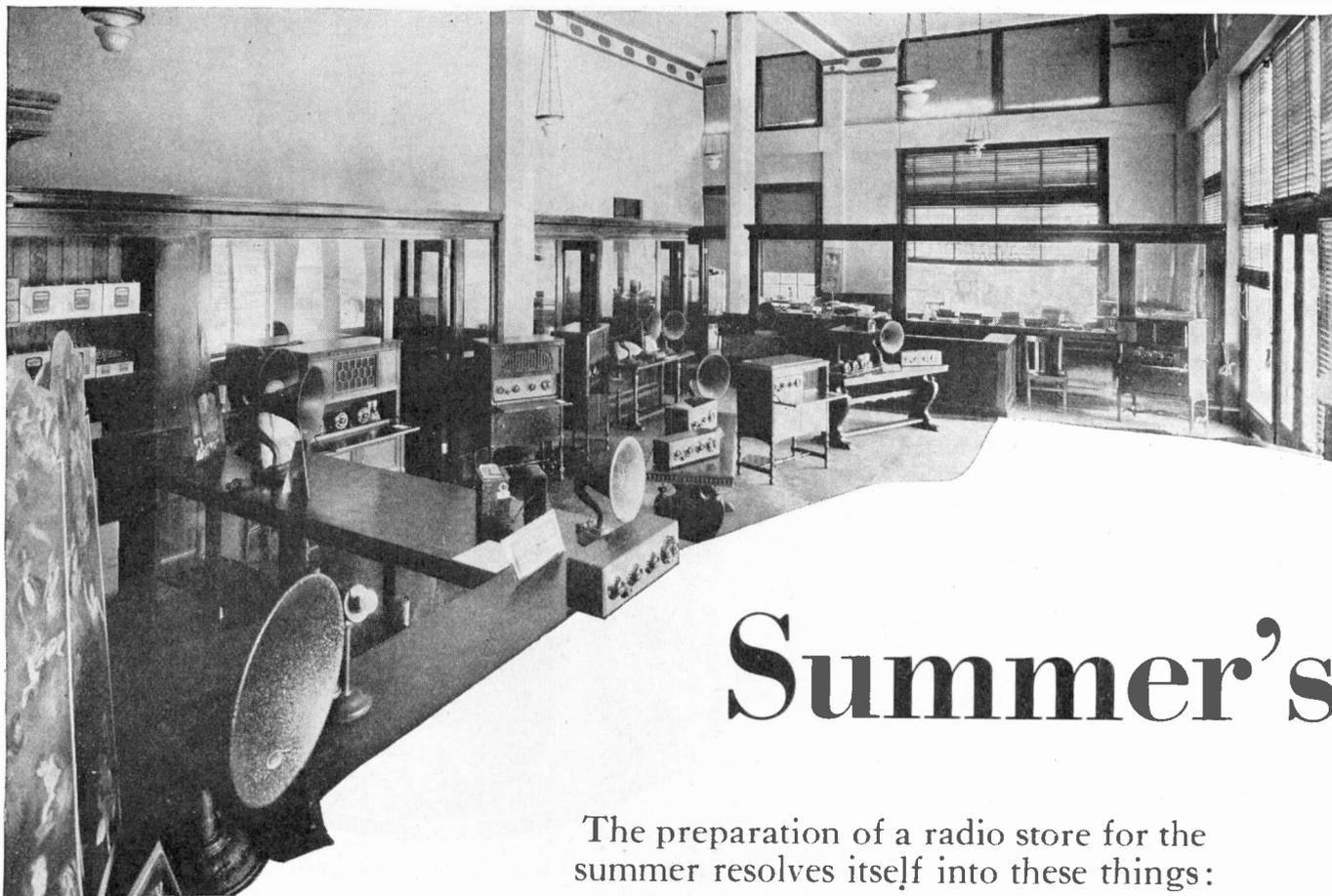


Chart "B"—The daily net profit line. Note that loss occurred only on three days



Mr. Slump closes his business eyes and goes to sleep during the summer — his store looks like this.

Summer's

The preparation of a radio store for the summer resolves itself into these things:

1. *Reducing the inventory.*
2. *Reversing the display of goods, bringing "best sellers" to the fore.*
3. *Cutting overhead.*
4. *Stimulating sales with new and useful items.*
5. *Organizing outside selling campaigns.*

By J. ANDREW WHITE*

NOW, in the month of May, the retail radio business arrives at the crossroads. It is a time, of change and for changes, with the question uppermost: What is to be done to get the store ready for summer?

I can tell you what is done in some stores—and some of the things will apply universally—but conditions vary so widely by reason of geographical location and its relation to climate and centers of population, and because of the purchasing power and individual tastes of the different communities served, that it seems to be more useful to consider the matter in the light of basic principles which establish and direct the fundamental operations of all stores, small and large, no matter where located.

The most important thing for the radio retailer to know at this time is the exact condition of his business.

*Vice-president in charge of merchandising, Haynes-Griffin Radio Service, Inc., operating retail radio stores in New York and Chicago.

Begin with the inventory. At regular intervals, or at odd times, during the year every store follows through with some form of stock-taking which reflects either accurately or approximately the items and quantities of merchandise on hand. With the arrival of May, however, guesswork must end and a careful survey be made of the season's selling history and the prospects of carrying-on during the months of slackened business to come.

It is not every merchant who realizes the importance of knowing the exact quantity of each item sold in his store, and when it sold best; that is, whether the sales were distributed evenly over a long period of weeks or concentrated within a few,

and in which months the high and low levels of selling were reached on each of the items. If the inventory taking system has been comprehensive and is in effect an accurate control of stock, such as I described in my article in the April issue, then the owner of the store is in a sound position to know what to expect of the goods he has on hand. For it is immediately obvious that items which have maintained an even selling level over a long period of weeks and have shown no marked falling off in the most recent months, are likely to sell in either a definite quantity or proportion during the period between May and September. Little concern need then be given to items such as these if the stock-taking shows only a



Coming —get ready!

reasonable quantity on hand. The thing to do is to put a little extra push behind the selling of these staples, featuring them in window and counter displays and instructing the salesmen to call them to the attention of customers.

THE principle to be established in this connection may be briefly stated thus: Certain items have proven themselves to be ready and steady sellers, throughout the season; other items which may have reached a total sale even larger for the season have not maintained their gait, the falling off in sales having occurred either recently or through periodical slumps, or while they may have been moving briskly in December they have shown little signs of life during the succeeding three months. The ones to be featured in the extra sales push now, in May, are the steady sellers, for then the retailer is taking advantage of the selling principle so often expounded—give the public what it wants.

In the main, these items will be in the accessory class. They are devices which either require periodical renewal, or are improved accessories designed for greater conven-

ience in operation of the radio fan's set. Placed before the customer with the suggestion or the urge to buy, they are the easiest means of directing his attention to radio in general and keeping alive his interest in the excellent programs still to be heard at a time when the lure of the golf course and the call of outdoors is being presented in the displays and advertising of merchants in other lines.

Next in importance of the disclosures of the inventory—which of course we will assume to be an absolutely accurate one now, no matter how loosely previous stock reports may have been taken—is the extent to which the retailer has been "stuck" on his season's purchases. The non-movers and the slow-movers are to be carefully segregated from the items which may be lying on the shelves in quantities as large or larger, and the determination made as to which particular merchandise holds little promise of ready sale, now, in the month of May. These are then made ready for a clearance sale.

Bargain prices are the whole secret of the success of such a sale, and while there may be plenty of

Mr. Jump rearranges stock, gives public reception of sporting events and does outside selling—his store looks like this.

people to take issue with me on the question of price maintenance, I stoutly maintain that there is nothing unethical in the clearance sale as such, and as a matter of fact look upon it as one of the essentials of sound merchandising. Any retailer will make some mistakes in his purchasing; the time to clear away the accumulations from the errors of a season is in the early stages of the normal falling off from the peak of the sales volume, which as we all know comes along about ninety days after Christmas.

THE clearance sale accomplishes two things: It gives the merchant ready cash, and it clears his shelves and his vision to make ready for new merchandise. Those are basic matters, for he is bound to acquire more optimism about his buying judgment when the "souvenirs" have been removed from his sight, and he acquires a clear conception of his financial resources so he may determine which economies are wise and which are essential to

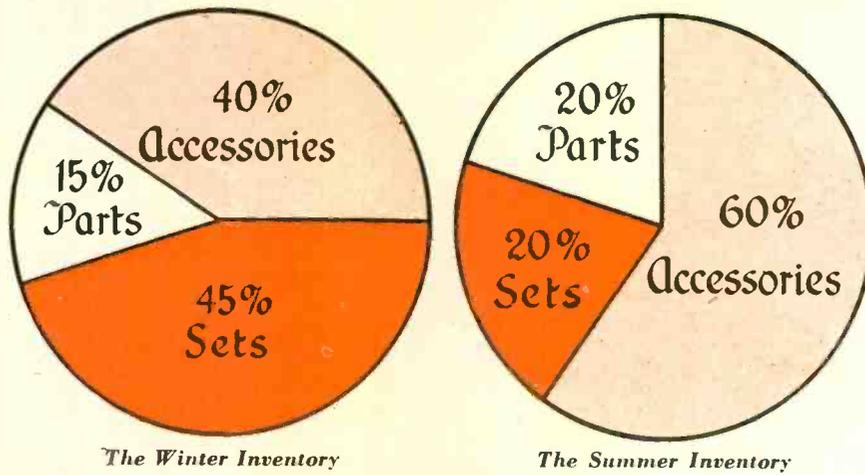
carrying the business on through the slack season, and to make allocations of funds on hand and receivable, in the purchase of new stock.

The clearance sale is not always as effective if it comes in the form of one big price explosion; often it is wiser to group the merchandise to be disposed of, and present it to the public in a series of

sales days over a period of, say, two weeks. Then, too, there is the importance of the frank statement; it has always seemed to me to be a wise thing to tell the public the exact reason for the sale, without any apologies and without that unconvincing bombast about the exceptional purchasing skill which made the bargain prices possible. If the radio store is one which runs along the greater part of the year giving good service and selling reliable products at list prices, the announcement of a real clearance sale is sufficient in itself to attract large crowds and ready purchasers. Of course the prices must be attractive, and they may well be, if the store has been selling radio at the standard margin of profit; in fact, the stock on hand should be so relatively small, and the desirability of cleaning the slate so evident, that the price effect can be made nothing short of startling.

And there we can safely leave the matter of reduction of inventory, for although it is an essential in the initial preparation of the store for summer, anything more that could be said on the question would necessarily con-

How Retail Inventory Should Vary With the Season



cern itself with the handling of the merchandise to be moved—a matter which is a problem as varied in the smaller details as stores are unlike in content and conduct.

TURNING to successive and progressive steps next to be taken, it may be useful to consider first the physical arrangement of the store.

Because of the reduction of inventory there is more room. This space should be so arranged that the ready sellers are given a maximum amount of display. This may necessitate moving the stuff in the back of the store up front, and bringing goods from the storeroom to be placed on counter shelves. Whatever it involves, however, the point to be kept in mind is that the business is now entering the natural period of sales resistance and the customers' eyes should come to rest upon merchandise which reminds him of the desirability of renewal or the advantages of replacement.

Oceans of optimistic talk have flowed through the trade about the new customers that can be dug up in the summer. Within my personal

Few newcomers drift in; in overwhelming majority are the sales to confirmed radio fans, and the purchases of accessories far outnumber the set sales. So, entirely in spirit, and in fact also, so far as it seems wise, this is the time of the year for reversing the order of display and featuring the accessories and parts up front and relegating the complete receivers more or less to the background. A corresponding change in window displays and in advertising is the natural complement to this sales policy.

ONE important point arises here also, and by no means should it be let out of mind in the commendable desire to clear the decks. It is the obvious need for keeping the cash register ringing after the stirring days of the clearance sales are over. There is such a person as the died-in-the-wool radio fan, who keeps his set going the year 'round. At any time he is interested in new things. If he is of the home-builder type it may be a new circuit, a better audio or radio transformer,

Continued on Page 482



The wrong summer stock arrangement—sets foremost, accessories subjugated



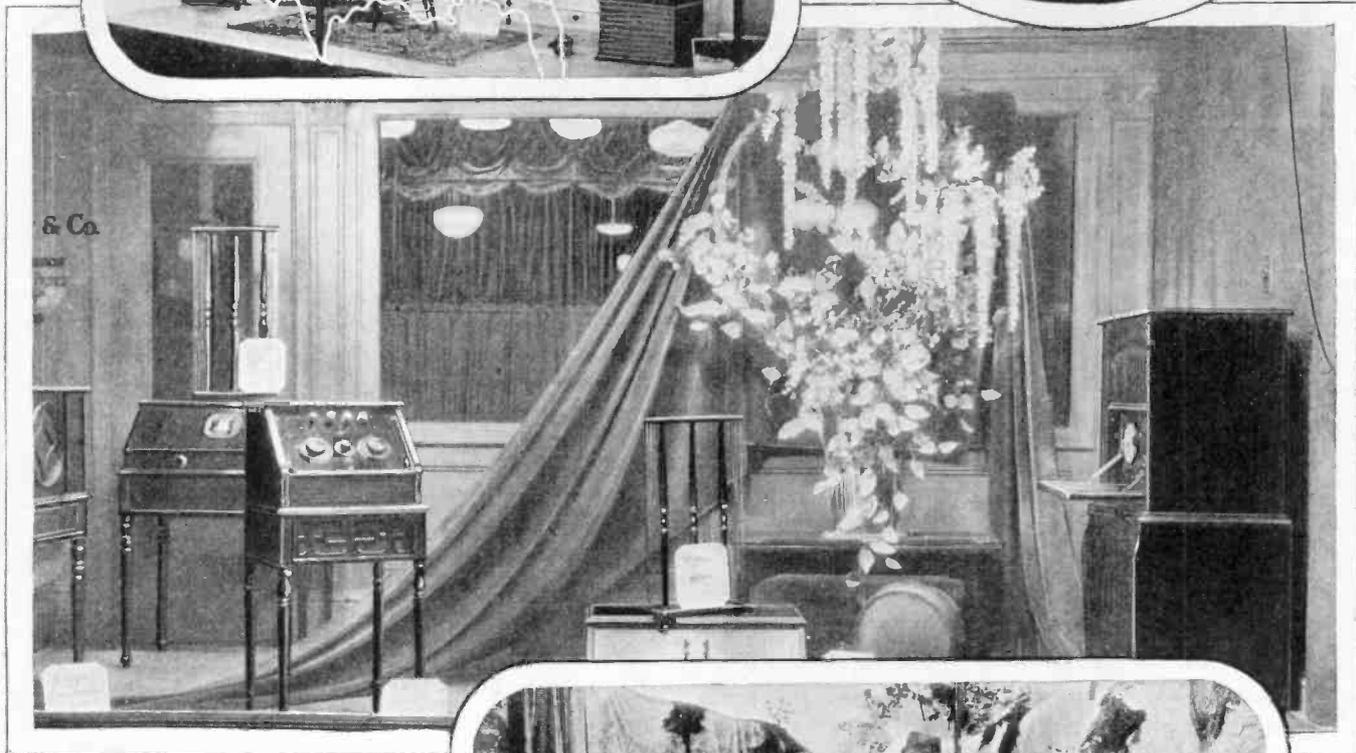
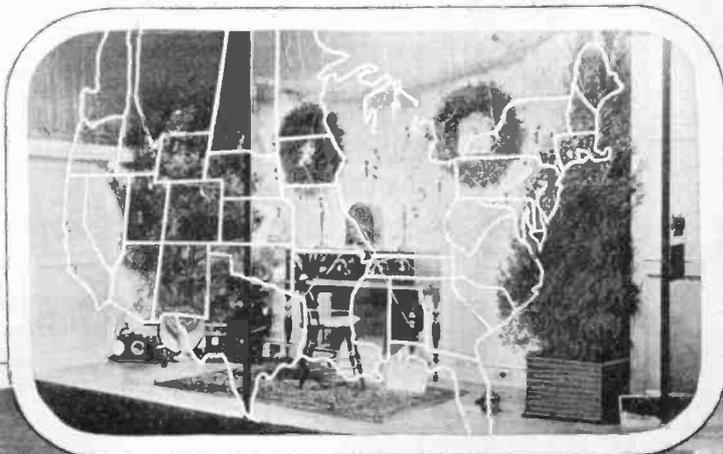
The right summer stock arrangement—accessories prominent, sets in background

experience, and from all I can learn by investigation, there is far more talk than substance behind these ideas. Practically all the business the established radio store can expect to do in the off-season will be with people who have already bought—and certainly this is true if the statement is made as strictly applicable to the confines of the store itself.

Attractive Windows Catch Their Eyes

The N. A. Shearer Company, York, Pa., (below) outlined a map of the U. S. on its window, with ribbons running from the leading stations to a radio receiver centered in the background.

By means of inexpensive draperies, the Audiola Radio Company, Toronto, Can., (right) made an effective window display to concentrate on one particular set.



A basket of flowers against a dark velvet drape lent just the right Spring touch to the above window of the Sherman-Clay Company, Portland, Ore. Although the sets have the appearance of unplanned placing, the window as a whole is well balanced.

At right is a display by the Lyon and Healy Music Company, Chicago, depicting one of the summer uses of a portable—on a "private little picnic for two." The display might have been more outstanding against a darker background.





Caution!

*The order book and the expense sheet
will be two important factors this year*

—watch your step

By S. J. RYAN
Merchandising Counsellor

ADVICE is usually valued in proportion to its cost to the individual.

For many months this magazine has preached the gospel of a knowledge of the costs of doing business and an intelligent control of expense. There is far more to business than just increasing sales.

This is written early in April, but it looks as though the value of this advice to the radio merchant is to be tested very shortly.

The collapse of prices on the stock exchanges, such as was in progress during March, is nearly always followed *some months later* by a business recession. In this case the collapse of several important primary markets has immediately followed the stock exchanges.

This means a readjustment of values and that means disturbance—and *any* disturbance in business is not good.

At this writing, the whole affair appears to be a financial settling, and basic factors such as car loadings, bank clearings, savings deposits, etc., remain unaffected.

We must recognize, however, that our buying habits have been undergoing a change and the tremendous volume of time-payment buying (\$5,000,000,000 in 1925) is apt to prove a vulnerable point. I am referring to increasing credit risk and frozen capital tied up in slow paying accounts.

Certainly I do not want to pose as an alarmist, but the thinking merchant will bend every effort to increase his sales without a corresponding increase in expense. He will keep his accounts receivable and stock investment in a more than usual liquid condition.

He will use *caution*.

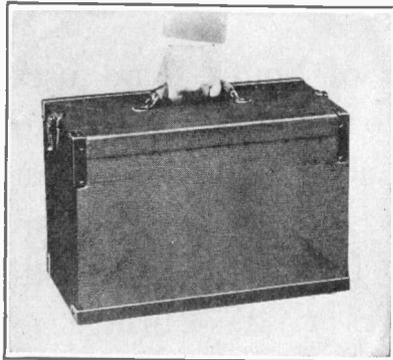
It looks as though 1926 will be the test for many a merchandising policy.

Specifications of Portable Radio Receiving Sets

INFORMATION concerning radio products, with the name and address of the manufacturer, is a feature of *Radio Retailing's* editorial service published from time to time as market conditions warrant. This service is wholly for the benefit of readers and is without charge of any kind whatsoever to the manufacturers listed. It is

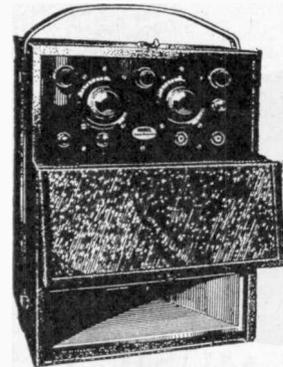
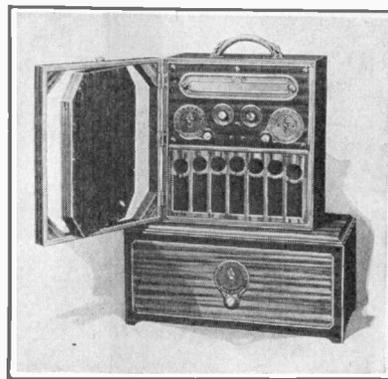
Radio Retailing's desire to make these pages a representative directory of radio products, so that, by following them as they are published, the dealer will always have at hand the information he wants to know about any radio set, reproducer or accessory. Manufacturers are invited to send specifications of their products for representa-

tion in the tables which are frequently revised and brought up-to-date. For battery chargers, eliminators and power units see the January issue, pages 70-72. Complete listings of all radio manufacturers and their products appear in the *Radio Trade Directory* which is issued quarterly by the McGraw-Hill Publishing Company, Incorporated.



(Left) Operadio Corp., \$160.

(Right) Kodel Radio Corp., \$75.



(Above) Radio Corp. of America, \$225.

(Left) Kodel Radio Corp., \$25.

(Right) Ozarka Inc., \$40.70.



Name and Address of Manufacturer	Trade Name and Model Number	List Price	No. of Tubes Used	See X Below	No. of Tuning Dials	Weight Complete in Pounds	Dry Cell or Storage Battery Operation	Material of Case	Speaker Built-in or Separate	Enclosed Loop or Outdoor Antenna	Extra Accessories?	Overall Dimensions in Inches
American Apparatus Co. Richmond, Ind.	Amaco CN-13	\$25.00	2	Yes	2	8	D. C.	Leather		Outdoor antenna	Tubes, Phones, Batteries, \$7.50	7x10x9
	Amaco Super Heterodyne	150.00	5	Yes	1	25	Either	Brown grained Spanish leather	Built-in	Loop	None	8x20x10
Kodel Radio Corp. Cincinnati, Ohio	Kodel	75.00	4	Yes	2	31	Either	Black Leatherette	Built-in	Either		17½x10x13½
	Kodel	25.00	2	Yes	1	8	D. C.	Black Leatherette	Separate	Outdoor		6x7½x9
	Kodel	18.00	1	Yes	1	4½	D. C.	Black Leatherette	Head phones	Outdoor		5½x4½x8
Marwol Radio Corp. 546 Broadway, N. Y. C.	"Marwol"	115.00	6	Yes	1	23	D. C.	Fabrikoid	Built-in	Loop inclosed		15x17x5½
Operadio Corporation 8 So. Dearborn St., Chicago, Ill.	Operadio	160.00	6	Yes	1	55	D. C.	Fabrikoid	Built-in	Enclosed Loop	A & B Voltmeter Fuse	12x9x17½
Ozarka Inc. Chicago, Ill.	Ozarka Model 299	40.70	4 UV 199	Yes	3	25	D. C.	Bass Wood Keratol Covered	Built-in	Aerial Carried on reel		17x16x8
Petite Radio Corp. 459 Little Bldg., Boston, Mass.	Petite	12.00	Complete	crystal	set conta	ined in head						
Radio Corp. of America 233 B'way, N. Y. C.	Radiola 26 (Super-het)	225.00	6	Yes	2	41	D. C.	Walnut	Built-in	Enclosed Loop	Tubes	14½x13x9½
Radio Products Corp. 3816 N. 28th St., Birmingham, Ala.	Superflex Model B	90.00	4	Yes	1	30	D. C.	Wood Leather-covered	Built-in	Outdoor	None	22x16x10½
Wright De Coster Inc. St. Paul, Minn.	Aeme Special	23.00	1	For batts.	2	5½	D. C.	Walnut finished wood	Use phones only	Outdoor Antenna		5x7½x11

X—Has compartments for A and B batteries, phones, speaker, loop or antenna?

Varying the Appeal

makes newspaper ads effective



Burke of South Bend uses customer testimonials to make advertising stand out—plays himself and his shop down, but features the advantages radio brings to home life

to view through the newspaper—lets his little world of South Bend and vicinity draw its own conclusions as to the kind of a boy "Jack" Burke is.

Reproduced herewith are three examples of Burke's well conceived copy. Each illustration was chosen because it represents a definite and different type of appeal. These three styles we have classified as follows:

I. *The direct testimonial*—Let the unbiased user tell the story.

II. *The indirect testimonial*—Proof by presentation of favorable evidence.

III. *The appeal to the emotional senses*—Tell what radio will contribute to life at home.

Starting October 10, 1925, Burke ran a series of fifty three-inch, double column "direct testimonial" advertisements in his local newspaper. Crisp phrases from owners approving and endorsing the sets he sells met the reader's gaze nightly for two months. Each evening a new name and message was inserted.

"*Fiftieth of a series, watch for your neighbor's name,*" was the line which followed the user's testimony, signature and address.

"My concern sold at least seventy-five sets or approximately \$9,000 worth of radio business, directly or indirectly traceable to this series of ads," states Mr. Burke. "The space

By RAY V. SUTLIFFE

WHY—like little Jack Horner—do so many radio dealers in their advertising copy say, "What a big boy am I?" The public always discounts, in generous measure, any parading of self praise. It frequently puts a dubious tongue in its cheek when reading those broad and unconvincing statements about "what a great guy I am," especially when they know it's written by the "great guy" himself.

That is why the testimonial type of publicity, or an appeal to the emotions—the "how a set will add to my enjoyment of life" style of copy—proves, in many cases, so much more effective. This is undoubtedly the main reason why the newspaper advertising from the pen of C. D. Burke, secretary and treasurer of the South Bend Radio Company, 207 West Jefferson Boulevard, South

Bend, Ind., has "gone over big." He has used this latter style of copy extensively during the past eight months.

Burke sold 171 radio sets during his fiscal year ending August 31, 1925. This season he told the public, through the paid columns of the press and in the manner we have just outlined, about the entertainment value of radio and sold 387 outfits from September, 1925, to April, 1926. He attributes this impressive increase, in great measure, to the extent and character of his newspaper advertising.

But Burke didn't spend his good money for printer's ink to tell the world, "What a big boy am I."

This modern Jack Horner puts in his thumb and pulls out the plums of user approval or of public endorsement and—by exposing them

cost the company \$5.20 a day or \$260 altogether. This made our advertising appropriation for these fifty insertions not quite 3 per cent of our sales."

"How did I get these fifty letters? By going after them, of course. I wrote every person who had ever bought a set from us. In many instances I personally talked to the owner and obtained his permission to write a few words of endorsement."

Again referring to the effectiveness of this series, Burke said, "More than once a man or a woman would walk into the store and remark, 'Well, if Dr. Bolton says that about the set you carry, it must be so.' Or 'Harry Brown lives on my street and I thought I would like to see one of the sets that he mentioned so favorably in your advertisement last night.'"

The leading reason for the "pulling power" of the testimonial type of advertising copy is that it presents the story of product superiority from the unbiased viewpoint of one who has nothing to gain by what he says. The "testimonial" was undoubtedly a potent sales tool in the time of King Ahab. It has been used extensively ever since Gutenberg carved individual letters out of movable wooden blocks. It is used at the present time by many of the country's largest national advertisers—and if properly composed, it is just as effective today as in the age of the ancients.

"Through the medium of a Blank set, specially installed for the recital by the South Bend Radio Company, this reviewer sat charmed by the lovely voice of Mrs. Florence Guthrie Bader, etc." What better "indirect endorsement" of a radio set could a dealer possibly ask for than the foregoing remark of a professional music critic, which appeared in the newspaper after a "radio concert"?

And Burke was alert enough to "cash in" on this statement. Possibly Burke created the situation which brought forth the words of praise by reviewer Morehouse (center ad, Page 448). We surmise that this fortunate circumstance was pretty well staged. Burke gave a "radio concert" to hear a program broadcast by popular local singers. The newspaper review of the con-

BURKE has used successfully three different appeals in his newspaper copy.

I. The Direct Testimonial—Lets the unbiased user tell the story.

II. The Indirect Testimonial—Presentation of favorable disinterested evidence.

III. The Appeal to the Emotional Senses—Tells the contribution that radio will make to the life of the home.

cert was the kind of copy that returns to the advertiser ample interest on his publicity investment. Burke never fails to take advantage of a chance to run an advertisement of this nature.

An Appeal to the Emotions

The American flag has saved many a bum act. That's a well known fact in the "show business." Why does this waving of the red, white and blue "bring down the house?" Because it is a direct appeal to a powerful emotion of ours—love of country—patriotism.

Psychologists tell us that mother



*Mother's Day—Sunday, May 9th
—"Has She a Radio?"*

love is a far greater emotion than that of love for the land of our birth. We are told that it surpasses in its intensity all other emotions. Burke has cleverly employed this "parental" appeal in his copy (lower ad) which begins "Music in the Home." "It is the finest thing you can give your children," he says, and thus, in a few words, instantly captures the attention of practically every mother

whose eye glances over the advertisement.

"I ran a series of advertisements last winter in which I pointed out the valuable contribution that a good radio set makes to the home life of any family. These advertisements were four columns wide and six inches deep. They covered such subjects as music for the children, for the grown-ups, the educational value of radio, cooking lessons, physical culture, setting up exercises and so forth," states Mr. Burke.

Notice the ample use of white space in this particular example of a good "lay-out." White space protects your publicity from being overwhelmed by those advertisements which surround it. White space attracts attention. White space "breaks up" the copy and makes it easy to read.

The Advantages of Varying the Appeal

"Something old and something new" is just as necessary in the preparation of good newspaper copy as it is in the preparation of a good movie.

The public likes to see familiar things. At the same time it is constantly seeking for the new, the novel, the unusual twist. Burke attains the latter desirable factor in his advertising by varying his appeal. First a series of small space "direct from user" testimonials; then the publication of favorable mention, or use, of the make of set he carries, by institutions, lodges, churches, etc.; then he runs a few pieces of copy from the "what radio will do for me" angle of interest.

He appropriated, last year, 3½ per cent of his estimated sales for advertising. His actual sales from month to month were greater than his original estimate so he increased his advertising budget accordingly.

There are two papers in South Bend. Burke had an insertion in one or the other of them at least four times a week from September to March. "Where the rates are reasonable and the circulation covers your trading territory, use the local newspapers," is the advice of this successful radio dealer—"but make your space tell the story of radio and what your customers think of you."

What This Industry Needs



You are as much entitled to voice your opinion about what this industry needs as anyone else in the trade. Do it now—write to the editors of Radio Retailing and tell us what you think

Industry comments show “new models once a year” meets with popular approval—Plan of “no yearly models” but constant improvements also advanced—Opinions unanimous that frequent design changes must stop

Believes Plan Would Benefit Entire Industry

WE, AS manufacturers of resistance units, are perhaps prejudiced in a discussion of this subject inasmuch as it is of prime importance to us that manufacturers specify their requirements at a given time during the year, that we may properly prepare our production for the months following the announcement of their definite requirements as regards types and sizes of our product.

In other words, from our standpoint, we are most emphatically in favor of an announcement of all new models of radio sets and radio appliances in May or June—preferably June.

You are starting a publicity campaign on this subject which is valuable to the industry, and we would thoroughly appreciate any suggestions as to how we can assist you in bringing this more forcibly to the attention of radio manufacturers.

For the past three years we have endeavored to do our Fall sales work in the Spring of the year by writing manufacturers and by endeavoring to get them to specify the types, ranges and approximate quantities required, of our product, and each year we have found, perhaps in some lesser degree each year, that our “peak” season comes in October and November. This, of course, puts an overload on our production facilities and it will be much to our advantage, and no doubt to the advantage of practically all manufacturers, if this “peak” load could be spread over a longer period of months. The establishment of a definite model month would assist this very materially and allow the entire industry to lay their plans accordingly.

Thank you for the opportunity of presenting our views, and we sincerely hope the campaign is successful.

INTERNATIONAL RESISTANCE COMPANY,
Francis R. Ehle, President.

Philadelphia, Pa.

Applies to Accessories as Well as Sets

I AM very much interested in the subject of new models once a year. As manufacturers of radio accessories, we feel the same thing that applies to new models might also apply to accessories.

The bringing out of models at a definite time of the year is unquestionably of the greatest possible advantage, but we are faced with these problems in doing it: First, if we bring out our product in May and June, there are a large number of “scalpers,” or manufacturers, who wait until legitimate manufacturers, with an organized development and laboratory, bring out their merchandise before they start to work on their goods and they seem to have plenty of time between May and the opening of the season to copy everything worthwhile.

L. S. BRACH MANUFACTURING COMPANY,
L. S. Brach, President.

Newark, N. J.

Radio Retailing, A McGraw-Hill Publication.

Good Merchandising Demands Few Changes

ON the subject of "New Models Once a Year"—in my opinion, ideal merchandising on the part of the consumer, the dealer and the manufacturer demands but few shifts in models. When the radio business becomes more stabilized, and it is fast approaching that point, manufacturers who keep a model alive for a reasonable period—at least two or three years—cannot help but predominate.

True, we are in a development period and must give the public the benefit of new developments. However, I can't conceive of a manufacturer gaining the confidence of the public and the dealers, who shifts his models more often than once a year.

Radio production should be put on a full yearly basis, storing during the light months, so as to supply the demand during the peak months. In this way workmen can be held at their work, year in and year out, which will produce quality merchandise and the lowest resale prices, because it makes for economy in manufacture as well as quality and good merchandising.

Under that plan, new models should be launched at any time during the season, and the dealers and trade protected to the extent that the manufacturer will still catalog and advertise discontinued models until all dealers have disposed of their stock.

If fashion dictates a set time for the introduction of new models, then you can be assured of a real dry spot in the radio business preceding that period, because dealers will, for several months preceding, endeavor to unload, and then comes the period of watchful waiting on the part of both consumer and dealer to see what's going to be introduced.

GEORGE A. SCOVILLE,
Stromberg-Carlson Telephone Manufacturing Company.
Rochester, N. Y.

Editor, *Radio Retailing*;

We are heartily in accord with your movement to standardize the time for the introduction of new models to the radio trade and believe that the months of June and July will be the proper time, inasmuch as this allows ample opportunity for the distributors and dealers to look for new lines and to make their plans for the coming season before the season gets under way.

In practically every other line of business models are brought out by all manufacturers at approximately the same time. We believe that this will eventually come in the radio business and you are to be complimented for taking the initiative in endeavoring to bring it about.

FARRAND MANUFACTURING
COMPANY, INC.,
Geo. H. Kiley.

Long Island City, N. Y.

Editor, *Radio Retailing*;

In regard to the matter of having manufacturers announce new models only once a year, I believe that such a policy is best and that you are correct in assuming that May and June are

the best months in which to change models.

The retail trade is the foundation of the radio business and all branches of the industry must cater to the retail customer to prove profitable. New developments must be introduced in new models and it seems that the best time to do this is when the public's interest in radio is at its lowest ebb.

Two of the largest manufacturers put new models on the market right after Christmas and it certainly created a great deal of dissatisfaction. Those who had bought sets during the Christmas season felt that they had been tricked and the manufacturers were totally unprepared for the demand for new sets. Result—prospects became very much disgusted and multitudes of sales were lost.

Girard, Pa.

H. J. MEEDER.

Editor, *Radio Retailing*;

As radio jobbers we are heartily in accord with your recommendations to the radio industry to bring out new models once a year, preferably in May or June.

