

Radio Retailing

The Business Magazine of the Radio Industry

MODERN

The Modern Electric Manufacturing Co.

MODERN

Electrical and Radio Equipment

TOLEDO, OHIO

To the Radio Trade
of America

Until recently, the rather modest manufacturing program of our company has only permitted us to make the acquaintance of a comparatively few of the many radio dealers.

But those dealers who have regularly handled Modern products know that they are designed and built by ENGINEERS, and that they have an enviable reputation for satisfactory performance and lack of service attention.

This year our increased facilities permit us to offer an increased production of Modern "B" Compacts, and also several new items including an "A and B" power unit, a "B" compact kit, and Audio Master, the finest transformer yet designed.

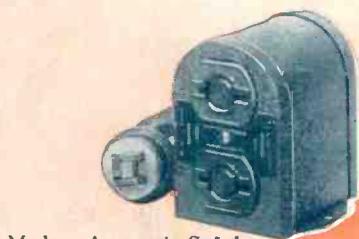
You, too, can profit by the sale of these dependable units and your regular jobber should be able to supply you.

Yours for a better Radio year,

THE MODERN ELECTRIC MANUFACTURING CO.

Sales Mgr.

N. B. It is interesting to note that Modern "B" Compact finished the past season with practically no returns or adjustments.



Modern Automatic Switch
Positive, Compact,
Simple to Connect



Modern Charger
Efficient, Long Lived
Raytheon Type



Modern "B" Compact
Quiet, Efficient,
Proven Dependable
For Raytheon Type "B" Tube

The fact that Modern Radio Accessories and Transformers have called for a minimum of Service and adjustment has won the approval of all dealers and users who know them



Cunningham RADIO TUBES

**Now more than ever—
Standard for all sets**

Twelve years of concentrated effort on a single product has brought such uniform perfection that confidence in these tubes and in the name they bear is almost universal among radio enthusiasts. The vigilance that has won for Cunningham Radio Tubes such national demand serves as a trade stimulant and justifies the jobber and dealer confidence placed in this nationally advertised product.

E. T. CUNNINGHAM, Inc.

New York

San Francisco

Chicago



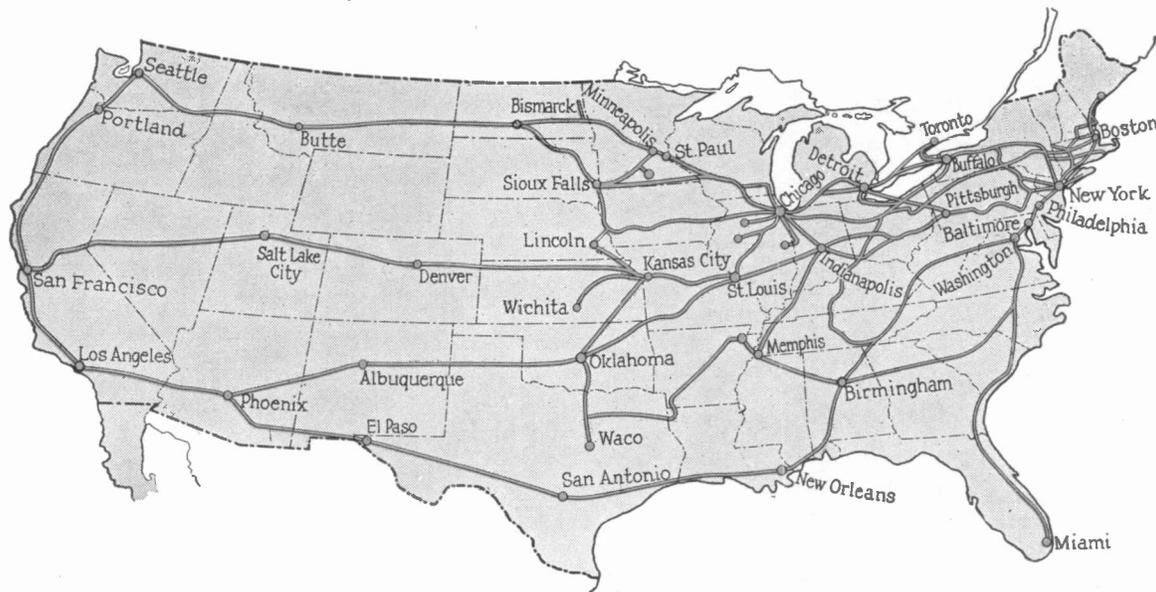
EARL WHITEHORNE,
Contributing Editor
S. J. RYAN,
Merchandising Counsellor
L. E. MOFFATT,
Associate Editor
H. S. KNOWLTON, Boston
PAUL WOOTON, Washington

Radio Retailing

The Business Magazine of the Radio Industry

WILLIAM C. ALLEY,
Acting Managing Editor
RAY V. SUTLIFFE,
Western Editor, Chicago
HENRY W. BAUKAT,
Technical Editor
WILLIAM W. McDONALD,
Assistant Editor
C. GRUNSKY, San Francisco

75,000 Miles in Two Years



IN THE two and a half years *Radio Retailing* has been in existence, its editors have travelled approximately 75,000 miles in securing a knowledge and background of the retail radio trade. The information thus obtained concerning radio trade practices in every corner of the United States, is passed on to readers through the editorial pages of the magazine.

William C. Alley, acting managing editor, has traveled the Atlantic seaboard from Boston to Florida and inland as far as Detroit and Cleveland several times. Ray V. Sutcliffe, stationed at Chicago, has covered thousands of miles throughout the Middle West and the Mississippi Valley from the Dakotas to Alabama and Texas. Henry W. Baukat, technical editor, and William McDonald, assistant editor, keep constantly in personal touch with the New England and Middle Atlantic States situa-

tions. C. Grunsky, Pacific Coast editor, migrates from the snowbound reaches of Vancouver to the sun-kissed sands of Mexico several times a year and has made four complete trans-continental journeys.

With this setup, the radio trade—retail, wholesale and manufacturing—of every city of importance, and hundreds of other cities, towns and hamlets, has been studied. Referring to the map, the red lines indicate only routes that have been covered once. Second, third, fourth and even fifth trips to the same territory are not indicated. A 75,000 mile coverage in 2½ years—the equivalent of three times around the world—is a conservative estimate of the mileage made by the editors of *Radio Retailing* in the course of their service to the radio industry.

Table of Contents, June, 1927

How Contract Purchasing Companies Aid Time Payment Sales	54	Where Radio Has Been Sold During the Summer	85
Lessons Failure Teaches	58	Some Prize-Winning Radio Windows.....	90
Keeping Outside Salesmen Busy.....	61	N.E.M.A. Convenes at Hot Springs.....	92
An Idea Journey Through a West Coast Radio Store	62	Guide to the R.M.A. Trade Show and Convention	94
The Trade Is Confident	65	Receiving Sets Marketed for This Fall	97
A Modern Jobber's Job	66	New Speakers on the Market.....	100
Is Wired Wireless a Menace to Radio?....	68	Socket Power Instruments Now Ready.....	102
What Causes Service Complaints?.....	70	Directory of Radio Manufacturers	104
Television as a Future Market	73	New Products Announced for This Month	110
"Radio Retailing's" Statistical Review....	74	What the Trade Is Talking About.....	116
The Story of the RMA	76	News of Jobbers and Distributors.....	120
Your Editors Have This to Say	80	Merchandising Radio Parts.....	123
How to Build and Use an Interference Finder	82	Pre-viewing the New Circuits	127

Member Audit Bureau of Circulations

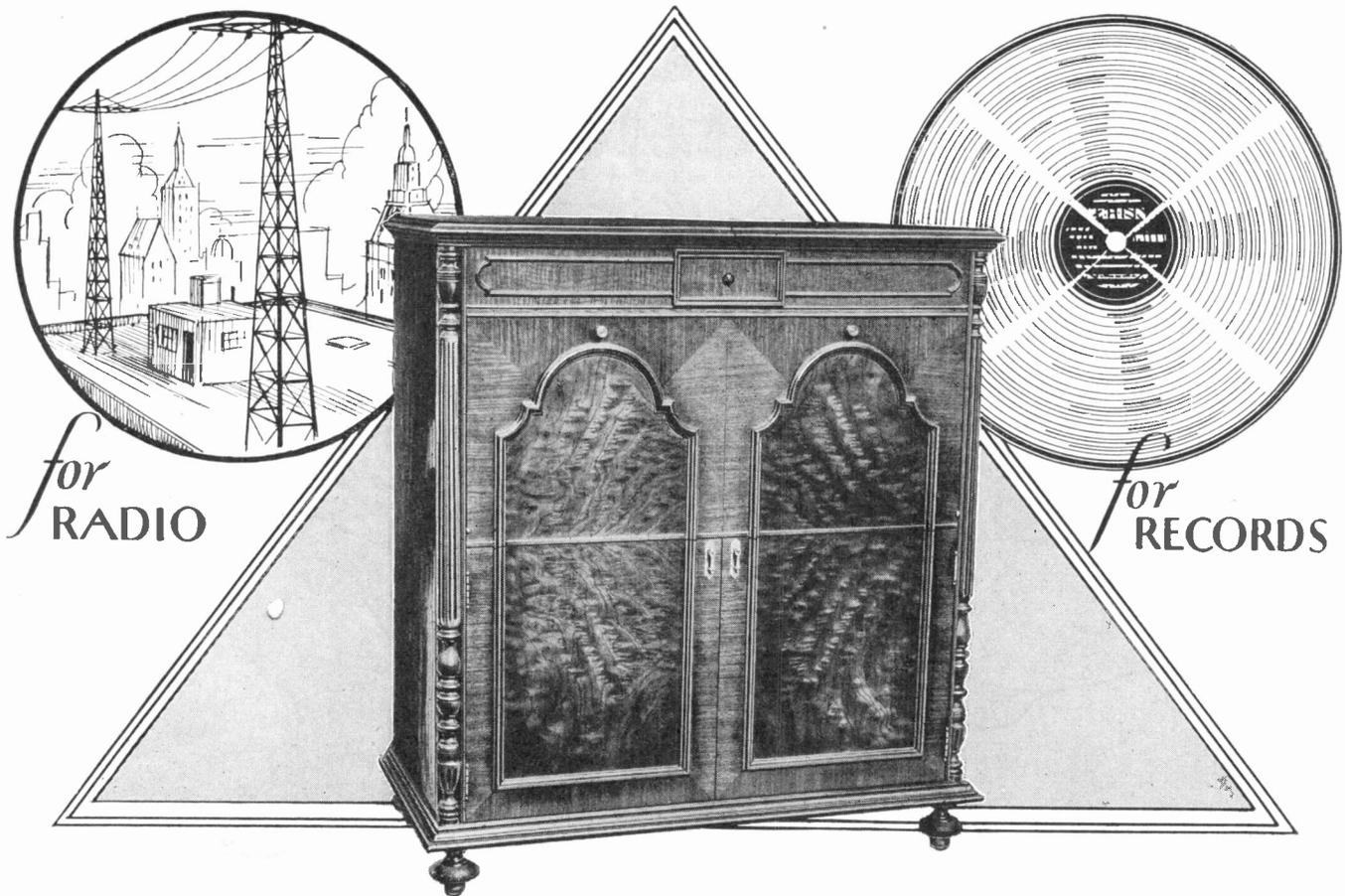
Circulation of This Issue, 30,000 Copies

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

JAMES H. MCGRAW, President
JAMES H. MCGRAW, JR., Vice-Pres. and Treas.
MALCOLM MOIR, Vice-President
EDWARD J. MEHREN, Vice-President
MASON BRITTON, Vice-President
EDGAR KOBAR, Vice-President
C. H. THOMPSON, Secretary

NEW YORK DISTRICT OFFICE, 285 Madison Ave.
Electrical World Electrical West Ingenieria Internacional
Industrial Engineer Engineering and Mining Journal
Chemical & Metallurgical Engineering American Machinist
Electrical Merchandising Power Electric Railway Journal
Bus Transportation Engineering News-Record
Coal Age Construction Methods
Copyright, 1927, by McGraw-Hill Publishing Company, Inc.
Cable Address: "Machinist, N. Y."
Annual subscription rate is \$2 in United States and Canada.

WASHINGTON, D. C., Colorado Bldg.
CHICAGO, 7 South Dearborn St.
PHILADELPHIA, 1600 Arch St.
CLEVELAND, Guardian Bldg.
ST. LOUIS, Bell Telephone Bldg.
SAN FRANCISCO, 883 Mission Street
LONDON, E. C., 8 Boulevard St.



Announcing The New Stromberg-Carlson!

Reproduces both Broadcast and Recorded Programs

No. 744 Stromberg-Carlson

7 tubes, large size Radiotrons with UX-210 in output stage; Double-Shielded, the tuning coils being encased in individual cylindrical copper shields and each complete radio stage in rectangular shields; Audio amplifying system common for both recorded or broadcast programs; A.C. power plant which operates directly from lighting circuit without batteries, without liquids, capable of delivering the wealth of energy which heretofore was obtainable only through the use of an external power amplifier; concealed loop; equipment complete ready to operate, requires no extras; simple to install—just plug into the socket-power outlet the same as the floor lamp; control switch to change from "radio" to "records"; graduated volume control; American Walnut cabinet.

With this magnificent instrument two fields of entertainment are available. Radio as you never before have heard it. Recorded music with a new quality which comes from the passing of the record output through the superlative audio system of the receiver.

Advance showing of this latest achievement of the Stromberg-Carlson Laboratories at the Music Industries Convention at Hotel Stevens, Chicago, June 6 to 13 and at a private showing at the Hotel Blackstone, from June 13 to 18. These exhibits mark the first time that a radio manufacturer has shown a unified "radio-record" reproducing instrument. Deliveries will not be made until September 1.

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

Stromberg-Carlson

Makers of voice transmission and voice reception apparatus for more than 30 years

WUTAH

S E T S T H E P A C E

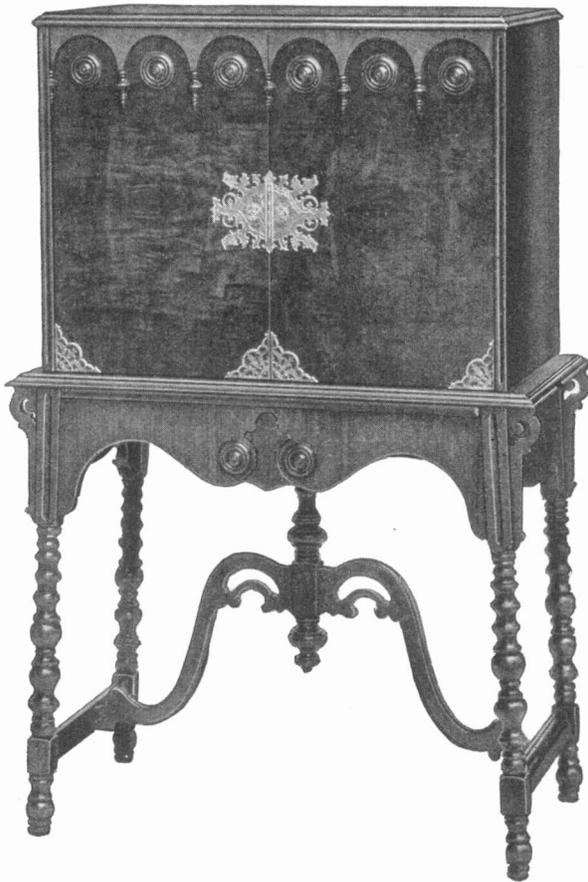


THE NEWEST IDEAS
THE OUTSTANDING LINE
OF RADIO SPEAKERS & UNITS
SEE OUR DISPLAY

BOOTH No 61, STEVENS HOTEL
JUNE 13th TO 18th

MAKE YOUR HEADQUARTERS AT OUR BOOTH

ADLER-ROYAL



RADIO CABINETS

*F*IFTY - SEVEN years' experience in the designing and fashioning of fine pianos, organs and phonographs enable us to put into Adler-Royal Radio Cabinets a distinction and visible value that becomes a noticeable sales-advantage for you. A new line of beautiful stock models now available to distributors.

An exquisite Spanish creation at a surprisingly moderate price. See the complete Adler-Royal line on display at the Radio Exhibit. Stevens Hotel, Chicago, June 13th to 17th.

*Write today for
photographs.*

ADLER
Manufacturing Co.
Incorporated
LOUISVILLE THE HOME OF ADLER-ROYAL RADIO CABINETS KENTUCKY

*Special
to Radio
Manufacturers*

We specialize in designing and executing exclusive cabinets for Radio Set Manufacturers. Write us about your needs.

MEMBER
RMA

Grebe Announces

a
Complete
Line



Grebe 20-20 Cone
\$35



Grebe B & C Socket Power
Type 671 \$50
less tube



Grebe Synchrophase Seven \$135

Grebe Synchrophase Seven

New principles greatly increase tone quality, selectivity and distance: viz.,

- 1 Single Controlling Dial
—for easy and accurate tuning.
- 3-Point Tuning Drive
—smooth running, permanent adjustment.
- 5 Tuning Stages
—maximum selectivity and fidelity of tone.
- 7 Useful Tubes
—for tone, volume and distance.

Litz-wound Binocular Coils and tube isolating circuits give uniform selectivity and signal strength. Shielded metal deck—totally concealed rigid wiring—Colortone with full tone range—cabinet of selected butt grain walnut, French marquetry inlay panel of exquisite design and workmanship.

Grebe Synchrophase Five

Special features provide exceptional tone quality, selectivity and distance: Colortone—one, two or three-dial control at will—power tube operation—complete wave-length and broadcast range—Litz-wound Binocular Coils.

Grebe 20-20 Cone

A marked advance in quality sound recreation with all the color of complete reproduction of high and low notes—reduction of second harmonics—freedom from “paper rattles”—heavy mounting base insures stability—20” in diameter, 20° angle, bronze finish.

Grebe Socket Power

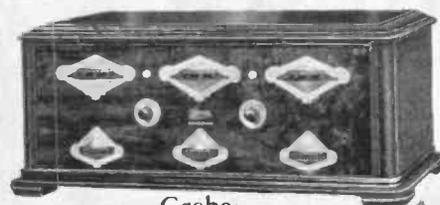
Type 671—Reliable, self-adjusting “B” and “C” power supply—quiet—ample voltage for 180-volt power tube—for 5 and 6-tube receivers and the Synchrophase Seven—durable, fool-proof, shielded and sealed against tampering.

A. H. Grebe & Co., Inc., 109 West 57th Street, New York City
Factory: Richmond Hill, N. Y. Western Branch: Los Angeles, Calif.

The oldest
exclusive radio
manufacturer

The **GREBE**
SYNCHROPHASE
RADIO

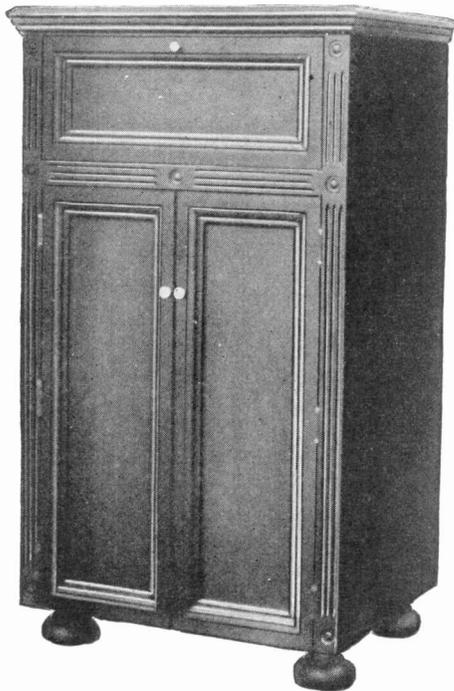
TRADE MARK REG. U.S. PAT. OFF.



Grebe
Synchrophase Five \$95

Complete line on exhibition at R. M. A. Trade Show, Chicago, June 13th to 18th

Here's craftsmanship
that sells itself!



No. 929 Solid Mahogany Cabinet with reproducer, same as No. 928. Also space for Batteries or Eliminators.
Dimensions: Top, 18 x 30. Height, 32.
Packing same as No. 928.
List price, including reproducer and unit, **\$75.00**

No. 928 (at left) built in any model Atwater Kent, including New No. 50 and No. 33 Models.
Solid Mahogany thruout, Lacquer Finish. Newcombe-Hawley Console Grand Reproducer with Baldwin's Concert Unit. 8-ft. Air Column.
Outside Dimensions, 27 in. wide, 20 in. deep, 47 in. high. Space for all batteries or eliminators.
Packed in plywood cases suspended so that no finished surfaces touch the case.
List Price, including Reproducer and unit, **\$110.00**

1

Solid mahogany construction. No thin panels.

2

Newcombe-Hawley Console Grand Reproducer, with 8-foot air column.

3

Baldwin Concert Unit, in this combination reproducing all notes in musical scale.

Two outstanding values

The radio trade has never before seen a cabinet selling opportunity like this.

Here is the highest degree of craftsmanship in design, reproduced in mahogany—solid mahogany—constructed as only the highest grade furniture could justify.

The matchless reproducing feature is simply beyond comparison.

And the prices—the amazing values given you—they are unequalled anywhere in the country.

WRITE FOR SPECIAL WATSONTOWN PROPOSITION

Watson town Table & Furniture Co.

Watson town, Pa.



Retail Price \$28.50
MODEL M.

The Big Hit of the Radio Show

Stevens Hotel — Chicago

Our Mr. Edward Biel will be registered at the Stevens Hotel, Rooms 1905A-1906A, from June 12th to 17th inclusive. Ask to see him about Melofonic Speakers.

Melofonic Radio Speakers

*Retail Prices
Slightly Higher in the West*

Retail Price
MODEL LB. \$65.00

MELOFONIC perfect performance is rapidly getting into the "ears" of thousands of dealers and jobbers. And at the Stevens Hotel from June 13th to 17th they will be open for comparative test with any other speakers on the market.

Amplification free from distortion—Mellow tones—high and low pitch range and handsome appearance,—that's the Melofonic Speaker in a nutshell. Just two models—each the best in its class.

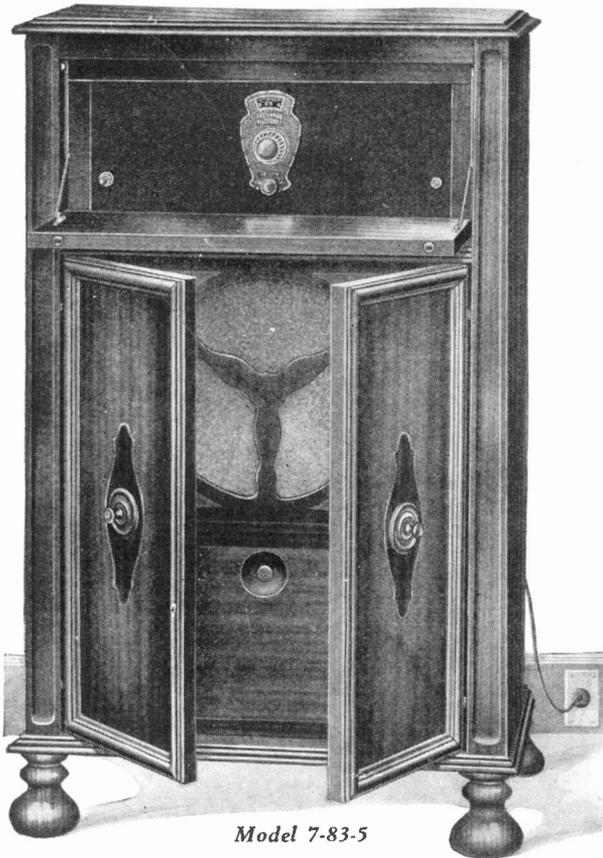
**PROGRESSIVE MUSICAL
INSTRUMENT CORP.**

319 Sixth Avenue, New York City

"Quality First"



Science wins!



Model 7-83-5

\$160.

Complete—nothing else to buy

The first cost is the last cost.

THE much talked of A C Electric Radio Receiver is a reality—with full credit due the Freshman Laboratories. No batteries—no accessories—no hum—full rich tone—extraordinary selectivity—wonderful range.

One-control—six tubes; one UX 112 RCA Power tube and five of the

New A C Tubes

solve the problem. Millions of people have been long awaiting this Electric Radio which is as great an advance in radio as the electric light over the candle.

The Freshman franchise is a valuable asset to any merchant who possesses adequate display space and who has the facilities to handle volume business. A few choice territories are still available. Wire or write for complete information about the most profitable franchise in radio.

Sold to Authorized Freshman Dealers only

Six tubes ~ One Control
FRESHMAN
MASTERPIECE

Visit the Freshman display at the RMA Trade Show, Hotel Stevens, Chicago, June 13th-18th, Booth No. 128.

CHAS. FRESHMAN CO., INC., FRESHMAN BUILDING, NEW YORK CITY
 Chicago Los Angeles



So far it has done its own talking—

Here's one typical example—

When the Wirt entered the market last fall it stepped in among speakers of every type, quality and price—some well established, widely advertised and having a definite demand.

What chance was there for a newcomer?

Our first call was on one of the biggest and best jobbers in Philadelphia. "I'm not interested in taking on a new speaker," he said, "I'm entirely satisfied with the line I now carry."

Then we let the Wirt do the talking. After comparing it with the line he carried (which sells for much more than the Wirt) he said, "That's fine. I'll take a thousand right now if you'll give me exclusive in the Philadelphia territory." We explained that of course we couldn't do that, but he ordered anyway—\$20,000 worth at list prices, sold them all and came back for more! Incidentally, this represented a profit of \$8,000 to the dealers who bought from him.

From then on we let the Wirt do its own "talking." And it "spoke" so eloquently that our complete production was quickly absorbed, and almost wholly in this one market.

As soon as we caught up we let the Wirt sell itself in other markets, which it did so successfully that within these few months national coverage has already been secured—the most remarkable reception ever given a radio speaker.

"The Speaker of the Day" stands before you ready to demonstrate to you that it is comparable with the best from the standpoint of clarity, volume and tonal qualities. And the Wirt retails at only \$20.

Wire your jobber to send you one. Let it prove its own merits. When it does—and it will—place your order well in advance of the season, for the Wirt is going to make radio history this fall.

WIRT COMPANY

5239 GREENE STREET
PHILADELPHIA, PA.

GRADUALLY, but surely, the seller of Radio begins to see the light. Catch-penny sales methods have begun to fade out of the picture. The Ballyhoo of the Bargain steadily grows fainter. Each day brings clearer realization of the public's willingness to pay full price for full value; each day stresses the absurdity of ignoring this attitude. And each season finds the retailer narrowing his sales efforts to merchandise that commands full price and assures full profit. Gradually the fog begins to lift!

Steadfastly this organization has held to the belief, since the day it first began business, that its product *could and would* command full price at all times . . . a factor to be guarded as jealously as the quality that goes into its making. It reinforced this belief with a sales policy that not merely preaches dealer protection, but practices it. How well it has succeeded is measured by the fact that the Farrand Speaker commands the

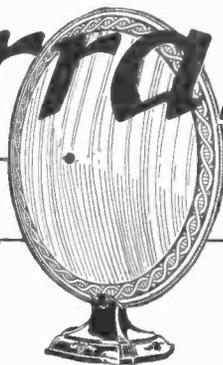
same price today that it did three years ago. Farrand Manufacturing Co., Inc., Long Island City, N.Y.

THE FOG BEGINS TO LIFT!

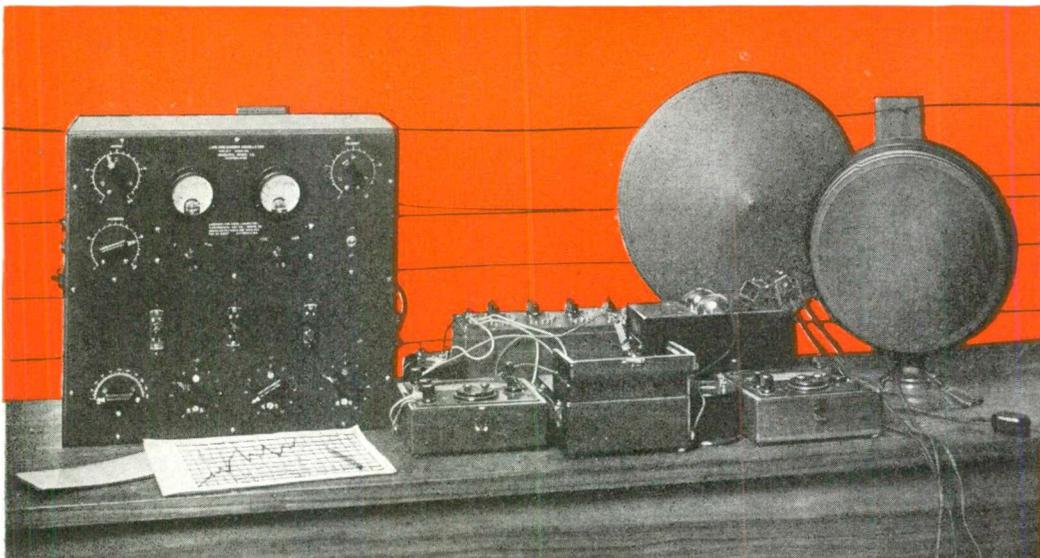
Exhibiting R. M. A. Trade Show
BOOTH 100
Stevens Hotel • Chicago

Farrand

CONE SPEAKERS

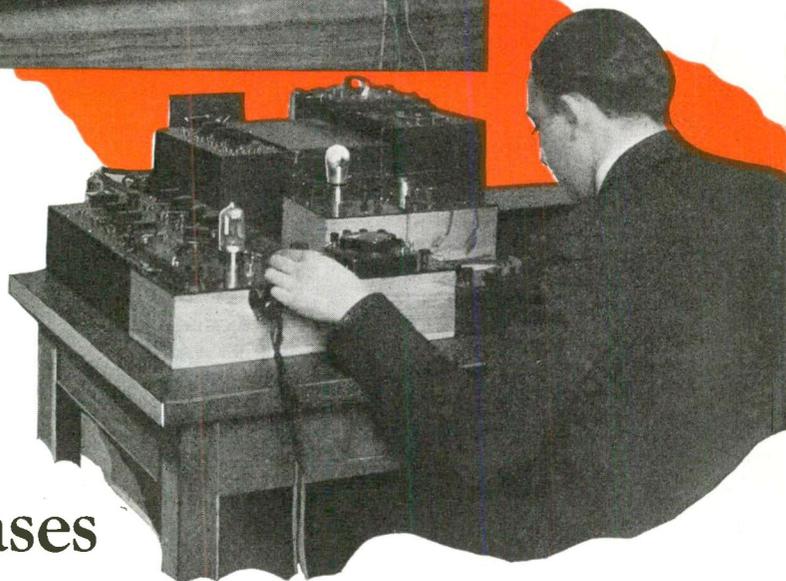


"B" ELIMINATORS



How the Institute of Standards gets a graphic record of the response characteristics of loud speakers. The Institute is under the direction of Professor Collins P. Bliss, Associate Dean, College of Engineering, of New York University.

How a Magazine influences "millions" in Radio Purchases



Determining the operating merits of various vacuum tubes in the Institute Laboratory.

"GIVE readers only proved facts" has always been the policy of POPULAR SCIENCE Monthly.

Then radio came along, presenting a new problem.

But we had to have proved facts!

And we got them . . . by establishing the POPULAR SCIENCE Institute of Standards.

Ever since radio became a commercial factor, the Institute has tested radio sets, batteries, speakers, etc.

First—to insure editorial accuracy.

Second—to enable us to guarantee the products advertised in POPULAR SCIENCE.

The Institute's Buying Guide of Approved Prod-

ucts soon became a vital factor in the channels of radio selling. Jobber, dealer and consumer used it when making purchases. Today, POPULAR SCIENCE influences millions of dollars in radio purchases. It stands as a disinterested "third party" which has the facts.

Out of the confusion of conflicting claims, the POPULAR SCIENCE Seal of Approval stands for "tested and found O. K." in the minds of hundreds of thousands. They buy with confidence.

Dealers: Our Free Dealer Service keeps you posted on the radio equipment approved by the Institute. Or consult the advertising pages in POPULAR SCIENCE MONTHLY.

POPULAR SCIENCE MONTHLY
250 Fourth Ave., New York City

8000 letters like these in the past year

From the Wholesaler:

In July we bought \$50,000 worth of radio merchandise from your list of approved products. Since adopting this policy we have never had a single complaint from a customer.

R. W. Cameron & Co., Inc.
New York City & Australasia

The Dealer says:

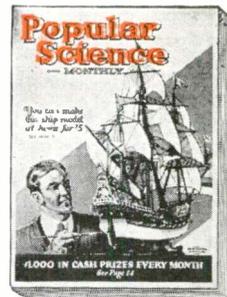
Will you please mail us a list of approved products? This is very valuable for any dealer. Thank you for allowing us the benefit of your investigations.

John Wanamaker Store
New York

And the Consumer:

My location is a difficult one. I must spend around \$150 for a set to get results. I am at loss as to the set to buy. Please send me list of approved products.

Fred N. Meyer, Agency Cashier,
The Fidelity Mutual Life Insurance Company of Philadelphia
Topeka, Kan., Branch



300,000 "interested" men readers pay 25¢ every month for the practical information contained in the editorial and advertising pages of Popular Science Monthly.

Popular Science

MONTHLY

RADIO IS BETTER WITH BATTERY POWER



Eveready Layerbilt "B" Battery No. 486, the Heavy-Duty battery that should be specified for all loud-speaker sets.

The Layerbilt patented construction revealed. Each layer is an electrical cell, making automatic contact with its neighbors.

Are you using the *wrong size* batteries?

IT IS well worth your while to answer this question—

Because many radio users are connecting the smaller Light-Duty "B" batteries to loud-speaker sets, when all such sets require the Heavy-Duty size that lasts much longer;

Because batteries misused in this way may lead them to think that batteries are not the best source of "B" power, whereas:

1. Well-made dry cell "B" batteries of the right size (Heavy-Duty for loud-speaker sets) offer the best source of "B" power

supply for all receivers operated at normal voltages. Batteries are superior in reliability, lower first cost, operating economy, quality of reproduction, and general satisfaction. Radio is better with *Battery Power*.

2. Of all Heavy-Duty batteries, the Eveready Layerbilt "B" Battery No. 486 is the longest-lasting; it is the most economical source of "B" current on the market today, and is required by the vast majority of present receivers.

Your customers are not getting the best in radio unless they use batteries, and they are not getting the best in

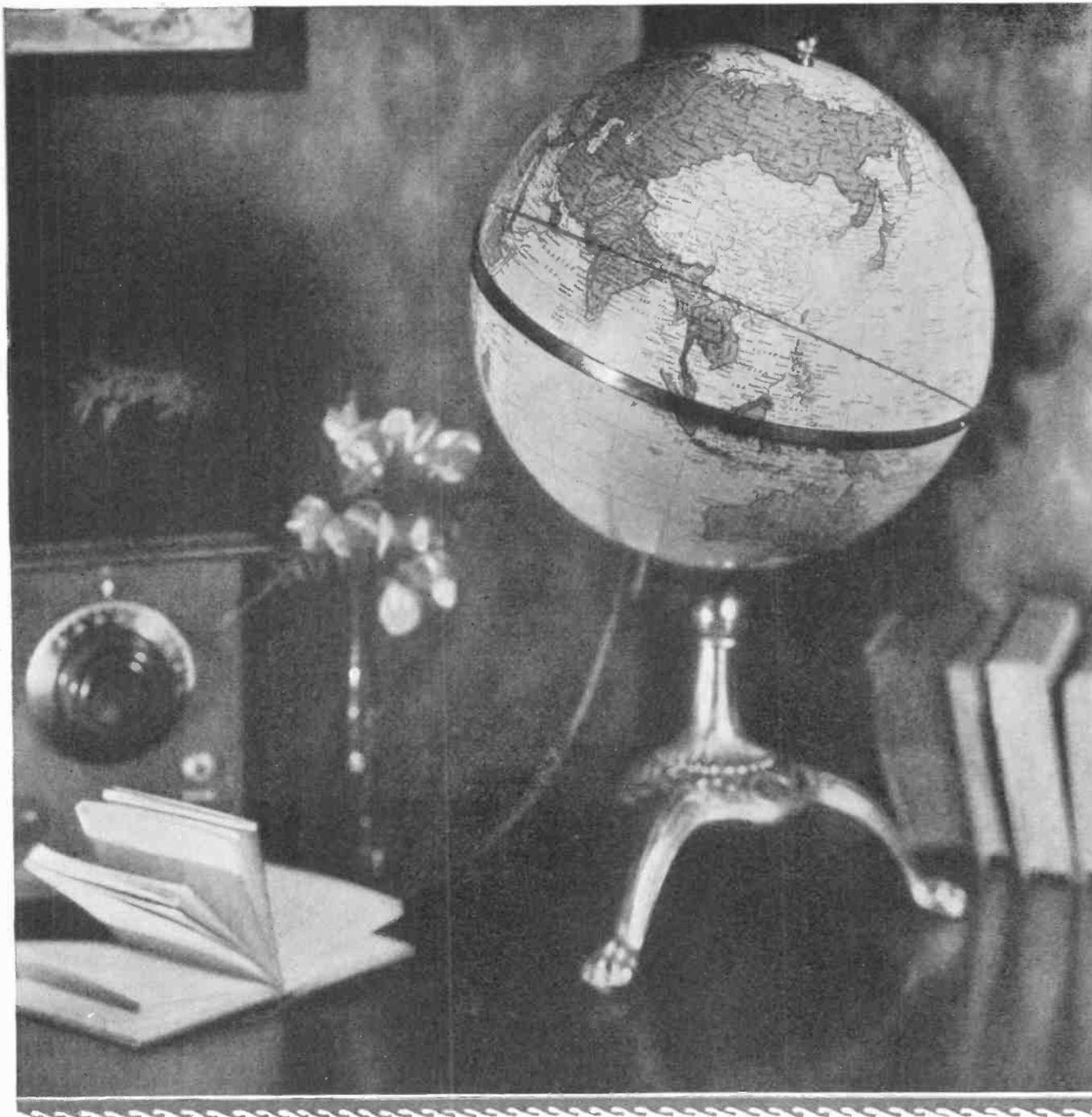
batteries unless you sell them the Eveready Layerbilt. Sell this battery and you gain not only the immediate cash profit, but you also increase your good-will. Order the Eveready Layerbilt from your jobber.

NATIONAL CARBON CO., INC.
New York San Francisco
Atlanta Chicago Kansas City
Unit of Union Carbide and Carbon Corporation

Tuesday night is Eveready Hour Night—
8 P. M., Eastern Standard Time

WEAF—New York	WOC—Davenport
WJAR—Providence	WCCO—Minneapolis
WEEI—Boston	WCCO—St. Paul
WFI—Philadelphia	KSD—St. Louis
WGR—Buffalo	WRC—Washington
WCAE—Pittsburgh	WGY—Schenectady
WSAI—Cincinnati	WHAS—Louisville
WTAM—Cleveland	WSB—Atlanta
WWJ—Detroit	WSM—Nashville
WGN—Chicago	WMC—Memphis

The air is full of things you shouldn't miss



"We were Tracing Lindbergh's Course on Our Symphonic Globe Loudspeaker as the reports of his progress came through!"

THAT'S the sort of thing you can do with this loudspeaker. It's a genuine, accurate, full-sized library Globe—a superlatively efficient loudspeaker—in one.

The Globe form, being an integral part of its design permits the full range of reproduction in balanced harmony—no blurring or roaring of bass notes—no rattling of trebles. It will out-perform, on comparative test, any speaker in its price class.

And the Globe is hinged at the center so that, by tilting back or closing the top, the volume of sound can be modulated as desired—a feature possessed by no other

loudspeaker. Beautifully colored and finished, mounted on a bronze pedestal, it is a good looking addition to library or living room.

And its price is little more than the cost of the \$3500 Globe alone. Complete with 20 feet of cord

Distributed only through recognized wholesale channels. Inquiries from good distributors will receive prompt and full response.

SYMPHONIC SALES CORPORATION
Dept. R. 370 Seventh Avenue New York

AT THE R. M. A. SHOW
Chicago, June 13-18
We welcome our friends in the trade
to OUR SUITE
STEVENS HOTEL

Symphonic **GLOBE**
SPEAKER





Sparton's rank among the leaders of the radio industry is easily understood when Sparton's quarter-century of achievement in other fields* is remembered. Without this foundation such recognition would have come none the less surely, for Sparton Radio is the most advanced expression of Radio science and of electrical and cabinet craftsmanship. Sparton models range from the superlative "110 A.C.", a light socket receiver requiring no batteries of any kind—to battery operated sets of outstanding performance.

*Sparton Motor Horns



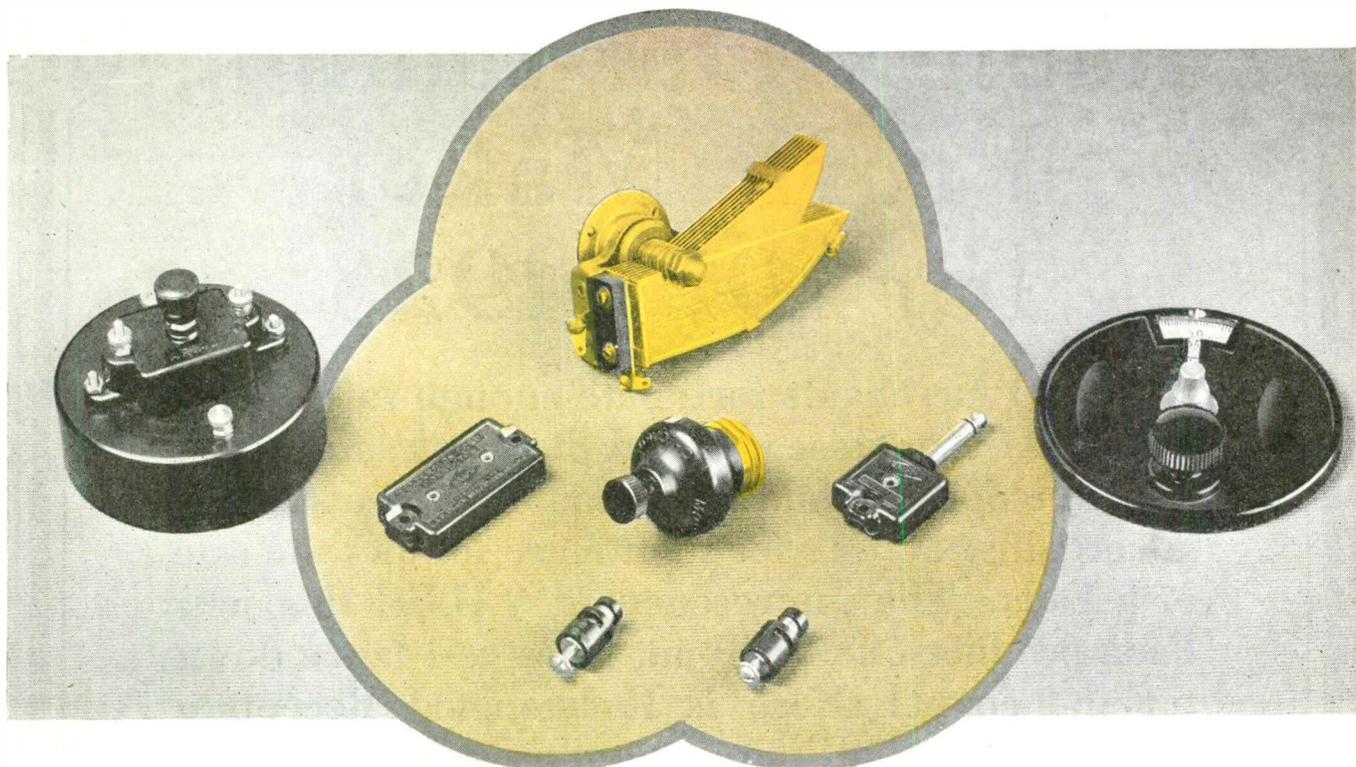
*Like a Rare old Violin ~
Rich-Vibrant-Soul-Stirring*

SPARTON RADIO

"The Pathfinder of the Air"

The Sparks-Withington Company, Jackson, Michigan, U. S. A.
Pioneers of Light-Socket Radio without batteries of any kind

(107)



How Bakelite protects your profits

BECAUSE of the complete satisfaction that they give, Bakelite equipped radio sets and parts have a way of staying sold. You keep the profit on the sales that you make, and don't lose it in paying for service calls nor in exchanges.

Year after year Bakelite holds its place as the standard radio insulation, because radio manufacturers have discovered by experience that

no other material possesses all of the advantages inherent in Bakelite.

When you sell Bakelite equipped sets and Bakelite panels and parts, you are making an investment in customer satisfaction and good will, and are at the same time protecting your profits in a way that looks well on the balance sheet at the end of each month. Write for Booklet No. 39, "Bakelite in Radio."

BAKELITE CORPORATION

247 Park Ave., New York, N. Y. Chicago Office, 635 W. 22nd St.
BAKELITE CORPORATION OF CANADA, LTD., 163 Dufferin Street, Toronto, Ontario

BAKELITE

REGISTERED



U. S. PAT. OFF.

THE MATERIAL OF A THOUSAND USES

"The registered Trade Mark and Symbol shown above may be used only on products made from materials manufactured by Bakelite Corporation. Under the capital "B" is the numerical sign for infinity, or unlimited quantity. It symbolizes the infinite number of present and future uses of Bakelite Corporation's products."

Radio's Outstanding Profit Maker for 1927=1928

RADIO merchants fortunate enough to secure a Fada Franchise will find the new Fada Special a source of profit and tremendous word-of-mouth advertising. No service nightmare follows the sale of a Fada. The unprecedented VALUE this new Fada product offers will put sales resistance down for the count! Here is Harmonated Reception within reach of all—quality at a price.

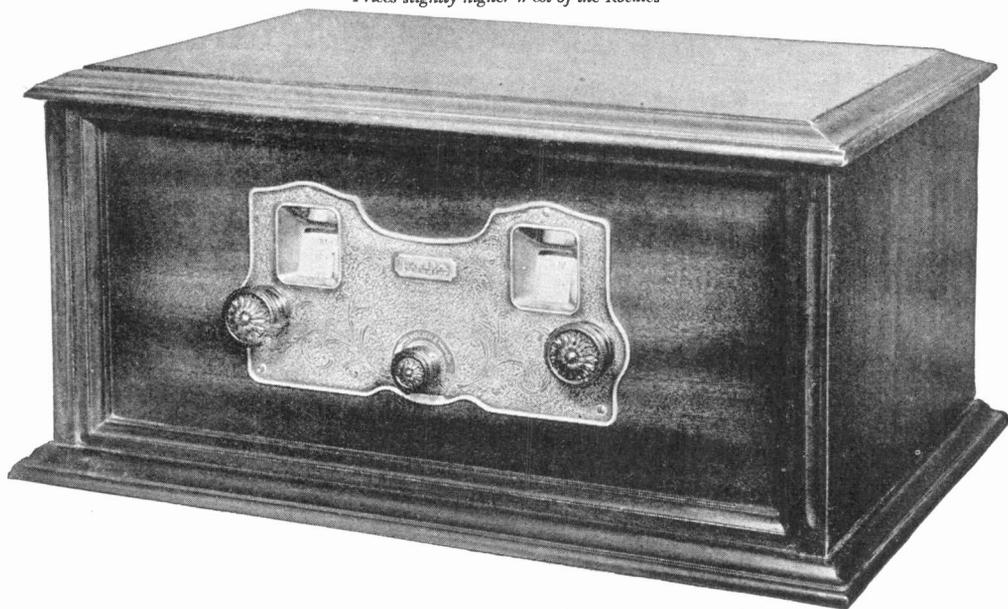
FADA Radio

F. A. D. ANDREA, Inc., 1581 Jerome Ave., New York City

The FADA SPECIAL

Six tubes—three stages of radio frequency—detector—two stages of auto frequency. *Equalized amplification.* Solid pressed-steel chassis. Shielded two-dial control. Extremely low current drain on batteries. . . . \$95

Prices slightly higher West of the Rockies



Complete Fada line can be seen at Booth 80, Radio Manufacturers Association Show—June 13 to 17—and at our Display Rooms, 2619 South Michigan Ave., Chicago, Ill.

Stewart offers You an Outstanding Opportunity

Backed by Sales-Building National Advertising

The Stewart line shown on the following pages . . . backed by Stewart advertising . . . offers you a remarkable opportunity. The outstanding "A" eliminator . . . a wonderful "B" and an "AB" which we believe is the highest development in radio socket power units . . . head a line which seems destined to lead during the 1927-28 season.

Powerful . . . full page advertising . . . in carefully selected magazines . . . Saturday Evening Post . . . American . . . Liberty . . . Popular Science Monthly . . . Radio News . . . Citizen's Radio Call Book. Telling the world . . . building public confidence . . . selling Stewart products . . . for you!

Dealers: Get in touch with us direct for complete details of the Stewart line and plan.

Jobbers: Distribution in each territory will be limited. Jobbers securing the Stewart franchise will have the benefits of a thoroughly co-operative and highly protective sales policy.

The complete *plan* . . . is yours . . . for the asking. Write . . . wire . . . *now* . . . before Stewart representation is placed elsewhere, thereby giving your competitor a great advantage. Get the facts immediately.

STEWART BATTERY CO.
119-127 N. Peoria St., Chicago, Ill.
R. M. A. Show, space 56.

STEWART ALWAYS **Stewart** LEADS IN RADIO POWER NEEDS

The Most Advanced Power Units



Stewart
Electric "A"

No Battery—No Tubes—No Acid
—No Liquids—No Moving
Parts—No Hum

Constant "A" power for any radio set regardless of size. Attach a Stewart Electric "A" to any set . . . plug into a light socket . . . forget it. The power is always there . . . full . . . reliable . . . no matter how long the set is used.

"Best in all Creation for 'A' Elimination"

Both "A" and "B" power are controlled *automatically* from the radio set switch when the Stewart Electric "A" is used.

The Stewart Electric "A" requires no attention . . . no care . . . no service from you. Small and compact . . . fits all console set compartments.

Sales this summer will set new records for power units. Profits will grow constantly . . . for alert dealers who push this quick-selling unit.

'A' and 'B' Light Socket Yet Developed



Stewart
Electric 'A-B'

A-B

The Stewart Electric "A-B"

A combination of the Stewart Electric "A" with the Stewart "B" into one compact unit . . . all controlled automatically from the radio set switch. A complete power plant . . . the ideal unit for those who want to forget power supply . . . plug into any light socket . . . a constant and permanent "A" and "B" power supply . . . without care or attention. No battery, acids, liquids, moving parts or noise. "Best designed of the socket kind." Models to meet every requirement. 6 volt 50-60 cycle model, List Price \$63.00 (without tube for B.)

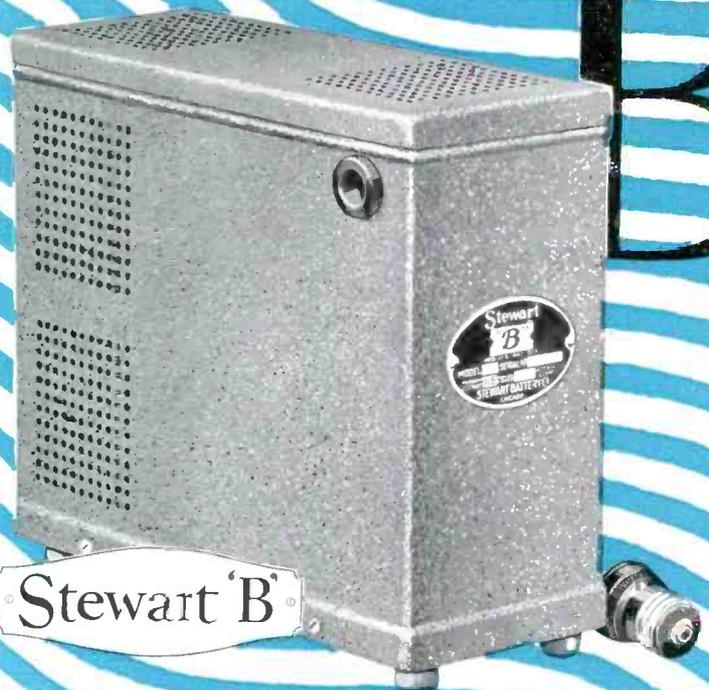
The Stewart "B"

A new, compact, attractive "B" socket power designed to overcome the usual disadvantages ascribed to "B" power units.

Possesses outstanding new features:

Primary voltage control, preventing condenser breakdowns and insuring perfect voltage regulation at all taps . . . no paralyzing of tubes . . . three amplifier taps, 67½, 90 and power voltage. All binding posts and controls enclosed . . . a big factor in eliminating unnecessary service calls . . . Oversize parts . . . Perfect regulation to number of tubes in radio set . . . once regulated, forget it. No acids, liquids or moving parts . . . noiseless in operation. "Buy it for Quiet."

The Stewart "B" uses either type B or BH tube. Models for any and all types of radio sets. 50-60 cycle model, List price \$29.00 (without tube).



Stewart 'B'

B

STEWART BATTERY CO., 119-127 North Peoria Street, Chicago, Ill.

Manufacturers of Radio "A" and "B" Power Units and Radio and Automobile Batteries

"Stewart Always Leads in Radio Power Needs"

These Make the Stewart Line of Radio Power Units Most Complete



The Stewart Super "A"

Something different in light socket "A" power . . . new in principle . . . will operate any radio set. Automatically controlled from the radio set switch. *No tubes, no moving parts, no noise . . . not a trickle charger combination.* It is a 2½-ampere fully automatic charger of the dry solid rectifier type combined with a heavy duty Stewart battery. It automatically restores exact amount of current used . . . no more, no less . . . charging starting the moment the radio set switch is turned off. Stops automatically when battery is fully charged. Simple in design . . . performance guaranteed. Four models. 6 volt 50-60 cycle model, List Price \$34.50.



Stewart Duo-Rate "A" Unit

A heavy duty Stewart "A" Battery and a Stewart Tu-Rate Charger . . . combined into one "A" socket power unit. Operates at ¾-ampere trickle charge rate . . . has 2½-ampere rate for occasional boosting when set is used excessively. Equipped with automatic relay and "B" receptacle so as to control both "A" and "B" power from radio set switch. Four models. 6 volt 50-60 cycle model, List price \$27.50.



Stewart Hi-Rate Automatic "A" Charger

A 2½-ampere . . . fully automatic . . . dry solid rectifier. *No tubes, acids, liquids, moving parts or noise.* Needs no care or maintenance. Connected to a good "A" battery . . . this charger becomes an *automatic "A" socket power unit.* Equipped with "B" receptacle so as to control both "A" and "B" power from radio set switch. Charging starts when set is turned off . . . stops when battery is fully charged. Two models. 50-60 cycle model, List Price \$19.00.



Stewart Tu-Rate "A" Charger

A convertible charger . . . ¾-ampere rate . . . transformed . . . in a second . . . to a 2½-ampere charger. Dry solid type . . . no tubes, acids, liquids, moving parts or noise. Requires no maintenance or care. Small . . . compact. Two models. List Price 50-60 cycle model, \$12.00.



Stewart "A" Storage Batteries

Heavy duty type . . . a real leader . . . improved radio terminals . . . heavy connectors . . . extra strong composition case, equipped with bail handle. Plates uniform, machine pasted . . . formed hard for long life . . . porous for maximum capacity and constant flow of current. All sizes . . . 40 amperes to 160 amperes . . . correctly rated on the straight one-ampere continuous discharge rate. Guaranteed fully . . . highest quality . . . moderate prices.



Stewart Power Controller

Transforms any "A" battery and high rate charger combination . . . with "B" power unit . . . into an automatic light socket power unit . . . controlled from radio set switch. Charging starts the moment radio set switch is turned off . . . stops automatically when battery is fully charged. Six and four-volt models. List Price \$7.50.

Stewart Full Automatic Radio Power Switch

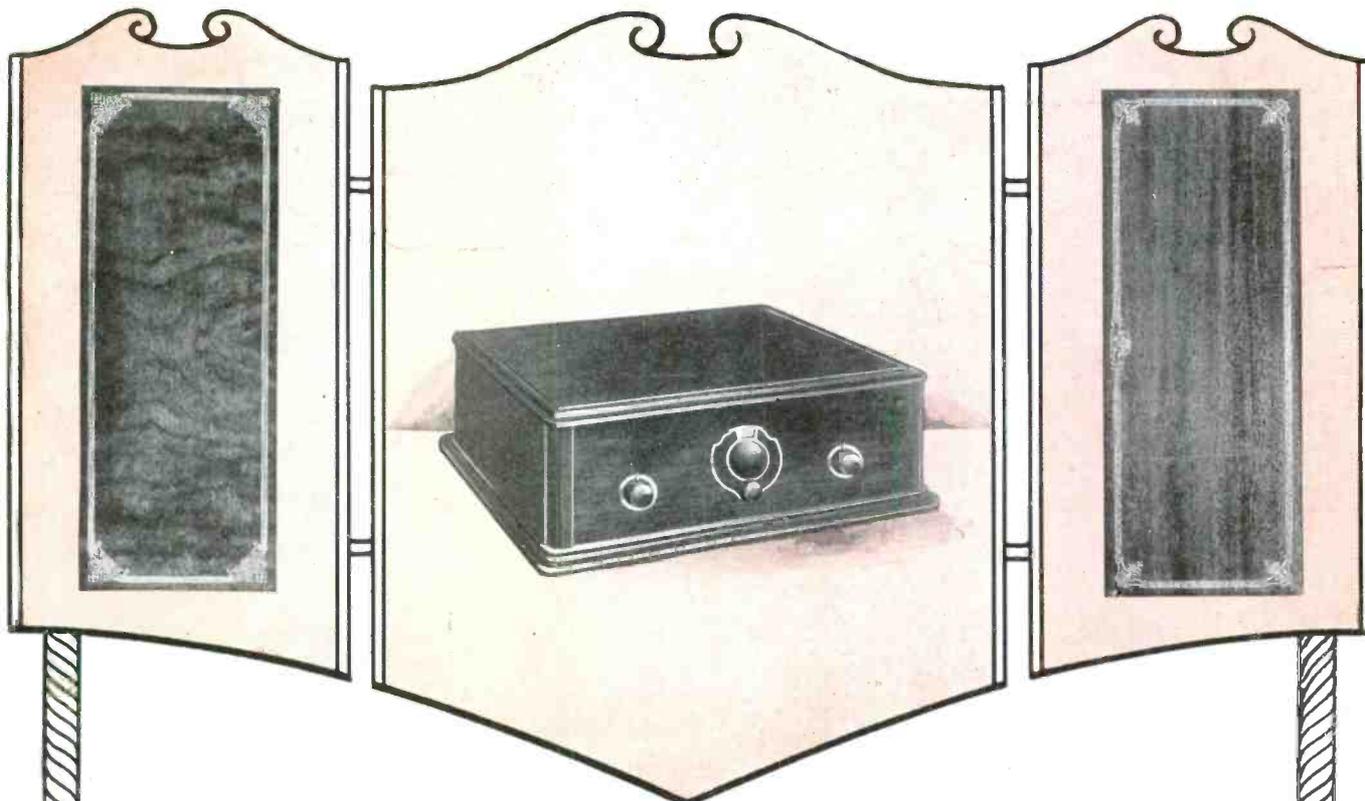
Operates any trickle charger-battery combination and "B" power unit . . . automatically from the radio set switch. Six and four-volt models. List Price \$3.50.



STEWART BATTERY CO., 119-127 North Peoria Street, Chicago, Ill.

Prices slightly higher West of Rockies

STEWART ALWAYS **Stewart** LEADS IN RADIO POWER NEEDS



Metal in Radio

The demand and uses for metal in radio construction today are growing by leaps and bounds. The public is asking for better shielding, better tonal qualities, more beauty, more refinements and greater efficiency. In short, it wants better radio, at no additional cost. Hence metal is taking a new recognized place in the radio industry, and is leading the way to real improvements, bigger sales and more profits.

The Van Doorn Company is today at the peak of 34 years of successful metal forming and finishing. We have worked with the pioneers in overcoming difficulties, and have kept a step ahead of the modern steel working industries on all products when the finish has as much importance as the forming. When we say "any metal, any form, any finish," we mean just that. It is our ability to beautifully

reproduce any color or collection of colors on metal—to reproduce what is given to us or suggested.

The Vee Dee line-up offers the industry as near complete housing as has ever been available from our source, and at prices much below those ever before offered. We bring to the manufacturer front panels, sub-panels or chassis, cabinets, unit stage shielding boxes, power pack housings or anything of like character. We are able to handle the needs of leading kit receiver and power pack manufacturers, and to work with them in the distribution and marketing.

The dealers and jobbers will find in the Vee Dee line an increasing source of profit and satisfaction. It enables them to offer an assembly that has appearance and construction value equal to a completely manufactured receiver—front, sub-panel and cabinet, at prices much lower than ever before offered. They will have our full cooperation in cuts for catalogs, national advertising, circulars, and any service that is within reason.

Our unusually large plant facilities enable us to handle an unlimited volume—to assure prompt deliveries and exceedingly attractive terms.

We invite correspondence on your problems.

THE VAN DOORN COMPANY
160 NO. LA SALLE STREET, CHICAGO, ILL.
Factories at Quincy, Illinois

Vee Dee
Metal Form Finish

The Vee Dee Line includes—

Stock Panels.
Adjustable Stock Chassis (6 standard sizes).
Stock Panels (6 standard sizes).
No. 250 Cabinet.
No. 251 Cabinet (Adjustable).
Power Pack Housings.
SC-2 Assembly Unit.
Kit Panels.
Special Panels for Manufacturer.
Special Chassis for Manufacturer.
Special Stage Shields for Manufacturer.
Special Cabinets for Manufacturer.
Authorized Dealer Display Signs.
(Metal Art Reproductions up to and including 15 colors.)

Vee Dee

Any Metal Form Finish



**Yes—
they will
buy a Good
Portable
Radio!**

MODEL A

—And you CAN sell them the Hyatt Portable 6

Your potential customers want modern radio—they want dependable music with convenience. They demand tone quality, selectivity—and a set that is harmoniously beautiful without costing a fortune.

The Hyatt Portable 6 has these advantages. It is a beautifully made compact radio that weighs but 28 lbs. completely equipped, and is suitable anywhere because of its selectivity and clear reception—its quality and attractiveness. 6 tubes—single dial control—loop aerial—built-in loud speaker. Can easily be taken anywhere.

Ideal for the homes where live children or invalids—the homes that could use and need another radio set that can quickly be transported to any room in the house. Offers you a resale opportunity with less resistance.

Model A **\$95.00**
Without Accessories

Brown leatherette covered cabinet, 15 in. wide, 11½ in. high, 9½ in. deep. The Loop Panel is embossed in relief, making it very striking and very attractive.

Demonstrations of the Hyatt in homes result in Sales.

Fully Tested

Dealers and jobbers have found the Hyatt Portable lives up to its reputation. It has actually out-performed many big sets under exacting tests.

But Remember This

Air conditions govern radio reception.

Electrical interference prevents clear radio reception when the Hyatt Portable fails to bring in a station. The reception produced from more powerful receivers amplifies the interference as well as the broadcast. Who wants to listen to amplified static combined with music?

Write or wire for details.





The Sylfan
Frusto-cone
Model F.

CONE SPEAKERS

-- that will
*Create
Sales*

The Sylfan Frusto-Cone Speaker, with its new and novel features not incorporated in any other speaker will revolutionize your customers' ideas of what to expect from a cone speaker. Regardless of their present speaker they will be interested in the Sylfan Frusto Speaker which is adjustable for either high or low pitch reception. Its four color floral design also makes it an ornament to any room.

Backing up this "brand new" cone are the well established Enchanter Model H and Model G cone speakers. The quality of reproduction and tone range of these cone speakers have made them real PROFIT BUILDERS.

Dealers and jobbers who are interested in profits from cone speakers should communicate with us immediately.



The Enchanter
Model H.

BAKER-SMITH COMPANY

CHRONICLE BUILDING:
SAN FRANCISCO

National Distributors



The Enchanter
Model G.

Announcing



The SONOCHORDE Junior

Nine out of Ten will Buy It!

SHOW them this speaker, let them hear it—
Nine out of ten will buy *everytime* and place
large advance orders—In fact each year the de-
mand for SONOCHORDE has always far ex-
ceeded production.

SONOCHORDE Junior offers faithful reproduc-
tion. Silk front, protected back, easy adjustment
and mahogany semi-gloss finished metal frame, at
the nominal price of \$15.00. All the predomi-
nating features that have made the name
SONOCHORDE famous for QUALITY.

Write for full details, illustrated circulars, etc.

BOUDETTE MFG. CO., Chelsea, Mass.

\$15

Model A-2, larger of
course, offers slightly
more volume and is
more decorative. Per-
forms equally well on
all receivers, includ-
ing power sets. A
Masterpiece in
acoustics.



\$25

An experienced organization announces a perfected resistor



Manufacturers

Write us now for prices and samples for laboratory tests before you decide on any resistor for this season's requirements.

This Resistor was not an accident—it is the result of painstaking research. Radio and Electrical Engineers wrote the specifications for this Resistor and we not only met their most exacting demands, but in many instances exceeded them.

Following are three outstanding features, with the advantages incident to each feature given in detail;

1. HOMOGENEOUS BODY RESISTOR:
 - (a) Unusually large overload capacity.
 - (b) Absolutely noiseless.
 - (c) Stable, Mechanically and Electrically (does not change in resistance with time).
 - (d) Great mechanical strength.
2. CAPS SOLDERED TO RESISTOR BODY;
 - (a) Perfect electrical contact between Cap and Resistor.
 - (b) Great mechanical strength where Cap joins Resistor.
3. FUSED REFRACTORY RESISTOR SHELL;
 - (a) High insulating qualities or dielectric strength.
 - (b) Moisture proof.
 - (c) Positive protection against abrasion.

This organization is entirely devoted to the manufacture of electrical resistance units and their accessories, specializing in the production of non-metallic electric heating elements for use in heating appliances and high temperature industrial electric furnaces.

We Solicit Your Enquiries

Global

RESISTOR

AMERICAN RESISTOR CORPORATION
MILWAUKEE, WISCONSIN

Greatest Radio Enjoyment with a Rola Cone Speaker

MANY leading radio dealers are now demonstrating receiving sets exclusively with the new, improved Rola Cone Speaker.

They realize that quality of reproduction is the greatest factor in making radio sales.

Quality Reproduction

The quality of reproduction afforded by the new Rola Cone is decidedly superior both in tone and articulation to anything known

in radio engineering. Rola quality is instantly apparent on all sets, irrespective of make, type of tubes, or circuit used.

Customer Satisfaction

A comparatively inexpensive set with Rola Cone reproduction, gives satisfaction that

heretofore was possible only with the highest-priced sets.

An Artistic Instrument

The Rola Cone Speaker is sturdily built, artistically designed, and beautifully fin-

ished in rubbed walnut. It is a beautiful addition to the finest living or drawing room.

Pedestal type, with 20-foot cord, \$32.50; table type, \$28.50

Write today for information on the Rola line, and the Rola plan for helping you sell Rola Cone Speakers.

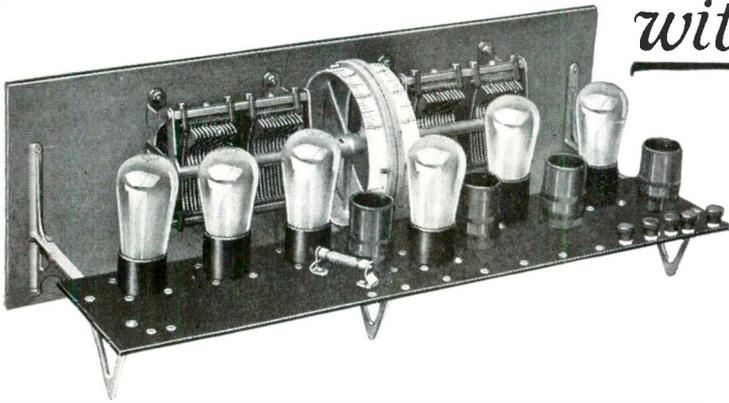
Rola CONE
SPEAKERS

Manufactured by
THE ROLA COMPANY
Oakland, California



Meet Every Public Demand

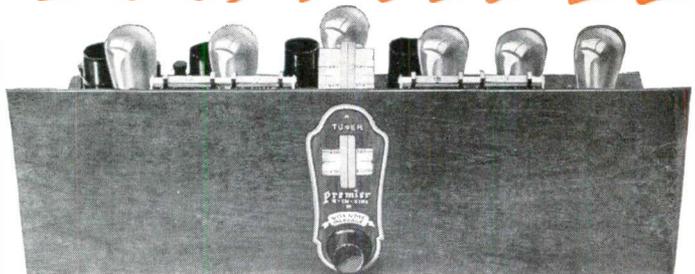
with **6ⁱⁿ LINE**
2ⁱⁿ ONE
PREMIER



ONE DIAL

Instantly convertible to two-dial—no wiring changes necessary.

Dealers meet both demands with minimum stock investment.



Features and Specifications

One Dial—Convertible to 2 dial in 30 seconds—no wiring changed.

One Control—Battery and volume from loud speaker is handled with one control.

Hook-up—Tuned Radio Frequency—6 tube—3 Radio, Detector and two transformer coupled audio.

Power Tube—May be used.

Special Detector—Also provided for.

Light Socket Operation—All standard "A" and "B" Power Packs for direct operation off of lighting circuit can be used.

Aerial or Loop—Provision is made for use of either.

Chassis is Self-Contained—Every moving part mounted on steel front panel. Bracket supports sub-base, assuring extreme rigidity. Everything stays put.

Selectivity—One dial handles congested broadcasting without interference. Judge for yourself.

Volume—Comparable with any set made.

Tone Quality—Positively unsurpassed by any set made regardless of the maker. Dealers must prove for themselves our statements of selectivity, volume and tone quality under our merchandising plan.

Merchandising Policy

We sell direct to all responsible dealers who meet our requirements, full details of which will be furnished on request.

We believe every dealer is interested in purchasing a quality receiving set direct from the manufacturer at a price which permits him to build up a real service department, and leave him a profit besides.

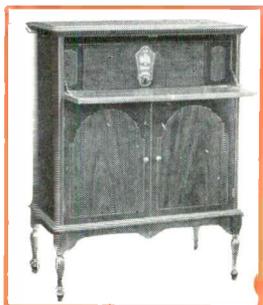
Every dealer must know and be made to understand that servicing a radio set after it has been sold and installed, is the one prime factor that governs his success in building a permanent business. Unless a dealer realizes this fact and organizes his service department on an efficient basis, he is not going to succeed.

Premier's Radio Chassis and Complete Receiving Sets are quality throughout, and every dealer must sell himself on this quality before he can avail himself of our liberal dealer arrangement which provides a flat low price on one or more chassis or complete sets without the customary binding quantity contract.

We manufacture from the raw material to the finished product, every component part of our receiver. We are one of the few who do; and with our policy of selling direct to the dealer, we are able to make prices which leave their required margin of profit, after their expense of operating a service department, that really means something, have been deducted.

Get our liberal proposition at once. If you come to the Show June 13, don't leave Chicago without seeing this Premier "Six-in-Line" plus "Two-in-One" getting full details of our Merchandising Plan.

JOBBER AND DEALERS: We will supply you with Premier Chassis for installation in cabinets trade-marked with your own name. Why not build your own "Good Will" (when you have the Sales Expense) with this high quality product.



One of the many available models of complete receivers.

PREMIER ELECTRIC COMPANY 3802 Ravenswood Ave., Chicago, Illinois
Telephone: Graceland 0486

EST. 1905—AND MANUFACTURERS SINCE

Exide

announces

New Socket Power Device

AS active participants in the radio field, we have watched with great interest and with complete understanding the steps that have been taken toward the production of a combination "AB" socket power unit. Until the present we have felt that no device had yet been produced that was sufficiently practical to assure its commercial success.

It is, therefore, with a great deal of pleasure that in this, the fortieth year of our storage battery manufacturing experience and the thirtieth of furnishing batteries for radio installations, we are able to announce the production of a combination "AB" socket power unit which we confidently believe will meet with exceptional success.

The unit with its patented features, will be placed upon the market in ample time for the Radio Season of 1927-28, and will measure up in every respect, to the high standards of quality and dependability that have always been associated with the name "Exide."

If you as a wholesaler or retailer are interested in selling this latest practical development of the socket power unit, please get in touch with our nearest Factory Branch.

THE ELECTRIC STORAGE BATTERY CO.
PHILADELPHIA, PA.

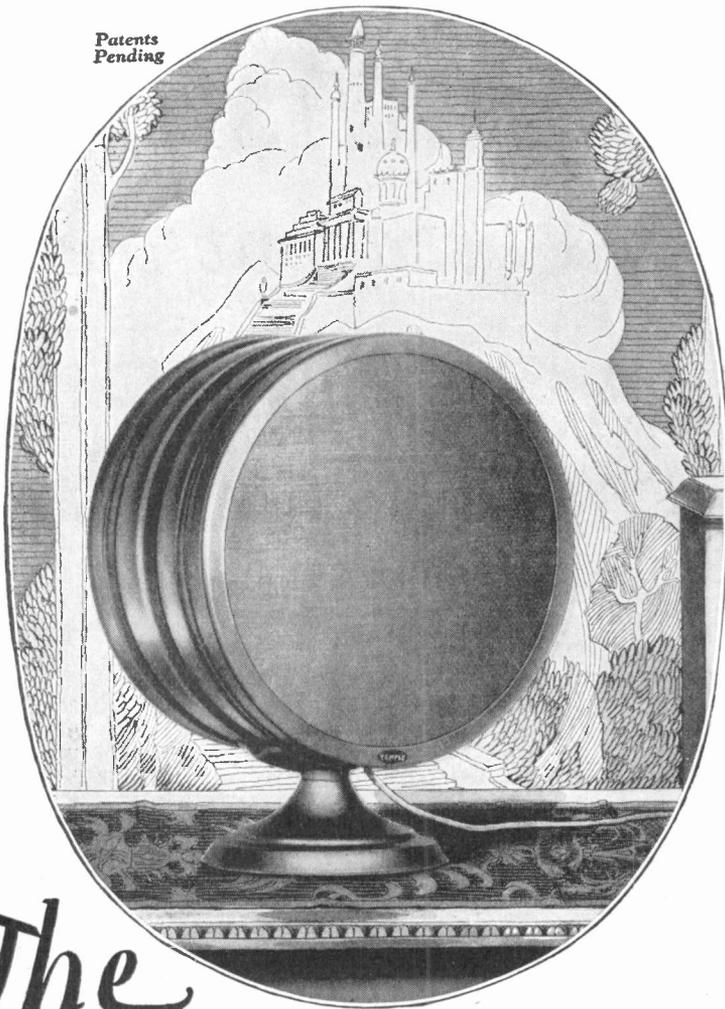
FACTORY BRANCHES

ATLANTA
Peachtree and Baker Sts.
BOSTON
100 Ashford Street
CHICAGO
613 Marquette Building
CINCINNATI
1142 Sycamore Street
CLEVELAND
Chester Ave. and E. 24th St.
DENVER
1420-24 Wazee Street

DETROIT
8051 W. Chicago Boulevard
KANSAS CITY
129 Belmont Boulevard
MINNEAPOLIS
3 North 15th Street
NEW YORK
23-31 West 43d Street
PHILADELPHIA
1955 Hunting Park Avenue

PITTSBURGH
Union Trust Building
ROCHESTER
642 Plymouth Avenue, South
SAN FRANCISCO
6150 Third Street
SEATTLE
1041 Railroad Avenue, South
ST. LOUIS
1058 S. Vandeventer Avenue
WASHINGTON
1823-33 L. St. N. W.

Patents
Pending



after nine years' research
Prof. P. G. Andres
produced this long
compensated exponential
aircolumn—

The
**TEMPLE
DRUM SPEAKER**
UNEQUALED TONE QUALITY

Have you ever listened to the playing of a large organ in a beautiful cathedral? If you have, your greatest impression has been the purity of tone, the soft murmur of the bass notes, and the mellow beauty up the scale. When listening to a classical piece transmitted through the Temple Drum Speaker, no matter how fine or meager your surroundings, you would imagine yourself in such an atmos-

phere—for nothing is lost in this fine instrument throughout the entire musical scale. The Temple is not just "another speaker," it is not a cone, but rather a unique musical instrument of the long compensated exponential aircolumn design, coordinated with a recently developed unit and built to precision with acoustical qualities of an unusual character. Write for special dealer proposition.

Priced at \$29.00. West of the Rockies, \$32.00.

TEMPLE, Inc., 213 S. Peoria Street, Chicago
Sales Offices in All Leading Cities

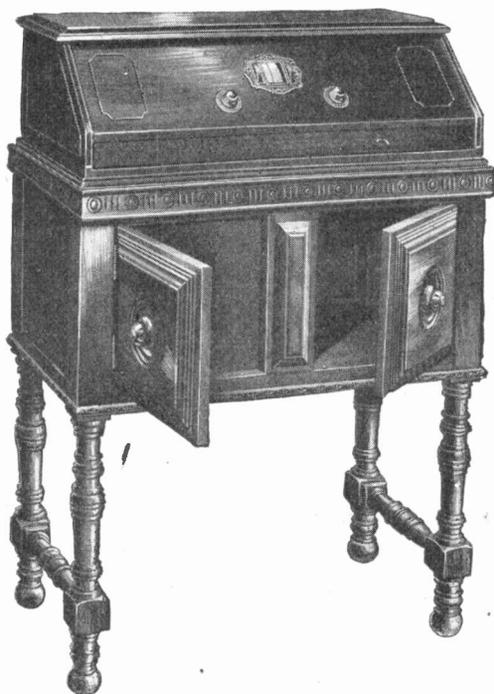
LEADERS IN SPEAKER DESIGN

12 DISTINGUISHING POINTS....about the



A Real A-C Set

Absolutely no extras are required to operate this Bosworth Electric. All you need is the floor plug, and a loud speaker. The Bosworth Electric is an A-C set in every sense of the term—built according to precision standards as all Bosworth sets in the past have been.



A Handsome Table to match

And here's the Bosworth table on which the Bosworth Electric can be placed in the living room. These two—the Electric set and the table—make a combination that is hard to beat.

Write for Interesting Booklet...

All the information you'll want about the set is contained in a booklet—"The Bosworth Electric." Write for your copy.

BOSWORTH

"ELECTRIC" RADIO

1. Completely electric. Built-in power pack provides A. B. and C. Supply. No liquids or liquid substitute.
2. New A. C. tubes in radio and audio amplifier.
3. First audio tube on 100 volts B with 6 volts C, and second audio on 180 volts B and 40 volts C, gives real power amplification with corresponding perfect tone.
4. One rectifier tube operates the entire set.
5. The set will take care of line voltage fluctuations from 90 to 130 volts.
6. The new A. C. tubes have 201-A characteristics in volume and efficiency, and avoid the usual necessity of using 199 tubes in a moderately priced A. C. set.
7. Radio circuit is two stages tuned radio, detector, and two stages transformer coupled power audio.
8. The set continues the use of Bosworth standard two-dial single-control tuning.
9. Tandem condensers are balanced at 9 points on tuning scale from 0 to 100, and coils and condensers are matched to within 1-10 of 1% of total accuracy. This accuracy is ten times that of radio industry standards, which usually allow errors of plus or minus 1% between adjacent coils and condensers.
10. The set is exceedingly compact and handsome.
11. It contains a built-in speaker filter.
12. The list is only \$175.00. There is nothing else to buy except tubes and a loud speaker.

The Bosworth Electric Manufacturing Company
3754 Montgomery Ave. Cincinnati, Ohio

Announcement



20" BARITONE CONE
SPEAKER

Sizes 9 to 36 inches
Tripod, Console and
Wall Types



BARITONE HORN UNIT

And Now

A New BARITONE Sings bass and tenor too

The bass is not presented at the expense of the high notes. Heretofore, a loud speaker has been efficient on high notes, on the middle register pitches or on bass sounds only. The new Baritone is the first to be efficient throughout the entire audible range. At last you may hear statuesque round notes.

This is accomplished by means of a new amplifying system actuated by the reliable Baritone unit.

Remember what it means to have a speaker that is efficient on all pitches. Remember the partials and overtones that are the soul and passion of music and remember that these are not all placed at just one point in the scales. They wander up and down as fancy flies and the new Baritone keeps pace with them.

We'd like to have manufacturers, dealers, jobbers and the radio public be fair enough with themselves to give our new product a test and give themselves a treat by listening to natural and genuine radio reception with perfect amplification over the entire audible range.

Don't fail to see our exhibit at the R. M. A. Trade Show, Stevens Hotel, Chicago, Booth 41-B.

Write for further details.

BARITONE MANUFACTURING COMPANY

844 West Jackson Boulevard
CHICAGO, ILL.



KENNEDY ROYAL SEVEN ~ SPINET TYPE

CONSISTENT, faithful adherence to quality ideals has earned for Colin B. Kennedy Receivers a nation-wide reputation that has become almost a tradition.

Recognizing the responsibility of maintaining this reputation, Colin B. Kennedy, Incorporated, is constantly striving to produce only the better types of radio receiver and apparatus. Quality, rather than quantity production, is its guiding principle.

The greatest assurance to both radio dealers and consumers alike lies in the fact that the present Kennedy organization is again under the personal control and direction of its original founder.

The Kennedy Receiver illustrated is the Royal Seven, Spinet Type — a one-control, 7-tube Receiver with 4 stages of individually tuned radio frequency, detector, 2 audio stages. List, without accessories, \$220. Other models, priced as low as \$90.

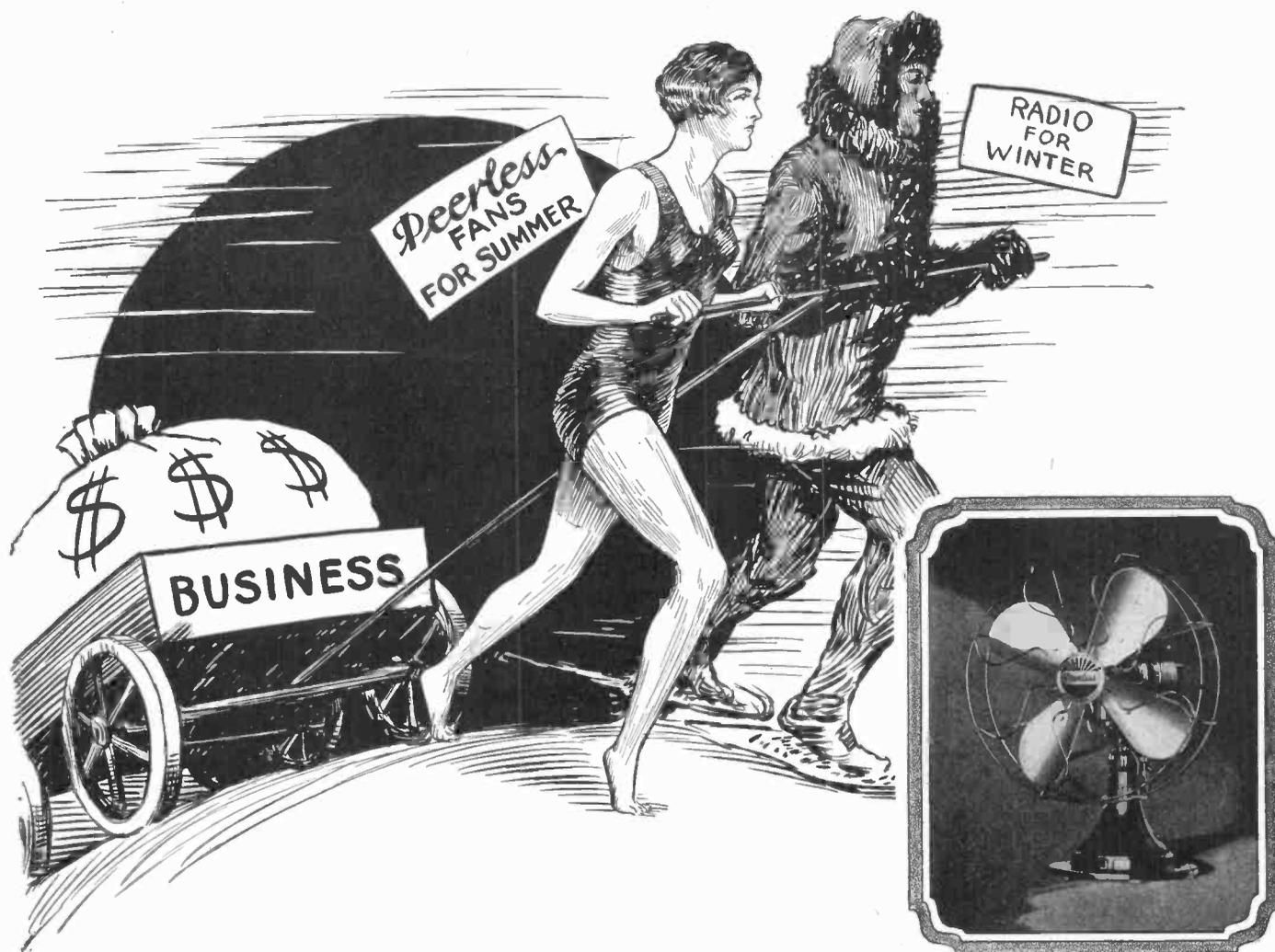
Kennedy also offers: "A" Automatic-socket Power Unit, Type A-600 , , "B" Socket Power Unit, up to 180 volts, fixed resistance, Type B-180 , , "A" Battery-charger, 2 Amp., Type C-102 , , Automatic "A" and "B" Power Switch, Type R-151.

COLIN B. KENNEDY, INC. ~ 3821 LACLEDE ~ SAINT LOUIS

K E N N E D Y

The Royalty  of Radio

You are cordially invited to visit our display at
The Blackstone Hotel, June 13 to 17.



Some Team!

Radio for winter sale—Peerless Fans for summer—a team which swings business along the year around.

You who have wept over the summer slump know that it is difficult to get people to buy radio in volume enough to even meet expenses. But expenses are always with you. Rent demands payment even though stores are empty and windows worthless. Sales force—whether you are jobber or dealer—burns up reserves without opportunity to produce revenue.

But Peerless Fans—they sell best when radio sells poorest. Ole Sol may strangle radio sales, but he is the best salesman in the world for Peerless Fans.

Use Peerless Fans to fill in the summer months and turn red ink into black. Radio salesman—radio stores can move them in volume without extra training.

Silent—powerful—durable motor—reliable oscillating mechanism—moderate price—good profit—the Peerless Fan sells on sheer merit.

Write for complete information—get ready to lick that summer slump.

THE PEERLESS ELECTRIC COMPANY, WARREN, OHIO

Peerless *The Silent Fan*



If you don't hear me—
it's your fault.
H. BOBKER

to the whole world!

This year SUPERTRON gains three years ahead of them all—by adding to its good quality a New Departure by a chemical process—It's a chemical application inside the tube—It's an unseen virtue. A decided improvement for clarity, volume, longer life—and good readings, too—

Supertron can not improve its construction—you will concede that *on sight*—so it improved the quality—you'll never know unless you try them.

No matter whose tubes you are selling—no matter whose tubes you expect to sell—even Supertron *as was*—no matter what you think of anybody's tubes, good, bad or indifferent, we say *Try Supertrons*.

For the sake of your family—for your own sake—for the sake of your business, your customers and your profits—by all means *Try* the New Departure Supertrons by a chemical process.

Come on *all* good jobbers and manufacturers—ask for as many samples as you like with a privilege to return the goods—Competitive tube makers are also welcome—*yes the whole world*. Dealers should insist on a similar proof through their jobbers—*Do it now*.

A complete line all types including
the Supertheon Rectifier—an 85 mil.
gas filled tube.

SUPERTRON MFG. CO., INC.
Hoboken, N. J.

Export Dept.—220 B'way, N.Y.C.

And then we will tell you about the Cage Antenna—By Supertron. What a surprise you're going to get—and a good profit, too.

SUPERTRON

A SERIAL NUMBER GUARANTEE
The Foremost Independent Tube In America

Again Balkite has it

The radio trade has always expected that when any very spectacular advance was made in the radio power field, Balkite—the leader—would make it. First noiseless battery charging. Then successful light socket "B" power. Then trickle charging. Balkite has always had what the trade needed at the right time. And now Balkite has it again. At the

R. M. A. TRADE SHOW
Stevens Hotel, Chicago
June 13th to 17th

Balkite will show the greatest development ever announced by a radio power unit manufacturer.

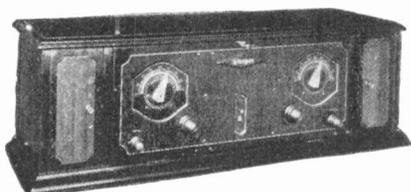
FANSTEEL PRODUCTS CO., Inc.
North Chicago, Ill.

Balkite
Radio Power Units

Goodbye Batteries

and all other external power accessories

ABSOLUTELY ELECTRIC—no “masked batteries” or hidden eliminators. **SLEEPER ELECTRIC RADIO** is *Electric*—not merely electrified. It has no external power units, cans or disguised troublemakers. Simple, powerful, dependable—Sell **SLEEPER ELECTRIC** sets to hundreds of families waiting for freedom from batteries.



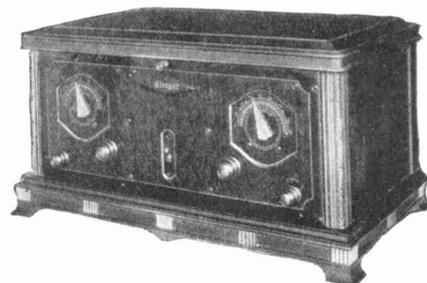
THE SCOUT: Lowest priced proven dependable full-electric set available. Table model, attractive mottled walnut-finished panel, two-toned polished cabinet and knobs, Adam brown finish. Die-cast construction, 5 tube chassis, (including power tube). Superb, natural tone quality, powerful. Sells on demonstration. Size 35x11x11. List Price \$160



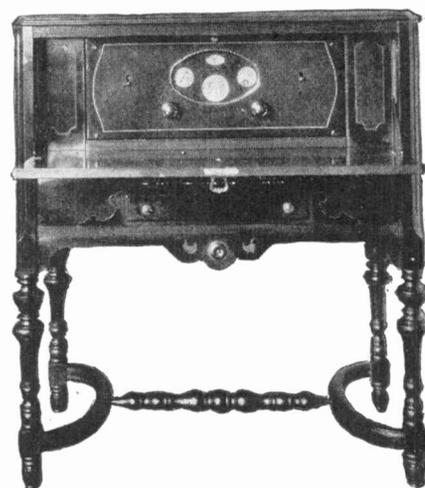
SCOUT CONSOLE. Combining all the features of the Consolelette but in a Heppelwhite design. Adds charm and distinctiveness to any room. Beautiful butt-walnut finished console of fine craftsmanship. Will satisfy the most exacting as to appearance and beauty of tone. Size 42x16x40. List Price \$235.

To proven superiority in fundamentals of tone, quality, simplicity of control, fine selectivity and long range power, Sleeper now adds electric operation from house current, doing away with all batteries.

1. No A, B or C batteries. (Complete battery elimination.)
2. Works direct from 110 volt A.C. house current.
3. Free from hum.
4. Adjustment to compensate for line voltage changes.
5. Big reserve factors—two 216-B rectifier tubes giving 50% greater capacity than needed insures long life.
6. Develops 180 volts for power tube, insuring rich full tone with big volume.
7. Hinged panel for easy access and display of interior.
8. Simple two control tuning.
9. Calibrated wave length scales.
10. Reduction vernier condenser drives
11. Non-microphonic — cushioned detector socket.
12. Non-oscillating.
13. Brilliant performer.
14. Fully guaranteed.



THE CONSOLELETTE makes a brilliant appeal to the women who want fine furniture. Designed by America's foremost interior decorator. Polychrome, highlight finish. Butt-walnut top, mottled walnut finished panel. A gem in appearance, performance and tone quality. Same superior chassis as in Scout model. Size 26x14x10. List Price \$175



From its electric self-winding clock to its hand hammered, gold-rimmed panel, the **SLEEPER ELECTRIC MONOTROL** is the ultimate in radio. Single control, six tube chassis—a set that will make a decided impression on anyone who sees or hears it. To show it is to sell it. Size 42x16x40. List Price \$350

SLEEPER RADIO & MFG. CORPORATION

GORDON C. SLEEPER, Pres.

463 Washington Avenue Long Island City

Sleeper

Electric Radio

Seeing is Believing

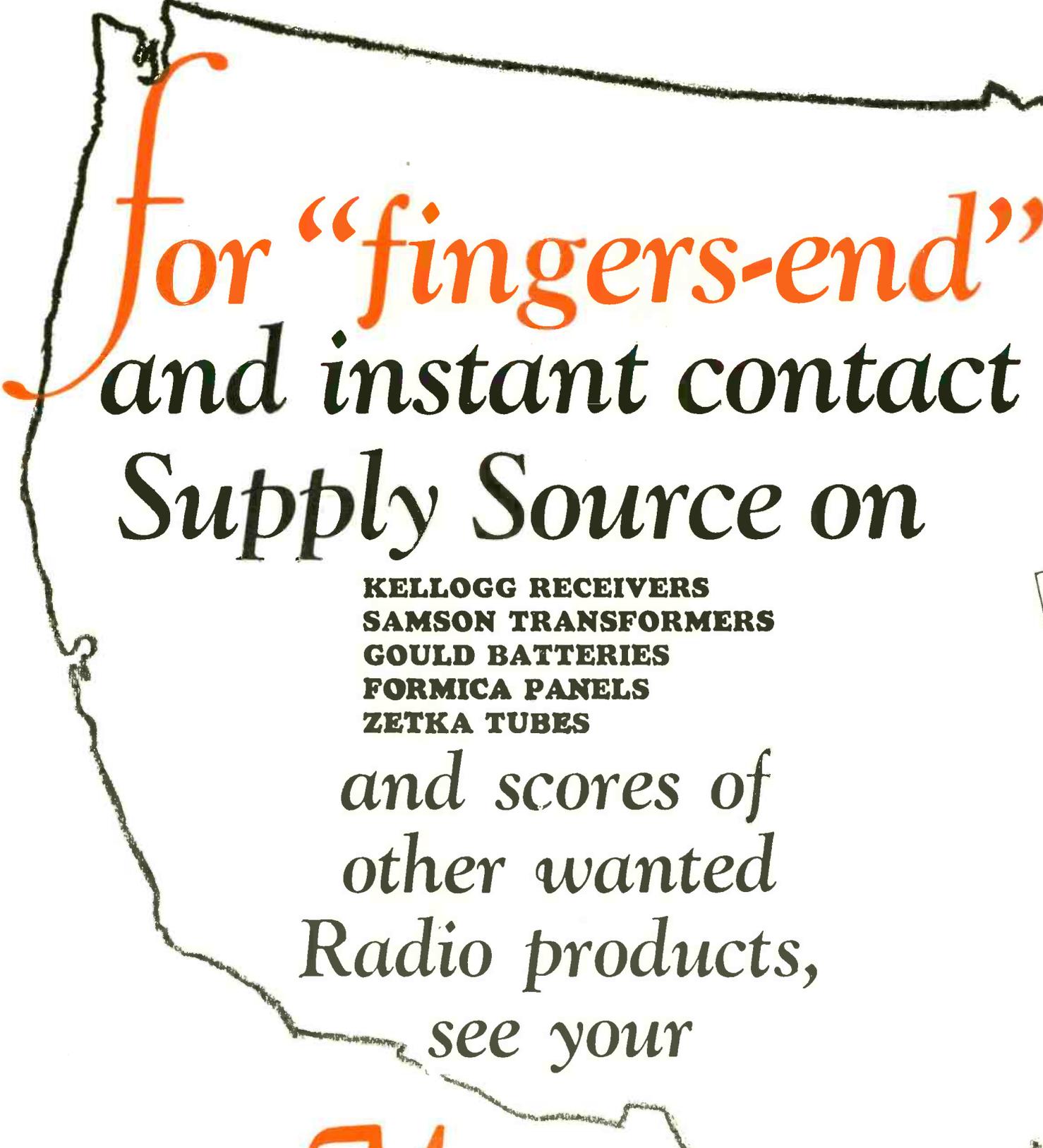
There is a classic beauty in SHAMROCK cabinets to which no photograph can do justice . . .

There is a mechanical perfection inherent in every SHAMROCK set which no picture can express . . .

We invite you to check these statements yourself. The SHAMROCK booth at the R. M. A. Trade Show is No. 146. SHAMROCK invites comparison.

Models from \$55 to \$250

SHAMROCK
RADIO SETS
PIONEERS IN ONE DIAL CONTROL
SHAMROCK MANUFACTURING COMPANY
195 WAVERLY AVENUE NEWARK, N. J.



For "fingers-end"
and instant contact
Supply Source on

**KELLOGG RECEIVERS
SAMSON TRANSFORMERS
GOULD BATTERIES
FORMICA PANELS
ZETKA TUBES**

and scores of
other wanted
Radio products,
see your

McGraw-Hill

information with your nearest



McGRAW-HILL RADIO TRADE CATALOG

ZETKA LABORATORIES, INC.
73 Winthrop Street
NEWARK, N. J.

The Formica Insulation Com
4662 Spring Grove Avenue, Cincinnati, Ohio

SAMSON ELECTRIC COMPANY
Manufacturers of Quality Electrical Merchandise Since 1882
CANTON, MASS.

KELLOGG SWITCHBOARD & SUPPLY CO.
1066 West Adams Street
CHICAGO, ILL.

Model 507 Radio Receiver
Fine tone quality and extreme simplicity of operation combined with selectivity and plenty of volume are the predominating features of the Model 507

Model No. 560 Cabinet Type Reproducer
This cabinet type reproducer is especially designed for use with the Kellogg Model 507 receiver, but may also be used with any other receiver having the ability to pass tones of all frequencies. It has the same look, air column and unit as Model 508 console receiver.

Model 508 Console Radio Receiver
This model contains the same equipment as the Model 507, but is furnished with built-in speaker. The speaker is designed with an air coil and faithfully reproduces the fine tone quality of the audio-amplification design.

Kellogg Radio Receivers
The makers of Kellogg radio receivers have for the past 30 years manufactured the well known line of Kellogg's telephone apparatus, switchboards, etc. The name "Kellogg" when applied to a radio product stands for quality, fine workmanship and dependability. Kellogg radio receivers represent the latest developments in design, simplicity, selectivity and fine tone qualities. They include five inductively-tuned, radio-quality receivers ranging in price from \$125.00 to \$350.00. Each model has outstanding features which are characteristic of Kellogg products.

Kellogg Wave Master Radio Receiver
The Kellogg Wave Master radio receiver is a new development in radio receiver design. It is a true wave length detector and amplifier. It is especially designed for use with the Kellogg Model 507 receiver, but may also be used with any other receiver having the ability to pass tones of all frequencies. It has the same look, air column and unit as Model 508 console receiver.

To the Manufacturer

When your prospects want buying information about your products—can they get it right then and there without any further delay?

When they are ready to place their orders—can they get in touch directly with your nearest authorized jobber, distributor, sales agent or branch office—where they will not be offered the substitution of something "just as good?"

Save your prospects the annoyance and delay of having to write you for "further details." Make your products *easy to buy* by having ready reference information in the *Radio Trade Catalog*—where it will not be lost, discarded or haphazardly "filed away." Where it will be instantly available when needed!

The companies mentioned in this advertisement are just a few of the many who are using the *Radio Trade Catalog* in the right way.

Let us show you how the Catalog can help you, too—in helping dealers, jobbers or manufacturers to purchase your products.

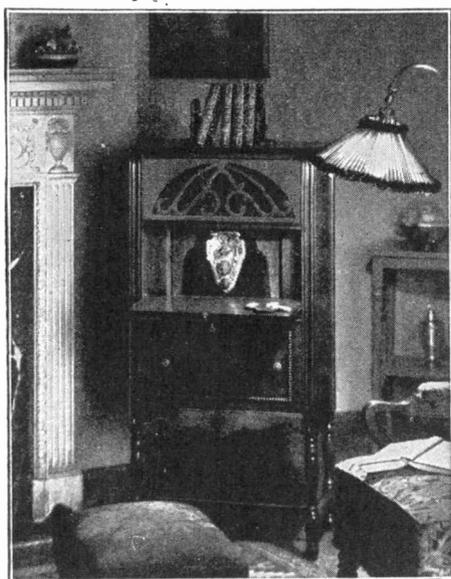
Address the *Radio Trade Catalog* at 475 Tenth Ave., New York.

JULY ISSUE now in preparation

Radio Trade Catalog

Mohawk settles the question of

LAST year, with the best one-dial set in the world, with cabinets and consoles of splendid design, and with prices that established unbeatable values, Mohawk amazed the radio world, wiped out traditions, and began a spectacular march to the front rank of the industry. This year, with a set that has 24 major refinements over last year's great set, with cabinets and consoles that completely eclipse the beauty of last year's models, and with prices that definitely stop competition, Mohawk settles the question of radio leadership in 1927-28.



IROQUOIS CONSOLE - Rich walnut, hand-rubbed, piano-finish, duo-tone, with apron maple spindle-carved, four turned legs, battery compartment with front removable panel, with built-in patented pyramid loudspeaker with tastily designed Burgundy red silk-backed grill, with set compartment accommodating Mohawk interchangeable battery or electric Drawer Unit. Dimensions: 47³/₄ x 23¹/₂ x 15¹/₂ inches. List \$120



SEMINOLE SPANISH VARGEÑO CONSOLE—A superbly unusual Mohawk Creation. Complete in every detail of design, originality and construction. Dimensions: 45³/₄ x 36 x 20 inches. List . . . \$245

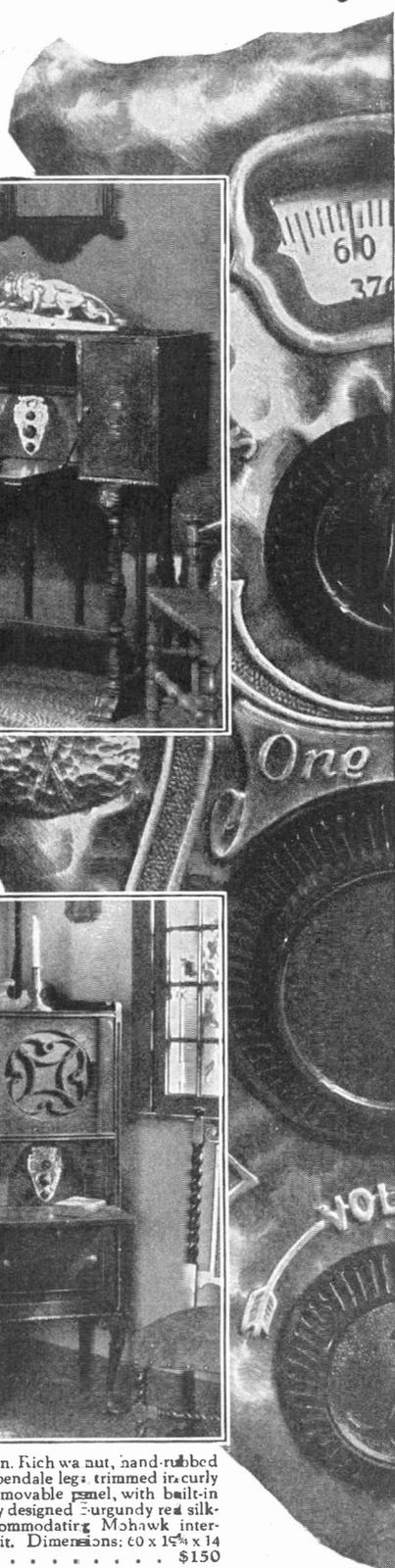


HIAWATHA CONSOLE—Pier creation. Rich wa nut, hand-rubbed piano-finish, duo-tone, hand-carved Chippendale leg + trimmed in curly maple, battery compartment with front-removable panel, with built-in patented pyramid loudspeaker, with tastily designed Burgundy red silk-backed grill, with set compartment accommodating Mohawk interchangeable battery or electric Drawer Unit. Dimensions: 60 x 15³/₄ x 14 inches. List \$150

Building Them Better
Pricing Them Lower
Selling Them Faster

Mohawk

One  Dial



Radio Leadership in 1927-28

SETTLE the same question in your locality. Dominate your market with the mighty Mohawk line. Cash in on the tremendous merchandising value of the exclusive Mohawk interchangeable drawer set. Share the success that was enjoyed last year by every Mohawk distributor and dealer that pushed the line and used the support we gave without stint. Write today for the story of the most definitely valuable franchise in the industry.

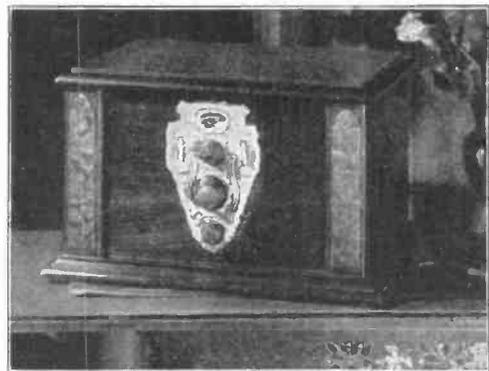
MOHAWK CORPORATION OF ILLINOIS

Established 1920—Independently Organized in 1924

2211 Diversey at Logan Boulevard, Chicago



PAWNEE CONSOLETTTE—Rich walnut, hand-rubbed, piano-finish, duo-tone, with apron maple, spindle-carved, four turned legs, battery compartment with front removable panel but without speaker compartment or speaker, with set compartment accommodating Mohawk interchangeable battery or electric Drawer Unit. Dimensions: 39 $\frac{3}{8}$ x 19 $\frac{1}{2}$ x 13 $\frac{1}{4}$ inches. List \$85



CHEROKEE TABLE CABINET—Rich walnut, hand-rubbed, piano-finish, duo-tone with maple overlay on end pilasters. Full piano-hinged. Dimensions: 17 $\frac{1}{4}$ x 12 x 10 $\frac{1}{2}$ inches. List \$65



CORTES CCNSOLE—Castilian strut-legged creation. Rich walnut, hand-rubbed, piano-finish, duo-tone, four turned strut legs, with hand-wrought iron polychrome-finished center stretcher, battery compartment with front-removable panel, with built in patented pyramid Loud-speaker, sliding, disappearing type arm rest, receding, Castilian-designed, Burgundy red silk-backed grill. Console trimmed with curly maple, with invisible type hinges, with set compartment accommodating Mohawk interchangeable battery or electric Drawer Unit. Dimensions: 48 $\frac{3}{8}$ x 24 x 15 $\frac{3}{8}$ inches. List \$185



CHIPPEWA—The famous radio-history making Chippewa. The standard One-Dial Radio Console. The favorite, fast-moving seller of the wide-awake, progressive radio dealer. List \$110

Prices slightly higher west of the Rockies and in Canada

Radio

MOHAWK CORPORATION OF ILLINOIS
Established 1920
Independently Organized in 1924
CHICAGO



You'll get excited, *too!*

All who hear the new Spartan Speaker become more than enthusiastic,—they get excited. The beautiful full-bodied tone that issues from this speaker is something that so far as we have been able to learn has never been duplicated in the acoustic field.

The secret of this new Spartan Speaker centers around a unique diaphragm developed and patented by our engineers for which we have designed a new non-adjustable Spartan Cone unit to operate with maximum efficiency in combination with this diaphragm. The new Spartan Speaker is a complete departure. It will stand power amplification without distortion and surpasses by far anything that has ever been developed in the loud speaker field.

You will have an opportunity to see and hear this new discovery at the Stevens Hotel, Chicago, June 13th to 18th during the R.M.A. Trade Show—and you'll get excited, too!

Spartan *new* Speaker

SPARTAN ELECTRIC CORPORATION
350 West 34th Street, New York City

SPLITDORF

strikes a new NOTE in



Radio



To meet TODAY'S merchandising conditions

1. Eleven models, many offering all the following features, ranging in price from \$45 to \$1000.
2. Table, floor and authentic period furniture models.
3. Cone and horn speakers meeting today's requirements.
4. Dual system of audio impedance amplification, yielding surpassing quality of tone ranging from 16 to 10,000 cycles—entire range of audibility.
5. Hilograd system of radio frequency amplification yielding equal power over entire broadcast wave-band.
6. True single dial tuning and modulating controls.
7. Phonograph record electrical amplifying system incorporated in receivers accommodates the Splitdorf Bi-Radiophone* pickup.
8. Adequate national advertising and dealer sales helps.
9. Splitdorf radio receivers manufactured under license association with Radio Corp. of America, General Electric Co., Westinghouse Electric & Manufacturing Co., and the American Telephone & Telegraph Co.

Models on display June 13th to 18th inclusive at Radio Manufacturers Association Trade Show, Stevens Hotel, Chicago—our booth No. 83.

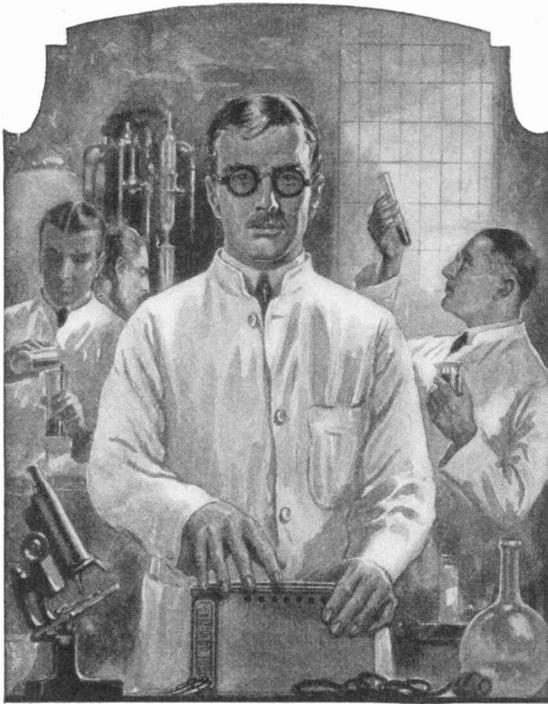
Some valuable jobber territory still open—correspondence solicited

SPLITDORF RADIO CORPORATION

Subsidiary of Splitdorf-Bethlehem Electrical Co.

NEWARK, NEW JERSEY

*Trade-mark



SCIENCE Has Perfected A Marvelous NEW BATTERY CHARGER

The APCO Automatic "A" Charger

SCIENCE has accepted the challenge of those who dared it to build the "Perfect Battery Charger" and now presents to the radio public the APCO Automatic "A" charger.

One plant could not accomplish this achievement alone. This Charger represents the combined efforts of the Apco Mfg. Company and a great manufacturer of electrical products whose trade name is a household word throughout the world.

In the marvelous laboratories of the latter, the rectifying units of this Charger were developed and perfected with infinite and painstaking care.

These are supplied to Apco under special license agreement and Apco is proud to combine them with its own automatic control system and offer the complete unit as the perfect Battery Charger to the waiting radio world.

Features of the New Automatic

New principle of rectification by means of special analysis copper discs in the transformer circuit. Each disc coated on one side with an oxide of great endurance.

Rectification occurs between disc and its own oxide, eliminating the possibility of poor surface contact, which would impair the life of the unit.

The radio set filament switch exercises complete control. When the set is turned on the Charger is automatically disconnected and the "B" Eliminator goes to work.

When the set switch is turned off the "B" Eliminator is disconnected and the Charger takes up its task without being told, at a rate sufficient to keep the battery always in proper condition.

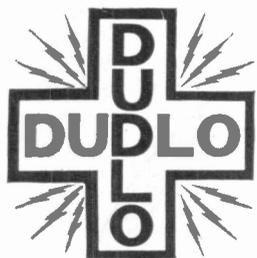
The new APCO Automatic "A" Charger is for use with regular six volt, three cell storage batteries of anywhere from 60 to 120 ampere hour capacity.

Made for 110 volt, 60 cycle alternating current only. Output, depending on battery condition, is from .75 to one amp. Price, \$16.50.

APCO MFG. COMPANY

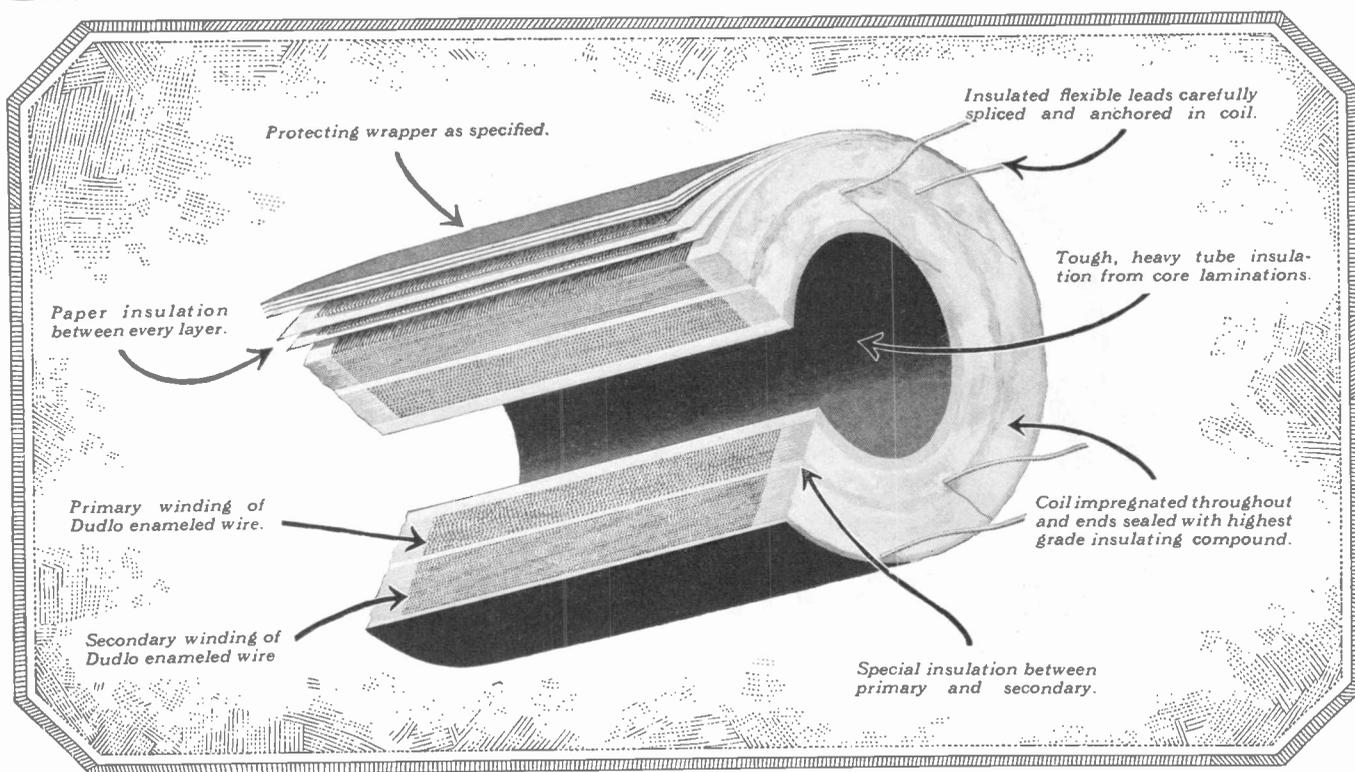
1334 Eddy Street
PROVIDENCE, R. I.





The Coils the thing!

that makes
Radio



To simply look at the outside of a completed coil, it is hard to realize the watch-like precision required in its manufacture. The above sectional view of a typical Dudlo Coil illustrates its rugged construction.

The winding of radio coils has become a highly specialized line of manufacture, requiring intricate machinery of special design and skilled operators trained by experts of long experience.

Expert supervision and rigid inspection guarantee those unseen qualities such as full number of turns, correct resistance, and insurance against short or open circuits.

These are some of the reasons why the great majority of all coils used in radio are of Dudlo manufacture.

DUDLO

DUDLO MANUFACTURING CORPORATION, FORT WAYNE, INDIANA

56 EARL STREET
NEWARK, N. J.

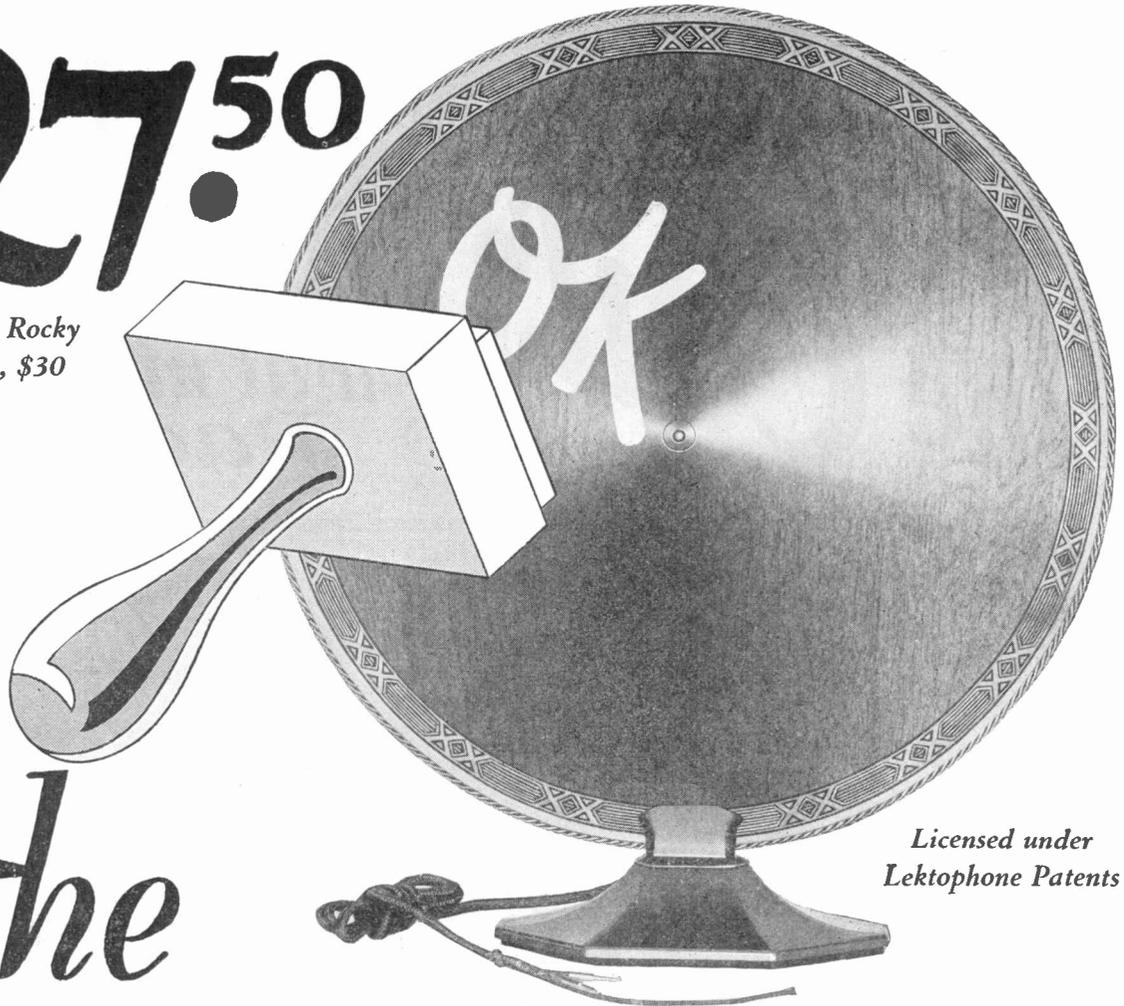
160 NORTH LA SALLE STREET
CHICAGO, ILL.

4153 BINGHAM AVE.
ST. LOUIS, MO.

274 BRANNAN ST.
SAN FRANCISCO, CALIFORNIA

\$ 27.⁵⁰

West of the Rocky
Mountains, \$30



Licensed under
Lektophone Patents

The Stamp of Approval

WHEN Sandar, the new cone speaker, was introduced some months ago both dealers and fans all over the country hailed it as a notable contribution to refinement in radio reception and immediately labeled it with the stamp of enthusiastic approval.

Sandar richly deserves their favorable verdict, for its perfect performance, distinctive design, and remarkably low

price, \$27.50 — lower than that of any other speaker of its size on the market—have made it outstanding in its field and brought it substantial success.

Dealers everywhere have experienced a steadily growing demand for Sandar and have re-ordered from us frequently. You too have the opportunity to cash in on Sandar success, so write today for terms and full information.

SANDAR SPEAKER

SANDAR CORPORATION • Crescent Plaza Building • Long Island City, New York



Price without Relay \$14.00
With Relay \$20.00

Play a Winner!

HANDY Raytheon Type Charger

There long has been a demand for a charger that uses neither contacts, liquids or bulbs. The Raytheon Mfg. Co. have cooperated with us in using their new "A" Rectifier unit, and which is acclaimed as a revolutionary scientific achievement. Its efficiency makes a most effective sales argument with the consumer.

In addition to this simple Charger described above, we are offering a type that is placed in a slightly larger case and contains in addition, B Eliminator receptacle, also voltage and automatic relays which shut off the charger on the A Battery when set is turned on and also connects the B Eliminator. When set is turned off, the A Battery is connected to Charger and when Battery is full, it automatically stops. Simple in design and unflinching in operation.

HANDY

Trickle Booster

Possibly you won't recognize our TRICKLE BOOSTER Charger in its new dress. It is the same reliable charger as heretofore, made beautiful—contained in dark maroon Duco, all metal case. Selective charging rate— $\frac{1}{2}$ and 2 amperes controlled by toggle switch in front. We can also furnish a Straight 2 ampere bulb charger equipped with voltage and automatic relays identical with those used in Raytheon type Charger, described elsewhere in this advertisement.



Price\$10.00
With Relay
Bulbs 4.00

HANDY

Radio "A" Power

Steady current always from your light socket—with large reserve capacity. The Handy "A" POWER unit is a combination TRICKLE BOOSTER Charger, automatic relay and a genuine Willard 40-ampere glass case storage battery of advanced design, equipped with visible strength gauge, showing reserve, also solution level.

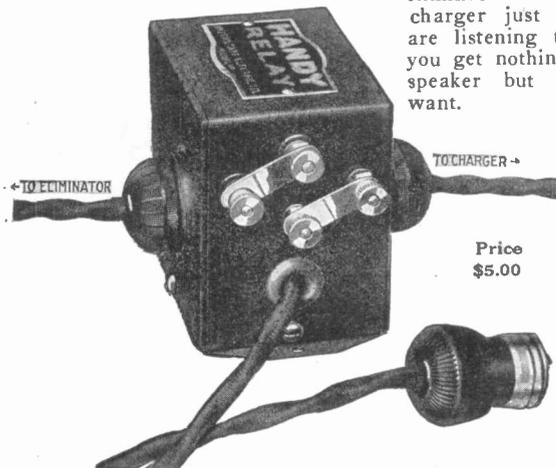


Price complete with bulb—\$42.50
Deduct \$2.50 for relay and \$4.00 for bulb,
if not desired.

HANDY

Remote Control Relay

This little control switch DOES EVERYTHING to supply the power to your Radio Receiver WHEN YOU WANT IT. It turns on the Charger when you are thru listening and turns off the eliminator. It shuts off the charger just while you are listening to be sure you get nothing thru the speaker but what you want.



Price
\$5.00

HANDY

Automatic and Remote Control Relay

Space does not permit us to illustrate this remarkable device. It is incorporated as an integral unit in one of our Raytheon type and bulb chargers. Can be furnished as a separate unit. Price, \$8.00.

HANDY ABC Unit

We were not among the first to announce an A B C Power unit. The logical assumption would be that it ought to be an easy proposition to combine a storage battery charger and B Eliminator into one Unit. Quite the contrary. We have been experimenting with an A B C Unit for the last two years and now we feel the Handy is about as perfect a piece of apparatus of its type as can be made. Send for literature and prices.

The products pictured are new Handy items. In addition to the foregoing, we also manufacture the Handy TWIN BULB, STRAIGHT "A," SIMULTANEOUS, and ULTRA Chargers. Also two sizes of Garage type rectifiers, designated as the 6B and 15B.

INTERSTATE ELECTRIC COMPANY
of St. Louis.

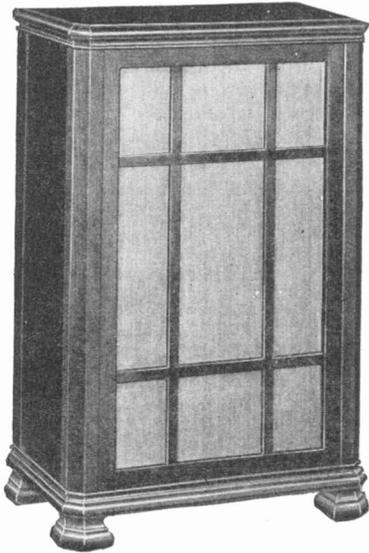
A Noteworthy Achievement!

For the first time in radio history there has been combined a really artistic and refined cabinet and what is generally recognized as the most faithfully reproductive horn ever designed and built. The whole is a compact and complete unit—a delight to the eye and to the ear as well.

Already, without any official announcement being made, this new and truly revolutionary line has caused more comment, and created more interest than has ever been manifested, to our knowledge, in any other development in radio furniture.

Grace is the predominating note in the cabinet design of both models particularly as evidenced in the ideal proportions of one dimension to another. The larger model has a majesty of bearing which is still further emphasized by the simple elegance of its design. The smaller model is of such shape and size that it is ideal for use as a table. The twenty feet of cord furnished with either cabinet allows the owner to position the Aston Reproducer where it best accords with his preference as to room furnishing.

Both cabinets are equipped with the drum type horn which, in the short time it has been on the market has established its right to supremacy. Not only does it preserve the full richness of the deep low tones, but the fine clear tones of the high notes are equally faithful in reproduction.



Model "B" Aston Reproducer

is made of selected genuine Walnut plywood, finished in a rich shade of Chestnut brown. Its outside measurement is 24 in. wide, 14 in. deep, 37 in. high. Inside, the depth is 12 in., the width 19 in., and the upper or battery compartment is 12 in. in height. This affords ample room, as the interior view illustrates, for all battery equipment required. In the lower compartment, as shown, is mounted the horn of drum-type, with 75 inch air column, fitted with a full range precision-built unit.

In Antique Chestnut Brown Walnut, List Price **\$79.50**

Shipping weight 110 lbs. (average)

F.O.B. CHICAGO



Note the generous space for battery equipment. Front grill is easily removed by a slight lifting and forward movement.

Model "A" Aston Reproducer

is made of selected genuine Walnut plywood, finished in a rich shade of Chestnut brown. Size is 23 in. wide, 15½ in. deep, 30 in. high. Within the cabinet is mounted a drum-type horn, with 75 inch air column, fitted with a special, precision-built, full-range unit.

In Antique Chestnut Brown Walnut, List Price

\$59.50

Shipping Weight 75 lbs. (average)

F.O.B. CHICAGO

Catalog of the entire line sent on request



PRODUCTS OF THE

STANDARD PIANO BENCH MFG. CO.

1221-27 West Lake Street

Chicago, Ill.

WILL BE SHOWN AND DEMONSTRATED AT R. M. A. SHOW, SPACE 28

Ask Me Another

Question

What 6 tube set of knockout performance sells for \$39.50?

Name the best 6 tube one dial set at the show?

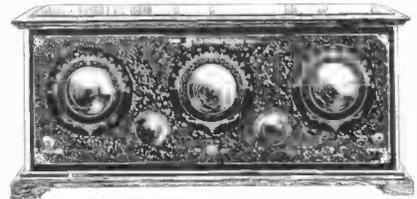
What 6 tube receiver is a real electric, eliminating all batteries?



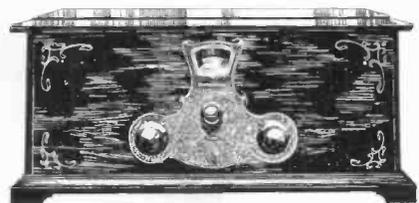
Name the four most distinctive console models at the show?

Standard Radio Corp.
WORCESTER, MASS.
BEN FINK—Vice-President ~ General Manager

Answer



B-6

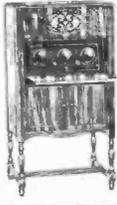


S-27 \$49.50



AC 100

Electric with power unit \$150.00

 <p>Console 600 \$89.50</p>	 <p>Console 950 \$94.50</p>
 <p>Console S-950 \$99.50</p>	 <p>Console S-600 \$104.50</p>

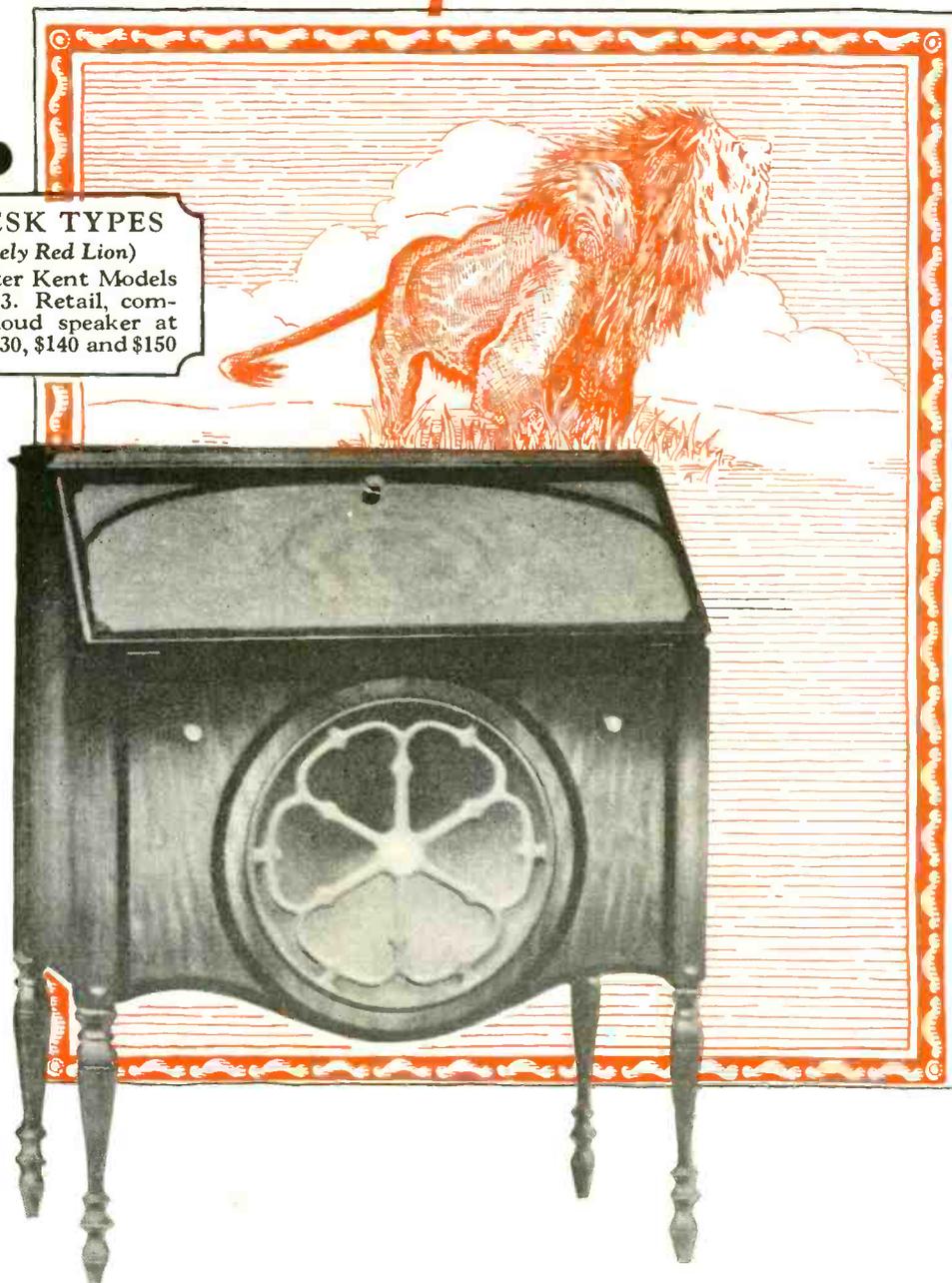
Standardyne

Red Lion Cabinets

1927 DESK TYPES

(Exclusively Red Lion)

To fit Atwater Kent Models
35, 30 and 33. Retail, complete with loud speaker at
\$110, \$120, \$130, \$140 and \$150



THE selection of Red Lions by Mr. Atwater Kent as standard cabinet equipment should be sufficient evidence of their beauty and acoustic qualities.

As a piece of furniture, a Red Lion Cabinet, with its soft-toned, hand rubbed antique finish of highly figured veneers, will bear comparison with the most expensive radio cabinets.