We are sure the prominent radio set manufacturers will adopt this suggestion, as it appears to be a solid, firm and saving factor.

Please mark our ballot with a great big "YES."

HENDRIE AND BOLTHOFF MANUFACTURING AND SUPPLY COMPANY,
Denver, Col. G. W. Bartlett.

Editor, *Radio Retailing*;

"New Models Once a Year"—you've said a mouthful right here. Look what ——— did, for instance. He almost broke me by being loaded with the old models. You can buy these now for a song—and sing it yourself. Them's my sentiments—new models once a year.

L. C. CLEMENT.

Tiskilwa, Ill.

Editor, *Radio Retailing*;

We have been preparing our changes and new models and these will be marketed during May or June. We believe this advisable while this industry at present is in such an unstabilized condition. When it *does* get stabilized, some years hence perhaps, new models will no doubt be gotten out whenever they are developed, the same as changes have been made in the style, etc., of pianos, phonographs and automobiles, thus getting away from yearly models which have a tendency to hamper business during a certain period each year.

At this stage, however, we agree fully with your idea of getting the new models out early in the season, such as May or June, and no doubt it is only a question of time when the trade shows will be held about the same time, to enable manufacturers, jobbers and dealers to get together on their sales policy and have the ball rolling well by the time the Fall comes along.

F. C. STORCK, Treasurer,
Fred W. Goerdes Company.
Newark, N. J.

Editor, *Radio Retailing*;

It is our opinion that the agitation for yearly models of radio sets, to be announced in May or June, is a fine thing for the industry. It is noted now

that a great many prospects are remarking that they will wait until the fall models are announced before deciding on a set. Announcement of new models in June at the latest will stimulate summer business and greatly increase the confidence of the public in the stability of radio.

C. W. Butts, Inc.
East Orange, N. J. H. W. BUTTS.

Editor, *Radio Retailing*;

We are heartily in favor of a uniform time for bringing out new models in radio and the time that you have suggested, namely May and June, seems admirable.

We wish, though, that the manufacturers would see to it that their production department keeps up with the sales promotion end of the business and let's not have business disrupted by waiting for new models after they have been announced. This evil has proved very disconcerting to us as a dealer.

This has not been confined to any one manufacturer but seems to be the general trend when any substantial changes are made in a line or product.

Brown & Jones House Furnishing Company,
Zeigler, Ill. PAUL JONES.

Editor, *Radio Retailing*;

We believe it would be very desirable to announce new models once a year and all at about the same time. We think May is a little early, but believe June would be the correct time. There will, of course, be the temptation on the part of some set manufacturers to delay announcing new models until the New York Show and that may be proper as far as the public is concerned, but not proper as far as the trade is concerned. Jobbers want to get their catalogs ready for Fall considerably in advance of the New York Show. This they cannot properly do unless set manufacturers announce the coming season's sets by June.

There will be certain set manufacturers who will try to spring something both on the trade and the public at odd intervals, but we believe the bulk of the reputable set manufacturers would agree to a program of announcing the coming season's products during a particular month or so and we, for one, would be willing to pledge ourselves to do so.

Audiola Radio Company,
Chicago, Ill. H. E. ANDERSON.

Editor, *Radio Retailing*;

The policy of introducing once a year new models which would incorporate the refinements and changes in the chassis, design, etc., is the only logical way to stabilize merchandising.

The only way that could be regulated would be through an agreement among national manufacturers—and whether that could be accomplished is problematical. It is a great temptation for a maker to launch a new model on the market when the laboratory work has been completed. It is considered a way of drawing the attention of the retail trade to the manufacturer's line and is considered good propaganda to build sales.

The writer believes that portable

radio receivers will be an important factor in the future, notwithstanding the attempts of manufacturers to merchandise them which have not been successful up to the present. When the portable receivers do become a factor, there will then be two logical periods during the year for the introduction of new models.

Garod Corporation,
HARRY E. SHERWIN.
Belleville, N. J.

Editor, *Radio Retailing*:

On the subject "New Models Once a Year," we have some very definite views and are, of course, glad to express them, but they must be considered, however, as purely personal ones and also considered in the light of a purely radio parts manufacturer.

Undoubtedly were we to bring out a receiving set, we would consider very seriously the importance of announcing that complete receiver early enough in the year and long enough before the actual radio season started so that radio distributors and dealers everywhere would be familiar with our merchandise. That seems to be an entirely logical outlook.

Radio is a growing thing and it is changing with such great rapidity that it behooves the originator of any new device to bring it out on the market as soon as possible, in order that he may reap the reward of his ingenuity.

However, my own belief is that radio has reached a period of comparative solidity, and that it would not be a difficult proposition to bring home to the manufacturers of completed receivers and accessories, such as loud speakers, battery eliminators, etc., the very pertinent truth that a decision once a year to standardize on certain models will result in a stabilization in the industry which, in turn, will increase the confidence and enthusiasm on the part of radio dealers and the public.

We certainly favor a manufacturers' exhibition announcing styles and showing the new models as early as June of each year. I would like to see *Radio Retailing* get behind this movement strongly and urge this upon all of the show people.

Benjamin Electric Manufacturing Company,
Chicago, Ill. P. A. POWERS.

Editor, *Radio Retailing*:

The desirability of having all new models of radio sets announced at one time during the year is unquestionable. Such a timely announcement would relieve the uncertainty that confronts the manufacturers, jobbers and dealers.

As to the particular time such an announcement should be made, it seems that the months of May and June would be ideal. In any respect, however, economically the situation adjusts itself easily. The major manufacturers will decide as to what would be the proper time for the announcement and the others would follow suit.

Bosworth Electric Manufacturing Company,
Cincinnati, Ohio. JOSEPH GERL.

Suggests No Yearly Models But Constant Improvement

IT APPEARS to the writer that the idea of bringing out new models at some definite stated periodic time is entirely wrong economically and otherwise and the best indication of this is the rapid discontinuance of such policy among the automotive manufacturers, notably Dodge and Studebaker.

If it is true that the radio industry has become stabilized to a point where the element of mystery is no longer involved, then it seems that manufacturers could come down to a basis where constant improvements would be made on the sets without bringing out a periodic new model which would make all previous models obsolete. In this way radio business would be stimulated and the confidence of the buying public would be obtained, especially those people who would desire to buy radios in the months of January, February and March.

Naturally they would hesitate to do so with the fear of a price and model change in May or June and when all of these new models would be announced the customer would certainly be at a loss to definitely pick a radio set and would certainly not care to in the summer months.

Rather than go through the same stages of experience that the automobile has weathered, namely, bringing out new models at one designated month in the year, why not jump right to the best policy, namely, that of *constant improvements but no yearly models?*

We certainly should benefit by the experience of other lines of business and the radio industry is certainly progressive enough to take this bold step.

SCRANTON GLASS INSTRUMENT COMPANY,
Scranton, Pa. M. A. Myers.

Editor, *Radio Retailing*:

My belief is that if manufacturers attempt to get together and state that they will announce the new sets in May or June, somebody is going to "jump the gun" in order to gain an advantage, and will announce them earlier than the rest. This is going to break the whole system down, and it will simply advance the announcement of sets, and discourage the retailer still more than he is at present.

The best policy I know regarding new models is that of the Dodge Brothers, Detroit, on that of automobiles, who advertise that the car is continually being improved, but they have no yearly models. If radio will follow this, they will find less jumping, and more confidence on the part of their dealers.

THE ACME WIRE COMPANY,
New Haven, Conn. Warren Williams.

Editor, *Radio Retailing*:

Announcing models once a year may be a very desirable attitude on the part of the manufacturer but we have

adopted the policy of no seasonal models but continual improvement on our present machine.

At the present time we are contemplating a change in fundamental design. We are running the present machine until it naturally dies out and at the same time offering a new machine.

THE LANGBEIN-KAUFMAN RADIO COMPANY,
Joseph Kaufman.
New Haven, Conn.

"Bargain Sales" Affect Small Town Dealer

THE April issue of your magazine arrived this morning and I wish to commend you for the article, "What the Industry Needs." From the dealer's standpoint at least, and for the ultimate good of the manufacturer too, you have hit the nail on the head and if you continue to hammer away along this line you will hasten reforms.

It isn't necessary to go into details as to the "dumping" evil. Only a few days ago the jobber's salesman called to see me regarding—, \$180 less usual discount. I was in the market for just such a set for summer business but the ups and downs made me over-cautious and I did not buy. Fortunately, for two days later the same set was retailing in a Boston department store for \$79. One of my best customers regularly takes a New York paper solely to follow the NYC gyp ads.

Such conditions make it impossible to safely do any installment business. On a set with all equipment coming to say \$115 there is an additional market opened on a basis of \$25 down and \$10 a month. I hardly dare sell on such a basis knowing that any set on the market is liable to drop upward of \$100 over night.

Keep up the good work.

W. L. BROWNELL,
Brownell Radio Shop.
Claremont, N. H.

"A Gyp is a Gyp and Always Will Be"

YOUR article, "The Gyp Is Doomed," April issue page 392 center column, says, "The Vim Radio is a specialist on time payments, carrying its own paper without interest charges, thereby getting an edge under competitors who make the usual charge."

If this is not still price-cutting, what is it? If it is, why burden your readers with such articles? Manufacturers who tolerate gyp dealers will soon cease to be manufacturers. A gyp is a gyp and always will be and the sooner the manufacturer chases them "back to the clothing business" (I quote from the last sentence of the article) the better it will be for all concerned. We know from personal experience what gyps are and we do not believe that any attention should be paid them.

Your publication is good and contains a great deal of helpful information. The sales helps appeal especially to me.

CARL B. WETZEL.
Parkersburg, W. Va.

How Small Can a Dealer Be

—and Still Be a Dealer?

What should a retail investment amount to in dollars and cents?

How Much
in
Loud Speakers
and Accessories?

Are "dealer dabblers" a liability or an asset to the trade at large?

How Much
in
Store Fixtures?

How Much
in
Batteries and
Supplies?

How Much
in
Parts?

How Much
in
Sets?



THE definition of a dealer is assuming a very important place in radio distribution. Are "dealer dabblers," those on the fringe of the retail trade with stocks of one or two hundred dollars or so, assets or liabilities to the trade at large?

For many months past, this publication has been surveying the trade, finding out just what every store's investment in radio amounts to and what kind of a radio selling job each is doing. In other words, *Radio Retailing* is carrying out the McGraw-Hill principle of *market determination* thus to eliminate waste in radio distribution—narrowing the retail outlets to fewer and better dealers.

This magazine believes that "dealer dabblers" have no place in radio—that four stores with a

complete and varied stock doing a lively selling job are worth fourteen stores with stocks of about \$100 and doing little or no radio selling—perhaps devoting most of their time and attention to another line and are merely playing with radio. This type of store is a drain on the industry and constitutes little or no buying power.

Therefore, a question of primary importance right now is—"what should a dealer's investment amount to before he can legitimately be classed as a radio dealer"—before he can be considered a worth while prospect and a good risk for manufacturer and jobber?

Write your own "definition of a dealer" in terms of investment, ability and yearly gross and send it to the editor of *Radio Retailing*, 10th Avenue and 36th Street, New York City.

\$10,000 for a Spanish Interior



The Florida influence has made itself felt as far away as New Jersey, where a music-radio dealer has just remodeled his store interior to represent a street in old Spain

Enter Montalvo's Temple of Music in New Brunswick, N. J. Immediately you are transported to Valencia, Seville, a street in old Spain. Small stucco houses line the court. Overhead, apparently the rays of a brilliant sun are diffused by a long red and yellow streamer running the length of the courtyard.



Right: The small window in the foreground, typical of the Spanish bazaar, flanked by the larger arcade, lends itself admirably to the sale of radio accessories while various receivers are distributed the length of the shop.



To the left is the entrance of the Temple, welcoming the worshipper to the shrine of music.

Right: Each of these small houses serves as a radio demonstration booth, equipped with an oaken door which is supported by massive bronze hinges.

Montalvo spent close to \$10,000 for these novel interior decorations.



Industry Jobs

that are waiting for

Co-operative Action

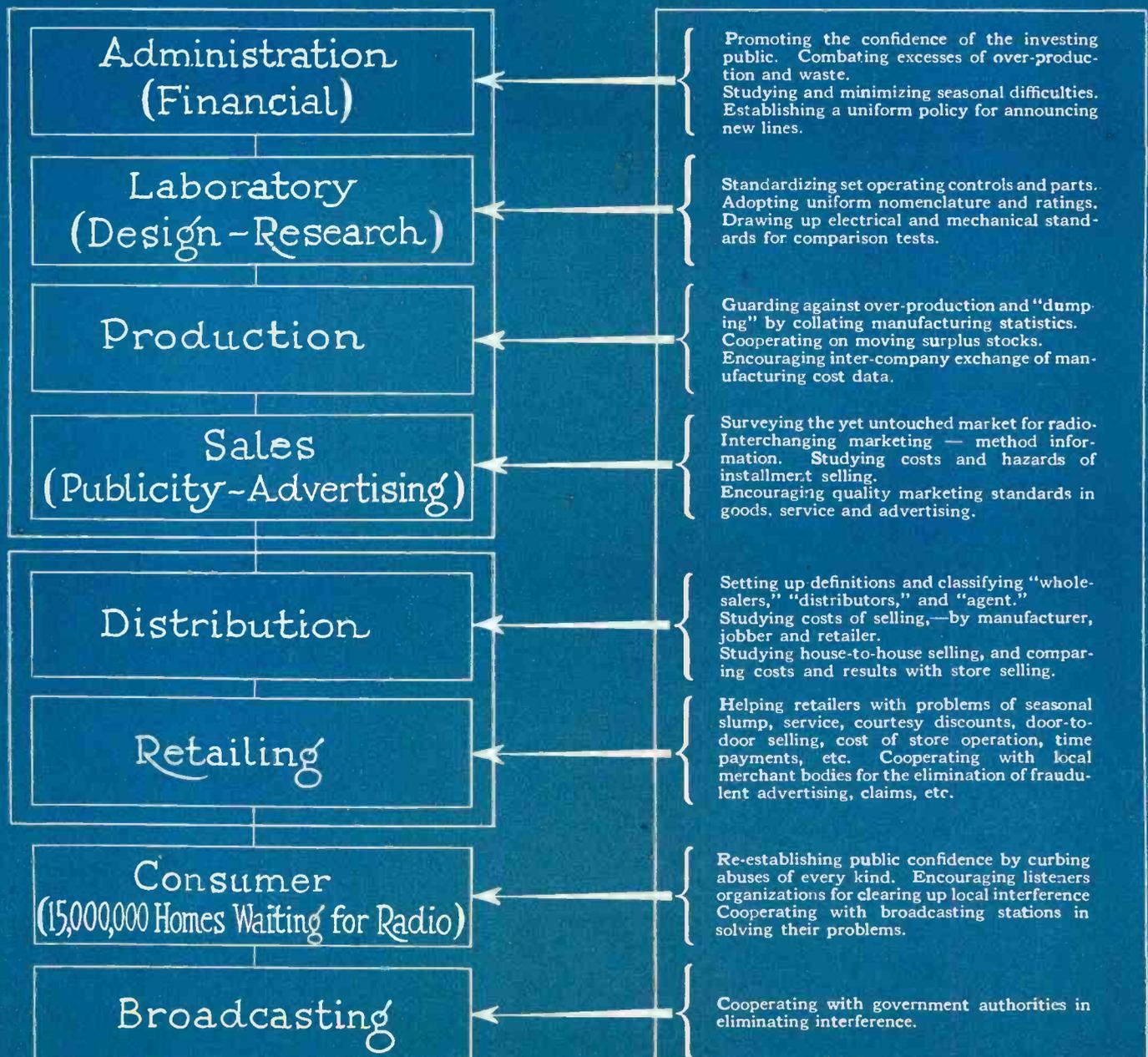
Progress in any industry comes primarily from energetic individual effort. Radio has been fortunate in having its share of such strong leaders. These men have built great and useful service institutions.

But there comes a time in every industry, when *co-operative action* is also needed, to clear the tracks for greater future progress. There are certain

jobs for radio that can best be done by group or association work. To take stock of these needed activities, we have set down below these opportunities for co-operative effort. They have been arranged by the various radio merchandising functions which they would benefit, in the production and distributing steps from manufacturer to consumer.

*Paralleling these steps
in the production
and sale of radio—*

*—Co-operative effort
right now could benefit
the whole industry by—*



Suggesting a Few Sidelines that Have Their



Athletic Goods

Sporting goods and radio is a common combination. Baseball equipment, and apparatus pertaining to other outdoor sports, should find a ready welcome from radio dealers who are looking for a sideline to help out during the warm weather radio depression.



Electric Iceboxes

An electric icebox as shown below should be in every home. Quite a number of radio shops this year are featuring this item along with their radio, and following along the same line of thought, small vacuum ice cream freezers are finding increasing popularity as a summer sideline for radio.



Musical Instruments

Boys are among the best patrons of the store that sells radio parts, and small musical instruments, such as harmonicas, ukuleles and saxophones find willing buyers among the youth of the nation. So when Father sends Sonny down for a new B battery, he might as well give him enough money to get a harmonica, too, for he'll buy one if he sees it when he comes in to purchase something for the radio.



Greatest Appeal in Radio's Poorest Months

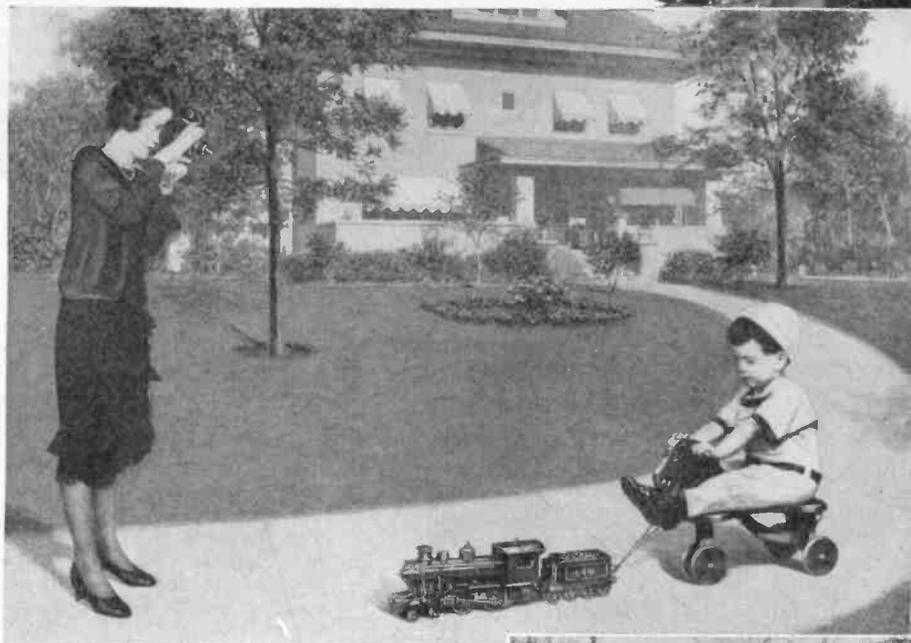
Electric Fans

An electric fan is the one thing that sells like a house-of-fire when the sidewalks begin to sizzle. That, and other small electrical appliances make a perfect summertime balance for the store that deals in radio as its major line.



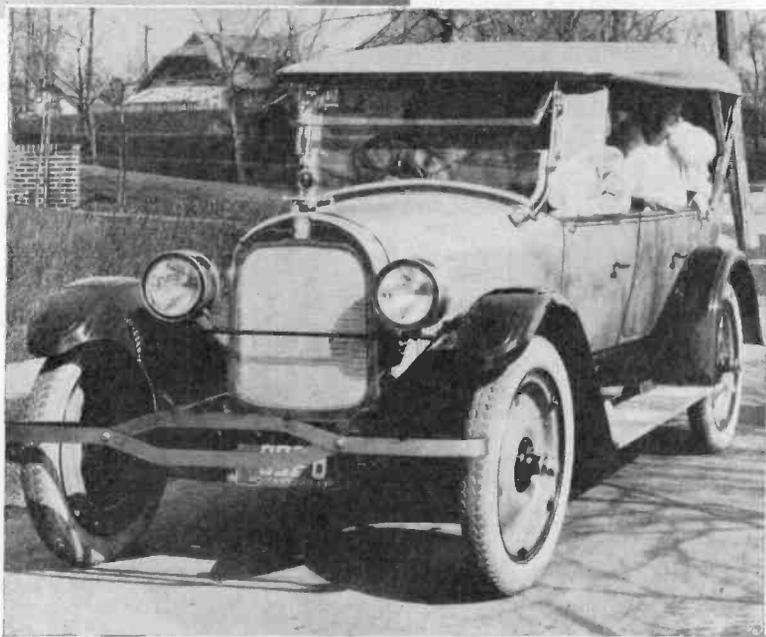
Cameras

Cameras and photographic supplies—still and movie cameras both, are being taken on in increasing numbers by shops that sell radio. With their greatest use in the summer, they make an ideal tie-up.



Auto Accessories

And now we come to what is probably the most popular combination—radio and automobile supplies and accessories. By their very nature, these two lines fit in hand and glove. There are numerous small auto accessories that radio stores can profitably handle without a great initial investment.



For the Sportsman

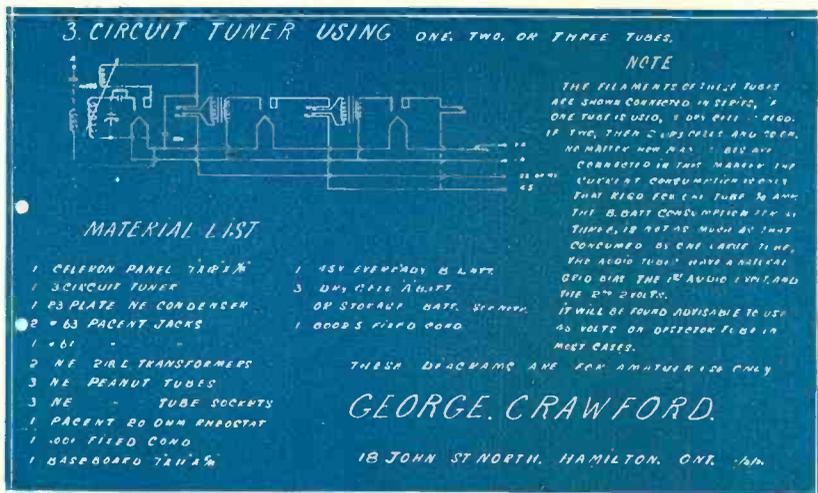
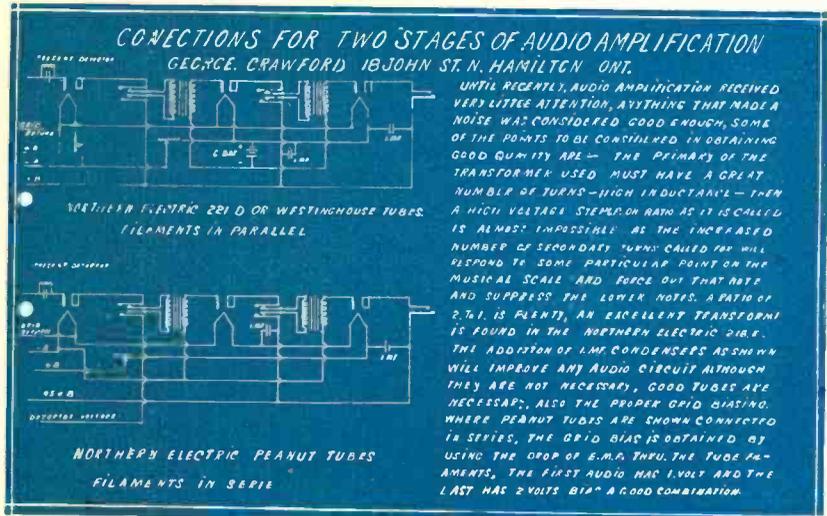
Golf has been termed radio's greatest rival for the interest of the tired business man. Therefore, what better move can be made than taking the enemy into camp and converting him into profit for the radio dealer? Golf clubs and balls, fishing rods and tennis raquets and similar items will attract the sportsman's eye when he comes in to buy a new tube for his radio receiver.



Free Blueprints

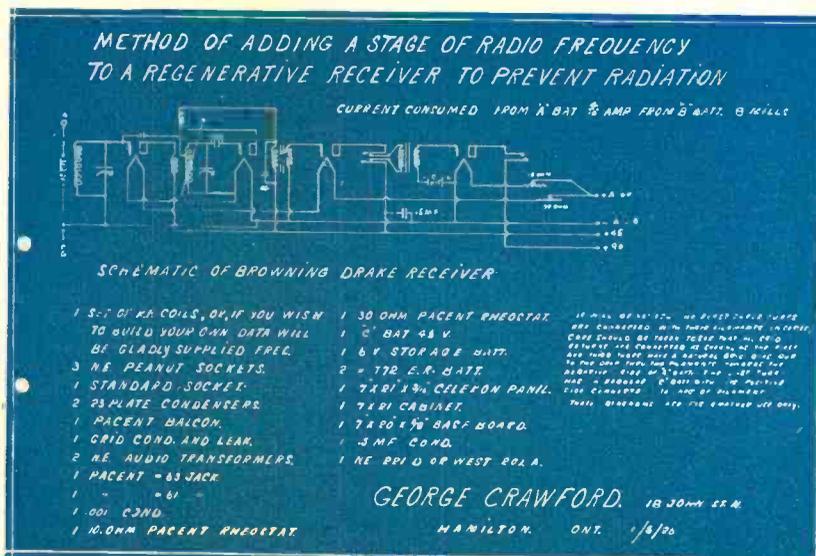
Keep Customers Interested in Parts

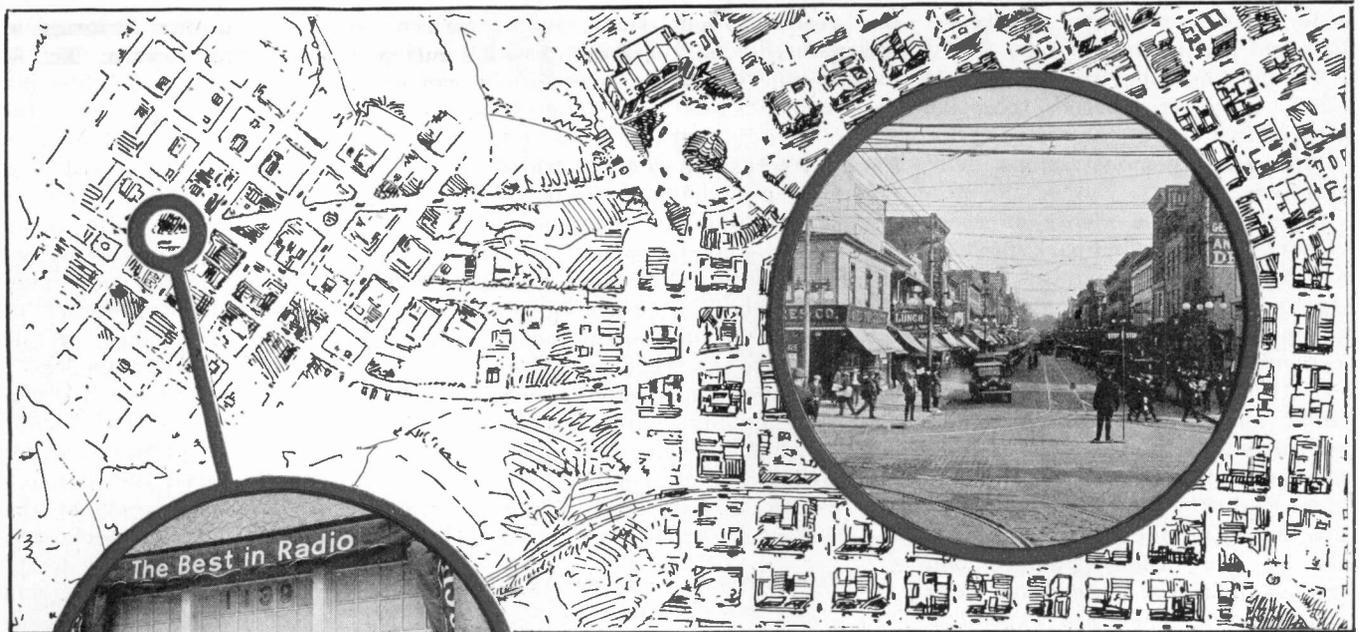
An excellent way of keeping his parts sales up to normal is being used by George Crawford, radio dealer of Hamilton, Ont., Can. Crawford distributes, without charge, wiring diagrams and data sheets in the form of blueprints.



The data sheet above deals entirely with methods by which correct transformer-coupled audio amplification may be obtained and has attracted particular attention, due to the set owner's mania for tone quality, which has recently manifested itself. The diagram to the left created many new enthusiasts because of the low cost of constructing a simple three-circuit tuner.

To the right, the diagram illustrating a method by which a stage of radio frequency amplification may be added to a regenerative receiver is particularly effective in view of a recent Canadian ordinance imposing a fine on those who cause outside interference through improper use of a regenerative receiver. This form of amplification prevents interference of this character and at the same time increases the sensitivity of the receiver to which it is prefixed.





Finds Suburban Location Best

Groover and Taylor Company, Jacksonville, Fla., has strategic situation on main road between residential and business districts—advantages and disadvantages of each section

IS there a definite trend in the retail radio trade toward establishing stores in the residence section rather than in the business district? According to the experiences of the Groover and Taylor Company, Inc., Radio Corporation of America dealer in Jacksonville, Fla., there are many reasons why the radio shop will find it advantageous either to move away entirely from the congested, noisy downtown district or to establish a demonstration studio or branch in or near the best residential neighborhood.

The Groover and Taylor Company, a comparative newcomer in the radio trade faced the problem of store location when it came time to select the place where the store was to open. Two alternatives presented themselves—one to follow along with the crowd and open a shop in the commercial district, the other to select a spot further out but still on a direct line with traffic to and from the city proper.

The latter course was decided upon and here's why: "First, because there has been a decided change in the method of selling radio receivers," declares R. O. Groover, president of the company. "In the days when radio was almost wholly

a parts business, it was necessary to have a location in the shopping center where crowds continually passed the store. Nowadays, with the situation reversed, the necessity for a strategic location downtown has passed, and it becomes necessary to choose a location more in the suburbs, but still retaining a strategic position in regard to lanes of travel.

"In deciding to forego the 'pleasure' of a business district store, I took many things into consideration. Let's take up, one by one, the advantages and disadvantages of each location.

"A location in the city proper has but one point in its favor, as I see it, and that is the fact that the crowds continually passing will probably bring in a great deal of transient trade."

But here are the disadvantages of a downtown location, which by far overwhelm its few advantages, as Mr. Groover states:

1. High rent, resulting in high overhead and a narrower margin.
2. The proximity of power lines and other sources of interference making store demonstrations impractical.
3. Lack of parking space for auto customers.
4. Distance from residences, adding to cost of delivery and service, in time consumed.
5. A small and often unattractive store which may be hemmed in by larger and more elaborate establishments.

"Now, taking up the reasons why we consider the suburban territory a much more logical and advantageous place for a radio store," Mr. Groover continues, "we find the following facts:

"First, it is lower in rent than stores in the congested area, allowing us to secure larger and more comfortable quarters at a considerably lesser expenditure and also allowing

us to spend more money on decorations and furnishings.

"Second, the suburban territory is usually much freer from reception disturbances than the city areas, making store demonstrations more acceptable.

"Third, there is plenty of space for auto owners to find parking space close by the store, and the lack of large surrounding buildings makes the store stand out.

"Fourth, and most important, it is near the place where most radio selling must be done in the future—the customer's home. The advantages of this situation near the actual field of selling become at once apparent. Outside sales campaigns may be more easily planned and directed, delivery of sets and calls by the service men are expedited, home demonstrations may be more easily and less expensively made, and finally, we have a number of new customers who dropped in here for their supplies and accessories rather than make the longer trip downtown.

"Therefore, from the standpoint both of customer convenience and our own satisfaction, our suburban location is proving much more desirable than any spot in the heavy traffic section of the city.

"But there is one big feature that must be borne in mind when considering an outlying store or branch. *It must be strategically situated from the standpoint of traffic coming in and going out of the city proper.* That is, a suburban location, to be at its best, must be between the shopping center and the residential section and on a main artery of travel to and from the city.

"Take our own store at 1139 Park Street, Jacksonville. It is a mile or so away from the heart of the city, right on the edge, not only of the

best residence community, but on a line with the only direction in which Jacksonville can grow, owing to its geographical location. The main trolley line is only a block away, Park Street is one of the main, if not the main channel of approach, and what other roads there are out of the city converge a half a block away at a place called 'Five Points.'

"So, the big thing to be taken into consideration, is the position of the store as regards lines of traffic between the residence section and the shopping center, the direction in which the city can grow, or is growing fastest, and the class and wealth of the people living in the residential community.

"Requires More Intensive Sales Effort"

"Naturally, this community store requires a more intensive effort to sell, but practically every radio store faces that same problem, no matter where located, and I feel that my neighborhood store has the advantage in that it is nearest the sales territory."

Jacksonville, up to the present, has not been such a wonderful town for radio, Mr. Groover says, but with the opening of the municipal broadcasting station, WJAX, last November, radio took on a sudden boom which has since been added to by fine reception of WJZ's 50,000-watt station at Bound Brook, N. J.

Also, much interference with signals was experienced until conditions became so bad that the city was prevailed upon to employ troubleshooters and repairmen to search out and eliminate all possible interference sources. These men are paid by the municipal electric light department and work under the supervision of the Superintendent of Distribution.

Another advantage of the suburban location, Mr. Groover has found, is the fact that neighboring residents will call upon him for service rather than on a downtown store. Using this as an entering wedge, service calls are made to bring new sales, being used as an opportunity to prevail upon the set owner to hear a comparative demonstration of his old set with one of the latest type, particularly if he can afford one of the new models.

This brings up the matter of trade-ins, which the Groover and Taylor Company has found profitable, if not quite desirable. First, the company will take in trade only sets of the one make in which it specializes. "Decide on one line and stick to it" is Mr. Groover's belief and he will handle no other and will take no other in trade. In this way, trade-in losses are kept to a minimum.

It is a rule of the company that the allowance for the old set shall not exceed 25 per cent of the total new sale and that they shall be subject to a 35 per cent mark-up in the re-sale. So far, this plan has been successful and it has been easy to dispose of the second-hand sets at a fair margin of profit. However, taking trade-ins is a matter of local importance, and if it ever happens that the traded in sets are not turning over, the company will no longer accept them.

Time payment sales is another policy which the Groover and Taylor Company has found expedient to use. A contract purchasing company buys the contracts and because of the fact that the Groover and Taylor Company sells but one line of receivers, no trouble was experienced in obtaining the co-operation of a purchasing company.

"Pick your credit risks with care," Mr. Groover says. "Here in Jacksonville we have a Retail Credit Men's Association and I use their credit reports extensively in determining whether or not credit shall be extended to the applicant."