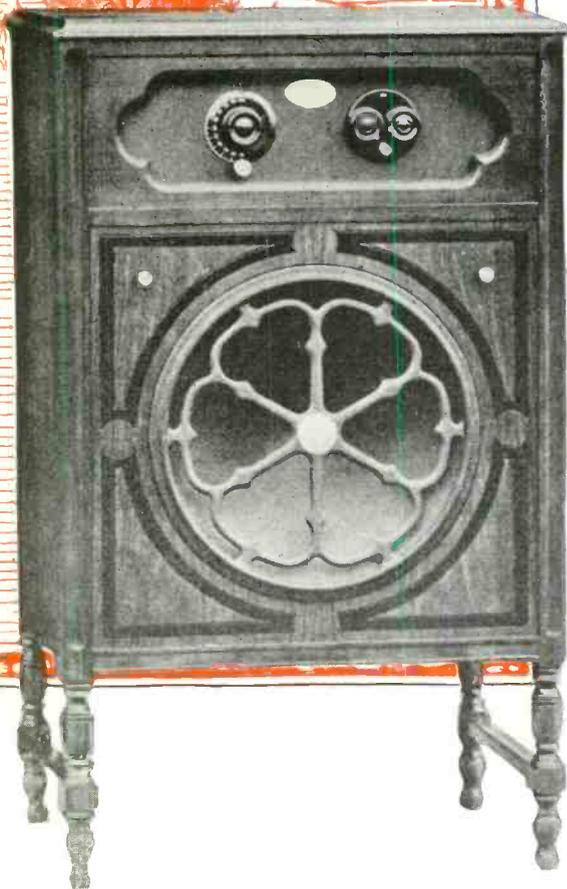
RED LION CABINET COMPANY · RED LION · PENNA.

Built exclusively for
ATWATER KENT



NEW CONSOLE TYPES

To fit Atwater Kent Models
30 and 33. Retail, complete
with loud speaker at
\$135 and \$145



DUE to its reasonable price range, we feel safe in predicting for Red Lion an even greater popularity with the radio public than it enjoyed last season. The builders of Red Lion Cabinets are now completing their plans for an intensive advertising drive to begin at the opening of the Fall buying season.

For full details address the nearest Atwater Kent distributor or—

RED LION CABINET COMPANY · RED LION · PENNA.

ATWATER KENT RADIO

—than any other

More people *want* Atwater Kent Radio
than any other.

More people *buy* Atwater Kent Radio
than any other.

More people are *satisfied* with
Atwater Kent Radio than any other.

More dealers *make money* out of
Atwater Kent Radio than any other.

WHY?

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

WEAF New York	WGN Chicago	KSD St. Louis
WEEI Boston	WCAE Pittsburgh	WWJ Detroit
WRC Washington	WGR Buffalo	WCCO Mpls.-St. Paul
WSAI Cincinnati	WOC Davenport	WGY Schenectady

Write for illustrated booklet of Atwater Kent Radio

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

In Next Month's Issue

What Does It Cost to Sell Radio at Retail?

ADEQUATE and accurate knowledge of their costs of doing business would probably have prevented the failure of a good many defunct radio dealers. The value of knowing how much it costs the dealer to sell radio goes without saying. Therefore, the leading article in the July number of *Radio Retailing* will undoubtedly prove exceedingly valuable to the entire trade, as it will embody the results of our most recent inquiry into retail selling expenses.

The first radio retail sales cost analysis by the editors of *Radio Retailing* was made in 1925. Since that time many changes have taken place in radio sales policies and types of merchandise sold. It was deemed necessary that a new survey be made, which was started last January. Questionnaires were sent to dealers who sell radio throughout the country, dealers in all the major trades that also sell radio, and these blank forms, filled out and returned, form the basis of the study. Advance news from S. J. Ryan, merchandising counsellor of *Radio Retailing*, who is writing the article, indicates the study will be thorough and comprehensive.

The total sales expense has been divided up into its various percentages and it will be possible to set a danger line for each item of expense with which dealers may compare their own selling costs.

Planning for the Season Ahead

THE beginning of summer is the time when dealers are formulating their sales policies and planning their stock for next season. John W. Griffin, president of Haynes-Griffin, Inc., recognized as probably the outstanding retail radio organization of the country, will contribute his advice and counsel as to the course dealers should pursue regarding the coming season. Through years of practical experience as a merchandiser of radio, Mr. Griffin has acquired an uncanny knowledge of his job. What he thinks about the season of 1927-28 and how retailers should prepare for it is the first of a series of articles on retail radio subjects which Mr. Griffin has agreed to write for *Radio Retailing*.

Fall Buying

THE July issue will apparently take on the aspects of a "Fall Buying" number. In addition to the article on that subject by Mr. Griffin, Edgar H. Felix will write the results of a recent interview with

Radio Retailing, June, 1927

Ralph Brooke Austrian, general manager of the R. B. Rose Company, operators of the radio department in some 29 large department stores throughout the country. Mr. Austrian has some very definite, practical thoughts about the coming season, particularly regarding the electrically-operated set situation, and he gives us a good, sound, common-sense lesson in Fall buying.

The Cowboy Who Became a Member of the President's Cabinet Tells What Radio Means to His Homefolks

SECRETARY of Agriculture William M. Jardine has long been recognized as one of the best friends of radio in official Washington. Born and reared in the West, he knows the extreme value of radio to the farmers and ranchmen in the far-flung reaches west of the Mississippi.

Secretary Jardine has written, for the first time under his own signature, what he thinks of radio's value to the farmer, and what the Department of Agriculture is doing to bring radio to the attention of those who need it most.

Can Radio Be Sold in the Summertime?

RAY V. SUTLIFFE, western editor of *Radio Retailing*, says, "Yes!" After a 500-mile trip through the Middle West, studying radio selling conditions, particularly as applied to summer sales, Mr. Sutcliffe has come to the conclusion that radio CAN be and IS BEING sold during the hot months by aggressive dealers—BUT—the dealer must watch his step in the matter of too great an increase in sales expenses when going after summer business.

The viewpoints of several hundred dealers regarding summer sales will be reflected in this helpful review.

A Review of the Trade Show

OF COURSE, the July issue could not be complete without an interpretation of the industry's first trade show for the thousands of dealers who will be unable to attend the actual show. The trend in set design and manufacture, as indicated at the show, and new developments in the other major lines of radio apparatus, will be explained, so that the trade as a whole may be kept fully informed and up-to-date on the new developments which will be brought out at the show.



John W. Griffin, president of Haynes-Griffin, Inc., who will write a series of articles on retailing subjects for "Radio Retailing."

THE system of "deferred payments" has opened up opportunities for expansion and increased sales in almost every line of trade. Particularly in radio, buying on the installment plan has made high grade and high priced radio receivers possible for families that otherwise might never have become radio enthusiasts.

Surveys have shown that more than fifty per cent of radio sales are on time payments. There is no reason why a larger proportion of sales cannot be made on this basis, and thus enable the dealer not only to increase the number of his sales, but also to increase the size of his average unit sale.

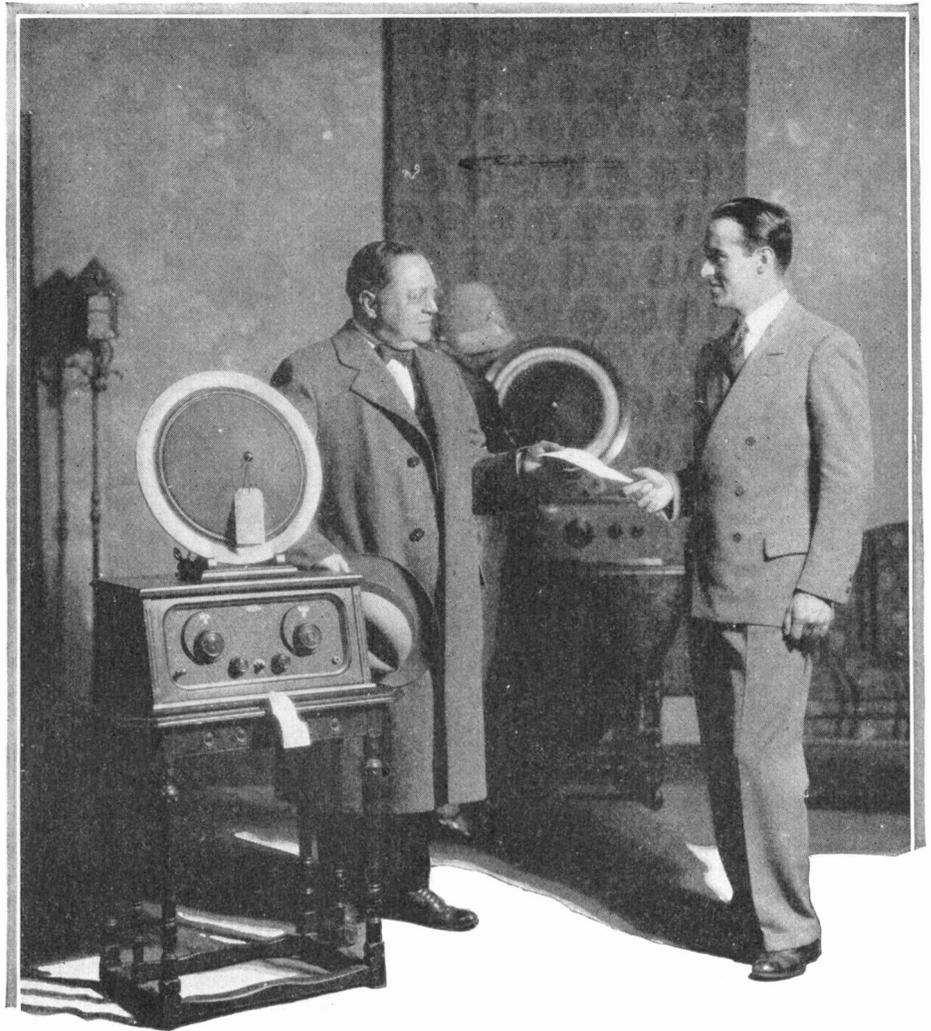
The principal object which has stood in the way of installment selling in the radio field has been a lack of knowledge on the part of dealers of how to go about it.

For the retailer who is financially able to contact with his local bank and induce it to help him carry on time payment radio business, that method of procedure is undoubtedly the best solution, as it involves the lowest interest expenditure. And for the dealer to carry his own paper is unnecessary and is often too great a drain on his finances.

What the Finance Companies Offer

Commercial financing companies, or contract purchase companies as they are sometimes called, purchase radio "paper" from retailers who meet their credit requirements. They advance the retailer the entire, or almost the entire, proceeds of his deferred payment sales in cash. The dealer, therefore, obtains within a few days after the investment contract is signed, very nearly the amount he would have collected if his sale had been for cash. Under such financing plans the retailer makes a sale subject to acceptance by his finance company, secures a part of the value of his merchandise in cash from the customer and a signature on a conditional sales contract in which this customer agrees to pay the balance within a specified period.

The conditional sales contract is then indorsed by the dealer and turned over for discount to the finance company, with such financial references as the customer has furnished. After satisfying itself, through credit investigations, that the risk is justifiable, the finance company advances payment to the



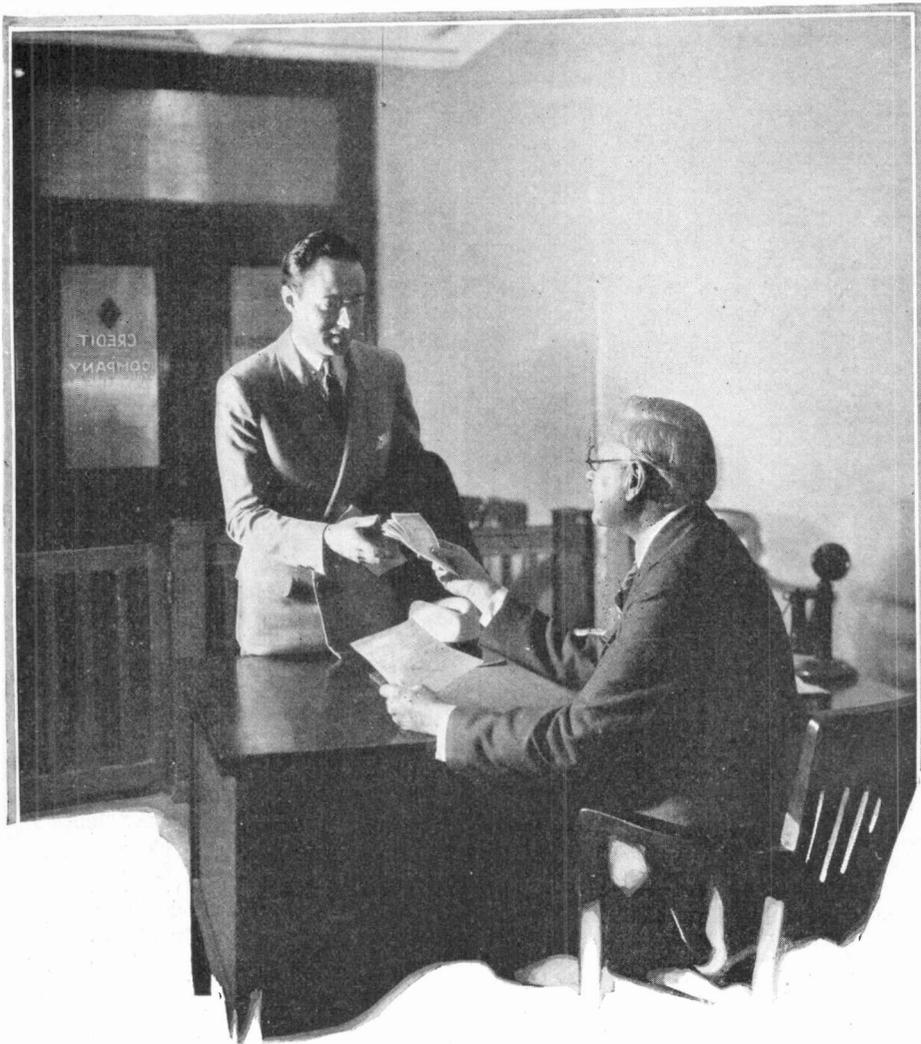
How The Contract- Finance

dealer for the amount of the contract, or a fixed proportion of its total, less its interest charges for the discount service. With some companies, the customer makes subsequent payments direct to the finance company; with others, he is required to forward payments to the retailer who in turn mails them to the finance company. Customers generally arrange to pay for merchandise on a monthly basis.

There are two distinct types of finance company plans for the conduct of radio business. The first and more common plan is that under which a company is willing to cooperate with retailers who satisfy its

credit department and offer *standard* receivers as "collateral security"; and the other is for the company to limit its services to dealers who handle a *specific* make of receiving set. In this latter class, some arrangement is usually made with the manufacturer of the specific receiver whereby the finance company may be assured of the stability of the retailer with which it contracts. In such cases the lessening of the credit risk to the finance company by a further "guarantee" reduces the cost of the service to the retailer.

Under special regulations in this latter or "specific set" division, it is often provided that the finance com-



Purchasing Companies

Time Payments

pany advance its check to the retailer's *jobber* to be applied against the purchase of merchandise, thus still further reducing the financing company's risk and strengthening the retailer's credit rating. This latter provision is by far the least expensive of any of the finance company plans to the retailer, although it directly limits his purchases to a single line of merchandise.

Most of those companies which operate under the first plan, accepting contracts which have any one of a number of standard receivers as security collateral, have preferred lists of receivers which they consider standards. They believe, and it

seems sensible enough, that the retailer can be no stronger than the merchandise which he sells. A. W. Burton of the Whiting Finance Company of Los Angeles writes, "Our method for arriving at an approved list of radios is, primarily, the way the sets operate, and, secondarily, the amount of advertising being done by the manufacturer in the community in which we are financing dealers." Many of the other companies have similar views, as is evidenced by a like statement from E. A. Kirchner of the Union Investment Company of Detroit, which reads, "We simply carry the most nationally advertised sets which we feel

The procedure necessary for a dealer to contact with a credit company — the various plans in use—what these companies require of dealers who desire financing of time payment contracts.

are manufactured and backed by responsible companies and carry the endorsement of responsible dealers."

Though the make of set carried by a retailer is an important factor in fixing the credit rating of a radio retailer, his general reputation is more important to the financing company's credit man. Some companies even refrain from specifying the type of sets to be carried by their retailer-customers and place their faith entirely upon the financial condition and reputation of the retailer.

Fixing a Dealer's Credit

What the finance company requires of a radio retailer before it is willing to do business with him, is an excellent answer to a question of long standing in the trade, "What constitutes a radio dealer?" General business ability and a reputation for paying bills promptly carry as much weight with a finance company as a favorable financial statement, though statements must naturally be submitted by all retailers.

An idea of the intricacies of selecting responsible dealers may be obtained from the following excerpt from a statement on this subject from W. Lee White, treasurer of the Bankers-Commercial Security Company, Inc., of New York. Mr. White says: "With respect to our credit requirements on direct business we cannot give you any exact figures as to net worth, bank balances, etc. Each case is judged solely on its own merits. Working capital is a much better index of a dealer's financial ability than his net worth is, as net worth is very often apt to include real estate and other slow assets which are of no assistance to him in the conduct of his business.

"A dealer with a working capital of \$1,000 to \$2,000 and a splendid moral record might be a good risk, if located in a small town in New Hampshire, but certainly would not

To The Summons Finance Corporation, Wilmington, Delaware

Financial Statement and Title Agreement

APPLIANCE DEPARTMENT

Gentlemen: For the purpose of inducing The Summons Finance Corporation, of Wilmington, Delaware, a Corporation of the State of Delaware, hereinafter called the "Company," to purchase Notes, Drafts, Acceptances, Conditional Sale or Lease Contracts, and Chattel Mortgages, or other Lien Instruments, hereinafter called "Notes," the undersigned hereby makes and delivers to the Company the following statement of their Assets and Liabilities, which statement shall be considered as continuing and authorizing the Company to act upon it and use it as a basis to purchase such "Notes" from time to time, and shall continue as being substantially correct, to be used upon as aforesaid, until the undersigned shall notify the Company of any material unfavorable change in the financial condition of the undersigned.

In consideration of the purchase of such "Notes," the undersigned agrees; that in case of non-payment of any installment due on any "Note" on which the undersigned may be directly or indirectly obligated to the Company, then in such case, all installments of such "Note" shall immediately become due and payable without demand or notice and may be charged against and deducted from any balance owing by the company to the undersigned, the undersigned further agrees that if the undersigned at any time should become insolvent or commit an act of bankruptcy, or if any of the representations made below are untrue, or if the undersigned fails to notify the Company of any material unfavorable change as before agreed, then and in such case, all obligations of the undersigned shall immediately become due and payable without demand or notice, and may be charged against any balance or any property of the undersigned in the possession of the Company, the undersigned hereby giving the Company a continuing lien on such balance of account or property from time to time relating to secure all obligations of the undersigned held by or for the Company, the undersigned agrees and warrants that no "Notes" will be sold the Company covering Radio, Radio Parts, Equipments and Electrical Appliances upon which there is any prior lien or encumbrance; it is also understood and agreed that the purchase of any "Notes" by the Company and any stipulations or conditions relating thereto shall be interpreted and construed according to the laws and decisions of the State of Delaware.

ASSETS		LIABILITIES	
Cash on hand and in banks	\$	Owing for Parts, etc.	
Notes receivable "Not Due, Not Discounted"		Sundry accounts payable, merchandise, etc.	
Accounts receivable		Borrowed from banks "Unsecured"	
New Radios and Radio Parts, Equipments and Electrical Appliances		Borrowed from banks on Security other than Real Estate (describe)	
"Fully paid for" No.		Borrowed from others (describe)	
Radios and Radio Parts, Equipments and Electrical Appliances			
Total Current Assets, "Unpledged"		Total Current Liabilities	
Notes receivable "Discounted"		Amount liable for Notes Discounted	
LIST HERE CONCERN'S NAME HOLDING PAPER		Owing for Radios and Radio Parts, Equipments and Electrical Appliances	
New Radios and Radio Parts, Equipments and Electrical Appliances		Mortgages on Real Estate	
"Title held by Banks or Finance Companies" No.		Chattel mortgages (other than listed above)	
Deposits with Manufacturers or Distributors		Dealer's deposits (No. dealers)	
Real Estate in Name of Undersigned (describe)		All other liabilities (described fully below)	
Machinery, Tools, Furniture and Fixtures		Total Liabilities	\$
Other Assets (describe)		Net worth (difference between amount and Total Assets)	
TOTAL	\$	TOTAL	\$

PLEASE ANSWER CAREFULLY THE FOLLOWING QUESTIONS:

Do the above Assets include your Time Sales Obligations, and do your Liabilities include all unpaid Liens on Radios? What concerns have handled your Time Sales, or assisted you on "Wholesale Plan?"

With what Bank at Highest Line of Credit, \$ Secured Unsecured
 Banks do Bank at Highest Line of Credit, \$
 you deal? Bank at Highest Line of Credit, \$
 Have you or any of your Officers or Firm Members ever failed in business? If so, explain fully.

Are there now any legal proceedings for debt or any judgments standing against you, any of your Officers or Firm Members? If so, explain fully

How long have you been in the Radio Business? years.
 Amount Last Year's Business, \$; Gross Profit, \$; Total Operating Expenses, \$
 Net Profit, \$; Net loss, \$

Makes of Appliances Handled Number Sold Last Year Number Contracted for This Year
 Number Sold Last Year Number Contracted for This Year
 Number Sold Last Year Number Contracted for This Year

The above statement and title agreement has been carefully read by the undersigned. The statement is a full and correct statement of the financial condition of the undersigned as of 192__, as shown by our books of account kept in the regular course of business.

Dated and signed under seal at this day of 192__
 (Signed) (Seal) Corporation or Partnership

Witness (Officer, Firm Member or Owner) By
 Dealer's Street No.
 Address Town and State

continues, "In considering an application, we of course look at a great many other things than the financial statement, such as his general character, how long he has been in business, what he did before entering the radio business and of course the manner in which he takes care of his obligations. It is our general practice to start a radio dealer with an initial credit line of \$1,000, increasing this line as our experience justifies it."

10 Per Cent "Reserve" Prevalent

Not only do the majority of commercial finance companies investigate the financial status and moral reputation of retail customers and check up on the individual credit risks offered by these dealers but in the main companies withhold a "reserve," or part of the contract, until the contract is disposed of. In other words a part, usually 10 per cent of the face value, of the contract is retained by the finance company from the retailer as additional security. Such companies deduct not only their interest charge but this "reserve" from their check to the retailer, refunding the "reserve" when the consumer meets his obligations in full.

Though this "reserve" has long been a bone of contention between finance companies and retailers in practically every line, it is still practiced extensively. Its application is not peculiar to the financing of radio time-payment sales but to other merchandise as well, though it has been applied as more or less standard practice in connection with radio in the past because finance companies have considered this merchandise relatively unstable.

As the interest rates of finance companies are based chiefly on the "mortality rate" of purchased contracts, much like the premiums of insurance companies, this held-back portion of a payment to the dealer permits a minimum interest charge to both dealer and consumer by reducing the risk. It is generally believed throughout industry, however, that the practice is unfair to the retailer as it holds back just enough cash to prevent payment of obligations to jobber and manufacturer. The rapid standardization of radio and its gradual acceptance as "standard" merchandise will, in time, remove the necessity for such reserves, although from the finance company standpoint it is certainly justified under present conditions.

Typical Operating Statement Finance Companies Require from Dealers

have sufficient financial responsibility to insure his carrying on successfully in New York City. Regardless of net worth, a dealer to justify our credit requirements must have a good moral reputation."

The Underwriters' Syndicate of Pennsylvania, listed its requirements as follows: "In reply to your recent communication regarding our requirements for the financing of radio leases, it is almost impossible for us to state any definite conditions under which we will accept a certain account. It depends upon the financial statement which should show a net worth of at least \$1,000. There should be a current ratio of assets and liabilities of at least two to one,

preferably three to one. We prefer that a client deal with one finance company only, thus eliminating the possibility of fraud. His bank balance should be 20 per cent of the amount borrowed from banks if he shows any bank loans on his statement. If he does not borrow from his banks, a cash balance sufficient for operating expenses is all we require. His reputation must be of the highest."

The Commercial Credit Trust, Chicago, requires that its dealers have a net investment in the business of at least \$7,500, if no manufacturer or jobber guarantees the paper, according to E. A. Hesler, manager of its instalment department. He

Already a few instances of finance companies which do not require this reserve have come to our attention. Several large companies have tried in various ways to reduce the reserve to a minimum and so be of greater service to retailers. Under the gen-

eral financing plan of the Bankers' Commercial Security Company, for instance, a compromise has been effected which permits re-payment of reserve to the retailer periodically, coinciding nicely with the reduction of risk by payments to the dealer by

the consumer. These are usually made on a monthly basis.

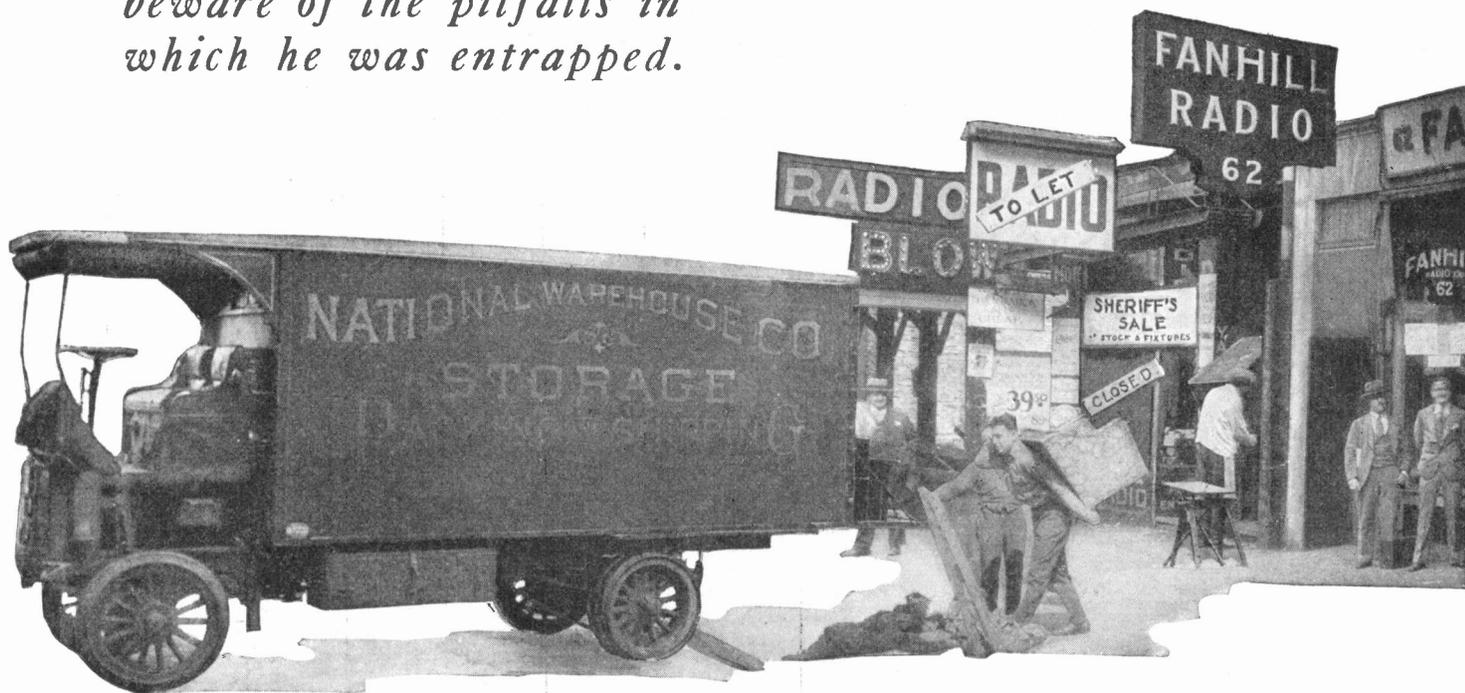
The reserve is entirely eliminated or reduced to a minimum in those companies which secure the guarantee of manufacturers for retailers

Please turn to page 91

Synopsis of Contract Companies and Their Plans

Finance Company	City	Accepted Receivers	Payments Collected	Min. Down-Payment	Max. Length of Contract	Cash Available On Acceptance of Contract	Reserve	Reserve Refunded	
Affiliated Companies	Commercial Credit Company	Baltimore, Citizens' National Bank Bldg.; also St. Louis, and San Francisco	All Standards	By Company	25% of S.P.	12 months	90% of contract less finance charge	10%	Completion of contract
	Commercial Credit Corporation	New York, Pershing Square Bldg.; and Boston							
	Commercial Credit Trust	Chicago, 230 South Clark St.; Represented in: Duluth, Detroit, Milwaukee, Omaha, Minneapolis, St. Paul, Hammond, Des Moines, Indianapolis							
	Commercial Credit Company, Inc.	New Orleans, La., Hibernia Bank Bldg.							
	Continental Guarantee Corporation of Canada	Montreal, Can.							
Bankers-Commercial Security Company, Inc.	New York, N. Y. 270 Madison Ave.	All Standards (Also special arrangement with Stromberg-Carlson, Atwater Kent and American Bosch Magneto Companies)	By Dealer	30% of S.P. under general plan and 25% under special plans	10 months	Approx. 75% under general plan, greater under arrangement	Under general plan approx. 20%. Coupons issued with cash advance permit refund of reserve to dealer in equal monthly payments so that reserve is really far less than when lumped. Each month reduces cash reserve	Payable to dealer in equal monthly instalments	
Affiliated Cos.	Equipment Finance Corporation Household Utilities Finance Corporation	Chicago, Ill. Chicago, Ill. 39 South La Salle St.	Special arrangement with Crosley Radio Corporation	(Not generally interested in)	increasing	its radio contract business.)			
Affiliated Companies	General Contract Purchase Corporation	New York, N. Y. 120 Broadway	Through special contract with the Radio Corporation of America these companies handle nothing but "Radiola" paper	By Company or by Dealer	20% of S.P.	12 months	90% of contract less finance charge	10%	Completion of contract
	Ohio Contract Purchase Company	Cleveland, Ohio							
	Illinois Contract Purchase Corporation	Chicago, Ill.							
	Southwest Contract Purchase Corporation	Dallas, Tex.							
	Pacific Coast Contract Purchase Corporation	San Francisco, Cal.							
Canadian Contract Purchase Company, Ltd.	Toronto, Can.								
Peoples Finance and Thrift Company, Inc.	Sacramento, Cal.	All Standards	Company	33 1/3% of S.P.	12 months				
Summons Finance Corporation	Wilmington, Del. Baltimore, Md. Reading, Pa.	All Standards			10 months	100% less finance charge			
Goldberg-Julian Securities Company	Trenton, N. J. Broad Street Bank Bldg.	All Standards	Company	25% of S.P.	10 months	90% less finance charge	10%	Completion of contract	
Reserve Discount Company	St. Louis, Mo.	(Information incomplete)							
Underwriters' Syndicate of Pennsylvania	Pittsburgh, Pa. 4562 Baum Blvd.	All Standards	Company or Dealer	25% of S.P.	8 months	90% maximum	10% (Depends largely on dealers statement and references)	Completion of contract	
Colonial Discount Company	Brooklyn, N. Y. 262 Fulton Street	All Standards		25% of S.P.	12 months	90% Less finance charge	10%	Completion of contract	
Sperry, McKee & Crane	New York, N. Y. 149 Broadway	All Standards (Also special contract with J. B. Ferguson, Inc.)	(Not generally interested in)		increasing	its radio contract business)			
Standard Securities Corporation	Milwaukee, Wis.	All Standards	Company	33 1/3% of S.P.	12 months	100% less finance charges			
Union Investment Company	Detroit, Mich. 320 Fort Street West	All Standards	Company	33 1/3% of S.P.		90% less finance charges	10%	Completion of contract	
Whiting Finance Company	Los Angeles, Cal. 362 Union Oil Bldg.	All Standards	Company	33 1/3% of S.P.		85% less finance charge	15%	Completion of contract	

A RADIO dealer who failed tells why he failed, points out his mistakes and warns other dealers to beware of the pitfalls in which he was entrapped.



The Lessons Failure

"— available assets of \$5,000 and total liabilities approximating \$28,000," read the letter to creditors. Another radio store had dropped out.

This article relates the actual experiences of a radio dealer who "went by the board." He asked that his identity and location remain confidential, so "Mr. Robinson" and "Centerville" are obviously fictitious. But the story is none the less authentic. In it, this dealer calls attention to his own mistakes and tells fellow dealers what danger signals to heed and how to keep themselves from joining the ranks of the failures.—The Editors.

"YES, I know why I failed," admitted Mr. Robinson of the Exclusive Radio Shop, Centerville, to the Field Editor of *Radio Retailing*. "Not that it does me much good at this stage of the game, but I am willing to tell you about it if you think it will be of value to anyone else. All that I ask is that you do not give my name."

It was at this point that Mr. Robinson was christened "Robinson" and his residence became "Centerville." His city is, incidentally, a growing community of some size with reasonably good broadcasting and a high average of prosperity among its inhabitants. Mr. Robinson himself is a good fellow, honest, intelligent and enthusiastic about his work. The members of his sales staff were obviously well above the average in enterprise and personality. The Exclusive Radio Shop was an attractive store with an excellent location, giving every appearance of prosperity. The sets carried were standard and the store's advertising was distinctive and well placed. If ever a retail establishment had a chance for success, it would seem that this one had—yet it failed. Why?

"We failed for a number of reasons," explained Mr. Robinson, "all of which might be included in the general statement that we lived beyond our means. Perhaps our ex-

perience might be of value to others for the very reason that our difficulty was not due to any great cataclysm—an absconding with the firm's funds or a particularly bad season. What we did, thousands of other dealers are doing today. Only we have come to the point where we have had to reckon up the cost.

"In the first place, our salary list was too high. We had a manager and an assistant manager and a sales manager. We were all busy, but undoubtedly we could have got on with a smaller payroll. Part of our several occupations consisted of placing an O. K. on what someone else had done. It was nice to have things handled so well and run so smoothly, just as it is nice to have a full corps of servants in your home, but you can't always afford them. Moreover the actual cost of living usually proves higher when there are more people spending the money. We had built up the organization during a rush season—and when the time of slightly lesser prosperity arrived, we



If I Had to Do It
Again, I Would—

*Make a shirt sleeve
job of it*

*Count no profit ex-
cept actual cash*

Teaches

didn't know how to retrench. We simply went out after more business. Well, we got it, but we paid too much for it.

"Our location was good—almost too good. We were fairly in the center of the hotel district, easily reached by the concentrated population of the apartment district and convenient for downtown shoppers. For the privileges of this location we paid \$500 a month, so undoubtedly the factor of high rent contributed to our downfall. It takes the sale of a good many sets to cover that one item alone.

"I believe in advertising and spent lavishly on this feature, going to one of the best advertising agencies so that the appeals which went to the public should be well done. If I did it again, I think I should write our own advertisements—and I should keep the expense of this item down to a fixed percentage. The advertising would not be so artistic perhaps, but it would not be so expensive either! A good share of the rent we paid should properly have gone into the advertising account. Strictly speaking, if the location did not bring in customers of itself sufficient to make up the difference between rent here and in a more modest location, we should have chosen the more modest location. Personally I think the better location justified—but we did not give it a chance to show what it was worth.

"Our service policy was reasonably conserva-



tive but here again, our salary roll was high. The cost of our service department came to \$300 or \$400 a month. This is probably not more than that of the ordinary dealer handling the same amount of business, but if that is the case, it only goes to show that service is too heavy an item in all radio selling. In our case it came to 6.5 per cent of the gross sales.

"Our overhead ran from \$2,000 to \$2,500 a month, exclusive of commissions paid to salesmen. This meant that we had to do a \$7,500 business before we broke even. These figures were all too high—they made us too anxious to build up a large sales record and made us careless of the quality of the business we secured.

"FOR we did do a large volume of business—sufficient, if it had been sound, to meet our overhead and to show a satisfactory profit. During 1925 our gross sales amounted to \$65,000, reaching the figure of \$15,000 for December alone. During the first nine months of 1926, we sold \$50,000 worth of radio sets. The loss which I now realize we were accumulating in place of a profit did not show up on the books. Every transaction showed a profit—but what was not disclosed was the fact that this was not always in cash. Part of it was represented by other assets which did not later prove convertible into money.

"For instance, our policy in trade-ins was too liberal, as I fancy it is in most retail radio stores. We permitted our salesmen to take trade-ins, allowing a figure which we thought was recoverable later from the sale of the set. From a small beginning in which the few sets taken in found ready purchasers, this practice grew until almost 50 per cent of the sales made involved a trade-in as part of the transaction. This meant a large volume of second-hand radio sets to dispose of. Inevitably some of them failed to sell and some sold at a loss. Few brought more than the amount expected. The overhauling of the sets and their handling for resale became more and more an item in the overhead, definitely diminishing the profit which could be reckoned on a sale. I have since figured out just what the profit amounted to on sales in which trade-ins were involved and I have found that in hardly any case did we receive the full amount for the set and in some cases the margin of gross profit was reduced to 18

per cent, meaning a loss to be written on the final books.

"Free demonstrations in the home were another indefinite drain, never fully appreciated because they were so difficult to figure out and because many of the losses appeared long after the transaction was thought closed. The driving necessity for doing a large volume of business, which was always before us in the form of a large overhead, led the salesmen to be a bit careless in the acceptance of prospects. Too often a set was taken out to a home and demonstrated or left on trial, without first checking up the credit of the prospect. When the actual sale came to be made, the necessary investigation was made, with the result that the credit was frequently refused and the set back on the company's hands with burned out tubes and depleted batteries, not to mention other depreciation. In one or two cases, it became very difficult to recover a set from a customer who expressed a willingness to buy but whose credit proved unsatisfactory. The individual losses were passed over at the time, but they mounted up to a considerable amount in the long run.

"REVERTS were also too frequent. We had adopted a policy, in common with the other radio dealers in town, of asking 25 per cent down, with payment in ten months. This large initial payment often proved a stumbling block to sales and we came to think nothing of accepting a note as part payment of the cash sum. We felt that we had the precedent of large piano companies and others in this action, many of whom advertise a policy of \$1 down and so much a month and who seem nevertheless to do a successful business—but in practice it proved that when the customer had no large equity at stake, he was very likely to turn back the set after a month or so, taking the loss of his initial payments and repudiating the note, allowing us to go to law about it if we so desired.

"Even when the full initial payment was made, the set was occasionally turned back, partly because of unexpected hard times and partly because the customer changed his mind. The novelty wore off something which seemed purely a luxury—why put more money into it? Or a friend criticised the set and recommended something else; they no longer felt proud of their equipment and would rather lose the money

already involved than to add more. The result of all this was an even larger number of second-hand sets to be disposed of, most of them at a loss. This difficulty will probably always be there under the most careful of managements, but the situation could be greatly improved by greater care in checking the credit of time payment customers and by the insistence on an initial payment of sufficient size to act as a safeguard.

"ONE of our difficulties was that we were unable to handle our own paper, but must turn all time payment sales over to a finance company. This worked against us in two ways. In the first place, it often prevented our making a sale. We carried standard sets and therefore must compete with other companies, some of which financed their sales themselves. This made no great difference in larger sales where the carrying charge of the finance company was fairly low. On lower priced sets, however, the customer must pay somewhere in the neighborhood of 12 per cent on the uncompleted payments, as against a considerably smaller charge asked by the company handling its own paper. The consequence was that these sales were almost invariably lost.

"Secondly, we lost the profit which would have accrued to us through the interest paid by the customer. If we could have borrowed the money at the bank at 7 per cent and have charged 10 or even 8 per cent to the customer, it is obvious that the margin would have been pure profit—and at that, the customer would have paid less for the set.

"ANOTHER mistake we made was not to push the auxiliary line of phonographs and records which we carried. I am convinced that a side line to bridge over the slack period is almost a necessity in the radio business—at any rate, it is an asset not to be despised. If I had to do it again, I should certainly put a good man in charge of this department and push records, both in advertising and window displays. They represent a repeat business comparable to tubes and batteries and they bring people into the store. They involve a very small outlay of money and are not difficult to sell. The larger sale of the phonograph or radio set comes more readily after the purchaser is already a regular customer.

Please turn to page 64

Keeping Outside Salesmen Busy

How Schwartz & Heimerl, Pomona, California, radio dealers, gather good leads for their two men engaged in follow-up work

TWO outside salesmen so well supplied with leads that only occasionally do they have to dig up leads for themselves or engage in house-to-house selling. That is one of the secrets of the success of Schwartz & Heimerl, radio dealers, of Pomona, California. But how does this firm secure so many good leads? They make use of many well-tried methods, of which one of the best consists in co-operation with the local newspapers.

Last year, for instance, for a month or six weeks before the Fourth of July, the leading local paper ran a coupon offering \$1 worth of fireworks to everyone bringing in a new subscription to the paper for a month. The price of the subscription was 65 cents. And the coupon, when properly filled in with the names and addresses of the new subscriber and of the individual securing the subscription, was good for the fireworks at the Schwartz & Heimerl store.

The fireworks cost the store thirty-five cents, of which sum the newspaper paid twenty-five cents. Schwartz & Heimerl, then, paid 10 cents for each name brought into the store by this coupon proposition. And every person who came into the store was asked if there was a radio in his home, or if the folks were contemplating the purchase of a set.

All who brought in the coupons felt that it was only fair to answer the store's questions truthfully and at length, because they realized that they were getting considerable for little and that it was up to them to show their appreciation by giving the store as much co-operation as possible.

Several hundred leads were secured in this way, and the two salesmen were kept busy calling on these

leads for a long time after the Fourth of July had passed. Naturally, when the salesmen called on people whose names were secured in this way, they received a courteous hearing when they explained that they were from the store that gave the dollar's worth of fireworks for turning in a subscription to the local newspaper. This helped the salesmen greatly in making sales.

Another excellent method of securing leads this store uses is renting a booth at the Los Angeles county fair held annually at Pomona and in giving away things at this booth to attract the people.

At the last fair, in addition to a radio set, the firm gave away radio call books and log cards to all who filled out questionnaires presented to all passersby.

The questionnaire read:

Your name
Street address
City
Do you own a radio set and if so what make?
Are you contemplating the purchase of a set?
Would you like to have one of our salesmen arrange to give you a demonstration?
What suggestion have you to make as to what would increase your interest in radio?

"The average person likes to sign his name and fill in questionnaires," explained Mr. Schwartz, one of the partners, in telling how this little stunt proved effective in securing leads for the store, "so when we asked folks at the fair to fill in all these questions we got a large number of people to do so. That last question, asking what suggestion they might have to make as to what would increase their interest in radio, appealed to a great many. A large percentage wrote down some

wise crack in reply to it. We didn't mind that—in fact, it was a great help, for when our salesmen called on such people they would comment on the wit displayed and be quite sure of a courteous reception.

"Our salesmen systematically followed up all these county fair leads and made a satisfactory number of sales as a result.

"Our booth at the county fair, I can assure you, is one of our very best means of getting leads, and of boosting sales."

Schwartz & Heimerl also find that the annual radio show held in Los Angeles develops a tremendous amount of interest in radio and supplies many worthwhile leads which, when followed up, increase the store's business.

PARTLY paid tickets for this show are distributed by the store to customers. The regular price of admission is fifty cents, but tickets are given to customers which, when properly filled in, admit the bearers to the exposition for twenty-five cents. These cut-price tickets carry the names and addresses of people who were interested enough to visit the show and are consequently good prospects.

Finally the store is constantly and everlastingly asking its customers and store visitors for the names and addresses of people who might be interested in buying sets. This practice furnishes hundreds of wonderful leads for the outside men.

"We never pass up a good lead," declares Mr. Schwartz. "What would be the sense of employing outside salesmen if we didn't follow up our leads? We get after every lead and make a real effort to sell sets to every person called on. But we do not use high pressure sales methods."

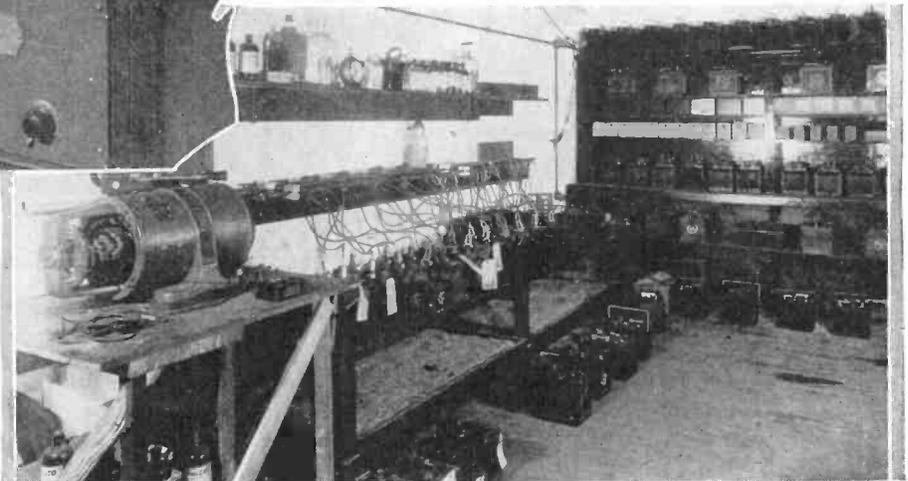


An Idea Through a West

Dealers Who Have Made

THE success of a radio store cannot be based on any one circumstance. Rather it is founded on a group of circumstances adroitly woven together into a unified merchandising fabric. That, at least, has been the experience of G. E. Pryor, owner of the Rialto Radio Company, Long Beach, Cal.

Mr. Pryor has overlooked few opportunities to be of service to his customers. Whatever they may need in the way of radio—either service, or advice, or parts, or accessories, or complete receivers, the Rialto Radio Company supplies it. In other words, none of his customers need turn to any other store for their radio wants. Similarly, residents of Long Beach have learned that Pryor's radio service is complete and that when they deal with Rialto Radio



Battery charging is another source of revenue for the Rialto Company. The business is there for those who go after it.

they will encounter complete service and expert knowledge.

The writer's interview with Mr. Pryor took more or less the form of an "idea

journey" through the Rialto store. For instance,——

A Speaker Display Shelf

ON THE left wall as one enters the store is a shelf running the entire length of the salesroom. It is about five feet above the floor and is used for the display of speakers. Sets, of course, are nearby. This shelf, Mr. Pryor explained, prevents microphonic noises and protects the sets from being scratched by the speakers were they to rest on the sets. There is space on the sales floor and connections for seventy-five sets, with three different aerials.

Carries Stock of Parts

FOUR large showcases of parts run down the length of the room opposite the side used for the speaker display. The firm carries one of the largest stocks of parts in the city. Pryor is strongly in favor of carrying a large parts stock. He feels that it serves to keep radio owners in touch with the store and what it has to offer. He sees in it a means to get in touch with owners who may later purchase factory-built sets. Naturally they will be favor-



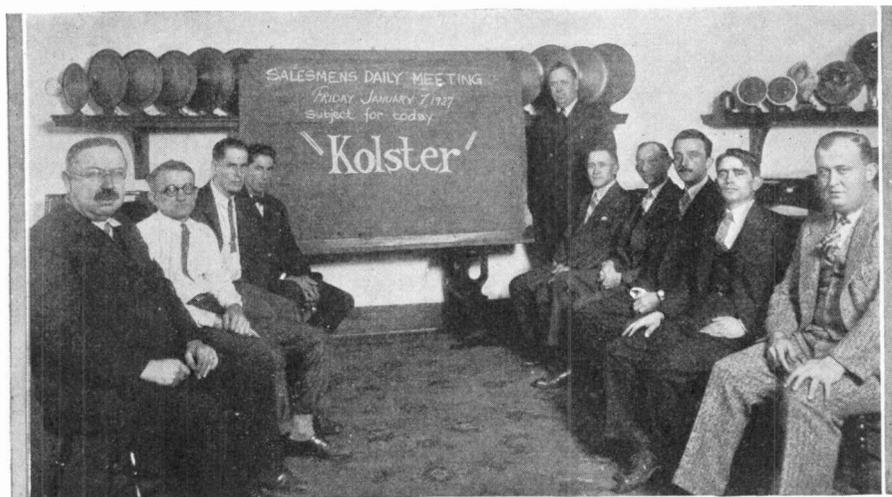
Rialto windows are always neat and attractive. There is a lot of material on display, yet it does not have a crowded appearance.

Journey

Coast Radio Store

Radio Pay—No. 6

The Prosperity of G. E. Pryor and The Rialto Radio Company, Long Beach, Cal., proves the value of a complete and diversified radio service



Meetings of salesmen are regular occurrences. Sales talks are given, the sets' features explained and sales problems discussed.

ably inclined to that dealer whom they have depended upon for parts.

Demonstration Rooms at Rear

TWO demonstrating rooms are directly in the rear of the main show room. These are specially fitted up to give a homelike appearance, and are large enough to accommodate six or seven sets each. Attractive furniture helps give a cheery effect.

Other special equipment includes two large speakers and amplifiers which can be quickly switched to any set on demonstration. A portable switch also makes it possible to transfer from one speaker to another until the best effect is given the prospective purchaser.

In the salesrooms, aerial and ground wires have been strung completely around the four walls. Connections are also provided for house current for socket power instruments.

Service and Repairs

THE shop is well equipped and prepared to do all kinds of radio work.

A stock room is situated immediately back of the salesroom, accessible only by going back of a counter, while back of the stockroom and on a mezzanine floor is located the service department.

"Located as it is," stated Mr. Pryor, "we find that the men are not bothered by visitors. It is so inaccessible that they can work without interruption from the public. This means a big saving to us in wages, to say nothing of the employees' patience."

Has Magazine Stand

THE store carries a newsstand handling only radio magazines, but undoubtedly the most complete in the city. Here can be found every publication issued in America that is devoted to radio, either for the set builder or program enthusiast who seeks information about artists.

Advertising

"WE USE newspaper advertising chiefly," Mr. Pryor said, in discussing publicity methods of the firm. "We carry large quarter-page ads in one or other of the papers, about twice a week or eight times monthly. We do not believe in small newspaper ads. They haven't got results for us."

Please turn to next page



Interior of the Rialto Shop. Note "easy visibility" of parts and receivers, and the speaker rack at the left.

"We stress three things in our newspaper copy, first that we feature a moderate-priced line and stand back of it; second, that we also carry what we believe to be the best set, regardless of price; and third, we talk strong for an electric receiver which requires no batteries."

Time Payments

"ON TIME payments we exact at least twenty-five per cent down and allow ten months to pay. Only on rare occasions do we make any more liberal terms," stated Mr. Pryor.

Time payment contracts are filed in a vault at a local bank after having the data copied on a card index which is kept in the company's office. This is alphabetically arranged, and space is provided on the cards for name and address, date, description of merchandise, down payment made, balance, and payments due. Colored tabs are used as quick signals, so that the book-keeper can tell at a glance how the account stands. These tags are placed at the date on the card when a payment is due. If the tab is green it means the account is up-to-date. If the color is orange a payment is overdue, while a black-and-white tab indicates that a letter has been written. Orange may be used also when an account is many months overdue but payments are being made, while black is resorted to only when payments are in arrears and none are being made.

The Rialto Company adheres to a rigid policy of investigating credit customers. A complete record is obtained of the customer, his employers, relatives, residence, etc. In the case of a "black" account, the manager of the store tries to trace the set owner through these references. Once it is certain that no collections can be made, and the owner is a "dead beat," his name is exchanged, without comment, with other co-operating merchants in the city, who also do a credit business.

Trade-ins

"WHEN we appraise sets we make a rough estimate based on the number of tubes in the set. We figure about \$5 a tube, as our tentative offer."

Bargain Counter

TRADE-INS and slow-moving sets have always been a problem to the trade. Mr. Pryor doesn't worry about them. He has a "bargain counter" placed in the center of the selling floor that takes care of the problem easily. On this counter are placed "dying" sets and parts that have been reduced in price for quick sale. The public has become accustomed to looking over

these offerings, even as they do basement offerings in a department store.

"We have found the bargain counter idea very successful," stated Mr. Pryor. "If we didn't use it we would accumulate too much dead stock. We would rather take a partial loss now than hold the goods indefinitely and take a total loss on a large part of it."

Demonstration Record

ANOTHER form, number two, is used to keep a record of all sets and parts sent out on approval. Space is provided for time set is sent out, description of it, price, the salesman handling the set, the date returned, and name of person receiving returned set. At the bottom of the form is space for the name of the prospect, address, date, set, and salesman, this bottom line always being visible in the files.

Two of the record forms Rialto uses. Below, the form for recording merchandise out on demonstration. Above, the time payment record.

"When a set is returned," declared Mr. Pryor, "it must be received by and receipted for by someone other than the salesman handling the sale."

our sets. His name goes on our mailing list, along with active prospects. This constitutes our mailing list for direct-mail work."

The Lessons Failure Teaches

From Page 56

"Of course, we lost to some extent on bad buying, although as a rule our slate in this regard was fairly clean. We did try out a new set which promised an attractive margin, however—and most of those sets we still have on our hands.

"It is difficult to say which of these things contributed most to our downfall. After all, we were not unlike a good many Americans who are doing a large volume of business in real estate, or automobiles, or radio; they are making, as we were, attractive profits (on paper) and they proceed to live accordingly, just one notch above their incomes.

"If I had it to do again, I would make a shirt sleeve job of it, pitching in with real work and no rich man's flourishes. I would count no profits earned until they were in the cash register. I would accept no trade-ins, or very few. I would cut down on servicing and on free demonstrations as much as possible

and would center my thoughts on keeping overhead low in every possible way. I would go out after business, but I would not be so anxious to get it that I would overlook the fact that it is only of value if it brings me a profit. I would do no business with poor credit risks. I would take on an auxiliary line and would push it as a feeder to my radio business. I would—

"But why go farther? I shall probably be back in the radio business again before long and I shall prove I have learned my lesson."

How to Get Rid of Those Trade-Ins This Summer

Summer campers are excellent prospects for the radio dealer who wishes to dispose of a stock of traded-in radio sets which have accumulated throughout the winter season, according to Ralph C. Overacker, "Radio Ralph" of 46 Smith Street, Poughkeepsie, N. Y.

Recording Prospects

A SMALL card file is used for the names of prospective customers. When a prospect comes into the house his name is copied on an ordinary, unprinted white card with all data obtainable. The white cards always remain in this card file. The data on the white card is then copied on an orange card which is given to a salesman, together with the date on which a report is expected. This date may be three or four days hence. This is noted on the white duplicate, which is then placed in the day-of-month index. Thus it will show up automatically on the date when a report is due.

"All prospects obtained by the salesmen, themselves, must be listed with us, the same as house prospects," explained Mr. Pryor. "In this way, if the prospect comes into the house and makes a purchase on the floor, the salesman who originally obtained the prospect shares in the commission.

"We do not consider a prospect dead," continued Mr. Pryor, "until he dies. Even after we know he has purchased elsewhere we are still interested in him. He may later be in the market for one of

The Trade Is CONFIDENT!

THE radio trade is looking forward to the coming season with the utmost confidence.

This year we've had the usual number of weak dealers falling by the wayside, the usual pessimistic expressions from manufacturers who found themselves unfortunately unable to carry on—yet the trade believes the season to come will witness the continued further expansion and progress of radio.

Many elements contribute to this attitude of confidence. Foremost is the fact that *the market is there, waiting to be sold*. Saturation figures show a vast number of homes in the country still without radio—to the number of twenty million!

AGAIN, the people of our country are prosperous, probably more prosperous today than they ever have been. Business, generally, is excellent. There is very little unemployment. There will be a plentiful supply of money. Reports indicate that dealers are already lining up an imposing array of prospects.

Then, conditions within the radio industry augur well for the future. Broadcasting is improving and will continue to improve, from the standpoints of both clarity of reception and quality of programs. In other words, this coming season will witness the most orderly broadcasting set-up that has existed in several years, while, at the same time, development in program presentations is bound to continue on a high scale.

THE trade show at Chicago has proven a stabilizing influence which will naturally be reflected in more healthy industry conditions. Manufacturers and distributors will have their lines ready when the public demand

begins in the Fall and dealers can plan ahead and will thus be better prepared for the busy season.

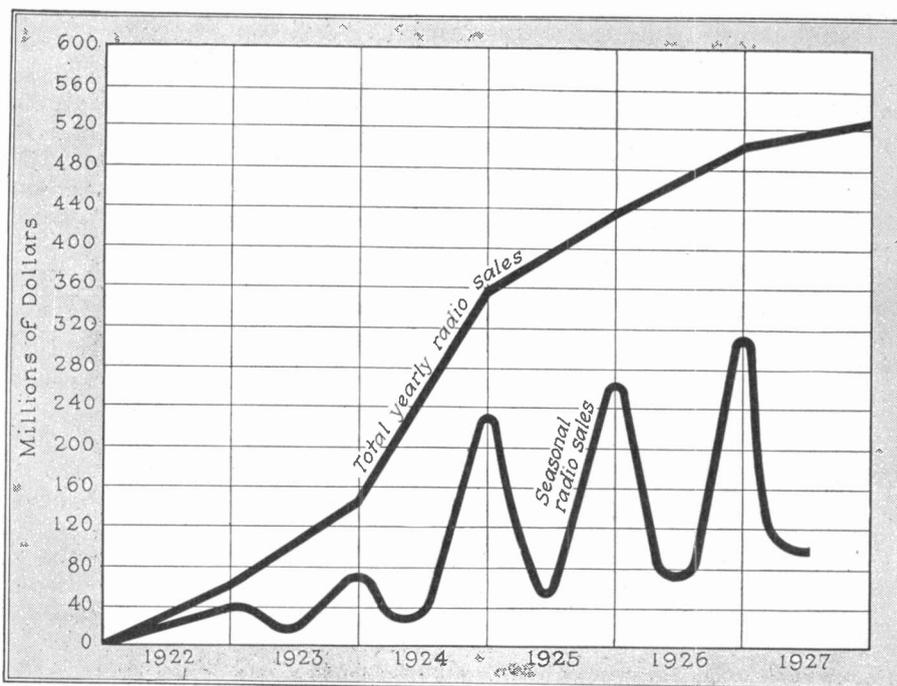
Technical developments recorded in new apparatus will also serve to whet the public's interest in radio next season. New sets and accessories, particularly those having to do with taking current from the electric light lines, will be important factors in bringing the final sales figures for 1927 up to the highest level they have yet attained.

PROBABLY the most logical reason for the trade's confidence in the future can be seen by a glance at the accompanying chart. The upper line shows the trend in total sales. Annual sales have increased continually since 1922, and, while the present rate of expansion is not as rapid as in previous years, the line is still on the up-grade. It can be expected to continue this very natural progression in so young and virile an industry as radio.

THE lower line shows the seasonal cycles. Each successive peak has always been a little higher than the previous one. The maximum volume of each year's sales has been reached at mid-winter and the lowest point in the valley at mid-summer. But each succeeding year, the low point has been a little higher. Correspondingly, each season has seen the peak reach up to a new level. It is on this

basis of "past performance" that the trade is assured that the next season's peak sales will be larger than those of the past.

WE are now at the lowest level of the present cycle. Every precedent in the history of our industry supports the belief that the volume of business the radio trade is to enjoy in the coming season will set a new record.



By means of this "Town Report," submitted once a year by field representatives, this progressive jobber has first hand knowledge of all radio outlets in his territory. This card gives him not only the number of retailers, but also the amount of business each one does.

NAME PRINT IT AND SPELL ACCURATELY	BUSINESS	RADIO SOLD	REMARKS
Central Falls Elec Co	Electrical	Atkinson	Best gets most of Coxon's business
Jones Radio Service	Radio		Battery charging principally

TOWN REPORT

TOWN Central Falls

COUNTY Iowa

SALESMAN Turney

STATE Ia FOR 1926 DATE 1/17

A Modern

Editor's Note: This article presents the distribution and sales building methods which have accounted for the marked success of a large jobber of radio in the Middle West. As such it will appeal directly to our considerable group of wholesale readers. It contains also many suggestions of interest to dealers and may be read with profit by them. "Business was 49 carloads good during 1926, thank you," says H. B. Sixsmith, sales manager of Harger and Blish, Des Moines, Iowa, radio jobbers. Here are the reasons why:

"IF A DEALER is worth getting he's worth keeping." "The wise dealer buys only what he can sell." These two homely maxims, repeated more than once by Sixsmith, sum up the whole business philosophy of this large and influential radio jobber; a house which has, within three years, built and held an enthusiastic, loyal organization of over 500 dealers in sixty-seven counties in Iowa.

The very closest kind of personal contact and a knowledge of each dealer's business, superior, in many instances, to the knowledge of the

Harger and Blish, Des Moines, Iowa, radio jobbers, have been singularly successful with retailers, because they get at the real facts concerning the small town merchant, and what he really wants and should have in the way of sales and servicing helps from his distributor

The successful wholesaler of the present day must be more than a man who maintains a large stock and travels many salesmen—He must be the confidant and business counselor of his dealer

merchant himself, form the foundation on which better and bigger sales should be built, says Sixsmith. Vital statistical information is obtained by this concern's salesmen not once, therefore, but *four times a year*. Nothing is left to guesswork. A dealer's report card must be completely filled out at the beginning of each quarterly radio season:

In January—after the peak business. What condition are stocks in and what is the outlook for spring business?

In April—how much "tag ends" and Summer accessory sales?

In July or August—lining up for next season.

In October—are the decks cleared for action?

This 5x10 in. form has ruled spaces for the following subjects: Business; Stock on Hand; Class of Dealer; Window Displays; What Lines Does He Push; Buys From What Other Jobbers; Reasons Why; Credit Information; General Information. Under the last heading are filled in the dealer's plans for getting business during the next three months and his anticipated volume.

Another form is submitted by the jobber's field representative once a year. This is called the "Town Report." On it are spaces for the names of all the dealers in the town who sell radio and, of greater importance, the *amount* of business each one is doing. This is a check on local conditions and on the specific activity of the dealer representing Harger and Blish. "The health-

BUSINESS		STOCK		BUYING FROM WHAT OTHER JOBBERS				REASON	
AUTOS		MODEL 20		Dobbs at Sioux City 10/6					X
BATT. STA.		MODEL 35		H. K. Kendall, Des Moines 1/26					X
AUTO. ACCES.		MODEL 36							
DRUGS		MODEL 10							
ELECTRICAL		MODEL 32							
FURNITURE		POOLEYS							
GARAGE									
GEN. STORE									
HARDWARE									
JEWELRY									
MUSIC									
TEL. CO.									
		DOES HE PUSH		WHAT OTHER LINES OF RADIO HANDLED					
		YES NO		YES NO					
		ATWATER KENT		BURGESS		CROSLY		FADA	
		POOLEYS		PHILCO		DAY FAN		FRED-HEIMANN	
		CUNNINGHAM		FARRAND		DE FOREST		KING	
		BALKITE		MAJESTIC		FEDERAL		MAGNAVOX	
		ELECTRON				FRESHMAN		MOHAWK	
HAS HE A WINDOW DISPLAY?		GENERAL INFORMATION				CREDIT INFORMATION			
YES NO		Live Dealer - Thinking of joining 100% club				\$4,000 in bank			
SALESMEN		Trying for free trip				Outstanding account paid up			
DID YOU GET ORDER?		Regards to Sixsmith				Owes us \$6.50 - not overpaid			
WHAT CLASS DEALER		Will have to die in April				Better than three months ago			
A B D									

DATE 3/6/27
 TOWN Des Moines
 NAME John Harger
 DEALER'S REPORT
 Harger & Blish Co.
 STATE Iowa

Quarterly reports, submitted by every dealer just prior to the seasonal phases of radio stock movements, keep Harger and Blish fully posted on the business health of their accounts. They serve, also, to direct the dealer's mind to the vital facts of his affairs which he might otherwise overlook.

Jobber's Job

ful effect of these records on dealer and salesman, and the information obtained for headquarters files are invaluable," Sixsmith declared.

Specifically just what services should the modern jobber perform for his dealers? Sixsmith was asked.

"The first service is and will continue to be, that of a reserve stock carrier," he stated. "The modern jobber must anticipate territorial stock demands and carry a sufficient volume of each item so that he can give immediate delivery service to dealers on staple goods.

"But present conditions have brought to the foreground other obligations equally as important. Helping the dealer to make money is a big contract. It includes a great many things. It is not only to the selfish interests of the jobber to render this service, but his duty as well.

"He can do this in three ways. First, by not overstocking his customers—in other words, by intelligent selling. This entails also quick delivery facilities. Second, by making a better business man of the dealer; and third, by helping the dealer to sell.

"Obviously, the jobber's salesman is in closest touch with the dealer and upon him the great burden of these functions must fall. The job-

ber's salesman, therefore, should receive an intensive and thorough training in these three subjects.

"The first obligation requires little explanation. Intelligent buying and intelligent selling on the part of the jobber are prime requisites. A 24-hour delivery system, whether the order be large or small, is greatly to be desired.

"If you want to hold your dealers don't overstock them. Too much importance cannot be attached to this rule. An accurate picture of reserve stocks and of rate of flow, as presented by the dealer reports, is essential; but a policy of quick shipments on small as well as large orders is just as necessary."

Making a better business man of the retailer involves according to Sixsmith a complete understanding of these fundamentals in (1) business control and (2) sales promotional methods:

(1) Store records every merchant should keep:

- Financial controls
- Business statements
- Customer's accounts
- Accounts payable
- Expenses—by character
- Sales—by type of merchandise
- Sales—by individuals
- How the help spends its time hour by hour
- Average sale per prospect
- Average cost per sale
- Stocks and turnover

(2) How to train and inspire the clerk to sell:

- Factors that induce a woman to buy
- A complete mastery of the talking points of each item
- Sales promotional ideas
- Market analysis
- Window display
- Things that make an advertisement "pull"
- Building mailing lists
- Uses and abuses of campaigns, premiums, sales, contests.

"It sounds like a big contract to ask any jobber, to say nothing of a jobber's salesman, to master such a formidable list as that, doesn't it?" Sixsmith asked. "Yet, if a dealer would survive, he must have a sound fundamental knowledge at least of these things. This is especially true of itemized costs and the percentage of gross volume permissible for each selling or maintenance activity. And who is in a better position, or more privileged to impart this information, to strengthen, in friendly fashion, the dealer, than his jobber?"

The biggest thing Harger and Blish has yet attempted in line with its second policy of helping the dealer to sell ended a short time ago. Its "Take Your Vacation at Our Expense" sales contest opened Jan. 1 and closed April 15. The prize, an extensive tour through the Great Lakes and Canada to New York and Philadelphia, will be awarded in July.

Is "Wired Wireless" A

RUMORS heralding the coming of broadcasting over electric power lines—"wired radio"—have cropped up periodically during the last four years. Although there has been no concentrated effort to indicate that the power companies are actively planning direct and intensive competition with radio entertainment, the radio industry often expresses concern about the ultimate effect of wire broadcasting on radio sales. Each time that a statement appears in the press regarding "wired wireless" radio men seek to learn if it means the eventual doom of their business, or competition so powerful that the possibilities of their making continued profits will be in any way diminished.

The largest and most active organization interested in the transmission of programs over electric power lines is Wired Radio, Incorporated. This company has been busily engaged in research and development of transmission of entertainment and educational material over power lines for no less than four years. It conducted an experimental public program service in Staten Island, N. Y., undertaken to gain practical experience with the system of wired wireless.

Considering the resources and experience of this organization and the care and thoroughness with which it has studied the problems and possibilities of wire broadcasting, it is quite certain that when it begins operations it will be on a high standard of programs, transmission and reproduction. The equipment rented to the consumer and the programs which it will make available to him, it may be assumed, will be of high merit. The quality of the entertainment afforded by the new system will be on a high plane.

Details of equipment and programs have been worked out with such meticulous care that the radio trade may reasonably expect announcement at some

time in the near future—no one is ready to say at the present moment whether it is a matter of months

or of years—that wire broadcasting will be undertaken in some city. That announcement is likely to cause tremors of uncertainty in the radio trade of that city. However, the industry as a whole will not feel the competition of the new force on anything like a national scale.

The equipment required to impress programs on a city's wire lines is expensive and elaborate. The power companies will watch the first com-

Entertainment over the soon become a reality—

mercial experiment with considerable interest, particularly with a view to determine how the public takes it. They are not likely to rush in with a huge investment to make the wire programs available on a national scale without first having ample evidence that the public will neglect radio reception and be satisfied with the choice of two or three programs which wired radio may offer them.

Revolutions in radio are a thing of the past; it is only a nervous attitude on the part of the radio industry which regards the coming of new influences and factors as revolutionary. Nor is radio likely to stand still and permit the newcomer to put it out of business.

The fact must be appreciated that the power and lighting companies have gained a great deal through the widespread use of radio and that they would be the last to interfere with the increasingly widespread use of radio receiving sets. Arthur Williams, the president of the New York Edison Company, testified in a rate case that his company attributed an increase of \$1,000,000 revenue annually to the extra current consumed by radio enthusiasts in supplying receiving sets and associated apparatus and also through the extra lighting current used by late listeners. The lighting companies have little or nothing to gain, so far as load is concerned, by substituting a wired radio customer for a potential radio set user.

The wired radio proposition is considered by the lighting companies principally as a means of increasing the current used by power consumers. Wired radio means increased revenue only if it attracts those who are not radio set users or

The FACTS in a Nutshell RADIO

Advantages

- 1. Numerous programs available from many different stations appealing to every conceivable taste*
- 2. Program costs met without direct tax on listeners*
- 3. Intensive program competition among stations assures continuing variety and improved standards*
- 4. Immense audience makes any kind of program event available to the listener, including sporting events and addresses by the President*
- 5. The incomparable thrill of long-distance reception.*
- 6. Receiving apparatus available for use in any location under any conditions—city or country, on land, sea and air, in stationary, semi-permanent and portable form*
- 7. Broadcasting available at any point in the United States*

Disadvantages

- 1. Limited to local reception in midsummer.*

MENACE *to* Radio?

*electric light lines may
Can it compete with radio?*

prospective buyers of radio sets.

The power companies will be the last to discourage radio; indeed, we have every reason to believe that they will use wired radio as a means of encouraging interest in radio reception. Radio is becoming more and more a power proposition, as we tend to amplifiers drawing directly on the lighting circuits. The interests of the radio industry and the power companies are not only unopposed but both have everything to gain by a close and sympathetic mutual understanding.

Only in the most populous areas it is likely to be possible to obtain sufficient revenue to meet the cost of wire program presentation. Such areas are already served by well-established broadcasting, with considerably greater program choice than any prospective system of wire program service can offer. Consequently, although wire service may be an excellent adjunct to increase the standard of programs available through the radio receiver, it cannot, on account of its limited program choice, displace it.

Having no possibility of commercial broadcasting support, the wire program system must have many thousands of subscribers at a minimum charge of perhaps \$2.00 a month, for headphone service in order to break even. This will limit it to the larger cities for many, many years, making national coverage a prospect of the remote future. Meanwhile radio broadcasting is developing apace and we may look to improvement of broadcasting conditions through competition, better government regulation and improved program standards. The standards of commercial broadcasting also continue to improve. Radio has,

and will have in an increasing degree, a lure and a variety with which wire programs will have to compete.

The following factors may be considered sufficient reasons why "wired wireless" will probably never menace radio—(1) wire broadcasting will be available only to congested areas at some indeterminate time in the future; (2) the user employing both radio and wire programs will have a broader entertainment service than if he confines himself only to wire programs; (3) there is no reason, while radio is

here today ready to serve him, for waiting to employ a problematic service which may not be available in his own city for some time to come.

The radio trade is inclined to be nervous regarding possible revolutionary changes because it was, itself, born on a wave of enthusiasm which swept everything before it. But electric power radio and wire broadcasting do not have a similar virgin field; they must invade a firmly established market which is already reasonably well served. There will be no great inundations of the radio market by new and competing devices because prospective developments are only *supplementary* services which must *prove* themselves to a now wary and educated group of buyers.

The employment of intelligent and aggressive selling methods, capitalizing the establishment of wire broadcast rather than facing it as a rival, will actually make the radio business more profitable for the trade and of greater service and usefulness to the public.

From the first, radio reception has been a marvel which has appealed to the public as a sort of magic. While it is no longer novel it is even a *greater marvel* now than ever. Today we have a choice of high grade programs; a quality of transmission and a skill in studio management approaching a fine art; and a realism of reception so far surpassing what gave satisfaction to buyers of previous years, that wired radio faces in radio broadcasting a most powerfully entrenched rival.

To regard it as a menace or a really dangerous competitor is indeed overestimating its immediate potentialities. When we look upon our own product—radio broadcasting—with an adequate appreciation of its might and power, we can see no serious danger from any possible rival to radio's continued growth.

The FACTS in a Nutshell

"WIRED WIRELESS"

Advantages

1. *No seasonal variation in reception quality*

Apparent Disadvantages

1. *Limited program choice; the most ambitious plans offer but three possible programs*
2. *Monthly fee for programs charged, whether apparatus is used or not, plus extra costs in light bill for current used*
3. *No fascination in manipulation of equipment*
4. *Wired programs will be available only in a few limited city areas*
5. *A single non-competing program organization the source of all available programs*
6. *Equipment cannot be purchased, but must be rented; a continual financial drain*



Service Card		No. 407	
Name	T. B. Brown	Phone	6-...
Address	35 Elm	Height	2...
DATE	TROUBLE REPORTED	DATE CLEAR	BY
6-3	Howling	6-...	SR
REMARKS: <i>Due to wrong accessories - or improper installation</i>			

65

Dealers themselves cause the majority of their customers' complaints, according to the experience of this radio service organization—Ways to reduce the number of calls.

By EDGAR H. FELIX

THE dealer himself is responsible for sixty-five per cent of the complaints and service calls which receiving set users make. This may surprise most retailers of radio sets, yet an organization which is servicing sets for four thousand customers, and keeps a careful tabulation of the fundamental cause of each service call, states that fifty per cent of its business arises from wrong accessories or imperfect installation, occurring at the time the set sale is made; fifteen per cent is due to misunderstanding or insufficient instruction of the purchaser by the dealer; twenty per cent to customer abuse or negligence and only fifteen per cent to factory faults in sets or accessories.

In other words—65 per cent of service complaints are AVOIDABLE.

These are the facts as stated to the writer by Perce B. Collison, sales manager for Rossiter, Tyler and McDonnell of New York City, official New York service representatives of important set manufacturers, and service agents for numerous dealers. Throughout the four years of its existence, the R T M Radio Service has kept records accurately and most of the information in this article is obtained through its co-operation and from its unique and extensive set repairing and installation experience.

Service calls and visits in answer to complaints after the sale is made are items of such magnitude in the expenses of every radio dealer that methods of reducing them, successfully applied, reflect directly in the profit column. Generally speaking, reducing that sixty-five per cent of preventable service calls depends upon more intelligent salesmanship,

more care in installation and more adequate instruction to the customer when the sale is made.

The classification of "improper installation," held responsible for fifty per cent of service calls, includes not only errors in actual wiring and installation of the radio set and its accessories, but the improper selection of the tubes and power supply which accompany it. The most serious source of trouble in this comprehensive classification is the mistake of furnishing the customer with a source of power supply inadequate for the receiver. The explanation for this frequent error is that the salesman concentrates his efforts upon selling the most expensive receiving set which he can induce the customer to buy and then scrimps on accessories in order to keep the outlay within the maximum figure which the customer will spend.

Certainly an automobile dealer would be foolish who would devote his effort to selling a high priced chassis and, to keep within the customer's limit, would supply it with second hand tires and a soap box body. A radio set is no better than its weakest accessory and the all too frequent custom of selling a cheap speaker, small size B battery or

Service Card
 Name *V. Van T...*
 Address *403 Park St*
 No. *364*
 DATE *3-2* TROUBLE REPORTED *weak*
 REMARKS
Due to customer's ignorance and negligence

Service Card
 Name *A. B. J...*
 Address *101 47th St*
 No. *365*
 Phone *310*
 Bought *Nov. 20*
 TROUBLE REPORTED *Distortion off + 10.0. small*
 REMARKS
Due to misunderstanding or inadequate instruction of purchaser by dealer

Out of every hundred service calls only fifteen are the result of factory faults.

Service Card
 Name *J. A. H...*
 Address *337 Main St*
 No. *369*
 Bought *Jan 13*
 DATE *3-11* TROUBLE REPORTED *weak*
 REMARKS
Due to Factory Fault

Out of Every 100

SERVICE CALLS Can be Avoided

power unit which delivers insufficient voltage at the current drain required by the set, is doing serious injury to the industry as a whole. It gives an indisputable argument to that class, altogether too numerous, which is "still waiting for radio to be perfected."

The receiving set, completely installed, should be considered as a unit. The dealer sells the complete package; a failure of any part of it, however insignificant, means the failure of the entire equipment. The sale of low grade tubes, accessories or power supply, in order to make a larger profit on the set, is inviting a later series of service calls which will eat up that profit. A little less expensive set, with high grade tubes, adequate current supply and a speaker of good quality, means a permanently satisfied customer and a profit which will not be constantly in jeopardy because of the customer's kicks.

The matter of selecting power supply instruments for radio sets is one which cannot be looked upon lightly. The voltage marking on a B-socket power binding post is something which rarely has a meaning, because, with most such devices the voltage output varies according to the load impressed upon it. No dealer does a thorough installation job unless he

tests the voltage supplied to the set installed at the customer's residence with a high resistance voltmeter, at least a thousand ohms per volt (nothing less will give an accurate reading for this purpose), in order to check up the plate voltage supplied the radio fre-

quency amplifier, detector tube and each of the audio amplifier tubes. Any marked deviation from prescribed voltage, as determined by tube requirements and re-



ceiving set manufacturer's specifications, means distortion and lessened stability of the receiver. Measuring the plate voltage when the receiver is installed may cost twenty-five cents worth of the installer's time. Failure to measure it, is likely to cost the dealer in the end, five dollars extra overhead, a dissatisfied customer and possibly one or two discouraged prospects.

Small or low priced B batteries with medium or high-current-drainsets cause trouble because of their short life. It may be harder to make the sale if \$17.50 worth of B batteries instead of \$9 worth is recommended, but it is not so hard to show the customer that you are saving him money by doing so. Properly presented, the customer will appreciate your interest in his behalf.

INSTEAD of ignoring the subject, tell the true story about B batteries; let the purchaser take his choice between batteries cheap in the beginning or cheap in the end. Too often the salesman will try to chop off \$8.50 from the first cost, only to have the customer come back in two months dissatisfied and irritated because the inadequate batteries have given out. Or, more than likely, the customer will renew his supply from a rival dealer.

Another error which the service company reports as one of frequent occurrence is the equipping of a set with the wrong tubes and the wrong size C battery. It is hard to understand why a dealer will put a power tube in the last stage of a receiving set not wired to accommodate it, but strangely enough, this is a frequent cause of complaint. Or with a battery operated set which is adapted only for use with socket power units and drawing too heavy current to be economically powered by B batteries. Then he wonders why service calls eat into his profits.

Another frequent cause of trouble is the supplying of a special detector tube without properly instructing the customer as to its operating characteristics. After hearing a fine demonstration in the store, the purchaser has the receiver installed in his home. He wonders why he did not notice the hissing noise when the set was sold him and is likely to conclude that the demonstration set is superior to his own.

Were customers properly instructed by the dealer as to the warming up process and correct adjustment of the filament rheostat,

after warming up is over, the customer would be thankful for the thoughtfulness of the dealer in supplying him with this superior detector tube. Instead, his first evening of radio entertainment is one of exasperation which ends in a service call, costing the dealer at least \$2.50 in time.

Careless antenna installations and improperly connected power supply are mistakes so elementary that one cannot understand why dealers who claim to be business men can be guilty of them. When a purchaser has spent \$200 or \$300 for a radio set, he is entitled to better installation than the mere tacking of a nail in a chimney to hold the aerial wire. Nevertheless, I have observed this kind of installation made by retail concerns of national repute.

Perhaps it is done without the knowledge of the retailer, but it is his responsibility to prevent that kind of "service." Antennas are sometimes installed with a charge of only \$2.50, but rarely, if ever, especially in the case of apartment houses, can a good installation job be done at less than three times that figure. The effort to save the customer a few dollars by cheap installation is an excellent way of increasing the cost of doing business for the short-sighted dealer. Incorrectly connected accessories are also the outcome of low-priced installation by incompetent service men.

FIFTEEN per cent of the service calls are due to customer misunderstanding or poor instruction of the customer by the dealer. A service complaint may be to the effect that the set squeals constantly, while the only attention needed is to have the rheostat turned down. Or, after a month or two, the storage battery gives out and the customer is surprised to learn that it requires charging. Just why the radio dealer should not have displayed the ordinary sales intelligence which each such case represents is not clear, but this kind of abuse is so widespread that it is the cause of hundreds of service calls every month in the area covered by Rossiter, Tyler and McDonnell.

A large proportion of the classification of "misunderstandings," accounting for fifteen per cent of the R T M's service calls, are those arising from definite expectations in performance which are not realized. Most frequently these occur in the case of customers who come to the

store asking for a definite receiver because it was recommended by a friend. For example, the customer may ask for a certain brand of receiver "operating directly from the electric light socket."

He is given the set asked for but, instead of deriving its energy directly from the light mains, it is powered by a storage battery equipped with a trickle charger, which may require the occasional addition of distilled water, and the battery of which may sometimes require a full charge. Neither of these things is attended to because the dealer making the sale neglects to mention these facts to the purchaser. The result is a service call arising out of a "misunderstanding." More properly it is misrepresentation because the salesman has not taken the trouble to explain the functioning of the equipment to the prospect.

Showing the customer all he needs to know about tuning his set, correct adjustment of filament rheostats, care of storage battery and power supply, is a matter of a few minutes work on the part of an intelligent installer. This precludes the practice of using a schoolboy to install antennas during off hours and makes necessary the use of a technically trained and fairly high salaried installer. Responsible dealers who take the precaution to insure a satisfied customer are building reputations in their communities which gradually give them a position of supremacy in spite of their adherence to list prices, made necessary by this foresighted policy.

It is probable that a part of the twenty per cent of service calls due to customer abuse or negligence are attributable to this same lack of instruction by the dealer when the sale is made. The buyer of a radio set is entitled to a demonstration in his home, after the receiver is installed, of just how each control on the set is manipulated, and what care is necessary to insure long tube life and trouble-free reception. If he knows how to adjust his receiver, he is not likely to abuse it.

Even the fifteen per cent of complaints attributed to imperfections in manufacture can be reduced by thorough test of each set before shipment. This classification is the only one which represents service largely unavoidable.

It is a pitiful situation that an industry, so thoroughly conscious of the importance of service, should fail so lamentably in its practice.

TELEVISION

As a Future Market

SOME day, television will be perfected to the point where the television receiver will take its place on the market with the radio receiver as an instrument of home entertainment. In fact, dealers all over the country report curiosity on the part of the public as to how soon they may have the opportunity to purchase such instruments. The public is keen for any news of television and awaits expectantly the day when it will become a commercial possibility.

Some of the keenest minds in the research field have for years been devoting themselves to making the visionary prediction of television a laboratory reality and a few months ago the crude predecessor of the television receiver was successfully demonstrated. But much remains to be done to convert a laboratory curiosity into a reliable instrument which an average citizen can operate. Even assuming that the basic de-

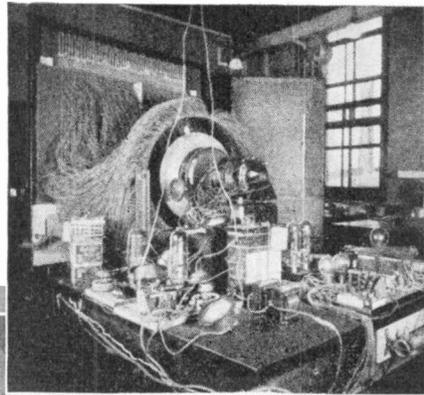
velopment work is completed, a long period of simplification, standardization and commercial designing still lies ahead.

In the laboratory, the television receiver need not be reliable to be sufficiently advanced for an occasional private demonstration; it has the aid of the most skilled scientific men to operate it; it has few limitations in the way of cost, while it remains an object of experiment. To be commercially practical, however, television must have reasonable reliability and utility; it must require no technical skill to operate; it must

be suited to production in quantity and at a price sufficiently low to be attractive to the public. None of these requirements are met by the existent laboratory devices. Nor is anyone, sufficiently close to the situation to speak with authority, willing to hazard a prediction as to how soon the radio dealer may count upon television receivers as a part of his regular stock.

However, even in its present state, television is a subject of much interest to the radio dealer. Will it fall to his lot to market television apparatus? If so, how soon? What preparation can the far-sighted dealer make for the new field? What shall he tell his customers who even now manifest interest in the new art? As we see it, television will go through a gradual process of evolution. Much work still remains to be done in the laboratory requiring great resources and engineering skill

(Please turn to page 91)

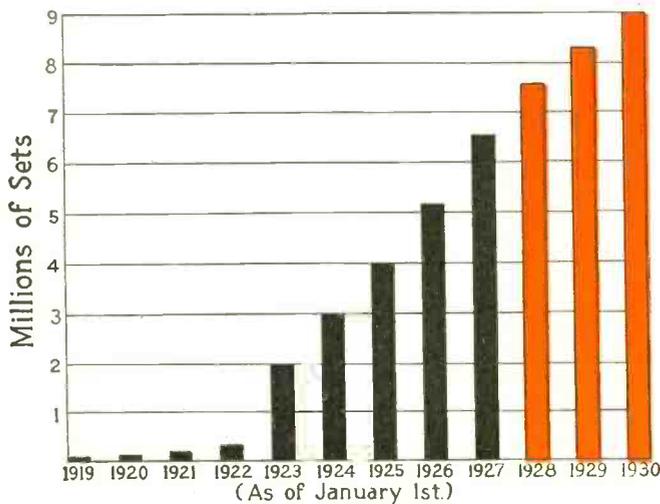


That television is, in its present state, a complicated and expensive function is shown by this photo of the apparatus developed by the American Telephone and Telegraph Company. Left to right: 1, Control panel for monitor board; 2, Monitor board for operator; 3,

Transmitting apparatus; and 4, Its control panel; 5, Amplifiers; 6, Receiver and screen; and 7, Its control panel. Above: A rear view of the screen on which images are projected, showing the complicated wiring system required to produce the images.

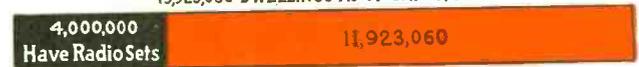
1927 Statistical Review

On this page are up-to-date figures pertaining to the growth of the radio industry. They have been compiled by the statistical department of "Radio Retailing" and supplement the review of statistics published in the January issue

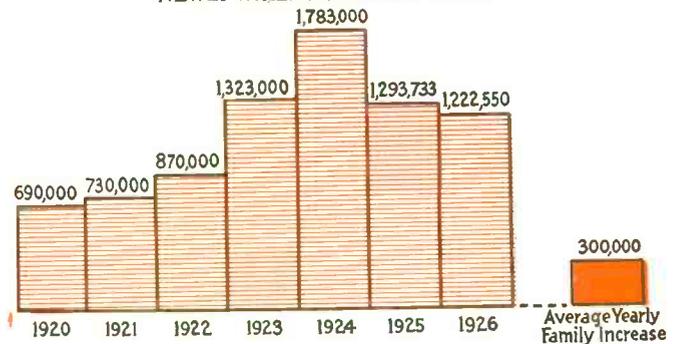


The number of sets in use each year—the number sold, less those scrapped. Radio sales in dollars and cents for 1927 are expected to approximate \$525,000,000.

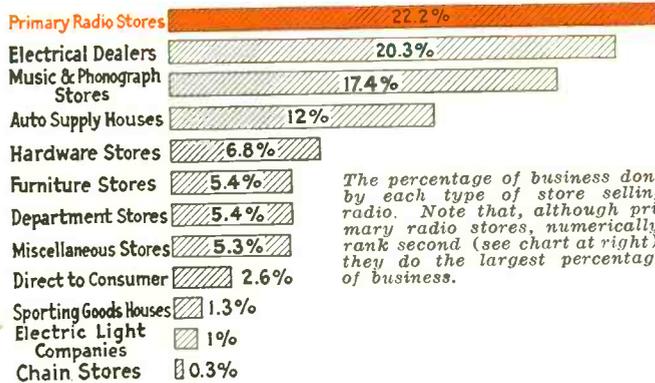
RADIO SATURATION COMPARED WITH DWELLINGS WIRED FOR ELECTRICITY
15,923,060 DWELLINGS AS OF JAN. 1, 1927



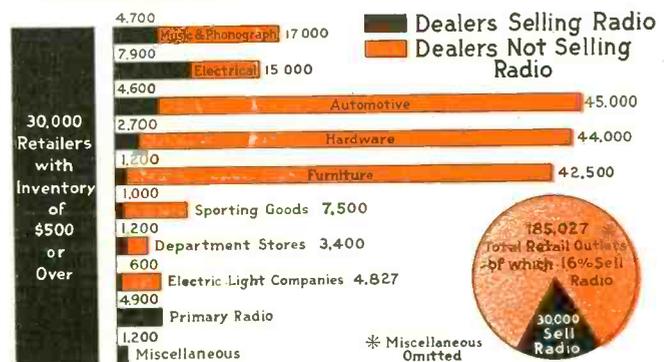
NEWLY WIRED HOMES BY YEARS



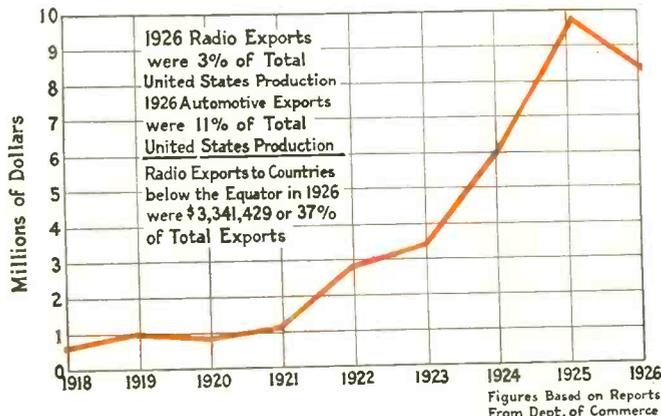
The number of newly-wired homes indicates the possible market for socket-power instruments. Note that the number of new radio sets in use each year (chart at left), does not even keep pace with the number of homes wired for electricity each year.



The percentage of business done by each type of store selling radio. Note that, although primary radio stores, numerically, rank second (see chart at right), they do the largest percentage of business.



This is a concise picture of the internal set-up of the retail radio trade, showing the number of stores in other trades that sell radio.



The radio export curve from 1918 to date. There was an appreciable drop from 1925 to 1926, which indicates that manufacturers may not be taking fullest advantage of the lucrative export market.



Comparing the manufacturers' sales curve with the retailers'. The shaded portion is the period when retailers generally operate at a loss and need the utmost aid and encouragement from their manufacturers.

The Dealers Themselves SAY—

Here are the results of a survey made by the American Press Association among the newspapers in 600 towns under 25,000 population. The newspapers, in turn, had the radio dealers of their towns answer the questions.

Which are the most popular broadcasting stations?

Votes	Letters	Votes	Letters	Votes	Letters	Votes	Letters
231	WJZ	66	WGY	37	KOA	19	WWJ
214	KDKA	65	WOW	30	WBAP	18	KMOX
135	WEAF	65	WLW	29	WTAM	17	WJAX
89	WLS	49	WSB	29	WPG	17	WSMB
85	WHL	44	WCCO	25	WFAA	16	WBBM
77	WOC	42	KYW	21	KSD	16	WSAI
76	WGN	37	WDAF	21	KFNF	16	KFI

In addition to these, forty-nine other stations were mentioned with more than one vote.

What radio set is the best seller? (Rated 1st, 2nd, 3rd and 4th)

	1st	2nd	3rd	4th		1st	2nd	3rd	4th
Atwater Kent....	287	133	44	18	King.....	2	8	4	2
R. C. A.....	114	119	56	34	Strom, Carlson...	1	5	9	4
Crosley.....	61	90	90	40	Mohawk.....	1	2	8	3
Freshman.....	24	20	21	13	Sparton.....	3	3	...	2
Kolster.....	20	12	13	11	Erla.....	2	2	6	4
Stewart Warner...	10	15	13	16	Splitdorf.....	1	3	4	3
Freed Eiseman...	6	19	26	17	Magnavox.....	...	5	5	2
Fada.....	5	22	14	18	Planstiehl.....	1	4	2	3
Grebe.....	4	12	17	12	Neutrowound....	1	2	2	3
Day Fan.....	3	12	16	14	A. C. Dayton....	2	1	1	1
Zenith.....	4	9	15	10	Thorola.....	...	2	2	2
Federal.....	6	4	12	5	Bremer Tully....	1	...	2	1
Bosch.....	2	7	14	5					

What speaker is most popular?

R. C. A.....	153	66	18	5	Rola.....	4	6	5	1
Atwater Kent....	106	71	32	9	Musicone.....	4	4	3	2
Crosley.....	43	61	41	11	Tower.....	...	6	7	4
Utah.....	18	11	10	6	Baldwin.....	4	4	1	2
Western Electric..	16	15	13	3	Aeme.....	2	5	1	...
Fada.....	16	14	5	4	Amplion.....	2	2	4	1
Music Master.....	15	9	7	4	Peerless.....	3	2	2	...
Farrand.....	13	4	9	6	Freshman.....	1	3	1	2
Magnavox.....	10	12	9	2	Strom, Carl.....	...	2	3	3
Federal Brandes...	8	8	8	11	Trimm.....	2	...	2	...
Thorola.....	8	6	5	8	Westinghouse....	...	2	...	1
Pathe.....	8	5	1	1	Sonochorde....	...	1	2	...
Bosch.....	5	8	3	4	Sparton.....	...	1	1	...
Stewart Warner...	4	7	1	4	Day-Fan.....	2

In addition to these, twenty-five different makes of speakers were reported.

What price range on sets is within reach of the majority of buyers?

64 reported	265 reported	357 reported
\$50—\$75	\$75—\$100	\$100—\$150
62 reported	21 reported	
\$150—\$250	\$250 and over	

What percentage of homes are wired for electric current?

84.9 per cent.

(Figures given for towns only—in the country districts percentage is far lower.)

Radio Retailing, June, 1927

Are sets using batteries or house current more popular?

Batteries—479; House current—105; House current coming in—98; Equal—11.

(Many state that socket power would be more popular but is a little beyond the pocketbook.)

Which is preferred—speaker built in or separate?

Built in—201; Separate—342; Equal—42.

(Many state that built-in sets are more popular, but, due to the cost, more separate speakers are sold.)

Which is preferred—single dial, or multiple dial control?

Single dial—381; Multiple dial—119; Equal—57.

What proportion of console or cabinet models were sold last year as against ordinary table sets?

32 per cent.

What percentage of sets are sold on the installment plan?

52.8 per cent.

What percentage of dealers will take old sets as part payment for new sets?

54 per cent.

Suggestions from dealers as to what kind of dealer help from the manufacturer has proved the most valuable in increasing sales:

- 28—Newspaper advertising.
- 36—Co-operative newspaper advertising in local papers.
- 9—Advertising leaflets.
- 8—Direct mail.
- 23—Dealers complain of no advertising help from manufacturers as yet.
- 84—Local newspaper advertising.
- 14—Window displays.
- 20—National advertising.
- 4—Better service.
- 15—National advt. over dealer's name.
- 3—Give program hours such as Atwater Kent.
- 4—Furnish good cuts and copy.
- 4—Broadcasting.



*The First Board of Directors of the
Radio Manufacturers' Association
1924-25.*

The Story of the RMA

What the Radio Manufacturers' Association means to the industry—its past accomplishments and hopes for the future

By MAJOR HERBERT H. FROST
*First President
Radio Manufacturers' Association*

"Through the collective efforts of man, most of the constructive work of this age is done."

IT IS DOUBTFUL if a more fitting quotation than the foregoing could be found to epitomize the record of the Radio Manufacturers' Association in its fruitful history of three years.

Exactly where and at what moment the thought of a Radio Association was born may always remain a mystery, for the need of such an organization had been felt by several manufacturers for some time, and frequent speculations had naturally followed and thoughts had been interchanged. Early in 1924 a small group of men were first called together and formed the nucleus of what is now the RMA.

The record shows that the original group comprising this informal council was as follows:

C. H. Belden, A. J. Carter, R. A. Conner, Herbert H. Frost, G. R. Haase, A. A. Howard, W. H. Huth, P. C. Lenz, Jr., A. Newcombe, E. N. Rauland, Frank Reichmann, Theodore Sheldon, W. H. Trimm, J. C.

Tully, Fred W. Wellman, F. W. Will.

In the preliminary organization it became my lot to act as chairman, with Mr. A. J. Carter as secretary. Many regular round table discussions of this group followed the main theme of which was to find ways and means for bettering and stabilizing the manufacturing end of the radio industry. The idea of a national organization developed fast, and on May 12, 1924, the RMA was incorporated under the state laws of Illinois.

Although the first two years were occupied largely in formative activities, the period was not without its outstanding accomplishments, which have continued to make it an organization known for action.

From the slender membership roll of 19, we went into the Atlantic City convention in May, 1926, with a membership of 146, which, as we celebrate our third anniversary, has been augmented to a roll of 258 responsible manufacturers of radio equipment.

When it is realized that the Radio Manufacturers' Association has been in existence but three short years,

its accomplishments seem nothing short of marvelous. The story of its creation and development forms one of the great romances in the highly romantic history of radio.

There has been, from the start a glamour surrounding the RMA and its doings that can be traced only to the enthusiasm of its members and their patriotic devotion to their ideals, and the aims and purposes of the organization as outlined in its constitution—

"To promote the best interests of the radio trade and listening public by the enforcement of higher standards in radio manufacture, the elimination of unfair and dishonest merchandising practices and the establishment and maintenance of fair price levels."

From its inception, the RMA has seemed pre-destined to achieve what it set out to do. And this has been made possible only because of the splendid co-operation and support given it by the rank and file of its membership.

The RMA first gained public recognition when in its early history it fought the proposed federal tax

of 10 per cent on all radio apparatus, accomplishing the defeat of that measure and thereby saving the American listening public millions of dollars. Similar successful efforts were prosecuted, both in Illinois and Michigan, to keep radio free from the attacks of class legislation.

Again the RMA became familiar to the public through its show programs which have resulted in the magnificent Radio World's Fair held annually in New York City, and the annual Chicago Radio Show, both of which are thoroughly national in character and provide yearly stimulation to both the industry in general and the public, which is always hungry for radio information.

Recognition by Industry

Although less in the limelight, the activities of the RMA within the industry itself have perhaps been the most vital. It was the dominant leadership of the RMA which successfully carried through the effort to license manufacturers under the patents held by the Navy covering Radio Frequency and Reflexing. Again it was the RMA which organized and secured more equitable freight rates before the Interstate Commerce Commission, a work which is still going on with great effectiveness. Continuing activities of the organization comprise a full credit service for its members, the promulgation of fair trade practices and a Patent Research Bureau which reports all patents issued and the status of all the adjudications per-

taining thereto, which affect radio.

Although standardization work has been in progress for a long time and the standards of the RMA are in effect among its members to a large degree, this work is now transferred to the newly-organized Engineering Division, which also has a Safety Section and a Technical Procedure Section.

Our organization is admirably equipped to carry out this work since standardization without limitation of the art primarily concerns itself with the manufacture of parts. At the last meeting of this section held in Chicago in February, more than 250 engineers attended, representing over 120 manufacturers.

To the end that the various radio interests may be served by a common effort the RMA joined the Coordinating Committee in the effort for a radio control law, and born of that experience we now maintain a permanent liaison with the National Association of Broadcasters, through a consolidation of personnel both in the Chicago and New York offices.

Trade Show

By the time this appears in print the first RMA Trade Show will be in full swing in the Hotel Stevens in Chicago. Attendance at this event will prove to the observer the success of this latest achievement. It is interesting, however, to note that on the first announcement of the first show, reservations were received for over 40,000 square feet of exhibition space, and we only had

20,000 to allot! It was indeed gratifying but at the same time serious. However, there is always a solution and by arrangement with the Hotel Stevens, in addition to the main exhibition hall the entire fifth and sixth floors will become virtual exhibition halls unto themselves.

The Future

While the future is always a matter of speculation, a fair index of its promises may always be well taken from the past. Aside from such reflection, however, there are definite things to which we may look with full anticipation of realizing them. As our President, Mr. Arthur T. Haugh, stated a short time ago, "By reason of the various forces which are at work throughout the radio industry, we will one day find the broadcaster, the manufacturer, the jobber and the dealer, willing and able to act as one unit in matters affecting the business of this great industry. Technically, ethically and legally we will be able to stabilize the infant industry, making it a healthy business child and bringing it into its own with the public to which it is rightfully the greatest contribution of mankind of all time."

Since the RMA is entirely democratic in its structure, never having been dominated by any one group, but always gaining its strength to accomplish its purposes through the concerted efforts of all its members, I am sure that as the future unfolds we will be found healthy and strong, in the vanguard of radio progress.

THIRD BOARD of DIRECTORS R.M.A. 1926-27

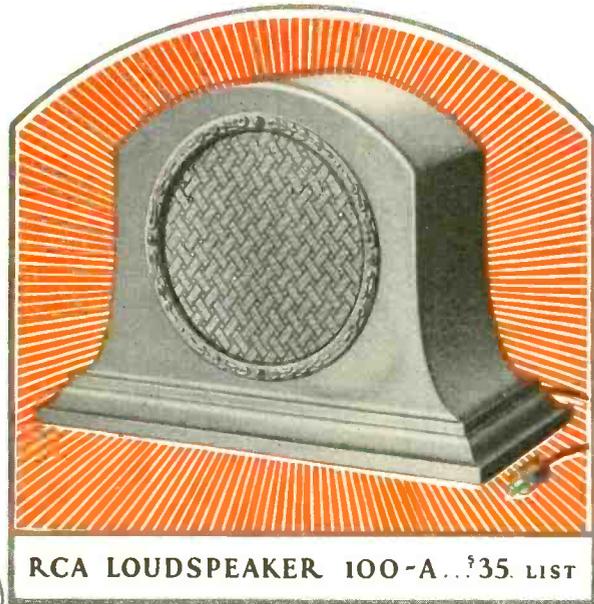
 H.T. MELHUIISH	 C. C. COLBY	 W. W. DOWDELL	 CARL D. BOYD 1ST VICE PRES.	 H. H. EBY 2ND VICE PRES.	 LEONARD PARKER SERVICE PRES.	 POWELL CROSLLEY JR.	 E. F. McDONALD JR.	
 H. B. RICHMOND	 W. W. COLLAMORE	 M. F. FLANAGAN EXECUTIVE SECY.	 L. G. BALDWIN SECRETARY	 A. T. HAUGH PRESIDENT	 P. C. LENZ JR. TREASURER	 L. S. BAKER EXECUTIVE VICE PRES.	 GODFREY GORT	 TOWNER K. HEESTER JR.
 J. B. HAWLEY	 HARRY BRADLEY	 D. MACGREGOR	 J. A. BENNAN	 S. B. TRAINER	 B. H. PRICE	 H. W. SIMPSON	 H. H. FROST	

NOW

a new and highly improved type of RCA loudspeaker to strengthen summer sales

Principal Characteristics of RCA Loudspeaker 100A

- 1—More low frequency response — better handling of the lower notes.
- 2—Surprisingly smooth reproduction.
- 3—Handles more power than any loudspeaker of its kind on the market.
- 4—Extra rugged construction. Large, powerful magnet unit. Large, heavy wire coils.
- 5—A newly discovered principle applied in the small *corrugated* paper cone prevents "rattle."
- 6—Step-up lever increases cone motion and gets more bass response than many cones two and three times as big.
- 7—Special felt application behind cone.
- 8—Cone and unit completely enclosed.
- 9—Compact, attractive appearance.



THE most popular and largest selling loudspeaker on the market has been RCA Loudspeaker 100. Here is an even finer loudspeaker—Model 100-A—with four major and a number of minor betterments in construction and design. This startling improvement is brought about by adopting a radically new principle in cone loudspeaker construction. It is the result of additional research and experiment in RCA Laboratories. And embodies all the advanced features of modern radio reproduction. When you hear RCA Loudspeaker 100-A you will agree that nothing to compare with it has ever been marketed at anywhere near the price.



This sign marks the leading dealer in every community.



RCA Loudspeaker

MADE BY THE MAKERS OF THE RADIOLA

RADIO CORPORATION OF AMERICA ~ New York ~ Chicago ~ San Francisco

The present RCA A.C. drive method of *light socket operation* is the only *perfected* method on the market today

PUBLIC OPINION is demanding light socket operation. You are hearing many claims and rumors about this or that method. Your customers are asking you many questions about them. Now is the time to look before you leap. The only perfected and finished method of A. C. Drive on the market today for high quality radio reproduction is that embodied in RCA Radiola 28 with RCA Loudspeaker 104. RCA engineers, after exhaustive laboratory research and experiment have come to the conclusion that the principles employed in this combination are basically sound and cannot be improved upon.

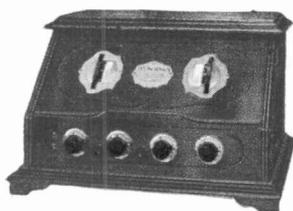


Radiola 28 with RCA Loudspeaker 104. Universally acknowledged as the master stroke of modern radio.

This combination wrote a new chapter of musical realism into radio history when it was introduced. The radio found in the finest homes, where nothing but the very best could find entrance. It is still recognized by all as the highest development of broadcast receiving. Its leadership in "Class A" is not even disputed, much less threatened by any competing set, combination or prospective development.

- Radiola 28, with 8 Radiotrons . . . \$260 list
 - RCA Loudspeaker 104, complete . . . \$275 list
 - A. C. Package for adapting Radiola 28 for use with RCA Loudspeaker 104 on 50-60 cycle, 110 volt A. C. Lighting circuit . . . \$35 list
 - Antenna coupler, for adapting Radiola 28 with outdoor antenna . . . \$4.25 list
- RCA distributors will furnish an A. C. Drive Radiola 28, ready for connection to the RCA Loudspeaker 104, which reduces cost and time in installation.

RADIOLA 20
"More radio entertainment per dollar than any other set ever made."



This is the practically unanimous opinion of owners, dealers, engineers and musicians who know the Radiola 20—the 1927 radio market's outstanding value. Many times as selective as the ordinary antenna set. Can be adapted for complete lighting socket operation. The fastest and easiest selling set available today.

Radiola 20, less equipment . . . \$78 list

RCA Radiola

MADE BY THE MAKERS OF THE RADIOTRON

RADIO CORPORATION OF AMERICA New York Chicago San Francisco

"Socket Power" Nomenclature Needs to be Clarified

THE clarification of nomenclature concerning socket power devices is a job still to be done by the industry, which, at the present time, is assuming serious proportions. It is something that might well be taken up by our two groups of manufacturers.

To refer to instruments taking radio supply from the house current as "socket power units" is undoubtedly an improvement over the old term, "battery eliminator." But it does not go far enough.

There are several different types of socket power devices and each should have its own individual appellation, so that when one type is mentioned, there will be no confusion as to the principle employed.

Special descriptive terms need to be coined for the following types of devices—units which combine storage battery and trickle charger; devices which employ tube or dry chemical rectification in combination with a cell acting as a condenser rather than a storage cell; and electric receiving sets using the new types of A.C. tubes functioning through a step-down transformer.

* * *

Is This the Merchandising Plan of the Future?

THE novelty of radio has worn off. It is just barely possible that the public is becoming disinterested in radio as RADIO. But they will continue to be interested in radio as MUSIC.

Perhaps one of the reasons why receiving sets today are not moving as fast as the trade would like is because everyone who is going to buy radio as radio has already done so. Perhaps those who haven't got radio sets today never can be appealed to on the basis of radio. But there isn't a home in the country that cannot be appealed to on the basis of music. This is a merchandising plan whose importance is just beginning to be realized. Don't sell radio as radio. Interpret radio to your customers as a musical instrument comparable to the piano and violin.

Possibly the appeal of radio is limited to those who understand it. The appeal of music is universal. The prospects you have been unable to sell *radio* to may harken to your sales story if you bring them music. It is worth a trial, at any rate.

* * *

Remember—Only One House in Six Has a Radio

A RADIO salesman in Troy, N. Y., recently "covered" every one of thirty-nine families on one city block. This systematic and thorough canvass netted him a total of eight sales in two weeks. And he is getting results like this right along—according to the report of a representative of *Radio Retailing* who accompanied this man on his outside selling for two days.

We grant that this man is a real salesman and a

hard worker. His success would indicate, however, that a substantial percentage of householders can be interested in radio, if properly contacted. Also, that an intensive cultivation of good territory will yield a volume of sales well worth the time and effort necessary to obtain them.

* * *

Good Broadcasting Continues

ON every hand, there is adequate evidence of the determination of broadcast station managers to keep program standards at midwinter levels throughout the summer. There doesn't seem to be any "summer slump" this year, so far as program quality is concerned.

A recent statement from one of the largest broadcasting organizations indicates that few of the popular programs will be curtailed or discontinued this season. This means, therefore, that there should be just as much public interest in radio this summer as there was last winter.

Radio retailers, who realize the high standards of broadcasting that are being maintained this summer as never before, and drive that fact home to their customers, will find business surprisingly good.

* * *

Why Two Radio Associations?— What Should be Done?

IT IS an unfortunate thing that there are two competing national associations of manufacturers in the radio industry. Everybody agrees on that. But the fact remains that we have the industry marshalled into two camps. And men are asking what is going to be done about it. Such a situation in so young an industry would be a distinct menace to order and progress were it not for an unusual condition which in the end will govern the conflict between the Radio Manufacturers Association and the Radio Division of the National Electrical Manufacturers Association. It so happens that there is a very considerable duplication of membership in the two organizations, and in this very strong joint interest between the two organizations lies security for the industry, and a mutual incentive which should lead to harmony.

The fundamental discord between the R.M.A. and the N.E.M.A. lies in a matter of principle. The N.E.M.A. looks upon radio as an important branch of the electrical industry—important but nevertheless a branch, just as the apparatus and the supply manufacturers are grouped as separate divisions in the N.E.M.A. And the electrical man supports his opinion by pointing to the growing trend toward the direct use of central station power in receiving sets and the prospective development of broadcasting over power company systems by wired radio. But the R.M.A. maintains that radio has grown far beyond the stage of being a branch of anything. It has become a great separate but allied industry, they say, largely independent in its production and its distribution, as much an industry apart as the telephone industry and the street railway industry are separate entities, with separate associations, despite the

This to Say—

Radio Retailing
Vol. 5, No. 6

fact that both are clearly electrical in origin and nature. And there you are.

What should be done about it? Nothing. There is no need for taking sides. There is no excuse for a battle. Already there has been too much feeling expressed and exhibited. The situation will work itself out easily and naturally if the members and the friends of both associations will give it a chance.

AS a matter of fact, the industry can well afford to leave decision to the 50 companies—more or less—who belong to both associations. If they agree with the rest that it is foolish and wasteful to maintain two associations they will do one of two things. Either they will negotiate a marriage ceremony and effect a combination of the two organizations on some mutually agreeable basis whereby the strength and leadership of both may be united and the present duplication of effort conserved or they will bring about a drift in membership either from the N.E.M.A. division to the R.M.A. or from the R.M.A. to the N.E.M.A. division and effect the elimination of one or the other by the simple process of abandonment. The radio industry will be satisfied with either solution that has the united support of the manufacturers.

Of course this may take time. Meanwhile the responsibility rests upon those manufacturers who belong to both associations. The radio industry properly looks to them to maintain good feeling between the two organizations and to prevent wasteful competition. It would be folly for them both to engage in parallel promotion projects. Their standardization work should be co-ordinated by having both groups clear their standards in an orderly way through the American Engineering Standards Committee. And the closest possible liaison should be maintained between the officials and the directorates of both groups, so long as there be two. The members of the N.E.M.A. and the R.M.A., are men working for the same ideal—the advancement of radio. There should be no strife between them.

* * *

Don't Oversell Distance

ALTHOUGH tone quality is important in the minds of radio fans, the ability of receiving sets to get distance is still a very great sales factor.

With the public still interested largely in distant stations, many dealers exhibit a tendency to overplay this particular feature. Clear reception can be obtained within a range, of say from 500 to 1,000 miles, but if this range is exceeded, although the set may be capable of much greater distance, natural noises are bound to result. This in turn will make a dissatisfied customer. Therefore, retain distance in the sales talk, but don't oversell it.

* * *

Trading Goodwill for a Mess of Pottage

THE granting of courtesy discounts to sales managers and buyers of large concerns in entirely irrelevant lines by manufacturers and jobbers of radio apparatus is a practice that has become exceedingly

Radio Retailing, June, 1927

dangerous. Throughout the New England states in particular, buyers are deliberately abusing this privilege, not only obtaining merchandise at discounts for their own use but acting as miniature "distributors" for all their friends. Every set that is sold, every part that leaves a radio factory, other than through normal channels of distribution is detrimental to the manufacturer himself, for when this is done, sales are shunted away from the distributor and retailer upon whom the success of the manufacturer depends. Inquiries regarding merchandise received by manufacturers or jobbers should immediately be turned over to a retail outlet.

* * *

Service Men Should Carry Testing Equipment

EVERY radio service man should carry with him either a complete testing outfit or such individual tube and battery testers as to enable him to cope with any situation that might arise. The guesswork in radio servicing is fast being eliminated and with the equipment now available there is no reason why a service man should not be able to tell very quickly, by a series of quick, sure tests, just what part of the circuit is out of order.

No one would have any confidence in a physician who came to the house without his little bag of pills, stethoscope and thermometer. In the same manner radio owners are now beginning to look with distrust upon the dealer who sends his service man on a trouble call without the proper means of finding the difficulty.

He Should Have Had a Service Contract



—Elizabeth, N. J., Journal

Practical SERVICE Methods



How to Build and Use A Radio Interference Finder

Construction and operating details of a small portable loop-operated receiver to be used in locating radio interferences

TO BE able to find accurately and quickly the various sources of radio interference is of the greatest advantage to radio dealers. With such apparatus as is described in this article, the dealer can locate sources of man-made static which interfere with radio reception. This instrument can also be used to determine accurately the conditions under which a broadcast receiver will have to operate when installed in the customer's home. The dealer using it can quickly and accurately locate the best place for the installation of the set in the home and forecast with

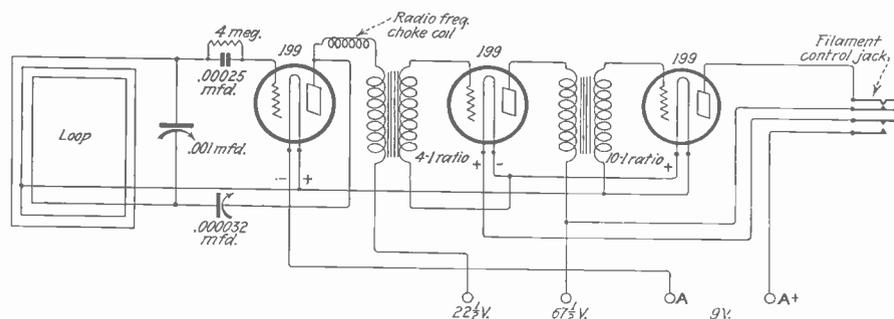
Conducted by
H. W. BAUKAT
Technical Editor, "Radio Retailing"

considerable degree of accuracy just what type of set will be required in a particular location. In fact, a portable radio compass in the hands of the intelligent dealer is much like the

stethoscope in the hands of a doctor.

Many dealers have realized the importance of locating power leaks, interference from oil burners, arcing commutators on vacuum cleaners and electric fans, and hundreds of similar noise-makers, but following tradition closely, the receivers used for this purpose have usually taken the form of a very highly sensitive set

of the super-heterodyne type. The result of this was a set difficult both to construct and to handle, as well as very heavy and cumbersome. However, a little consideration of the conditions usually met will show at once



Above is the schematic wiring diagram of the interference finder.
Note the series filament circuit.

that the highly sensitive type of receiver is not at all necessary.

Man-made static ordinarily arises from some electrical device operating on not more than 110 volts and such interference is necessarily of comparatively low power. In any neighborhood there may be several such sources of interference, and when two or more of these sources are almost in line with each other, the highly sensitive interference-finding set is very apt to pick up all of them at once, making it very difficult to isolate individual sources.

This condition is apt to occur and be particularly annoying when the more distant of two signals is much the stronger. In such a case the nearer and weaker signal is lost entirely and not discovered until the stronger one has been eliminated.

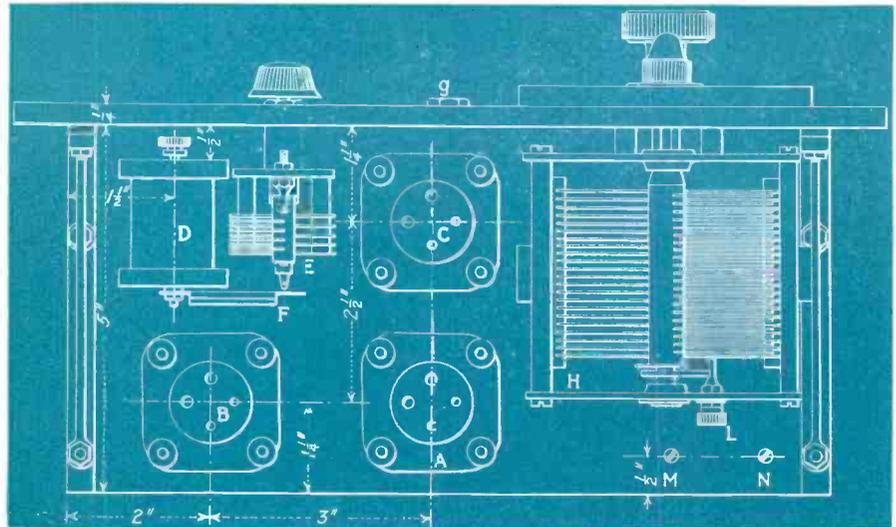
Certainly the interference-finding set should be no more sensitive than the broadcast receiver to be used and in practice it will be found best to have the interference-finder somewhat less sensitive. With such a set, close-by and weak interfering signals can be easily found and remedied and the process carried on to the more distant signals until the entire area has been covered.

The set described here was developed for such work by the Hammerlund Mfg. Co., 424 West 33d St., New York City, and has been in use for some time with complete success. The fundamental circuit used is the old-fashioned single circuit regenerative operating on a loop. It was kept in mind in designing and building this apparatus that the cost was to be low and, in order to make the completed set as light as possible, a minimum amount of apparatus was used. The cost of the parts to the dealer does not exceed \$30.

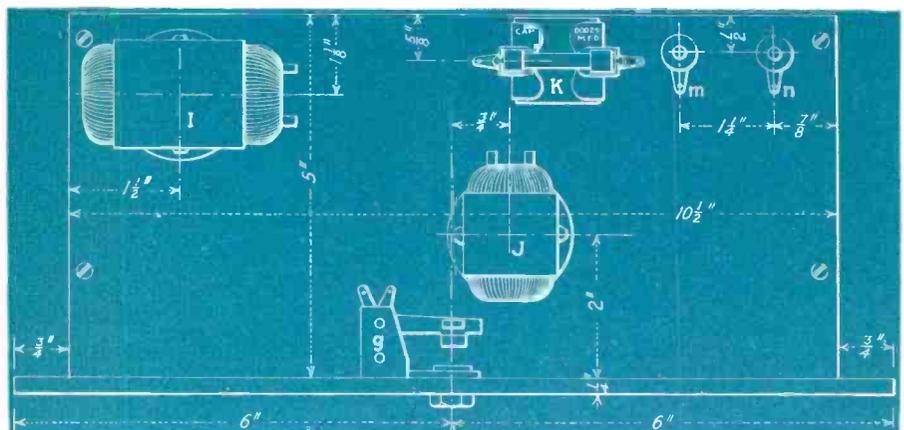
A 9-plate midget condenser for the control of regeneration eliminates all movable coils. The filaments of the tubes are connected in series, and current furnished from two 4½ volt C batteries which eliminates rheostats and reduces the total battery weight, while a filament control jack does away with the necessity of a separate filament switch.

A loop with a small number of turns is somewhat more selective than one having a large number and therefore the loop of this set contains ten turns and is tuned with a comparatively large capacity, which, in this case, is a .001 mfd. variable condenser.

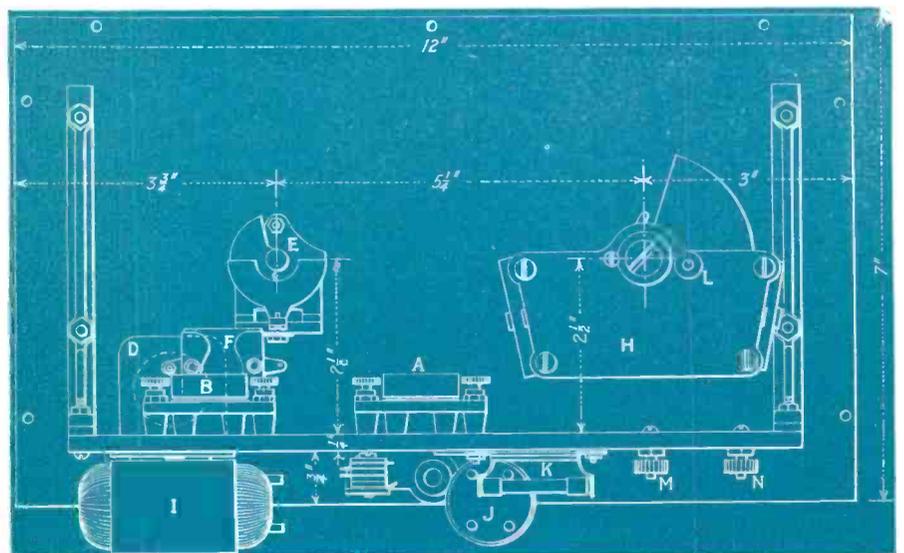
The choke coil used is of great



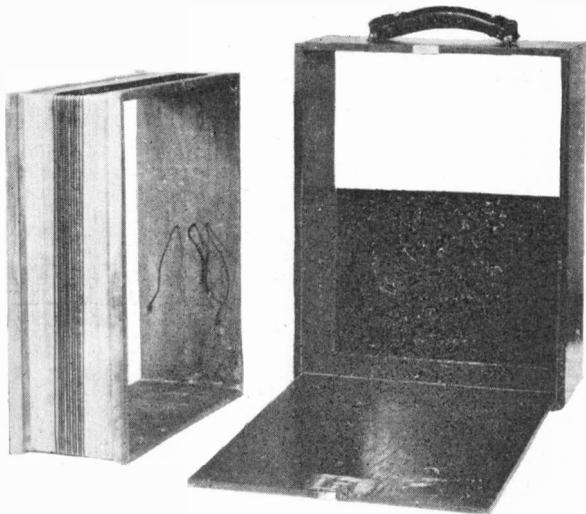
Top view sub-panel. A, detector; B, 1st audio tube; C, 2d audio tube; D, r.f. choke coil; E, midget condenser; F, by-pass condenser; g, filament control switch; H, tuning condenser; L, back end loop; M, center tap loop; N, front end loop.



Bottom of sub-panel, from the front. I, 1st audio transformer; J, 2d audio transformer; K, grid leak and condenser; g, filament control switch; m, center tap loop; n, front end loop.

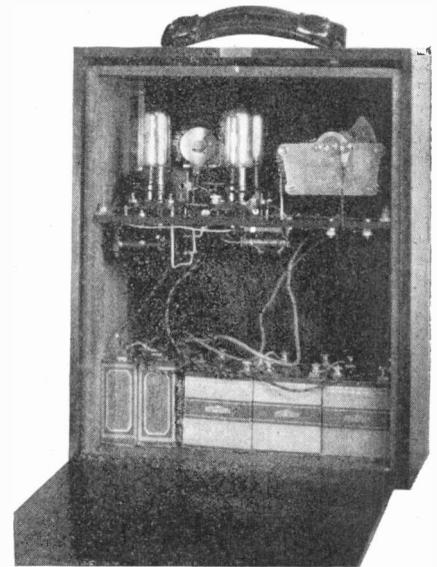


Back panel layout. A, detector; B, 1st audio tube; D, r.f. choke coil; E, midget condenser; F, by-pass condenser; H, tuning condenser; I, 1st audio transformer; J, 2d audio transformer; K, grid leak and condenser; L, back end loop; M, center tap loop; N, front end loop.



Left—The case and loop frame of the interference finder, with the loop wound and ready to be slipped into the case.

Right—The set completely assembled and ready for operation. For the A battery, 9 volts are used, while 67 volts are employed for the B battery.



importance, especially if the audio frequency transformer is one having large distribution capacity through which the radio frequency currents can be passed back to the B battery. The set will not oscillate without this choke coil.

While certain parts, which are herein named, were used in the construction of this outfit, it is understood, of course, that any other parts of equal quality may be substituted, the operating characteristics of the set varying with the substitutions made. It will also be seen that in the rear of the set between the top of the batteries and the bottom of the sub-panel is quite a bit of space which does not seem to be used. This is left for the purpose of carrying a headphone, a pencil and pad or any other small item that the user might wish to have here in order to make the outfit complete.

Construction Details

While a detailed description of the construction will not be attempted, a few suggestions might be of value to the builder. The cabinet used was constructed from thoroughly dried and seasoned $\frac{3}{8}$ -inch mahogany. It

stands 15 inches high, is 12 inches wide and $5\frac{1}{2}$ inches deep, overall. The back of the cabinet is hinged and provided with a catch while the front extends up only 8 inches from the bottom, the rest being left open to accommodate the front panel.

The inside frame upon which the loop is wound was in this case constructed of $\frac{1}{4}$ -inch pine, 14 $\frac{1}{2}$ inches high, 11 $\frac{1}{2}$ inches wide, and 5 inches deep, fitting snugly into the cabinet. Notches were cut with a hack saw at each of the corners of this frame, the notches being spaced 1 inch apart and deep enough to accommodate the loop wire. Then ten turns of No. 20 by 28 Litz wire was wound on, the ends being passed through small holes in the frame and held in position by wooden pegs. A center tap was taken off at the fifth turn by passing a loop of the wire through a hole in the frame. The frame and loop were then fitted into the cabinet and held in place by two small wood screws through the bottom. The front and base panels are of $\frac{1}{4}$ -inch Bakelite, the front panel being 7 inches by 12 inches and the base panel being 5 inches by 10 $\frac{1}{2}$ inches. The base panel is fastened to the

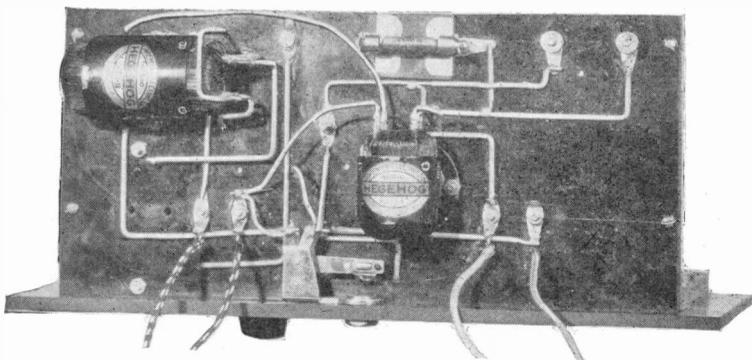
front panel by means of two right angle aluminum brackets.

Before drilling the front and base panel, the exact position of each piece of apparatus should be carefully laid out on paper. The accompanying sketches and photographs show just exactly how this is to be done. There is plenty of room for all the apparatus if the space is used to best advantage. However, it will be found that a little forethought and time taken in laying out the apparatus will save a lot of extra drilling and re-locating later on.

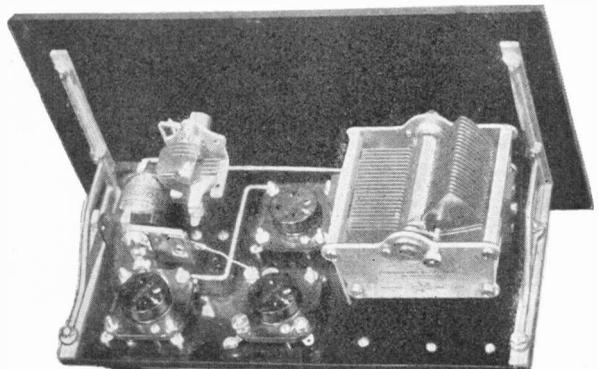
Hints on Wiring

In the original set all of the parts were mounted in position and the wiring completed in one job. While there is nothing especially difficult about this wiring, which is clearly shown in the wiring diagram and may be seen in the view of the sub-panel base, a few hints may be of benefit. Only two binding posts are provided for loop connections, one of these being for the outside front end of the loop and the other for the

Please turn to Page 109



The under side of the sub-panel of the interference finder showing the assembly and the actual wiring.



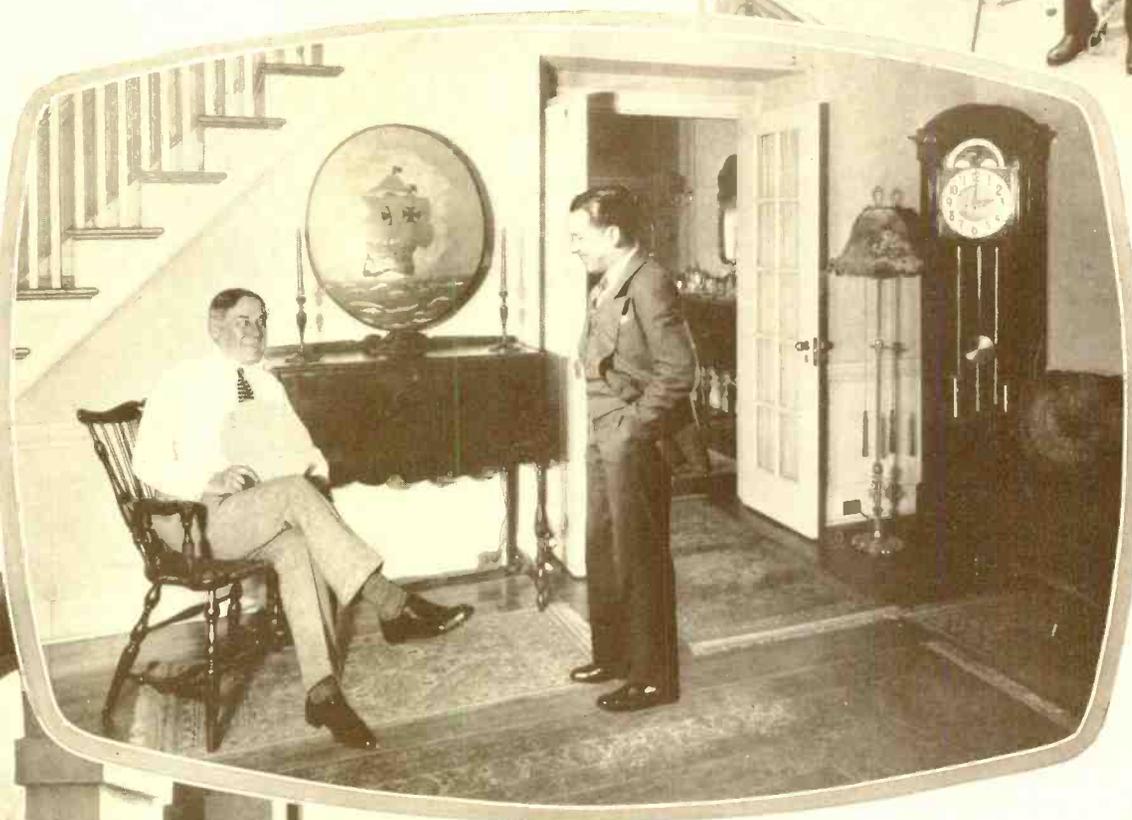
Looking down on the sub-panel. Simplicity and balance of design are at once evident.

Where Radio Can be Sold this Summer



In towns located on a waterfront, owners of excursion boats have often been prevailed upon to provide radio entertainment for their passengers.

If your town has a yacht or boat club, and it has no radio set,—well, the rest is simple. The advantages are obvious and the house committee is usually easy to sell.



When the family goes away for the summer, father usually gets lonesome. Dealers who watch the papers for news of departing vacationists can capitalize the fact that a radio set, either as a straight sale or a rental, will keep the blues away.

A WALK or drive around any town presents a number of possible summer markets for radio.

On this page and the two following are presented in picture form some of the places where radio receivers have been sold in the summertime. The markets indicated have come to the editors' attention during past seasons as places where some live dealer has made a radio installation.

In glancing over these pages, keep this in mind—some brother radio merchant, somewhere, has sold a set to one or more of these types of prospects. What others have done, you can do!