"Use old customers to get new customers" is another sales rule of the Groover and Taylor Company. "Whenever I have a moment or two to spare I look up the phone numbers of several customers and call them up, asking questions about how the set is working, how they like it, if they need any service or accessories and so forth. And before I hang up, I ask them for the names and addresses of one or two friends who might be interested and I have

Disadvantages of a city location

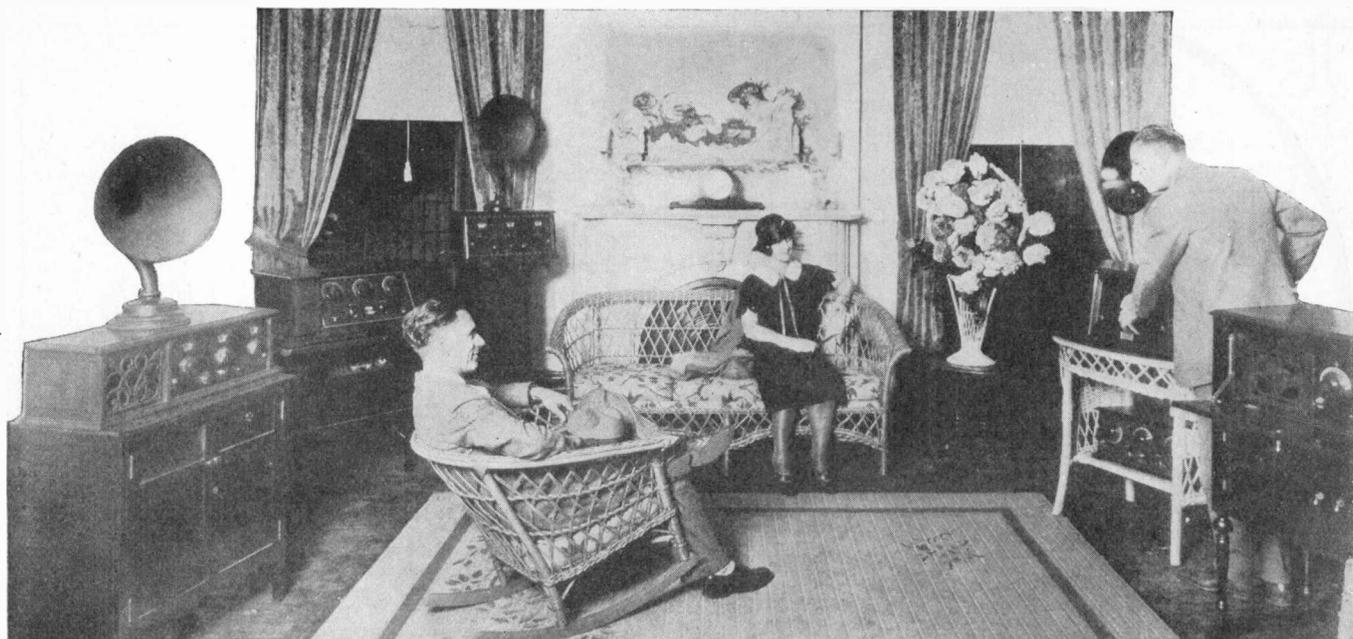
1. High rent
2. Too much interference with demonstrations
3. Lack of auto parking space
4. Distance from homes of owners
5. Small and unattractive stores

Advantage of a city location

Is in heart of shopping center

Advantages of a residential section

1. Low rent and large store
2. Good, clear, reception
3. Plenty of parking space
4. Lack of large buildings nearby makes store stand out
5. Proximity to customers' homes
6. Is on a main artery of travel to and from city



yet to fail to secure several good leads in this way."

"The question may be raised," Mr. Groover concluded, "that a suburban store might not come to the attention of as many people as does the store in the shopping center, but I have found that newspaper and direct-mail advertising will reach and interest as many people as you want to reach."

Following out the same suburban trend as indicated by the Groover and Taylor Company, the Emerson-Hiltbrunner Music Company of Cedar Rapids, Ia., has established a demonstration studio in a residential section. Faced with the problem of serious interference with radio demonstrations at the store's downtown location, and facing, also, the fact that the store's policy of home demonstrations was being taken advantage of to a great extent, Mr. Emerson rented a first-floor room in an apartment building that was favorably located so far as interference and neighborhood were concerned. This room was fitted up as a studio with all types of receivers and horns for demonstration.

The prospects were met at their homes, talked with, told of the various types and prices, and then advised that they could have a demonstration under normal home conditions at any hour they might desire. If the prospect owned no car he was met at his home by a salesman and driven to the studio where the demonstration was given.

As a result, the prospects were singled down to those folks who were most inclined to buy and least

Small Store Has Special Studio for Demonstrations

Rented room in a studio building nearby and equipped it as a demonstration salon where radio can be sold in quiet and comfort

THE Miller-Weigand Company, Main and First Streets, Dayton, Ohio, was originally organized to sell tires and auto accessories. Two years ago it took up the active merchandising of radio sets.

"The firm realized," says R. R. Miller, a member of the concern, "that the higher priced sets could not be sold with any degree of success in a store atmosphere such as ours, so we rented a room in a studio building, which, fortunately, happened to be right next door to the store. The company fitted up this room as a modern demonstration parlor and brings likely prospects into it early in the sales talk.

"We keep this room under lock and key. During the height of the season we gave in it an average of 22 demonstrations, or radio talks

every day. The room is quiet and dignified. The fact that it is a studio building helps tremendously to create the desired 'atmosphere.'

"I see no reason," he continued, "why the same idea could not be applied by other concerns selling radio, whose stores are not suitable places for the type of prospect a high class musical instrument naturally attracts. Our floor clerk has to take the prospect out the door and down the street a ways to reach the studio. We have yet to hear an objection on the part of a customer to this procedure. On the contrary, both the men and women prospects rather like the novelty of the idea of going to the 'studio.'"

The gross radio business of the Main Street store of the Miller-Weigand company exceeded \$60,000 for the season ending March first.

inclined to want free radio at the dealer's expense. With all types on display it took but a single trip to demonstrate what every receiver would do. When the prospect had gone over the sets on display, and had heard them operated under home conditions, he was more open to a

real selling talk than if it were a matter of moving in one type at a time to his own home, and having no actual method of comparison from which to make his choice. This idea resulted in sales at a lower selling cost per unit than had been possible under any other conditions.



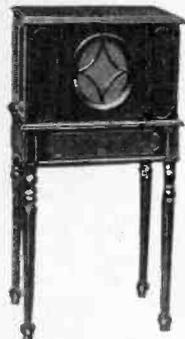
Your prospects will buy these *same* sets whether they buy in **SUMMER...** **FALL...** or at **CHRISTMAS!**
Why not sell them NOW



Sell RADIOLA 26—portable super-heterodyne, for indoors and outdoors.



RADIOLA 30—no antenna, no batteries. Power for volume. And distance. And a quality of reproduction that means sales in *all seasons*.



RCA LOUDSPEAKER MODEL 104—its power performance and its elimination of batteries give a new impetus to ready sales.



RADIOLA 28—an eight-tube super-heterodyne for fine city and country homes.



The sign that marks the leading radio dealer in every community.

A buy-now campaign for summer

ADVERTISE now. Sell now. People will buy now. Straight through the months of May, June, July and August, RCA advertising of Radiolas and Radiotrons will continue. The portable super-heterodyne, Radiola 26, will be advertised. The de luxe models will have a three months' campaign of their own in the "class" group of magazines. Radiotrons—especially the new power Radiotrons—will get heavy advertising.

And backing it all, there will be a

nationwide newspaper and magazine campaign to help you sell by informing the public that Radiolas are permanent values—that they will not be superseded—can be bought *now* with fullest confidence, without waiting until fall.

And plans are on foot for special summer broadcasting by RCA, to keep up year-round interest in radio.

Follow on the heels of the RCA campaign and get your share of summer profits!

Full page RCA ads will run in these magazines in the summer months:

Saturday Evening Post
Literary Digest
American Magazine
National Geographic
Liberty
American Boy
Country Gentleman
Spur

Vanity Fair
Vogue
House & Garden
Town & Country
Popular Science Monthly
Popular Radio
Radio News
Radio Engineering
Radio Retailing

Electrical Record
Electrical South
Talking Machine World
Talking Machine Journal
Electrical Goods
Jobbers' Salesman
Phono. & Talk. Mch. Wkly.
Radio Dealer

RCA Radiola

MADE · BY · THE · MAKERS · OF · RADIOTRONS

RADIO · CORPORATION · OF · AMERICA · NEW YORK · CHICAGO · SAN FRANCISCO

Power Company and Radio Association Co-operate in

Eliminating Interference

Utica Gas and Electric Company and Utica Radio Association combine to find and stop radio reception noises—Fifty-three sources and how to isolate them

TROUBLES with radio broadcast reception have become of such importance in the work of electric public utility companies that many of them are going into the matter of running down and adjusting interference with considerable energy.

The Utica Gas & Electric Company, Utica, N. Y., has assisted in the formation of an organization known as the Utica Radio Association, which includes in its membership manufacturers of radio equipment, jobbers, retail dealers and broadcast listeners. The purpose of the organization is to foster the interests of its members in connection with radio reception, and the location and elimination of interference other than atmospheric disturbances is considered of prime importance. Pamphlets covering this subject are distributed to members and periodically a large auditorium is rented for members to hear addresses on the subject of interferences and their elimination.

Funds for the maintenance of the organization and its work are obtained from the annual dues of members. Manufacturers and jobbers pay \$5 per month, retailers \$2.50 per month and broadcast listeners and others interested in the development of radio, \$1 per year.

In a recent address by E. P. Peck, E.E., vice-president of the Utica Gas & Electric Company, on "How to Reduce Radio Interference," fifty-three sources of reception noises other than static were listed in the following order:

In receiver or apparatus connected to it

1. Improperly tuned receiver.
2. Loose connection in receiver or broken wires in head-phone or loud speaker cord.

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3. Defective grid leak.
4. Defective tuning condensers—momentary shorting of condenser plates.
5. Fixed condenser with defective insulation.
6. Discharged or weak batteries.
7. Loose connections at batteries.
8. "B" battery eliminators: electrolytic type under certain conditions.
9. Bad socket.
10. Bad tube.

INTERFERENCE noises are easily eliminated by choke coils and filters once they are located. The difficulty lies in determining their exact source. Outlined here are 53 possible sources of man-made static and four tests to ascertain their nature.

From apparatus in same house with receiver or in neighbor's house

11. Vacuum cleaners.
12. Sewing machine motors—any commutator motor.
13. Violet-ray machines.
14. Ozonators.
15. Door bells and buzzers.
16. Switching of lamps or other electrical devices.
17. Electrical heating pads with thermostat control.
18. Oil burners using spark ignition—certain types.
19. Washing machines with split-phase type of motor—starting switch defective.
20. Battery chargers; vibrating type.
21. Battery chargers; electrolytic type—under certain conditions.
22. Elevator controllers and motors of the commutator type.
23. Bad contact in switch, fuse, socket, or other device.
24. Hum caused by having radio receiver or its wiring near lighting wires.

From outside sources

25. Atmospheric static.

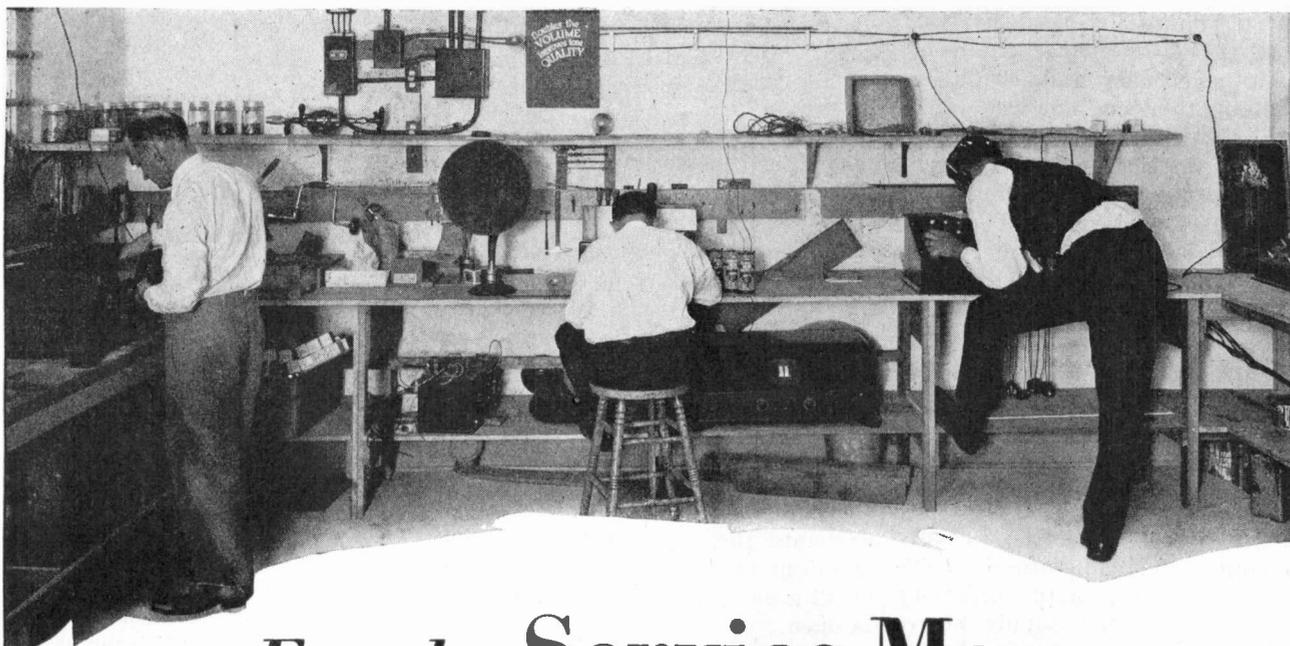
26. Regenerative receivers.
27. Sign flashers.
28. Commercial wireless (code) station.
29. Amateur wireless stations.
30. Induction coils.
31. Electric street cars.
32. Defective rail bonds on street railway systems.
33. Heterodyning of broadcasting stations.
34. Overlapping of broadcasting stations.
35. Telephone ringers.
36. Induction from telephone and telegraph lines.
37. Motion picture machines using arc lamp.
38. Motors and generators of the commutator type.
39. Electric welding apparatus.
40. X-ray machines.
41. Static machines.
42. Static produced by belts.
43. Electrical manufacturing processes.
44. Induction from high potential circuits.
45. Arcing wire in trees and other grounded objects.
46. Leaking insulators on power circuits.
47. Defective lightning arresters—power circuits.
48. Loose street lamp in socket.
49. Bad contact in switches.
50. Lightning arresters.
51. Smoke or dust precipitators.
52. Defective transformer.
53. Defective arc street light.

This does not cover all possible sources of trouble by a great deal. However, in this list, it is seen that there are ten possible kinds of trouble that can be caused by a receiver or the apparatus connecting to it. There are fourteen kinds of trouble that may occur in the electric equipment in the house or in the neighbor's house. There are thirty sources of trouble that ordinarily are outside the house, and of these, nine may be in the power company's lines or equipment.

IT is possible for the retailer and broadcast listener to aid greatly in the solution of interference problems by making a few simple tests in connection with his own receiver installation. These tests, which are out-

Continued on Page 482

Radio Retailing, A McGraw-Hill Publication



For the Service Man

Increasing the Profits on Service and Installations

THIS is an age of specialization. The radio business is no exception to this rule. There are many retailers now selling radio as a sideline or as a minor department of their establishment, who find it expedient to employ an outside concern to erect aërials or to service their sets or both. This demand has automatically created a new type of specialist—a man who is equipped to “sling up” antennas rapidly and to service any one of a number of different makes of sets efficiently.

Out in Dayton, Ohio, there is a firm that has made a big thing of this class of work.

David E. Johnson, general manager of the Battery & Radio Service Company, 619 Salem Ave., reports that he installed over 750 aërials for different firms from October, 1925, to March, 1926, inclusive, and that during that time his set servicing business averaged \$850 a month. This includes the gross volume of sales on parts and accessories which he made as result of these outside calls for assistance.

How He Got The Business

Johnson is, of course, an expert radio technician. He has been selling sets of his own manufacture, as well as factory made brands, for the last three years. “The business just came to me,” he says, “and after I saw the need that existed for this

kind of work I naturally prepared to handle it and began to solicit a few accounts.”

During the height of the season Johnson maintains two crews of two men each. He operates two service cars, each supplied with an extension ladder and a short ladder. A flat rate of \$8 for ordinary outside aërial installation is charged and he charges \$15 for the umbrella aërial. Either of these charges includes bringing the insulated lead-in wire through the wall of the house and to the living room and the grounding of the return wire on a water pipe, putting in an approved lightning arrester and driving in the earth a metal ground stake if necessary.

“It takes two men about two hours to do a job. I pay them a flat rate of so much per installation. Both crews are kept going at top speed right up until February first.

“How about the different requirements of the various makes of sets?” he was asked.

“I always ascertain the make of set that is going in,” he replied, “but, nine times out of ten, 100 feet of aërial wire, strung from the garage to a chimney on the house and the

rest of the wire run down the side as far as it will go and then the lead-in wire soldered on, will give as good results as could possibly be obtained regardless of who is doing the job or the kind of aërial erected.”

“How about the billing on servicing charges?”

“That’s up to the store that hires me. Sometimes the store bills the customer and I bill my client. You would be surprised, however,” he continued with a smile, “how many of my accounts want me to bill the customer direct. In a case of this kind I make the profit on any tubes or accessories I sell—and I frequently sell a customer a battery charger or B eliminator. When this is done I bill the user direct on my own invoice blank.”

Knows Most of Circuits

“But doesn’t that tend to let the control of an account get out of the hands of the dealer who originally sold the set?”

“Yes, that is true,” Johnson replied, “but some of my dealer clients don’t seem to think about this or apparently they don’t care for the accessory business.”

Johnson was then asked about the matter of the extent of servicing knowledge required to take care of a business of this nature. He replied that he was formerly in the radio signal corps of the army and knows the hook-ups and chief weaknesses of 14 different makes of radio sets. He will not tackle super-heterodynes.

A monthly department

for the dealer, serviceman, and salesman. For practical ideas in 200 words—if acceptable for publication—two dollars will be paid.

"What if you receive requests from two or three dealers at the same time on emergency calls requiring immediate attention?" he was asked.

"I handle this situation just the same as a dealer would if he were to receive three or four hurry-up calls at the same time. I get in touch by telephone with the users, find out which case is the most urgent and notify the rest that I will be around there just as soon as possible. In other words, I do the best I can."

During the busy season Johnson worked at least six nights every week and was out until eleven or twelve o'clock every night.

He states that his dealer accounts come from such small stores as sporting goods shops, auto accessory stores, photographic supply stores and radio departments in larger establishments.

Sledge Hammer Used in Locating Power Leaks

As a help in locating outside trouble R. G. Knowlton of Haverhill, Mass., uses a portable super-heterodyne and a sledge hammer. Street lights are very often trouble makers for radio owners and transformers with faulty bushings or primary leads causing sparking to the metal casing, also are possible sources of interference.

Here is where a sledge hammer is a mighty useful instrument in locating transformer or street light troubles for jarring a pole often varies the noise and gives an idea as to what causes it.

Lamp Used to Protect Tube Tester

Many of the tube testing instruments used in the retail radio store are equipped with a plate milliammeter which is used to ascertain the B-battery current flowing in the plate circuit of the tube to be tested. These meters are designed to carry slight currents only and the application of a B battery directly across the meter will inevitably ruin this instrument. In the course of testing many tubes it is not uncommon to find one with a short between the filament and plate and when this condition occurs the meter is liable to damage. By placing 40-watt electric lamp in series with the B battery negative terminal this danger is overcome, as the lamp will light and take up excess current if a tube short occurs.

Light Switch for Battery Cabinet

BY H. W. BAUKAT

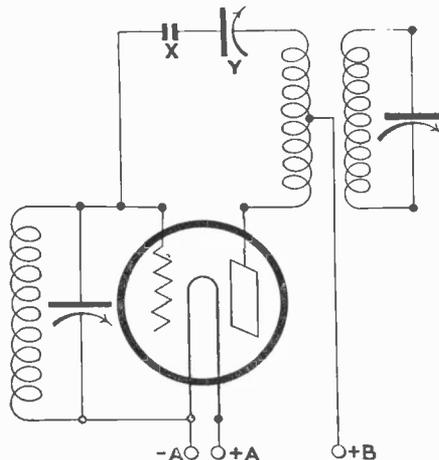
Quite often both A and B batteries, and sometimes the charger for the storage battery, are kept in a cabinet of the serving table type with the radio receiver located on top. This makes a very fine arrangement except when it is desired to take a battery-reading or put water in the storage battery, and then there is the inconvenience of lack of light.

The illustrated method of installing a light in such a cabinet will be found a very great help. This is so arranged that when the door is shut the light automatically is turned off, coming on again only when the door is open.

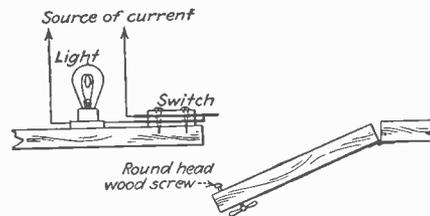
The switch consists of two pieces of insulation and two contact arms. Through this are put screws by means of which the switch may be fastened on the inside of the cabinet on the edge of the door frame. After this is screwed firmly in the wood, a small round head screw is put in the edge of the door near the top. This is arranged so that when the door is shut it brings up against the longer contact arm breaking the contact. The light may be installed in any convenient place in the cabinet.

Fixed Condenser Saves Tubes and B Batteries

One of the objections to the illustrated method of neutralization is that a defective condenser will form a short circuit, thereby burning out the filaments of the tube due to B battery current and also if the short is continued for any length of time



By placing a small fixed condenser in series with the neutralizing condenser as shown above both tubes and B batteries are protected against accidental short circuit at Y.



Illustrated is a method by which the inside of a cabinet, where the batteries for the radio receiver are kept, may be lighted automatically as the door opens.

discharging the B batteries themselves. The Hammarlund Roberts circuit uses this type of neutralization. In order to eliminate danger, place a small fixed mica condenser of .00025 or .0005 mfd. capacity in series with a balancing condenser as shown by X in the sketch, Y being the balancing condenser.

Another point of interest is the placing of a filament off and on switch in the plus A circuit where the minus C and plus A are connected together so that when the set is not operating, the B battery connection is also open. This will act as an emergency switch if anything becomes defective while the set is operating. Where the minus C and minus A are connected together, place the switch in the minus A.

Crackling Notes Traced to Broken Lead-In

"A short while ago," says M. Fleischer of the Independent Radio & Electric Co., New York, a phone call came in stating that the set was barely audible and was emitting crackling noises. I soon was out on the job and tested everything—set, tubes, batteries, cables, speakers, etc. without finding anything wrong. The aerial and lead-in looked perfect, but as this was one of the few things left to test I proceeded either to eliminate this possibility or find the trouble.

"After grounding the aerial inside the house, I went to the roof taking a set of phones and a B battery with me. I then tested for a complete circuit between the aerial and ground, using one of the iron vent pipes on the roof for a ground. Sure enough, here was the break. It was in the lead-in wire which, although there was no break perceptible to the eye, still it had been broken in half and was now held together by the rubber and fabric insulation. The swaying back and forth in the wind caused the crackling noise.

Work Bench Layout That Speeds Testing

It has often been said that "everything should be in place and a place for everything." This is well illustrated by a work bench I ran across not long ago. In conjunction with the bench, two sets of shelves were placed on one wall, one set for the receivers to be repaired and the other for the repaired receivers. The bench was laid out as shown in the illustration.

Underneath the bench, on a shelf, were placed the storage battery and the B batteries. Here they were out of the way, yet accessible. Taps were taken from the B batteries at 22, 45, 90 and 135 volts and run to binding posts located conveniently on the bench. Five 25-watt electric bulbs were placed in series with the leads so that a short in one of the sets would not blow the vacuum tubes.

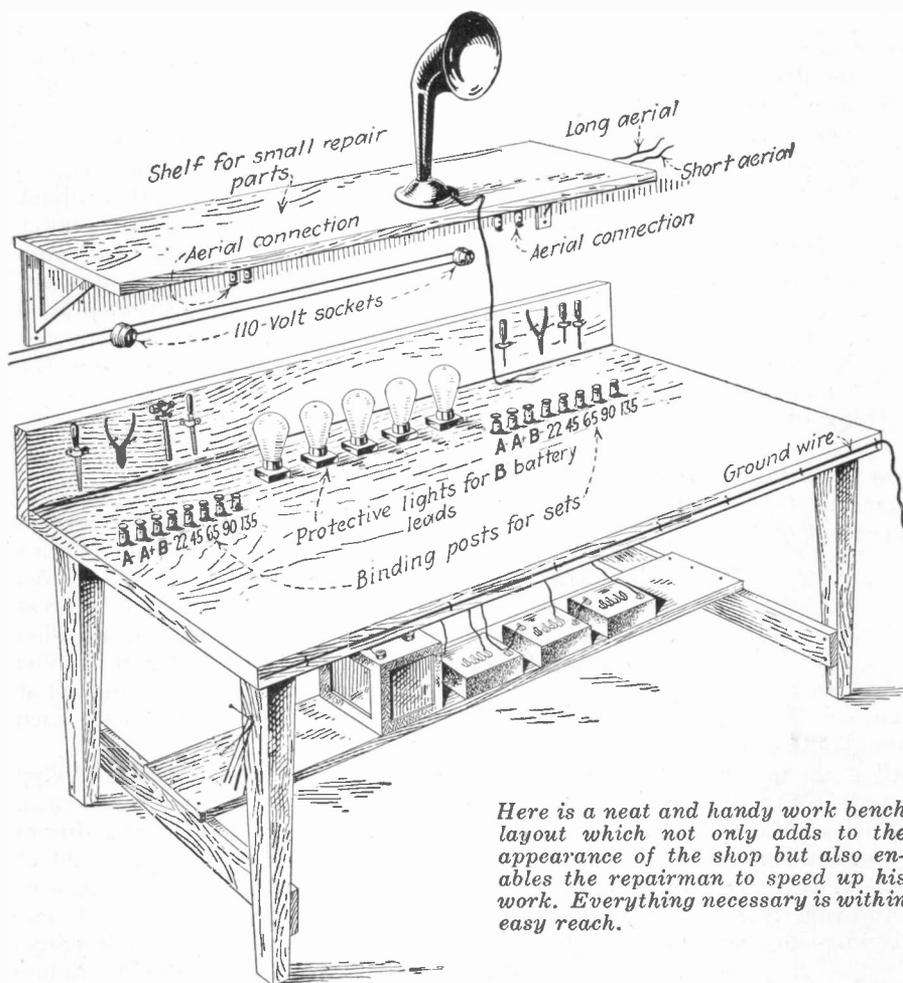
The ground wire was run along the front edge of the bench where a clip was used to fasten it to the ground lead of the set to be tested. At the back of the bench, nails were placed in a board in order that all

the tools could be hung up when not in use. An electric line, run above this board, provided the necessary current for an electric iron or a small electric drill.

Above this a shelf was placed which held the loud speaker and such small parts as were regularly used in the repair of sets. Two aerials were provided and the binding posts conveniently located underneath the shelf.

Soldering to Iron

Sometimes it is desired to solder to a piece of iron such as a diaphragm used in a receiver. As you may have doubtless found out, this cannot be done directly for the solder will not take, no matter how much flux is used. If however, a few grains of copper sulphate are first rubbed over the clean bright metal and then the soldering flux applied, it will be found that the solder will readily adhere to the iron. Care will have to be exercised as the copper placed on the iron by this method is at best only a thin film and comes off quite readily.



Here is a neat and handy work bench layout which not only adds to the appearance of the shop but also enables the repairman to speed up his work. Everything necessary is within easy reach.

Let Us Put New Glands in Your Radio Tubes

Has your set lost the power it had six months or a year ago?

If your batteries are "up," it's your tubes.

Don't go and buy a batch of new tubes. Bring the old ones in and let us rejuvenate them.

We will test your tubes free.

Make your tubes as good as new. 50c. for the first and 25c. each additional.

Efficiency Radio Shop

71 W. Broadway
Salt Lake City, Utah

Tube Rejuvenation Brings Customers to Shop

When radio vacuum tubes have been used for some time, they lose their "kick" because of the dissemination of the thorium coating on the filament. Since the development of reactivating devices many of these tubes can be restored to their former usefulness.

The Efficiency Radio Shop of Salt Lake City, Utah, whose ad. is reproduced above, charges 50c. for the first tube reactivated and 25c. for each additional one. This service is advertised extensively and many customers who are attracted to the shop to have their tubes "pepped up," eventually become customers for other radio apparatus.

Tubes Unbalance Receiver

Some receivers of the older type using tuned radio frequency of some kind have a tendency to whistle and squeal, for no apparent reason, after new tubes have been put in. Sometimes it is almost impossible to tune stations in. The trouble lies in nothing else but the new tubes. The internal capacity of the older type of tubes, for which the receiver was originally designed, is much less than that of the tubes in use today. The consequence is that the tube is not neutralized or compensated enough to take care of this increased capacity, resulting in very pronounced squealing due to coupling between the radio frequency stages. Upon experimenting it will be found that some of the newer tubes function satisfactorily and some do not.

Support the Department of Commerce

UNLESS legislation is passed by Congress giving Secretary Hoover and the Department of Commerce adequate authority to control wavelengths, radio broadcasting and therefore the radio industry is going to find itself in a state of confusion unparalleled in the history of American economics.

If every station could select any wavelength it desires, and begin broadcasting on it, the resulting chaos will be the most serious blow to the radio trade that it has ever known. From long experience Secretary Hoover and the Department of Commerce are best fitted to handle the situation.

Therefore, it means your bread and butter to do your utmost to support the White Bill and the Department of Commerce in every instance. The White Bill has passed the House of Representatives but it is still to be voted on in the Senate.

Flood your Congressmen now—and get all your customers to do the same—with a broadside of letters advocating the immediate passage of the White Bill and continued control of the ether by the Department of Commerce.

A Test of Merchandising Fitness

EVERY radio dealer has watched with concern the economic movements of the past month, the drop in stock-market prices and the slight tightening of business. Radio retailers, like other business men everywhere, are seeking to interpret these fundamental happenings in terms of their own businesses.

Out of all the cross-currents of opinion and events, *Radio Retailing* concludes that the underlying conditions for radio and for other lines of business are fundamentally sound. Prosperity certainly is here to stay.

But the conservative radio merchant may well look for a long hard pull all through 1926. Out of the struggle will come, as always, the survival of the fittest. There is no possibility of a panic or anything of that nature.

But a real test of merchandising fitness is at hand. And real rewards are in store for the merchant who keeps himself in a position to *get in and get out* of the market as merchandise is offered.

New Models Once a Year

COMMENTS from the industry on whether or not bringing out new radio set models once a year in early spring would be beneficial or detrimental have brought to light a number of interesting thoughts. Foremost among these, aside from the desirability of stabilizing new model announcements, is the opinion that no radically new models should be brought out at a definite time, but that improvements should be made in the existing line whenever desirable, and that these should not be announced as new models but only as slight changes in the original receiver.

That is, perhaps, the millenium. It will come a few years—or many years—hence. It is not something that can be done today with any great degree of either success or confidence. The automobile industry has been twenty years or more in reaching such a stage. Radio can hardly do it in the few short years the industry has existed. When stabilization and standardization are facts instead of dreams, then this yearly model business will solve itself.

But right now, under the conditions of the present day—and those conditions of unrest and “beat-the-other-fellow-to-it” competition need no further comment—the “no yearly models but constant improvement” idea would, almost without doubt, be ripped wide open enough times during the year to nullify its benefits.

The consensus of opinion, as *Radio Retailing's* inquiry has shown, seems greatly in favor—for the time being—of new models once a year, in the spring.

Super-Power Stations Will Develop Slow Markets

IT HAS been adequately demonstrated that super-power stations are responsible for renewed interest and activity in radio on the part of the public and for additional sales on the part of radio dealers. Conditions in the South, as learned by one of the editors of this publication on a trip just completed, have pepped up considerably in recent months, due to improved broadcasting.

Dixie dealers express the opinion that more local stations are *not* needed. The great need is for more super-power stations, located at strategic points throughout the country, bringing programs of metropolitan quality to rural districts with volume and clarity. The radio market for the future lies in the South and Southwest, where the warm climate has, in the past, prevented good reception. Super-power will develop those markets just as the 50,000-watt WJZ seems to be developing the market below the Mason-Dixon line.

“The Gyp Is Doomed”

ONE of the readers of *Radio Retailing* takes exception to that part of the article in last month's issue entitled, “The Gyp Is Doomed,” where it was mentioned that the dealer in question “made no interest charges on time payment sales thereby getting an edge under competitors who make the usual charge.” The reader writes, “If this is not still price-cutting what is it? And if it is, why burden your readers with such articles?”

The editors' reason for running the article “The Gyp Is Doomed” was that it pointed out a very great moral, as well as recording a definite change that is beginning to take place within the industry—and that is, the end of gypping practices as we now know them; not because of anything anyone has done or could do to stop it, but because of the natural evolution of an embryonic trade. Unless *Radio Retailing* presented the *news* of the indus-

This to Say—

**Radio
Retailing**
Vol. 3, No. 5

try, as well as selling helps for the retailer, the editors would feel that they were not fulfilling their obligation to their readers.

If this particular dealer carries his own paper and makes no interest charges, that's his privilege and he's entitled to do it without censure from anyone. We may consider it foolish, or a form of price-cutting, but it is not dishonest. It is done by many of the foremost retailers in practically every line of trade, and mention of it must be made if we are to keep our eyes open to every phase of radio selling policies.

And as for "paying no attention to the gyps," as this reader further suggests . . . one cannot very well ignore a sore thumb.

Learning by Experience

IT has long been the contention of *Radio Retailing* that the practice of advertising and selling merchandise at "gyp" prices would eventually disappear. Of late the gradual weaning of the buying public away from the dealer who advertised merchandise at sub-list prices has become more noticeable, the explanation being that the public is now realizing the danger of purchasing radio equipment at ridiculously low prices. This reversal is well illustrated by citing the experience of the Smith-Ayers Electric Shop, Morristown, N. J. Recently the proprietor decided to reduce his stock of tubes to make room for other merchandise and accordingly ran a half-page ad in a local newspaper announcing the sale of standard vacuum tubes at a 25 per cent reduction. The strange result was that five tubes were sold during the week of the sale whereas he regularly sells an average of 50 tubes weekly. When the sale terminated the tube business returned to normal. The public is learning to be wary of cut-price radio sales.

They Eliminate the Battery,— Also the Hum

WITH 1926 generally accepted as being a year when public demand is turning to convenience (just as in the year past the demand centered about quality), it might be well for dealers to examine into the reason why battery eliminators are not yet topping the sales sheet.

For a long time their arrival was eagerly anticipated and the day looked forward to, as much by customers as by retailers, when the added convenience of socket current supply would be at hand. But now that we have good, workable devices there does not appear to be much excitement—at least that is the way a majority of dealers report. It seems that the demand is steady but quiet,—whereas nothing short of a riot was expected.

The root of the trouble probably lies in the premature launching of eliminators that eliminated the battery but not the hum. Customers who bought these early models managed to talk loud and long enough so that public confidence was shaken. Hence present-day prospects hold very strongly to the "show-me" attitude.

Now when there are eliminators to satisfy the most exacting demand, it is up to the trade to tell that story to the public. Certain retailers are already carrying out heavy advertising campaigns featuring their stores as display headquarters during "Battery Elimination Week."

Which appeals to us as an idea worth following up.

"Bunk?"—or Building for the Future?

TRYING to sell radio in the summer is pure bunk," or words to that effect, are voiced by a pessimistic executive of a large radio manufacturer in response to *Radio Retailing's* attempt to boost the summer radio sales curve. This executive declares the manufacturer's summer expenses are so great and his volume so small that there is not a penny to be spared in attempting to do a selling job in the "slump" period.

What he says is very true—BUT, nobody ever accomplished anything by digging a hole and crawling in. The ostrich digs a hole in the sand and considers himself out of view. The radio industry cannot put its head in the sand during the summer and consider itself safe.

Elsewhere in this issue is a graphic illustration of the degree to which various other industries have overcome their seasonal depressions.

Radio can do the same—not this year, and not next year, *but over a period of time*. And not by digging a hole and crawling in as this executive suggests, but by consistent effort of dealer, jobber and manufacturer to put the thing across. Pennies spared now in attempting to straighten out the sales curve will reap a rich reward several years hence. Those of the radio industry who expect to be in business ten years from now might do worse than an earnest endeavor to increase radio sales in the hot weather.

This Summer It Will Be Different

THIS summer it will be different. Sales will be greater. *Radio Retailing* bases this prediction on six well-defined recent trends in the radio industry.

First—Summer reception of good programs is now an established fact. Sufficient nearby station coverage and chain hook-ups for feature events has brought summer radio within the reach of all.

Second—Improved tonal qualities of sets and speakers have made radio enjoyable as well as fascinating—therefore radio will be used the year 'round.

Third—Important events and stellar attractions will be found on summer programs as well as on winter programs.

Fourth—Many new models have already been announced—more will shortly follow. The radio selling season is now beginning to start in May rather than October.

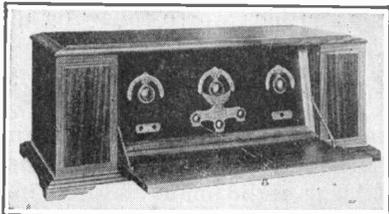
Fifth—Dealers are in a fighting frame of mind. They are devising ways and means to prolong their season.

Sixth—The spring "dumping sales" have been notoriously unprofitable this year. The public is learning not to get its fingers burnt. There is being felt a definite swing to standard dealers and standard prices.



What's New in Radio and

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



Five-Tube Neutrodyne

Radio Retailing, May, 1926

Illustrated is model K, which is a five-tube de luxe neutrodyne being made by the Eagle Radio Company, Boyden Place, Newark, N. J. Tuning is accomplished by means of three controls mounted on a sloping panel. On either side are battery compartments and the cabinet is finished in brown mahogany, having a genuine duco finish. Overall dimensions are 15½ in. x 13¼ in. x 37½ in. The front drops as shown, so that it may be used for writing purposes. Intended retail price is \$175.

36-Inch Cone Speaker

Radio Retailing, May, 1926

The Western Electric Company, 100 East 42nd Street, New York City, is marketing a 36-in. diameter cone speaker in two types. Type 548-AW, listing at \$87, is equipped with a floor stand, the entire assembly being 49 in. high. Type 548-CW, listing at \$71.50, is equipped with a wall mounting bracket. The distance between the cone apex and the rear grating is 8 in. The speaker is designed for use in connection with standard receivers and operates without additional batteries.



Four-Tube Receiver

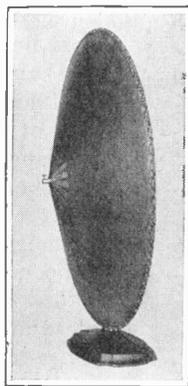
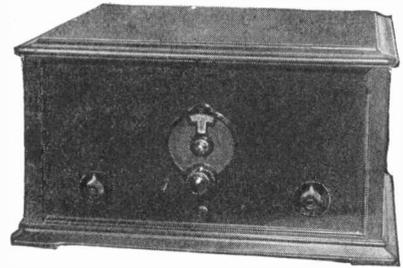
Radio Retailing, May, 1926

Illustrated is the "Superflex" receiver being made by the Radio Products Corporation, 3816 North Twenty-Eighth Street, Birmingham, Ala. The circuit is of the tuned, balanced, radio frequency type, with tuning accomplished by means of one condenser. This is calibrated in wave lengths on the panel front, the pointer being controlled by the right-hand knob. The other knob, in the left-hand corner, regulates the volume. On the sub-panel inside the set another knob is located by means of which the grid leak may be varied. Either dry cell or storage battery tubes may be used in this set. It is also equipped with a battery connecting cord with which is furnished a color chart. The cabinet is finished in dark mahogany, hand rubbed, while the insulation is of bakelite. Special sockets are built on the sub-panel itself, and flexible wiring is used throughout. All coils, wiring, condensers, etc., are concealed beneath a sub-panel. Intended retail price, less accessories, \$80.

Six-Tube One-Dial-Control Receiver

Radio Retailing, May, 1926

Model "Ten" is the latest edition to the line of receivers manufactured by J. B. Ferguson, Incorporated, 41 East Forty-second Street, New York, N. Y. This is a six-tube tuned radio frequency receiver with three stages of resistance-coupled audio frequency amplification. It is equipped with a single tuning control, which is accurately calibrated in meters. All of the tuning elements are enclosed within a copper shield. The intended retail price is \$110.



Cone Type Table Speaker

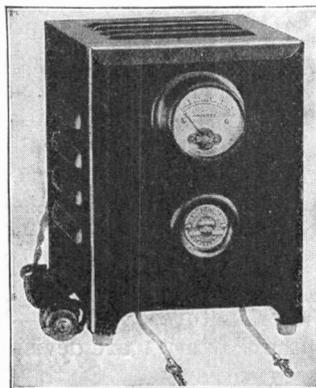
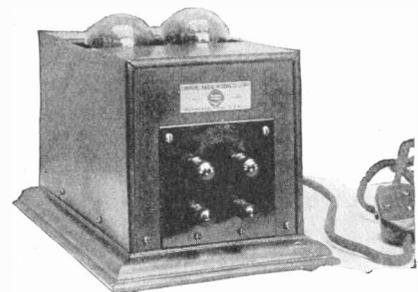
Radio Retailing, May, 1926

Known as model B-2 is the cone-type table speaker illustrated, which is being made by Radio Foundation, Incorporated, 25 West Broadway, N. Y. The 17-inch cone is brown, while the base and support are bronze. The design is old gold. The colors and style of this speaker match well with furniture and decorations of the drawing room. It is strongly built of selected materials, and is readily adjustable for climatic changes. Base measures 8 in. x 6 in. This speaker is also fully licensed under the Lectofone patents. Intended retail price is \$22.50.

Power Amplifier Operating on 110 Volts, 60 Cycles

Radio Retailing, May, 1926

A power amplifier to replace either the last audio tube or all the audio tubes, depending on the volume desired, is being made by the Timmons Radio Products Corporation, Germantown, Philadelphia, Pa. Two UX-216-B and one UX-210 tubes are used in this amplifier. The current consumption is approximately 35 watts. The plates of the UX-210 tubes are supplied with 350 volts allowing ample reserve capacity. The use of this device according to the manufacturer, improves the quality of reception, besides giving a tremendous increase in volume, if desired. The intended retail price, without tubes, is \$45.



Battery Charger for Dealer's Use

Radio Retailing, May, 1926

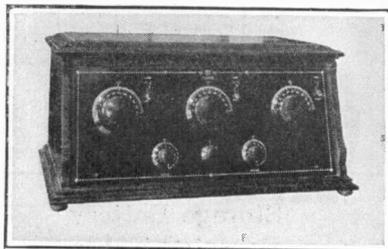
The illustrated type AD-6 battery charger is being made by the Acme Electric and Manufacturing Company, 1444 Hamilton Avenue, Cleveland, Ohio. This is specifically for the use of dealers who do a small battery charging business as it has a capacity of 6-6 volt batteries and a charging rate of 5 amps. It is of the transformer type and in case of line interruption automatically re-starts. Operates on 110 volts, 60 cycle a.c. Other frequencies may be had upon request. The transformer, operating three tubes, has a double winding. Intended retail price, \$50 complete.

Where to Buy It

News of Latest Products
Gathered by the Editors



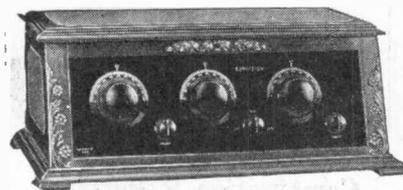
All announcements appearing on these pages are published without advertising considerations of any kind whatsoever.



Five-Tube Double-Range Neutrodyne Receiver

Radio Retailing, May, 1926

F.A.D. Andrea, Inc., 1581 Jerome Avenue, New York, N. Y., is making a double-range Neutrodyne receiver, known as 175-AL. This can be operated on both the 200 to 600 meter band, and the 1,050 to 2,500 meter band. The additional wave length band is secured by means of special wound inductances, mounted over the standard neutroformers, and with three small lever switches operated from the face of the panel. The double-range receiver unit has an intended retail price of \$145, and if purchased to be used in combination with other standard Fada models, such combinations involve a \$50 advance in list price.



Five-Tube Tuned Radio Frequency Receivers

Radio Retailing, May, 1926

The "Sovereign" radio receiver, manufactured by the E and N Products Company, 1744 Ogden Avenue, Chicago, Ill., is a five-tube set, employing tuned radio frequency. Either indoor or outdoor antenna can be used. The set is manufactured in either cabinet or console model, also in a type adaptable to phonograph installations. All types employ identical circuits, using three controls and are equipped for use with storage battery tubes and are furnished with battery cables. Overall dimensions of the console model, panel—26 in. x 13½ in. by 10½ in. deep, phonograph model, panel—12½ in. x 15½ in. furnished in either straight or sloping panel form. Intended retail price, console, \$75, without accessories; phonograph type, \$55.

Loud-Speaker Mounted in Base of Lamp

Radio Retailing, May, 1926

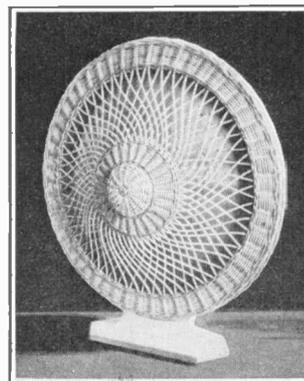
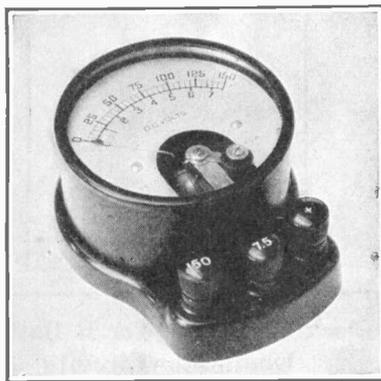
The Prevan Corporation, 1261 Broadway, New York, N. Y., is making the illustrated loud speaker with the unit concealed in the base. The sound comes up through the center column, and is reflected evenly in all directions throughout the room. The lamp part is equipped to use two electric lights. Natural reproduction is claimed by the manufacturers for this reproducer, which has an intended retail price of \$75.



Double Scale D. C. Voltmeter

Radio Retailing, May, 1926

Known as DO-3 is the double scale reading voltmeter, being made by The General Electric Company, Schenectady, N. Y. This instrument has one scale reading from 0 to 7.5 volts, and another from 0 to 150, which combinations are most suited for measuring A and B batteries. It may be mounted on a panel if so desired but it is recommended to be used as a portable instrument. The resistance of the low voltage circuit is approximately 500 ohms, while that of the high voltage 10,000 ohms. This means 66 ohms per volt. It operates on the D'Arsonval principle and is said to be very rugged and accurate.



Wicker Enclosed Cone

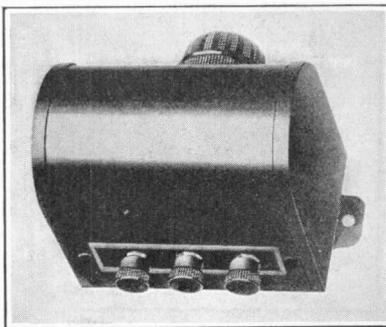
Radio Retailing, May, 1926

The illustrated wicker cone reproducer for summer use is being marketed by the American Bosch Magneto Corp., Springfield, Mass. It has been designed to harmonize with any wicker furniture. This model is built around the Bosch Ambotone reproducer with its wooden diaphragm. Intended retail price is \$35.

Step-up Transformer for B Eliminator Circuits

Radio Retailing, May, 1926

The All-American Radio Corporation, 4201 Belmont Avenue, Chicago, Ill., is making a transformer known as Type R-7 to be used in B battery eliminator circuits. This is especially applicable to those circuits using the Raytheon tube. A center tap is provided on the high tension or secondary windings. A plug and socket are incorporated in the case that houses the transformer so that connection to the electric light circuit is made merely by plugging in on the transformer itself. The intended retail price, \$6.

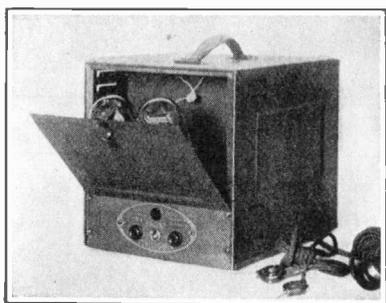


Radiotron Detector Tube

Radio Retailing, May, 1926

The Radio Corporation of America, 233 Broadway, N. Y., has announced that it is placing on the market a super-sensitive detector tube to be known as UX-200-A, designed for use with storage battery operated receivers. Its rating is as follows: Filament volts, 5; filament amperes, 25; plate volts, 45. It is said not to be critical to plate voltage or to filament temperature. It is further stated that an increase in sensitivity is to be had by use of this tube which has an intended retail price of \$5.

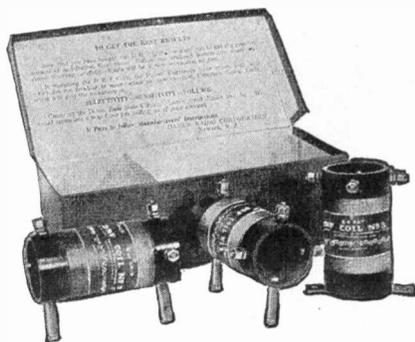
What's New in Radio and Where to Buy It—



Combination B Battery Eliminator and Power Amplifier

Radio Retailing, May, 1926

The "Powerformer," manufactured by the Pacent Radio Corporation, 91 Seventh Avenue, New York, is designed primarily to be used in conjunction with small 2 and 3 tube receivers, serving both as a plate supply unit and a power amplifier. The unit may be used simply as a power amplifier, furnishing its own B battery voltage—as a B battery eliminator—or both, converting the smaller receivers into a complete unit capable of producing good loudspeaker volume with B batteries eliminated. The unit employs two UX-216-B rectifying tubes in a full wave rectification circuit and one UX-210 power amplifier. Operating on 110 volt, 60 cycle a.c., the unit weighs 32 lb., and is encased in a sealed, metal cabinet measuring 8 in. x 8 in. x 10 in., which is finished in bronze duco. The front is provided with a drop door which opens at a 45 degree angle to give access to tubes. Just below the drop door a control panel contains the input and output jacks, control switch and a pilot light which indicates whether or not the unit is in operation. Intended retail price, without tubes, \$82.50.



Radio Frequency Coils of Solenoid Type

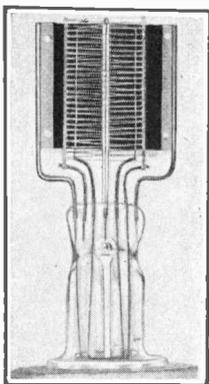
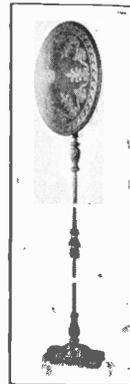
Radio Retailing, May, 1926

Coils in sets of three for tuned radio frequency use are being made by the Daven Radio Corporation, 158 Summit Street, Newark, N. J. These coils are wound in solenoid form, are said to have a minimum of distributed capacity, copper and dielectric loss and external field. Another feature, according to the manufacturer, is that due to their small field interaction, self-oscillation between the several coils is eliminated. Included with each kit are complete instructions and diagrams for constructing the Daven Bass Circuit. Intended retail price per set of three is \$8.

Cone Type Reproducer Mounted on Pedestal

Radio Retailing, May, 1926

Illustrated is model B-2 cone reproducer manufactured by Radio Foundation, Incorporated, 25 West Broadway, N. Y., mounted on a pedestal which stands 45 in. to the bottom of the cone. The base measures 16 in. x 9 in. This is essentially a floor speaker designed to be placed in the drawing room, and is provided with a long cord. The cone itself is 17 in. in diameter and is colored a soft brown. The stand is designed, in dull red gold, harmonizing well with the cone. Adjustments are provided so that climatic changes may be readily compensated for. Intended retail price \$35.



Storage Battery Operated Tubes

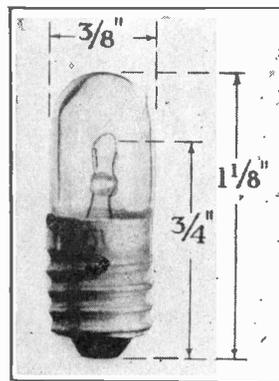
Radio Retailing, May, 1926

The Maximus Electrical Company, Incorporated, Cleveland, Ohio, is making tubes under its own name, the construction of which is clearly shown in the accompanying illustration. The grid and filament are so placed that they cannot come in contact under any circumstances. The filament support is carried up through the center of the grid and is insulated by means of a glass tube. The average amplification constant is 9 to 10, and mutual conductance 800 to 850 micro-ohms, according to the manufacturer. This is a 5-volt, 1/4-amp. tube. It may be used as either an amplifier or detector. Plate voltages range from 45 to 150.

Pilot Lamp for Dial Illumination

Radio Retailing, May, 1926

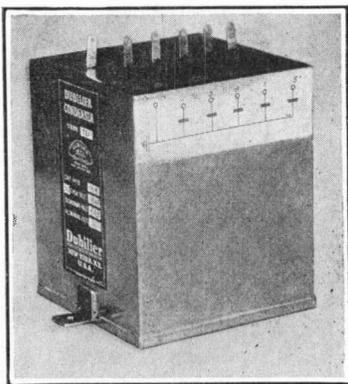
The illustrated pilot lamp is manufactured by the Edison Lamp Works, Harrison, N. J., and may be used to illuminate receiving set dials and panels or as a signal indicating that the set is in operation. Type T-3 lamp is made in three sizes, for 6, 4 and 1 1/2 volt filament voltages. Overall dimensions of the six-volt lamp are shown in the illustration. This lamp draws one amp., and has an intended retail price of 20c. Both dry cell operated lamps are 1 1/4 in. overall, draw .06 amp., and have intended retail prices of 35c. These small lamps may be permanently wired into receiving set A battery circuits and are equipped with small screw bases.



Block Condenser for B Battery Eliminator Circuits

Radio Retailing, May, 1926

The Dubilier Condenser & Radio Corporation, 4377 Bronx Boulevard, New York, make the illustrated type of condenser block to be used for B battery eliminators. This assembly has a total capacity of 13 1/2 mfd., tapped at 2, 2, 8, 1 and .5 mfd. respectively. The common terminal of this block is also grounded to the case. These blocks may be obtained in two sizes—type PL-90 being tested at 800 volts d.c. and recommended for continuous operation at 160 volts d.c.—type 721 containing the same condensers and similarly tapped, is tested at 2,000 volts d.c. and is recommended for continuous operation at 400 volts d.c. The other condensers necessary for this circuit are also assembled in one case and known as type PL-91. These condensers are particularly adaptable to the Raytheon circuit.



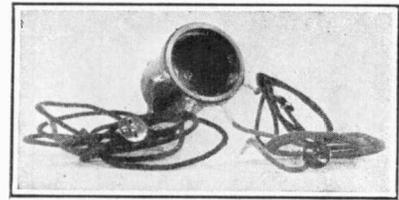
News of Latest Products Gathered by the Editors



Condenser Block for Raytheon Eliminator Circuit

Radio Retailing, May, 1926

The illustrated "B" block contains two 2 mfd. one 8 mfd. and two 1 mfd. condensers. It is made by the Tobe Deutschmann Company, Cornhill, Boston, Mass. All of these condenser units are confined in a single casing with six binding posts at the base mounted on a bakelite strip. At the sides are two legs by which the unit may be mounted. Over all dimensions are 5½ in. x 4 in. x 2½ in. The use of this unit saves space and simplifies wiring. Intended retail price is \$11. A smaller block is made containing one 8 mfd. and two 2 mfd. filter condensers packed in a similar-silvered metal case and has an intended retail price of \$9.50.



Power Tube Adapter Permits Added Battery Voltages

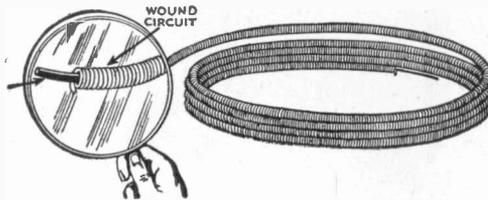
Radio Retailing, May, 1926

A need recently created by the advent of the power tube for use in the last audio stage of dry-cell operated receivers is filled by the Connectorald adapter manufactured by the Alden Manufacturing Company, Springfield, Mass. This adapter which may be inserted in standard type sockets permits the addition of the required higher B and C battery voltages to the type 120 power tube without the alteration of wiring in the receiver itself. These adapters are equipped with two prongs which utilize the filament prongs of the last stage socket as usual, and are also equipped with flexible leads which make the addition of extra B and C battery potentials possible without circuit alteration. The leads are color coded and furnished with metal connection terminals.

Coil Antenna Wire Using Separate Enamelled Strands

Radio Retailing, May, 1926

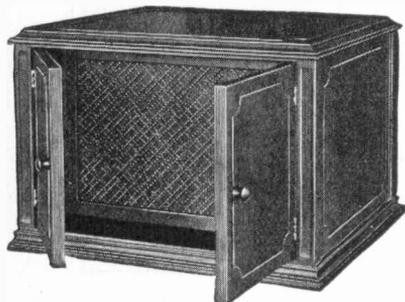
The illustrated antenna wire manufactured by the Wound Wire Aerial Company, Reedville, Va., consists of a wire core over which a lighter wire is wound from end to end. As the coil wire and the core are both enameled, insulating the separate turns and the wires themselves from each other, the capacity of the antenna as well as its inductance is increased. It is claimed by the manufacturer that both signal strength and selectivity are benefited. Intended retail price in seventy-five foot lengths, \$5.



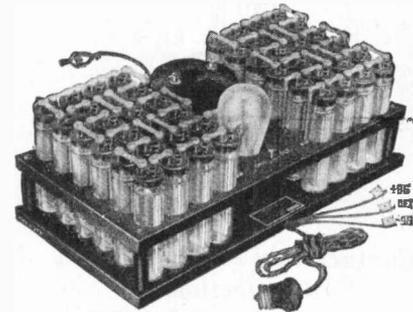
Salon Reproducer

Radio Retailing, May, 1926

The illustrated Salon Speaker made by the Federal Radio Corporation, Buffalo, N. Y., is enclosed in a richly finished cabinet of striped mahogany, fitted with doors as an additional means of regulating volume. Across the opening is the characteristic Federal grill of burnished bronze, backed by fine gold cloth. The internal structure consists of a wood horn and the Federal unit, joined by a stout machined casting, and firmly anchored to the heavy base, so that undesirable vibrations are prevented. At the back of the cabinet are binding posts for convenience in connecting an extension cord of any desired length. This permits the Salon Speaker to be located, if necessary, in a place far distant from the receiver.



It is intended to be set upon a decorative table in a reception hall, or in the studio of a well-arranged radio shop, in surroundings of its own, quite isolated from the mechanical impression given by any receiver circuit.



Storage B Battery With Built-in Charger

Radio Retailing, May, 1926

The illustrated 96-volt storage B battery is being made by The Graynie Corporation, 323 West Jackson Boulevard, Chicago, Ill. The cell tops are crowned, glazed, brown porcelain effectively sealed. The steel cabinet has a mahogany finish. An automatic switch is provided which throws the two 48-volt units into proper parallel charging connection and cuts out the radio set. Two indicator balls constantly display specific gravity conditions eliminating the necessity of a hydrometer. Capacity 2,500 milliamp. hrs. The cells are heavy pressed glass with waterline marked. Intended retail price complete with cover \$39.75. Without cover but with charger and cord \$36.

B Eliminator With Raytheon Rectifying Tube

Radio Retailing, May, 1926

The "Majestic" Super-B current supply unit made by Grigsby-Grunow-Hinds Company, 4540 Armitage Avenue, Chicago, Ill., is mounted in a cabinet 10½ in. x 5½ in. x 9 in. weighs 20 lbs. and is furnished complete with extension cord and plug. This unit employs a Raytheon tube in a full-wave circuit and is equipped with suitable adjustable resistances and taps which furnish variable plate current for the 135-150 volt power tubes now in general use. The unit is designed for use on 110 volt, 60 cycle, a.c. and will furnish 60 milliamps which is sufficient to operate sets employing as many as twelve tubes of the 201-A type. Transformers, choke coils and filter condensers are rigidly mounted in separate shielded containers on a steel frame, permitting easy removal of any unit for repair. Intended retail price including tube, \$39.

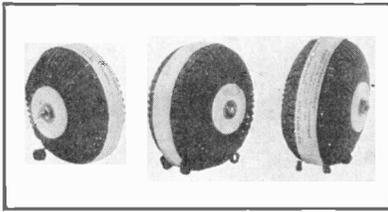


Lead-in Strip With Spring Terminals

Radio Retailing, May, 1926

The "Hearwell" lead-in strip, manufactured by the Hearwell Electric Company, 53 Devonshire Street, Boston, Mass., consists of a thin copper strip, ¾ in. wide, 11 in. long and .007 in. thick over which an insulated cloth cover is fastened. This strip may be jammed beneath the window sash and frame or over doors, furnishing a connection from the set to the outside antenna without drilling through casings. The device is waterproofed, equipped with soldered spring terminals on each end.

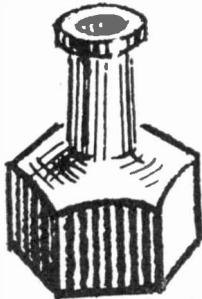
What's New in Radio and Where to Buy It—



Toroid Type Coils

Radio Retailing, May, 1926

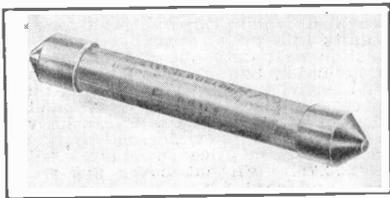
Radio Foundation, Incorporated, 25 West Broadway, N. Y., is manufacturing the illustrated type of Toroid Coil. It is small in size, which is due to patented process of winding permitting compact construction. This, it is said, gives the Toroid a magnetic path which is much sorter than other inductances. These can be used in any tuned-radio-frequency circuit, and when shunted by a variable condenser of .00035 mfd. maximum capacity will tune from 200 to 500 meters. The doughnut coils are made in two types, one for coupling between tubes of a radio frequency amplifier, and the other for antenna coupling. The latter has several taps so that different lengths of antenna may be compensated for. The terminals are all marked for proper connection.



Contact Lug for Permanent Connections

Radio Retailing, May, 1926

William Stevens Company, 27 Ham-matt Road, Roslindale, Mass., are making a contact lug known as "Lastite." The base is a $\frac{1}{4}$ in. hexagon nut threaded, so that it may be screwed on to the terminals of all instruments. This nut terminates in a small tube at the top where a wire or bus bar may be inserted and soldered securely.



Resistance for Audio Frequency Tone Improvement

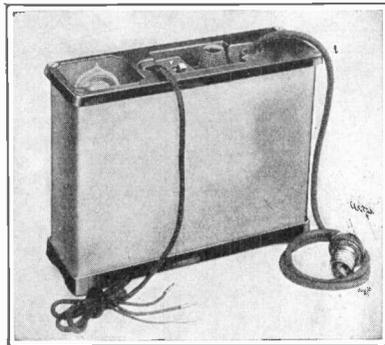
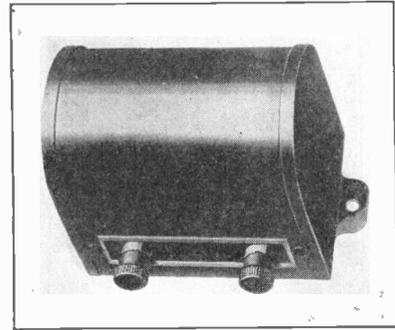
Radio Retailing, May, 1926

A 500,000 ohm resistor as shown in the illustration is being made by the International Resistance Company, Perry Building, Philadelphia, Pa., makers of "Durham" products. By placing this across the secondary of an audio frequency transformer, the resonant peak of the transformer is materially lowered, which has the effect of eliminating some of the distortion which would otherwise be had, according to the manufacturer. This point of resonance occurs on the higher notes, and is known to many listeners as blasting in the loud speaker.

Choke Coils for Raytheon Eliminator Circuit

Radio Retailing, May, 1926

Illustrated is Type R-8 choke coil being made by the All-American Radio Corporation, 4201 Belmont Avenue, Chicago, Ill., for use especially with the Raytheon tube. These are heavily shielded in metal cases with well insulated binding posts located at the base of one of the sides. Mounting is accomplished by means of two flanges extending from the sides. These are so heavily cased that they may be also used to gain mechanical strength by supporting the unit. The intended retail price, is \$4.50.



B Battery Eliminator with Raytheon Tube

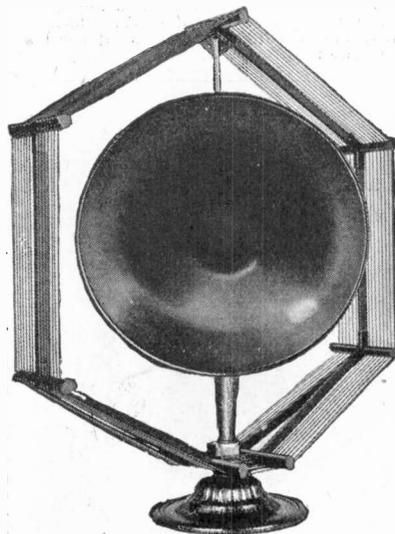
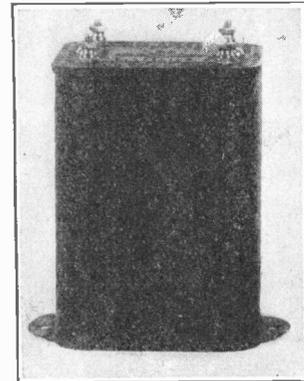
Radio Retailing, May, 1926

Type E-1, 110 volt 60 cycle B battery eliminator manufactured by the Acme Apparatus Company, 37 Osborn Street, Cambridge, Mass., is equipped with three voltage taps furnishing a variable detector voltage from 0-70 volts and from 100-150 volts on the two amplifier taps. A Raytheon tube rectifier is used, utilizing both halves of the cycle in a full wave circuit and the device will furnish current up to 50 milliamp. Overall dimensions are 10 $\frac{1}{2}$ in. x 8 $\frac{1}{2}$ in. x 3 $\frac{1}{2}$ in. Intended list price, \$50. The constants complete outfit including the Raytheon tube is also available for home "bread board" construction of an eliminator. Intended list price, knock-down, \$39.50.

Impedance Coupled Amplifier Unit

Radio Retailing, May, 1926

An impedance coupled amplifier unit for use with second and third stage of audio frequency is being made by the Marle Engineering Company, Orange, N. J. The choke coil, resistances and condensers are all incorporated in one case having four binding posts at the top marked in a similar manner to that of audio frequency transformers. This means that audio frequency transformers may be replaced by this unit without any additional wiring. It is recommended that a high grade audio frequency transformer be used in conjunction with this unit. Intended retail price, \$7.50.



Loop Built Around Loud Speaker

Radio Retailing, May, 1926

Richard T. Davis, Incorporated, 5252 Broadway, Chicago, Ill., is manufacturing a loop which is said to fit any standard horn, and may be attached in a few seconds without the use of tools. It fits snug around the base of the speaker, measures 24 $\frac{1}{2}$ in. high x 22 in. wide and has a clearance radius of 11 $\frac{1}{2}$ in. The loop speaker is made of molded bakelite and 110 feet of 68 strand No. 38 silk covered wire is used. This loop may also be built around a cone reproducer, in which case bakelite rings are used around the cone. The stand and upright are made of molded art wood, carved and finished in dull mahogany. Intended retail price of loop alone, \$12.50.

What the Trade Is Talking About

Federated Radio Trade Associations Complete Organization at Chicago

By the unanimous vote of the recently appointed directors of the Federated Radio Trade Associations, Harold J. Wrape of St. Louis, Mo., was elected to the presidency on the occasion of the first regular meeting of delegates from state and territorial radio trade associations held in the Morrison Hotel, Chicago, April 15 and 16.

The following other officers and directors were elected:

H. H. Cory, secretary and treasurer; A. M. Edwards, first vice-president and chairman of the educational committee; George H. Riebeth, vice-president and chairman of the finance committee; Robert W. Bennett, vice-president and chairman of the publicity committee; H. C. Beerend, vice-president and chairman of the trade interests committee; J. O. Maland, director and chairman of the resolutions committee; R. W. Nichols, director and chairman of the credentials committee; Moe Fischer, director and chairman of the committee on Broadcasting; Henry C. Bonfig, director and chairman of the membership committee; also directors H. C. Wall, C. D. Burke, B. Maurer and Thomas White.

Thirteen radio trade associations sent delegates to Chicago to attend this meeting. These associations were: St. Louis Radio Trades Association; Northwest Radio Trade Association; Wisconsin Radio Trade Association; Northern Indiana Radio Association; Fort Wayne Radio Trades Association; Radio Dealers' Association of America (Chicago); Radio Division of the Kansas City Electric Club; Radio Division of the Cincinnati Electric Club; Dayton Radio Dealers' Association; National Radio Trade Association (New York); Buffalo Radio Trade Associa-

tion; Radio Trade Association of Michigan, and the Southern California Radio Trades Association.

Following the first morning's session the board of directors were the guests of the Radio Manufacturers' Association at a luncheon in the Palmer House. J. O. Maland, for the Federation, briefly outlined the purposes of his organization. Ray V. Sutcliffe, western editor of *Radio Retailing*, took occasion to point out the sincerity of purpose of the new dealer national body and to explain the significance of a properly conducted central organization of radio wholesalers and retailers to the entire well-being of the radio industry.