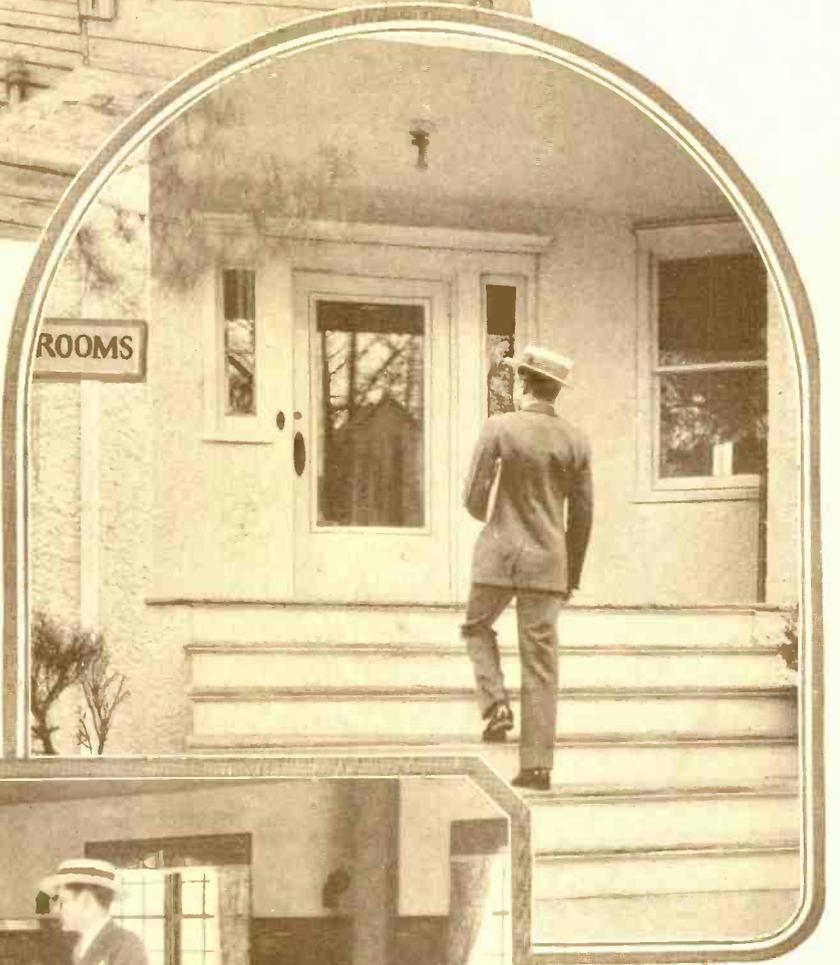




Where Radio a Ready in the

What could be more romantic on a moonlit summer evening than a row across the lake, over which are wafted the sweet strains of a Metropolitan orchestra? A renter of boats at a popular Westchester County, N. Y., lake, found his boat rentals jumped 50 per cent after he installed a receiver.

"Ham and eggs three times a day" are made much more palatable when washed down with a little music. A dealer in Pennsylvania succeeded in selling 11 out of 13 local boarding houses by a concentrated campaign on this class of prospect.



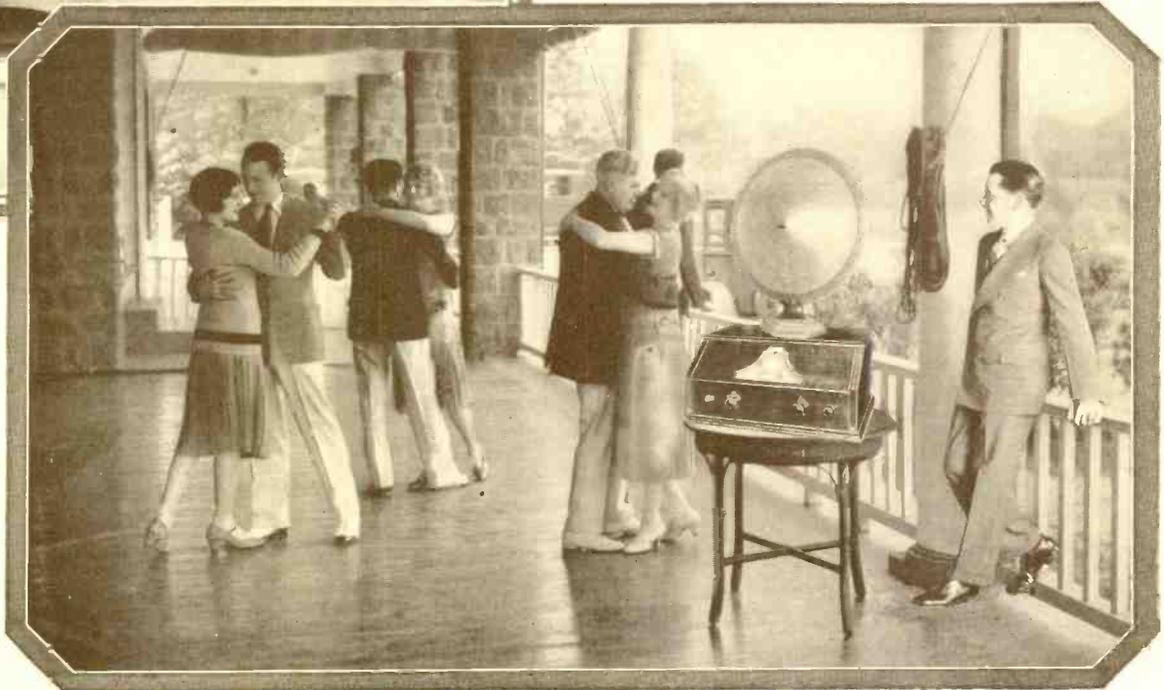
Orchestras are expensive. The proprietor of a roadhouse near White Plains, N. Y., has found it much more profitable to engage an orchestra only on Saturdays and Sundays, having a radio installation to provide music for dancing during the week. Properly presented to other roadhouse owners, the same idea should result in sales.

Has Found Market Summer



How many roadside refreshment stands, that you pass on your auto trips, have radio sets? A good many. And a good many more haven't. A radio set as an attention-getter is a profitable investment for them.

The ice cream parlor is a tried and proved market. Nowadays, it is the exception to see such a store without a radio set. Try it, especially at amusement resorts where competition is keen. The crowd will always be attracted to the place that offers them entertainment with their sodas.



Practically every town is equipped with a number of summer resort hotels. Orchestras are luxuries, a radio set almost a necessity. Dealers report unusual success in selling to this particular market.

A star



The "CONSOLETTA SPEAKER" Model 49—splendid in soft live beauty of walnut plywood. Sturdy, serviceable. Has 86-inch horn for clearer, more beautiful reproduction.

RADIO MASTER

BAY CITY,
ONE OF THE WARD



that becomes ever brighter

Radio Master Cabinets

*Now—An Even More Beautiful Line with Scientific
Long Column Horn*

THE star of the Trades Show at Chicago—yes—but more than that. Also an ever brighter star in the radio dealer's galaxy of profit makers.

The new Line of Radio Master Cabinets, of which the one shown here is representative, is even more beautiful. In addition you now have available the long air column horn (86 inches) which has been popularized by the modern phonograph.

This is one of the new ones—called the "Consolette Speaker." The radio set is placed on top.

In other models (without the long column speaker) the set is concealed within. Any set will fit. All wiring, batteries, etc. concealed. Installation made in a few minutes.

All these cabinets are made in our own shops by master wood workers—artists in bringing out the beauty of fine woods for the delight of your customers. Construction is sturdy—made for a lifetime of service.

Use these cabinets to present the radio set which has won your confidence in a beautiful setting. Sell them to customers who already have a good radio, and want a cabinet. It provides a business in which saturation fears do not exist.

Get ready for fall business now. Send for information, and our excellent dealer proposition.

CORPORATION
MICHIGAN
INDUSTRIES

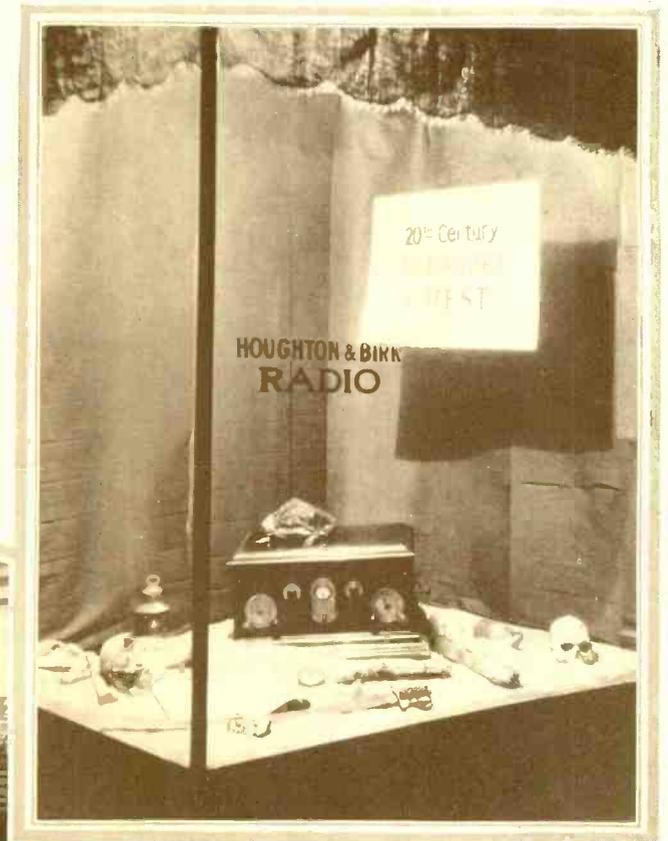
See The Radio Master
Cabinets at Booth 93,
The Radio Trade Show,
Chicago
or Room 532 and 533,
Stevens Hotel

Some Prize-Winning Radio WINDOWS



California Prize-Winner

The California Phonograph Company, San Francisco, carried off one of the prizes in the recent Ernest Ingold contest, with the above attractively equipped window. What makes the display striking is its extremely good balance.



A "Treasure Chest" of Music

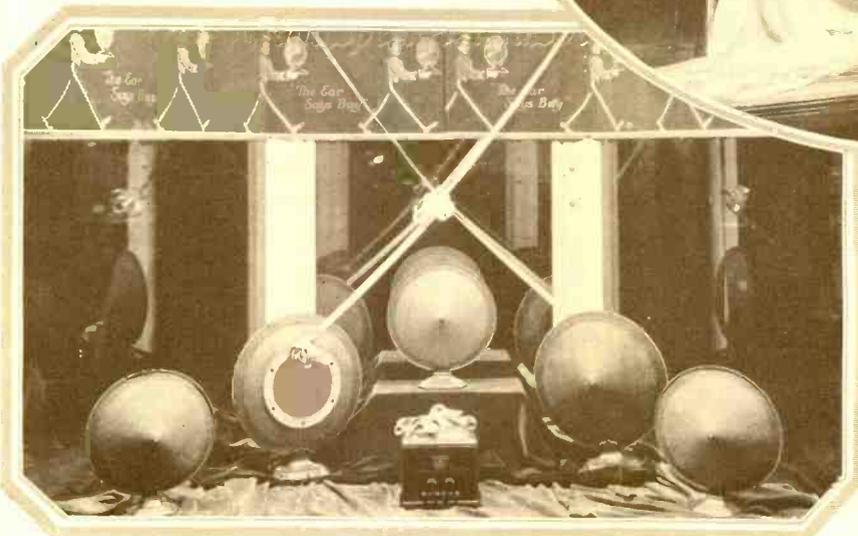
The window above, of Houghton and Birk, Hartford, Conn., presents a receiver buried in the sand, with pirate accoutrements scattered around, carrying out the idea that a radio set is a treasure chest.



Two New Jersey Winners

Baker Brothers, Newark, N. J., won first prize for cities of more than 50,000 population in the contest recently conducted by New Jersey Radio, Inc., jobbers, of Newark. The setting compares a radio receiver with the gem of a ring. (Above.)

In a contest for dealers in Farvard speakers, conducted by the North Ward Radio Company, Inc., Newark, N. J., Frank Hermance, Union City, N. J., took first prize with the neatly laid out window at the left.



How Contract-Purchasing Companies Finance Time Payments

(From Page 57)

of their products. It is often obviated when the finance plan provides for payment of cash advances to jobber or direct to manufacturer in actual payment for merchandise.

Finance companies for the most part insist that retailers obtain a down-payment of at least 25 per cent of the cash value of the sale. This requirement, together with a time-payment contract specifying full payment within 10 or 12 months maximum, is thought to be sufficient assurance that the consumer "means business." It is without question a sensible requirement and one which the editors urge all retailers to adopt if they have not already done so. Twenty-five per cent down in cash and 10 or 12 months to pay is an excellent practice for the radio retailer whether he deals with a finance company, carries his own paper, or negotiates it through a local bank.

Interest Charges Vary

ESENTIALLY, contracts entered into between retailers and commercial discount companies are of the "recourse to dealer" variety. In other words the finance company may call upon the retailer to make good for non-payments by customers. When collections become difficult for the finance company the retailer is usually called upon to straighten out such "tough" cases and in this way undue friction and the possible loss of business through credit letters mailed by the finance companies may be avoided.

"Recourse" is a common characteristic of most plans offered to radio dealers, those isolated companies which actually buy contracts and responsibilities, "lock-stock and barrel," being few and far between and then usually of the manufacturer-guarantee variety. Practically every contract plan includes insurance of the merchandise against fire, theft and embezzlement, and the premium charges for this service are usually included in the finance company's interest charge.

It was originally the intention of the editors to include in this article a matter-of-fact quotation of the interest rates for financing radio accounts made by a number of com-

mercial discount companies in order to give the reader a general idea of what this service costs. This has been found impracticable, however, as these rates vary considerably with the difference in plans and companies. So widely do they differ in fact, that it is impossible to arrive even at an average figure that would not be misleading to the retailer.

It is well to keep in mind, however, that rates are based principally on the "mortality" of contracts. Reserves naturally influence them to a certain extent, as do methods of collection and other services performed for the retailer. Any finance company would, we are certain, be glad to forward its rate card on request to radio dealers.

In overcoming the time-payment financing problem which is certain to become an increasingly important factor, if it has not already grown to important proportions, radio retailers should first try to arrange for the financing of time-payment sales with the bank in which their accounts are carried.

Failing an equitable arrangement with a bank it would be well to investigate plans offered by finance companies in conjunction with manufacturers. These will be found quite economical.

The next best plan is to select a finance company close to home offering a general plan best adapted to the use of a particular dealer. The retailer should make sure that rates are equitable.

Retailers are urged to take care of monthly collections if this is at all feasible. If not, by all means make sure that the plan selected does not isolate you from your customers.

Television as a Future Market

(From Page 73)

before it is ready to interest any but the professional experimenter. Then will follow a period of amateur experimentation, the first stage which involves sales to the public, perhaps closely regulated to permit of future licensing and collection of program fees. This will be strictly a parts business and one appealing at first only to the experimenter of some resources. It awaits the development of practical and reasonably inexpensive parts, such as radio-frequency-controlled light ray shutters and synchronizing devices,

as well as experimental television transmitters.

Coincident with the limited experimental development may come the appearance of the first commercial television reception devices. Their quality of picture reproduction will compare as favorably with the ideal as the first distorting radio receivers of 1922 compare with the products of today. But once this art comes within the field of commercial exploitation, however limited by high cost and mechanical and electrical imperfections, it may mark the beginning of a new era in the radio trade.

Some observers hold the view that the first commercial television receivers will be the forerunners of a boom comparable to that which accompanied the widespread growth of radio reception. We are inclined to regard it in a more conservative light. It may begin only as a minor factor in the radio market, because, unlike the first broadcast receivers, the television outfits are likely to be quite expensive. It will have the attraction of novelty as a sales aid, but, trained by experience with broadcast reception, the public will not be too quick to seize upon it.

The forward-looking dealer who has a clientele of experimenters already established will not overlook any opportunity to become better acquainted with the possibilities of television and telephotography, because, to hold that experimental trade, he must himself be technically qualified. That means familiarity with photo-electric cells, oscillographs and synchronous motors just as soon as the trend of amateur television experimentation is definitely determined. Only that special group of dealers with a large parts and experimental business would first participate in such a buying trend.

Those dealers in the complete set field who are receiving inquiries or requests for opinion as to when television receivers will be available, may rest assured that there will be no sudden changes or revolutions in the radio field, occasioned by the early appearance of television apparatus, and that progress will take its slow, natural course. Eventually, television may become a substantial contributor, after a period of years of development, to the prosperity of the radio dealer; for the present, it is not ready for wide public consumption.

16-Hour Broadcasting Predicted

Radio Division of N. E. M. A. holds hard working and well attended convention at Hot Springs

SIXTEEN hour broadcasting, through the inauguration of a daytime broadcasting schedule on a nation-wide scale was predicted by George F. McClelland, vice-president and general manager of the National Broadcasting Company at the annual convention of the Radio Division of the National Electrical Manufacturers Association held at Hot Springs, the week of May 30. Probably three million listeners would be added to the radio audience by this service, he believes.

Adequate Daytime Programs Needed

"Broadcasting, theoretically at least, already covers the outermost limits of space," he said, "but it has still far to go in time before we may be said to have established the best possible broadcasting service commensurate with the requirements of a population of 117,000,000 people. Of the more than 30,000,000 women in this country over 21 years of age, less than 9,000,000 are employed in duties outside of the home. Radio broadcasting has made a start, it is true, in bringing a daytime service of information and entertainment to the home. Yet much remains to be done in order to provide an adequate daytime program for 21,000,000 women in the United States, most of whom are anxious and eager to receive the musical, educational and informative features which radio can bring.

"There are 25,000,000 school children in the United States, the vast majority of whom are still awaiting an organized plan of service that will bring radio to the classroom, as an established factor in musical education. The decision reached by Walter Damrosch, the distinguished dean of musical education in this country, to broadcast a series of educational concerts to the schools, is a very great step in the right direction.

"It may seem an anachronism in this day of super-radio programs when the greatest stars of the opera and the concert stage, when the most distinguished figures in educational and public life, have been featured on the air, that hundreds of thousands of people whose homes are equipped with radio sets have never had the opportunity to hear an outstanding radio program. For we must remember that in many professions and many trades there are millions who labor while most

of us sleep. Daytime broadcasting of a primary character would prove a great boon to this element of our population

"The last but not the least factor that would call for the extension of daytime radio programs is the need of the great buying public when it is in the market for radio sets. It is the unique position of radio that it is an industry built around a broadcasting service. It can be demonstrated only in connection with that service. The best possible reception of the poorest possible program is an inadequate recommendation for any set. A high class broadcasting program, therefore, transmitted during the day hours, would be of inestimable value to the radio industry.

"It is plain that any program which advances the interests of broadcasting and therefore the interests of the public."

With some twenty committees in action the Radio Division spent five days in hard work. The attendance was the largest since the organization of this group and the strongest in point of interest and enthusiasm. The activities of the committees occupied most of the time, but two general sessions gave opportunity for the programming of a variety of addresses of broad interest.

Praises Rapid Stabilization

Ray H. Manson, chief engineer, Stromberg-Carlson Telephone Mfg. Co., speaking on "Radio Standardization" paid tribute to the rapid stabilization influence which had been brought to the radio industry by the pooling of the intelligence in engineering, in council and in human association firmly established for more than a decade in the electrical industry, and outlined the history of standardization in radio. He outlined the need for further standardization of the important dimensions for the measuring instruments on receiving sets and described the significance of the color code developed for cables and announced that the handbook on standards could hereafter be published twice a year.

W. E. Holland of the Philadelphia Storage Battery Company analyzed the status of "Socket Powered Radio" in a comprehensive paper.

"Jobbers and dealers should not be subjected to the burden of stocking one line of radio sets for electrified homes and another line for unelectrified homes," he said. "Nor should they be expected to carry special socket power units applicable to only one kind of set.

"The demand of the radio public is for convenient and dependable operation of the radio set from the light socket without sacrifice of radio quality or performance. The listening public is getting more and more critical of performance and will not tolerate distortion or hum. Quality not only must be retained but must be improved. Furthermore, the public does not want to be limited to low power or so-called dry cell tubes.

Economy To Be Deciding Factor in Buying

"So far, economy of operation has not been a major factor in radio. The prospect has bought the best set he could afford or, in many cases, the set his friends talked about whether or not he could afford it, and has not counted the costs. This is passing. With more and more good sets to choose from, economy will be the deciding factor in many cases. It is to the advantage of the customer to purchase standard socket power equipment that may be used to operate any good radio set. He is then free to choose his set on its merits alone rather than to choose some special set because it is designed for light-socket operation. He is also free to change to another set if he desires without sacrificing his investment in the power equipment.

"Present radio receivers with standard tubes, socket-powered with the present indirect system of "A" power and good rectifier-and-filter "B" power, set a very high standard of performance, convenience and economy. With this high standard established as a criterion, together with the great commercial advantages, it is not likely that A.C. tubes or other new devices will quickly supplant the present tried-and-true system.

"The A.C. tube, no matter how good it may be in its ultimate development and application, can only closely approach or, at best, equal present standards of performance. It is not within the bounds of probability that it will attain such perfection without going

through a long period of quantity production and application."

Dr. Alfred N. Goldsmith, chief broadcast engineer, Radio Corporation of America, expressed great confidence in the present organization of national broadcasting.

Broadcasting Now On a Sound Basis

"Broadcasting service in the United States at the present is on a stable and sound technical basis," he said, "and there is therefore no need for any radical modification of our broadcasting organization, even as to the power of stations. But there are a number of ways in which present or future broadcasters can help radio listeners and the radio industry. They can locate (or relocate) their stations at points where the radio congestion in the area is not excessive, as it is in certain densely populated areas.

"Such stations should be located so that they are reasonably accessible from the great telephone network systems, thus enabling the furnishing of programs available on such networks. Station owners can also systematically increase the power of their stations until the average power in this country shall have been increased at least tenfold, and in some cases in a considerably higher ratio (particularly in the West).

"The radio industry itself can assist by lending its support, both toward broadcasting and toward the supplying of high quality programs capable of giving continuing listener satisfaction. This can be done either by individual companies or groups; and doubtless many radio companies will desire to follow the example of some who have shown how to help broadcasting.

"Having started on a sound basis, as several years' experience has made apparent, there is no fundamental obstacle to the steady growth of broadcasting, the corresponding expansion of the radio industry, and the provision of a permanently valuable and appreciated service to the American people."

Technical papers were also presented by Dr. Irving Wolff, of the Radio Corporation of America on "Loud Speaker Characteristics"; by Professor L. A. Hazeltine of the Hazeltine Corporation on "Standardization Works on Vacuum Tubes and Methods of Measurement"; and by Francis H. Engel of the Radio Corporation of America on "Vacuum Tube Developments."

Federal Radio Commissioners Bullard, Bellows and Caldwell were all expected to be present and were scheduled to speak, but the unexpected exigencies of the broadcasting allocation situation, had precipitated a series of public hearings in Washington, before the Commission and none of the Commissioners was able to attend the convention.

Substantial progress was made in standardization as the following list of the more important items attests:

Receiver Section Adopts Standards

The parts committee of the receiver section adopted standard dimensions for radio receiving pilot lamps, and established these standard terms.

Resistor—to designate resistances.

Inductor—to designate inductance or choke coils.

Capacitor—to designate electrical condensers.

The standard designations for resistors of 100,000 ohms or over will be in megohms and decimal fractions. Resistors operating below 100,000 ohms will be indicated in ohms.

The vacuum tube section added audio output tubes to the present

list of standard characteristics of general purpose tubes. Standard connections for the elements of rectifier tubes were adopted and standard dimensions for the U.Y. tube 5 pin base and connections for the heater type A.C. tubes to this base.

The socket power committee adopted standards covering the construction of socket power devices in accordance with the Underwriters' specifications.

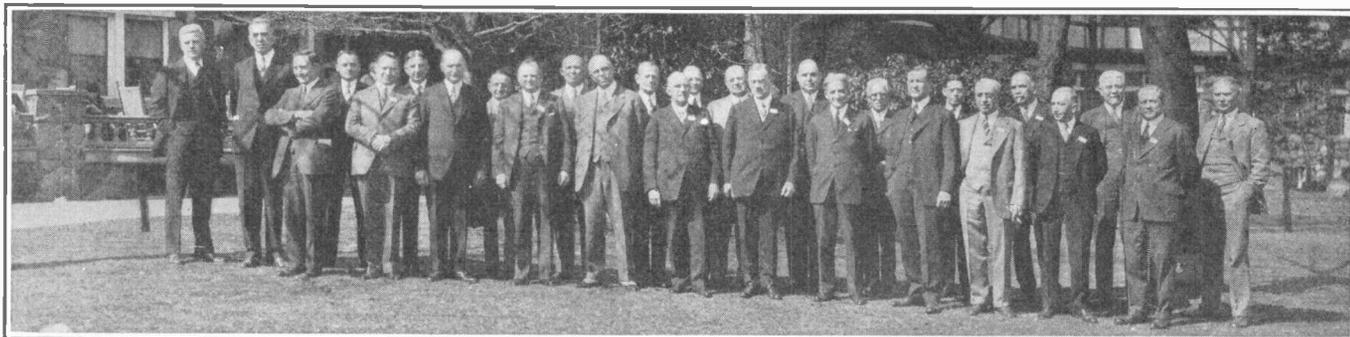
The capacitor committee of the battery and socket power sections adopted testing and dimensional standards for fixed paper capacitors.

The receiving set committee adopted standards for the connections of power supply cables to receiving sets and additions to the color code, also a number of definitions from the old Power Club handbook of standards, such as switches, insulators and the like.

L. B. F. Raycroft was re-elected vice-president and chairman of the Radio Division.

An interesting step was taken looking toward an expansion of the activities of the radio division along the lines of market developments. The merchandising committee has been recast as a merchandising council to consist of the sales managers of all member companies. This council will operate by committees appointed to study or promote specific activities or objective. George O. Scoville, vice-president, Stromberg-Carlson Company, was made chairman of the merchandising council, and D. S. Spector, sales manager, Federal Brandes, Inc., vice-chairman. Progress was reported on the N.E.M.A. hour program but no definite announcement is yet ready.

Nema's Board of Governors



Left to right—Francis E. Neagle, H. C. Petty, Alfred E. Waller, A. H. Timmerman, David Sarnoff, Chas. H. Strawbridge, J. H. Trumbull, M. O. Troy, Fay Woodmansee, N. A. Wolcott, H. B. Crouse, D. H. Murphy, F. S. Hunting, S. L. Nicholson, J. W. Perry,

E. M. Herr, M. C. Rypinski, Gerard Swope, D. R. Bullen, J. M. Curtin, C. A. Bates, Louis Allis, B. B. Dinsmore, R. H. Goodwillie, J. F. Kerlin, H. W. Young, and L. B. F. Raycroft, vice-president, who heads the radio division of the N.E.M.A.

Trade Show **READY** for Opening!

WITH the floor space in the exhibition hall filled to capacity and the exhibitors overflowing on to several floors of the hotel, the first annual RMA trade show will be open at the Stevens Hotel, Chicago, on Monday morning, June 13.

This first radio show exclusively for the trade has aroused unprecedented interest and enthusiasm throughout the radio industry. Recognized as one of the greatest possible factors in bringing about stabilization, in enabling manufacturers to get their lines designed and in production early in the season, and in helping dealers and distributors to have their lines decided and ready for the consumer shows in the Fall, the Trade Show has been swept along on a wave of enthusiasm that guarantees its phenomenal success.

If subsequent trade shows are as successful as the present one, the radio industry can look forward to rapidly increasing soundness and stability in future years.

Guide to the Show

The list of exhibitors, booth numbers, and those in attendance at the booths, follows:

- Abco Co.**, 215 N. Michigan Ave., Chicago, Ill.—5
- Aeme Apparatus Co.**, 37 Osborne St., Cambridge, Mass.—91B—Claude F. Cairns, pres.; P. W. Mack, N. Y. office; H. F. Tideman, Chicago office; H. H. Whetter, Chicago; W. A. Bockius, Chicago.
- Aeme Elec. & Mfg. Co.**, 1444 Hamilton Ave., Cleveland, O.—122A—M. B. Dewey and W. T. Kirton, factory rep. for Ill. and Ind.; Mr. Bunch, chief eng.; R. A. Lais, asst. sls. mgr.
- Aeme Wire Co.**, New Haven, Conn.—135C
- Adler Mfg. Co.**, 29th & Chestnut Sts., Louisville, Ky.—124—N. P. Bloom, sec. and gen. sls. mgr.; Allan Strauss, dist. sls. mgr.
- Aero Products, Inc.**, 1772 Wilson Ave., Chicago, Ill.—12—Edward J. O'Hara; David H. Lipsey.
- Aerovox Wireless Corp.**, 70 Washington St., Brooklyn, N. Y.—159—S. I. Cole; W. W. Boes, Cinc. rep.; Carl Hawthorne, Chicago rep.; Royal Stemm, Chicago rep.
- All American Radio Corp.**, 4201 Belmont Ave., Chicago, Ill.—79—Edwin K. Marshall, sls. eng.; G. K. Thompson, mgr. Boston; George Hamburger, Denver; Guy V. Carpenter, Buffalo; Genewall, sls. mgr. Phila.; Charles Cooper, New York; Gus Cohn, St. Louis; Mr. Parke, Pittsburgh; Al Wildaner, Detroit; Kenneth Murphy, Wash., D. C.; Ed Koepke, San Francisco; Carl Stone, Los Angeles; Jack Giltum; Mr. Rhodes, Chicago sls. force.
- Allen-Bradley Co.**, 287 Greenfield Ave., Milwaukee, Wis.—142
- Aluminum Co. of America**, 2400 Oliver Bldg., Pittsburgh, Pa.—117
- American Bosch Magneto Co.**, Springfield, Mass.—65
- American Electric Co.**, 6401 S. State St., Chicago, Ill.—11
- American Mechanical Labs.**, 285 N. 6th St., Brooklyn, N. Y.—136A—John J. Mucher, pres.; Chas. Golenpaul, gen. mgr. & sls. mgr.; L. G. Cushing, Chicago branch mgr.
- Amplion Corp. of America**, 280 Madison Ave., N. Y.—147—Mr. Trainer; Mr. Spencer.
- Amsco Products Co.**, 416 Broome St., New York City—103
- Andrea, F. A. D., Inc.**, 1581 Jerome Ave., New York City—80
- Apex Elec. Mfg. Co.**, 1410 W. 59th St., Chicago, Ill.—94—Carl W. Boyd, v. p. and gen. sls. mgr.; M. W. Mitchell, asst. sls. mgr.; J. B. Hess, salesman; H. E. Bristol, adv. and sls. prom. mgr.; Chas. M. Hofman, salesman; Win. J. Browne, salesman; W. Royce Beamish, salesman.
- Audiotla Radio Co.**, 430 S. Green St., Chicago, Ill.—18—Mortimer Frankel, pres.; H. E. Anderson, sls. mgr.; F. J. Marco, consulting radio eng.; E. J. Glennon, engineer.
- Baritone Mfg. Co.**, 846 W. Jackson Blvd., Chicago, Ill.—41B
- Belden Mfg. Co.**, 23rd & Western Ave., Chicago, Ill.—69
- Benjamin Elec. Mfg. Co.**, 120 S. Sangamon St., Chicago, Ill.—143—E. R. Peel, radio sls. mgr.; R. V. Stephenson, radio sls. engr.
- Borkman Radio Corp.**, 230 E. Ohio St., Chicago, Ill.—140
- Bosworth Elec. Mfg. Co.**, Main & Lexington Ave., Cincinnati, O.—21
- Brach, L. S., Mfg. Co.**, 127 Sussex Ave., Newark, N. J.—60
- Bremer-Tully Mfg. Co., Inc.**, 532 S. Canal St., Chicago, Ill.—101
- Briggs & Stratton Corp.**, 1047 Louis Ave., Milwaukee, Wis.—71
- Brooklyn Metal Stamping Co.**, 718 Atlantic Ave., Brooklyn, N. Y.—43—J. C. Fishel; D. H. Engelson; M. Hirsch.
- Brown & Caine, Inc.**, 2317 Calumet Ave., Chicago, Ill.—152
- Buckwalter Radio Corp.**, 2632 Prairie Ave., Chicago, Ill.—144
- Burgess Battery Co.**, 111 W. Monroe St., Chicago, Ill.—51
- Canfield Radio Mfg. Co.**, 431 S. Dearborn St., Chicago, Ill.—13
- Cannon & Miller, Inc.**, Spring Water, N. Y.—158
- Carter Radio Co.**, 300 S. Racine St., Chicago, Ill.—95
- C. E. Mfg. Co.**, 702 Eddy St., Providence, R. I.—20—Ely Egnatoff, treas.; Ernest Kauer, chief eng.; E. Slowinski; Wm. F. Payton, Ed. Sweeney, R. Williams; H. H. Steidle, genl. sls. mgr.; E. R. Fiske, asst. sls. mgr.; L. C. McCutcheon; G. Coby; A. H. Lynch; J. Kennedy; J. F. O'Neil; S. Caton.
- Celeron Co.**, 1656 Besley St., Chicago, Ill.—120
- Central Radio Labs.**, 16 Keefe Ave., Milwaukee, Wis.—3
- Citizens Radio Call Book**, 508 S. Dearborn St., Chicago, Ill.—32—Chas. O. Stimpson, pres.; D. H. Bell, sec. & treas.; E. H. Jaudon, N. Y. rep.; Richard K. Pew, assoc. ed.; A. B. Mills, Chicago rep.; E. Hayes, Chicago rep.; F. C. Burlington, managing ed.
- Compressed Wood Co.**, 345 W. Austin Ave., Chicago, Ill.—42
- Continental Fibre**, 1375 Wrigley Bldg., Chicago, Ill.—109
- Cornish Wire Co.**, 30 Church St., New York City—88—W. F. Osler, Jr., v. p.; W. M. Spear, sls. representative; S. B. Darmstadter, Chicago rep.
- Crosley Radio Corp.**, Cincinnati, O.—86—Powel Crosley, Jr. pres.; Lewis Crosley; Ralph H. Langley; Harold F. Brown, Director of Public Relations; Henry Chadwick, Western sls. mgr.; Chas. E. Kilgour, chief eng.; Mr. Kellogg, Chicago rep.; Kimball Hutton Stark, adv. mgr.; Harry Sherwin, gen. sls. mgr.; Byron Beese, Pacific Coast sls. mgr.; John T. Dalton, Eastern sls. mgr.; L. A. Kellogg, Field Prom. Mgr.
- Crowe Name Plate & Mfg. Co.**, 1749 Grace St., Chicago, Ill.—57
- Cunningham, E. T., Inc.**, 370 Seventh Ave., New York City—141—M. F. Burns; J. W. Coker; F. E. Harding; C. R. King; F. H. Larrabee; W. Autenrieth; J. P. O'Connor; J. P. Furey; C. Rislely; H. E. Goodwin; H. Briggs; E. R. Haines; R. E. Stemm; P. Jefferys; H. A. Edwards.
- Daven Radio Corp.**, 160 Summit St., Newark, N. J.—133
- DeForest Radio Co.**, 139 Franklin St., Jersey City, N. J.—67—C. A. Rice, gen. sls. mgr.; E. A. Livingstone, adv. mgr.; L. M. Purington, field rep.; Harold H. Lloyd, asst. sls. mgr.; Frank Squire, chief eng.
- DeJur Products Co.**, 199 Lafayette St., New York City—8—H. DeJur; D. R. Bittan; L. E. Lyons.
- Diamond Electric Specialties Corp.**, 101 S. Orange Avenue, Newark, N. J.—104—F. M. Rosenfield; A. E. Simon, mgr. Chicago office; G. Azeling, Chicago office; J. Schneider, Chicago office.
- Diamond T Radio Mfrs.**, South Bend, Ind.—36—R. P. Neville, sec. & treas.; C. L. Smith, pres.; B. J. Schmidt, sls. mgr.
- Diamond Vacuum Products Co.**, 4049 Diversey Ave., Chicago, Ill.—45—Franklin Mayo; J. M. Sharpe; George D. McCabe.
- Dongan Elec. Mfg. Co.**, 2987 Franklin St., Detroit, Mich.—47
- Dubilier Condenser Corp.**, 4377 Bronx Blvd., New York City—91A—Joe Fried, head of industrial sales div.; Fred D. Williams, pres.; Fred L. Damarin, sales force; Geo. L. Palmer, gen. sls. mgr.
- Eagle Charger Co.**, 121 N. Eighth St., Phila., Pa.—44—L. A. Margolies, treas.; Maurice F. McCarthy, sec.
- Eby, H. H., Mfg. Co.**, Philadelphia, Pa.—7
- Ekko Co.**, 111 W. Monroe St., Chicago, Ill.—2A
- Electrad Inc.**, 175 Varick St., New York City—10—Arthur Moss, treas.
- Electrical Merchandising**, 36th St. and 10th Ave., New York City—27—(see *Radio Retailing*)
- Electrical Research Labs.**, 2500 Cottage Grove Ave., Chicago, Ill.—102—Geo. A. Pearson, pres.; Fred Wellman, v. p.; Paul W. Herman, asst. adv. mgr.; Paul M. Deeley, chf. eng.; Ed. G. May, asst. sls. mgr.
- Elkon Mfg. Co.**, Weehawken, N. J.—77A
- Experimenter Pub. Co.**, 230 Fifth Ave., New York City—30—L. F. McClure, Chicago rep. of *Radio News*; S. B. Darmstadter, Chicago rep. of *Radio Listeners' Guide and Call Book*; Robert Hertzberg, assoc. ed. of *Radio News*; R. W. DeMott, sec. & bus. mgr. Experimenter Pub. Co.
- Fansteel Products Co.**, State St., N. Chicago, Ill.—2B
- Farrand Mfg. Co., Inc.**, Thompson Ave. & Court St., Long Island City, N. Y.—100—C. L. Farrand, pres.; Geo. H. Kiley, v. p. in chg. of sales; W. E. Dermody, Eastern salesman; S. H. Kehoe, Western salesman; Chas. H. Griffith, Southern salesman.
- Fast, John E., & Co.**, 3982 Barry Ave., Chicago, Ill.—122B
- Federal-Brandes Co., Inc.**, Newark, N. J.—113
- Federal Radio Corp.**, 1738 Elmwood Ave., Buffalo, N. Y.—78—L. E. Noble, pres.; L. C. F. Horle, chief eng.; L. W. James, asst. to pres.; A. C. Stearns, adv. mgr.; K. E. Reed, sls. mgr.; C. J. Jones, asst. sls. mgr.; D. R. McKinnon, Chicago rep.; R. H. Blair, Wisconsin rep.; A. V. Frank, Illinois rep.; E. C. Hill, Michigan rep.
- Ferguson, J. B., Inc.**, 225 W. 57th St., New York City—111B
- Ferranti Ltd.**, 130 W. 42nd St., New York City—98A—F. S. Martin; J. J. Thomson.
- Formica Insulation Co.**, Spring Grove Ave., Cincinnati, O.—111A—H. W. Hains-further, mgr. Chicago office; W. G. Steiner, chg. of sls. prom. at Cincinnati; J. Wickser, Chicago sales staff; P. LeClaire, Chicago sales staff; J. M. James, Chicago sales staff; F. Wiley, Chicago sales staff.
- Freed-Eisemann Radio Corp.**, Brooklyn, N. Y.—87—J. D. R. Freed, pres.
- French Battery Co.**, Madison, Wis.—149
- Freshman, Chas., Inc.**, 240 W. 40th St., New York City—128—Myron Goldsoll; Martin Zatulove; Sig Freshman; Wm. H. Allen; M. B. Shaffer; H. A. Beach.
- Frost, H. H., Inc.**, 160 N. LaSalle St., Chicago, Ill.—58
- General Instrument Corp.**, 477 Broadway, New York City—66
- General Radio Company**, 30 State St., Cambridge, Mass.—115—Melville Eastham, pres.; H. B. Richmond, treas.; F. G. Smith, mid-west sales rep.; C. T. Burke, eng.
- Gold Seal Elec. Co.**, 250 Park Ave., New York City—97
- Gould Storage Battery Co.**, 250 Park Ave., New York City—116—F. E. Boos, district engr. Chicago; S. F. Gane, district sls. mgr. Chicago; L. H. Hobbs, sales dept. Chicago; J. C. Porter, sales dept.

- Chicago; J. A. Koch, sales dept. Chicago; M. J. Barry, sales dept. Chicago; Roy B. Graham, western dist. mgr. Chicago; C. J. McKenna, asst. sls. mgr. New York; Raymond A. Klock, Engineering Dept. New York; J. O. Archibald, Engineering Dept. Depew; H. R. Strang, sales dept. Kansas City, Mo.; Victor Partenheimer, sales dept. Kansas City, Mo.
- Grebe, A. H., & Co., Inc., 109 W. 57th St., New York City—75
- Greene-Brovne Mfg. Co., 2600 N. Western Ave., Chicago, Ill.—157
- Grigsby-Grunow-Hinds Co., 4540 Armitage Ave., Chicago, Ill.—85—B. J. Grigsby, pres.; Wm. C. Grunow, v. p.; D. Wanamaker, director of adv.; S. L. Arneson, office mgr.; H. E. Young, eastern sls. mgr.; N. D. Patti, salesmen; H. E. Kranz, chf. eng.; W. L. Holst, purch. agt.; E. W. Macke, salesman; J. T. Jackman, salesman; J. P. Miller, salesman; A. C. Winnan, sec.
- Hammarlund Mfg. Co., Inc., 424 W. 33rd St., New York City—136B
- Howard Radio Co., 459 E. Ohio St., Chicago, Ill.—129
- Hoyt Elec. Instrument Co., 857 Boylston St., Boston, Mass.—14—L. E. Moore; C. W. Burton, treas.
- Imperial Molded Products Corp., 2925 W. Harrison St., Chicago, Ill.—19
- Indiana Mfg. & Elec. Co., Marion, Ind.—96—A. E. Case, pres.; Dudley E. Foster, chief eng.; O. R. Westfall, sls. mgr.; Geo. L. Holmes, New York City sales rep.; F. J. Keller, Ft. Worth, Tex., sales rep.; L. E. Spencer, Nashville, Tenn., sales rep.; O. B. Leonhart, Seattle, Wash., sales rep.; J. C. Roper, Minneapolis, Minn., sales rep.; J. S. Cummings, St. Louis, Mo., sales rep.; L. C. Herrmann, Chicago, Ill., sales rep.; Chas. E. Bird, Youngstown, Ohio, sales rep.
- International Resistance Co., Perry Bldg., Philadelphia, Pa.—1—S. B. Darmstader, Chicago rep.; Francis R. Ehle; Chas. N. Weyl, Eng. Dept.
- Irvington Varnish & Insulator Co., Irvington, N. J.—139—E. E. Hiler; L. M. Carter; C. E. Garneau, sls. mgr.
- Jefferson Elec. Mfg. Co., 501 S. Green St., Chicago, Ill.—130
- Jewell Elec. Instrument Co., 1650 Walnut St., Chicago, Ill.—132
- Johnson Motor Prod. Co., 308 Sheldon St., Chicago, Ill.—23
- Jones, Howard, 612 S. Canal St., Chicago, Ill.—90
- Karus Elec. Co., 19 S. LaSalle St., Chicago, Ill.—73
- Kellogg Switchboard & Supply Co., 1066 W. Adams St., Chicago, Ill.—81
- Kent, Atwater, Mfg. Co., Philadelphia, Pa.—138
- Keystone Radio Labs., 154 Whiting St., Chicago, Ill.—15—G. S. Brock, asst. sls. mgr.; I. J. Mendels, pres.; O. P. Smith, sls. mgr.; L. C. McCarthy, asst. sls. mgr.
- King-Buffalo, Inc., Rano St., Buffalo, N. Y.—92—Burt G. Close, v. p.; John W. Million, Jr. engr.; W. L. Morley, engr.; Jas. G. Crowe, sales rep.; R. R. Talbott, sales rep.; L. W. Smith, sales rep.; H. C. Goodrich, sales rep.; J. H. Mehle, sales rep.
- Kodak Radio Corp., 507 E. Pearl St., Cincinnati, O.—76—C. E. Ogden, Pres.
- Lignole Corp., 508 S. Dearborn St., Chicago, Ill.—135A
- Lynch, Arthur, Inc., 250 W. 57th St., New York City—148
- Magnavox Co., 2725 E. 14th St., Oakland, Cal.—59
- Maring Wire Co., Muskegon, Mich.—137
- Martin-Copeland Co., 101 Sabin St., Providence, R. I.—46
- McGraw-Hill Publishing Co., Inc., 36th St. & 10th Ave., New York City—29—(See Radio Retailing)
- Mohawk Corp. of Ill., Diversey at Logan, Chicago, Ill.—153
- Mu-Rad Radio Corp., Asbury Park, N. J.—125
- Murdock, William, Co., 347 Washington Ave., Boston, Mass.—150
- Muter, Leslie F., Co., 76th & Greenwood Ave., Chicago, Ill.—63
- National Carbon Co., Inc., 30 E. 42nd St., New York City—108—G. C. Furness, Manager Radio Div.; E. E. Horine, asst. mgr. Radio Div.
- Newcombe-Hawley Co., St. Charles, Ill.—127
- O'Neil Mfg. Co., 715 Palisade Ave., West New York, N. J.—77B—Raymond L. O'Neil, general office; E. J. Clark, general office; A. O. Braun, Chicago; A. F. Nelson, New York; H. W. Gebhard, Boston; R. J. Noel, San Francisco; J. B. Hess, Kansas City; Robert Williams, Cleveland; C. D. Myers, Fort Worth, Tex.; John T. Jones, Minneapolis.
- Paragon Elec. Corp., Upper Montclair, N. J.—41A—P. Petroff, gen. mgr.; R. T. Hungerford, sls. mgr.; N. Barbarie, laboratory experimenter.
- Perryman Elec. Co., Inc., 33 W. 60th St., New York City—48—B. S. Katz, pres.; G. H. Perryman, treas.; H. B. Foster, gen. mgr.; R. B. Lacey, western sls. mgr.
- Pfanstiehl Radio Co., Waukegan, Ill.—118—M. G. Moriarity; Carl Pfanstiehl, pres.; Hoyt Leach; L. A. Dodd; Don Taylor.
- Philadelphia Storage Battery Co., Philadelphia, Pa.—119
- Phonograph and Talking Machine Weekly, 146 Water St., New York City—26—Curtis A. Wessel, ed.; Sidney E. Davis, adv. mgr.
- Platter Cabinet Co., North Vernon, Ind.—105—O. R. Platter, sec. & treas.; F. S. Matthews, asst. mgr.; James Martin, radio eng.; S. B. Brandt, sls. rep.; W. P. Lockwood, sls. rep.
- Polymet Mfg. Corp., 599 Broadway, New York City—155
- Pooley Co., 1600 Indiana Ave., Philadelphia, Pa.—151
- Potter Mfg. Co., 2004 Sheridan Rd. N., Chicago, Ill.—39
- Precision Prod. Co., 321 S. Main St., Ann Arbor, Mich.—112
- Premier Radio Corp., Defiance, O.—16—E. J. Allen, pres.; G. R. DeVeaux, sec. & treas.; K. A. Duerk, chief eng.
- Prest-O-Lite, Indianapolis, Ind.—40
- Q. R. S. Music Co., 306 S. Wabash Ave., Chicago, Ill.—145A
- Radio Corporation of America, 233 Broadway, New York City—89
- Radio Dealer, 10 E. 39th St., New York City—25
- Radio Engineering, Poughkeepsie, N. Y.—33A
- Radio Master Corp. of America, Bay City, Mich.—93
- Radio Merchandising, 239 W. 39th St., New York City—33
- Radio Retailing, 10th Ave. and 36th St., New York City—28—William C. Alley; M. Clements; Ray V. Sutcliffe; H. W. Baukat; M. E. Herring.
- Raytheon Mfg. Co., 292 Main St., Cambridge, Mass.—82—Miles Pennybacker, asst. mgr.; Ed. Riedel, sls. mgr.; D. E. Replogle, sls. eng.; L. K. Marshall, gen. mgr.
- Reichmann Co., 1725 W. 74th St., Chicago, Ill.—106—Frank Reichmann, pres.; Hiram Lanphear, v. p.; M. J. Friel, Pacific Coast mgr.; James A. Ago, New York mgr.; L. L. Kelsey, Chicago district mgr.; Marshall P. Fox, Western dist. mgr.; George P. Granberry, factory rep.
- Runzel-Lenz Elec. Mfg. Co., 1751 N. Western Ave., Chicago, Ill.—72
- Samson Elec. Co., Canton, Mass.—70—R. W. Cotton, sls. mgr.; C. C. Colby, pres.; Prof. Edw. L. Bowles, eng.; C. J. Brown.
- Sandar Corp., 130 W. 42nd St., New York City—17
- Sangamo Elec. Co., Springfield, Ill.—98B
- Seoville Mfg. Co., Waterbury, Conn.—134—A. D. Cowperthwait, Waterbury sls. office; M. Bennett, electrical eng.; G. G. Grant, Chicago sls. office; C. J. Kalbfell, Chicago sls. office; G. Wood, Chicago sls. office; P. Davidson, adv. dept. Waterbury.
- Sentinel Mfg. Co., 4256 N. Western Ave., Chicago, Ill.—154—J. T. Beatty, v. p.; E. J. Dykstra, gen. sls. mgr.; Addison H. Brown, divisional sls. director; R. A. Corbridge, special rep.; H. E. Richardson, special rep.; J. J. Kahn, service eng.
- Shamrock Radio Co., Newark, N. J.—146—Herman Rose, pres.; Nate Hast, gen. sls. mgr.
- Showers Bros., 666 Lake Shore Drive, Chicago, Ill.—64
- Slagle Radio Co., 1232 Maumee Ave., Fort Wayne, Ind.—54—L. S. Slagle; P. K. Romey; H. A. Schryver.
- Sonatron Tube Co., 108 W. Lake St., Chicago, Ill.—110B—Harry Chirelstein, pres.; D. J. Quinn, sls. mgr.; A. E. Rodriguez, eng.; L. P. Mack, Central States sls. mgr.; R. L. Marshall, Detroit sls. mgr.; T. Goldstein, Chicago office; F. B. Ellis, Chicago office; L. Newman, New York sls. mgr.; S. B. Solinger, adv. mgr.
- Sonora Phonograph Co., Inc., 16 E. 40th St., New York City—107
- Sparks-Withington Co., Jackson, Mich.—99
- Splitdorf Elec. Co., 392 High St., Newark, N. J.—83—A. A. Sinclair, exec. radio rep.; Robert W. Porter, v. p. & gen. sls. mgr.; Noel Dunbar, spec. exec. rep.; O. W. Smith, mgr. Chicago branch; F. A. Jewell, dir. of Radio Eng. & Designing.
- Standard Piano Bench Co., 1225 W. Lake St., Chicago, Ill.—38—Gordon L. Aston; Addison H. Brown; R. A. Corbridge; G. A. Storm; H. W. Johnson; A. E. Oswald.
- Steinite Lab., 506 S. Wabash Ave., Chicago, Ill.—41C
- Sterling Mfg. Co., 2845 Prospect Ave., Cleveland, O.—68—W. M. Scott, sec.; W. W. Dowdell, sls. mgr.; B. W. David, chief eng.; L. E. Honeywell, adv. mgr.
- Stevens & Co., Inc., 46 E. Houston St., New York City—53
- Stewart Battery Co., 119 N. Peoria St., Chicago, Ill.—56
- Stewart-Warner Speedometer Corp., 1826 Diversey Blvd., Chicago, Ill.—126—W. J. Zucker, gen. sls. mgr.; R. H. Woodford, radio sls. mgr.; A. B. Dicus, adv. mgr.; V. N. Hansen, accessory sls. mgr.; O. F. Jester, radio sls. dept.; W. Hoffbauer, Jr. radio sls. dept.; C. O. Dail, radio sls. dept.; H. W. Boyle, radio sls. dept.; W. R. Moore, radio sls. dept.; R. M. Garvey, radio sls. dept.; R. E. Tuohy, radio sls. dept.; E. W. Nofs, radio sls. dept.; L. E. Parker, radio eng.; C. H. Stone, radio eng.; J. N. Goiten, radio eng.; M. Gurrie, radio eng.
- Sunlight Lamp Co., Newton Falls, O.—123B—James W. Reagan, dist. mgr., Indiana and Illinois; W. R. Pike; Leon C. Herrmann, dist. mgr. Wisconsin; C. R. Gilpin, sls. mgr.
- Superior Cabinet Co., Muskegon, Mich.—110A—J. M. Studner, sls. rep.; Myron Studner, sls. rep.
- Sylvania Products Co., Emporium, Pa.—137A
- Talking Machine Journal, 5941 Grand Central Station, New York City—31
- Talking Machine World, 383 Madison Ave., New York City—24
- Timmons Radio Products Corp., Germantown, Philadelphia, Pa.—9—J. S. Timmons; E. B. Loveman; C. A. Malliet; R. S. Fisher.
- Tobe-Deutschmann Co., 11 Windsor St., Cambridge, Mass.—145
- Tower Mfg. Co., 98 Brookline Ave., Boston, Mass.—55
- Trimm Radio Mfg. Co., 24 S. Clinton St., Chicago, Ill.—50—P. S. Pfeifer, sls. mgr.; C. A. Botoroff, sec. and treas.
- Triple-A Spec. Co., 312 S. Hamilton Ave., Chicago, Ill.—123A
- Tyrman Elec. Corp., 208 S. LaSalle St., Chicago, Ill.—49
- United Radio Corp., Rochester, N. Y.—4—Seiden E. May, pres.; A. T. Haugh, gen. sls. mgr.; Burton S. Bigelow, adv. mgr.; Dr. J. P. Minton; M. F. Bickford; G. W. Dodson.
- Universal Battery Co., 3410 S. LaSalle St., Chicago, Ill.—65A—Robert Mowry, gen. mgr.; Roy S. Mowry, sls. mgr.; Ray O. Watkins, eng.; Edward H. Sennert; Chas. Silberman.
- U-S-L Radio Co., Inc., Niagara Falls, N. Y.—35
- Utah Radio Products Co., 1615 S. Michigan Ave., Chicago, Ill.—61—Mr. Henry C. Forster, pres.; W. C. Perkins, sls. mgr.
- Valley Electric Co., St. Louis, Mo.—131
- Van Horne Co., Franklin—22
- Vesta Battery Co., 2100 Indiana Ave., Chicago, Ill.—134A
- Victoreen, Inc., 6523 Carnegie Ave., Cleveland, O.—135B
- Walbert Mfg. Co., 925 Wrightwood Ave., Chicago, Ill.—84
- Webster Co., 850 Blackhawk St., Chicago, Ill.—52
- Webster Electric Co., Racine, Wis.—6
- Wells-Gardner & Co., 1720 N. Robey St., Chicago, Ill.—121
- Westinghouse Union Battery Co., Swissvale Station, Pittsburgh, Pa.—82—C. H. Smith, pres. & gen. mgr.; J. L. Rupp, v. p.; G. B. Cushing, gen. sls. mgr.; Roger Chauveau, Western sls. mgr.; R. J. Cook, Eastern sls. mgr.; O. S. Jacobsen, rep.
- Weston Elec. Instrument Co., Newark, N. J.—74
- Willard Storage Battery Co., 246 E. 131st St., Cleveland, O.—134B
- Workrite Mfg. Co., 1812 E. 30th St., Cleveland, O.—34

Please turn to next page

Yale Electric Co., 2339 S. LaSalle St., Chicago, Ill.—156

Yaxley Mfg. Co., 1103 W. Monroe St., Chicago, Ill.—37—R. S. Sparrow, sls. mgr.; Fred R. Ellinger.

Zenith Radio Corp., 3620 Iron St., Chicago, Ill.—114—E. F. McDonald, Jr., pres.; Paul B. Klugh, v. p. and gen. mgr.; N. A. Fegen, sec. & sls. mgr.; Hugh Robertson, treas.; C. E. Mead, factory mgr.; C. J. Callahan, adv. mgr.; Karl Hassel, eng. dept.; H. A. Gates, eng. dept.; C. E. Marshall, eng. dept.; Wm. J. Gaynor, salesman; G. P. Gunther, salesman; O. H. Hulberg, salesman.

Room Exhibitors

Abox Co., 215 N. Michigan Ave., Chicago, Ill.—536A

All-American Radio Corp., 4201 Belmont Ave., Chicago, Ill.—522

Amrad Corp., Medford Hillside, Mass.—539A

Andrea, F. A. D., Inc., 1581 Jerome Ave., New York City—520

Apco Mfg. Co., Providence, R. I.—451

Apex Elec. Mfg. Co., 1410 W. 59th St., Chicago, Ill.—423A

Arcturus Radio Co., 255 Sherman St., Newark, N. J.—548A

Argus Radio Corp., 257 W. 17th St., New York City—563 & 564A

Baritone Mfg. Co., 846 W. Jackson Blvd., Chicago, Ill.—550

Benjamin Elec. Mfg. Co., 120 S. Sangamon St., Chicago, Ill.—453

Bremer-Tully Mfg. Co., 532 S. Canal St., Chicago, Ill.—519

Briggs-Stratton Corp., Milwaukee, Wis.—529

Buckwalter Radio Corp., 2632 Prairie Ave., Chicago, Ill.—534A

Bush & Lane Piano Co., Holland, Mich.—513A

Camfield Radio Mfg. Co., 357 Ohio St., Chicago, Ill.—532A

Chicago Nipple Mfg. Co., 1966 Southport Ave., Chicago, Ill.—451A

Clearstone Radio Co., 1731 Central Ave., Cincinnati, O.—512

Daven Radio Corp., 160 Summit St., Newark, N. J.—546A

DeJure Products Co., 199 Lafayette St., New York City—440A

Diamond T Radio Mfrs., 526 Niles Ave., South Bend, Ind.—526A

Electrical Record, 461 Eighth Ave., New York City—612A

Electrical Research Labs., 2500 Cottage Grove Ave., Chicago, Ill.—545

Excello Products Corp., 4820 W. 16th St., Cicero, Ill.—512A

Federal-Brandes Co., Inc., Woolworth Bldg., New York City—557

Federal Radio Corp., 1738 Elmwood Ave., Buffalo, N. Y.—430A

Freed-Eisemann Radio Corp., Brooklyn, N. Y.—521

Freshman, Chas., Co., Inc., 240 W. 40th St., New York City—521A

Grebe, A. H., & Co., Inc., 109 W. 57th St., New York City—523

Grigsby-Grunow-Hinds Co., 4540 Armitage Ave., Chicago, Ill.—547

Indiana Mfg. & Elec. Co., Marion, Ind.—523A

Irvington Varnish & Insulator Co., Irvington, N. J.—535A

Johnson Motor Products Co., 308 N. Sheldon St., Chicago, Ill.—437A

Kellogg Switchboard and Supply Co., 1066 W. Adams St., Chicago, Ill.—517A

King Elec. Mfg. Co., Inc., 1681 Fillmore Ave., Buffalo, N. Y.—504A

King Mfg. Co., 254 Rano St., Buffalo, N. Y.—561A

Kokomo Elec. Co., Kokomo, Ind.—509

Lynch, Arthur, Inc., 250 W. 57th Street, New York City—533

McMillan Radio Corp., 1425 S. Michigan Ave., Chicago, Ill.—500 & 501A

Maring Wire Co., Muskegon, Mich.—453A

Marti Elec. Radio Co., Inc., W. Orange, N. J.—507A

Mayollan Corp., 1991 Broadway, New York City—532

Mohawk Corp. of Illinois, Diversy at Logan Blvd., Chicago, Ill.—537

National Co., 110 Brookline Street, Cambridge, Mass.—545A

National Lead Battery Co., 1704 Roblyn Avenue, St. Paul, Minn.—502A

Neutrowound Radio Mfg. Co., Homewood, Ill.—556

Newcombe-Hawley Inc., St. Charles, Ill.—435A

Northern Mfg. Co., 371 Ogden St., Newark, N. J.—513

Program

The consolidated program of the third annual R.M.A. convention and first annual trade show and convention of the Federated Radio Trades Association, to be held from June 13 to 17, 1927, in the Stevens Hotel, Chicago, Ill., follows:

First Radio Trade Show

Stevens Hotel, Chicago, Ill.

June 13-17, 1927

Monday—10 A. M. Registration.

2 P. M.—10 P. M. Show Hours.

Tuesday—Flag Day.

2 P. M.—6 P. M. Show Hours.

Wednesday—"Chicago Trade Day."

2 P. M.—10 P. M. Show Hours.

Thursday—"National Trade Day."

10 A. M.—6 P. M. Show Hours.

Friday—Last Day.

2 P. M.—10 P. M. Show Hours.

Room Exhibition.

Hours same as above.

Demonstration rooms on Fourth, Fifth and Sixth Floors.

Third Annual R.M.A. Convention

June 13-17, 1927

Monday, June 13

10 A. M.—Registration.

Committee Meetings.

Tuesday, June 14

10 A. M.—R. M. A. Open Meeting.

Music by Chicago Police Band.

Address of Welcome, Hon. Wm. Hale Thompson, Mayor of Chicago.

President's Address, Arthur T. Haugh.

Merchandising, Major Herbert H. Frost.

Legal Phase of Association Activities, John W. Van Allen.

Wednesday, June 15

10 A. M.—R.M.A. Closed Meeting.

Distribution and Resale by Hon. Fred L. Maytag.

Election of Officers.

1 P. M.—Luncheon Meeting.

Fourth Annual Radio Industries

Operadio Mfg. Co., 700 E. 40th St., Chicago, Ill.—422A

Oxidite Battery Co., 1485 Marshall Ave., St. Paul, Minn.—520A

Pausin Engineering Co., 727 Frelinghuysen Ave., Newark, N. J.—528A

Pequot Mfg. Corp., Glendale, L. I., N. Y.—444A

Perryman Elec. Co., Inc., 33 W. 60th St., New York City—544A

Philmore Mfg. Co., 106 Seventh Ave., New York City—502

Platter Cabinet Co., Mt. Vernon, Ind.—600 & 601A

Precision Products Co., 321 S. Main St., Ann Arbor, Mich.—560

Premier Radio Corp., Defiance, O.—563

Q. R. S. Music Co., 306 S. Wabash Ave., Chicago, Ill.—413

Radio Cabinet Co., Indianapolis, Ind.—537A

Radio Master Corp. of America, Bay City, Mich.—618, 19, 20

Radio Merchandising, 239 W. 39th St., New York City—539

Radio Receptor Co., 106 Seventh Ave., New York City—561

Robertson-Davis Co., 412 Orleans St., Chicago, Ill.—412

Sentinel Mfg. Co., 4256 N. Western Ave., Chicago, Ill.—536

Shamrock Radio Co., 196 Waverly Ave., Newark, N. J.—461

Signal Elec. Co., Broadway, Menominee, Mich.—530A

Slagle Radio Co., Fort Wayne, Ind.—460

Sonatron Tube Co., 108 W. Lake St., Chicago, Ill.—421A

Sonora Phonograph Co., Inc., 16 E. 40th St., New York City—546

Sparks-Withington Co., Jackson, Mich.—504

Splitdorf Electrical Co., 392 High St., Newark, N. J.—450

Sprague Specialties Co., 1511 Hancock St., Quincy, Mass.—463

Standard Piano Bench Co., 1225 W. Lake St., Chicago, Ill.—549

Banquet Committee, Paul B. Klugh, Chairman.

2:15 P. M.—Committee Meetings.

Thursday, June 16

10 A. M.—Open R.M.A. Engineering Division.

H. B. Richmond, Chairman.

Dr. Alfred N. Goldsmith.

Dealers and Jobbers Invited.

7 P. M.—Annual R.M.A. Banquet.

Paul B. Klugh, Toastmaster.

Hon. Herbert H. Hoover, Guest of Honor.

Broadcasting—Merlin H. Aylesworth, Pres. National Broadcasting Co.

12:30 P. M.—Introduction of New R.M.A. Officers.

Directors' Meeting National Association of Broadcasters.

Friday, June 17

10 A. M.—Closed R.M.A. Meeting.

Reports of Committees.

Appointments of Committees.

Unfinished Business.

Federated Radio Trades Association

Tuesday, June 14

8:15 P. M.—Federated Radio Trades Ass'n.

—Open Meeting, Harold J. Wrape, Presiding.

Benefits of Trade Association and Their Industries, Wm. A. Webster, Commissioner, Automotive Equipment Ass'n.

The Need for a Stronger National Radio.

Dealer and Jobber Association, Major Herbert H. Frost.

Local Legislation, Hon. Frank D. Scott.

Wednesday, June 15

10 A. M.—Open Meeting.

"Perils in the Radio Jobbing Business," Sidney Neu, Julius Andrae Co., Milwaukee, Wis.

Chairman Trade Relations Committee.

"The Conducting of Successful Radio Shows," A. M. Edwards, Chairman, Show Managers Committee, Secretary of Michigan Radio Trade Association.

"The Field of the Manufacturers' Agent," R. W. Bennett, Pres. St. Louis R.T.A.

"Time Payments," Hon. Richard Lawrence.

Standard Radio Corp., 35 W. 25th St., New York City—445A

Sterling Mfg. Co., 2845 Prospect Ave., Cleveland, O.—542A

Stevens & Co., Inc., 46 E. Houston St., New York City—553

Stewart Battery Co., 119 N. Peoria St., Chicago, Ill.—507

Stewart-Warner Speedometer Corp., 1826 Diversy Blvd., Chicago, Ill.—516

Super-Ball Antenna Co., Green Bay, Wis.—420A

Swan-Haverstick Co., Peace & Lafayette Sts., Trenton, N. J.—519A

Sylvania Products Co., Emporium, Pa.—505A

Symphonic Radio Co., 370 Seventh Ave., New York City—553A

Teletone Corp., 3rd and Van Alst Ave., Long Island City, N. Y.—556A

Temple Inc., 213 S. Peoria St., Chicago, Ill.—457

Tower Mfg. Co., 98 Brookline Ave., Boston, Mass.—515A

Udell Works, 28th & Barnes, Indianapolis, Ind.—557A

Utah Radio Products Co., 1427 S. Michigan Ave., Chicago, Ill.—534

Vesta Battery Corp., 2100 Indiana Ave., Chicago, Ill.—450A

Walbert Mfg. Co., 1000 Fullerton Ave., Chicago, Ill.—501

Webster Co., 850 Blackhawk St., Chicago, Ill.—533A

Wells-Gardner & Co., 1720 N. Robey St., Chicago, Ill.—409

White, J. Andrew, 37 W. 43rd St., New York City—452A

White, Julian M., Mfg. Co., West 5th St. and Sioux St., Sioux City, Ia.—560A

Wise-McClung Co. Ltd., New Philadelphia, Pa.—509A

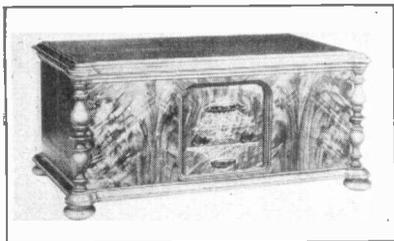
Wolf Mfg. Industries, Kokomo, Ind.—550 & 551A

Zenith Radio Corp., 3620 Iron St., Chicago, Ill.—505

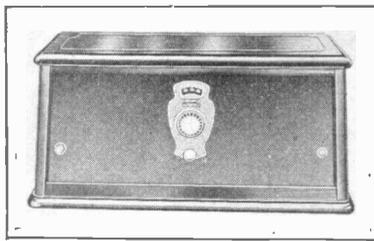
Zetka Labs., Inc., Newark, N. J.—524A

Types of New Sets Planned for 1927-28

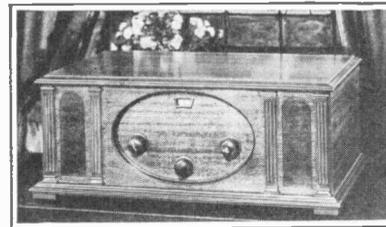
Illustrations of some of the sets manufacturers are marketing for the coming Fall. Photos on this and following pages are not complete presentations of manufacturers' lines and are intended only to give some idea of the new types of products. For manufacturers' complete lines, see page 104.