E. N. Rauland, vice-president of the western division of the R. M. A., voiced the feelings of the other eighty-five manufacturers present when he stated that the western division of his association was heartily in sympathy with the aims and purposes of this new organization.

Four Resolutions Approved

There were in all four resolutions which were unanimously passed on the morning of the second day's session.

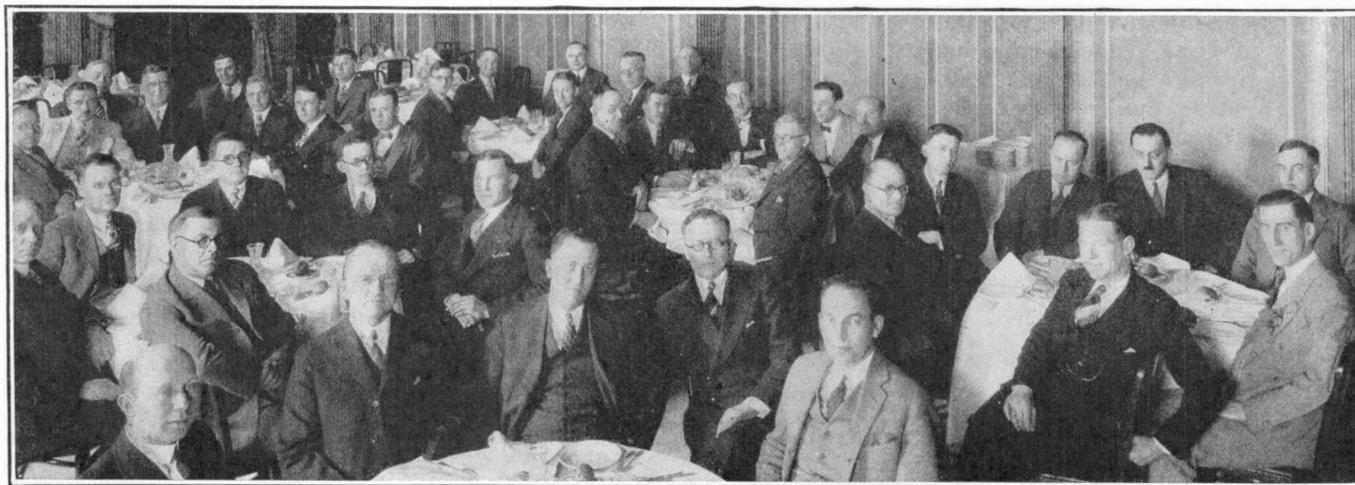
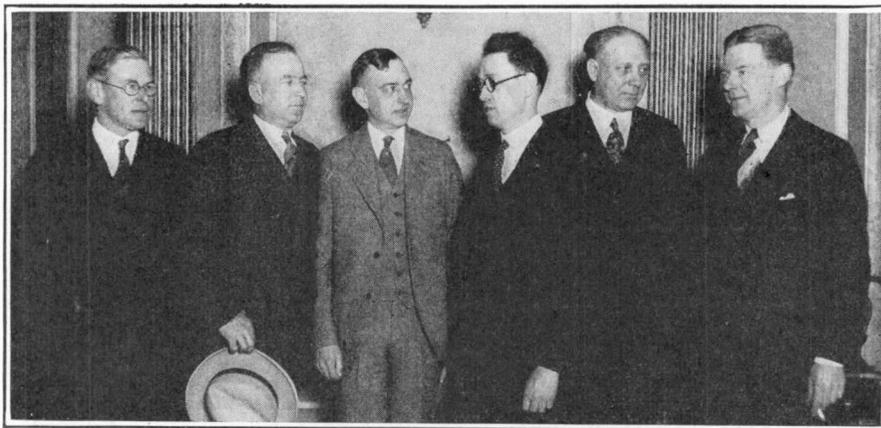
These resolutions reflect the character of this new organization as well as indicate certain trends in radio industrial development. The resolutions are:

1. That the Congress of the United States should immediately pass adequate legislation giving the Department of Commerce sufficient authority to govern broadcasting.

2. That Congress should amend the copyright laws to place broadcasting on a basis similar to that upon which the talking machine and phonograph industry reproduces musical compositions.

The other two resolutions endorsed the standards of radio trade practices recently brought out by the Wisconsin Radio Trade Association, and also the radio trade school sponsored by the Radio Trade Association of Michigan.

The following was introduced as a resolution but was passed in the form of a recommendation: That each of the affiliated radio trade associations call their members together and endeavor to adopt a statement of some specific practice covering the acceptance of goods returned for credit from consumer, dealer or wholesaler and that the various state and territorial



First banquet of the newly-organized Federated Radio Trade Associations at the Morrison Hotel, Chicago, Ill., April 15. Delegates from 12 state or territorial radio trade associations were in attendance and represented cities from coast to coast. Members of the Radio Manufacturers' Association were also present.

Upper right: The recently-elected officers of the Federated Radio Trade Associations. Left to right: Vice-president George H. Riebeth (Northwest Radio Trade Association); Vice-president Robert W. Bennett (St. Louis Radio Trade Association); Chairman of the resolutions committee J. O. Maland (North-

west Radio Trade Association); Secretary and Treasurer H. H. Cory; Chairman of the education committee A. M. Edwards (Radio Trade Association of Michigan) and President Harold J. Wrape, also president of the St. Louis Radio Trades Association. The next meeting will be Aug. 15 and 16 at Detroit.

Secretary Hoover's Views on the Radio Situation Created by the Wilkerson Decision

SECRETARY HOOVER on April 20 issued the following statement: "I have now (upon my return to Washington) had an opportunity to discuss the situation created in radio by the decision of Judge Wilkerson in the Zenith radio case. The Court has refused to impose a penalty upon a concern which admittedly was operating at a time and upon a wavelength not authorized under its license. While the holding is in conflict with an earlier ruling in the District of Columbia, it is apparent that under the present law of 1912, as now construed, no one has authority to protect the listening public against utter chaos in the service upon which it has come to rely.

"The Chicago decision denies the authority of the Secretary of Commerce to assign either wavelengths or time of operation. It does not affect broadcasting alone, but is equally applicable to the amateurs and any of these services are open to incursion by the others, and any station may be attacked by its neighbor. If stations proceed to select their own wavelengths and choose their own time, considering only their own selfish advantage, effective public service will be at an end.

"Congress has full power to confer the needed authority. The White bill now before the Senate, which has passed the House, gives the power. There have been suggestions that this authority should be administered entirely outside of the Department of Commerce by a special commission set up for the purpose. There are three separate functions which must be performed by some Government agency. The first is the determination of who may broadcast. This is a discretionary or semi-judicial authority. I have continually advocated that the use of wavelengths is the use of public property, and that the determination of who should have use should not be in the hands of any one person but should be placed in the hands of a commission, representative of the different sections of the United States, wholly independent of the department.

"Such a commission, to be appointed by the President with the approval of the Senate, is provided for in the White bill. This board will not need to be in continuous session and will imply but little expense. The second important function lies in the administration of the decisions of this commission and the minimizing of inter-

ference from many causes outside wave conflict. The third is the furthering of development of the art in the interest of the listeners and of the industry.

"These last two functions are essentially administrative, and in my view should rest in one of the executive departments rather than by creating a new and additional Government agency, which would imply considerable additional expense. Moreover, boards and commissions, by their divided authority have always been a failure in administration; they are desirable for discretionary or judicial determinations. The tendency to create in the Government, independent agencies whose administrative functions are outside the control of the President, is, I believe, thoroughly bad. I believe the staff of the department has performed a great service in development of the radio art and developing the method of control and regulation in a new field. So far as the Department of Commerce is concerned the extraordinary difficulties and conflicts in the situation are such that we will be well satisfied to see radio administered by any other department which can properly undertake its regulation."

associations urge their members rigidly to adhere to whatever policy is adopted by their organization.

WJAZ Decision Stirs Assemblage to Action

Immediately following the announcement of Judge James H. Wilkerson's decision in the WJAZ "radio piracy" case received fifteen minutes before final adjournment and read to the assemblage by President Wrape, a campaign to enlist the aid of every radio dealer and listener in the United States in securing adequate legislation to place the control of broadcasting regu-

lation in the hands of a duly authorized department or commission, was started.

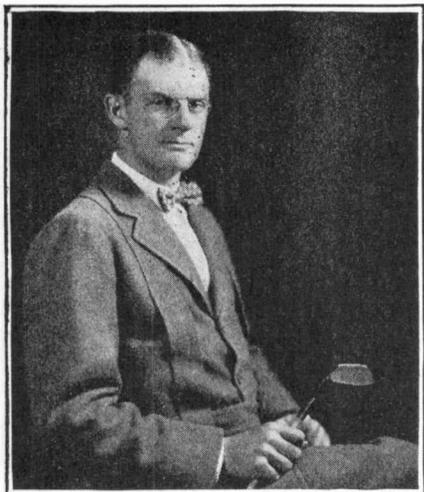
A resolution was passed urging a quick campaign of information through broadcast stations direct to the listeners in co-operation with the National Association of Broadcasters. A telegram to this effect was dispatched to Paul B. Klugh, president of the National Association of Broadcasters, and another telegram urging legislative action was addressed to Secretary of Commerce Herbert Hoover.

The next meeting of the delegates will be held at Detroit, Mich., Monday and Tuesday, August 15 and 16, 1926.

Radio Legislation Is Still Delayed

As this issue goes to press, the prospects for passage of urgently needed radio legislation at this session of Congress are very slim. In the case of the White Bill, which has already passed the House of Representatives, the Senate is delaying because of a desire to "study the situation." Apparently the members of the Senate have not been aroused to the point where they are convinced of the need for this type of legislation.

There is still hope of passing the



"That grand and glorious feeling" as exemplified by A. H. Howard, sales manager of the Dubilier Condenser and Radio Company, New York City. Not to be outdone by his boss, William Dubilier, who hied himself to Florida and golf at the first sign of snow, Mr. Howard took his golf stick in hand and had his picture taken therewith, to show that corporation presidents aren't the only ones whose thoughts are on the links in the winter time. We have a strong suspicion, though, that the picture was taken at the nineteenth hole.

White Bill at this session providing pressure is brought to bear by the radio trade and public on the Senate and officials of the administration, urging them to pass the bill. This would practically continue control of broadcast wavelengths by the Department of Commerce.

Another bill, the Borah Radio Bill, has been introduced into the Senate by Senator Borah which is apparently the same as the White Bill but provides for a radio commission independent of the Department of Commerce. This but further complicates the situation and would put control of the ether upon inexperienced and possibly incompetent shoulders working independently. Of the two bills, the White Bill is by far the most beneficial to the radio industry and the listening public.

The Dill-Vestal Bill is also still in the process of committee hearings and there is little chance that anything further will be done at this session. This bill would put radio broadcasting and mechanical reproduction of copyrighted songs on a similar payment basis.

Distribution to Be Discussed At R.M.A. Convention

Realizing the vital importance at this time of the efficient routing of sets, parts and accessories from manufacturer to user, the program committee of the Radio Manufacturers' Association has arranged a series of addresses to cover all the important phases of this pertinent subject for the second annual convention of this organization to be held at the Ambassador Hotel, Atlantic City, N. J., Monday, May 10, to Friday, May 16.

Dr. E. A. White, director of the National Committee on Relation of Electricity to Agriculture, will talk on this subject from the viewpoint of reaching the isolated user. L. H. D. Weld, formerly industrial research professor at

Radio Shows and Conventions Announced

May 10-15: Radio Manufacturers' Association. Atlantic City, N. J.

May 20: Electrical Credit Association. New York City.

June 1-5: Electrical Supply Jobbers Association. Hot Springs, Va.

June 7: Radio Section, Associated Manufacturers of Electrical Supplies. Hot Springs, Virginia.

June 7-11: Music Industries Chamber of Commerce Convention. Hotel Commodore, New York City.

August 21-28: Third Annual Pacific Radio Exposition. Exposition Auditorium, San Francisco, Cal.

September 10-17: Fifth National Radio Exposition. Grand Central Palace, New York City.

September 13-18: Radio Manufacturers' Show. New Madison Square Garden, New York City.

September 13-18: Winnipeg Radio Show. Alexander Hotel, Winnipeg, Manitoba, Can.

September 27-October 2: National Radio Exposition. Chicago, Ill.

October 4-9: Pittsburgh Radio Show. Pittsburgh, Pa.

October 4-9: Montreal Radio Show. Windsor Hotel, Montreal, Quebec, Can.

October 11-17: Radio Manufacturers' Show. Coliseum, Chicago, Ill.

October 25-30: Second Annual Indianapolis Radio Exposition. State Fair Grounds, Indianapolis, Ind.

October 25-30: Toronto Radio Show, Coliseum, Toronto, Ontario, Can.

Yale University and now manager of the research department of Swift & Company, Chicago, will talk on "The Economics of Distribution." Earl E. Whitehorse, of *Radio Retailing's* editorial staff, will cover the subject, "The Business of Wholesaling Radio."

In view of the fact that some radio manufacturers who formerly merchandised through the jobber are now, it is rumored, considering the direct-to-dealer route and that other manufacturers with experience along this latter line are now seriously viewing the wholesaler as their legitimate market, the program of the R. M. A. this year should prove to be of more than usual interest.

A résumé of the tentative program follows:

Monday, May 10

Address of welcome by the mayor and response by Herbert Frost, president of the R. M. A.

Introduction of representatives of various radio trade associations.

Address by Dr. E. A. White, "The Magnitude of the Farm Radio Market."

In the afternoon: Meeting of the board of directors and of committees.

Tuesday, May 11

Addresses: "The Economics of Distribution" by L. H. D. Weld; "The Business of Wholesaling Radio," by Earl E. Whitehorse, of *Radio Retailing*; "Retailing Radio," by J. W. Griffin of the Haynes-Griffin radio stores. This session will conclude with a presentation of market data from the music,

Thirteen May Be Unlucky, But—



Here we have 13 good men and true—"all members of this club." Seldom do we get a picture of such tremendous importance as this one: it shows all the executives of the Stromberg-Carlson Manufacturing Company congregated outside the factory at Rochester, N. Y. It is said to be the first time that all the executives of a big corporation have been known to get together and agree on something. Left to right are: William Schall, chief inspector; Eugene

Reinke, assistant sales manager; George A. Scoville, sales manager; Edward Roworth, credit manager; J. T. McGuire, assistant superintendent; Wesley M. Angle, secretary; W. Roy McCann, president; W. T. Eastwood, advertising manager (the goodlooking boy in the back row); S. A. Beyland, general superintendent; E. A. Hanover, purchasing agent; George V. Lennon, treasurer; Edwin Eidam, assistant chief engineer, and Ray H. Manson, chief engineer.

electrical, automotive, hardware and other fields.

In the afternoon the first special session for members only will be held. The patent situation will be discussed at this time.

Wednesday, May 12

Two addresses: "The Municipality in Radio," "Radio in Our National Defense" and "Radio Conditions in Foreign Fields." The second special session for members will be held at 2 p.m. At that time it is expected that the following subjects will be discussed: Changes in models, standardization, returned goods, overproduction and dumping, exaggerated claims in advertising and the best time for bringing out new designs.

J. D. R. Freed Heads Radio Exhibition Corporation

The Radio Exhibition Corporation has announced the purchase of the national radio exposition scheduled to be held on September 10-17 in Grand Central Palace, New York City, from Harold Bolster, who has accepted an invitation to serve as managing director of "The Radio Show," as it will be officially termed.

The chairman of the board of directors of the Radio Show Corporation is George Scoville, vice-president of the Stromberg-Carlson Telephone Mfg. Co.

Joseph D. R. Freed, president of the Freed-Eisemann Radio Corporation, is president. The other officers are:

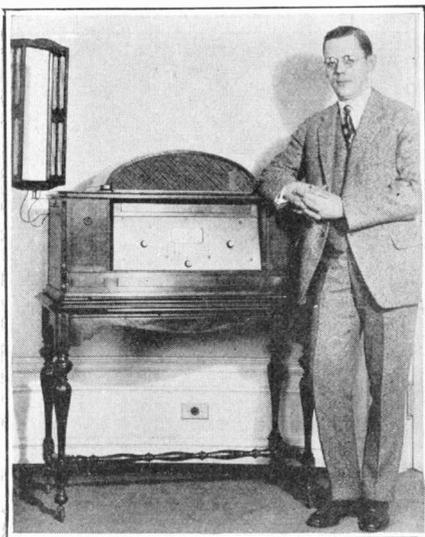
Vice-presidents—James Skinner, vice-president Philadelphia Storage Battery Co., and John C. Tully, vice-president Bremer-Tully Co.

Treasurer—R. M. Klein, general manager, F. A. D. Andrea Co.

Secretary—LeRoy Staunton, C. Brandes, Inc.

Directors, in addition to the officers

Two of the Nobility



L. E. Noble, vice-president and general manager, of the Federal Radio Corporation, Buffalo, N. Y., appeared optimistic during his recent trip to New York City. He was caught in the act of telling the world all about the fine qualities of the new Federal C-30 receiver. As can be readily seen the receiver is supporting his words.

Will Market Rectifier Tubes Through Manufacturers

Outlining his company's policy of marketing Raytheon rectifier tubes for B-power units, Miles Pennypacker, chief engineer of the Raytheon Manufacturing Company, 292 Main Street, Cambridge, Mass., makes the following statement:

"It is our intention to protect the consumer, and hence the jobber and dealer, by permitting tubes to be sold only in conjunction with the properly designed units. This is accomplished by selling tubes only to manufacturers whose B-power units have been approved by our laboratory. By buying from these manufacturers the dealer is assured that his customer will obtain the full benefits which the Raytheon rectifier makes possible.

"If we were to sell Raytheon tubes direct to the jobber and dealer, the market would soon be flooded by cheap and inferior parts designated for use with the Raytheon tube. Some of these might be put out by manufacturers who did not understand the essential features of design and our company would have no means of protecting the dealer against these.

"Under the present arrangement, the jobber simply buys one Raytheon tube for each B-power unit or set of transformer and choke coils. Of course he can buy such replacement tubes as he needs from the same manufacturer, provided these replacements do not exceed a normal percentage of his original orders."

are, A. U. Howard, vice-president Dubilier Condenser and Radio Corp.; S. B. Trainer, president Amplion Corporation of America; and W. B. Schulte, secretary Burgess Battery Co. The headquarters of the show corporation are at 1560 Broadway, New York City.

Ask Receiver for DeForest Radio Company

Wilmington, Del., April 19—Application for a receiver for the DeForest Radio Company was filed today in the United States District Court by William S. Hilles, attorney, representing Lee DeForest and William S. Priess, both of New York. The bill alleges mismanagement and asks for an accounting.

The amount of money involved is not specified. Judge Hugh H. Morris set May 17 as the date for a hearing.—*New York Tribune*.

H. L. Lanphear, an official of the De Forest Company, later issued a statement denying the company is near insolvency.

New York-London Radio Photo Service Opens

Commercial trans-Atlantic radio picture service between London and New York is to be opened early in May, according to Richard H. Ranger, designing engineer of the Radio Corporation of America, who has been working in conjunction with several other engineers since early in 1924 to perfect this system of photographic reproduction by wireless.



"Cold Weather?—Ha Ha Ha!"

The sardonic laughter emanates from Frederick Dietrich, president of the Brandes Products Corporation, New York, for Mr. Dietrich was one of the many radio men who betook themselves to Florida last winter when the North was under a blanket of snow. The photo was snapped in February in front of the Flamingo Hotel, Miami Beach. Mr. Dietrich's necktie, you will notice, has absorbed many of those famous Florida colors.

February Exports Increase

According to a report of the Electrical Division of the Department of Commerce, radio exports increased in the month of February. The figure given for that month totaled \$543,972 against the previous month of January, \$499,659, and for a corresponding period in 1925, \$477,591. The export figure for receivers fell under that of parts and accessories, receivers being \$172,910, against accessories, \$272,000. The demand for batteries showed a marked increase.

At the April meeting of Talking Machine and Radio Men, Inc., at Radio Center, New York City, Irwin Kurtz was elected president of the organization for the sixth consecutive time. Further elections were: Sol Lazarus, vice-president; E. B. Brown, secretary; A. Galuchie, treasurer; Harry Duff, Aeolian vice-president; Chester Abelowitz, Brunswick vice-president; Leo Hendricks, Columbia vice-president; D. Rosenbaum, Okeh vice-president; L. J. Rooney, radio vice-president; A. Bersin, Sonora vice-president, and B. Foster, Victor vice-president. The next meeting of the association will be held May 19th at Radio Center, following a luncheon at the Cafe Boulevard.

The Albany Hardware & Iron Company, Albany, N. Y., celebrated on March 29th the formal opening of its new executive and wholesale building at Broadway and Arch Street with a reception attended by many prominent in the retail trade of that city.

The Alpha Sales Company, 615 Broadway, New York City, radio and electrical manufacturers' sales representatives, covering the manufacturing, wholesale and retail trade in the Metropolitan district, are desirous of taking on an additional line.

Chicago National Radio Exposition Scheduled for September

A feature hitherto untried in connection with the large radio shows and expositions will distinguish the Allied Radio Congress and National Radio Exposition to be held in Chicago, September 27 to October 2, 1926. Private demonstration booths are to be provided for exhibitors, thus making it possible for them to put their sets thru their paces for dealers and prospects without the confusion and interruptions that characterize such attempts on the open display floor.

So successful had been the profit-sharing plan of organization of the First National Radio Exposition that the same method will be employed in the second show. Milo E. Westbrooke, 440 South Dearborn Street, Chicago, is secretary-manager of the Allied Radio Congress.

Rochester Dealers Organize

Radio dealers of Rochester, N. Y., recently banded together and organized the Rochester Radio Association. The officers are: Thomas B. Sharar, of the Chapin-Owen Company, president; Martin H. Tickell, Rochester Electrical Supply Company, vice-president; Ray M. Smith, of Thomas J. Northway, Inc., secretary and William C. Ludwig, C. W. Ludwig and Sons, Inc., treasurer.

Radio Show at Pittsburgh

A radio show is to be held in Pittsburgh, Pa., October 4-9, under the direction of J. A. Simpson, president of the Radio Listeners' Association of America. In view of the large attendance at a recent food show in this city, 311,000 people during one week, and the statement of the chamber of commerce that Pittsburgh is the third largest consuming center in the country, with a population of 2,600,000 within 60 miles of the city, it is expected that the exposition will be one of the largest this season.

Trade Association Elects

At the annual meeting of the Wisconsin Radio Trade Association early in March, held in Milwaukee, Michael Ert was elected president; Erick Pflieger, vice-president; John Storm, treasurer, and Sidney Neu, secretary. The following members of the association were elected to fill vacancies on the board of directors: V. H. Maurer, C. J. Quinn, E. Pflieger, and R. Foster. At the close of the elections the board appointed committees to serve for the current year.

The Indiana Manufacturing and Electric Company, Marion, Indiana, manufacturer of the Case line of radio receivers, has now under construction an addition to its factory which will make the manufacture of all parts used in the construction of the receivers possible under one roof. The new building will be ready for occupancy about June 1st.

Frederick J. Kahn, formerly service manager of the Ware Radio Company is now in charge of the service department of the Kolster Radio Division, Federal Telegraph Company.

The Carnegie Institute of Technology, Pittsburgh, Pa., will offer this summer a comprehensive course in radio communication in all its branches. According to recently announced plans, the college will give a six weeks' course covering the subject fully, from June 28 to August 6.

The Radio Trade Association of Seattle, Wash., elected the following officers at its last regular meeting: L. C. Warner, president; H. J. Martin, first vice-president; G. Prentice, second vice-president, and J. P. Drew, secretary and treasurer. The new directors of the association are: V. I. Kraft, C. T. Corbin, W. C. Rice, H. P. Mulholland and M. Megee.

G. C. Harrison, general sales manager of the French Battery Company, Madison, Wisc., was elected to the directorate and appointed vice-president of the company at the last directors' meeting. Mr. Harrison, prominent in engineering circles, is retaining his interest in the firm of Stevenson, Harrison & Jordan, New York industrial engineers.

The Service Radio Supply Company, Havelock, Neb., is interested in taking on a number of new lines of radio apparatus and electrical supplies. Descriptive literature should be forwarded to L. O. Latta of the company, Box 74, Havelock, Neb.

Pacific Coast Exposition

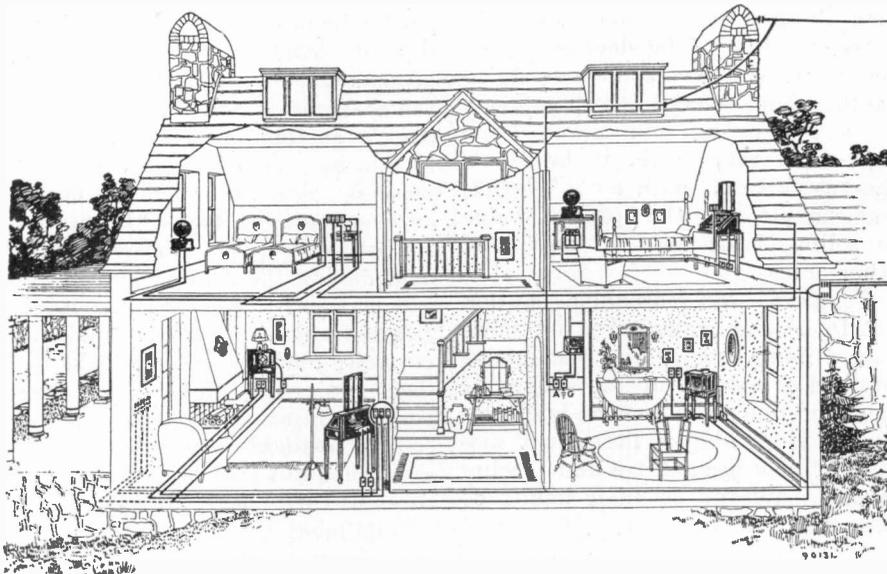
The Third Annual Pacific Radio Exposition will be held August 21-28 in the Exposition Auditorium, San Francisco, under the auspices of the Pacific Radio Trade Association which sponsored the show last year. M. E. Smith, sales manager of E. T. Cunningham, Inc., has been appointed chairman of the exposition committee and A. A. Tremp, professional show manager, has been employed as managing director under the supervision of the committee.

Government May Control British Broadcasting

It is reported that the British Broadcasting Company, a combination of radio equipment manufacturers which now controls broadcasting in Great Britain, is to be purchased by the government at the end of the present year. A government investigation committee which has been inquiring into the business has decided upon this date when the company's license expires. It is understood that a permanent broadcasting committee will be appointed when governmental control is established.

The Wisconsin Radio Trade Association, Milwaukee, Wisc., publishes periodically a pamphlet called the W.R.T.A. Broadcaster, in which news concerning radio industry activities in Wisconsin are discussed. This leaflet will be mailed upon request not only to registered members of the association, but to anyone actively engaged in the radio industry.

R C A Designs Home With Model Radio Installation



A model radio home was recently opened by the Radio Corporation of America in Grymes Hill, Staten Island, N. Y., to give the public a broader conception of the possibilities of modern radio installations in the home. This view shows the wiring of the house and explains diagrammatically such factors as remote control receivers, concealed wiring, built-in switches and automatic clock

operation. Two complete installations are featured—that upstairs operating the tube filaments on batteries and the lower floor system wired entirely for A.C. operation. Standard equipment is employed throughout and all wiring is inclosed in BX cable. The wiring was done by the Staten Island Edison Corporation at a cost of \$5 per outlet from standard architectural specifications.

Summer's Coming— Get Ready

Concluded from Page 444

a condenser, speaker, resistance or a battery eliminator.

A reasonable stock of new and meritorious parts and accessories will bring many a cash slip into the till where the purchaser entering the store had as his original intention perhaps merely the buying of a single dry cell or a C battery or some such small renewal item. The wide-awake dealer never overlooks the importance of this class of business, not only because of the actual dollars in return but because of the invaluable advertising value of establishing a reputation for always having the new things in stock.

The reverse attitude is represented by a viewpoint on the question of carrying new items which is so belabored by sales astigmatism that it is really difficult to realize its existence. Quite a few cases are known, for instance, where dealers have refused up to now to take on the sale of battery eliminators, giving as their reason that they want their old customers to come back and buy renewal batteries. This type of dealer doesn't realize that the price of a "B" eliminator represents anywhere from a year to eighteen months' supply of dry cell "B" batteries for one thing, and that he gets all this cash at one sale; furthermore, that if he doesn't supply the customer's wants, he will go to another store—and it is just as likely as not that he will never come back—and then again if he starts the customer off with a "B" device, for example, it is the opening wedge to selling later an "A" unit, and other accessories.

Tempered by reasonable caution not to become overstocked on these varied items, one of the best opportunities of holding up the volume of sales in the slack season is represented in making a prominent display of new accessories and placing special emphasis on their points of convenience to the user.

TO COMPLETE the outlining of the basic steps to be taken in preparing the store for summer business, we turn once again to the question of reduction, and apply it to expenses. Overhead must be reduced. Rent is a fixed item, nothing can be done there; light and heat take care of themselves with automatic reductions. But personnel

may and should be cut down to the minimum, and this applies not only to the salespeople but to the service men and the delivery system, where one is maintained, and all advertising expenditures should be carefully pruned and the appropriations be governed by the volume of sales. Ten per cent is a good basis for figuring the safe limit of advertising—that is, spending ten cents of each dollar as it is received. This automatically brings the maximum advertising expenditure forth during the holiday season when business is brisk, and cuts it down correspondingly as business drops off.

It should be borne in mind also that advertising expenditures are not to be considered solely as the amount of money paid out for newspaper space. Circulars and postage and all outside sales efforts are to be figured in—that is, all selling expense which is not strictly charged to the maintenance of the store itself and the salaries and possibly additional commissions paid to the salespeople.

AND that brings up another point—this time, one of progressive policy in making the store ready for the dull season. Where it is necessary to cut down the store's sales force—and it usually is in stores which do a sizable radio business—these trained men can usually be used to good advantage in making a house-to-house canvass for orders from people who have not yet bought a radio set or in making calls on the store's customers of record to see if renewals or replacements can be secured. These salesmen can operate on a commission basis, the percentage of course being larger than is paid during the regular employment season when they ordinarily receive a stated salary and a very small commission; and the store should back them up with all the assistance possible in making sales and inquiry records available, and even go so far as to send out circular matter in advance of the prospective call.

Intelligent application of these fundamental policies will make the greatest sort of a difference in carrying on the business during the dull period and the retailer will come into the opening of the new season in the fall with a bettered bankroll and a freshened viewpoint, rather than with the feeling that he has been through a harassing experience and is facing a future filled with uncertainties.

Eliminating Interference

Concluded from Page 466

lined herewith, should be made in consecutive order and will enable the set owner to narrow down interference to its few possible sources.

First Test: To determine if noises originate in the receiver or are extraneous.

1. Tune in the noise and then disconnect the antenna from the set. Continuation of the noise indicates internal trouble, which may be a loose connection, a run-down or defective battery or a bad vacuum tube.

2. With the set tuned in on this interference shake the ground lead close to where it is attached to the water pipe or radiator. A loose connection here often causes grating noises in the speaker and will be indicated by this test.

Second Test: To determine whether noise is outside or due to some defect in the building lighting system or household apparatus.

1. With the interference tuned in, open the main lighting or power switch of the building. Objectionable noises are often caused by loose lamp sockets, defective lamp cords and other household appliances and the breaking of the circuit at this point will determine this. The test should be made several times in order to eliminate the possibility of a coincidental cessation of the noise which may be outside.

How to Locate Noises Outside the House

Third Test: To determine the extent of the affected area if interference is found to be outside.

1. Several observers should co-operate in their respective homes and this is best done by using the public telephone system. An observer should tune in the signal and then phone an assistant located in a different section who then tunes in the same signal and places his speaker or phones close to the phone transmitter. The main observer should then place his phone receiver to one ear and one of his set headphones to the other. In this way the possibility of confusing two different noises is eliminated. This test should be continued long enough to make accurate observations. If a telephone is not available, several observers may keep accurate time logs of the interference variations and then compare reports later, in this way the lighting of town lights, the starting of factory motors and other electrical circuits closed at definite times may be "spotted."

Fourth Test: To determine the exact source of outside interference.

1. The method outlined in the previous paragraph will often solve this problem.

2. By means of a portable receiver which may be moved from place to place, locating the source when signals become loudest. A portable set using a directional loop antenna is of great value here as signals may be run down much quicker due to directional tuning qualities of the loop.

Evidence

"Crosley receivers have outsold all other makes combined the last two months in Wisconsin."

—Taylor Electric Company
Madison, Wisconsin

"Many radio receiving sets are advertised to fulfill the demand of the fan today, but, until we had seen and tested the new Crosley line we had never handled a receiver that would really do this."

—C. C. White Electric Co.
Cincinnati, Ohio

"The new Crosley line is going over big. The sets have wonderful eye value and perform wonderfully. We believe this is going to be a Crosley year and we should cash in on the Crosley line."

—D. W. May, Inc.
Newark, N. J.

"From a merchandising standpoint we believe the new Crosley four and five tube sets to be without competition."

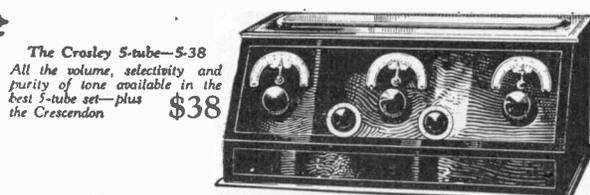
—Electric Appliance Company
Chicago, Ill.

"All of your new models are indeed wonderful receivers. The demand is greater now than it has been at any time of the year. The wonderfully engraved panels are indeed an added attraction."

—Iowa Radio Corporation
Des Moines, Iowa

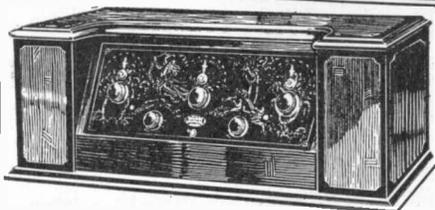
"The Crosley 5-38, although low priced, is as good as any and better than most receiving sets that sell for more than twice as much, and should certainly become very popular."

—Herbert John Corporation
New York City

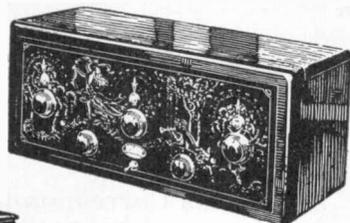


The Crosley 5-tube-538
All the volume, selectivity and purity of tone available in the best 5-tube set—plus the Crescendon \$38

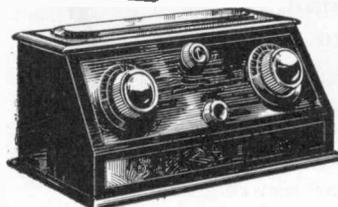
The Crosley 5-tube-RFL-60
A set of marvelous performance and beautified by the artistic decorative panel \$60



The Crosley 5-tube-RFL-75
Simplicity and speed in tuning, fidelity of tone and decorative beauty, enhanced by the art panel \$75



The Crosley 4-tube-429
in which the Crescendon is equal to one or more additional tubes of tuned radio frequency amplification . . . \$29



Prices slightly higher west of the Rockies

An Unprecedented Success!

Never before has there been a success in the radio industry to match that already scored by the four new Crosley sets. The very words of distributors describe this best—read them in the column at the left. Here is voluntary testimony that in performance *and salability*, the new Crosleys stand supreme—despite prices of only \$29, \$38, \$60, and \$75! It's a flying start to the biggest of Crosley years. Cash in on it now.

Write Dept. 130 for complete details of Powel Crosley, Jr.'s latest and greatest triumph and of the Crosley dealer franchise.

THE CROSLEY RADIO CORPORATION, CINCINNATI, OHIO
Powel Crosley, Jr., President

Owning and Operating WLW, first remote control super-power broadcasting station in America

CROSLEY

BETTER • COSTS LESS

RADIO

For the Entertainment Corner

Manufactured under Armstrong U. S. Patent No. 1,113,149, or under patent applications of Radio Frequency Laboratories, Inc.

How Manufacturers Promote Dealer Sales

New "Dealer Helps" Offered to the Radio Retailer by the Manufacturer to Increase the Merchant's Radio Profits

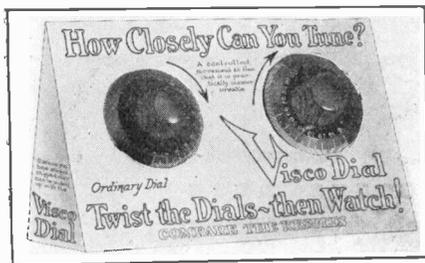
Maintains Corresponding Service Bureau

The Stewart-Warner Speedometer Corporation, Chicago, Ill., maintains an advisory service which is available to dealers and consumers alike. Those having difficulty in securing satisfactory radio reception, whether it be from outside interference or internal troubles are invited to outline their problems to the engineers of the corporation.

This service by correspondence is accorded regardless of whether a Stewart-Warner receiver is used or not. This information is given without charge and communications should be addressed to the Radio Service Bureau.

The All-American Radio Corporation, 4201 Belmont Avenue, Chicago, Ill., in its latest broadside of dealer help material, consisting of counter cards, window posters and pamphlets, combines attractiveness with usefulness. The counter cards are equipped with easel backs and bear photographs of popular broadcast stars. A small booklet called, "How to Increase the Distance and Selectivity of Your Radio Set," is also furnished containing useful information and circuits dealing with efficient tuning and audio amplification.

Comparison With Plain Dial Sells Vernier



The Visco dial counter-display dramatically demonstrates the results obtainable with the vernier dial manufactured by the Monosmith Brothers Company, Spencer, Ohio. The two dials shown in the illustration are geared together so that the customer turning one immediately grasps the fine tuning effect possible with the vernier.

Page 484



To Display Radio Panels

Radio panels are well displayed in this metal rack furnished with a small order of Celoron panels from the Diamond State Fibre Company, Bridgeport, Pa. Panels may be sold direct from this rack which stands approximately one foot high and is finished in brown enamel.

The Federal Telegraph Company, Woolworth Building, New York City, manufacturer of the Kolster line of radio receivers, furnishes its dealers with advertising material in the form of a number of small brochures suitable for distribution to prospective customers. These small leaflets are attractively illustrated in colors and represent a superior type of advertising matter which may be mailed freely to the most discriminating customers.

The Pacent Electric Company, Inc., 91 Seventh Avenue, New York City, supplies ten phone plugs which it manufactures, mounted on a 6x10-inch counter display card attractively colored and equipped with cardboard stand. Plugs may be sold singly from the card.

The Splitdorf Electrical Company, 392 High Street, Newark, N. J., manufacturer of the Splitdorf line of radio receivers, has issued a booklet called "Radio Reception." This 23-page publication lists the instruments manufactured for people who "want to enjoy radio reception—not experiment with it," and makes an exceptionally fine sales catalog for the retailer.

The Electrical Research Laboratories, 2500 Cottage Grove Avenue, Chicago, Ill., supplies at moderate cost, a large replica of the Erla balloon or toroid tuning coil. This novel display coil may be used to advantage as a window centerpiece or at local radio shows and fairs.

The Leslie F. Muter Company, 76th Street and Greenwood Avenue, Chicago, Ill., manufacturer of radio and automotive products, has issued for its lighting-arrester dealers a brilliant red window warning reading: "Are You Protected," which will be supplied to any radio dealer on request.

Supertron Has Retail Co-operative Plan

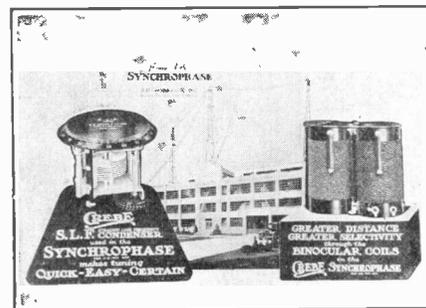
The Supertron Manufacturing Company, Hoboken, N. J., announces its retail co-operative advertising plan for 1926 by offering to pay fifty per cent of local newspaper advertising costs, supplying the mats or electros and, if required, special copy for the individual dealer. Three-fold leaflets, printed in a number of colors to be used as circulars, a 7x10-in. counter card and a large seven-color litograph display stand on which the actual types of Supertron vacuum tubes may be mounted, complete the broadside of dealer help material.

The company also offers, as a prize to dealers who forward photographs of the most attractive window displays with the company's products given predominating space, a five-dollar gold piece sealed within a transparent vacuum tube, proving to the dealer that "there is money in Supertrons."

The Farrand Manufacturing Company, Thompson Avenue, Long Island City, N. Y., manufacturer of the cone type speaker of that name, is supplying its dealers with an 11 x 17 inch metal sign. This sign, upon which the speaker is illustrated in colors, is equipped with an easel back.

The American Hard Rubber Company, 11 Mercer Street, New York City, manufacturer of Radion products, puts out an attractive four page booklet in which its entire line of insulation products is listed. These various products are illustrated, but prices are not given.

Silent Salesmen for Grebe Dealers

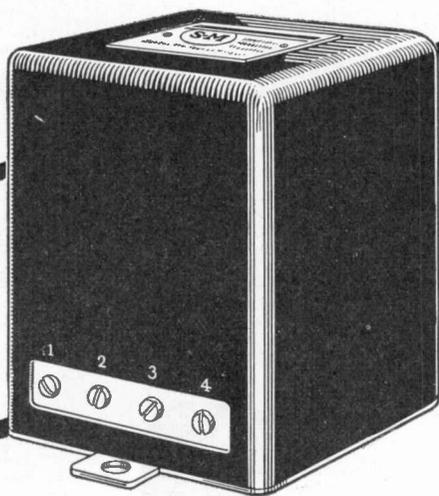


These "Silent Salesmen" are supplied to authorized dealers of A. H. Grebe & Company, Richmond Hill, N. Y. Each display card is equipped with an easel back and is attractively colored.

Radio Retailing, A McGraw-Hill Publication

SM

**AUDIO
Transformer**



220

Better Than Resistance or Impedance Audio

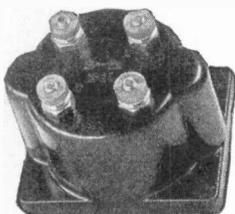
S-M Low Loss Inductances



S-M interchangeable inductances are the last word in low loss coil design. They are wound with enameled wire on the threaded bakelite forms. This method of space winding brings these inductances to the highest point of efficiency. It also assures a uniformity of approximately one-quarter of one per cent, making S-M coils ideal for gang condenser tuning—their uniformity is permanent. Made in five wavelength ranges fitting type 515 coil sockets. Suited to all standard circuits.

Price, A, B or C range, \$2.50. D range, \$3.25. E range, \$3.50. 515 socket, \$1.00

S-M Long Wave Transformers



They are tested, measured and guaranteed. Made under the most careful supervision and subjected to the most stringent tests in our laboratories. Actual amplification to the fraction of one per cent is predicted in the tests these transformers have to pass. Type 210 is an untuned iron core transformer 211 a sharply tuned air-core filter. Supplied singly or in measured groups of any number. Price \$6.00 each.

UNBIASED laboratory tests—not one, but many—prove the complete superiority of the new S-M 220 Audio Transformer. It gives more perfect reproduction than resistance, impedance or other transformer audio amplifiers. There is not a loud speaker on the market that will reproduce the low notes it delivers with the punch of a pile-driver.

Such a transformer has been only a dream. But, S-M engineers didn't stop at dreaming. They pitched in and built a product practically theoretically perfect—an audio transformer with greater amplification and less distortion than any other ever manufactured.

Its very appearance inspires confidence. It's big—bigger than anything you ever saw—built for today—and tomorrow, too. It's heavy—rigid—not afraid of husky signals. It will turn out quality unequalled, tone purity beyond belief—or your money back. Yet it's so compact and solid it can be replaced in your present set.

What's the price? Not what it's worth—twice as much as any other transformer, for it's just twice as good as the best, but only \$6.00 list. Try out a pair—we will send them to you if your jobber is not convenient—and you'll find them to be the greatest \$12.00 worth of radio equipment you ever purchased. If you don't find 220s just twice as good as any audio amplifier you've ever used—return them and get your money back.

The New S-M Ratheon "B" Assembly

Full particulars will be available very soon on the new S-M "B" Eliminator. In it will be embodied a new and patented idea in design that will place it head and shoulders above the market. It will do anything that any other "B" eliminator will—and more. The three major units—the S-M transformer 330, the S-M Uni-Choke 331 and the S-M Condenser Bank 332—will be incorporated in a kit which will contain a genuine Raytheon tube, Clorostats and everything else needed. Supplied mounted on a metal sub-base 6 1/2 by 7 inches and less than 5 1/2 inches high. The 650A Kit will be the sensation of the year, for it is the only radical development—step ahead—in "B" eliminator design forthcoming. Yet, built of quality material, the kit, ready mounted, needing only a few wires to complete it—will sell below anything in its class.

Dealers: The S-M line will be in big demand this fall. The items shown on this page are only a few of a highly profitable line of parts that we manufacture. These products will be backed up by an extensive national and newspaper campaign. Wire or write for more particulars and the name of your nearest jobber.

Silver-Marshall, Inc.
870 W. Jackson Blvd., Chicago, U. S. A.

The battery that lives up to the claims you make

WHEN a customer asks you what battery he should buy, you are always safe in recommending an Exide.

Exide Radio Batteries always live up to the claims you make for them. They give a steady, powerful flow of current that insures clear reception. They are unusually long lived. In fact, most Exides give good service for a far longer time than is expected of them. And, above all, Exide Batteries are dependable.

These features form one of two big reasons why progressive radio dealers like to handle Exide Batteries.

The second reason is that these batteries are easy to sell. The name Exide is familiar to nearly everyone, either through actual experience with Exide Batteries in other fields, or through the strong national advertising. And, naturally, people are quick to buy a product they know favorably.

There are Exide "A" and "B" Batteries for every size of radio set. Show your customer the Exide that will best meet his needs.

THE ELECTRIC STORAGE BATTERY COMPANY
PHILADELPHIA

Exide Batteries of Canada, Limited, 153 Dufferin Street, Toronto

Exide

RADIO BATTERIES

FOR BETTER RADIO RECEPTION, USE STORAGE BATTERIES



RECTIFIER

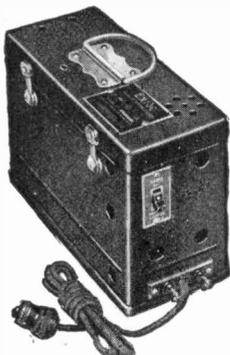
Exide Rectifier for economically recharging "B" Battery from your own house current.



4-VOLT "A" BATTERY
Compact Exide "A" Battery for low-voltage tubes. Also made in 2-volt size.



6-VOLT "A" BATTERY
The rugged, good-looking Exide 6-Volt "A" Battery in the one-piece case.



EXIDE RADIO POWER UNIT

(Combination "A" Battery and Charger.) To be kept connected to both light socket and radio set. When switch is raised, radio set is connected; when lowered, battery is automatically placed on charge. Made in two sizes—for sets using 4-volt and 6-volt tubes.



24-VOLT "B" BATTERY
In glass cells, 6000 milliampere hour capacity. Also made in 48-volt size.



From an editorial in Retail Radio

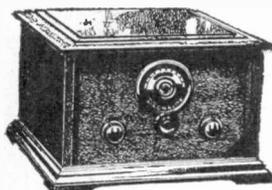
“Also a single-dial control set will make a more direct appeal to a woman than will one with two or three dials. If a prospective buyer considers a set with the thought in mind that she can sit down before it and with a few turns or so of the one dial bring in a station with clarity and volume half the sales battle is won.”

effective NOW—

“all representative radio stocks
should include single dial sets”

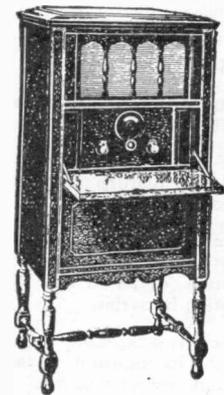
The day of single dial control is here. It has been brought about by the insistent public demand for simple operation, better operation, better set appearance—and by Magnavox success. Don't handicap your sales efforts by handling only multiple dial sets. But at the same time don't burden yourself with *experimental* single dial sets.

Magnavox has always been a single dial set. We have perfected single dial control to an extreme degree of dependability so that no Magnavox dealer is bothered with sustained service demands. Less than 1/2 of 1% of all Magnavox sets required servicing by distributors last season. Absolutely no change will be made in our single dial control for the coming season.



Magnavox Junior
List \$85

Magnavox is closing one of the most successful seasons in fifteen years of making radio products. Indications are that next season will be even better. Get aboard and ride with us.



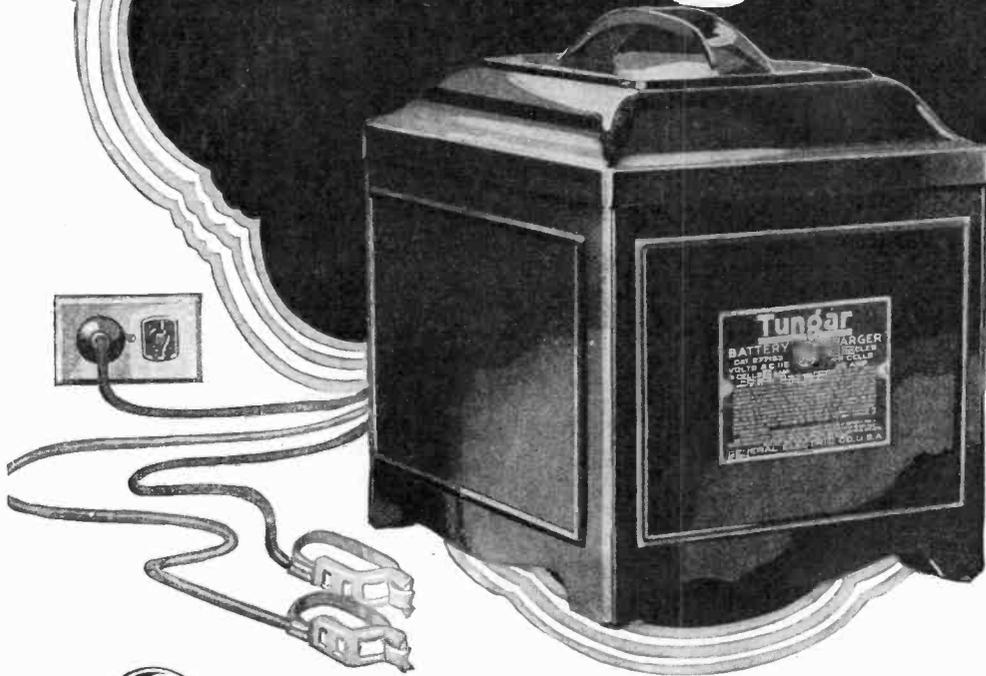
Magnavox 75
List \$200

MAGNAVOX Radio Sets, Speakers, Tubes

THE MAGNAVOX COMPANY, OAKLAND, CALIFORNIA, 1315 SOUTH MICHIGAN AVENUE, CHICAGO
Makers of Radio Products since 1911

To distributors in foreign countries:—Reputable concerns in the following countries with established selling organizations and good bank references are invited to correspond: Norway, Sweden, France, Brazil, Italy, England, Portugal, Russia, Switzerland, Egypt, Turkey, Philippines.

They call battery chargers "Tungars"



5 ampere new model
List price \$28
(East of the Rockies)
60 cycles—110 volts



Tell 'em this about Tungar—

It can't blow out Radiotrons if left hooked to set while charging.

Does not disturb radio reception in neighborhood.

It is complete—charges 2-4-6 volt "A" or 6-12 volt auto batteries, or 24-96 volt "B" batteries in series.

Especially adaptable to permanent installation in cabinet with switch control.

2 ampere Tungar
List price \$18
60 cycles—110 volts



No wonder people just say "Tungar" when they want a battery charger. It is the name they know. It is the original bulb charger—with a reputation unexcelled for performance.

The new model 5 ampere Tungar requires no extra attachments. It has all the attractive features of the now well known 2 ampere model.

The public's preference is for the Tungar. Tell your customers that it is your choice also. The easiest way to make profits is to give the customers what they want. Sell them the Tungar.

Tungar

REG. U.S. PAT. OFF.

BATTERY CHARGER

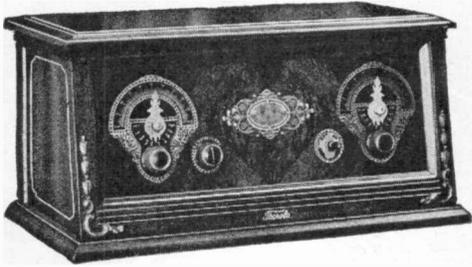
Tungar—a registered trademark—is found only on the genuine. Look for it on the name plate.

GENERAL ELECTRIC

GENERAL ELECTRIC COMPANY MERCHANDISE DEPARTMENT BRIDGEPORT, CONNECTICUT

Thorola

Talks Business with Their New Line



THOROLA MODEL 60
The Famous Thorola Doughnut Coil 5

A five-tube receiver with doughnut coils and positive two-dial vernier control, in a beautiful genuine walnut cabinet—arranged to take the new power tubes in the last stage—distinctive in appearance—the newest thing in performance. List price \$60.



THOROLA CONE No. 9

The dual diaphragm construction exactly reproduces every note with glorious musical timbre—with plenty of reserve volume. In artistic beauty of line the Thorola Cone stands apart. It is a beautiful work of art, harmonious with any furnishings. List price \$20.



THOROLA 4

The standard of loud speaker reproduction. The controlled mica diaphragm unit stands firmly on its proven ability for exquisite musical reproduction. With beautiful bakelite bell horn, it is graceful in appearance, and is becoming in the best of surroundings. List price \$25.

THOROLA JUNIOR 12

The little brother of Thorola 4. It is extremely sensitive to faint signals, and faithfully reproduces all tones. List price \$15.



*Prices slightly higher
west of the Rockies*

Thorola receiving sets, including table models and consoles, will be sold this next season only to authorized dealers who are protected by an exclusive territorial franchise. Distribution will be made through selected jobbers, convenient as to geographical location, giving the dealer prompt service.

Dealers in Thorola sets will cash in on—

Improved Models—ready for immediate delivery—so good we welcome comparison with any other radio made—they will satisfy. Merchandise behind which you can put your best efforts, and be sure of your profits.

Super Values—values that sell themselves—of satisfying performance and dependability, so important on time payment sales.

Price Protection—Thorola's inflexible policy—full profit to all dealers.

Thorola's complete line of beautiful and original console models will be ready for announcement in a few weeks—they cover a wide price range.

You will cash in on Thorola's demonstrated uniformity of production. Returns are probably lower than with any other set manufactured. This means a minimum of service by you—you can bank your profits.

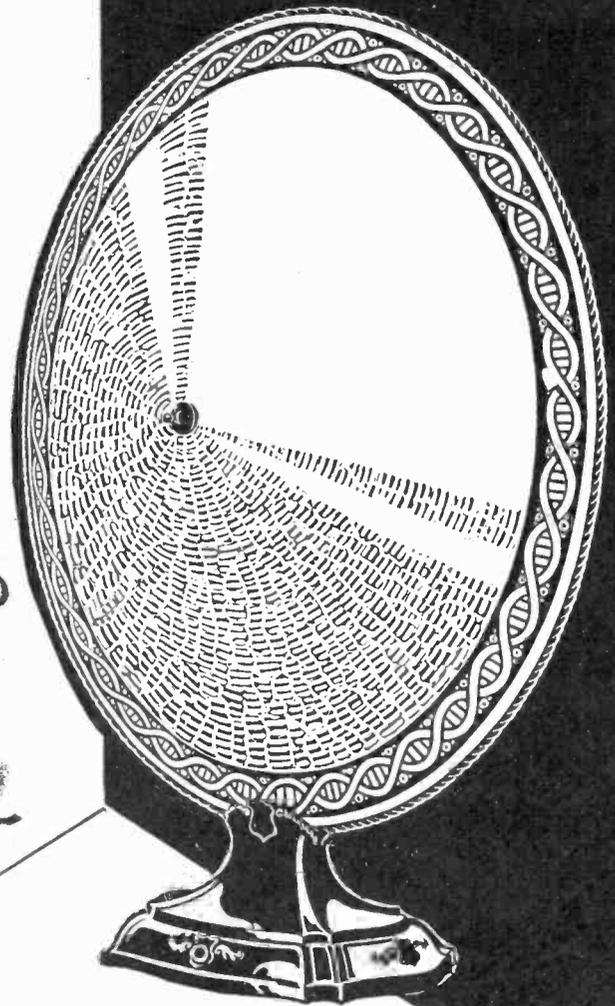
Write or wire for territory at once.

REICHMANN COMPANY, 1725-39 W. 74th Street, CHICAGO

Thorola Speakers, of course, will be available to all exclusive Thorola set dealers. The Thorola Four, Thorola Junior, and the new sensational Thorola Cone will surely dominate the loud speaker field again next season—start to cash in now. Send in your orders now for the new Thorola Cone.

The handwriting
on the wall

Replacing
Thousands
of other
Speakers
Everywhere



Farrand
Speaker

Realize it now. Radio this year is a swift race, with a fast field and huge prizes at stake. Entries are being made. It is your part to pick the winner---today!

We want to place in your hands the first news of a tremendous radio story---a story that is national in importance---that will be told nationally. It goes back six years, when we built the first A-C Dayton, through a line of successful, money-making thorough-breds, to a truly great achievement.

Make your plans for big things. You will not be disappointed. We urge you to send for these facts immediately.

The A-C Electrical Mfg. Co.

C. H. Bosler

President

MAKERS OF ELECTRICAL DEVICES FOR MORE THAN TWENTY YEARS

A-C DAYTON RADIO

**For the man
who believes
his own ears**

**Use This
Coupon
Now!**

The A-C Electrical Mfg. Co.
Dayton, Ohio

Gentlemen:

I am interested in receiving an exclusive franchise for a high-grade line of radio. Send us full particulars about the A-C Dayton line, prices, advertising and dealer plan.

Name _____

Address _____

City and State _____

R.R. 5-26

Summer Means Profits

When Sets Are Made Portable with Na-Ald Adapters and Connectoralds

—No Rewiring Necessary—

HERE'S a market waiting for you with a good sized unit sale and a good profit—a profit from tubes—batteries—and from Na-Ald Adapters and Connectoralds.

Summer time—and no longer is the living room the rallying ground of the members of the family. They commence to move about—doors open,—the porch and the lawn are the popular meeting places. Week end trips and vacations to sea and mountains become the order of the day. But, as they move, your customers will want to take their radio with them. They will want to discard the heavy storage batteries for the lightness and mobility of the dry cells. They will not, however, want to discard storage battery results—and they need not.

Storage Battery Results from Dry Batteries by Installing Power Tubes Without Rewiring by Na-Ald Adapters and Connectoralds

The installation of power tubes without rewiring by means of Na-Ald Adapters and Connectoralds gives storage battery results with dry cells. Plenty of volume and distance is to be had without the weight and expense of storage batteries in this easy way.

The Connectoralds have wires for attaching the necessary B and C batteries so that no rewiring is necessary. Both Adapters and Connectoralds are made from Alden processed bakelite and designed by the Na-Ald specialists.

The price of a set equipped with power tubes and dry cells is lower to the customer than a set equipped with storage batteries and none of the advantages of storage batteries are lost.



Na-Ald 120 Connectorald

For UX-120 Tubes in UV-201-A Sockets Na-Ald 120 Connectorald

Na-Ald 120 Connectorald holds the U X 120 tube in U V 201 A sockets and provides the necessary cables for attaching the additional B and C batteries. No rewiring necessary.

List Price **\$1.25**

For UX-199 Tubes in UV-201-A Sockets Na-Ald 419-X Adapter

Na-Ald 419 X Adapter clamps over the base of the tube. Regular U V 201 A sockets equipped with these Adapters will take all U X tubes.

List Price **\$.35**



Na-Ald 419 X Adapter

For UX Tubes in UV-199 Sockets Na-Ald 999 Adapters



Na-Ald 999 Adapter

Stocking Na-Ald 999 Adapters eliminates the necessity of stocking U V 199 tubes. U X 199 tubes can be used instead.

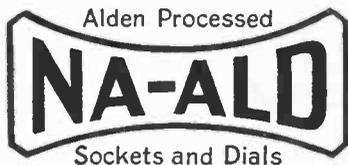
Na-Ald 999 Adapters fit all tubes with U X bases and also U V 201 bases to U V 199 sockets. This Adapter makes the U V 199 sockets universal to take any desired tube. Used also on tube testers and re-activators.

List Price **\$1.00**

Other Connectoralds and Adapters for Every Combination.

ALDEN MANUFACTURING COMPANY
Dept. A-15 Springfield, Mass.

Makers of the one complete line of Adapters and Connectoralds.



Alden Manufacturing Co., Dept. A15, Springfield, Mass.
Please send full information about Na-Ald Adapters and Connectoralds.

Name.....
Firm.....
City..... State.....
My jobber is.....

Bigger sales— less capital tied up— that's the Prest-O-Lite Battery story

RADIO dealers handling Prest-O-Lite "A" and "B" Storage Batteries can do a good business with a small investment of capital.

Because of our wide and complete distribution system, dealers can obtain store-door deliveries in a few minutes—or at most within a few hours almost anywhere in America. Therefore, it is not necessary for our dealers to carry heavy stock on hand.

When you handle Prest-O-Lite, you are handling batteries that are nationally advertised and known, batteries that will more than satisfy your customers, batteries that last longer, batteries whose attractive prices bring faster turnover and better profit.

Prest-O-Lite Radio Batteries, made especially for radio use, were perfected in the world's largest electro-chemical laboratories and have over 20 years of manufacturing experience behind them. In addition to this they are backed up by a sound merchandising plan that helps to sell batteries for you.

Write to us today and we will be glad to tell you about our attractive plan that is making big money for our dealers.

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

New York

San Francisco

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

Prest-O-Lite



“Our final choice”



SAYS D. C. Roden, manager of the Radio Department of the Powers Mercantile Co., Minneapolis, Minn.:

“We tried several brands of ‘B’ batteries before deciding to sell Evereadys and we have never been sorry for our final choice.”

Note that here again Eveready Radio Batteries are the final choice. More often they are the first choice as well as the last, for Evereadys are as profitable to the dealer as they are satisfactory to the customer.

The Powers window illustrated above “gave excellent results,” according to Mr. Roden, and a similar window will do as much for you. Display material, linking your store with our national

advertising, is available to aid you in dressing attractive window and counter displays. Order Eveready Radio Batteries from your jobber.

Manufactured and guaranteed by NATIONAL CARBON Co., Inc.
 New York San Francisco
 Atlanta Chicago Dallas
 Kansas City Pittsburgh
 Canadian National Carbon Co., Limited
 Toronto, Ontario

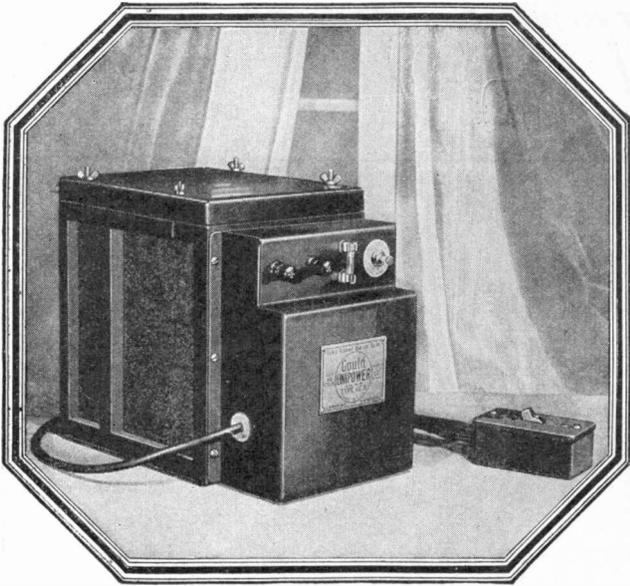
Tuesday night means Eveready Hour
 —8 P. M., Eastern Standard Time,
 through the following stations:

WEAF—New York	WSAI—Cincinnati
WJAR—Providence	WTAM—Cleveland
WEEI—Boston	WWJ—Detroit
WTAG—Worcester	WGN—Chicago
WFI—Philadelphia	WOC—Davenport
WCR—Buffalo	WCCO { Minneapolis
WCAE—Pittsburgh	{ St. Paul
	KSD—St. Louis

EVEREADY

Radio Batteries

—they last longer



Radio's best off-season seller

NOW—when the winter peak for sales of complete sets is past—is the time to push Unipower. All the people who bought sets last year will be shopping for more satisfactory sources of radio power.

Unipower—the radio “A” power unit created by Gould three years ago—embodies every mechanical and electrical feature necessary to the efficient and economical performance of the “A” circuit in any radio set, from a simple one-bulb outfit to the most elaborate multi-tube superheterodyne.

Unipower is supplied in two models for use with 110-125 volt A.C. only. Standard models are for 60-cycle. (Special models, 25-50 cycle, are available at slightly higher prices.) All are equipped with special Balkite rectifying element. The 4-volt model is for 199 tubes or equivalent and retails for \$35; the 6-volt, for 201-A tubes or equivalent, retails for \$40. (West of the Rockies, prices are \$37 and \$43.)

Unipower sells easily, steadily, and your profit on each set is large. Stock it—make it pay you the dividends it's paying live dealers all over the country. Write today for a special “Dealer's Folder.”

THE GOULD STORAGE BATTERY CO., INC.
250 Park Avenue, New York

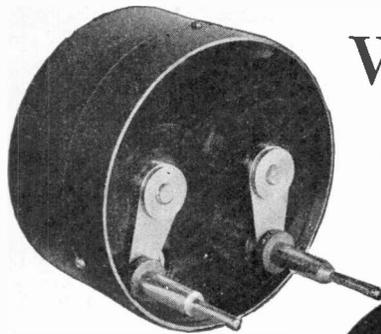
Branches: Chicago, Kansas City, San Francisco

Unipower

TRADE MARK

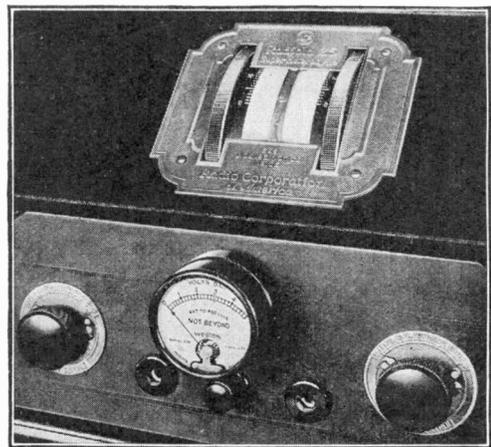
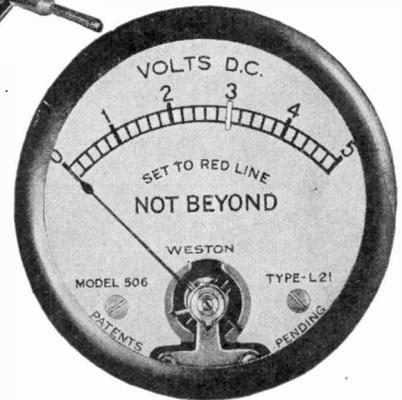
Off when it's on—On when it's off

Cuts Dealer Service Costs



WESTON Pin-Jack Voltmeter

Just plug in this instrument into pin-jacks provided for it on the new Radiola, Victor and Brunswick superheterodynes. No tools, no trouble. Three seconds to install! Turn the battery-setting knob until the pointer of the voltmeter reaches the red mark on the dial—at three volts. Then tubes are being operated to give maximum efficiency. The result—the best possible reception at the lowest possible cost. The Weston Pin-Jack voltmeter eliminates 90% of the troubles of radio.



EVEN the finest types of receiving sets—such as Radiola, Victor and Brunswick will require expensive dealer servicing—unless the sets are properly operated by your customers. ¶ These three great Radio Manufacturers have provided for the reception of a pin-jack voltmeter to insure the intelligent use of their superheterodyne sets. ¶ Cut your servicing costs by keeping your customers satisfied — with a Weston Quality Radio Instrument controlling the use of the set.

WESTON ELECTRICAL INSTRUMENT CORPORATION
25 Weston Avenue, Newark, N. J.



STANDARD THE WORLD OVER
WESTON
Pioneers since 1888



BOSCH RADIO Policies are SOUND!

HOW BOSCH DISTRIBUTORS REGARD BOSCH RADIO POLICY

"We have long had ideas on proper merchandising of radio material . . . thought that only radio dealers who were actually deriving their living from the sale of radio merchandise should be able to buy at a discount . . . felt that the butcher, the baker, the garage man, while all fine fellows, should pay list price.

The past radio season we were able to try out this idea for the first time. It seemed that the Bosch Policy meant just that.

The fellow with pull who was going to show the cross-eyed world what he could do, would write to the factory but we just went along feeling that the Bosch Policy was right and would not be changed for even the man with the pull.

We, as distributors, were able to outline the dealers' policies. No dealer made a price cut. As a result our dealers made money on Bosch Radio."

"The American Bosch Magneto Corporation is one of the very few Companies in the whole of the radio industry, who realize the vital necessity of real co-operation and service with and to its dealers and distributors. Their leadership in the industry, together with the ever increasing bonds of appreciation and esteem which emanate from their entire sales organization, are proof indeed of their unquestioned leadership in merchandising methods and of their fair and square treatment of their dealers, whose interest they make their own."

"Our relations with the Radio Department of the American Bosch Magneto Corporation have always been harmonious, pleasant, and decidedly profitable. Our distributive arrangement with Bosch does more than merely furnish us a source of supply of good, salable radio material—it gives us a merchandising plan that is constantly augmenting our entire business. Bosch co-operation means assistance of the first order: intensive sales and service help, strict protection, and sound marketing policies. It is good to be a Bosch Distributor!"