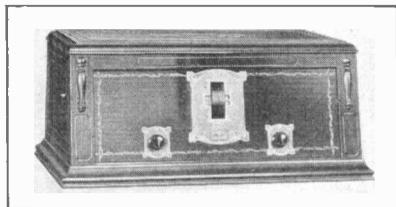
A. H. Grebe & Co. Inc.,
New York City, \$125



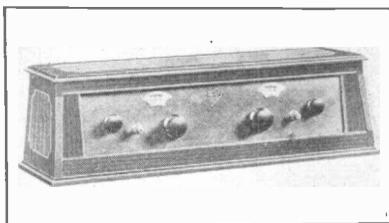
Chas. Freshman,
New York City



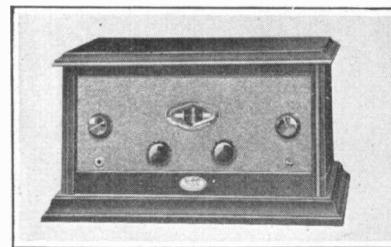
King Mfg. Co.,
Buffalo, N. Y., \$100



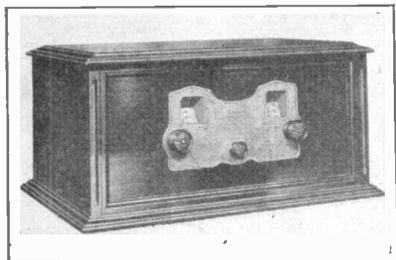
Diamond T Radio Mfrs.,
South Bend, Ind., \$65



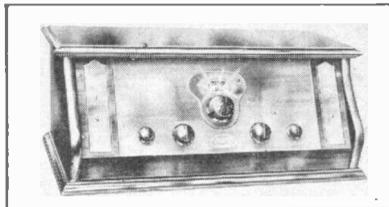
Valley Electric Co.,
St. Louis, Mo.



Globe Electric Co.,
Milwaukee, Wisc., \$55



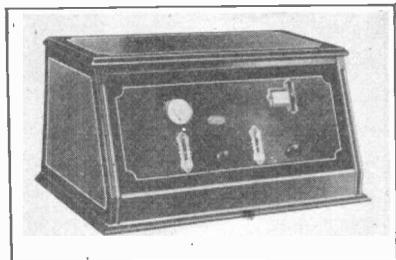
F. A. D. Andrea, Inc.,
New York City



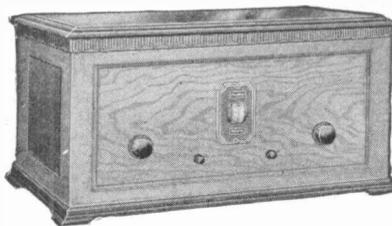
Chelsea Radio Co.,
Chelsea, Mass., \$65



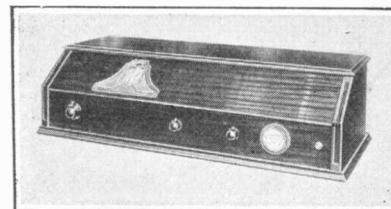
American Bosch Mag.
Corp., Spgfl., Mass., \$90



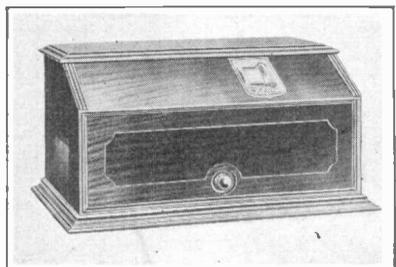
Crosley Radio Corp.,
Cincinnati, O., \$70



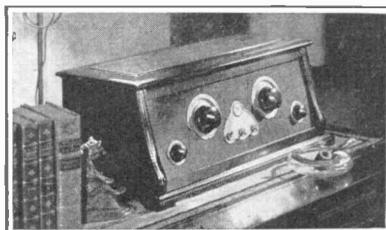
Mu-Rad Radio Co.,
Asbury Park, N. J., A.C.



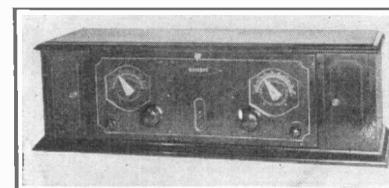
Neutrowound Radio Mfg Co.,
Homewood, Ill., \$135, A.C.



Zenith Radio Co.,
Chicago, Ill.

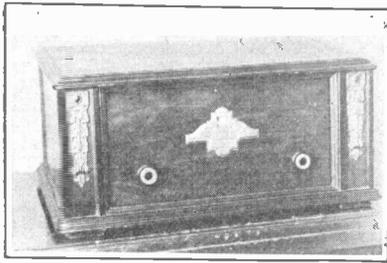


Marti Electric Radio Co.,
West Orange, N. J., \$225, A.C.

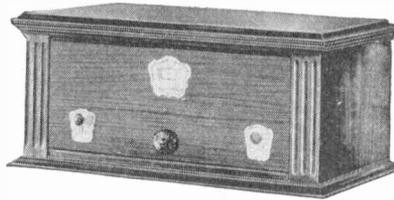


Sleeper Radio & Mfg. Corp.,
L. I. City, N. Y., \$160, A.C.

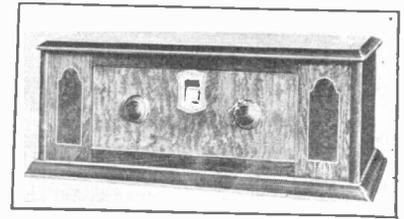
Some of the New Types of Sets



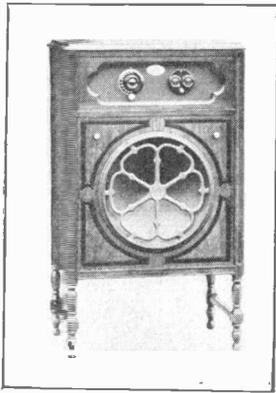
*Pfanstiel Radio Co.,
Waukegan, Ill.*



Stewart-Warner Speedometer Corp., Chicago, Ill.



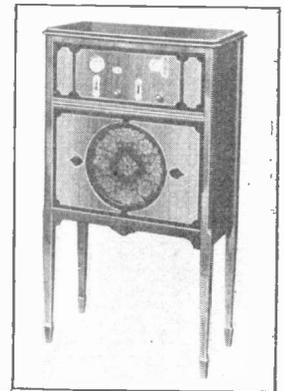
*Audiola Radio Co.,
Chicago, Ill.*



*Atwater Kent Mfg. Co.,
Philadelphia, Pa.*



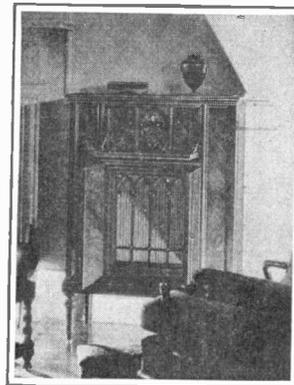
*Radio Corp. of America,
N. Y. City, \$895, A.C.*



*Crosley Radio Co.,
Cincinnati, O., \$95*



*Stromberg-Carlson,
Rochester, N. Y., A.C.*



*American Bosch Magneto
Corp., Springfield, Mass.,
\$340*



*Splitdorf Radio Corp.,
Newark, N. J.,
Approx. \$400*



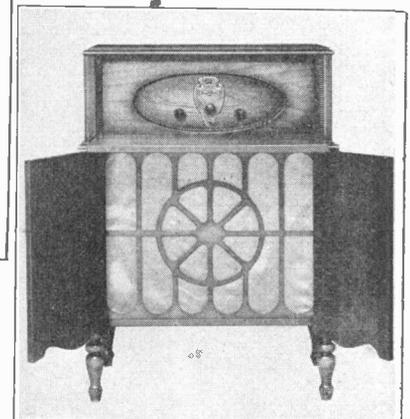
*Wright-DeCoster Inc.,
St. Paul, Minn., \$313.75,
A.C.*



*Walbert Mfg. Co.,
Chicago, Ill., A.C.*



*Steinite Labs.,
Atchison, Kansas, \$150*



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

Manufacturers Are Marketing for 1928

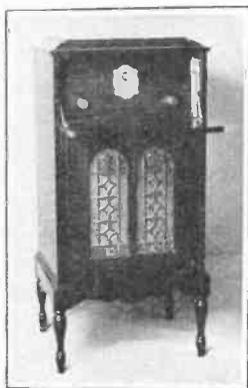
(Continued)



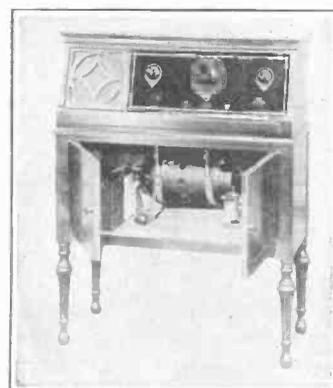
Federal-Brandes Inc.,
Newark, N. J., \$265, A.C.



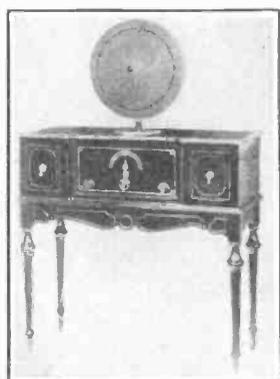
Freed-Eisemann Radio Co.,
Brooklyn, N. Y., \$295, A.C.



Pfanstiehl Radio Co.,
Waukegan, Ill.



Day-Fan Electric Co.,
Dayton, Ohio, A.C.



Simplex Radio Co.,
Sandusky, O.



King Mfg. Co.,
Buffalo, N. Y., \$125



Audiola Radio Co.,
Chicago, Ill.



Colin B. Kennedy,
St. Louis, Mo.



Diamond T Radio Mfrs.,
South Bend, Ind., \$250,
A.C.



Standard Radio Co.,
Worcester, Mass.



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

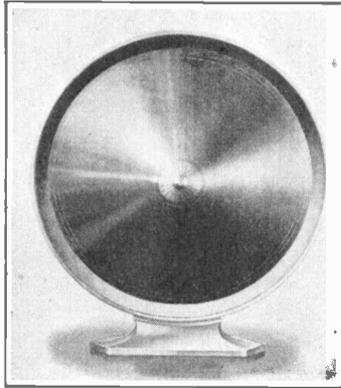


Apex Electric Mfg. Co.,
Chicago, Ill.

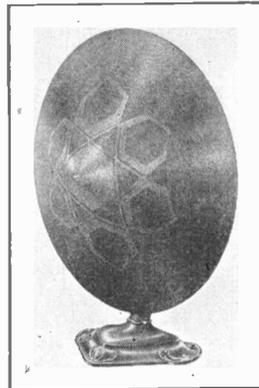
Some of the New Speakers Manufacturers



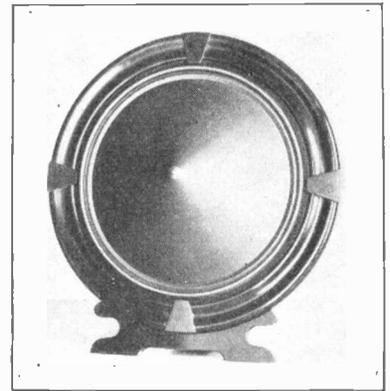
*Timmons Radio Prod. Co.,
Philadelphia, \$30*



*Am. Bosch Mag. Corp.,
Sp'fld, Mass., \$27.50*



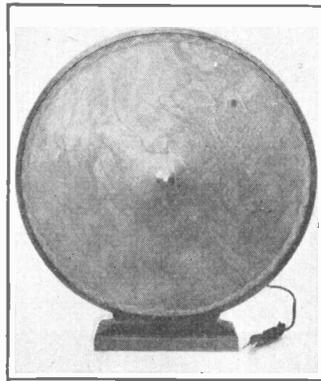
*A. H. Grebe and Co.,
New York City, \$35*



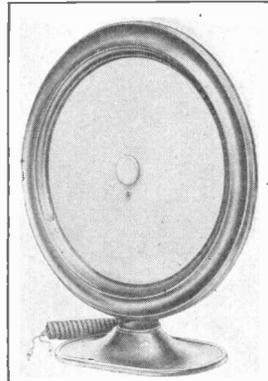
*Stevens and Co.,
New York City, \$35*



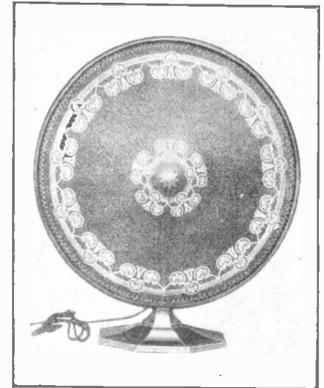
*Pathe Phono. & Radio Co.,
Brooklyn, N. Y., \$30*



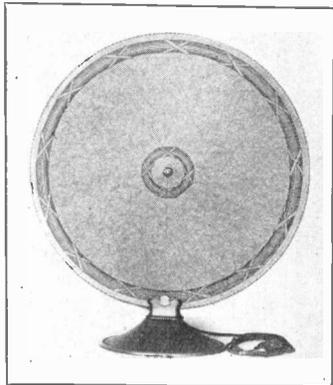
*Empire El. Prod. Co.,
New York City, \$22.50*



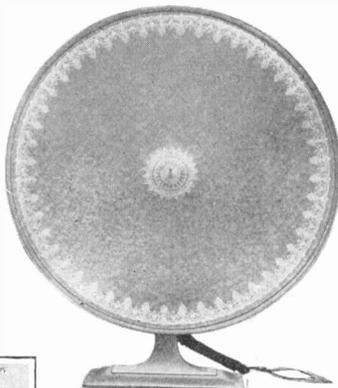
*Boudette Mfg. Co.,
Chelsea, Mass., \$15*



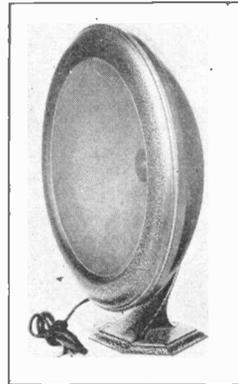
*Crosley Radio Corp.,
Cincinnati, O., \$14.75*



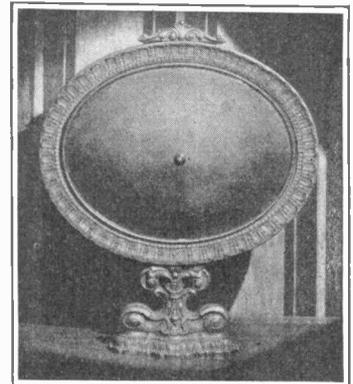
*Pacent Radio Corp.,
New York City, \$28.50*



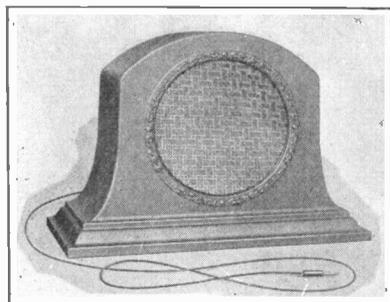
*Trimm Radio Mfg. Co.,
Chicago, Ill., \$16*



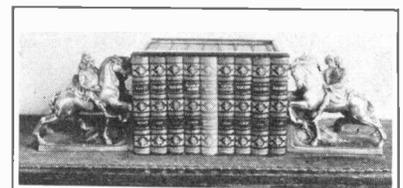
*Acme Apparatus Co.,
Camb., Mass., \$18.50*



*Splitorf Electrical Co.,
Newark, N. J., \$35*



*Radio Corp. of America,
New York City, \$35*

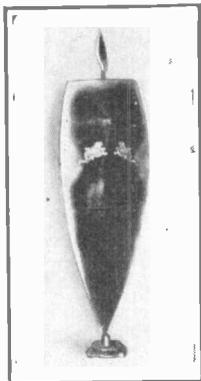


*Frank R. Porter,
Washington, D. C., \$50*

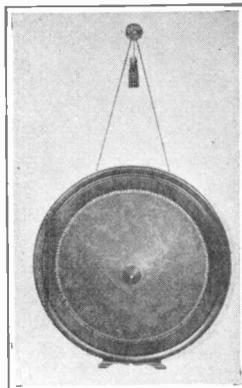
Are Marketing for the Coming Season



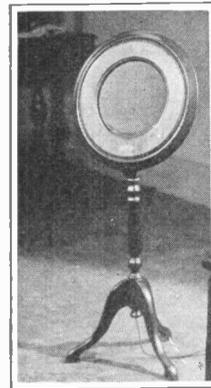
Teletone Corp. of Am.,
L. I. City, N. Y., \$40



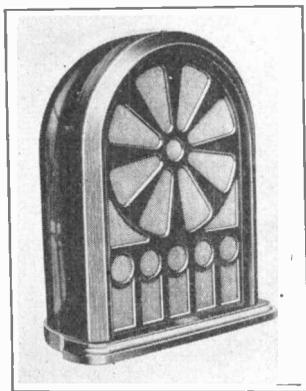
Shield Speaker Co.,
Lebanon, Pa., \$47.50



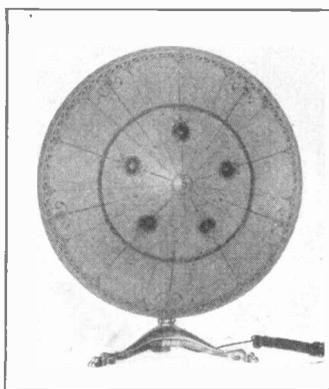
Cannon-Miller Co.,
Springwater, N. Y., \$15



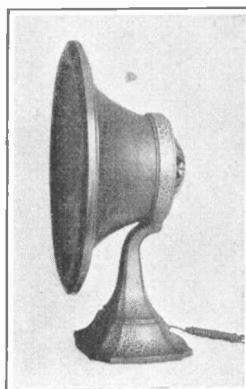
Rola Co.,
Oakland, Cal., \$32.50



All-Am. Radio Corp.,
Chicago, Ill., \$25



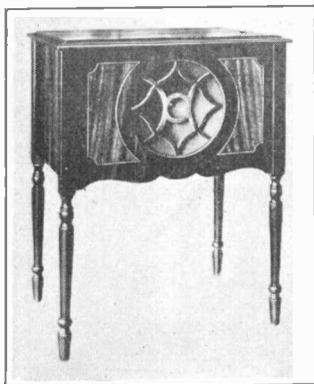
F. A. D. Andrea Co.,
New York City, \$35



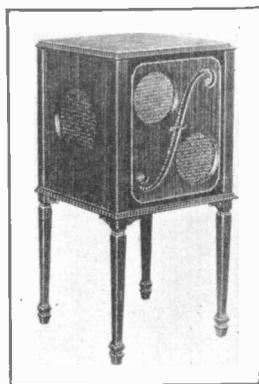
Claravox, Inc.,
Canton, O., \$48



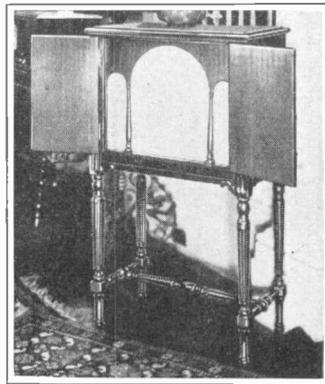
Symphonic Sales Co.,
New York City, \$35



Charles Freshman Co.,
N. Y. City, \$65 (Power)



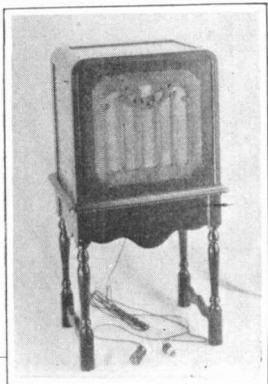
Progressive Mus. Inst. Co.,
New York City, \$65



Federal-Brandes, Newark,
N. J., \$150 (Power)



Utah Radio Products Co.,
Chicago, Ill., \$70



Magnavox Co.,
Oakland, Cal., (Power)

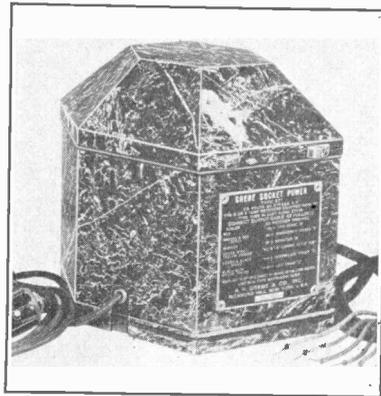


Windsor Furniture Co.,
Chicago, Ill., \$29

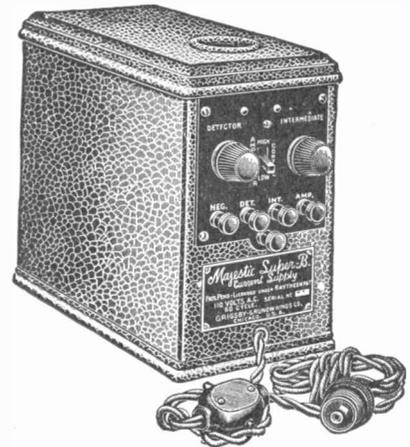
Types of Socket Power Instruments



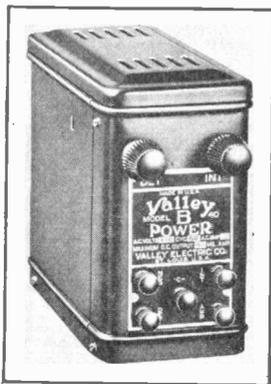
C. E. Jacobs, Chicago, Ill., B-Supply, \$23.50



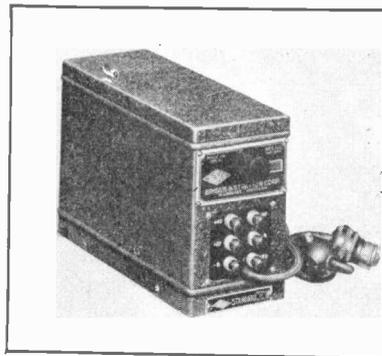
A. H. Grebe and Co., N. Y. City, BC-Supply, \$50



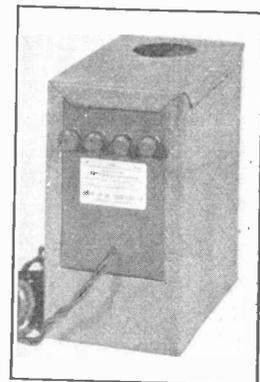
Grigsby-Grunow-Hinds Co., Chicago, B-Supply



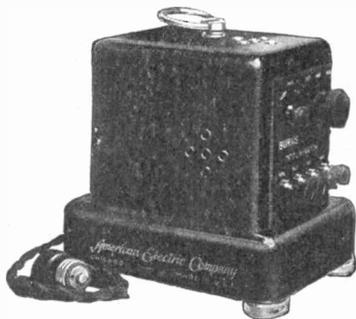
Valley El. Co., St. Louis, Mo., B-Supply, \$37.50



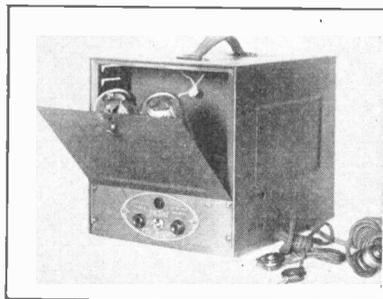
Briggs & Stratton, Milwaukee, Wis., B-Supply



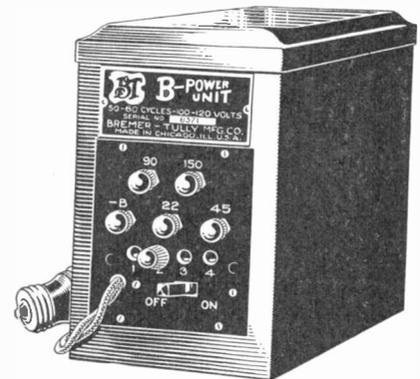
Riley Rad. Prods., Attica, Ind., B-Supply, \$24.60



American El. Co., Chicago, Ill., B-Supply, \$45



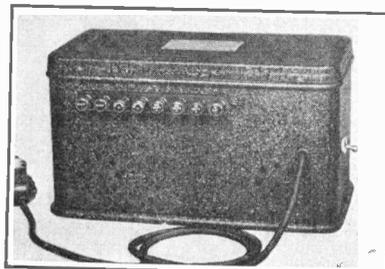
Pacent Radio Corp., N. Y. City, B-Supply & Amplifier, \$97.50



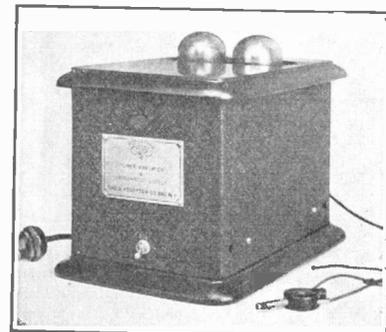
Bremer-Tully Mfg. Co., Chicago, B-Supply, \$39.50



Farrand Mfg. Co., L. I. City, N. Y., B-Supply & Amplifier

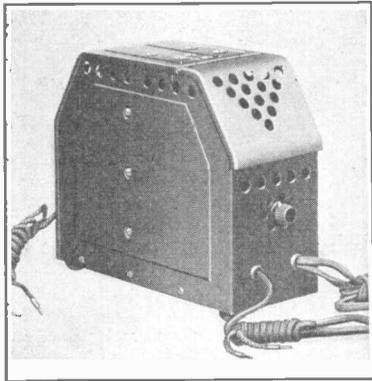


Gen. Radio Co., Cambridge, Mass., B-Supply & Amplifier, \$68

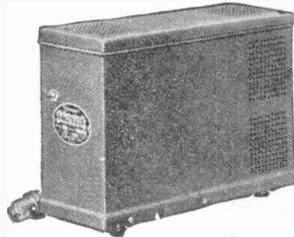


Radio Receptor Co., N. Y. City, B-Supply & Amplifier, \$60

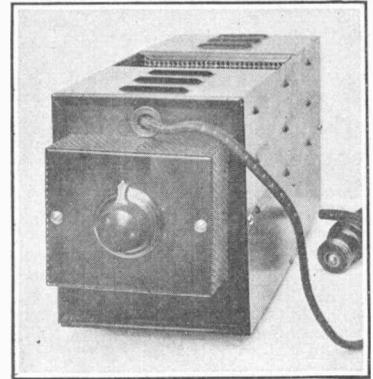
Being Produced for the 1927-28 Market



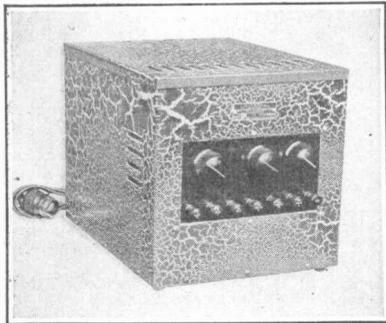
Crosley Radio Corp.,
Cincinnati, O.,
ABC-Supply, \$50



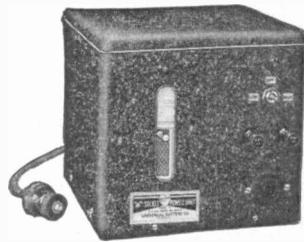
Stewart Battery Co.,
Chicago, Ill.,
A-Supply, \$37.50



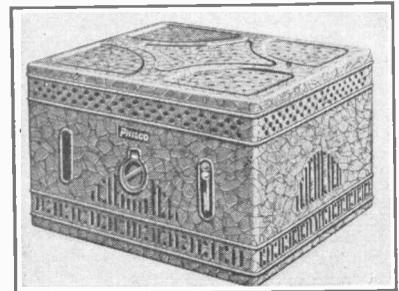
Timmons Radio Prod.,
Philadelphia, ABC-Supply



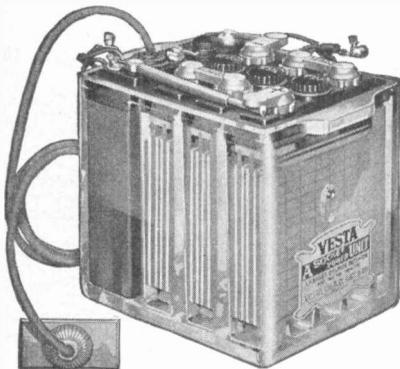
Universal Power Supply
Co., Chicago, Ill.,
AB-Supply \$67.50



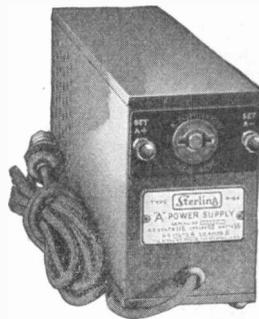
Universal Battery Co.,
Chicago, Ill., A-Supply



Phila. Storage Battery Co.,
Phila., AB-Supply, \$69.50



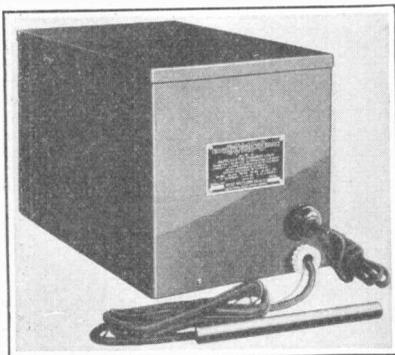
Vesta Battery Corp.,
Chicago, Ill., A-Supply



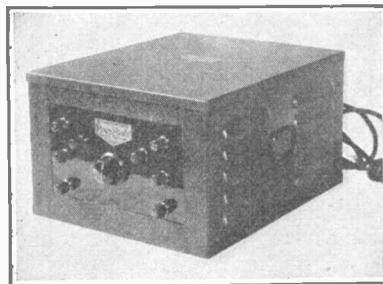
Sterling Mfg. Co., Cleve-
land, O., A-Supply, \$50



Acme Elec.-Mfg., Co.,
Cleveland, O.,
AB-Supply, \$67.50



Wise-McClung, Ltd.,
New Philadelphia, O.,
ABC-Supply



Schickerling Prods. Co.,
Newark, N. J.,
ABC-Supply, \$85



King Elec. Co.,
Buffalo, N. Y.,
A-Supply, \$50

Radio Retailing's Guidebook of Manufacturers and Products

*A listing of radio manufacturers, types of products made, number of models and price range. Prepared as an editorial service for the trade without advertising considerations of any kind.**

A

- Ablett Co., Charles R., 22 Reade St., New York City**—Tubes, 7, \$1.75-4.50.
- Abox Co., 215 No. Michigan Ave., Chicago, Ill.**—Abox Filter, 2, \$19.50 each; Abox A-Power Supply, 1.
- Acme Apparatus Co., 37 Osborn St., Cambridge, Mass.**—B-power supply units, 6, D.C., \$25; A.C., \$35-50; Speakers, 3, \$14.50-38; Single stage power amplifier, 1, \$12.50; Chargers, 2, \$12.50-18; Receiving kits, 2, \$50-75; B-supply transformers, 4, \$7-16; Power transformers, 4, \$16-33; Plate transformers, 2, \$16-33; Filament transformers, 5, \$5-25; R. F. transformers, 4, \$3-15; Audio transformers, 2, \$3-6; Modulation transformers, 2, \$5-12.50; Choke coils, 10, \$4-33; Filter units, 2, \$16-20; Pot. rheostats, 3, \$3; A. F. impedances, 1, \$4.50; A. F. resistances, 1, \$5.
- Acme Electrical & Manufacturing Co., 1444 Hamilton Ave., Cleveland, O.**—Control switch, 2, \$4.50; Trickle charger, 3, \$6-\$11 less bulb; Trickle control switch, 1, \$14 less bulb; B eliminators, 3, \$30-36 less bulb; A-power unit, 1, \$35 complete with bulb; AB-Socket power unit, 2, \$67.50-72.50 complete with bulb; Chargers, 2, \$12-39.50.
- Acme Wire Co., New Haven, Conn.**—Transformer coils, Special radio coils, Solid "Celatsite" wire, Flexible "Celatsite" wire, Loop antenna wire, Stranded enamel antenna wire, Battery cables, Spaghetti tubing, Radio condensers.
- Aero Products, Inc., 1772 Wilson Ave., Chicago, Ill.**—R. F. coils for 7-tube set, \$12; R. F. coils for 6-tube set, \$16; "Aero Seven" kit, \$12.50; Aero-Dyn kit, \$12.50; Aero Short-Wave coils, kit, \$12.50; Aero transmitter coils, kit, \$12; Aero short wave receiver, kit, \$10; Aero short wave transmitter, kit, \$10; Daily News coils, kit, \$10; Daily News receiver, kit, \$10; Aero 3-circuit tuner, kit, \$5.50; Oscillator, \$5.50; Wave trap, \$4; Antenna coupler, \$4.50.
- Aerovox Wireless Corp., 70 Washington St., Brooklyn, N. Y.**—Fixed mica condensers moulded in bakelite; cap. from .00005 to 2c-35c-\$1.50; with Grid leak mountings, .00005 to .0005, 40c; Fixed mica condensers housed in canvas bakelite, cap. from .0005 to .02, 2c-\$1.15; with grid leak mounting, .000005 to .0005 to .0005, 30c; Fixed condensers paper dielectric filter type, .05 to 10 mfd. and special values, 55c up; Pyrohm resistance, .1 to 100,000 ohms and special values, 90c up; Lavite resistance, 1000 to 500,000 ohms, 90c; Grid leaks and resistances, 25,000 ohms to 10 meg., 15c-30c; Buffer condensers, \$1.50-3.50; Condenser blocks, for all popular circuits, \$10 up; Resistors, grid leak type, 25,000 ohms to 200,000 ohms, 25c-30c; Resistances, for stabilizing grid circuits, 100 to 2000 ohms, 50c; Filament ballast resistances, .5 to 2 ohms, 25c; Mountings, grid leaks and resistor, single or double, 25c-50c; Resistofomers with .006, .01 and 1, \$1.50-1.70; Coupling condensers, Couplers, resistance, with and without resistors and condensers, 50c-\$1.70.
- Alden Mfg. Co., 52 Willow St., Springfield, Mass.**—Phono radio, complete, 1, \$295; Speaker, amplifier, 1, \$125; Speaker, console, 1, \$75; Amplifier, Audio, attachable, 1, \$25; Receiving set, detachable, 1, \$35; Phonograph, radio electric, 1, \$50; B-socket power, special, 2, \$25-35; Audio couplers, 2, \$5; Sockets, 3, 35c-75c; Dials, 4, 35c-75c; Knobs, 3, 25c-35c; Condensers, localized control, 6, \$8-15; Output unit, 1, \$5; Phonograph pickup, 1, \$15; Speaker, 1, \$25; Midget speaker, 1, \$2; Adapters, 4, 35c-\$1; Connectoralids, 5, \$1.25-1.50; Protectorald, 1, \$6.50; Tip jacks, 1, 25c pair.
- All-American Radio Corp., 4201 Belmont Ave., Chicago, Ill.**—Receiving sets, 2, battery operated, \$65-130; Receiving sets, 2, A.C. operated, \$85-150; B-socket power, 1, \$25; Trickle charger, 1, \$15; Speaker, 1, \$25.
- Allen-Bradley Co., 286 Greenfield Ave., Milwaukee, Mo.**—Bradleystat, \$1.85; Bradleyleak, \$1.85; Bradleyohm, \$2-2.25; Bradleyometer, \$2-3; Bradleyunit, 6c-\$1; Bradley-amplifier, \$15; Radioleak for transmitters, \$5; Radiostat for transmitters, \$6; Bradleystat for transmitters, \$4.
- Aluminum Co. of America, Oliver Building, Pittsburgh, Pa.**—Aluminum box shields, semi-fabricated products, metal stamping, panels, screw machine products, sheet, rod, wire, tubing, die castings, sand castings, foil, forgings, high purity rod, rivets, fabricated parts.
- American Bosch Magneto Corp., Springfield, Mass.**—Receiving sets, 3, \$167.50-325, for socket power, add \$100; Ambotone reproducer, \$27.50; Recreator (phonograph pick-up), \$20; Powerrol, \$8; NoBattery-A, \$58; NoBattery-B, \$42.
- American Electric Co., Inc., State and 64th Sts., Chicago, Ill.**—Burns B eliminator, 2, \$45; Burns speakers, 3, \$22.50-25; Burns speaker units, 3, \$10-13.50; Condensers, ranging in size from 1/20 mfd. to any desired capacity.
- American Insulated Wire Corp., 45 Baker St., Providence, R. I.**—Radio cords, rubber covered battery cables, all kinds of electrical wire rubber covered and plain, lamp cord.
- American Specialty Co., 165 Holland Ave., Bridgeport, Conn.**—"Kelford" transformer, 4, \$2.50-3.50; Rheostats, 4, 25c-50c; Cushion tube socket, 1, \$.25; Panel switch, 1, 25c; Potentiometer, 1, 50c; Resistor, 1, 75c; Relay switch, 1, \$2.50; Out-put transformer, 2, \$1-2; Double Impedance transformer, 1, \$3.50; Three stage impedance unit, 1, \$15; Trickle charger, 1, \$8; 3 stage resistance coupled amplifier, 1, \$4.
- Amoroso Mfg. Co., India St., Boston, Mass.**—Aerial kits, 2, \$2-3.50; Lead-in, 1, 25c; Ground clamps, 4, 15c-20c.
- Amplion Corp. of America, 280 Madison Ave., New York City**—Amplion speakers, horn type, 4, \$12-42.50; Phonograph attachment, 2, \$12-20; Cone type, 2, \$30-135; Cabinet horn type, 1, \$50; Manufacturer's units, 2, \$4 each, net.
- Amrad Corp., Medford Hillside, Mass.**—Neutrodyne receivers, 4, \$135-275; Merston electrolytic condensers, sold to mfgs.
- Amsco Products, Inc., 416 Broome St., New York City**—Single condensers, 2, \$2.75-3.75; Double condensers, 2, \$5.50-7.50; Triple condensers, 1, \$12-15; Four-gang condensers, 1, \$16; Sockets, 3, \$50-1; Rheostats, 3, \$75-1.25; Potentiometers, 2, \$1.10-3; Fixed resistors, 14, \$50-2.75 Resistor mounting, 2, \$30-40; Resistance coupler, 2, \$1.25; Resistance coupler kits, 2, \$6.50-9; Orthophone, \$6; Binding post strip, 1, \$1.25; Binding posts, 7, 12c; Soldering lugs, 2, \$3 per M.
- Andrea, F. A. D., Inc., 1581 Jerome Ave., New York City**—FADA receiving sets, 15, \$40-400; Speaker, 4, \$22.50-50.
- Armstrong Co., 1507 E. 55th St., Chicago, Ill.**—Speakers; Moulded tone chambers, \$4-11.
- Anylite Electric Co., 1418 Wall St., Ft. Wayne, Ind.**—King Cole receiver 5 \$75-200.
- Apco Mfg. Co., 1200 Eddy St., Providence, R. I.**—Automatic A-charger, 1, \$16.50; Automatic control relay, 2, \$3.75-4.50.
- Apex Electric Mfg. Co., 1410 W. 59th St., Chicago, Ill.**—Apex radio receivers, 5.
- Argus Radio Corp., 257 W. 17th St., New York City**—Argus power receivers, 4, \$250-375; Tables, 1, \$27.50.
- Audiola Radio Co., 430 S. Green St., Chicago, Ill.**—Receiving sets, 5, \$70-250.
- Aulsbrook & Jones Furniture Co., Sturgis, Mich.**—Special radio furniture.

B

- Bakelite Corp., 247 Park Ave., New York City**—Bakelite molding materials, Laminated materials, Transparent resin materials, Varnishes, Lacquers, Cements, Enamels.
- Baritone Mfg. Co., 844 W. Jackson Blvd., Chicago, Ill.**—Speaker units, 3; Cone speakers, 5, \$25-39.
- Bear Furniture, G. H. Co., 15th & Green Sts., Allentown, Pa.**—Radio tables and cabinets, 16, \$9.50-115.
- Belden Mfg. Co., 2300 S. Western Ave., Chicago, Ill.**—Beldenamerial aerial wire, aerial kit; Indoor aerial and loop wire; Flexible rubber covered hook-up and lead-in wire; Colorubber hook-up wire; Litz wire; Fused battery cord; Plain battery cord; Extension cord; Magnet wire.
- Benjamin Electric Mfg. Co., 120 S. Sangamon St., Chicago, Ill.**—Spring cushion sockets, 3, 50c-75c; Straight-line frequency condensers, 3, \$3.50-4; Binocular-type T. R. F. transformer, 1, \$2.50; Solenoidal-type T. R. F. transformer (2 1/2 in. diam.), 1, \$2.10; Shelf-supporting brackets, 2, \$7.0-1.25; Battery switch, 1, \$30.
- Birnback Radio Co., 254 W. 31st St., New York City**—Battery cables, 24, 50c-\$1.70; Extension cords, 5, 65c-\$4.20; Speaker cords, 3, 35c; Headset cords, 3, 50c; Battery connectors, 4, \$.04-.07; Extension cord connector, 1, 30c; Tuning coils, 2, \$2-3.50; Radio frequency coils, 2, \$1-2.
- Blackburn Specialty Co., 1965 E. 66th St., Cleveland, O.**—Ground clamp, 7, \$45-85 per thousand, jobbers cost.
- Bodine Electric Co., 2254 W. Ohio St., Chicago, Ill.**—Aerials, loop, 2, \$8.50-12; R. F. coils, 4, \$2.
- Borkman Radio Corp., 230 E. Ohio St., Chicago, Ill.**—Speakers, 5, \$12.50-40; Speaker units, 3, \$7.50-10; Speaker air columns.
- Bosworth Electric Mfg. Co., Main & Lexington Aves., Norwood, Cincinnati, O.**—Receiving set, A.C. operated, 1, \$175.
- Boudette Mfg. Co., 146 Division St., Chelsea, Mass.**—Sonochorde Speakers, 4, \$15-35.
- Brach, L. S., Mfg. Co., 129 Sussex Ave., Newark, N. J.**—Lighting arresters, 4, \$1-2.50; Aerial outfits, 7, \$3.50-5.50; Plug, 1, 50c; Extension cord connector, 1, 50c; Extension cords, 2, \$.90-1.50; Window lead-in, 2, 25c-35c; Crystal insulator, 1, \$.25; Brach-Stats, \$.75-1.; Mountings, 3, \$.25-.30; Fixed crystals, 1, \$.75 (Crystal only), \$1 (Crystal mounted); Drip-proof hydrometer, 1, \$1; Charging rheostat, 1, \$2.25; Pur-A-Tone audio coupler, 1, \$2.50; Totem pole antenna, 1, \$10; Controller relays, 5, \$4.50-6; Solderall, 1, \$36 per gross; Blow torch, 1, \$2; Peerless flux, 1, 15c; Elec. soldering irons, 2, \$2-2.50; Commercial tip, 2, \$.50.

*Note—Every effort was put forth to make this listing complete. In cases where requested information was not supplied, the editors assume no responsibility for omissions.

Radio Retailing's Guidebook of Manufacturers and Products (Continued)

Branston, Chas. A., Inc., 297 Washington St., Buffalo, N. Y.—Honeycomb coils, size 25 to 1500, \$.50 to 3.40; Mountings, 3, 50c to \$8.50; Receiving sets, 3, \$55 to \$120; Kits, 2, \$50; Portable cabinets, 1, \$45; Vernier dials, 1, \$1.75; Audio transformer, 2, \$3.50-7; R. F. transformer, 1, \$5.

Bremer-Tully Mfg. Co., 520 S. Canal St., Chicago, Ill.—Receiving sets, 5, \$100-400; B-power units, 1, \$39.50; A-B-C power unit, 1, \$75; Variable condensers, 17, \$1-9.50 R. F. transformers, 7, \$2.50-4; Audio transformers, 2, \$5-5.75; Output transformers, 1, \$5.50; R. F. chokes, 1, \$.90; Tuning controls, 2, \$2.50-3.50; Sockets, 4, 50c-\$1.25; Tuners, 3, \$4-8.50; Short wave outfits, 1, \$8.50; Grid resistances, 1, 50c; Midget condensers, 2, 90c-\$1.

Briggs & Stratton Corp., 1047 13th St., Milwaukee, Wis.—Basco Radi—"A" A-socket power unit, 2; Basco—"B" B-socket power unit, 1; Basco combination A and B socket power units, 1.

Bright Star Battery Co., Hoboken, N. J.—Dry cell A-batteries, 1, 32½c; B-batteries, 7, 17c to \$3.09; C-batteries, 1, \$1.14 to \$1.30; B- and C-batteries, 1.

Brooklyn Metal Stamping Corp., 718 Atlantic Ave., Brooklyn, N. Y.—Chokes, 3; Power transformers, 3; R. F. transformers, 2; Jacks; Plugs, 2; Dials, bakelite and metal, 3; Tip jacks, 1; Crystal set, 1; Metal boxes, 2; Rheostats; Connectors, extension cord, 2; Crystal Detectors, fixed, 1; Switches, filament and anti-capacity, 3.

Bruno Radio Corp., 40 Paynter Ave., Long Island City, N. Y.—Colls, 4, \$2-5.50; Condensers, 3, \$3.50-4; Gang condensers, 4, \$11-21; Light switch, 1, 75c; Adjustable brackets, \$1.25.

Buckeye Electric Co., Gladwin, Mich.—Storage batteries, 2, \$25-50; Speakers, 2, \$25-35; Receivers, 2, \$100-250.

Buckwalter Radio Corp., 2632 Prairie Ave., Chicago, Ill.—Burd Supertone receiving sets, 8, \$90-850.

Bush & Lane Piano Co., Holland, Mich.—Bush & Lane A.C. operated receiver, 2, \$175-375; Bush & Lane battery receivers, 4, \$80-205; Cecilian receivers, 2, \$125-275; Cabinets.

C

Carbon Products Co., Lancaster, O.—Ace A-battery, dry, 1; B-battery, dry, 8; C-battery, dry, 1.

Cardwell, Allen D., Mfg. Corp., 81 Prospect St., Brooklyn, N. Y.—Variable condensers, 2000, \$4-350; Balanced condensers, 10, \$1.25-2.50; Inductors, 6, \$1-5; Fixed condensers, 4, \$7-15; Special radio and electrical apparatus of all kinds.

Carter Mfg. Co., 6300 Euclid Ave., Cleveland, Ohio—George W. Walker vari-unit, 1, \$20.00; George W. Walker, audio-unit, 2, \$20.00-\$35.00; "Carco" crystal receiver, 1, \$6.00.

Carter Radio Co., 300 S. Racine Ave., Chicago, Ill.—Adapters, 3, 50c-\$1; Condensers, mica, 1, \$.40-1.15; Condensers, bypass, 2; Condensers, filter, 4; Condensers, filter blocks, 1; Jacks, 2, 25c-\$1.05; Jacks, cord tip, 2, 10c-30c; Jacks, wall, 6, 80c-\$2.75; Jack switches, 2, 75c up; Name plates, 2, 5c; Potentiometers, 6, 50c-\$2; Plugs, 5, 15c-75c; Resistors, fixed, 5, 15c up; Resistors, adjustable, 4, 50c up; Rheostats, 6, 50c up; Rheostats, power, 1; Switches, 10, 50c-\$1.50; Volume control rheostats, 2, \$2-2.50; Volume control potentiometers, 2, \$2.25-2.75; Current supply unit, 1.

Caswell-Runyan Co., Huntington, Ind.—Console cabinets, 5, \$40-100.

C. E. Mfg. Co., Inc., 702 Eddy St., Providence, R. I.—"CeCo" tubes, 15, \$1.75-9.

Celoron Co., Division of Diamond State Fibre Co., Bridgeport, Pa.—Panels, Tubing, Insulating parts, Jack spacers, Coil forms, Condenser end plates, Celoron silent gears, Sub-panels, Threaded Tubing.

Central Radio Labs., 16 Keefe Ave., Milwaukee, Wisc.—Radiohms, Potentiometers, Modulators, Rheostats, Power rheostats, Power potentiometers, Fixed resistances, Modu-plugs, Station selectors, Tone amplifiers.

Champion Carbon Mfg. Co., 307 First National Bk. Bldg., Cincinnati, O.—B-batteries, dry, 5, \$1.75-4.75; C-batteries, dry, 2, 60c-\$1; A-batteries, dry, 1, 50c.

Charlotte Furniture Co., Charlotte, Mich.—Console cabinets, 5, \$29-118.

Chelsea Radio Co., 175 Spruce St., Chelsea, Mass.—Receiving sets, 8, \$26-99.50.

Claravox, Inc., Rr. 3115 W. Tuscarawas St., Canton, O.—Speaker, 1, \$35; Phonograph reproducer, 2, \$7.50-9.50.

Cleartone Radio Division, Cincinnati Time Recorder Co., 1731 Central Ave., Cincinnati, O.—A.C. receiving sets, 6, \$175-375.

Connewey Electric Lab., Magnatron Bldg., Hoboken, N. J.—Magnatron tubes, 16, \$1.75-9.50.

Cornish Wire Co., 30 Church St., New York City—Aerial wire, Enameled aerial wire, Magnet wire, Bus Bar wire, Hook-up wire, Lead-in wire, Battery cable, Loop aerial wire, Annunciator wire, Flexible cords, Antenna kits.

Creasant Braid, Inc., 289 Thurber Ave., Providence, R. I.—Extension cords, 2, 85c-\$1.75; Battery cables, 10, 25c-\$3; Speaker and head set cords, 2, 25c-\$1; Connector plugs, 1, 35c; Ground wire, Lead-in wire, Hook-up wire.

Creasant Chair Co., Plymouth, Wis.—Console cabinets, 3, \$19-35.

Crosley Radio Corp., 3401 Colerain Ave., Cincinnati, O.—Receiving sets, 8, \$50-98; Reproducers, 2, \$9.75-14.75; A.C. power supply units, 2, \$50-50.

Crowe Name Plate & Mfg. Co., 1749 Grace St., Chicago, Ill.—Panels, Metal, Escutcheons, Dials, Name plates, Cable markers; Prices according to specifications.

Cunningham, E. T., Inc., 370 7th Ave., New York City—Tubes, 20, \$1.75-9.50.

D

Day-Fan Electric Co., 1320 Wisconsin Blvd., Dayton, O.—Day-Fan motor generator, six-tube receiver, 3, \$115-350; A. C. receiver, 5, \$70-235; Battery receiver, 7, \$65-195.

De Forest Radio Co., 139 Franklin St., Jersey City, N. J.—Receiving tubes, 12, \$1.65-9; Transmitting tubes, 10, \$9-110.

De Jur Products Co., Inc., 199 Lafayette St., New York City—Variable condensers, 3, \$3-10.50; Rheostats, 1, \$50-90; Potentiometers, \$80-1.10; Metal rheostat with combination switch, \$.75; Resistance coupled amplifier, \$8; Socket, 25c; Plug, 20c; Lighting arresters, 50c; Non-inflammable Flexo strand cable cords, \$1.50-3; Mica condensers, 25c-\$1; Wire wound resistances for B eliminators, 25c-35; Power rheostats and Potentiometers for B eliminators, \$2; Bypass filter and packs condensers for B eliminators, \$1-15; Grid leaks, 20c; Resistors, 25c.

Diamond Electric Specialties Corp., 101 So. Orange Ave., Newark, N. J.—A-batteries, 1, 40c; B-batteries, 7, \$1.50-4.75; C-batteries, 3, 40c-85c.

Diamond T. Radio Mfrs., 526 N. Niles Ave., South Bend, Ind.—Receivers, 5, \$49.50-250.

Diamond Vacuum Prod. Co., 4049 Diversey Ave., Chicago, Ill.—Diatron tubes, 8, \$1.75-7.50.

Dictograph Prod. Corp., 220 W. 42nd St., New York City—Speakers, 3, \$16.50-40; Piano unit, 1, \$15; Phono-unit, 1, \$10; Switch block, 2, \$3.50; Headset, 1, \$6.

Driver-Harris Co., Harrison, N. J.—"Nichrome" wire for rheostats.

Dry Storage Battery Corp., 213 S. Broad St., Philadelphia, Pa.—TAB rechargeable dry cell batteries, 2, 65c-\$4.50.

Dublier Condenser Corp., 4377 Bronx Blvd., New York City—Condensers, fixed, mica, receiving, .00005 to .02 mfd., 35c-\$1.75; Transmitting, Industrial, .0001 to .01 mfd., \$2-200; Condensers, fixed, paper, Filter capacities, .1 to 10 mfd., 60c-\$10; Blocks, .1 to 10 mfd., \$4-50; Metaleaks, Resistances, 20,000 ohms to 5 megohms, 50c-75c, 16 sizes; Ducon (light socket aerial), 2, \$1.50 each; R. F. transformer, 1, \$4.

Dudlo Mfg. Corp., Wall St., Ft. Wayne, Ind.—Enameled magnet wire, Cotton covered wire, Silk covered wire, Transformer coils, Choke coils, Litzendraht wire, Stranded and braided lead wires, Antenna wire.

Duro Metal Products Co., 2649 N. Kildare Ave., Chicago, Ill.—Qualitone loop antenna, 2, \$10-12.50; Qualitone Troubador speaker, 1, \$30.

E

Eagle Charger Corp., 121 No. 8th St., Philadelphia, Pa.—Battery chargers, 6, \$10-115; B-battery eliminators, 2, \$35-45; A and B radiopower.

Eby, H. H., Mfg. Co., Inc., 4710 Stenton Ave., Philadelphia, Pa.—Binding posts, 18, \$3.50-13.25 per hundred; Sockets, 4, 3½c-50c each.

Eckhardt Corp., 213 S. Broad St., Philadelphia, Pa.—Eckharmonic receiver, 1, \$195; Eckphonic resonator, 1, \$35.

Ehlert Cabinet Co., Waukesha, Wis.—Cabinets, 4, \$2.50-15; Tables, 1, \$9; Consoles, 2, \$22.50-50; Speaker, 1, \$12.50.

Electrad, Inc., 175 Varick St., New York City—Mica fixed condensers, .0001 to .01, 30c-\$1; By-pass and filter condensers, .1 to 4 mfd., 60c-7; Royalty variable resistances, 12, \$1.50-2; Rheostats and Potentiometers, 85c; lead-ins, 40c; Switches, 40c; Metallic grid leaks, 50c; Lamp socket antenna, \$1; Jacks, open and closed, 25c-35c; Lightning arresters, 50c-\$1.50; Phasatrol, \$2.75; Audiohms, \$1.50; Aerial outfits, \$3.50-4.50; Certified grid leaks and resistors, 50c; Glass grid leaks, 30c; Varlohm, \$1.25; Resistance-coupled amplifier kits, \$3-10.75; Grid leak mountings, 5, 35c-75c.

Electric Service Supplies Co., 17th & Cambria Sts., Philadelphia, Pa.—Keystone arrester, 1, \$1.50.

Electric Storage Battery Co., 19th and Allegheny Ave., Philadelphia, Pa.—A-socket power unit, 2, \$24.45-31.90; AB-socket power unit, 1; B-socket power unit, 1.

Electro-Motive Engineering Corp., 127 W. 17th St., New York City—"HY-WATT" grid leaks, ½ megs. to 10 megohms, 50c each; Resistors, 12,000 ohms to 200,000 ohms, 75c each; Resistors, 500 ohms to 10,000 ohms, \$1 each; Heavy Duty Resistors, 100 ohms to 100,000 ohms, \$1.25-2.

Elec-Tru-Tone Corp., Hibernian Building, Los Angeles, Cal.—Electric phonograph pick-up, 2, \$17.50-25.

Elkon Works, Inc., Weehawken, N. J.—Elkon trickle-charger, 3, \$13.50-15; 3-ampere charger, 2, \$17.50-18.50; A-power, 1, \$60.

Empire Electrical Products Co., 132 Green St., New York City—Cone speakers, 4, \$8.25-22.50.

F

Fahnestock Electric Co., 141 E. Ave., Long Island City, N. Y.—Spring binding posts, Telephone test connectors, Wire terminals, Ground clamps, Lead-ins, Battery switches.

Fansteel Products Co., Inc., North Chicago, Ill.—Balkite A, 1, under \$35.00; batteryless A power unit, furnishing radio "A" power direct from the light switch and operating only during reception; Balkite AB, 1 or 2, under \$75.00; batteryless A and B power unit, furnishing both A and B power direct from the light switch and operating only during reception; Balkite charger, trickle and high rate, 1, \$17.50; Balkite trickle charger, 2, 5 ampere, \$7.50; 5 & 8 ampere, \$9.50; Balkite "B", 3, 90 volts, \$22.50; 135 volts, \$32.50; 180 volts, \$39.50.

Farrand Mfg. Co., Inc., Thompson Ave., Long Island City, N. Y.—Cone speakers, 2, \$16.50-32.50.

Federal-Brandes, Inc., 208 Mt. Pleasant Ave., Newark, N. J.—Kolster, receiving sets, 8, \$80-375; Power cone in console with built-in B-socket power unit, 1, \$150; A-socket power unit, 1, \$50; B-socket power unit, 1, \$35; Cone speaker, 1, \$25.

Federal Radio Corp., Buffalo, N. Y.—Receiving sets, 16, \$100-1,200; A.F. transformers, 2, \$8; High frequency buzzers, 1, \$2.75; Anti-capacity switch, 2, \$2.75-3.20; Hand microphone, 1, \$7; Speaker coupler, 1, \$10.

Fenco Cone Co., 57 Murray St., New York City—Cone speaker kits, 2, \$12; Speaker units, 1, \$6; Printed paper, 2, 75c-\$1.50; Cone speaker accessories, 15.

Ferranti, Inc., 130 W. 42nd St., New York City—Audio frequency transformers, 3, \$8.50-12.

Fett & Kimmel Co., Bluffton, O.—Craftsman variable condensers, 2, 74c-\$1.39.

Radio Retailing's Guidebook of Manufacturers and Products (Continued)

- Fidelity Radio Corp., Salt Lake City, Utah**—Speaker units, 2, \$7.50-8.
- Fishwick Radio Co., S. E. cor. Central Parkway and Elm St., Cincinnati, O.**—Effarsee antenna, 4, \$2.50-9.50.
- Forbes Electric Co., Boston, Mass.**—Portable receiver, 1, \$65; Antenna plug, 1, \$1.
- Fore Electrical Mfg. Co., Inc., 5255 Wabada Ave., St. Louis, Mo.**—Rectifiers, 4, \$14-18.50.
- Forest City Rubber Co., 1276 Ontario St., Cleveland, O.**—Hard rubber panels, Hard rubber tubing, spaghetti tubing, Rubber phone cushions, Bakelite arrow knobs, Bakelite sheeting, Unassembled cone speakers, 2, \$15; Binding posts, Binding posts strips, U. X. sockets.
- Forest Electric Co., 272 New St., Newark, N. J.**—Untron B-power, 1, \$45; A-power, 1, \$45.
- Formica Insulation Co., 4614 Spring Grove Ave., Cincinnati, O.**—Panels, Threaded tubing, Punched insulating parts.
- France Mfg. Co., 10321 Berea Rd., Cleveland, O.**—Battery chargers, tube and mechanical, 8, \$12.50-22; Trickle chargers, 4, \$10-15.
- Freed-Eisemann Radio Corp., Junius St. and Liberty Ave., Brooklyn, N. Y.**—Receiving sets, battery and A.C. operated, 10, \$60-650.
- French Battery Co., Madison, Wis.**—Ray-O-Vac dry cell A-batteries, 1, \$50; dry B-batteries, 6, \$1.50-4.75; dry cell C-batteries, 3, \$4.40-85; B & C dry cell batteries, 1, \$1.75.
- Freshman Chas., Co., Inc., 240 W. 40th St., New York City**—Receiving sets, 8, \$39.50-160; Battery eliminators, 2, \$17.50-49.50; Power amplifiers, 2, \$50-65; Speakers, 3, \$10-27.50; Kits, 3, \$9.50-29.50; High voltage condensers, all capacities; Mica condensers, all capacities; Audio frequency transformers, 4, \$3.50-5; Fixed grid leaks, all values; Variable grid leaks, 2; Storage battery, 1, \$10; Power speaker, 1, \$65.
- Frost, Herbert H., Inc., Elkhart, Ind.**—Frost headphones, 3, \$3-6; Rheostats, 8, 50c-\$1.39; Potentiometers, 4, 75c-\$1.25; Fixed resistance units, 1, \$1.5; Variable high resistance units, 4, \$1.25-2.10; Bakelite sockets, 2, 40c; Bakelite adapters, 2, 25c; Jacks, 6, 15c-90c; Plugs, 5, 40c-75c; Extension cords, \$1-5.50; Switches, 6, 30c-75c; Ground clamps, 1, 30c; microphones, 4, \$4.50-6; Jack boxes, 2, \$2-2.50; Lightning arresters, 1, \$1.50.
- G**
- Garod Corp., Main and Mill Sts., Belleville, N. J.**—Receiving sets, battery, and A.C. operated, 5, \$115-400.
- Gavitt Mfg. Co., Inc., West Brookfield, Mass.**—Telephone cords, Speaker cords, Cables, Wiring assemblies, Insulated wire.
- General Dry Batteries, Inc., Cleveland, O.**—Kleartone A and B batteries, all standard sizes, \$2-4.75; Aristocrat A and B batteries, all standard sizes, \$2-4.75.
- General Instrument Corp., 477 Broadway, New York City**—Variable condensers, \$2.50-3.50; Transformers, \$10.50; Rheostats, 75c-\$1.25; Potentiometers, \$1.25-1.50; A-eliminator, \$39.50.
- George Electric Co., 293 Como Ave., St. Paul, Minn.**—B-power units, 3, \$24.50-32.50.
- Globe Art Mfg., Co., 67 Winthrop St., Newark, N. J.**—Farapak Condenser Bank, 1 mfd. to any capacity, 90 per mfd. up according to working voltage.
- Globe Electric Co., 14 Keefe Ave., Milwaukee, Wis.**—Receiving sets, 2, \$55-80.
- Globe Technolion Corp., Reading, Mass.**—Globe headset, \$3.50; Phono. unit, \$5; Speaker, \$25.
- Gold Seal Electrical Co., Inc., 250 Park Ave., New York City**—Tubes, 12, \$1.75-9.
- Gould Storage Battery Co., Inc., 250 Park Ave., New York City**—Gould unipower, 3, \$33-42.50.
- Goyer Co., Willimantic, Conn.**—Windham condensers, 2, \$2.75-5; Windham wire formers, 1, \$1; Rheostats, 2, \$75c-\$1.25.
- Gray & Danielson Mfg. Co., 260 First St., San Francisco, Calif.**—Remler twin-rotor condensers, 7, \$5; Gang condensers, 4, \$12-15; Infradyne amplifier, 1, \$27.50; Drum dial, 2, \$4.50; Socket, 1, \$50; Standard dial, 1, \$1; Choke coil, 1, 90c; Intermediate transformer, 1, \$6; Tuned stage transformer, 1, \$5.
- Grebe, A. H., & Co., Inc., 113 W. 57th St., New York City**—Receiving sets, 13, \$85-350; B & C socket power unit, 1, \$50; Cone speaker, 1, \$35.
- Greene-Brown Mfg. Co., 5100 N. Ravenswood Ave., Chicago, Ill.**—Brown B-current supply unit, 2, \$33.50; Greene A-power unit, All-battery eliminator, A-B-C unit.
- Grigsby-Grunow-Hinds Co., 4540 Armitage Ave., Chicago, Ill.**—Majestic B current supply, 4, \$26.50-33.50; Majestic A current supply.
- Guthrie Company, Inc., Grafton, O.**—Receiving set chassis only, 8, \$14.50-30 wholesale.
- H**
- Halldorson Co., 4745 N. Western Ave., Chicago, Ill.**—Receiving sets, 1, \$75; Audio transformers, 2, \$4-5.
- Hammarlund Mfg. Co., Inc., 424 W. 33rd St., New York City**—Condensers, variable, midline, \$4.50-13; Condenser, variable, midget, 8, \$1.25-2; Condenser, Balancing, 3, 50c-50c; Coils, R. F., 1, \$2.50-2.50; Coils, auto-coupling, 1, \$3.50; Dials, drum, 1, \$6.50; Shields, aluminum, 1, \$2-2; Condensers, variable, transmitting, 3, \$6-10; Chokes, R. F., 3, \$2-2.75; Chokes, A. F., 1, \$3-3; Condensers, fixed, mica, 8, 40c-\$1.50; Condensers, fixed, paper, 18, 70c-\$18.
- Hanscom Radio Devices, Woonsocket, R. I.**—Super unit set tester, 1, \$10; Phonograph reproducer, 1, \$16.50; S-C capacity elements, 2, \$13.50-20; Auto-set, 1, \$35; Receiving sets, 2, \$85-150.
- Harmon, H. W. & Sons, 418 Poplar St., Grove City, Pa.**—Radio receivers, 2, \$90-100.
- Hartford Battery Mfg. Co., 47 W. 63rd St., New York City**—Storage A-batteries, 4, \$12-22; Storage B-batteries, 1, \$20; A-socket power unit, 1, \$20; Trickle charger, 1, \$8.
- Hartman Electrical Mfg. Co., Mansfield, Ohio**—Receiving sets, 5, \$65-120; Speakers, 1, \$38.
- Henninger, A. F., Corp., 4509 Ravenswood Ave., Chicago, Ill.**—Receivers, 6, \$125-450; Chassis, 2, \$100-150; AC tube, 1, \$6; Rectifier tube, 1, \$4; A-B-C socket power unit, 1, \$40; Condensers, 3, \$5-15; R. F. coils, 2, \$2-3.25; Soldering terminals, 1, \$4 per thousand.
- Herbert, Harold, Inc., 40th Ave. at 23rd St., Long Island City, N. Y.**—Receiving set, 1, \$120.
- Howard Radio Co., 451 E. Ohio St., Chicago, Ill.**—Receiving sets, battery, 8, \$125-675 and AC operated.
- Hoyt Electrical Inst. Works, 857 Boylston St., Boston, Mass.**—Battery chargers (Commercial), 5, \$60-190; Hoyt testing instruments, 20, \$1-175.
- Hytron Corp., 19 Oakland St., Salem, Mass.**—Tubes, 12, \$1.75-6.
- I**
- Igrad Condenser & Mfg. Co., Inc., 26th Ave. D, Rochester, N. Y.**—By-pass fixed condensers, 1, 50c-\$3; Filter fixed condensers, 3, 70c-\$7.20; Power Supply condensers blocks, 2, \$11-13.50; Special types according to specification.
- Imperial Radio Corp., 21 Ottawa Ave., Grand Rapids, Mich.**—Michigan receiving sets, AC and battery operated, \$40-525; Michigan current supply.
- Indiana Mfg. & Elec. Co., Marion, Ind.**—Case receiving sets, battery and AC operated, 9, \$65-325; Two-rate battery charger, 1, \$10; Automatic battery charger, 1, \$21.
- Insulating Co. of America, Inc., 59 Warren St., New York City**—Insulation, Panel material (Bakelite, hard rubber, composition), Front panels, Sub-panels, Sockets, Tubing, Spaghetti tubing, Knobs, Amplifiers, binding posts, Telephone ear cushions, Dials, Engraving on contract, Hydrometers, Insulators, Mica, Spaghetti Tubing, Sockets.
- International Equipment Co., 1324 Chestnut Ave., Kansas City, Mo.**—Table type cabinets, battery tables, consoles, 10, \$3-100.
- International Radio Corp., 145 Pacific Elec. Bldg., Los Angeles, Cal.**—Holmes "Roto-
- for" receivers, 3, \$90-250; Cone speaker, 1, \$28; Tube silencer, 1, 75c; Piano speaker, \$28.
- International Resistance Co., Perry Bldg., Philadelphia, Pa.**—Durham metallized resistors, all ranges, 50c-\$1; Grid leaks, 50c-\$1; Powerohm resistors, 2, \$1-1.35; Resistor mountings, 2, 50c-65c.
- J**
- Jacobs, C. E., 2802 N. Kedzie Ave., Chicago, Ill.**—Molliformer B-unit, 4, \$23.50-30.
- Jefferson Elec. Mfg. Co., 501 So. Green St., Chicago, Ill.**—Audio transformers, 4, \$2.75-6; Choke coil, 1, \$5; Tube rejuvenator, 3, \$3.50-7.50; Chargers, 3, \$3.50-5; Tube checker, 1, \$6; Tube tester, 1, \$8; B Eliminator transformer, 1, \$7; B Eliminator chokes, 1, \$4.
- Jesse, J. O., Mfg. Co., Bryan, O.**—Cabinets for the trade.
- Jewell Electrical Instrument Co., 1650 Walnut St., Chicago, Ill.**—Ammeters, galvanometers, milliammeters, tube testers, voltmeters, service sets.
- Jones, Howard B., 2300 Wabansia Ave., Chicago, Ill.**—Multi-plug (Battery cable and plug), 4, 3, 5, 7 and 10, \$3-5; Cabelug (Battery cable), 1, 60c-75c.
- K**
- Karas Electric Co., 19 S. La Salle St., Chicago, Ill.**—Audio transformers, 1, \$7; Variable condensers, 6, \$6.50-7; Inductance coils, 2, \$4-5.50; Retard coils, 1, \$1; Vernier dials—micrometric, 1, \$3.50; A-battery eliminators.
- Kellogg Switchboard & Supply Co., 1066 W. Adams St., Chicago, Ill.**—A.C. receiver, 1, B-power unit, 1, \$40.
- Kennedy, Colin B., Inc., 3821 Laclede Ave., St. Louis, Mo.**—Receivers, 1, \$220; A-automatic socket power unit, 1; B-socket power unit, 1; A-battery charger, 1, \$12.50; Automatic A and B power switch, 1, \$5.
- Ken-Rad Corp., Owensboro, Ky.**—Archatron tubes, 10.
- Kent, Atwater Mfg. Co., 4700 Wissahickon Ave., Philadelphia, Pa.**—Receivers, 3, \$70-140; Speakers, 3, \$16-23; Phonograph attachments, 2, \$6.50; B-power supply.
- Keystone Radio Labs., Inc., 154 Whiting St., Chicago, Ill.**—Receiving sets, 3, \$49.50-85; Audio transformers, 4, \$15.00-55.00; R. F. coils, 3, \$1-3.
- King Electric Mfg. Co., Inc., 1661 Fillmore Ave., Buffalo, N. Y.**—Electron Hi-Low chargers, 5, \$13.25-39; B-current supply, 8, \$36-60; A-current supply, battery type, 4, \$27.50-40; A-current supply, no battery, 2, \$42.50-50; BC unit, 4, \$39-65; ABC unit, 4, \$67.50-95.
- King Mfg. Corp., Rano St., Buffalo, N. Y.**—Receiving sets, 6.
- Knickerbocker Case Co., 230 No. Clinton St., Chicago, Ill.**—Carrying cases for portable radio sets, (made to order only).
- Kodel Radio Corp., 507 E. Pearl St., Cincinnati, O.**—Battery chargers, 13, \$10-27.50; Replacement units, 4, \$5.50; Transifier A-eliminator, 4, \$20-42.50; Transifier B-eliminator, 7, \$18.50-50; Transifier A & B eliminator, 5, \$25-60.
- Kurz-Kasch Co., Dayton, O.**—Tube bases, dials, Knobs, Vernier devices.
- L**
- Lektrodio Corp., 186 Market St., Lynn, Mass.**—Elektron tubes, 15, \$1.75-9.
- Liberty Metal Products Co., Berea, O.**—Connectors, \$1.47-3.25; Speakers, \$9.12-22.50; Speaker bases, cast, 7 in. diam., 3, 25c-\$1; Ferrules, with internal thread, 1, 13c-30c; Felt Pads, 7 in. diam., 1, 8c-25c.
- Lignole Corp., 508 S. Dearborn St., Chicago, Ill.**—Radio panels, 3, 2c-5c per sq. inch.
- Lynch, Arthur H., Inc., General Motors Bldg., New York City**—Lynch metallized resistors, 2, 50c-\$1; Wire wound resistances, 2, \$150-4; Leak proof mountings, 2, 35c-50c; Resistance coupled amplifiers kit, 1, \$9.