The same dealer policies, emphasizing fairness and protection, which have identified the success of the American Bosch Magneto Corporation for so many years, are also the foundation of Bosch Radio selling success.

Bosch safeguards the dealers by ironclad territorial protection and shoulder to shoulder cooperation. It protects the dealer's prospective market by a real price guarantee. Bosch, through its own fully proven success also assures a degree of business expansion few radio manufacturers can offer.

The Bosch plans for 1926—1927 are in advance of the progress of the industry and should appeal to every successful radio merchant regardless of the lines he now carries.

If you are successful as a radio merchant, have proper finances, have had broad sales experience and have an understanding of radio service and are interested in building a more profitable business through an association for a period of years, then you will be interested in how Bosch has provided for the all year round success of its radio merchants.

Tell us, in confidence if you like, all about yourself, your business, your experience, and your financial strength, and we will tell you the direct benefits to you of the new Bosch Radio plans.
ARE YOU THE MAN TO SELL BOSCH RADIO?

AMERICAN BOSCH MAGNETO CORPORATION

MAIN OFFICE AND WORKS: SPRINGFIELD, MASSACHUSETTS
Branches: New York :: Chicago :: Detroit :: San Francisco

The Largest and Latest Line of Audio Parts

The Samson Electric Company offers the following line of audio parts for the 1926 season—the most complete line of any manufacturer and of customary Samson Quality. Each is uniform in appearance, size and is interchangeable.

Samson Symphonic Transformer, climax of 2 years' development, gives perfect reproduction of broadcast tones over greater range than average loud speakers can cover or is now broadcast.

Price \$9

The New Samson HWA3 Transformer, 2:1, 3:1, 6:1, Standard equipment with leading set manufacturers and home constructors. Built for service as well as quality of reproduction. . . . Price \$5

Samson Audio Plate Impedance—a high inductance choke for use with standard or high Mu tubes. . . Price \$4.50

Samson Audio Grid Impedance, forms ideal power amplification combination with Plate Impedance.

Price \$4.50

Samson Output Impedance, keeps direct current component out of loud speaker.

Price \$5

*These parts may be obtained on or about June 1st
from the following distributors:*

Electric Corp., Los Angeles, Cal.
Radio Supply Co., Los Angeles, Cal.
United Radio Supplies Co.,
San Francisco, Cal.
The Vimy Supply Co., Ltd.,
Toronto, Ontario, Can.
Canadian Electrical Supply Co.,
Montreal P. Q., Canada.
F. X. Guillemin, Montreal, P. Q.,
Canada.
Radio Sales Service, Ltd.,
Vancouver, B. C.
Cassidy's Limited, Vancouver, B. C.
Scoville Brothers, Ltd., St. John, N. B.
H. Janpe & Company, Hartford, Conn.
John C. Rau, Washington, D. C.
Electric & Radio Supply Co.,
Chicago, Ill.
Inland Electric Co., Chicago, Ill.
Newark Electric Co., Chicago, Ill.
Wakem & McLaughlin, Chicago, Ill.
The Barawiek Co., Chicago, Ill.
Power Electric Supply Co.,
Chicago, Ill.
Chicago Radio Apparatus Co.,
Chicago, Ill.
Beardsley Specialty Co., Rock Island,
Ill.
Independent Electric Supply Co.,
Fort Wayne, Ind.
Krusc-Cornell Co., Indianapolis, Ind.
Iowa Radio Corp., Des Moines, Iowa.
Magneto & Machine Co., Baltimore, Md.
William D. Seymour Co., Inc.,
New Orleans, La.
Butters Radio, Inc., Boston, Mass.
Chandler & Parquhar Co.,
Boston, Mass.
H. Janpe & Company, Boston, Mass.
Lewis Electrical Supply Co.,
Boston, Mass.
Milhender Electrical Supply Co.,
Boston, Mass.
Northeastern Radio, Inc., Boston, Mass.
Sager Electrical Supply Co.,
Boston, Mass.
Sager Electrical Supply Co.,
Springfield, Mass.
Waite Hardware Co., Worcester, Mass.
Detroit Electric Co., Detroit, Mich.
Detroit Electric Co., Grand Rapids,
Mich.

Detroit Electric Co., Kalamazoo, Mich.
Detroit Electric Company, Lansing,
Mich.
Detroit Electric Co., Saginaw, Mich.
Hennepin Hardware Co., Minneapolis,
Minn.
Radio Equipment Corp., Minneapolis,
Minn.
Radyolian Products Laboratory, Inc.,
Hattiesburg, Miss.
American Radio Mfg. Company,
Kansas City, Mo.
Security Electric Company,
St. Louis, Mo.
Mississippi Valley Radio Co.,
St. Louis, Mo.
20th Century Radio Corp.,
Brooklyn, N. Y.
Mr. S. C. Brothers, Buffalo, N. Y.
Sanford M. Fookes,
New York City.
Hi-Land Radio Company, Rochester,
N. Y.
Maurice Schwartz & Son,
Scheneectady, N. Y.
Nebraska Power Co., Omaha, Neb.
The Hunter-Walsh Co., Portland,
Oregon.
The Cleveland Products Co.,
Cleveland, Ohio.
Erner & Hopkins Co., Columbus, Ohio.
Kiadar Radio Laboratories,
Kent, Ohio.
The P. & A. Electric Supply Co.,
Mansfield, Ohio.
Aitken Radio Company, Toledo, Ohio.
H. Coleman Co., Allentown, Penn.
Lancaster Elec. Supply & Cons. Co.,
Lancaster, Penn.
The Frank H. Stewart Electric Co.,
Philadelphia, Pa.
Trilling & Montague, Philadelphia, Pa.
Liberty Incandescent Supply Co.,
Pittsburgh, Pa.
Providence Electric Co.,
Providence, R. I.
Etheredge Radio Co., Spartanburg,
South Carolina.
I. J. Cooper Rubber Co., Nashville,
Tenn.
The L. C. Warner Co., Seattle,
Washington.
Badger Radio Corp., Milwaukee, Wis.

Correspondence invited from distributors in territories not covered.
Dealers please write your distributor or direct to factory.

SAMSON ELECTRIC COMPANY
Manufacturers since 1882

Sales Offices in 30 Leading Cities
Member RMA

Main Offices and Factory
Canton, Mass.

*this better panel brings
you greater profits—*



The Radio fan of today is seeking greater efficiency and improved appearance.

FIBROC (BAKELITE) PANELS

with their many superior features offer the best "buy" for the customer and the best "seller" for the dealer.

If increased business and increased profits interest you, write for our dealer's proposition.

FIBROC-BAKELITE Features

High dielectric strength assuring lowest dielectric losses. Great tensile strength. Will not warp, crack, chip, feather or cold flow. Easily worked. Readily engraved. In black, high polish or mat finish; mahogany, circassian walnut or natural finish. Standard sizes each packed in individual envelope.

FIBROC INSULATION CO.
258 Lincoln Ave.
VALPARAISO, INDIANA

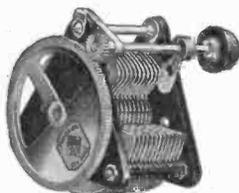
For winding coils, sell them
FIBROC TUBES

GENERAL RADIO

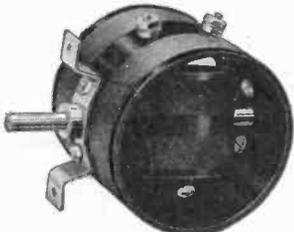
INSTRUMENTS
for the Scientist or Set-BUILDER

are
the

UNIVERSAL
Standards of Precision



Type 247-H
Geared Condenser
Price \$5.00



Type 268
Vario-Coupler
Price \$2.75



Type 277-D
Coupling Coil
Price \$1.50



For over a decade General Radio instruments have been universally recognized as the standards of excellence.

They are manufactured by a company which has contributed more laboratory equipment for radio research than any other one company in the history of radio. Nearly all the leading commercial and technical school laboratories throughout the world are equipped with General Radio scientific apparatus.

The same outstanding craftsmanship and materials are embodied in all General Radio parts for use in the construction of broadcast receivers.

Through the merits of design, performance, and price General Radio instruments for the scientist or set-builder are the accepted standards of quality.

Write for our latest catalog 924-R

GENERAL RADIO Co
Cambridge 39,
Mass. U.S.A.



Type 285
Audio Transformer
Price \$6.00



Type 301
Rheostat
Price \$1.25



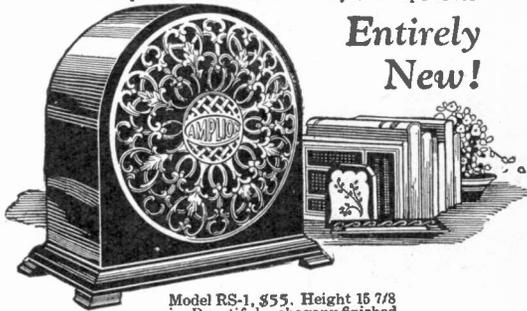
Type 349
Ux-Tube Socket
Price 50c.

Behind the Panels of Better Built Sets

Radiolux AMPLION

The supreme achievement of 38 years' experience

Entirely
New!



Model RS-1, \$55. Height 15 7/8 in. Beautiful mahogany finished cabinet, oxidized silver grille.

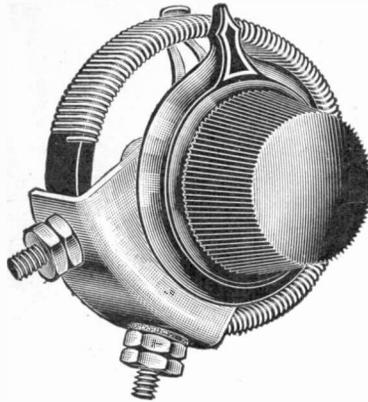
CLEARER, louder, more sensitive and more realistic in tone, by actual comparison, than any other existing type of radio reproducer, this newest addition to the Amplion family—the beautiful Radiolux-Amplion—is, in every acoustic and artistic sense, a revelation! Outwardly resembling the distinctive English bracket clock, inwardly the Radiolux-Amplion

is a radical and complete departure in acoustic design. Hear the Radiolux-Amplion in comparison and you will agree it gives the most faithful reproduction of radio you have ever enjoyed. Price \$55.00. Six other popular models of Amplions, \$12 to \$42.50, equipped with cords and panel plugs. Write for full particulars and "Amplion Pedigree."

THE AMPLION CORPORATION of AMERICA
Executive Offices: Suite E, 280 Madison Ave., New York City
Chicago Branch: 27-29 No. Morgan Street
Amplion Corporation of Canada, Ltd., Toronto

"WINDHAM" Radio Products

The "Windham"
Air Cooled
Rheostat



Designed to regulate the current within very close limits. They have been used under all conditions in a wide variety of receivers.

Six standard resistances—6, 10, 20, 30 ohms, and 400 ohm potentiometer.

Bakelite knob. Single hole mount. May be mounted on sub panel, independent of front panel.

"Windham" Wire Former

It will accurately form loops or eyes for No. 4, 6, 8 and 10 screws, make easy radius and sharp right angle bends, has flat jaws and wire cutters.



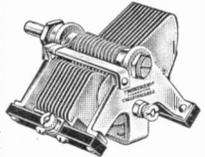
"Windham" Condensers

Small and has the characteristics so necessary for low radio frequency losses, easy tuning and selectivity.

Adjustable brake permits adjustment of bronze cone bearings without altering balance or alignment.

Practical separation of the short wave stations.

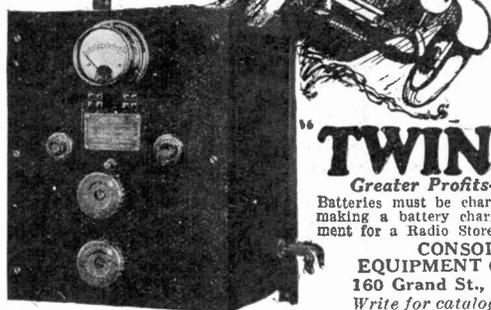
One hole mount. Holes for Sub-Panel Mounting. Six standard capacities.



All Goyer products are rigidly guaranteed

THE GOYER CO., Manufacturers
WILLIMANTIC, CONN.

SPEED UP
WITH THE
12 HOUR CHARGER



Specifications:

Charges 1 to 15 batteries at 2 to 12 ampere rate. Capacity 15 batteries every 12 hours. Made in all voltages and cycles.

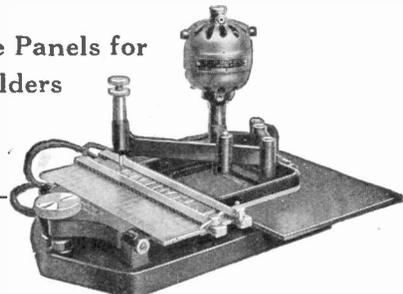
"A Heyer Product"

"TWIN SIX"

Greater Profits—Better Service
Batteries must be charged the year round, making a battery charger a sound investment for a Radio Store.

**CONSOLIDATED
EQUIPMENT CORPORATION**
160 Grand St., New York, N. Y.
Write for catalog, terms and prices

Engrave Panels for Set Builders



You can earn several dollars an hour engraving panels for amateurs building their own sets.

A low price engraving equipment for engraving the words used on radio panels, trade-marks, and border and corner designs. Will engrave on Hard Rubber, Bakelite, Aluminum and other soft metals. PRICE OF COMPLETE EQUIPMENT \$135.00.

Branch Tool Co., Dept. P, Forestdale, R. I.



Toroid Coils and Complete Receivers
Rauland-Lyric: An Audio Transformer for the Music Lover
Constant-B: The Permanent B-Power Rectifier
ALL-AMERICAN RADIO CORPORATION, Chicago, U.S.A.
Radio Built for the Years to Come

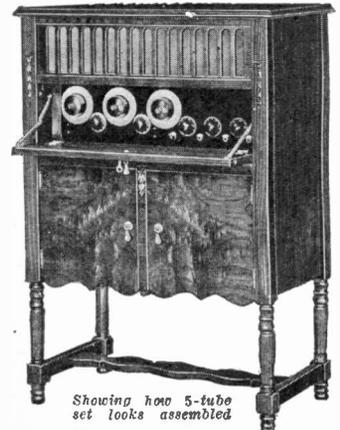
More Radio Cabinet Sales

This Standard No. 401 Radio Cabinet was designed to be highly attractive and to be most practical. Users find that it fully meets their needs.

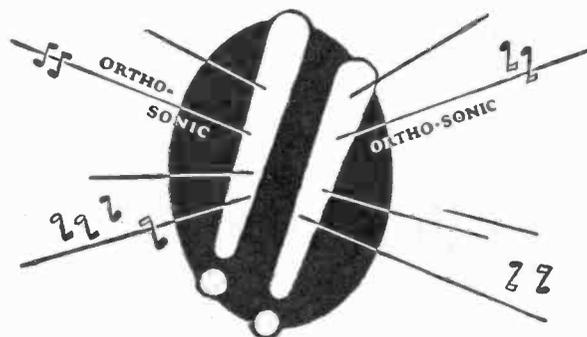
A number of features including spruce wood horn, make this a cabinet you should consider at once.

Made in Antique Brown Mahogany or Antique Burl Walnut finish. Write for dealers' transportation allowance and discount list.

**STANDARD PIANO
BENCH MFG. CO.**
1221-1227 W. Lake St.
Chicago, Ill.



Showing how 5-tube set looks assembled



THE UNITED STATES
Patent Office
has granted to the
Federal Radio Corporation
Trade-Mark Registration
ORTHO-SONIC*

In the field of Radio, only Federal Receivers produce the Ortho-sonic tones — rivaled only by reality.

FEDERAL RADIO CORPORATION, Buffalo, N. Y.
(Division of Federal Telephone and Telegraph Company)
Operating Broadcast Station WGR at Buffalo

*MEANING—Of, pertaining to or producing tone values in sound reproduction corresponding exactly to the natural tones

McGraw-Hill Publishing Company, Inc.

announces

the

McGRAW-HILL
RADIO
TRADE CATALOG

succeeding

THE RADIO TRADE DIRECTORY



IN order to broaden the scope of McGraw-Hill service to the radio industry The Radio Trade Directory becomes, with the August issue, the *McGraw-Hill Radio Trade Catalog*—and will appear in a new size and style, with enlarged contents.

The new size is the generally adopted standard for jobbers' and manufacturers' catalogs—a most convenient size for reference, and offering to manufacturers a better opportunity for the presentation of complete buying data on their products in the form of condensed catalogs.

These manufacturers' condensed catalogs, an especial feature of the new book, are designed to serve the radio dealer, wholesaler and manufacturer who wants the essential data on the products in which he is interested, in a handy ref-

erence form and instantly available when he needs it.

All firms and products cataloged will be indexed for quick and easy reference, making the book a most convenient and ready source of buying information.

The Radio Trade Directory's complete classified directory of American manufacturers, which has become the standard reference and buying guide of the industry, will continue to appear in the *Catalog*—supplemented with descriptive definitions covering every listed product.

Published three times a year, in February, August and November, the *McGraw-Hill Radio Trade Catalog* will reach all the substantial manufacturers, wholesalers and retailers who constitute the bulk of the purchasing power of the radio industry.

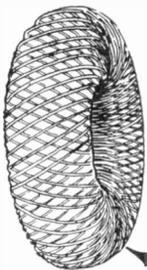


Full details regarding the new *McGraw-Hill Radio Trade Catalog* will gladly be given on request to interested manufacturers or their advertising agents. McGraw-Hill Publishing Company, Inc., Tenth Avenue at 36th Street, New York, N. Y.

THE HOUSE of SUPER-SERVICE

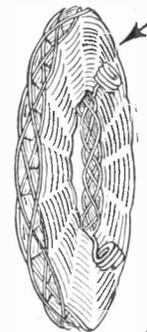
You will find more than 1000 items listed in the New Enlarged Edition of Harry Alter's RADIO CATALOG all the latest Hook-ups. Indispensable to any Radio Dealer write for a free copy

The Harry Alter Co.
ELECTRICAL and RADIO SUPPLIES
Ogden at Carroll Ave.
CHICAGO ILL.



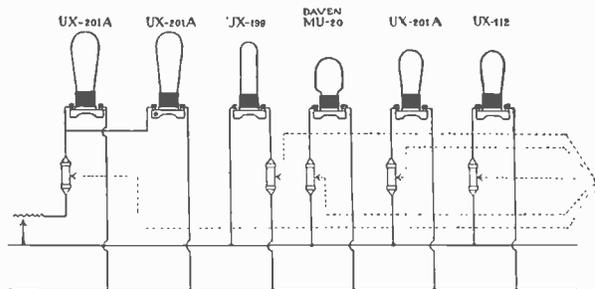
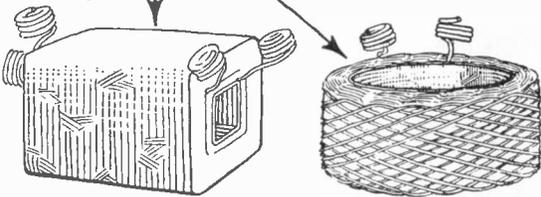
COILS
for
RADIO

- Balloon Honeycombs
- Wave Wound Spirals
- Transformer Windings
- Honeycomb Inductances



We Wind For The
Manufacturer Only

COTO-COIL CO.
PROVIDENCE
R. I.



Use any combination of tubes in the same set



TUBE EQUALIZER SYSTEM

of Automatic Rheostats

These pre-adjusted cartridge rheostats (or Equalizers) deliver the correct amount of filament current to the tubes *automatically*.

This system prevents overloading... gives control of volume without distortion... eliminates several rheostat knobs... and makes the installation of a filament meter unnecessary.

The individual Equalizers retail for but 50c., or 75c. with mount. It is cheaper to use them than rheostats. They take up less room, and, being on the base-board, they shorten the leads and make a neater looking job. And any combination of tubes may be used in a set so equipped.

**JOBBERS, DEALERS
CHOOSE NEXT SEASON'S
SET WITH CARE!**

The modern radio set has this automatic filament control. Before getting behind any set next season, look into this thoroughly. Already a number of well-known sets are Elkay equipped. We shall be glad to give you the names of these.

**MANUFACTURERS
Save 10c to 20c. On Each Set**

The Elkay Tube Equalizer System enables you to omit several adjustments, needless wire, and an expensive filament meter. Our low quantity prices will be sent you gladly; also a sample set of Equalizers without charge if you are a bona fide manufacturer.

The Langbein-Kaufman Radio Co., Dept. M.
511 Chapel St., New Haven, Conn.



KOLSTER PRICES HAVE NOT BEEN CUT

Prices maintained throughout country, upholding Kolster co-operation with dealers.

IT IS INDEED gratifying, both to Kolster executives and Kolster dealers, to observe that Kolster prices have been adhered to, thus fulfilling the policy of mutual profits.

No Kolster dealer, so far as we know, fears a "special sale of Kolsters at reduced prices."

No Kolster dealer fears his stock becoming an overnight liability.

Our policy from the beginning has been "Stabilized models at stabilized prices."

We are delighted with the co-operation of Kolster dealers with this policy.

This Company's policies as regards price maintenance were announced nearly a year ago. Kolster dealers have found these policies a practical solution to permanent profits.

Kolster policies were created with the progressive, forward-looking dealer in mind, the type of man who seeks to build a stabilized business with an ever-increasing group of satisfied customers.

Every platform in the Kolster policy is sound. Time confirms it.

If you are interested in assured profits, write for the Kolster proposition.

FEDERAL TELEGRAPH COMPANY
(of California)

Woolworth Building, New York City

KOLSTER RADIO

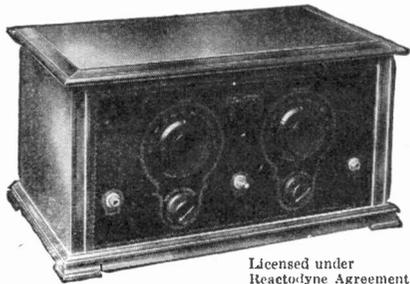


"B" and "C" eliminator features that are new developments you should know about

Here is the answer to the new high vacuum, high voltage tube requirements. Critical detector adjustment from 0-65 volts. Amplifier voltages in steps of 45, 67½, 90 and 135 volts. This high voltage has sufficient current to operate any set on the market. Also fine "C" voltage adjustment from 4 to 40 volts and fixed taps of 4½ and 9 volts. All this in a neat, compact case at the very moderate price of \$42.00. The type "B" is provided with taps for variable detector from 0-65 volts; 45, 67½, and 90 volts on the plate, selling for \$35.00. For use on 110 volt, 60 cycle A.C.

Positively no hum. Guaranteed against defects.

Both types are the last word in this equipment. *Write for literature.* These features give you good material for stimulating summer sales.



Licensed under Reactodyne Agreement

We will send you on request literature giving full particulars on these products.

The world-famous Superadio five tube, two control receiver. Beauty, ease of tuning, and unrivalled tone quality are your selling points.



Patents Pending

And now you can test your tubes for all operating characteristics. The Superadio Dynometer matches tubes and gives the dynamic characteristics, without calculations and without error.

DEWITT LAFRANCE CO., North Cambridge, Mass.

CHICAGO REPRESENTATIVE: William A. Welty & Co., 36 So. State St.

It's the setting that sells the set!



No. 921

One of the several popular types in solid mahogany, lacquer finish. Top 18 in. x 30 in. Height 30 in. Acid proof, heat proof, waterproof.

Ventilated for use of battery eliminator as required by Underwriter's Rules.

Radio Tables

Attractive appearance and suitable staging are the most useful tools of the modern merchant. Many an automobile has sold itself by its superior upholstery or sparkling finish. Many a brand of confectionery has made its way in the world by means of an attractive box. Of two radio sets, about equal in the essential qualities of tune, range and volume, the one with the most pleasing setting will win the customer's confidence.

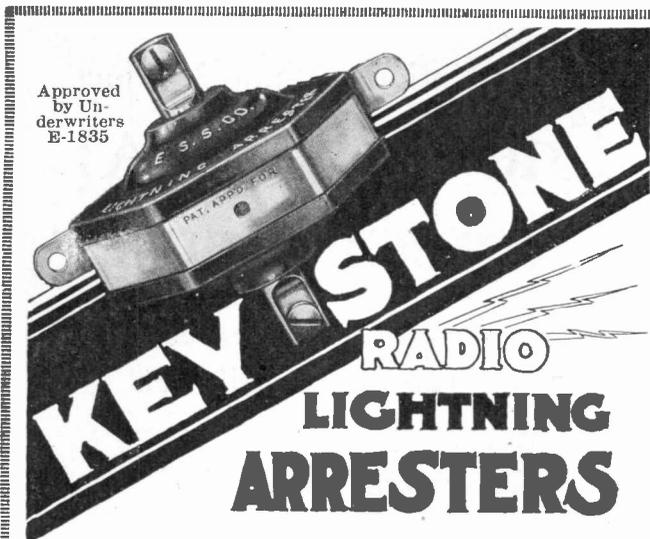
Radio tables serve the double purpose of providing a suitable mount for the set, and at the same time enhancing its appeal to the customers' eye.

Watson town Radio Tables have been designed with this merchandising element of artistic appeal in mind. Thirty-three years' experience in furniture manufacture is our background.

Send for illustrative descriptive circular of the various styles and designs in Watson town Radio Tables. Prices to meet every requirement.

WATSON TOWN TABLE & FURNITURE COMPANY, Watson town, Pa.

FURNITURE MANUFACTURERS FOR THIRTY-THREE YEARS



Approved by Underwriters E-1835

An article your customers need!

Retail price
\$1.50
(In Canada \$2.00)

SUMMER brings increasing demand for lightning arresters, accelerated by pressure of insurance authorities.

Stock up with Keystone Radio Lightning Arresters to meet this demand. Backed by national advertising and widely recognized as standard equipment. A low capacity arrester which does not perceptibly diminish intensity of signals. Genuine Bakelite housing permanently protects air gap discharge electrodes from dust and moisture.



Interesting proposition for dealers—write today.

ELECTRIC SERVICE SUPPLIES CO.

50 Church St. New York, N. Y. 17th and Cambria Sts., Philadelphia, Pa. Ill. Merchants' Bk. Bldg. Chicago, Ill.

LOWEST PRICES IN AMERICA



Latest 5 and 6 tube receivers of exceptional merit. *Now Ready.*

Distributors Wanted

AUTOMATIC RADIO MFG. CO., INC.
128 Cross St., Boston, Mass., U. S. A.

Gets Everything but Noise!

READ THIS CONVINCING LETTER:
Kane Antennae Co., Gentlemen: Your aerial absolutely cuts out all power noise. Before, we could hear an interurban car for 3 miles down the track. Now we get no disturbance whatever. We expect to do a good business.

Signed—H. STAHL & SON, Elkhart, Ind.

Profit In This For YOU—INVESTIGATE

This amazing new Aerial is guaranteed to eliminate all power noises, such as leaky transformers, generators, motor hums, Delco plants, etc. Cuts static, "blooper's," in two. Proves statements of leading Radio Engineers that fully 75% of so-called "summer static" is nothing more than power noises caused by leaky transformers, motor hums, etc., etc. Hundreds of convincing testimonials. Many dealers cashing in.

Brings Blue Prints—working drawings—complete instructions for erecting. Your dollar is refunded on initial order. See for yourself. Get our proposition NOW.

\$1.00
KANE ANTENNAE CO.
Dept. 6038-G, 3034 W. Van Buren, Chicago, Ill.
KANE ANTENNAE

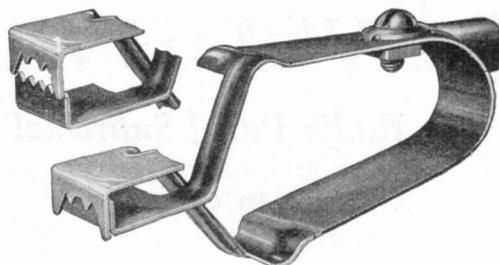
HARTUNG CLIPS

Continuous Circuit -Bulldog Grip

No Delays or Accidents With This Clip!

Your customers will have no troublesome delays or accidents with the new Hartung Clip. The strong, positive grip prevents accidental slipping from the battery terminal. There is a continuous, unbroken current path, with no springs to crystallize and break. Extra heavy lead coating protects the metal from acid action.

You will profit by stocking Hartung Clips. If your jobber can't supply you, write us for descriptive price list and free sample.



Complete Hartung Line

Code No.	Capacity	Length	Jaw Spread
16*	10 amps.	1 1/2 in.	1/8 in.
14*	20 amps.	2 1/2 in.	1 in.
25*	35 amps.	3 in.	1 1/2 in.
15	50 amps.	3 1/2 in.	1 1/2 in.
36	100 amps.	4 1/2 in.	1 in.
18	200 amps.	4 1/2 in.	1 1/2 in.

* Specially adapted for radio service.

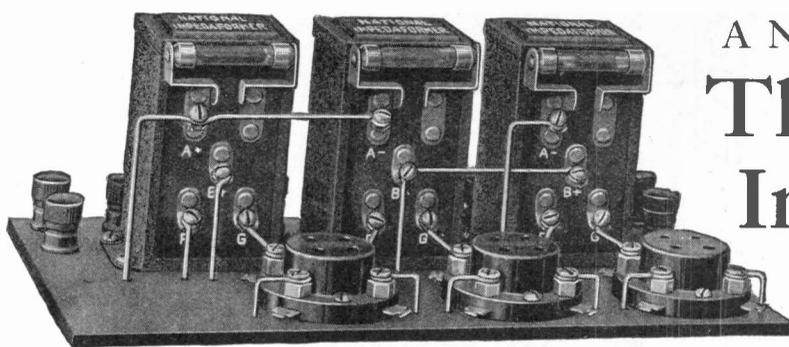
Ask about our new counter display carton

C. F. Hartung Co.

730 61st St., East

Los Angeles

California



The Illustration Shows the Assembly of Three Impedaformers as They Would Appear in a Set

A New National Radio Product The NATIONAL Impedaformer

· *marvelously improves*
the home-built set

Inductive Audio Flat Curve

The NATIONAL Impedaformer is an inductance-capacity-resistance unit that actually gives a flat curve over the entire audible frequency range.

Includes choke coil, grid condenser and grid leak built into a single unit so that its connections are the same as an ordinary transformer.

Made in two types: Type A (choke coil only). Price \$4. Type B contains choke coil with grid condenser and grid leak. Price \$5.50.

Our advertising in leading radio publications is directing customers to your store for this new NATIONAL product.

Send for Bulletin 108 RR

The Impedaformer Sets a New Standard of Radio Reproduction

"I have just heard the finest reproduction of voices over the radio," writes a well-known radio expert to the National Company. "The set was equipped with the new Impedaformer. I was amazed at the refinement of delivery."

With these units an impedance-coupled audio amplification system can be constructed which will truthfully and uniformly reproduce in all its richness and purity each and every note sent out by radio-casting stations.

The tone quality is simply superb. The volume is greater than with resistance-coupled amplification. And this is accomplished with no more B battery voltage than is usually used on a transformer system and with a minimum of storage battery consumption.

NATIONAL COMPANY, Inc.

W. A. READY, President

110 Brookline St., Cambridge, Mass.

Goodrich Silvertown

The Radio Panel Supreme!

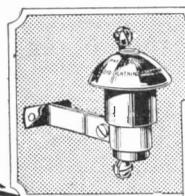
- 1 Easier to drill and machine.
- 2 Better color, lasting lustre.
- 3 Lower free sulphur — no discoloration.
- 4 Higher softening point—no warping.

Goodrich V.T. Sockets Spaghetti Tubing
Radiophone Ear Cushions
Battery Mats
Hard Rubber Tubes for Coils

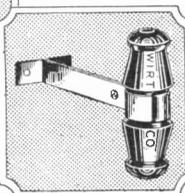
The B. F. Goodrich Rubber Company
Established 1870 Akron, Ohio

Get 2 Profits Instead of 1

When a
Customer
buys a
WIRT
LIGHTNING
ARRESTER



-sell him also
a WIRT
INSULATOR



The WIRT
Lightning Arrester

is the improved air-gap type.

Listed as Standard by
Underwriters Laboratories

The protection is absolute. Made of bakelite, with bakelite "petticoat" which keeps out rain and dust. Brass terminals moulded in bakelite are far enough apart so that there is no leakage. Lasts a lifetime. Sells easily.

WIRT INSULATOR should be installed at the same time. ANOTHER SALE — ANOTHER PROFIT. Push them both.

Wirt Lightning Arrester.....\$1.00
Wirt Insulator......35

The Wirt Lightning Arrester is Listed as Standard
by Underwriters Laboratories

WIRT COMPANY
PHILADELPHIA, PENNSYLVANIA
MAKERS OF DIM-A-LITE

U.J. Herrmann
Managing Director

G. Clayton Irwin Jr.
General Manager

Radio Manufacturers' Show Association

Presents

Third Annual **RADIO WORLDS FAIR**

Madison Square Garden
New York City

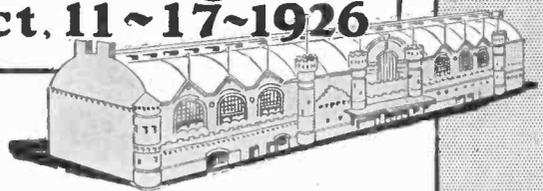
Sept. 13~18~1926



Fifth Annual **CHICAGO RADIO SHOW**

Coliseum
Chicago

Oct. 11~17~1926



The World's Foremost Radio Exhibition
Held in

The World's Foremost Exhibition Halls

Displays of new fall lines by every representative radio manufacturer. Special business sessions for the trade. Every progressive radio merchant must visit this exhibition to keep posted on the newest developments and trend of the industry.

HOMMEL'S
ENCYCLOPEDIA
OF RADIO
APPARATUS
366-R

is
Free to
all dealers
We sell to
no others

WHOLESALE

EXCLUSIVELY

LUDWIG HOMMEL & CO

929 PENN AVENUE

PITTSBURGH, PA.



SELL UDELL RADIO CABINETS

A good example of our stock line of Radio Cabinets is illustrated at left.

UDELL covers a complete range in design, finish and price. See our permanent display (Space 314) at the New York Furniture Exchange, 206 Lexington Ave. Write for complete catalog R-83 and dealer's discounts.

We also build special Radio Cabinets under contract.

Write us your requirements.

THE UDELL WORKS, INC.
28th Street at Barnes Ave.,
INDIANAPOLIS, IND.



In less than one month's time the Poly Claro-Plug has become the big accessory profit-maker of the year.

Not just another battery . . . not just another tube. Instead, a live new article that sells . . . Radio's latest development!

A Profitable Summer Seller

The Poly Claro-Plug is an ideal summer convassing item. Everyone will pay \$1.50 to improve tone. Your service men and salesmen can sell one in every home visited when they demonstrate how it modifies summer static.

DEALERS CLEANING UP

Every live dealer will want to be in on Poly Claro-Plug profits. Don't miss this one. Get in touch with your jobber today!