Radio Retailing's Guidebook of Manufacturers and Products (Continued)

M

Marko Storage Battery Co., Inc., 1402 Atlantic Ave., Brooklyn, N. Y.—Storage batteries, 2, 4, and 6 volt sizes, \$11 up; Marko plates, all standard sizes, prices on request.

Marti Electric Radio Co., Inc., 22 Central Avenue, West Orange, N. J.—Marti electric power radio, 10, \$225-325.

Mathiesen-Sandberg Co., 4642 Ravenwood Ave., Chicago, Ill.—Loop aerial, 2, \$12.50.

Mayolian Corp., 1668 Webster Ave., New York City—A and B power supply, 2, \$75-95; B power supply, 5, \$35-61.50; Heavy duty charger, 1, \$10; Tone filter, 1, \$6.50; Power supply transformers, 2, \$7-9; Chokes, 1, \$5; Tran-chokes, 1, \$15; Condensers, \$1.50-14.

Minerva Radio Co., 154 E. Erie St., Chicago, Ill.—Receiving sets battery and A.C. operated, \$75-295; A & B electric converters, \$35-100.

Mitchell-Taylor Co., 1601 So. Michigan Blvd., Chicago, Ill.—M-T air mast, 1, \$5.

Mohawk Corp. of Ill., Diversely at Logan Blvd., Chicago, Ill.—Receivers, 9, \$65-325; Speaker.

Molded Wood Products, Inc., 219 W. Chicago Ave., Chicago, Ill.—Molded wood horns, 10.

Musselman, A. J., Inc., 549 Washington Blvd., Chicago, Ill.—Tubes, 11, \$1.60-9; B-batteries, 3, \$3.50-5; Receiving sets, 4, \$75-150.

Muter Co., Leslie F., 76th St. & Greenwood Ave., Chicago, Ill.—Lightning arresters, 4, 25c-\$1; Lead-in insulators, 2, 15c-25c; Adj. ground clamp, 2, 15c-20c; Complete aerial kits, 2, \$2.50-\$3.50; Fixed mica condensers, 16, 30c-85c; Molded mica condensers, 16, 40c-\$1; Fixed rheostats, 12, 30c; With mtg., 5c; Fixed grid leaks, 28, 30c-50c; Grid leak mounting, 2, 20c-40c; Variable balancing condenser, 2, \$1 each; Baby knife throw switch, 3, 20c-50c; Variable high resistance, 4, \$1.25 each; Variable rheostats, 3, 50c; With knob, 60c; Bakelite knife throw switch, 4, 70c-\$2.50; Phone plugs, 1, 50c; A. F. transformer, 4, \$2.25-10; Resistance amplifiers, 2, \$6-8; Resis. amplifier mtg. units, 4, 50c; With cond. and Resistances, \$1.50; Interference eliminator, 1, \$2.50; Antenna plug, 1, 60c; Filter condensers, 16, 85c-\$1.2; By-pass condensers, 4, 60c-90c; Impedance amplifier unit, 1, \$6; Power resistance units, 8, 50c-\$2; B-power unit, 2, \$25-35; Power amplifiers, 1, \$50; Power transformers, 2, \$5-8; Chokes (Power), 2, \$5-8; R. F. chokes, 1, \$1.

N

Nagel Electric Co., W. G., 449 Hamilton St., Toledo, O.—Radio measuring instruments, 5, \$1-5.

National Cabinet Co., Dayton, O.—Cabinets three, \$1-50.

National Carbon Co., Inc., 30 E. 42nd St., New York City—A-batteries, dry, 2, 45c-50c; B-batteries, dry, 9, \$1.50-5; C-batteries, dry, 2, 60c-\$1.75.

National Electric Specialty Co., 314 So. St. Clair St., Toledo, O.—"VAC-M" lightning arrester, 2.

National Lead Battery Co., St. Paul, Minn.—Storage batteries, 7, \$10-22; Power units, 2, \$22-50.

Neutrowound Radio Mfg. Co., Homewood, Ill.—Receiving sets, battery and A. C. operated, 9, \$45-135.

Niles Mfg. Co., Race & Factory St., Ypsilanti, Mich.—Battery chargers, 2, \$10-19.

Northern Mfg. Co., 371 Ogden St., Newark, N. J.—Marathon tubes.

O

O'Neil Mfg. Co., 715 Pallsade Ave., West New York, N. J.—Cone speaker, \$12.75; Console cone speakers for manufacturers.

P

Patent Electric Co., Inc., 91 7th Ave., New York City—Transformers, 6, \$5-7.50; Sockets, 65c; Automatic plug, 60c.

Patent Radio Corp., 156 W. 16th St., New York City—Power amplifier and B-battery eliminator, \$97.50; Cone speaker,

Radio Retailing, June, 1927

\$28.50; Electrical phonograph pick-up, \$12.50.

Packard Electric Co., Warren, O.—Cable, Wiring harnesses, Aerial-ground kits.

Paragon Electric Corp., Upper Montclair, N. J.—Double impedance units, 4, \$7-25; Output filter, 1, \$5; Anti-flutter, 1, \$2; Audio transformers, 2, \$4; Receivers, ABC power unit, Tip Jocks.

Pathe Phonograph & Radio Corp., 20 Grand Ave., Brooklyn, N. Y.—Speakers, 3, \$25-60.

Pausin Engineering Co., 727 Frelinghuysen Ave., Newark, N. J.—Octacone speakers, 2, \$19.50-29.50.

Perlesz Radio Mfg. Corp., 568 West Congress St., Chicago, Ill.—Perlesz (Die Cast) S. L. F. Condensers, Single, 4, \$5.50-6.75; Perlesz (Die Cast) S. L. F. Condensers in Gangs with One Dial Control, .00035 Mfd. Cap. Standard, \$28, Single, List; \$38, 2 Gang, List; \$48, 3 Gang, List; \$58, 4 Gang, List; \$68, 5 Gang, List.

Perryman Electric Co., Inc., 33 W. 60th St., New York City—Tubes, 20, \$1.75-9.

Pfanstiehl Radio Co., Waukegan, Ill.—Receiving sets, 6, \$65-300.

Philadelphia Storage Battery Co., Ontario & C Sts., Philadelphia, Pa.—Philco A-socket power, 1; B-socket power, 3; AB-socket power, 6; Storage batteries.

Pilot Electric Mfg. Co., Inc., 323 Berry St., Brooklyn, N. Y.—Condensers variable and fixed, Dials vernier and plain, Sockets, Rheostats, Potentiometers, Switches, Transformers, Variable resistors, Midget condensers, Illuminated and art dials, Lug jacks, Brackets, Terminals, Automatic plugs, Binding posts, Kits, Pilot lights.

Plaza Music Co., 10 W. 20th St., New York City—Fine Art receivers, 3, \$55-100; Cabinets, 2, \$39-56.50.

Polymet Mfg. Corp., 599 B'way., New York City—Fixed mica condensers, 3 types—all capacities, 25c; Filter condensers, 3 types—all capacities, 60c-\$1.0; Condenser blocks, for all purposes; Rheostats, 4, 60c-85c; Potentiometers, 4, \$1-1.25; Phone plugs, 2, 35c-50c; Extension connector, 5, 35c-\$2; Poly grid leaks, 2, 25c; Poly resistances, 2, 50c-75c; Wire wound resistances, 3, 75c-\$2; Resistance coupled kits, 3, \$3-5; Tube ballasts, \$1.

Pooley Co., 1600 Indiana Ave., Philadelphia, Pa.—Radio cabinets and cabinet speakers for Atwater Kent Radio, \$35-250.

Potter Mfg. Co., North Chicago, Ill.—Grid and phone condensers, By Pass condensers. A-b-c eliminator condensers.

Precise Mfg. Co., 254 Mill St., Rochester, N. Y.—Condensers, variable, 13, \$2.50-14; Condensers, microcondensers, 6, \$1.25-2; Drum Dial, illuminated, 1, \$4.50; Worn and gear control, 1, \$2.50; Output transformers, 1, \$4.50; Audio transformers, 4, \$2-5; Protector Switch, overload, 2, \$3.75.

Precision Electric Mfg. Corp., 1020 Santa Fe Ave., Los Angeles, Calif.—Pemco A-B power units, 3, \$58.50-67.50; Pemco B-eliminator, 1, \$37.50.

Precision Products Co., Ann Arbor, Mich.—Receiving sets, 5, \$65-500; Speakers, 2, \$10-17.50.

Premier Electric Co., Grace & Ravenswood Ave., Chicago, Ill.—Receivers chassis, \$50-150; Variable condensers, 2, \$2.50-6; Hedgehog audio transformers, 2, \$3.50-5; Rheostats, 3, 75c-\$2.50; Filament resistors, 3, 25c-25c; Potentiometers, 3, \$2.50-2.50; "Micro" vernier dials, 2, \$1; "Lo Loss" tube sockets, 2, 90c; R. F. transformers, 3, \$1-1.50; Radio jacks, 10, 45c-65c; Battery switches, 1, 50c; Plugs, 1, 60c; "Library grand" speaker, 1, \$35; Short wave kit, 1, \$22.

Pressed Metal Mfg. Co., 151 Barstow St., Waukesha, Wis.—Wave-X antenna, 3, \$9-12.50; Redi-Mast for aerials, 2, \$3.50-4.25.

Prest-O-Lite Storage Battery Corp., Speedway, Indianapolis, Ind.—"Trikl-A" power unit, 2, \$29.50-\$34.50; "Speedway-B" socket power, 1, \$34.50.

Progressive Musical Inst. Corp., 319 Sixth Ave., New York City—Melofonic speakers, 2, \$28.50-65.

Q

QRS Music Co., 306 So. Wabash Ave., Chicago, Ill.—Tubes, 7, \$1.75-7; Rectifying slugs, 1, \$4.50.

R

Racon Electric Co., Inc., 18 Washington Place, New York City—Horns, 22, \$1.15-8.

Radiall Co., 50 Franklin St., New York City—Amperite, self-adjusting rheostats for all tubes.

Radio Corp. of America, 233 Broadway, New York City—Tubes receiving and transmitting, 26, \$1.75-145; Sets, 6, \$78-895; Speakers, 3, \$35-275; B-socket power, 1, \$37; Power amplifier, 1, \$105.

Radio Guild, Inc., 241 Market St., Newark, N. J.—Cone speaker unit, 1, \$5; Cone speaker kits, 2, \$12-16; Harkness kits, 2, \$36-50.

Radio Master Corp., Bay City, Mich.—Console cabinets, 17, \$25-225; Console speaker tables, 3, \$82-50-110.

Radio Products Corp., Inc., 3816 N. 28th St., Birmingham, Ala.—Superflex receiving sets, 3, \$80-139.50.

Radio Receptor Co., 106 7th Ave., New York City—Powerizer, power amplifier, 2, \$55-60; Powerizer packs, Power transformers, Output chokes, Filter chokes, Heavy duty audio.

Raytheon Mfg. Co., Kendall Square Building, Cambridge, Mass.—Rectifier tubes, 4, \$4.50-7.50.

Riley Radio Prod. Co., W. Mill St., Attica, Ind.—B-power supply unit, 1, \$24.60.

Robertson-Davis Co., Inc., 412 Orleans St., Chicago, Ill.—Multistage meloformers, 2, \$4-5; Melocoupler, 3, \$5.25-6.

Rola Co., 4250 Hollis St., Oakland, Cal.—Cone speakers, 2, \$28.50-32.50.

Rono Mfg. Co., 426 So. Clinton St., Chicago, Ill.—Multi-stage sock filament switch, 1, \$2.50.

Ross Wire Co., 69 Bath St., Providence, R. I.—Antenna wire, Antenna springs, Antenna kits, Loop wires, Set wires, Lead-in wire, Ground wire, Rubber covered cords.

S

Samson Electric Co., Canton, Mass.—Audio transformers, 9, \$4-10; Audio frequency chokes, 6, \$3.25-5; Radio frequency chokes, 3, \$2-2.75; Transformers for broadcast stations, 6, \$15-18; Inductance units (coils, couplers, etc.), 15, \$1.50-\$9.50; Socket power chokes (B), 3, \$5-20; Socket power transformers (B), 3, \$12-\$25; Socket power chokes (A), 1, \$15; Socket power transformers (A), 2, \$15-20; Variable condensers, 7, \$5-7.50; Vernier dial, 2, \$2.50; Neutralizing condenser, 1, \$2.25; Radio frequency transformers, 1, \$4.50; Push pull transformers, 2, \$10.50 per pair, \$19.50 per pair; Output filter, 1, \$10; B-supply filter, 1, \$10; B-power packs, 2, \$20-32; A & B-power pack, 1, \$35; Audio amplifiers complete, 3, \$85-450; Phonograph amplifiers, 2, \$300-450.

Sandar Corp., Crescent Plaza Building, Long Island City, N. Y.—Cone speaker, 1, \$27.50.

Scanlan Electric Mfg. Co., 1113 No. Franklin St., Chicago, Ill.—Audio frequency transformers, Small power transformers (Manufacturers only).

Schlickerling Products Corp., 401 Mulberry St., Newark, N. J.—Tubes, 22, \$1.75-9; A, B and C battery eliminators, 1, \$85.

Sentinel Mfg. Co., 4256 N. Western Ave., Chicago, Ill.—Completely automatic relay control, 1, \$15; 2 amp. charger, 1, \$29.50; Completely automatic A-unit, 1, \$40; B, C-power unit, 2, \$44.50-65; A, B, C-power unit, 2, \$79.50-98.50.

Shamrock Mfg. Co., 196 Waverly Ave., Newark, N. J.—Receivers, battery and A.C. operated, 6, \$50-250.

Shield Speaker Co., Lebanon, Pa.—Speakers, 3, \$30-47.50.

Sickles, F. W., Co., 130 Union St., Springfield, Mass.—Inductance coils, 15c-\$8; Shielded transformer coils, \$1-2; Variometers, \$4.50; Variocouplers, \$4.50.

Silver-Marshall, Inc., 846 W. Jackson Blvd., Chicago, Ill.—Shielded six kits, 2, \$45-95; Silver-Cockaday kit, 1, \$56.25; Short wave kit, 1, \$23; Reservoir B kit, 1, \$34.50; Unipac kit, 1, \$61; Transformers, 9, \$6-10; Chokes (R. F. and Unichoke), 3, 90c-\$8; Condensers, 5, \$1.50-4.50; Coils, 26, \$1.25-5; Sockets, 2, 50c-\$1; Condenser bank, 1, \$12.50; Resistor, 1, \$2.50; Dial (vernier), 1, \$2; Stage shield, 1, \$2; Link motions, 2, \$2-2.50; Brackets, 1, 70c per pair.

Radio Retailing's Guidebook of Manufacturers and Products (Continued)

Simplex Radio Co., Main & Rector St., Philadelphia, Pa.—Receiving sets, 6, \$65-185.

Simplex Radio Co., Sandusky, O.—A.C. Receiver, 1, \$250.

Slagle Radio Co., Inc., 1232 Maumee Ave., Fort Wayne, Ind.—Receivers, 6, \$70-600; Cone speakers, 2, \$16.50-25.

Sleeper Radio & Mfg. Corp., Sixth and Washington Aves., Long Island City, N. Y.—Receiving sets, 6, \$100-350.

Smith, B. Hawley, Danbury, Conn.—Hawley B-power units, 7, \$12.75-36; A-power units, 3, \$20-37.50; A-chargers, 2, \$12.50-17.50; B-chargers, 2, 2.75-5; B-storage batteries, 8, \$2.65-17.50.

Sonatron Tube Co., 108 W. Lake St., Chicago, Ill.—Tubes, 30, \$1.75-9; Amplifier, 1, \$8.

Sonora Phonograph Co., Inc., Saginaw, W. S., Mich.—Receiving sets, 4, \$97.50-375; Speakers, 2, \$20-35.

Sovereign Electric & Mfg. Co., 1744 S. Ogden Ave., Chicago, Ill.—A.C. receiving set, 2, \$325-360; A.C. tube, 1, \$5.

Splitdorf Radio Corp., 392 High St., Newark, N. J.—Receiving sets, 11, \$45-1,000 (A, B and C power supply available); Cone and horn speakers.

Sprague Specialties Co., 1511 Hancock St., Quincy, Mass.—Tone control, 2, \$3.50; Midget condensers, 14, 14c-36c; Tip jacks, 4, 5c.

Standard Cabinet Mfg. Co., Peru, Ind.—Cabinets made to order.

Standard Piano Bench Mfg. Co., 1226 W. Lake St., Chicago, Ill.—Speakers, 2, \$72.50-89.50; Console cabinets, 6, \$24-31.50; Highboy cabinets, 2, \$73-76; Tables, 4, \$14-20.50; Console cabinets with horns, 2, \$35-42.50.

Standard Radio Corp., Worcester, Mass.—Receiving sets, A.C. and battery, 7, \$39.50-104.50.

Star Antenna Sales Co., Elkhart, Indiana—Star Antenna, 1, \$5.

Steinlite Radio Co., Atchison, Kan.—A.C. receivers, 3, \$100-150; battery receivers, 2, \$34-79.50; Crystal set, 1, \$6; "Aerial eliminator," 1, \$1; Interference "Eliminator," 1, \$1.

Sterling Mfg. Co., 2831-2853 Prospect Ave., Cleveland, O.—A-power supply, 2, \$32-50; B-power supply, 4, \$27-55; A, B, C-power supply, 1, \$75; A-battery chargers, 2, \$12-17.50; B-power testers, 2, \$8.50-30; Power output transformer, 1, \$5; Automatic control switches, 2, \$3-4.50; A.C. voltmeter, \$7.50.

Stevens & Co., 46 E. Houston St., New York City—Cone speakers, 5, \$18.50-65.

Stevens Co., William, 27 Hammatt Road, Roslindale, Mass.—"Lastites" (soldering terminals), 2, \$4-5 per thousand.

Stewart Battery Co., 119 North Peoria St., Chicago, Ill.—A-socket power, 4, \$37.50-43.50; B-socket power, 2, \$29.50-35; AB-socket power, 4, \$63-76; Super A-socket power, 4, \$33-38; Duo-rate A-socket power, 4, \$27.50-31.50; Power controller, 2, \$7.50; Automatic power switch, 2, \$3.50; Hi-rate automatic A-charger, 2, \$19-22.50; Tu-rate A-charger, 2, \$12-15.

Stewart-Warner Speedometer Corp., 1828 Diversey Pkway., Chicago, Ill.—Receiving sets, 5; speakers, 2.

Stiles, H. A. & Co., 174 Portland St., Boston, Mass.—Radio cabinets, consoles and tables, \$16 up.

Sunlight Lamp Co., Newton Falls, O.—Sunlight crusader tubes, 7, \$1.75-4.50.

Super Ball Antenna Co., Inc., Green Bay, Wis.—Antenna, 1, \$10; Ground clamp, 1, 25c; Condenser, 1, \$1; Speaker, 1, \$35.

Superior Cabinet Co., Muskegon, Mich.—Cabinets for jobbing trade and manufacturers.

Superton Mfg. Co., 222 Washington St., Hoboken, N. J.—Tubes, 9, \$1.75 to \$6.

Swan-Haverstick, Inc., Peace and Lafayette Sts., Trenton, N. J.—Aerial kits, 48, \$1.25-5; Battery switches, 5, 20c-60c; Lead-in strips, 12½c-\$1; A-battery connectors, 10c per pair; Lightning bracket, 2, 35c-\$1; Lightning arrester bracket, 10c; Glass insulators, 25c-35c; Porcelain insulators, 10c-25c; trickle charger, \$10.

Sylvania Products Co., Emporium, Pa.—Tubes, 14, \$1.75-9.

Symphonic Sales Corp., 370 7th Ave., New York City—Globe speaker, 1, \$35; Reproducer unit, 1, \$5.50.

T

Teletone Corp. of America, 3rd St. and Van Alst. Ave., Long Island City, N. Y.—Horn speakers, 2, \$20-32.50; Cone speakers, 4, \$10-38; Balanced armature horn units, 2, \$6-10; Full floating armature cone units, 2, \$6-10.

Terminal Electric Co., 685 11th Ave., New York City—Powerola A.C. receiving sets, 4, \$110-155; Chassis, 2, \$40-50; A-B-C socket power units, 3, \$40-60; Power amplifier and B unit, 1, \$45; Condensers (filter), 10, 75c-\$1.00.

Thordaisson Electric Mfg. Co., Kingsbury & Huron Sts., Chicago, Ill.—Audio transformers, 4, \$4-8; Push pull transformer, 1, \$13 per pair; Interstage push pull transformer, 1, \$8; Autoformer impedance amplifier, 1, \$5; Power compact, 2, \$15-20; 30 Henry choke, 1, \$5; Speaker coupling transformer, 1, \$6; Voltage divider resistance, 1, \$2.15; Power input plug, 1, \$1; C.W. filament transformers, 5, 10c-\$1; C.W. plate transformers; Microphone coupling transformer, 1, \$18; Line amplifier output transformer, 1, \$26; Line amplifier input transformer, 1, \$26.

Timmons Radio Products Corp., 79 E. Wister St., Philadelphia, Pa.—Cone speakers, 2, \$18-30; A & B socket power for series operation, 1 (manufacturers only); B-socket power, 1, \$30; Amplifier and B-socket power, 1, \$70.

Tobe-Deutschmann Co., 11 Windsor St., Cambridge, Mass.—Tobe Bypass condensers, 6, 60c-\$3.50; Filter condensers, 6, 70c-\$3.50; Tiny Tobe condensers, 18, 35c-60c; Transmitting condensers, 7, \$1.50-17; Power amplifier condensers, 4, \$2-6; Tipon grid leaks, 14, 50c-\$1; 2-watt Veritas Resistor, 14, 50c-\$1; 5-watt Veritas Resistor, 13, 75c-\$1.10; 10-watt Veritas Resistor, 10, \$1-1.25; Radio interference filter, 1, \$15.

Tower Mfg. Corp., 98 Brookline Ave., Boston, Mass.—Headsets, 2, \$1.95-2.95; Speaker unit, 1, \$3.95; Cone speaker unit, 1, \$4; Cone speaker, 3, \$9.50-15; Relay switch, 1.

Traveler Mfg. Corp., 3401 N. Halsted St., Chicago, Ill.—Portable receiving sets, 1, \$65.

Trimm Radio Mfg. Co., 847 W. Harrison St., Chicago, Ill.—Headsets, 2, \$4.40-5.50; Speakers, 7, \$10-25; Phono units, 2, \$4.50-10.

Triple-A Specialty Co., 312 S. Hamilton Ave., Chicago, Ill.—"Silver Beauty" A-power unit, 2, \$39.50-45.50; 5 amp. A & B unit, 2, \$14-20; Direct current charger, 1, \$16.50; Battery chargers, 5, \$10-65.

U

Udell Works, 28th St. at Barnes Ave., Indianapolis, Ind.—Cabinets, 20, \$31-87.50; Tables, 12, \$8.50-18.

United Radio Corp., 15 Caledonia Ave., Rochester, N. Y.—Peerless cone speaker, 1, \$35; Cabinet speaker, manufacturers only, \$15.

United Radio & Electric Corp., 500 Chancellor Ave., Irvington, N. J.—Ureco tubes, 15, \$1.75-10.

United Scientific Lab., Inc., 80 4th Ave., New York City—Condensers, 6, \$1.75-3; Rheostats and potentiometers, 2, 50c-\$1.

Universal Battery Co., 3410 S. LaSalle St., Chicago, Ill.—A-socket power unit, B-socket power unit, A-B-C-socket power unit, A-automatic charger, Trickle charger, A-storage batteries, B-storage batteries.

Universal Power Supply Co., 1117 N. Franklin St., Chicago, Ill.—A- and B-battery eliminator, 1, \$67.50.

USI Battery Corp., Niagara Falls, N. Y.—Batteries, dry cell A, B & C; Batteries, storage A & B; charging relays.

USL Radio, Inc., Niagara Falls, N. Y.—Receiving sets, Battery chargers, A-current supply units, B-current supply units, A-B-current supply units, A-power unit, Battery chargers.

Utah Radio Products Co., 1615 S. Michigan Ave., Chicago, Ill.—Speakers and units, 7, \$10-70.

V

Valley Electric Co., 4515 Shaw Ave., St. Louis, Mo.—Valleytone radio receivers, 9, \$80-200; "Valley" battery charger, 4; B-power units, 3, \$37.50-50.

Van Doorn Co., 160 No. La Salle St., Chicago, Ill.—Special metal panels and chassis of all kinds for receiver manufacturers (trade marked "Vee Dee").

Van Horne Co., Franklin, O.—Tubes, 12, \$1.75-9.

Vesta Battery Corp., 2100 Indiana Ave., Chicago, Ill.—A-power unit, Trickle charger, A-batteries, B-batteries, Tubes, B-socket power unit.

Victoreen Radio Co., 6528 Carnegie Ave., Cleveland, O.—R. F. transformers, 2, \$7; Coupling units, 1, \$5.50; Antenna couplers, 1, \$3.50; Master control units, 4, \$19.50; Audio control units, 2, \$4.50; Rheostats, 5, \$1.20; Potentiometers, 2, \$1.50.

Vimco Mfg. Co., Inc., Ellicott Sq., Buffalo, N. Y.—Radio light, 4, \$3.25-3.85.

W

Walbert Mfg. Co., 1000 Fullerton Ave., Chicago, Ill.—A.C. and battery operated receivers, 3, \$180-250.

Ward-Leonard Electric Co., 37 South St., Mount Vernon, N. Y.—"Vitrohon" resistors, 65, 75c-\$25; Rheostats, 6, \$5.50-6.75.

Webster Co., 850 Blackhawk St., Chicago, Ill.—B-socket power units, 4, \$25-39; B-C-socket power units, 1, \$50; A-socket power unit, 1, \$48.50; A-B-socket power unit, 1, \$85; Chargers, 2, \$10.50-15.

Wells-Gardner & Co., 1720 N. Robey St., Chicago, Ill.—Arcadia receiving sets, 4, \$36-84.50.

Westinghouse Elec. & Mfg. Co., East Pittsburgh, Pa.—Ammeters, 10, \$1-35; Voltmeters, 10, \$3-35; Instrument jack, 1, 75c; Micarta panels, 4, \$2-2.50 per lb.; Rectigon chargers, 2, \$18-28; Trickle chargers, 1, \$10.50.

Westinghouse Union Battery Co., Pittsburgh, Pa.—A-socket power, \$20; A-Autopower, \$34; Complete line radio A batteries, 10, \$6-18.

Weston Electrical Instrument Corp., Waverly Park, Newark, N. J.—Electrical measuring instruments, 25, \$3.50-75; Radio plug, 1, 60c.

Willard Storage Battery Co., 246 E. 131st St., Cleveland, O.—A-storage batteries, B-storage batteries, A-power units, B-power units, Combination A & B-power units.

Windsor Furniture Co., 1420 Carroll Ave., Chicago, Ill.—Cone speakers, 5, \$15-48.

Wireless Dry Cells, Ltd., 904 Buffalo Ave., Niagara Falls, N. Y.—Maximite A, B & C dry cell batteries, 10, 45c-\$4.75.

Wireless Specialty Apparatus Co., 76 Atherton St., Jamaica Plain, Boston, Mass.—Fixed electrostatic condensers for all purposes under the trade-mark of "Faradon."

Wirt Co., Germantown, Philadelphia, Pa.—Cone speaker, 1, \$20; Lightning arrester, 1, \$1.25; Wall insulator, 1, 40c.

X

X-L Radio Labs., 2424 Lincoln Ave., Chicago, Ill.—Neutralizing condensers, 1, \$1; Semi-fixed condensers, 3, \$1.50; Binding posts, 1, 15c.

Y

Yale Electric Corp., 60 Tillary St., Brooklyn, N. Y.—A-power unit; Trickle charger, 1; B-power unit, 1; Dry cell A-battery, 1, 50c; A-storage battery, 3; Dry B-battery, 8, \$1.50-4.75; Dry C-batteries, 2, 60c-\$1.75.

Yaxley Mfg. Co., 9 S. Clinton St., Chicago, Ill.—Jacks, 10; Junior jacks, 11; Pup jack, 1; Pup plug, 1; Jack switches, 10; Junior Jack switches, 5; Extension jack, 1; Phone plugs, 2; Cable markers, 16; name plates, 9; Midget battery switch, 1; Inductance switch, 4; Pilot light switch, 1; Pilot light bracket, 1; Panel light, 1; Rheostats, 11; Switching rheostats, 11; Potentiometers, 3; Etched dial plates, 4; Rheostat knob, 1; Voltmeter sw., 1; Midget jack, 1; Midget plug, 1; Resistance units, 23; Automatic power control, 2; Cable connector plugs, 4; Convenience outlets, 7.

Z

Zenith Radio Corp., 3620 Iron St., Chicago, Ill.—Receiving sets; Power supply devices.

Zetka Labs., Inc., 67-73 Winthrop St., Newark, N. J.—Tubes, 9, \$1.75-9.

How to Build and Use a Radio Interference Finder

From Page 84

center tap. The outside back end of the loop is connected directly to the pig-tail mounting screw of the tuning condenser. For clearness, the various parts have been labeled with letters in the various layouts, so that there may be no confusion of parts.

It should be noted that the tubes are wired in series. If the builder has never wired a set with the filaments of the tubes connected in series, he should be very careful in his study of the diagram before going ahead. The only point to notice is that the negative lead from the batteries connects directly to the negative post of the detector tube. The positive battery lead connects to the filament control jack and then to the positive post of the second audio tube.

With a little careful study the construction and wiring of the set described here is quickly and easily accomplished and the benefits derived are far in excess of the small cost. Accompanying this article is a list of the parts used, together with their retail price. From this we see that the entire outfit can be made at the low cost of approximately \$50. For quick figuring we will assume that the dealer can build this for 40 per cent less, which would be his discount on the various parts, and this would give us the total sum of \$30. In addition it will be found that the outfit can be readily carried about for some time without tiring the operator as the total weight complete is but 18 pounds. When not in use the phone plug should always be pulled out in order to save the batteries.

Operation

The operation of the set is very simple. After plugging the phones in, which turns on the filament current, advance the regeneration control until oscillations are heard on broadcast wave bands, slowly turn the dial through its arc until the interference is picked up. After this

rotate the entire set by using the handle for a pivot until the interfering signal is at a minimum. The plane of the loop will then be at right angles to the direction of the signal. If there is much doubt as to where the interfering signal is originating, do this from several points, plotting the directions on a piece of paper and then draw a line at right angles to the position of the loop and at their point of intersection will be found the interfering signal. After this has been done, carry the set in the direction toward which the signal grows louder until the source of interference has been reached.

In addition to finding sources of interference, this set may also be

question arise either the maker of the outfit or the editor of this department will be glad to answer it. Comments from those who have constructed the outfit as to its use are also desired.

Keep All Radio Frequency Voltages to Specified Value

The radio frequency stages of most T.R.F. receivers, which do not use special oscillation or regeneration control, are carefully balanced so that they are working at high efficiency throughout the broadcast wave band. The point of highest efficiency in such receivers is where the radio frequency stages are adjusted as close to the oscillation point as possible without actually "spilling over."

Testing and adjusting the receiver at the factory has been done at a particular voltage which is usually specified in the printed instructions furnished with the receiver. Therefore, to get the best results out of this type of receiver it is necessary to keep these R.F. voltages as near to those specified by the manufacturer as possible. Reduction in these voltages has a tendency to lower the sensitivity and selectivity of the receiver while excess voltage often throws the set into uncontrollable oscillation.

Wax Paper a Service Aid

Every service man knows what a task it is to move a console loaded with several heavy-duty B batteries and other apparatus, yet it must be done occasionally to service a set properly. One of the mean things that happens when the heavy piece of furniture is moved, is that ugly scars are left in hardwood floors. This naturally brings forth caustic comment from the lady of the house.

If a piece of ordinary waxed paper, such as is used to wrap up food, is placed under the legs of the console, the service man will find he can slide the heavy console as easily as an empty paper box, and no scarred floors result. A package of waxed paper slips easily into the service bag.

Cost of Parts

3—Benjamin sockets....	\$ 2.25	grid leak50
1—.001 Hammarlund variable condenser..	6.50	3—CX 299 tubes.....	6.75
1—9-plate Hammarlund Midget condenser...	1.80	3—22½-volt No. 768 Eveready B Batteries	5.25
1—Samson No. 85 R.F. choke coil.....	2.00	2—4½-volt No. 771 Eveready C Batteries	1.20
1—Hedgehog 10-1 ratio audio transformer...	5.00	1—Marco vernier dial..	2.50
1—Hedgehog 4-1 ratio audio transformer...	3.50	1—Cabinet and loop frame.....	7.00
1—Frost filament control jack50	2—Eby binding posts...	.30
1—.00025 Dubilier grid condenser.....	.35	Headphones.....	2.25
1—.001 Dubilier fixed condenser.....	.35	Bakelite panels	2.00
1—4-megohm Polymet			
		Total, \$50.00	
		Less 40%	20.00
		Cost to dealer, \$30.00	
		Total weight 18 lb. complete.	

These are the parts used in the laboratory experiments, although other parts of equal merit may be used

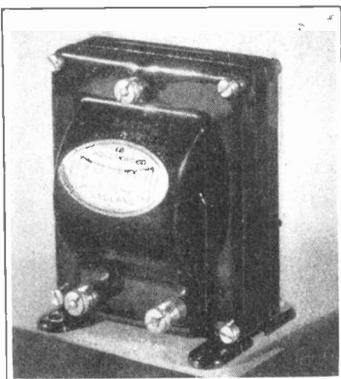
used to determine the conditions under which a broadcast receiver will have to operate. When doing this it must be borne in mind that this outfit is a loop set and that the point at which it receives signals faintest will probably be the one at which a set using an antenna will have the least coil pick-up from nearby stations and hence will be the best position for the broadcast receiver. When, however, the broadcast receiver is to be loop operated, the conditions are reversed and the point at which the radio compass works the best will be the best for the broadcast receiver. Many times there are hidden metallic bodies in the walls of a house or building which affect broadcast reception.

While the construction details of this portable radio compass are complete in every respect, should any



What's New in Radio and

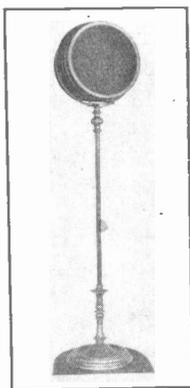
This editorial section is prepared purely as a news service, to keep readers of "Radio Retailing" informed of new products.



Output Transformer

Radio Retailing, June, 1927

To eliminate direct current from the speaker windings, the Ferranti output transformer, type AF-O, illustrated, has been designed by Ferranti, 130 West 42d Street, New York City. This transformer is intended for use with power tubes and especially for the UX 171 type. It is factory tested to 1,000 volts, and can be safely used with tubes employing plate voltages up to 500 volts.



Stand for R.C.A. Speaker 100

Radio Retailing, June, 1927

Albert Wahle Company, Metropolitan and Morgan Avenues, Brooklyn, N. Y., is making the illustrated stand, developed for the Radiola 100 Speaker. It has a bronze and gold finish and an over-all height of 53 in. The R.C.A. 100 speaker is constructed in such a manner that it is very simple to unscrew the present base and mount the speaker on top of this new standard. Each standard is conveniently packed in an individual carton, and can be easily shipped. The intended retail price is \$10.50.

Correction

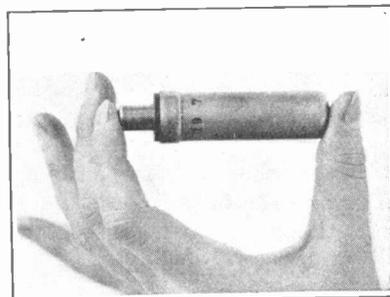
Radio Retailing, June, 1927

In the May issue of *Radio Retailing*, page 79, in the item describing A. H. Grebe & Company's new B and C socket power unit, an error was made in the voltages obtainable. These should have read 180, 90 and 22, instead of 130, 90, and 22.

Raytheon A-Rectifier

Radio Retailing, June, 1927

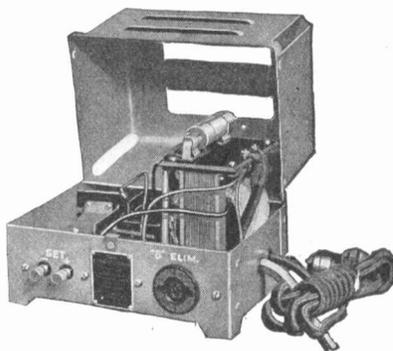
The Raytheon Manufacturing Company, Cambridge, Mass., has developed a rectifier known as Raytheon "A" which it recommends for storage battery charging. It is highly efficient, non-breakable and foolproof, in the form of a stout metal cartridge, about the size of a man's thumb, and has no delicate filaments, chemicals or moving parts. It supplies a current of $2\frac{1}{2}$ amp. or less at 6 volts. Several transformers and complete units employing this rectifier are now on the market. The intended retail price is \$4.50.



Automatically Controlled A-Battery Charger

Radio Retailing, June, 1927

The Indiana Mfg. and Electric Co., Marion, Ind., is making the illustrated "Case" charger. This is equipped with automatic A and B controls and an automatic full charge cut off. It charges the A Battery at a high rate and controls automatically from the receiving set switch, charges battery when set is not in operation and if B socket power unit is used controls it automatically. The charger automatically shuts off when the battery is fully charged thus preventing overcharging or gassing. The intended retail price is \$16.50. Without automatic relays but with trickle and full charging rates, the intended price is \$10.



Radio Set Tester

Radio Retailing, June, 1927

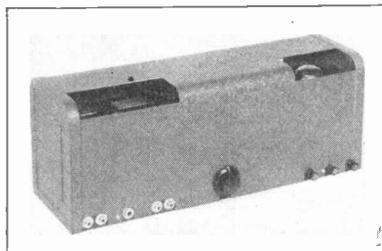
The Weston Electrical Instrument Corporation, 25 Weston Ave., Newark, N. J., has developed this radio set tester (Model 519) for the use of service men and dealers in trouble shooting. This tester set measures battery and tube socket voltages, tests circuits, and tubes under the same condition as when they are in their sockets, and makes all tests using regular batteries or socket power units without change in connections. The various ranges are obtained and connections made by means of a switch. The meter has three voltage ranges of 200, 80 and 8 volts, and a current range of 20 milliamp. It has a resistance of 1,000 ohms per volt, giving a full scale deflection with a current of one milliamp. It weighs only three pounds complete with adapters and cables.



Push-Pull Power Pack

Radio Retailing, June, 1927

A power pack kit, known as "Unipac" type 660 is being made by Silver-Marshall, Inc., 105 South Wabash Ave., Chicago, Ill. It consists of a one stage push-pull power amplifier and a power supply of constant output characteristics. For operation it requires one 85 milliamp. rectifier tube, one glow tube voltage regulator, and two power tubes, type 112 or 171. This pack may be constructed as a phonograph amplifier by including an extra 199 tube, and will turn any phonograph into an electrically operated instrument by the addition of a record pickup and speaker. The pack is housed in a metal case 17½ in. long, 5½ in. wide and 7 in. high. Intended retail price \$62.



Where to Buy It

For More Information on
New Parts See Page 129

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



Metallic Rectifier

Radio Retailing, June, 1927

To replace the rectifying element in electrolytic chargers the Kodak Radio Corporation, Cincinnati, Ohio, is marketing the illustrated Kuprox Electrolytic Replacement Unit which can be attached to any electrolytic charger. This rectifier is made of the new metal Kuprox and is said to provide a constant, full ampere charging rate, twice that of electrolytic trickle chargers, and to have long life. The intended retail price is \$4.50.



Station Separator

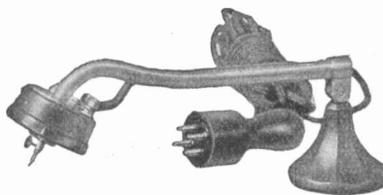
Radio Retailing, June, 1927

The Klosner Radio Corporation, 1022 East 178th Street, New York City, is manufacturing the illustrated device known as the "Klosner Station Separator," Type I, which, it is claimed, improves selectivity, and reduces interference without complicated tuning adjustments. It is designed to be inserted on the aerial lead-in wire. A switch, located at the top allows the device to be cut in or out of the antenna circuit at will. Intended retail price, \$1.

Electrical Pickup

Radio Retailing, June, 1927

The Magnaphon, illustrated here, is an electrical pickup for reproducing phonograph records through the agency of the radio set. It is manufactured by the Magnaphon Electrical Manufacturing Company, 1270 Broadway, New York City. According to its manufacturer, it transforms any phonograph into a modern electrical reproducing machine. Its use entails no changes either in the radio set or the phonograph. Intended retail price is \$12.50.



Artistic Cone Type Reproducer

Radio Retailing, June, 1927

The illustrated reproducer known as the "Mural," made by the Shield Speaker Company, Lebanon, Pa., is designed to hang on the wall and is furnished with a wall bracket. It can be obtained in the following colors, black and gold, maroon and gold, blue and gold, and ivory and brown. The intended retail price of this model is \$30. Another model, known as "Harmony," is equipped with a standard, and has a single spear head at the center at the top. The colors are the same as that of the "Mural," and the shield itself in this case is 29 in. by 19 in. The stand is 5 ft. 9 in. high. The intended retail price of this model is \$37.50. The largest model made is known as the "Intrinsic." This is finished the same as the "Harmony" model and the shield is 57 in. by 21 in. The stand is 5 ft. 9 in. high and there is a single spear head at the top of this model. The intended price of this model is \$47.50.



Six Tube, One Dial Control Chassis

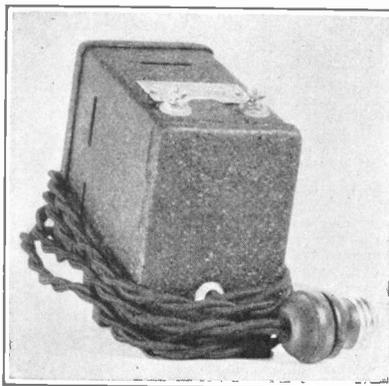
Radio Retailing, June, 1927

The illustrated six tube, single control chassis has been designed by the Buckingham Radio Corporation, 25 East Austin Ave., Chicago. It embodies three stages of tuned radio frequency, transformer coupled, detector and two stages of audio frequency. All wiring, coils and important parts are completely shielded. It has an illuminated dial control. It is of sturdy construction and can be shipped and handled without fear of damage, according to its manufacturer.

Two Ampere A-Battery Charger

Radio Retailing, June, 1927

The Thordarson Electric Manufacturing Company, 500 W. Huron St., Chicago, Ill., is making the illustrated Type R-175 2-amp. battery charger, designed for charging 6-volt storage batteries from 110 to 115 volt, 60 cycle power supply. Both the battery and charger are protected by a small 5-amp. fuse. If the leads from the charger to the battery are reversed or short circuited the fuse will burn out preventing injury to the battery or charger. The rectifying element employed in this charger is the Raytheon type 2-A which is guaranteed by the maker for 1000 hours full load operation or about one year's normal use. In the event of burning out of the rectifier the charger may be reconditioned in thirty seconds by inserting a new element in the clip. Additional Raytheon 2-A rectifiers can be purchased from any dealer for \$4.50. The intended retail price of the charger is \$12.50.

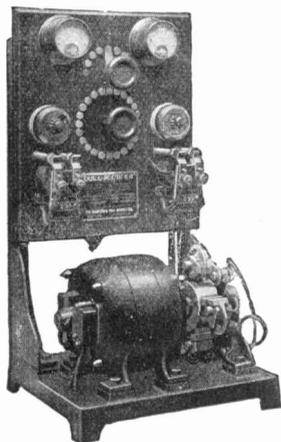


Four-Tube Tuned Radio Frequency Receiver

Radio Retailing, June, 1927

The Neutrowound Radio Manufacturing Company, Homewood, Ill., also is in production on the "Junior" receiver. This is a four-tube tuned radio frequency set and can be obtained in genuine mahogany or American walnut cabinet. Over-all dimensions are 18 in. long, 13 in. wide and 8 1/2 in. high. It is very simple in operation, being tuned by one finger and is equipped to accommodate power tubes in the last stage of audio-frequency. It employs Neutrowound true straight line frequency tuning condensers. The intended retail price is \$45.

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



Full Wave Rectifier

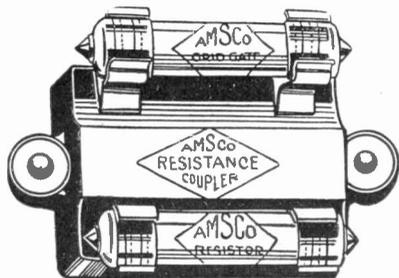
Radio Retailing, June, 1927

The Hanson & Van Winkle Company, Chestnut & Van Buren Sts., Newark, N. J., is manufacturing the illustrated "Quill" Model SB1 rectifier. The company claims that this is a very efficient battery charger, basing their claim on an over-all efficiency of 90 per cent, due to using transformer current and their method of rectifying both sides of the a.c. wave after passing it through the transformer to get a full wave pulsating direct current. The amount of current consumed by the one-sixth hp. motor used for commutation is claimed to be negligible. Further information may be had by writing the above company.

Five-Tube Tuned Radio Frequency Receiver

Radio Retailing, June, 1927

"The Tone King" is a five-tube tuned radio frequency set being made by the Neutrowound Radio Manufacturing Company, Homewood, Ill. This is similar to the Junior Model but using an additional stage of audio-frequency amplification. It is also equipped to accommodate a power tube in last audio frequency stage. It can be obtained in either a genuine mahogany or American walnut cabinet. Its over-all dimensions are 18 in. long, 13 in. wide and 8½ in. high. Other specifications are the same as the Junior, and the intended retail price is \$55.



Resistor Couplers for High Mu Tubes

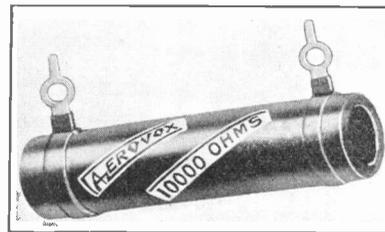
Radio Retailing, June, 1927

For use with the new high mu tubes the AmSCO Products Inc., 416 Broome Street, New York City, has developed the illustrated resistor coupler known as RC 2. These couplers are designed to overcome the tendency of certain amplifiers to motorboat, particularly those using the new high mu tubes, with an amplification constant of 25 or 30.

Resistances for Heavy Loads

Radio Retailing, June, 1927

This new Pyrohm resistance produced by the Aerovox Wireless Corporation, 70 Washington Street, Brooklyn, N. Y., is made in two sizes the 2 in. length dissipating 20 watts and the 4 in., 40 watts. They are constructed of resistance wire, wound on a refractory tube, coated with enamel and fired on. The wire, tube and enamel have the same expansion co-efficient enabling the unit to take care of heavy loads without displacement or injury to the wire. It is factory tested to stand overheating without injury.



Battery Cable

Radio Retailing, June, 1927

The illustrated cable, known as the "Corvico" 5-wire Battery Cable, for connecting batteries or power units to the radio set, is manufactured by the Cornish Wire Company, 30 Church Street, New York City. Each individual strand is identified by a different colored winding, and the five wires are enclosed in either a silk or a cotton braid.



Six-Tube Receiver for Automobiles

Radio Retailing, June, 1927

The Heina Radio Corporation, 4311-19 Thirty-second Place, Long Island City, N. Y., is manufacturing the "Heinafone," which is a specially constructed 6 tube radio receiver for automobiles. It is not a portable set, but is installed as part of the car. It occupies no space in the car, and there are no exposed aërials, wires or equipment. The tuning dials are on the instrument board. It is made in four models suitable to various makes of automobiles, and the prices range from \$175 to \$300.

Five Tube Light Socket Receiver

Radio Retailing, June, 1927

The Steinite Model AC, a five tube, two control receiver operating directly from the electric light line is being made by the Steinite Laboratories, Atchison, Kansas. Its power is derived from a converter consisting of a step-up transformer, a filter condenser and a choke coil, a two-way rectifier tube and a resistance plate controlling the filament of a 99 type tube. Various voltages are obtained by tapping the resistance at the proper points.

Filter Condensers for 400 Volt Eliminators

Radio Retailing, June, 1927

In order to provide filter condensers capable of withstanding the high voltages used in many modern B battery eliminators the Tobe Deutschmann Company, Boston, Mass., has provided a line of these units designed to operate efficiently at voltages up to 400. The condensers are encased in silvered metal containers, with handy baseboard mounting lugs and are equipped with side terminals mounted near the bottom. Manufactured in three standard sizes of 1, 2 and 4 mfd., intended to retail for \$2, \$2.75 and \$4.50 respectively.



Electric Power Receiver

Radio Retailing, June, 1927

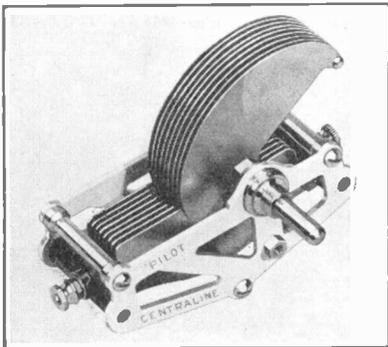
The Marti Electric Radio Company, West Orange, N. J., is making a set known as the "Marti" electric power receiver powered from the house current. It employs a six tube circuit with resistance coupled audio. Its A-C power is supplied through non-filament cathode A-C tubes, and the B supply is obtained from a rectifier tube. An aerial may be used but is not essential. It has illuminated dials, and is said to be noiseless. It is made in three models: Table model TA-2, with a retail price of \$235; Desk model DC-2, \$275; and Console, with speaker CS-2, \$325.

Cone Speaker

Radio Retailing, June, 1927

Cannon & Miller Company, Inc., manufacturer of electrical specialties, Springwater, N. Y., is making a cone speaker known as the Cannon-Ball Cone Speaker. It is made in two sizes. Number 3, intended for table or wall use, comes in a mahogany frame and has an enclosed mahogany back. Its overall height is 21 in., width 20½ in. Intended retail price \$15. Gold cord, 5 ft. long, for hanging on wall, \$1.25 extra. Number 2 has a metal frame and a gold braid edge. It is 18 in. high and 16 in. wide. Intended retail price, \$9.

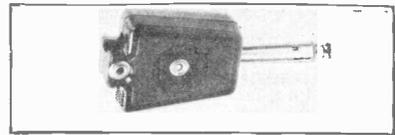
News of Latest Products Gathered by the Editors



Variable Condenser

Radio Retailing, June, 1927

The Pilot Electric Mfg. Co. Inc., 323 Berry St., Brooklyn, N. Y., is now making what is called the "Centraline Capacigrad" variable condenser. According to the manufacturer, this condenser spreads the stations equally over a whole dial, crowding neither at one end nor the other. The maker states that the dielectric losses are low and that the condenser also has a very low minimum capacity. It is made in sizes ranging from 8 to 23 plates and a double and triple adapter is provided in order that as many condensers as are desired may be coupled to one shaft.



Automatic Plug

Radio Retailing, June, 1927

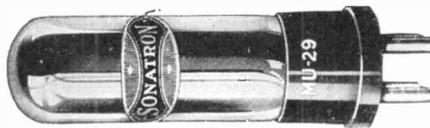
The Brooklyn Metal Stamping Corporation, Brooklyn, N. Y., is making the illustrated automatic plug that requires no pushing of levers or other manipulation to effect a release of tips. It is made of bakelite and has plus and minus engraved clearly on the plug. No metal parts are exposed, thus eliminating possibilities of shock when used with high voltages. It is so made that two pair of tips may be inserted on each side, so that it may be used as a double plug, if desired. The intended retail price is 50 cents.

Hi-Mu Tubes for Dry Cell Battery Sets

Radio Retailing, June, 1927

The Sonatron Tube Company, 108 West Lake Street, Chicago, Ill., has developed the illustrated Hi-Mu tube known as Mu-29 for use with dry cell battery sets. It is a 3 volt tube drawing the same amount of current as the 199, and has a Mu of 29. Its volume is said to compare with that of a 201A

tube, and will stand up under 4 volts. It can be used as a detector. When used in a standard set a plate voltage of 90 is recommended, but it will operate on voltages up to 135.



B-Socket Power Unit

Radio Retailing, June, 1927

The Sterling Manufacturing Co., 2831 Prospect Ave., Cleveland, Ohio, is now manufacturing the R-99 B socket power unit, using the new BH Raytheon tube. This model is provided with four connecting terminals which are, minus B, detector, and two amplifier terminals marked "medium" and "high" which are arranged in the back of the case. The medium and detector voltages are adjustable by means of two resistance control knobs on the front of the case. A three-position switch which increases or decreases voltage, or shuts off the unit entirely, is located on the outside of the case. The medium voltage terminal supplies 25 to 135 volts, and the high terminal delivers voltage up to 180 volts at 50 milliamp. The detector voltage is adjustable over a range of from 10 to 80 volts. Over-all dimensions are 9 1/2 in. x 5 1/2 in. x 8 in. Model R-97, which is similar to R-99, except that it is equipped with two adjustable C battery voltages, so that any type of power tube may be used also. The units are finished in dark green with nickel trimmings and are intended to operate on 110 volts 60 cycle current. In general, both models are designed to give abundant smooth flowing and silent B power for any set using 60 milliamp. or less, with or without the use of power tubes. The retail price of Model R-99 is \$45 and that of R-97 \$55. This is complete with a Raytheon tube.



Art Panel Antenna

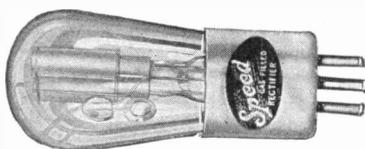
Radio Retailing, June, 1927

The Fishwick Radio Company, Cincinnati, Ohio, manufacturer of Effarsee antennas, is making a new tapestry art panel for use as an indoor aerial. It is of the same construction as the company's other antennas, and is 3 x 7 ft. It is made in two types—the Faun and the Nymph, copies from old tapestries. The colors are reproduced by lithographic embossing. The intended retail price on either of these is \$9.50.

Rectifier Tube

Radio Retailing, June, 1927

The "Speed Hyvolt Rectifier" is the name given to this gas-filled tube by its manufacturer, the Cable Supply Company, Inc., 31 Union Square, New York City. It is intended for use as a source of B potential with all types of receiving tubes. Its voltage range is from 250 to 350 per half wave.



A.C. and Rectifier Tubes

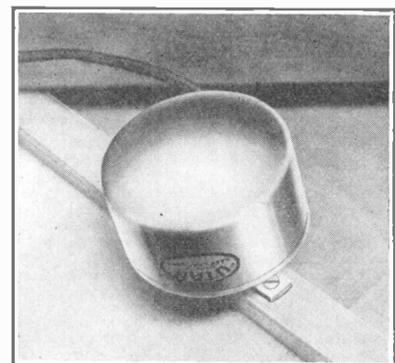
E. T. Cunningham, Inc., 370 Seventh Avenue, New York City, will shortly place on the market two new AC tubes which with the use of a small step-down transformer will replace A batteries in sets especially designed for them, and two improved rectifier tubes for B power and certain A power units. The AC tubes are known as CX-326 and C-327. They have operating characteristics similar to the 301-A type, and give the same results as the 301-A or the 299 type. CX-326 is intended for radio frequency and audio amplification in circuits designed for its use. Maximum plate voltage is 180 with a negative grid bias of 13.5 volts, although 135 volts is recommended. Normal plate current with the potentials applied is 7.5 milliamp. The tube requires a potential of 1.5 volts a.c. for its filament at 1.05 amp. It uses the standard CX base. Intended retail price, \$3. C-327

is intended for a detector tube in circuits using the CX-326 tube, but may be used for radio or audio frequency amplification. This a.c. tube employs a separate cathode, or heater, element which requires a potential of 2.5 volts a.c. at 1.75 amp. to operate. 180 volts may be applied to its plate with a negative grid bias of 13.5 volts. Normal plate current is 6 milliamp. This tube calls for a special five prong base. Intended retail price, \$6. The new rectifier tubes may be used in existing rectifying devices without change. CX 380 is a full wave rectifier, and gives a d.c. output of 125 milliamp. It may be interchanged with CX-313, but will give increased output only in circuits especially designed for it. Intended retail price, \$5.50. C-381 is a half-wave rectifier, interchangeable with CX-316-B but will give increased d.c. output only in special circuits. Intended retail price, \$9.50. Both of the rectifier tubes are of the hot cathode type, equipped with a ribbon oxide coated filament.

A Piano Speaker

Radio Retailing, June, 1927

The Utah Piano Speaker, illustrated, is manufactured by the Utah Products Company, 1615 South Michigan Avenue, Chicago, Ill. By using the piano sounding board to which it may be quickly and easily attached it makes a complete reproducing device. Intended retail price, including 25 feet of cord, \$10.

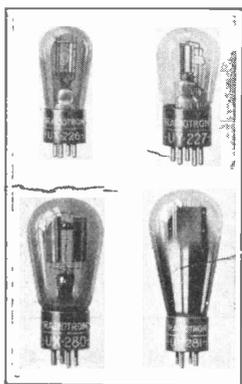


What's New in Radio and Where to Buy It—

New AC and Rectifier Tubes

Radio Retailing, June, 1927

New Radiotron AC tubes which with the use of a small stepdown transformer will replace A batteries in sets especially designed for them, and improved Radiotron rectifier tubes for B power and certain A power units are being manufactured by the Radio Corporation of America, 233 Broadway, New York City. The former are known as types UX-226 and UY-227. These have operating characteristics similar to the 201-A type and give the same results as the 201-A or the 199 types. UX-226 is intended for radio frequency and audio frequency amplification in circuits designed for its use. Maximum plate voltage is 180 with a negative grid bias of 13.5 volts, although 135 volts is recommended. Normal plate current with the potentials applied is 7.5 milliamp. The tube requires a potential of 1.5 volts a.c. for its filament at 1.05 amp. It uses the standard UX base. UY-227 is intended for a detector tube in circuits using UX-227, or may be used for radio or audio frequency amplification. This a.c. tube employs a separate cathode, or heater element which requires a potential of 2.5 volts a.c. at 1.75 amp. to operate. 180 volts may be applied to its plate with a negative grid bias of 13.5 volts. Normal plate current is 6 milliamp. This tube calls for a special five-prong base. The new rectifier tubes may be used in existing rectifying devices without change. UX-280 is a full-wave rectifier, and gives a d.c. output of 125 milliamp. It may be interchanged with UX-213, but will give increased output only in circuits specially designed for it. UX-281 is a half-wave rectifier, interchangeable with UX-216-B, but will give increased d.c. output only in special circuits. Both of the rectifier tubes are of the hot cathode type, equipped with a ribbon oxide coated filament.



Batteryless Receiver

Radio Retailing, June, 1927

The Neutrowound Radio Manufacturing Company, Homewood, Ill., is making the "Alleetric" radio receiving set. This is designed to operate on 110 volts, 60 cycle current and dispenses entirely with A, B and C batteries. The radio set and power supply are all contained in one compact cabinet which can be furnished in either genuine mahogany or American walnut. It requires absolutely no attention. It is equipped with a 171 power tube using 180 volts on the plate and 40½ volts C bias. It is also equipped with a specially designed compensating device which regulates the fluctuation in the line current. Tuning is accomplished by means of a unified drop control containing two sections. The intended retail price complete with extension cord and plug is \$135. This set can be obtained for operation on 25 to 30 cycle current with an increased cost of \$5. Its over-all dimensions are 28½ in. long, 13 in. wide and 8½ in. high.