POLYMET MANUFACTURING CORPORATION
599C Broadway, New York City

"World's Largest Manufacturers of Radio Essentials"

POLYMET PRODUCTS



\$1.50

Patented
Other Patents
Pending

McGraw-Hill men studying your

HOW MANY TRAINED INVESTIGATORS

have you out in the field, gathering data on the industries which buy from you, studying the markets for your product from the standpoint of engineering fundamentals, sensing the coming shifts which may stimulate or depress your sales? . . . Perhaps not one!

But if you should walk through the great editorial rooms of the McGraw-Hill Publications any morning, you would see many vacant desks of men who are "out in the field," rubbing elbows with their industries, getting data on trends and money-saving practices. They are primarily in the readers' service, but the data they gather are necessarily the basis of sound selling to their several industries. They are, therefore, in your service as well as that of the reader.

The *American Machinist* editors are ever afield, gathering data, inspecting installations, studying operations and pointing the way to lower production costs through replacement of inefficient machinery.

Engineering News-Record editors four years ago started a campaign for winter construction to provide year-round contracts to the construction industry and ultimately reduce building costs. They have made frequent excursions to winter operations, bringing back to their publication and industry the facts regarding costs and benefits. Stability and expansion of the market for building equipment and supplies have already resulted.

Electrical World's editorial field investigations and statistical work have brought to central stations major policies and accurate data for the development of industrial heating and domestic load building, including refrigeration and cooking. On the other hand this service has supplied to electrical manufacturers accurate yardsticks for plotting sales quotas and future expansion. The public draws a by-product from this work in the form of (1) service at the same or lower rates, notwithstanding the increased cost of everything entering into the production of electricity; (2) extension of electric lines to isolated sections.

So with all McGraw-Hill Publications—editors leave their desks to discover and point the way toward bigger opportunity . . . *Power* editors are effectively crusading for increased boiler efficiency through better equipment . . . *Coal Age* editors are campaigning against obsolete methods in the mines and for cost-cutting machinery . . . *Bus Transportation* editors have helped to bring order out of chaos in this *infant* industry, which today covers twice the mileage of the nation's railways . . . In existence but a short year, *Radio Retailing* is bending every effort toward stabilizing and stimulating radio merchandising. Its costs studies on operating the four major types of stores and departments are the very first information of its kind in the radio field, paralleling the investigations made by McGraw-Hill in the general electrical merchandising field.

Each McGraw-Hill Publication lives the life and breathes the air of the industry it serves. Its experts are on the ground, getting first-hand information on the things they need to know to make the Publication the virile authority it is in its field. Through over fifty years of intimate contact such as this, the McGraw-Hill Publishing Company has acquired an unmatched knowledge of industry, a rich storehouse of information for the manufacturer who would sell to industry efficiently. This is the background out of which have come the McGraw-Hill Four Principles of Industrial Marketing.

The McGraw-Hill Publications

MINING
ENGINEERING & MINING JOURNAL-PRESS
COAL AGE

ELECTRICAL
ELECTRICAL WORLD JOURNAL OF ELECTRICITY
ELECTRICAL MERCHANDISING

INDUSTRIAL
AMERICAN MACHINIST INDUSTRIAL ENGINEER
CHEMICAL & METALLURGICAL ENGINEERING
POWER

CONSTRUCTION & CIVIL ENGINEERING
ENGINEERING NEWS-RECORD

TRANSPORTATION
ELECTRIC RAILWAY JOURNAL
BUS TRANSPORTATION

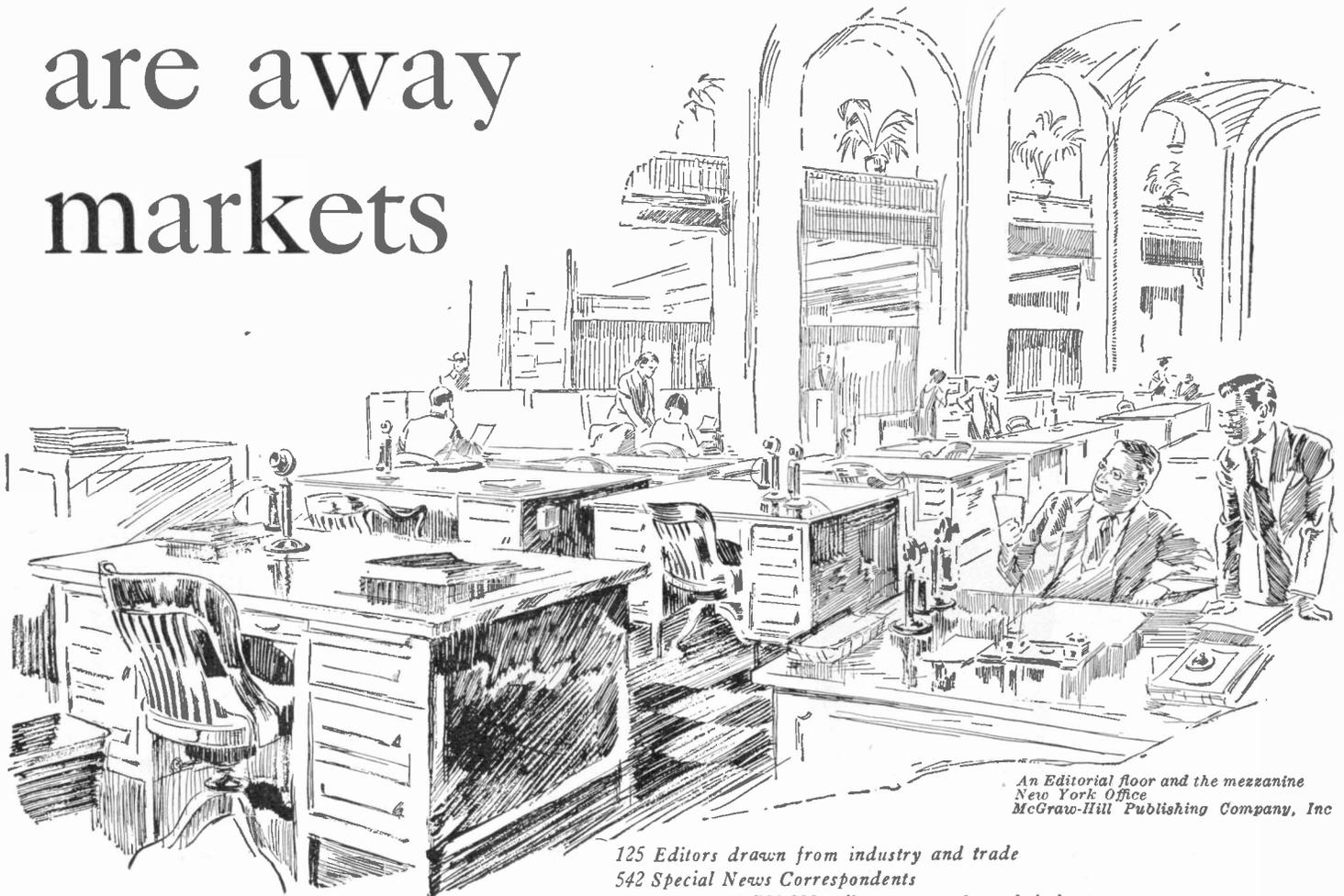
RADIO
RADIO RETAILING

OVERSEAS
INGENIERIA INTERNACIONAL
AMERICAN MACHINIST
(European Edition)

DIRECTORIES & CATALOGS
CENTRAL STATION DIRECTORY COAL CATALOG
ELECTRIC RAILWAY DIRECTORY
EMF ELECTRICAL YEAR BOOK
RADIO TRADE CATALOG
COAL FIELD DIRECTORY

KEYSTONE CATALOG KEystone CATALOG
(Coal Edition) (Metal-Quarry Edition)
ANALYSIS OF NON-METALLIC MINING, QUARRYING
AND CEMENT INDUSTRIES

are away markets



An Editorial floor and the mezzanine
New York Office
McGraw-Hill Publishing Company, Inc

125 Editors drawn from industry and trade
542 Special News Correspondents
Editors travel 700,000 miles a year through industry
23,000 editorial pages printed yearly
10,000,000 copies of McGraw-Hill papers to 220,000 subscribers annually
Editorial offices located at 9 strategic centers

Sound, efficient sales effort in the field of Industrial Marketing must be based on these Four Principles:

Market Determination

An analysis of markets either by industries or buying groups such as "engineers" functioning through all industry.

Buying Habits

A study of the selected markets to determine which men in each industry are the controlling buying factors. Definite knowledge eliminates costly waste in sales effort.

Channels of Approach

Determination of the methods by which each market keeps in touch with developments and the employment of these methods as the channels of approach to these buyers. Proper use of these channels provides a balanced sales

promotion program, making most effective use of publication advertising, manufacturers' literature and exhibits.

Appeals that Influence

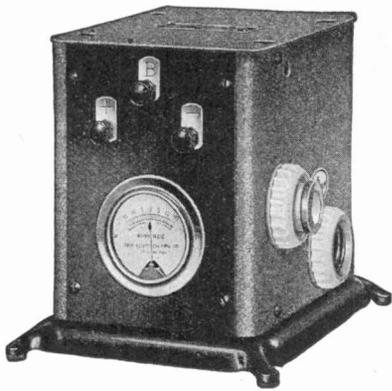
Determining the appeals that will present the product to the prospective buyer in terms of his own self-interest or needs.

These Four Principles of Industrial Marketing can be made a living force in your business. The goal of American industry today is to make distribution as efficient as production. If this is *your* goal, get in touch with the nearest McGraw-Hill office, or have your advertising agent do so and arrange for a personal discussion with McGraw-Hill Marketing Counselors, in your office or in ours.

McGRAW-HILL PUBLISHING COMPANY, INC., NEW YORK, CHICAGO, PHILADELPHIA, CLEVELAND, ST. LOUIS, SAN FRANCISCO, LONDON

McGRAW-HILL PUBLICATIONS

45,000 Advertising Pages used Annually by 3,000 manufacturers to help Industry buy more effectively.



MASTER FORE
Charges both A and B Batteries

Every Radio owner wants the best reception possible. Weak A or B batteries are annoying to say the least. Sell him a Master Fore Battery Charger and win the good will of another customer.

Fill in, clip and mail the coupon now—
TODAY

Manufactured by
Fore Electrical Mfg. Co.
5255 N. Market Street, St. Louis, Mo.

RADIOGRAM

Fore Electrical Mfg. Co.,
St. Louis, Mo.

Send me free of charge complete information on how to make more money with the Master Fore.

Name

Address

City

State

Radio Table for Large Dimension Sets
Many Buyers For This One

Ideally designed and can be sold at a price that meets popular demand. Can be used for Radiola 25. Has sliding shelf for loud speaker. It moves fast, resulting in some very profitable business. The table is 30 inches high with 20x33 inch top. There is ample room for batteries. Finished in Antique Brown, Mahogany or Walnut.



Front view, No. 326, with panel concealing view of shelf 27 3/4 in. long, 11 in. wide.

Write for liberal dealers discounts.

STANDARD PIANO BENCH MFG. CO.
1221-1227 W. Lake St., Chicago, Ill.

Higher Quality — Low Price — Design

THIS BROADCASTER RADIO CABINET



Made to take average make Radio Set—has built-in loud speaker. Dealers, Jobbers, can make quick profitable turn-overs.

Outside dimensions 42-in. high—36-in. wide—16-in. deep.

Write for details.

BROADCASTER CORP.

NEWEST IDEAS IN CABINETS
2414 W. Cullerton St.
CHICAGO

\$10
Loud Speaker

You can sell, at \$10, the most satisfactory loud speaker that money can buy—the new, improved Dulce-Tone, the perfect radio-talking-machine-speaker.

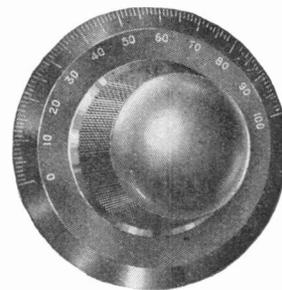
Set the talking machine needle in the Dulce-Tone reed, plug in, and you have the full volume, the beautiful clear tone that only Dulce-Tone and a talking machine can give.

THE GENERAL INDUSTRIES COMPANY

Dulce-Tone Division
Formerly named THE GENERAL PHONOGRAPH MFG. CO.
303 Taylor St., Elyria, Ohio

Fully guaranteed to you and your customers. Nationally advertised in the Saturday Evening Post, Literary Digest and Liberty.

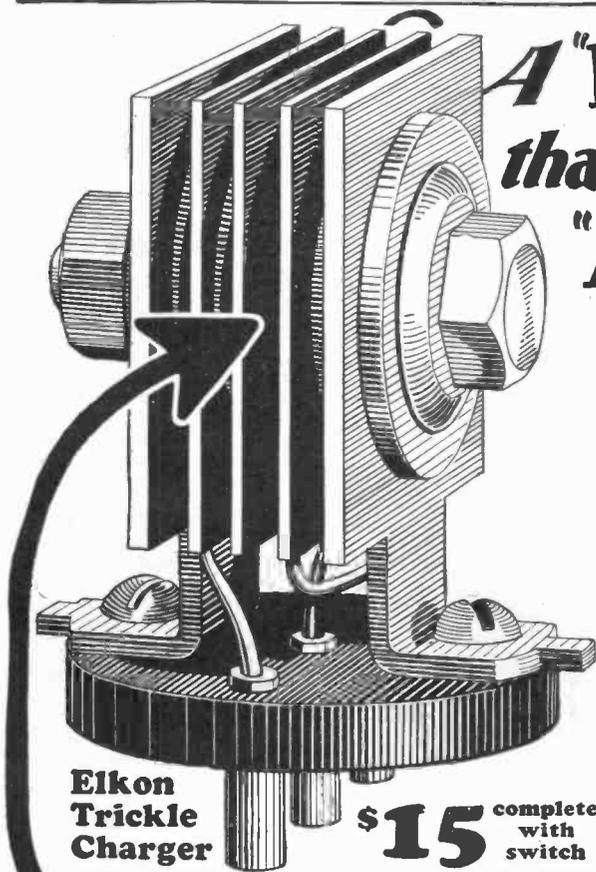
Write for sample and dealer's prices.



Efficient Service on Molded Parts

BAKELITE AND COLD MOLDED MATERIALS MADE TO YOUR SPECIFICATIONS

American Insulator Corp.
52 Vanderbilt Avenue, New York City



Elkon Trickle Charger

\$15 complete with switch

Operates from 105-125 volts 50-60 cycles, charges both 4 and 6 volt batteries

A "BONE DRY" Rectifier that has Revolutionized "A" Battery Charging

1. Unilateral conductivity which makes perfect trickle charging, theoretically and in practice.
2. No water—no acid—no alkali—no moving parts—nothing to watch or replenish.

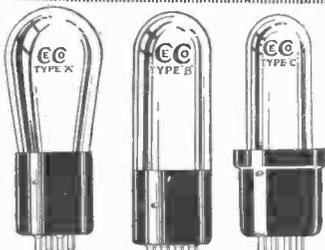
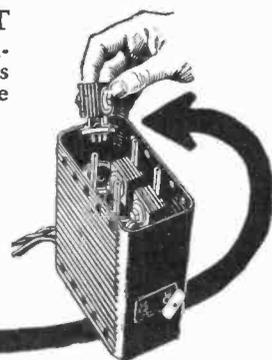
Just a device of immovable and unchangeable solids that has made the **ELKON TRICKLE CHARGER** THE SENSATION OF RADIO

SET IT—INSTALL IT—FORGET IT
The Elkon Trickle Charger tapers off, or increases just as needed to keep the "A" batteries charged to maximum efficiency and to insure

Constant Power Constantly
An unqualified 2000 hour guarantee.

ELKON WORKS
Subsidiary of P. R. Mallory & Co. Inc.
Weehawken, N. J.

Exclusive licences under patents pending to Samuel Ruben



	"A"	"B"	"C"
Filament Volts.	5.0	3.0	3.0
Filament Current	0.25	0.06	0.06
Plate Voltage.	20 to 120	20 to 80	20 to 50
Made with Brass and Bakelite Bases			
C. E. Mfg. Co., Inc.			
702 Eddy Street, Providence, R. I.			

CECO TUBES

YOU sell radio satisfaction when you sell CeCo Tubes.

Now ready! CeCo Tubes with new type Long PRONG BASES. Also, Power Amplifier Tubes, E (Dry Cell Type), F (Storage Battery), for last stage of Audio Frequency.

Dealers write giving jobber's name.



Smash

into the Big Super-Ball Antenna Sales

A Boom to Summer Radio Reception

The best sales proposition in Radio History, with 100% sales help and factory co-operation with the Jobbers and Dealers.

Wherever there's a Radio, there's a prospect for a Super-Ball Antenna.

Are you ready to supply them? Write or wire for our sales proposition.

Don't Wait!

Do It Now!

National Distributors

Yahr-Lange, Inc.
Milwaukee, Wis.

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

Surplus Stocks Are Easily Disposed of Through the

"SEARCHLIGHT SECTION"

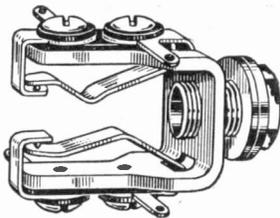
"FOR SALE" announcements are carefully read by the trade.

"SEARCHLIGHT" Ads bring prompt and profitable returns.

Displayed—6.65 or less an inch per insertion.

FROST-RADIO GEM-JAC

The Jewel of all Radio Jacks



FROST-RADIO No. 951

GEM—JAC

List Prices:

No. 953 Open Circuit type, 40c.

No. 954 Closed Circuit type, 45c

No. 951 Double Circuit type, 50c

Applies a new principle of spring design

The FROST-RADIO Gem-Jac not only is the smallest and most compact radio jack made but it employs an entirely new principle in spring design. The GEM-JAC projects only 1 inch back of panel. Has extremely low capacity effect, self-cleaning contacts. Bakelite insulation, sterling silver contacts, nickel plated brass frame. FROST-RADIO GEM-JAC gives more room in your set for other parts.

Note These Other GEM-JAC Advantages

—springs cannot get out of adjustment—positive inside contacts, with "under-pressure wipe" that eliminates dirt and makes the GEM-JAC positively self-cleaning—holds plug firmly. More force required to withdraw plug than to insert—U-shaped frame protects springs from any conceivable injury—tinned terminals drilled to take square bus bar wiring, if desired—mounts on 1/8 or 3/16 inch panel. Spacer washers provided for panels of varying thicknesses. Thimble fits 11/32 or 3/8 inch hole.

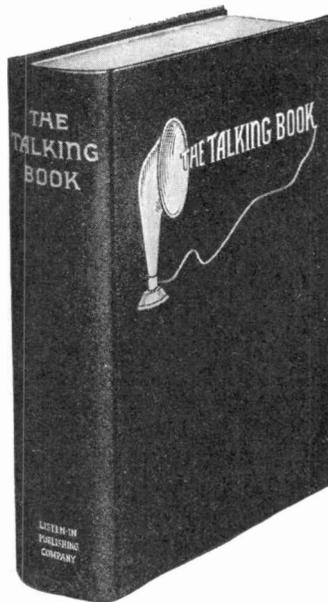
Wire Your Requirements On These Three Types.

HERBERT H. FROST, INC.

314-324 West Superior St., Chicago, Ill.

New York City Cleveland Los Angeles Kansas City

A Master Crystal Receiver The TALKING BOOK



A Complete
Radio
Receiver

Pair of standard Ear Phones, Aerial and Ground Leads, Indoor Antenna. Self contained in attractive book.

PRICE \$5.00

COMPLETE

With New Celerundum Rectifying Unit—No Batteries Required

We have an attractive and exclusive sales proposition for live dealers.

Approved by Popular Radio and Radio News Laboratories.

The Talking Book will increase your summer sales

THE LISTEN-IN CO.,
115 Federal St., Boston, Mass.

Sales Headquarters for the Whole Radio Trade

BIGGER sales and better sales for everything in radio—a permanent radio headquarters with unequalled facilities—that's what progressive manufacturers enjoy at Radio Center, in the heart of the world's greatest radio market.

Occupying two floors in the famous Bush Building, New York City, Radio Center has attracted nation-wide attention. Display space is being leased by the largest radio interests in the country—requests for passes have come in by the hundreds from all over the United States—big things are happening at Radio Center.

Desirable space can still be leased, and the widest range of rentals prevails—some offices cost no more than the salary of an office boy.

This great sales opportunity calls for action NOW. Wire or write for the big Radio Center Book—better yet, call in person—don't delay—get in the big league at Radio Center.

RADIO CENTER, INC.

S. Herbert Mapes, President
Bush Building

130 West 42nd Street, New York City



All Types

HYTRON

TRIPLE TESTED
RADIO TUBES

A Tube That Will Sell

Dealers are enthusiastic.

Note glass bead construction which locks elements.

This prevents vibration and microphonic hums.

Write for Particulars

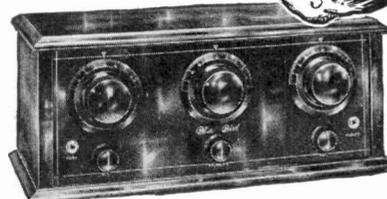
HYTRON CORPORATION
19 Oakland St., Salem, Mass.

Blue Bird

"A Bird of a Set"

AMERICA'S
FINEST

\$42.50
LIST PRICE



A five-tube tuned radio frequency receiver which will please the most discriminating.

Supreme in Beauty
Wonderful Tone Quality
Remarkable Distance

Automatic Radio
Mfg. Co., Inc.

28 Cross St., Boston, Mass.
U. S. A.

“A” Batteries are Obsolete
Wherever 110 Volts—60 Cycles are Available
DAVY “A” POWER

Steady,
 Unfailing
 “A” Current
 from the
 Light Socket



Price
\$62.00
COMPLETE
 with
 2 Westinghouse
 Rectigon Tubes

Absolutely NO HUM!

No Charger or Trickler

No Service

Simply plug DAVY “A” POWER in the lamp socket and it delivers full, constant “A” current. There are no liquids at all, no condensers or moving parts to give trouble. DAVY “A” POWER is built to last for years—and to give thousands of hours of faithful service without requiring attention of any kind. Contains a voltage regulator preventing your tubes from being injured or overloaded.

For Sets from 4 to 6 Tubes FULLY GUARANTEED

Write for Descriptive Literature

THE DAVY ELECTRICAL CORPORATION
 505 COURT ST., BROOKLYN, N. Y.

Radio Retailing

Radio Retailing is a real investment for a radio business.

Through this service you are given the solutions to problems peculiar to radio retailing.

Through this service you are kept in close touch with the real radio successes in every part of the country.

For \$2 a year Radio Retailing is a wonderful value!



RADIO RETAILING, Tenth Avenue at 36th Street, New York, N. Y.

Enter my subscription to Radio Retailing for one year—\$2.

Name

Street

City State

Name of Company

Besides Radio we sell.....

5-26

Radio Retailing gives you usable facts and figures on—

- Organizing a radio store.
- Selection of stock.
- Selling methods.
- Advertising.
- Window displays.
- Time payment plan sales.
- Store layout.
- Store management.
- Demonstrations.
- Installations.
- Repairs and service.
- Battery service.
- Sales of accessories.
- Reaching the amateur
- New radio merchandise
- Stories of successful dealers.
- Selling helps manufacturers offer.
- News of the radio industry.

Greetings

to the

Radio Manufacturers' Association

THE staff of *Radio Retailing* extends its greetings to the Radio Manufacturers' Association, assembling this month in Atlantic City for its Second Annual Convention.

Radio Retailing believes in the need for co-operative action to solve the radio industry's problems—problems such as these:

- Promoting the confidence of the investing public
- Combating the excesses of over-production and waste
- Studying and minimizing seasonal difficulties
- Establishing a uniform policy for announcing new lines
- Guarding against dumping and over-production by collating manufacturing costs
- Surveying the market for radio
- Defining and classifying "wholesalers," "distributors" and "agents"
- Studying costs of selling—by manufacturer, jobber and dealer
- Etc., etc., etc.

Radio Retailing extends its co-operation to the Radio Manufacturers' Association and all other organizations working for the radio industry's progress.

Radio Retailing

The Business Magazine of the Radio Industry

—a McGraw-Hill Publication

May, 1926



The All Year 'Round Set

A set that you can sell in SUMMER as well as in WINTER.

A Priess dealer can keep his sales going on thru June, July and August as well as in November and December.

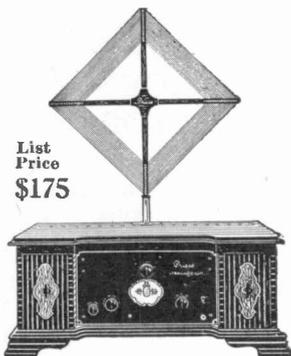
8 tubes—with 5 stages of radio frequency.

ONE tuning control graduated in wave-length meters.

No aerial and ground to collect static, yet its 8 tubes give maximum volume on distant stations even under summer operating conditions.

By handling the Priess you will be making sales while your competitors stand idle. Look into our attractive authorized dealer proposition.

Write or wire us to arrange for an immediate demonstration by our distributor in your territory.



List Price \$175

Priess
TRADE MARK
STRAIGHT & EIGHT
It's loop operated!

PRIESS RADIO CORPORATION
697 BROADWAY NEW YORK, N.Y.

Dealers!

REAL PRICES

We carry in stock at all times the following merchandise—

Electrical Supplies	China ware
Furniture	Hardware
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Our all Aluminum horns are non-breakable and give more volume with deep clear tones. Rigid joints free from vibrating influences.

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Set Manufacturers!

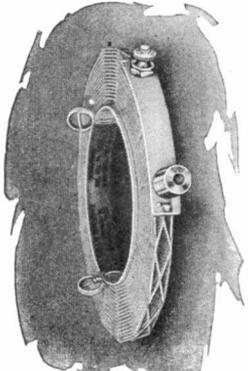
Standards of radio reception are becoming higher with each new year. 1926 models must be an improvement over those of 1925, and they will be.

Correct coils are vital to good reception. We specialize in such coils. We are producing regularly the most advanced types, built with the famous "Diamond-weave" construction.

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 140 Union St., Springfield, Mass.

SICKLES DIAMOND-WEAVE COILS



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Radio Retailing

LEGAL NOTICE

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912

Of Radio Retailing, published monthly at New York, N. Y., for Apr. 1, 1926.

State of New York }
 County of New York } ss.

Before me, a Notary Public in and for the State and county aforesaid, personally appeared C. H. Thompson, who, having been duly sworn according to law, deposes and says that he is the Secretary of McGraw-Hill Publishing Company, Inc., Publishers of Radio Retailing, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 411, Postal Laws and Regulations, printed on the reverse of this form, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business managers are: Publisher, McGraw-Hill Publishing Company, Inc., 10th Ave. at 36th St., New York, N. Y. Editor, O. H. Caldwell, 10th Ave. at 36th St., New York, N. Y. Managing Editor, None. Sales Manager, M. E. Herring, 10th Ave. at 36th St., New York, N. Y. Business Manager, None.

2. That the owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding one per cent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a firm, company, or other unincorporated concern, its name and address, as well as those of each individual member, must be given.) McGraw-Hill Publishing Company, Inc., 10th Ave. at 36th St., New York, N. Y. L. D. & A. J. Baldwin, 27 Pine Street, New York, N. Y., Trustees for Franklin Baldwin, Grace Riker, Cynthia Hazelton. A. J. & L. D. Baldwin, 27 Pine Street, New York, N. Y., Trustees for Donald Baldwin. L. D. Baldwin, 27 Pine Street, New York, N. Y. A. J. Baldwin, 27 Pine Street, New York, N. Y. H. W. Blake, 10th Ave. at 36th St., New York, N. Y. F. R. Low, 10th Ave. at 36th St., New York, N. Y. C. A. Babbiste, 750 Ocean Ave., Brooklyn, New York. Mason Britton, 10th Ave. at 36th St., New York, N. Y. Anne Hugus Britton, 10th Ave. at 36th St., New York, N. Y. Grace W. Mehren, 53 Fairview Ave., So. Orange, N. J. J. Malcolm Muir, 10th Ave. at 36th St., New York, N. Y., Trustee for Lida K. Muir. Malcolm Muir, 10th Ave. at 36th St., New York, N. Y. D. C. McGraw, 10th Ave. at 36th St., New York, N. Y. J. H. McGraw, 10th Ave. at 36th St., New York, N. Y. J. H. McGraw, Jr., 10th Ave. at 36th St., New York, N. Y. C. W. McGraw, 370 Seventh Avenue, New York, N. Y. H. W. McGraw, 10th Ave. at 36th St., New York, N. Y. J. H. McGraw, J. H. McGraw, Jr., and Malcolm Muir, 10th Ave. at 36th St., New York, N. Y., Trustees for James H. McGraw, Jr., Curtis W. McGraw, Donald C. McGraw, Harold W. McGraw. J. H. McGraw, J. H. McGraw, Jr., and J. H. Rudd, 10th Ave. at 36th St., New York, N. Y., Trustees for Marion McGraw. F. S. Weatherby, 271 Clinton Road, Brookline, Mass. E. S. Wilsey, 10th Ave. at 36th St., New York, N. Y.

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4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

5. That the average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the six months preceding the date shown above is (This information is required from daily publications only.)

McGraw-Hill Publishing Company, Inc.

C. H. THOMPSON, Secretary.

Sworn to and subscribed before me this 31st day of March, 1926.

[Seal.] MARTIN J. WIEMER.

Notary Public Queens County Certificate No. 1819. Certificate filed in New York County No. 272. (My Commission expires March 30, 1928.)

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REPRESENTATIVES WANTED

Representatives or Distributors Wanted by manufacturer of radio parts and sets. Tooman Products Co., 191 West 9th St., Brooklyn, N. Y.

REPRESENTATIVES AVAILABLE

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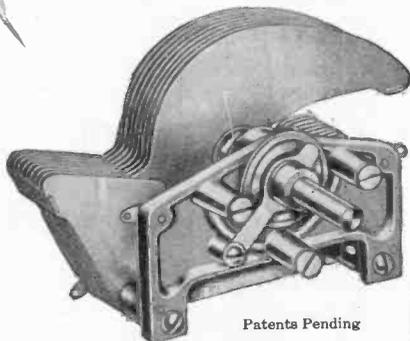
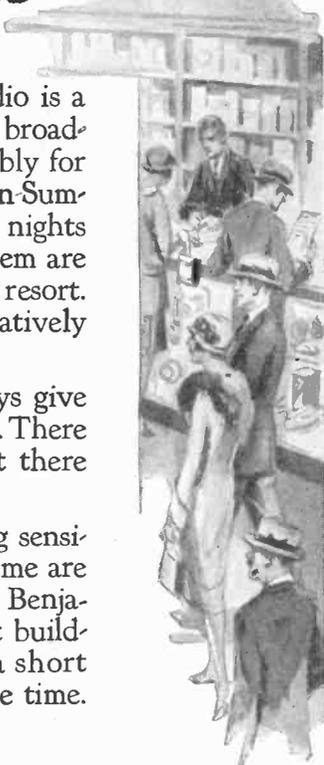


LET'S get away from the thought that Radio is a winter sport. Stop thinking that way. The broadcasters give us good programs. Except possibly for distance, reception is as good, on the average in Summer as it is in the Fall and Winter. True, the nights are shorter, but our facilities for enjoying them are greater—on porch, in the garden, in camp and resort. And as for vacations, it is a fact that comparatively few people are away at any one time.

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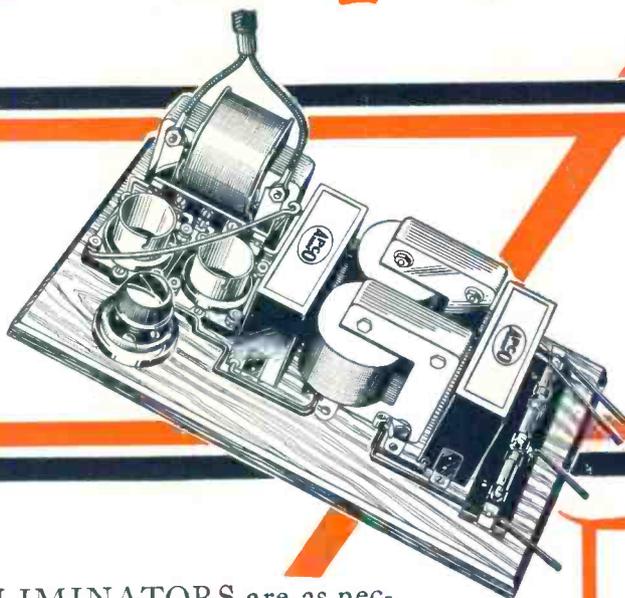
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List, \$44.00

APCO "A" Charger, No. 77.
List, \$18.50

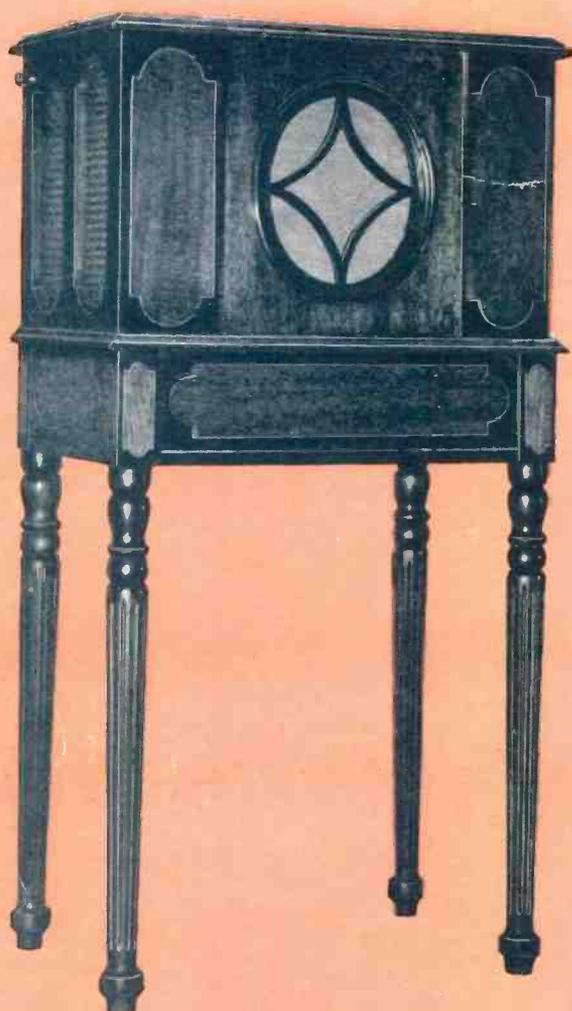


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Model 104

Operates on any 50 to 60 cycle, 110 volt A.C. lighting circuit. It is not only a remarkable cone speaker based on an entirely new principle. It is a *power* speaker. And it does away with the "B" batteries of most sets. With Radiola 25 or 28, and an "A. C. package," it does away with *all* batteries! RCA Loudspeaker, Model 104, complete \$275, list.



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