Cabinets with Built-in Horns

Radio Retailing, June, 1927

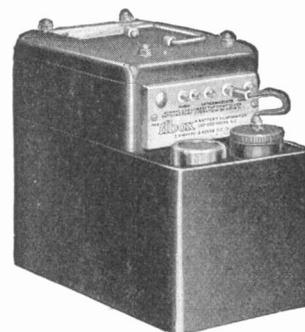
The Pooley Company, Indiana Ave., Sixteenth and Seventeenth Streets, Philadelphia, Pa., has brought out a new line of radio cabinets for Atwater Kent receivers. All have speakers built in. Model 2400-R-1, finished in American walnut, is 39½ in. high, 21½ in. wide and 14½ in. deep, and has an intended retail price of \$57.50. Model 2700-R-1, finished in American walnut, is 39½ in. high, 24½ in. wide and 14½ in. deep, and is priced at \$50. Model 2500-R-2 is finished in American walnut and is equipped with a Pooley double tone chamber, an Atwater reproducing unit and an AK receiver. It is 43½ in. high, 28 in. wide, and 16½ in. deep. Intended retail price, \$125. Model 2030-R-2, an arm chair model with built-in horn, Atwater Kent reproducing unit and an AK receiving set, is finished in English brown mahogany, and is 31½ in. high, 23½ in. wide and 17½ in. deep. Its intended retail price is \$75. Model 2030-R-2-D is the same as the preceding except that it is decorated. It is priced at \$85.



A-Socket Power Unit

Radio Retailing, June, 1927

The Abox Company, 215 North Michigan Ave., Chicago, Ill., is manufacturing an Abox A socket power unit, which, according to its manufacturer, includes no storage battery of any kind. This unit consists of a rectifier and an Abox filter built into one compact unit. It operates on 110-120 volt a.c. and delivers sufficient current at 6 volts for eight tubes. No change in the wiring of the set is necessary. This power unit functions only when the set is in use.



Light Socket A-Power Unit

Radio Retailing, June, 1927

The Stewart Battery Company, 119-127 North Peoria Street, Chicago, Ill., has put on the market its new Stewart Electric A to replace the storage battery in any set. It contains no battery, tubes, acid, liquids or moving parts. According to its manufacturer it has no hum. It is controlled automatically from the radio set switch. Small and compact it fits into any console set compartment. It is made in four models: V-70—6 volt, 50-60 cycles, with a retail price of \$37.50; V-73—6 volts, 25-40 cycles, \$43.50; V-75—4 volt, 50-60 cycles, \$37.50; and V-77—4 volt, 25-40 cycles, \$43.50.

Power Speaker

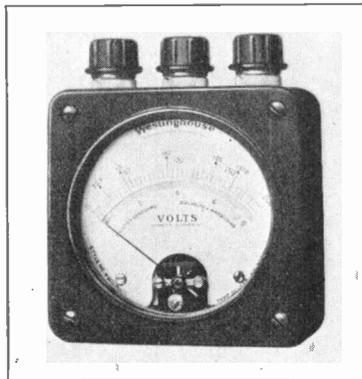
Radio Retailing, June, 1927

The Charles Freshman Company, Inc., 240 West 40th Street, New York City, is making a new power speaker. The mahogany table on which the speaker is housed is of conservative design and is intended for use as a separate unit detached from the radio set. The radio set may be placed on top. The speaker is designed for use with any type of radio set having one stage of audio frequency amplification or the equivalent. It operates directly from 110 volts 60 cycle current and uses one 210 and one 216 B. tube. The intended retail price complete is \$65. If it is desired just to have the speaker and table without the power amplifier this can be had for \$27.50.

High Resistance Voltmeter

Radio Retailing, June, 1927

The Westinghouse Electric and Manufacturing Company, Pittsburgh, Pa., is making this high resistance voltmeter, known as PX-3 for measuring voltages in sets using B socket power units. The meter has an accuracy of ½ of 1 per cent, and is of the D'Arsonval type having hardened steel pivots on highly polished sapphire pivots. It is provided with a molded Micarta, acid proof case. It has a resistance of 750 ohms per volt 1½ amp. full scale. Its scale length is 2½ in. It weighs 13 ounces and is 3½ square by 1½ in. thick. It is made in double ranges—0-8, 0-200 volts, No. 512825, and 0-75, 0-150 volts, No. 516582. Intended retail price of either type is \$30. A leather carrying case, No. 525430, may be obtained for \$3.50 extra.

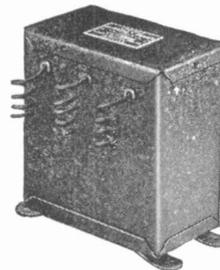


News of Latest Products Gathered by the Editors

Unit Type Condensers

Radio Retailing, June, 1927

This "Igrad" bank of unit condensers is being manufactured by the Igrad condenser and Manufacturing Company, 26 Avenue D, Rochester, N. Y., for A-B-C supply units using the Raytheon BA 350 milliamp. tube. It is made up of 5 units of 4 mfd., each (No. 84A) for voltages up to 1250 d.c. and one unit containing three sections of 1 mfd., each (No. 821A) for voltages up to 600 d.c. In addition, an Igrad No. 802AX buffer condenser is used on the transformer side of the rectifier.



Choke Coil

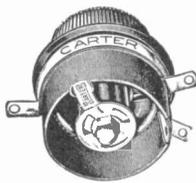
Radio Retailing, June, 1927

The illustrated double choke No. 3584 is being made by the Dongan Electric Manufacturing Company, 2987 Franklin St., Detroit, Mich., for use with the new Raytheon BA350 milliamp. tube in ABC power units. They are designed for 300-400 milliamp. and are enclosed in a metal case. The intended retail price is \$15.

Small High Resistance Rheostat

Radio Retailing, June, 1927

A Midget high resistance rheostat that is being made by the Carter Radio Company, 300 South Racine Ave., Chicago, Ill., is variable from 1,000 to 5,000 ohms and is for use where high resistance and high wattage are required. It may be mounted in a $\frac{3}{8}$ in. hole on panels of from $\frac{1}{4}$ in. to $\frac{3}{8}$ in. Furnished complete with a black Bakelite arrow-pointer knob, with an intended retail price of \$1.



Drum Dial

Radio Retailing, June, 1927

The Remler division of the Gray & Danielson Manufacturing Company, 260 First Street, San Francisco, Cal., is manufacturing a new drum dial that gives 15 inches of dial space, divided into 200 divisions—two for each broadcast channel. It has an embossed dial indicator plate, and calibration strips that are removable and renewable. A 6-volt lamp and socket are furnished with the dial. The dial will drive all standard makes of condensers either single or in gangs. A mounting template is included in each carton. Intended retail price, \$4.50.

Rectifying Tubes

Radio Retailing, June, 1927

The Specialty Appliance Company, 6611 Euclid Avenue, Cleveland, Ohio, is manufacturing a line of rectifying tubes, known as "Rectubes," for use in charging and rectifying devices. Each tube is guaranteed by the manufacturer to give 1000 hours service. No. 600, with a 6 amp. d.c. output is priced at \$8; No. 200, base contact with a 2 amp. d.c. output, at \$4; No. 200-C, wire contact, with a 2 amp. d.c. output, at \$4; No. 100, base contact, with a 1 amp. d.c. output, at \$4; and No. 60 base contact, with a $\frac{1}{2}$ amp. d.c. output, at \$4.

Voltmeter for High Voltages

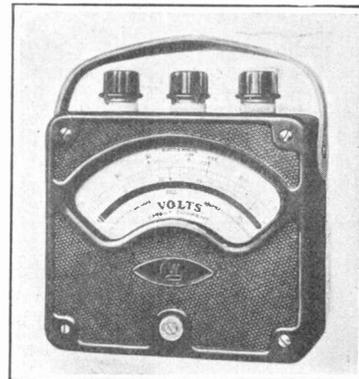
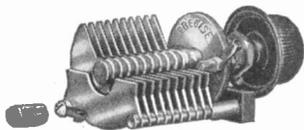
Radio Retailing, June, 1927

The illustrated PX-4 voltmeter for measuring high voltages in sets using B power units is made by the Westinghouse Electric and Manufacturing Company, East Pittsburgh, Pa. It has an accuracy of $\frac{1}{2}$ of 1 per cent, is of the D'Arsonval type, has hardened steel pivots on highly polished sapphires, and is enclosed in a molded-Micarta, acid proof case. It has a resistance of 1,000 ohms per volt, 1 milliamp. full scale deflection and has a scale length of 3 $\frac{1}{2}$ in. The instrument is 4 $\frac{1}{2}$ in. sq. and weighs 2 lb. It is made in three combinations: 0-50 and 0-250 volts, No. 516583, which has an intended retail price of \$35 (a 500 volt resistor, No. 520593 for this type is priced at \$15); 0-8, and 0-200 volts, No. 512824, price \$35; and 0-75 and 0-150 volts, No. 516629, \$35. A leather carrying case, No. 525431 is supplied for \$4 extra.

Midget Condenser for Tuning or Balancing Units

Radio Retailing, June, 1927

The illustrated midget condenser is manufactured by the Precise Manufacturing Company, Mill Street, Rochester, N. Y., in five standard capacities. It may be used as a balancing or neutralizing capacity in radio frequency receivers, as a coupling unit in many types of sets or as a tuning condenser in short-wave receivers. Complete with knob these units are intended to retail at the following prices: 10 mfd., \$1.25, 35 and 30 mfd., \$1.50, 100 mfd., \$1.75, 135 mfd., \$2.



Gang Condensers

Radio Retailing, June, 1927

The Remler division of the Gray & Danielson Manufacturing Company, 260 First Street, San Francisco, is producing a new line of gang condensers, known as "3-in-line" and "2-in-line" condensers. Each rotor is completely insulated with Bakelite, and adjustments are easily made by means of conveniently located regulating screws. The frames are of die-cast aluminum and are finished in black crystalline enamel. Special staggered connection of the plates makes these units self-shielding, and prevents interstage coupling. They are made in two types for each model. The "3-in-line" is made for S. L. Wave Length or S. L. Frequency. The intended retail price for either unit is \$15. The "2-in-line" is also made in these types, for either of which the intended retail price is \$12.

Tapped Wire-Wound Resistance

Radio Retailing, June, 1927

C. E. Mountford, 30 Sullivan Street, New York City, is manufacturing the "Tapohm," its latest type of wire-wound resistance, tapped and especially designed for use in B-socket power units to regulate the detector voltage. When a resistor of 25,000 ohms is connected in series with this unit, and the voltage in the rectifier is 135, the range covered by the Tapohm will be as follows: 0-14-15-24-27-33-41-45-48 volts. If the rectifier voltage is 185, the range will be 0-20-22-33-36-43-47-52-57 volts approximately. Whenever the rectifier voltage exceeds 200, the resistance used in series should be 50,000 instead of 25,000 ohms.

B-Current Supply Unit

Radio Retailing, June, 1927

The Kokomo Electric Company, Kokomo, Ind., is manufacturing a new B current supply unit which operates from the light socket. It has three voltage taps permitting any desired voltage from 5 to 150. It is said to be absolutely quiet, and contains no acid or fluid that can spill. Rectification is by a Raytheon tube. The unit is 9 in. long, 5 $\frac{1}{2}$ in. wide, and 8 $\frac{1}{2}$ in. high and comes in three types—type 2, for 110 volts, 60 cycles, is priced at \$35; type 2C, for 110 volts, 25 or 30 cycles, \$47.50; and type 2A, a high powered unit for 10 or more tube sets, \$42.50.

What the Trade is Talking About

Crosley Signs Up with RCA

The Crosley Radio Corporation, Cincinnati, Ohio, through its president, Powell Crosley, Jr., has entered into an agreement with the Radio Corporation of America for the use of the radio patents held by the RCA, General Electric, Westinghouse Electric and Manufacturing Company, and the American Telephone and Telegraph Company. The contracts are said to provide for a 7½ per cent royalty based on sales. More than a half million dollars are said to have been already paid RCA by the Crosley company.

Wisconsin "Ask 'em to Listen" Campaign Winners

The Wisconsin Radio Trades Association announced the winners of its "Ask 'Em to Listen" campaign at a meeting of the association early in May. Edgar Muehr of Racine, Wisconsin, won the \$250 grand prize for the most sets sold and the Atwater Kent prize of \$100. He sold twenty-four sets in thirty-nine working days. Frank Hoehl of Gimbel Bros., Milwaukee, won the Willard Power unit prize of \$50. He sold forty-five during the contest. R. H. Hasting of the Central Sporting Goods Company, Milwaukee, won the \$100 Fada prize; V. Schaeffer, of the Schaeffer & Hastrick Company won the \$100 Oriole prize; J. N. Kleiner, the \$100 Sonora prize; A. O. Kohler, of the McCoy Roberts Company, the \$100 Radiola prize.

Radio Sets on Farms Showed 126% Increase in 1926

Farm radio sets increased 126 per cent last year over 1925, according to a recent report of the U. S. Department of Agriculture. There are now 1,252,126 farms in the United States equipped with radio receiving sets. In July, 1925, there were 553,008 farm

sets. Iowa led the states with 99,990, an increase of 160 per cent over 1925. Indiana was second with 81,144, an increase of 377 per cent over 1925. Missouri showed 77,510 sets; Nebraska, 69,784; Illinois, 65,832; Ohio, 63,448; Kansas, 62,055. The largest percentage of increase was in Utah, which had 6,061, as compared with 899 in 1925.

Stromberg-Carlson Licensed Under RCA Patents

Under an agreement concluded recently between the Radio Corporation of America, New York City, and the Stromberg-Carlson Telephone Manufacturing Company, Rochester, N. Y., the latter company is licensed to use any of the 140 or more radio patents controlled by the RCA, the General Electric Company, the Westinghouse Electric & Manufacturing Company, and the American Telephone and Telegraph Company.

Jay M. Schwartz, formerly assistant sales manager of the Charles Freshman Company, New York City, is now sales promotion manager of the Freed-Eisemann Radio Corporation, Brooklyn, N. Y.

Frank Hermance, Union City, N. J., was the winner of the first prize in the dealer window display contest conducted by the North Ward Radio Company, Farrand jobber, 236 Halsey Street, Newark, N. J. The second prize went to James K. O'Dea, Paterson, N. J., and the third to the S.O.S. Radio, also of Paterson.

The Rochester Radio Trades, Inc., Rochester, N. Y., will hold its third annual Rochester Radio Show at Convention Hall, Rochester, N. Y., from September 26 to October 1. Charles L. Homan, vice-president of the association, will act as show manager, and Herbert C. Siller will be assistant show manager. The Australian National Band will give two concerts daily during the show.

Radio Aids Work in Flooded Areas on Mississippi

Radio played an important rôle during the flood situation in several states along the Mississippi, and its tributaries south of Cairo, Ill. Broadcasting during the day and evening from Memphis stations kept people in the flooded regions informed of the latest developments. Announcements were also made in this way. From Hickman, Ky., levee workers were called by radio, while radio was also used to caution pilots to move slowly in passing weakened levees.

Irving H. Mitchell has been appointed advertising manager of Federal-Brandes Inc. and H. H. Southgate sales manager of the eastern states according to an announcement made by D. S. Spector, general manager of the merchandising division of the company, at the recent annual conference of the district sales representatives in New York City.

C. E. Mountford, manufacturer of Kroblack Resistors, has moved into new and larger quarters at 30-32 Sullivan Street, New York City. The former address was 465 Greenwich Street, New York City.

William Brand & Company, manufacturers of electrical insulating material, formerly of 27 East 22nd Street, is now located at 268 Fourth Ave., New York City.

Colin B. Kennedy, founder of Colin B. Kennedy, Inc., pioneer radio manufacturer of St. Louis, Mo., is soon to re-enter the manufacturing field, having obtained the rights to the original name, trademarks and patents of the old company which has been dissolved. The new company will have its headquarters at 3821 Laclede Ave., St. Louis, Mo.

The Kramer Radio Stores Inc. has been formed at Milwaukee, Wis., with a capital of \$25,900. The incorporators are Chas. A. Kramer, Simon Stern, and I. A. Dinerstein.

Atwater Kent Distributors Swarm Over



Atwater Kent distributors and their families temporarily increased the population of Atlantic City, N. J., by several

hundreds when their annual convention was held at the famous resort last month. The new Atwater Kent sets,

New Orleans Safe from Mississippi Flood

Woodward, Wight & Company, New Orleans radio jobbers, report that their city has not been affected by the Mississippi flood. The city had a slight flood recently due to an extra heavy rainfall that did considerable, but not serious damage, but according to C. French, first vice-president of the company, New Orleans is perfectly protected against the waters of the Mississippi.

The Acme Electric and Manufacturing Company, Cleveland, Ohio, has returned to its factory at 1444 Hamilton Ave. from the temporary address which was taken at the time its factory was destroyed by fire last October.

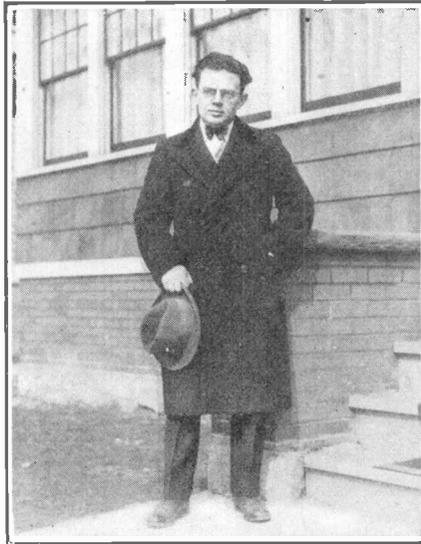
The Trav-Ler Manufacturing Corporation, maker of the Trav-Ler Portable Radio Set, formerly of 3337 North Halsted St., Chicago, has moved its general offices and factory to 3401 North Halsted Street, Chicago.

The Northwest's Mid-season Radio Classic, Seattle's annual radio show, was held in that city from April 25 to 27 inclusive. It was held in the Eagles' Auditorium, under the auspices of the Knights Templar, Commandery Number 2, and met with unusual success.

The Radio Corporation of America has taken new quarters for its Chicago branch on the 18th and 19th floors of the 100 West Monroe Building, at the corner of Clark and Monroe Streets, Chicago, Ill.

S. Bernardi & Company, radio dealers, Via dei Fulgidi, Leghorn, (Livorno), Italy, are interested in American radio products, and wish to receive catalogs and price lists from manufacturers of receiving sets, parts, accessories, and speakers.

The Carnegie Institute of Technology, Pittsburgh, will give a six weeks' course in Radio Communication from June 27 to August 5 under the direction of the Department of Electric Equipment and Construction. Anyone is eligible to take the course. No special restrictions have been placed on a prospective student's educational training.



New F.R.T.A. Official

Meet Thomas A. White, of Buffalo, N. Y., the new First Vice-president of the Federated Radio Trades Association. Mr. White is a graduate of Minnesota University, and has been identified for many years with the electrical and radio business. At present he is a director and manager of the Wholesale Radio Company, Buffalo, N. Y.

The Buckingham Corporation of Chicago is offering the trade a chassis merchandising service, tying up the Buckingham chassis line with a complete assortment of attractive, moderate-priced consoles. These consoles are built for the Buckingham chassis line and are equipped with special speakers and units. The Buckingham Corporation does not handle the cabinets but is placing before its customers a direct source of cabinet supply.

The Amrad Corporation, Medford Hillside, Mass., through its new president, Major James E. Hahn, has announced the discontinuance of its low-priced sets. The new Amrad line will be exhibited soon.

The Valley Electric Company, radio manufacturer, 4515 Shaw Avenue, St. Louis, Mo., at a recent meeting of its board of directors, elected Herbert Elder president to succeed S. A. Whitten.

Waterbury, Conn., Dealers Organize

Radio dealers of Waterbury, Conn., formed an association recently, and elected Homer Blair of Brodrib & Blair temporary chairman. The organization adopted the name of the Radio Dealers Association.

E. J. Frey, national advertising manager of The Republican and The American, was appointed temporary secretary.

A committee consisting of C. B. Johnson, W. Curtis, E. Palmer and L. Rose was formed to plan the by-laws and policies of the association.

Those present at the organization meeting were:

William Curtis, Curtis Art Co.; M. F. Bronson, Alling Rubber Co.; L. C. Hoffman, Howland-Hughes; L. Straus, Straus Hardware Co.; Charles Schmidt and E. W. Schmidt of C. Schmidt & Sons; J. Rigney, Greenberg & Sons; D. Barbieri, D. Barbieri & Bros.; C. B. Johnson, C. B. Johnson Electric shop; J. M. E. Johnson, Jack Johnson's Tire shop; G. Lathrop, Lathrop's shop; L. Rose, Clapp, Rose & Vaughn; F. McCoy, McCoy's, Inc.; H. Blair, Brodrib & Blair; E. Palmer, Palmer's Radio shop; A. T. Jones, Archie T. Jones, Inc.; M. Garber, The Radio Shop; I. B. Myers, J. H. Darcey, H. A. DeVorcken and E. J. Frey of The Republican and The American.

The Aerovox Wireless Corp., formerly of 489-493 Broome St., New York City, is now located at 70 Washington St., Brooklyn, N. Y.

"Doing Export Business" is a sixty-page pamphlet issued by the Foreign Commerce Department of the Chamber of Commerce of the United States, Washington, D. C., to supply information for manufacturers on the possibility of doing export business, and the organization and methods necessary to carry on such business successfully. The price is fifteen cents.

The Federal Radio Corporation, Buffalo, N. Y., announces the appointment of Kenneth E. Reed as sales manager.

Atlantic City in Their Annual Convention



speakers and power supply instruments for the coming season were exhibited for the first time. A good time was re-

ported had by all. The photograph is convincing evidence of the large attendance.

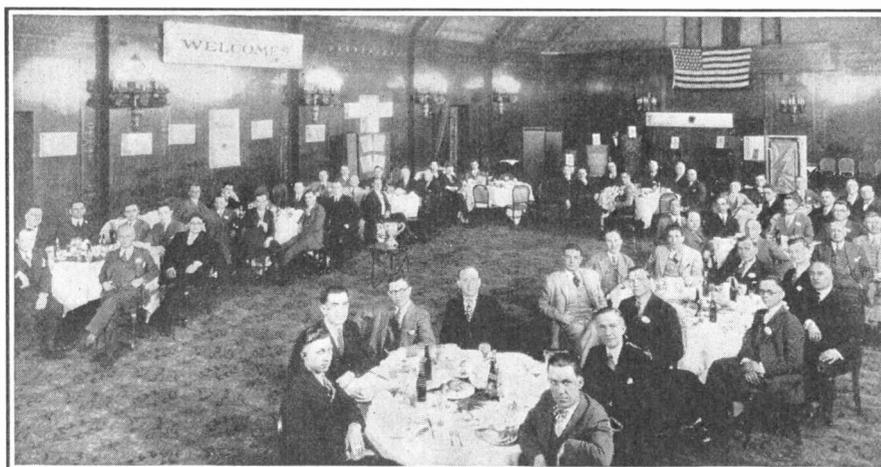
The Freed-Eisemann Radio Corporation, Brooklyn, N. Y., has completed arrangements with the Caswell-Runyan Company, cabinet makers, Huntington, Indiana, by which the latter company is to manufacture radio cabinets exclusively for Freed-Eisemann, which will supply the chassis to be mounted in the cabinets. Freed-Eisemann will do the national advertising but Caswell-Runyan will sell direct to Freed-Eisemann distributors.

A new factory building has been erected for the Gold Seal Electrical Co., at Central Avenue and Fifteenth Street, Newark, N. J. This building was ready for occupancy June 1. The capacity of this new plant will be approximately twenty-five thousand tubes per day. Provision for further expansion has been made by obtaining an option on adjoining property which would give an additional daily production of ten thousand tubes.

Atwater Kent Radio Dealers of northern Wisconsin held a district meeting at the Hotel Wausau, Wausau, recently. Among the speakers were L. B. Pratt and E. Hatton of Milwaukee, George D. Phillips of Philadelphia and Joseph Koehn of Green Bay. Over 40 dealers were present.

K. H. Stark is now associated with the Crosley Radio Corporation, Cincinnati,

Mohawk Distributors Convene



The Mohawk Corporation of Illinois, 2222 Diversey Boulevard, Chicago, was host to its distributors in a three-days' convention, held at the Congress Hotel, Chicago, May 2, 3 and 4. Business sessions were held twice daily and ad-

resses were made by the company's executives and leading jobbers. A banquet was given by the company in the Florentine room of the hotel on the evening of May 3. There was a large and enthusiastic attendance.

nati, O., in the capacity of advertising manager.

Federal Brandes Inc., New York City, has issued a beautifully printed booklet on Kolster Radio. It contains

fourteen pages devoted to a description of the set, letters of commendation, and an offer of a demonstration, for which a post card is enclosed.

A. B. Ayers, formerly sales manager of the Freed-Eisemann Radio Corporation, is now with the Chas. Freshman Co., Inc., as assistant sales manager.

Yahr & Lange, Inc., Milwaukee manufacturer of the Super Ball antenna equipment, and distributor for Sonora radio equipment in Wisconsin, has appointed as sales manager C. J. Morris, formerly manager of radio advertising for the *Milwaukee Sentinel*.

Articles of incorporation have been filed with the secretary of state in Indianapolis by the Paramount Electric Company, an Indianapolis corporation, which will deal in radios and all appliances. The company has an initial capital stock of \$15,000 and the incorporators are Herman J. Kennelly, Claude J. Watson, Weeden S. Koontz, James A. Clark and Karl P. Lentz.

The South Bend Radio Company, South Bend, Ind., has changed the location of its Mishawaka branch from 105 South Main Street, Mishawaka, Ind., to 216 North Main Street. B. G. Buchanan is manager of the branch, which has the Atwater Kent agency.

Articles of incorporation have been filed with the secretary of state in Indianapolis by Carney & Pyley, Inc., of LaGrange, Ind. The corporation will deal in radios and radio supplies and the incorporators are Rolin E. Carney, Frank V. Carney, Willard P. Pyley and Milo A. Pyley.

Dudlo Manufacturing Corporation, Fort Wayne, Ind., manufacturers of Magnet Wire and Coils, has recently completed a new wire mill devoted exclusively to the drawing and insulating of magnet wire. Its eastern office is now located at 56 Earl Street, Newark, N. J., where a branch factory for winding coils is now operating to give speedy service to the New England and Atlantic states.

Radio Shows and Conventions

June 6-11: Music Industries Chamber of Commerce Convention, Hotel Stevens, Chicago, Ill.

June 13-18: R.M.A. Convention and Trade Show, Hotel Stevens, Chicago.

June 13-18: Federated Radio Trades Association, Hotel Stevens, Chicago.

August 20-27: Fourth Annual Pacific Radio Exposition, Civic Auditorium, San Francisco, Cal.

Sept. 2-5: Oregon Radio Trades Association, Seattle, Washington.

September 4-10: Fifth Annual National Radio Exposition, Ambassador Auditorium, Los Angeles, Cal.

Sept. 6-10: The Canadian Exhibition Company, Third Annual Winnipeg Radio Show, Royal Alexandra Hotel, Winnipeg.

September 10-16: Buffalo Radio Show, Broadway Auditorium, Buffalo, N. Y.

Sept. 14-18: Oregon Radio Trades Association, Portland, Oregon.

*September 18-24: Third Annual Southwest National Radio Show, Coliseum, St. Louis, Mo.

September 19-24: Radio World's Fair, New Madison Square Garden, New York City.

Sept. 22-25: Oregon Radio Trades Association, Spokane, Washington.

September 26-October 1: Sev-

*Tentative

enth Annual Boston Exposition, Boston, Mass.

September 26-October 1: Sixth Annual Northwest Radio Show, Minneapolis Auditorium, Minneapolis, Minn.

Sept. 26 to Oct. 1: Rochester Radio Trades, Inc., third annual Rochester Radio Show, Convention Hall, Rochester, N. Y.

Sept. 26-Oct. 1: The Canadian Exhibition Company, Fourth Annual Montreal Radio Show, Windsor Hotel, Montreal, Canada.

*October 3-8: Salt Lake City Radio Show, Salt Lake City, Utah.

*October 3-8: Third Annual Indianapolis Radio Exposition, State Fair Grounds, Indianapolis, Ind.

October 3-8: Pittsburgh Radio Show, Duquesne Gardens, Pittsburgh, Pa.

October 4-9: Fifth Wisconsin Radio Exposition, Auditorium, Milwaukee, Wis.

October 10-16: Sixth Annual Radio Show, Coliseum, Chicago, Ill.

*October 24-29: New Orleans Radio Show, New Orleans "States" Building, New Orleans, La.

*October 24-29: Dayton Radio Show, Dayton, Ohio.

*October 26-29: Third Annual Houston Radio Exposition, City Auditorium, Houston, Texas.

NEMA to Investigate Patent Situation

The National Electrical Manufacturers Association has appointed a committee of seven prominent electrical executives to investigate the patent situation and to determine whether some modification of the National Automobile Chamber of Commerce plan might be made applicable to the electrical manufacturing industry.

The committee appointed includes: Leonard Kebler, president, Ward Leonard Electric Company, chairman; A. G. Davis, vice-president General Electric; A. Atwater Kent, president, Atwater Kent Mfg. Co.; M. C. Rypinski, vice-president, Federal Brandes Co.; B. E. Salisbury, president, Pass & Seymour, Inc.; Harold Smith, general solicitor, Westinghouse Electric and Manufacturing Company; and Charles H. Strawbridge, president, Goodman Manufacturing Company. Alfred E. Waller, managing director, and Francis E. Neagle, legal counsel of the Association are ex-officio members.

RCA Re-elects Directors

The Radio Corporation of America stockholders at their annual meeting May third, 1927, re-elected for a term of three years the following directors whose term of office had expired: Owen D. Young, Albert G. Davis, Guy M. Tripp, James G. Harbord, and Harry P. Davis. At a meeting of the Board of Directors May 6, a dividend of 1½ per cent for the second quarter of the year 1927 was declared on outstanding "A" preferred stock. The dividend is payable July 1 to stockholders of record June 1.

Albert Boehlke has been appointed sales manager for the Chicago district, for Majestic Current Supply Units, manufactured by Grigsby-Grunow-Hinds Company of Chicago.

Federal-Brandes, Inc., maker of Kolster receiving sets and Brandes speakers, has provided new offices for its merchandising division in one of the company's factories, at 200 Mt. Pleasant Ave., Newark, N. J. All equipment was recently removed from the Woolworth Building, New York City, where the merchandising headquarters have been located for several years.

The Sparks-Withington Company, Jackson, Mich., has appointed Brooke, Smith & French, Inc., Detroit national advertising agency, as advertising and merchandising counselors for Sparton Radios and Sparton Motor Car Horns.

The Indiana Manufacturing & Electric Company, Marion, Ohio, has appointed O. R. Westfall sales manager. Mr. Westfall has sold "Case" radio throughout the middle-west for several years and has a wide trade acquaintance.

M. E. Seegmiller, sales manager of the Howard Radio Company 451-469 East Ohio Street, Chicago, maker of De-luxe neotrodyne radio receivers, has resigned.

The King Manufacturing Corporation Automotive and Radio divisions held their semi-annual sales meeting at the factory, Buffalo, N. Y., from May 9 to May 13. Addresses were made by R. W. Webb, president of the company, B. G. Close, and H. W. Sickie, vice-presidents, and J. W. Million, Jr., W. L. Morley, G. R. Buckley and K. R. Smith, engineers. Among those present at the meeting were S. P. Addy, H. L. MacMillan, George Bain, N. M. Baker, J. G. Crowe, H. C. Goodrich, J. H. Mehle, W. C. Moore, L. W. Smith, R. R. Talbott, Robert Chambers, Howard Adams, J. L. Morris, R. H. Griswold, C. L. Eshleman and David MacMillan.

The Prest-O-Lite Company, Inc., Indianapolis, Indiana, manufacturer of storage batteries, acetylene gas and gas tanks, has sold its storage battery business to The Prest-O-Lite Storage Battery Corporation. The new company will continue to operate the battery plant at Speedway, Indiana, while the older company will use the Indianapolis plant. F. H. Landwehr, Toledo, is president of the new company, J. H. McDuffee, Indianapolis vice-president, and J. B. Motley, Indianapolis, secretary and treasurer. These with F. M. Coburn and F. A. Harrington, form the board of directors.

The National Broadcasting Company through its Red and Blue networks, of which WEA and WJZ, New York City, are the key stations, will in the future broadcast all sporting events held under the sponsorship of George L. (Tex) Rickard following a recent agreement.

Leslie G. Thomas, until recently in charge of production in the F. A. D. Andrea organization, now holds a similar position with the Freed-Eisemann Radio Corporation, Brooklyn. Harry Dreyer, formerly research engineer of the Hazeltine Corporation is now a member of the Freed-Eisemann technical organization.

The American Electric Company, 6401 South State Street, Chicago, has merged with the Automatic Electric Manufacturing Company of that city, makers of the Pax Dial Telephone.

Winners in New Jersey A. K. Window Contest

The New Jersey Radio Co., Atwater Kent jobber, 328-332 Washington St., Newark, announces the following prize winners in its recent window contest:

Group A—towns of 50,000 or over—1st prize, \$100—Baker Bros., 481 Clinton Ave., N. J.; 2d prize, \$50—J. K. O'Dea, 653 Main Ave., Passaic, N. J.; 3d prize, \$25—Passaic Radio Store, 37 Bloomfield Ave., Passaic, N. J.

Honorable mention: George L. Hirtzell, Jr., Elizabeth, N. J.; Greenbaum's Paterson, N. J.; Hurd Radio & Electric Co., Elizabeth, N. J.; Max Laiks & Son, Passaic, N. J.; Wm. E. Kuntz & Sons, Jersey City, N. J.; Morris Schlein, Jersey City, N. J.; Weequahic Music Shop, Newark, N. J.; Perdue & Ross, Inc., East Orange, N. J., and Solow Radio Company, Paterson, N. J.

Group B—towns of from 25,000 to 50,000—1st prize, \$100—The Radio Studio, 638 Main Ave., Clifton, N. J.; 2d prize, \$50—J. Lawlor, 404 Bloomfield Ave., Montclair, N. J.; 3d prize, \$25—Green's Radio & Electric Service, 102 Kearny Ave., Kearny, N. J.

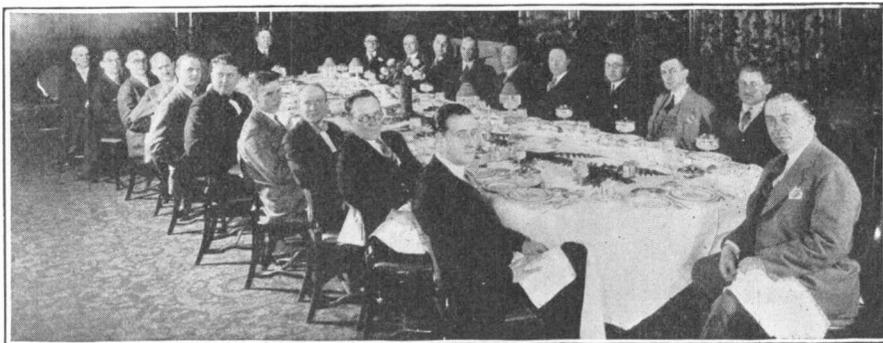
Honorable Mention: E. A. Dunn, New Brunswick, N. J.; Wm. A. Bohr, Irvington, N. J., and Olldorf and Son, Clifton, N. J.

Group C—towns of 25,000 and under—1st prize, \$100—Bower's Music Shop, Rahway, N. J.; 2d prize, \$50—Rutherford Radio Shop, Rutherford, N. J.; 3d prize, \$25—Lank Electric Co., 204 Wanaque Ave., Pompton Lakes, N. J.

Honorable mention: A. P. Hummers, Bogota; Leon R. Marengi, Chatham, N. J.; O. P. Dickerson, Rockaway, N. J.; Traeger's Music House, Stapleton, Staten Island, N. Y.; Wm. H. Stevens, Newton, N. J., and George Brooks & Co., Somerville, N. J.

Vail R. Bucklin, first vice-president of the Stewart-Warner Speedometer Corporation, 1826 Diversey Parkway, Chicago, is one of the founders and a director of the new Congress Trust and Savings Bank of that city.

Digesting Some New Merchandising Ideas



Federal Brandes Inc., district sales representatives from all parts of the country were guests of the company at this enjoyable dinner at the Hotel Commodore, New York City, during their annual six-day conference. D. S. Spector, head of the merchandising division, presided and addresses were made by Ellery Stone, president, Frederick Dietrich and M. C. Rypin-

ski, vice-presidents, and Dr. F. A. Kolster, chief research engineer.

Among those taking part in the conference were A. Y. Tuel, San Francisco; Allan C. Forbes, Chicago; W. J. Thimm, Kansas City; J. C. Stanley, Minneapolis; J. J. Reilly, Detroit; W. A. Eaton, Washington, D. C.; W. A. Hendrickson, Boston; and A. G. Nordholm, New York.

News of Jobbers and Distributors

Winners in Coast Window Display Contests

Atwater Kent dealers on the Pacific coast demonstrated their skill in window displays in two recent contests, featuring the Pooley Model Radio Cabinet, sponsored by Ernest Ingold, Inc., jobber, 930 Van Ness Ave., San Francisco, Cal., and Ray Thomas, jobber for southern California, of Los Angeles.

The H. C. Capwell Company, Oakland, Cal., was the winner of the first prize in the Ingold contest, while the other winners were L. J. Kitt Company, Stockton; Ralph Berggren, San Jose; California Phonograph Company, San Francisco; and the Sterling Furniture Company, San Francisco.

The winner of the first prize in the Southern California contest was the Goodson Radio Company, Fullerton, California. The other winners were the Parmelee-Dohrmann Company, San Diego, and the Stone Electric Supply Company, Los Angeles. Honorable mention was awarded the Glendale Music Company, Glendale; Hancock Music Company, Pasadena; Southern California Music Company, Los Angeles; Collinge Hardware Company, Los Angeles; and Azusa Radio Shop, Azusa.

The Geo. C. Beckwith Radio Corporation, Milwaukee branch of the Minneapolis wholesale firm, recently appointed Federal Ortho-sonic jobbers for Wisconsin, acted as host to sixty Federal dealers at a spring meeting held in the Elks Club, Milwaukee. The meeting opened with a dinner. This was

followed by a business session at which executives of the Beckwith and Federal Companies made addresses.

Harringtons Limited, radio jobber and dealer of Australia and New Zealand, would like to get in touch with American radio set and accessories manufacturers with a view to handling their lines. Manufacturers interested in Australian and New Zealand representation should write to John E. Harrington, sales manager, 386 George Street, Sydney, Australia, for further particulars.

The Plaza Music Company, manufacturer and distributor of musical merchandise, 10 West Twentieth Street, New York City, wishes to obtain for the coming season the local distribution of a nationally advertised radio receiver and four or five nationally-advertised accessories. Manufacturers desiring representation in the New York territory should get in touch with Emil S. Schenkel at the above address.

The Freed-Eisemann Radio Corporation, Brooklyn, New York, announces the appointment as distributors of the G. J. Seedman Automotive & Radio supply Company, 1166 Bedford Avenue, Brooklyn, N. Y., for Brooklyn and Long Island, and the Spartan Electric Corporation, 350 West Thirty-fourth Street, New York City, for Manhattan, the Bronx and Staten Island.

Perry Saftler has been appointed radio sales manager for P. W. Mack, Inc., 231 West 29th Street, New York City. The company represents the Acme Apparatus Company, manufacturer of radio equipment and accessories, in the metropolitan territory.

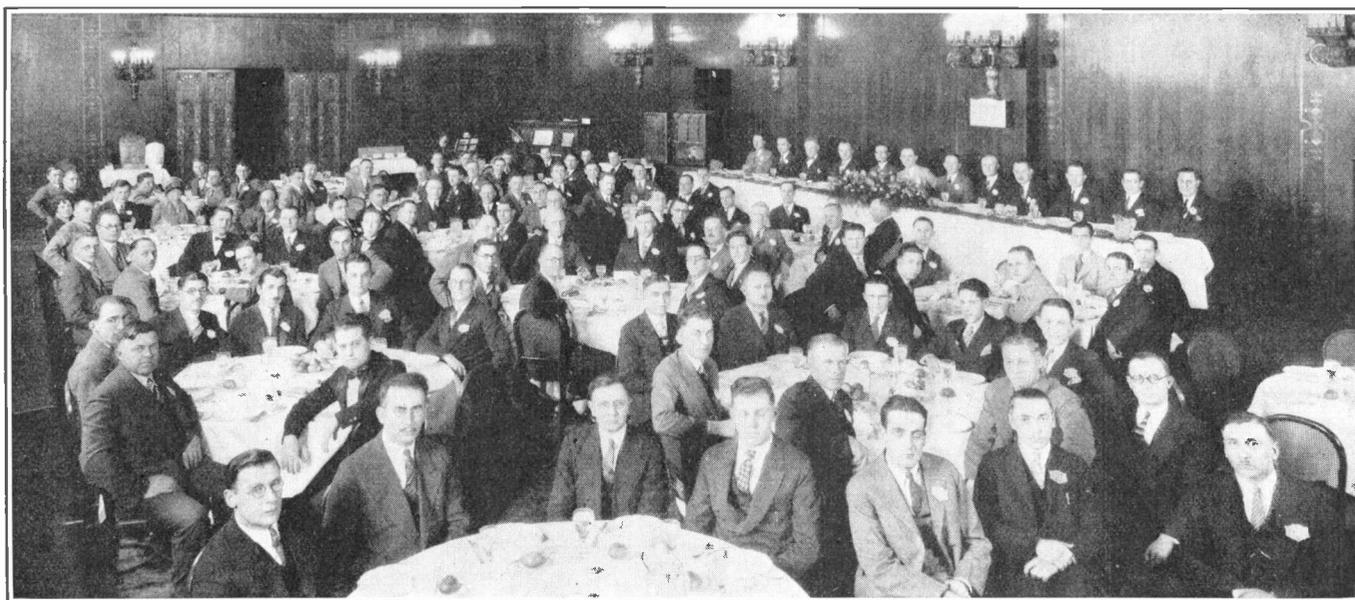
Toronto Jobber is Host to Dealers

Sixty-seven retailers gathered recently in Toronto, Canada, as guests of the Tait Radio Sales, Federal Radio Corporation, Buffalo, N. Y., jobbers for Ontario and Quebec. A dinner at the King Edward Hotel preceded the business session. W. H. Tait, general manager of the Tait Radio Sales, presided at the dinner and at the business meeting. Addresses were made by C. J. Jones, assistant sales manager, A. C. Stearns, advertising manager, L. C. F. Horle, chief engineer and K. L. Henderson, his assistant, of the Federal Radio Corporation.

The Walbert Manufacturing Company, formerly of 925 Wrightwood Avenue, Chicago, has removed to 1,000 Fullerton Avenue, that city. The company announces the appointment of the following new representatives: W. S. Reid, Reid Sales Corporation, Kansas City, Mo., for western Missouri, Kansas and Oklahoma; L. C. Kohn, Omaha, Neb., for Iowa, Nebraska and South Dakota; E. G. Howard, Howard & Geeseka Co., Minneapolis, Minn., for North Dakota, Minnesota, and western Wisconsin.

C. R. Bach, former Pacific Coast manager of the Manhattan Electrical Supply Company, has organized the C. R. Bach Company, manufacturers' Western representative, with offices at 252 Fifth Street, San Francisco. The new company employs four outside salesmen covering California, Oregon, Washington, and the intermountain territory.

After the Convention Business Was Over



The most lasting impression of a convention is generally made by the concluding banquet. Above are the Federal Ortho-Sonic dealers enjoying the hospitality of the Harry Alter Company, Chicago jobber, at a dinner in a Chicago

hotel early in April. The convention which preceded this happy occasion drew a large attendance. After dinner speeches were made by executives of the Alter Company, and of the Federal Radio Corporation.

CROSLEY

BETTER - COSTS LESS

RADIO

Facts every dealer and his salesmen should know about Crosley in order to put forth their best selling effort!



Crosley circuits are designed to bring in the maximum number of stations.

Crosley single drum control will tune all nearby and powerful stations better than most one dial sets—but with the "Acuminators" (secondary tuners) hosts of stations may be enjoyed which are entirely missed by strictly one dial sets.

Crosley possesses licenses that enable them to manufacture an exceptionally efficient circuit. They do not radiate and annoy neighbors.

Crosley prices are low because Crosley manufactures in large quantities. Costs are spread over a multitude of units. Purchasing power is enormous. Savings are tremendous.

The Crosley plant is one of the largest in the country and as far as can be ascertained has turned out more pieces of radio apparatus than any other radio concern.

The Crosley engineering laboratories are headed by radio engineers of national reputation and achievement.

Crosley resources are strong. The Crosley

Radio Corporation is one of the few radio companies to show constant earnings year after year.

WLW, the Crosley Super-power broadcasting station, constantly supplies many enjoyable hours of clean entertainment. WLW is included in the first ten preferred stations according to votes now being taken by a national radio publication. Their local polling shows WLW is also among the first ten stations in leading cities.



THE CROSLEY MUSICONE

Enormous demand has kept price at an incredible low level. Patented actuating unit will reproduce sound perfectly.

12-inch size—\$ 9.75
16-inch size—\$14.75

Musicones are the outstanding loud speaker success. Hundreds of thousands have been sold. They reproduce at \$9.75 and \$14.75 as sweetly, accurately and with as great volume as the most expensive loud speakers on the market.

The secret of the Musicone quality, volume and perfection is in the Crosley patented actuating unit—not the cone.

- Crosley Battery Type Radios.....\$29 to \$98
- Batteryless Radios.....\$70 and \$95
- A B & C Power Unit.....\$50
- Musicones.....\$9.75 and \$14.75

Write Dept. 130 for descriptive literature

The Crosley Radio Corporation,
Cincinnati, Ohio
Powel Crosley, Jr., Pres.

You Are Invited!

The Thordarson Electric Manufacturing Co.

cordially invites

All Jobbers and Dealers

Attending the Radio Trade Show

June thirteenth to June twenty-second

to visit our Factory

Huron and Kingsbury Streets

Chicago, Illinois

Manufacturers of
transformers for every
radio purpose

Standard
equipment on leading
quality receivers

THORDARSON ELECTRIC MANUFACTURING CO.

Transformer specialists since 1895

WORLD'S OLDEST AND LARGEST EXCLUSIVE TRANSFORMER MAKERS

Chicago, U.S.A.

Merchandising Radio Parts

A Section of *Radio Retailing*

June, 1927



Demand for POWER

will Aid Parts

ON THE eve of the trade's first radio show of national importance there is little speculation among jobbers engaged in the parts business as to what items will lead the field this year.

Interviews with jobbers in Chicago and New York point without exception to parts necessary in the construction of power amplifiers and current supply devices operating directly from light sockets as likely to be of greatest interest to buyers.

Business forecasts are at best questionable things, regardless of the forecaster's source of information. In this case, however, jobber opinion is strengthened by the activities of manufacturers. That manufacturers of radio parts are looking to power devices for much of the year's business is reflected in the number of these companies scheduled to exhibit such apparatus in Chicago this month.

About 200 manufacturers have contracted for display space at the Hotel Stevens in preparation for the industry's first trade exhibition. Possibly 40 per cent of these manufacturers are actively engaged in making parts, and retailers who attend the show will undoubtedly find that nearly 60 per cent of the parts manufacturers exhibiting will make units necessary in the construction of power amplifiers or current supply devices. This is, of course, in addition to other parts, in many instances.

Jobbers, whose business depends largely on foresight, believe that practically every radio part manufactured will be carried through to a satisfactory sales total on the crest of a consumer demand for power devices. Not alone transformers and

filter choke coils, but high-capacity condensers, tube sockets, heavy-duty resistances, rheostats, wire, binding posts and other apparatus sufficiently rugged to stand high-voltage strains will go into the making of power units and amplifiers. In many types of both these units, shielding, panels, audio transformers, impedances and even amplifying

resistances will be used. And the beauty of this business is the necessity for apparatus of real quality because of the tremendous strain of high-voltage work.

Keep an Eye on "A" Units

The demand for power amplifier parts will be stimulated by general acceptance of high-voltage and power tubes as a means of obtaining true reproduction and tonal "depth." A tendency toward the use of such apparatus has already been felt and will probably mature fully within the next few months.

Retailers can do much to focus the attention of consumers on these units by doing their best to dissipate the illusion, created in the "old days of blasting speakers," that power amplifiers mean nothing but tremendous volume. Tone quality is certainly to be radio's guiding angel for some time and as soon as buyers are convinced that the latest types of amplifiers are designed for tone and not volume alone the whole industry will

More Power!—That's what consumers are crying for this year. Chicago and New York jobbers predict heavy demand for parts for amplifiers and current supply devices.

Good "Power" Business Means Good Parts Business—

for every power supply unit or power amplifier parts sale calls for at least \$50 worth of these:

High voltage transformers

Filter choke coils

Rheostats

By-pass and filter condensers

Amplifier impedances

Out-put units

Filament transformers

Heavy duty resistances

Tube sockets

Amplifying transformers

Amplifier resistances

Panels

Connection wire

Cabinets

Shielding

Binding posts



Leading Dealers and Jobbers now stock LIGNOLE panels

Because they have found that these beautiful panels bring them a good profit, sell readily, and are entirely satisfactory in every way.

Lignole panels are made with genuine woods of five-ply laminated construction and impregnated with a material of highest insulating qualities, thereby rendering them di-electric and moisture-resistant. They can be easily drilled, punched, and engraved, also lithographed or stenciled.



Don't miss the Lignole Exhibit at the Radio Trade Show, Stevens Hotel — Chicago, June 13 to 18. Booth No. 135-A.

Lignole panels are finished either plain or in two-tone. The two-tone panels have a darker border separated from the body of the panel by a small vein or by a beautiful inlaid marqueterie.

Lignole not only improves the beauty of any set, but also increases the electrical value. Completely drilled and decorated panels can now be obtained for such prominent circuits as Victoreen, Madison Moore, Melo-Heald, Nine-in-Line, St. James, and others.

Endorsed and Specified by Leading Radio Engineers.

The LIGNOLE Corporation
508 South Dearborn St.
CHICAGO, ILL.

Extensive Advertising and Sales-Helps to aid you in every possible way.

JOBBERS
We have electros of our entire line ready and waiting for your catalogs. Get in touch with us.

DEALERS
If unable to obtain your jobber, write us direct.

LIGNOLE
USERS ARE



LIGNOLE
BOOSTERS



profit. Each power amplifier or current supply parts sale will run well up into money; \$50 may be taken as the approximate amount spent for such apparatus and this amount per capita is distributed over a wide area. From the manufacturer's standpoint a power supply or amplifier sale by a retailer covers just about all types of parts.

In the current supply field, various jobbers have different opinions as to the type of units likely to be most in demand. It is the opinion of Perry Sattler, sales manager of the radio division of P. W. Mack, Inc., New York, that this year's demand for convenience and the power supply units which this automatically implies will run largely to A units and combination A and B, or A, B and C units. He looks forward to comparatively little business in the straight B unit field. This is, of course, an opinion confined strictly to the parts field.

Sattler says, "In 1925 the New York trade experienced a tremendous business in parts for B power supply parts, simply because these had appeared in circuit form in the 'fan' magazines and in daily newspapers long before manufacturers could supply them in sufficient quantity or at prices within the reach of buyers. This year I believe that B supply devices are available in manufactured form almost as cheaply as it is possible for the 'fan' to construct them. A devices are in more or less the same position as was the B unit in 1925—perfected, but not available in quantity sufficient to meet demand.

"It is likely that radio set owners, urged by a desire for convenience, will build their own A supplies this year. Tone will also influence many of them to build combination units such as A, B and C supplies and power amplifiers, all operating directly from light lines."

What About Tuning Units?

Quality parts such as variable condensers, tuning coils, dials and other apparatus of this kind rarely used in connection with either power supply devices or power amplifiers, will be sold principally in "kit" form according to R. R. Balbus of Radio Jobbers, Inc., New York City. The company is so confident that the manufacturer advertising and newspaper publicity given new circuits will create a demand for receiving set "kits," that it has compiled its retail catalog largely along these lines.

On the other hand, Jack Weber of the Weber Distributing Company also of New York, expects business in parts other than those used in power devices to come through the replacement and fill-in channel rather than through circuit popularization. In the same section of the country several retailers have noted a decided increase in parts business due to replacement business and fill-in unit sales.

Chicago Jobbers Agree

In Chicago, our western editor interviewed the Leonard Linn Company, Telephone Maintenance Company, Newark Electric Company, Hudson-Ross, Illinois

Electric Company and the Inland Electric Company.

Business opinions in that section tally closely with the reports of eastern jobbers. Power units are seen as excellent business this year, as are power amplifiers. Audio transformers of improved design and other amplifying units conducive to improve tone quality are expected to share in business while new 350 and 400 milliampere rectifying tubes are creating great interest throughout the country.

Large diameter cone-speaker kits have sold in considerable quantities in Illinois and are expected to be a factor in this year's business. These speakers go hand-in-hand with power amplifiers and better tone quality.

In this section, as in New York, most parts which are in demand are of good quality and are selling at list prices.

What Retailers May Expect the Coming Season

Retailers may expect this:

Good business in all units connected in any way with the construction of power amplifiers for tone quality improvement.

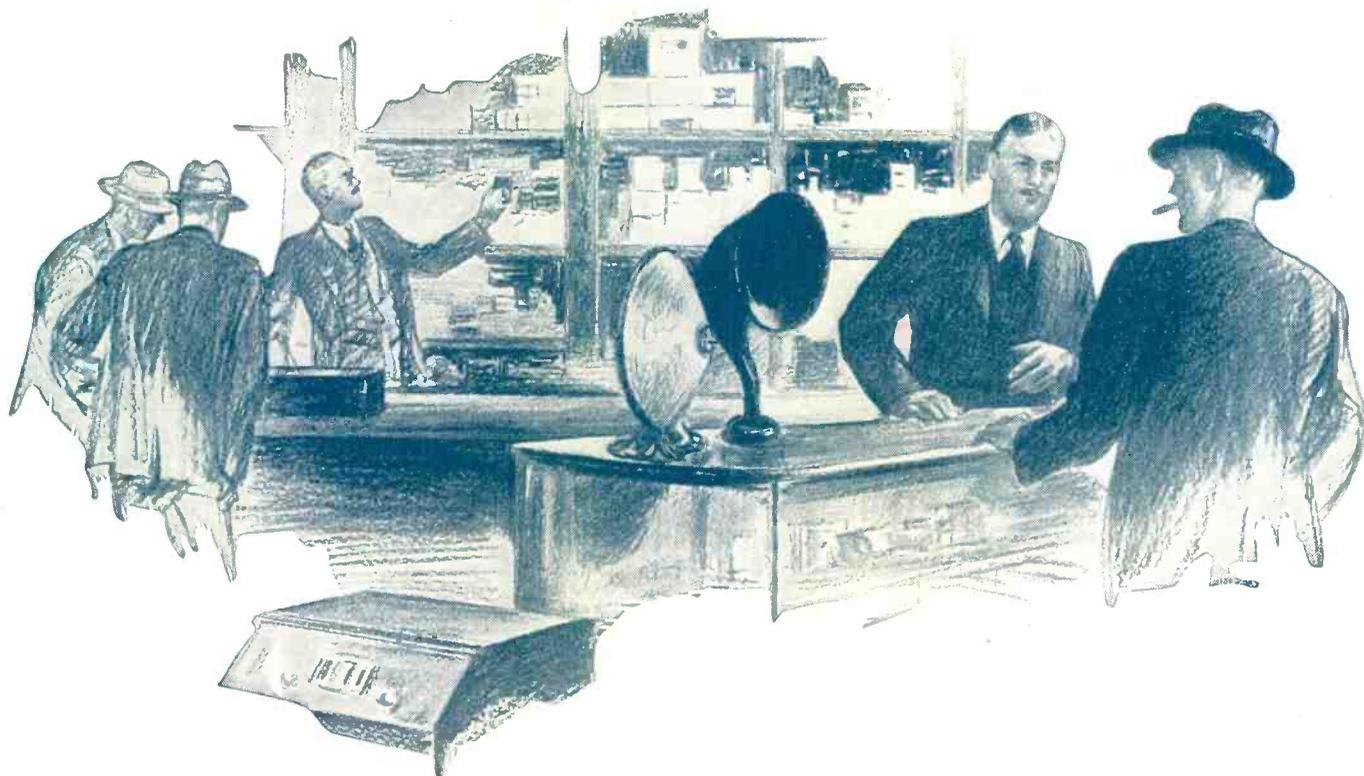
A demand for convenience equipment permitting the operation of sets direct from light lines.

Fair volume in other parts because of the introduction of new circuits and a brand new business in replacements.

A Convenient Binding Post Chart

Home-constructed radio sets use so many different combinations of A, B and C battery voltages that selecting a set of properly marked binding posts for these receivers is a difficult job. When the parts fan enters the store next time and asks for a set of lettered binding posts for the "so-and-so" receiver the chart reproduced above will probably solve the problem. A number of popular receivers have been listed in the column at the extreme left and the necessary binding posts for these circuits may be easily found by tracing opposite each circuit name horizontally until a number is reached and then referring to the heading at the top of the vertical column in which it is printed. This particular chart was compiled by the H. H. Eby Manufacturing Company of Philadelphia and dealers may keep it up to date as other circuits appear by adding them in the columns provided.

Number posts	Designation on Post	Designation on Post											
		Ant	Loop	Grid	Spkr +	Spkr -	A +	A -	B +	B -	C +	C -	
6	Browning-Drake												
12	Cockaday LC27					2	2						
10	Hammerlund-Roberts												
9	Infradyne												
9	La Cault LRA												
10	Madison-Moore												
12	St. James												
8	Varion												
11	Kenneth Harkness KH27												
13	Victoreen												
4	Lynch amplifier												
8	General Radio 400												
10	Henry-Lyford												
13	Universal												
9	Aero-Dyne												
12	Premier												
10	Thordarson Power amp. and B'lim												
10	All-American R. F. Set												
9	Karas Equomatic												
11	Samson TC DeLuxe												



You can recommend Faradon equipped sets—with confidence

Faradon value is the result of twenty years of manufacturing to high standards.

It is logical that makers of fine equipment include Faradon Capacitors in their specifications.

Strengthen your prestige by merchandising Faradon equipped sets.

WIRELESS SPECIALTY
APPARATUS COMPANY

Jamaica Plain

Boston, Mass., U. S. A.

Established 1907

Faradon

Electrostatic condensers for all purposes

Pre-viewing the New Circuits

July "fan" magazines will tell how to build the apparatus outlined on this page

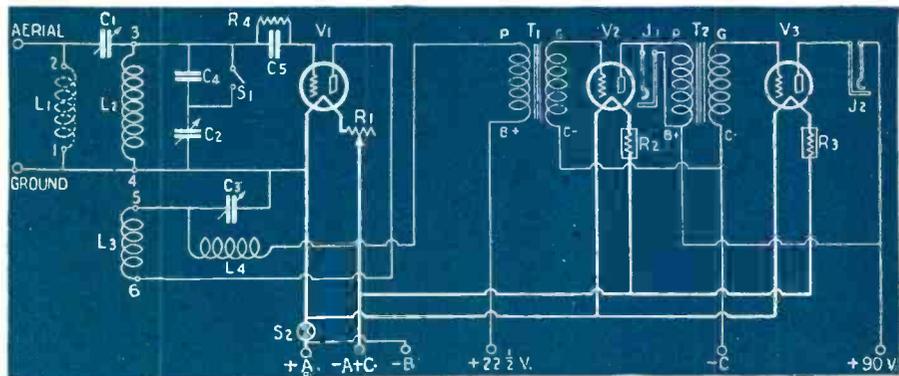


A Universal Wavelength Receiver

FOR the set builder who does not wish to miss a thing that is on the air, whether it is broadcasting, amateur short-wave communication or long-wave ship and commercial station traffic, *Radio News* for July contains an article of exceptional interest.

In it L. W. Hatry of Hartford, Conn., describes a set using six plug-in coils, which is capable of bringing in signals between 18 and 1,500 meters. The set is regenerative, employs three tubes and is equipped with two stages of transformer coupled audio amplification. Parts necessary in its construction are:

- L1, L2, L3—Set of six plug-in coils with appropriate mounting socket. These coils normally cover wavelengths between 19 and 1,500 meters when used with a .00035 variable shunt condenser.
- C2, C3—Variable condensers, .00035 mfd., straight line type.
- T1, T2—Audio transformers, low ratio, wide frequency range.
- S1, S2—Battery switches.
- C1—Variable condenser, midget type, .00025 mfd. or smaller.

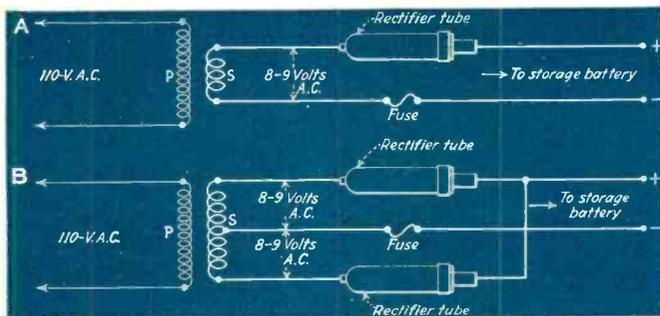


This ingenious circuit with its plug-in coils permits the user to tune in on almost any radio station on the air regardless of its wavelength.

- L4—Choke coil, radio-frequency, 1 milli-henry.
- R1—Rheostat, 60 ohms.
- C5—Condenser, fixed, grid, .0005 mfd. or .0001 mfd.

- C4—Condenser, fixed, .00025 mfd.
- R4—Grid leak, 2 megohms.
- J1, J2—Jacks, open circuit.
- R2, R3—Ballast resistances, for 199 type tubes.

Low Voltage, High Current Capacity Rectifiers



Circuit A uses a half-wave rectifying system for a 2½ amp. battery charge rate, while circuit B, using full-wave rectification, permits this rate to be raised to 5 amps.

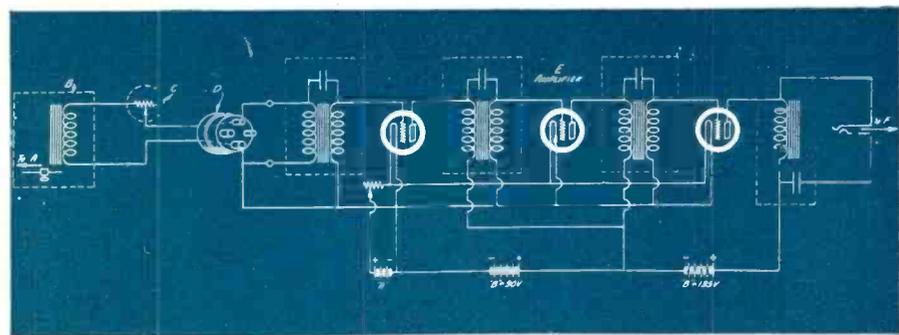
THE feature article of *Radio Broadcast* for July is a complete description, technical and practical, of the Raytheon rectifying "tube" or cartridge which is designed to rectify 8 to 9 volts a.c. passing enough d.c. to charge a radio storage battery.

The article is written by James Millen, who explains the theory of action of the various metallic and other elements which go to make this compact rectifier, and includes circuit diagrams which show how the unit may be used in the construction of a full or half-wave charger, for either a 5 or 2½ ampere charge rate. With an appropriate filter the unit also makes an excellent A power unit.

Modernizing the Old Phonograph

THE July issue of *Popular Radio* contains as a feature an article which describes the methods used to amplify phonograph selections via an electrical pick-up device substituted for the standard phonograph reproducing stylus, a three stage radio amplifier and a speaker.

It is claimed that this method of amplifying recorded music and speech permits the owner of an old type phonograph to bring his machine up to the new standard of reproduction, volume and tonal "depth" set by radio amplifiers and the later types of electrically operated phonographs designed to play electrically cut records. The method described of connecting up the necessary apparatus, is due to the research work of H. P. Donle, and utilizes any of



Electrical pick-up, a quality radio amplifier and a speaker permit a tremendous improvement in the quality of phonograph reproduction, according to *Popular Radio's* article in July.

the electrical pick-up devices on the market. A variable resistance which controls volume and an output unit between amplifier and speaker are provided.

They All Say

BENJAMIN

TRADE MARK

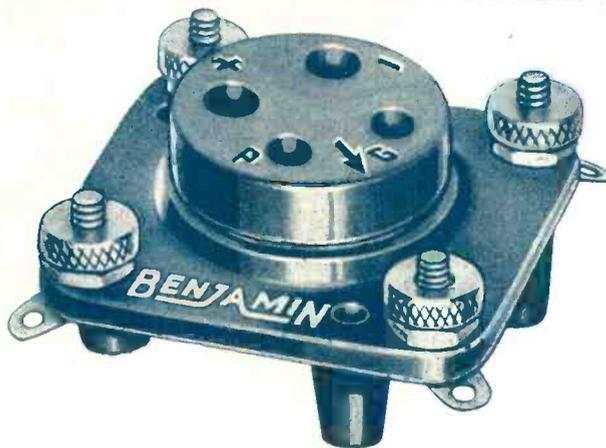
Keep Up Radio
Sales All Summer



Send for this attractive display stand. Show the prospective set builder the actual socket



Just the hookups for Summer building and all-year-round reception. Complete instruction for building and operating, together with all necessary detail drawings of the General Utility Portable and Improved Controlled-dyne Receivers, put up in attractive envelopes ready for mailing or counter use by dealers. Send for sample



Cle-Ra-Tone

Shock-Absorbing — Spring Supported

Radio Socket

Radio laboratory men, expert set builders, the manufacturers of the leading radio sets, designers of practically every new and significant hookup revealed during the last few years, editors of radio magazines and of the radio sections of daily newspapers—all make the Cle-Ra-Tone Radio Socket their first choice.

It is the best known, most

demand, fastest-selling item the radio dealer stocks.

Non-microphonic; the greatest contribution to the non-noisy operation of the set. Tube-holding element "floats" on finely tempered, accurately balanced springs. Push-type, positive, one-piece from terminal to contact connections. Soldering lugs or knurled nut for easy assembly.

Your Jobber Can Supply You

Benjamin Electric Mfg. Co.

120-128 S. Sangamon Street

NEW YORK:
247 W. 17th St.

CHICAGO

SAN FRANCISCO:
448 Bryant St.

Manufactured in Canada by the Benjamin Electric Mfg. Co. of Canada, Ltd., Toronto, Ont.

New Parts Announced This Month

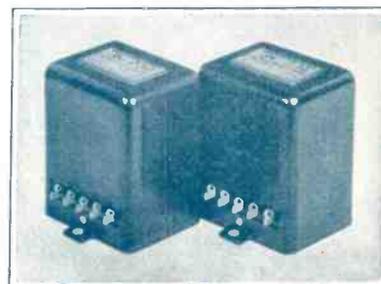
For additional new parts, sets and accessories see pages 108-114



A-B-C Condenser Block for 350 Milliamp. Tube

Radio Retailing, June, 1927

The Dubilier Condenser Corporation, 4377 Bronx Boulevard, New York City, has placed on the market a special condenser to be used with the Raytheon or similar 350 milliamp. BA tube. By the use of an 8 mfd., a 12 mfd., and a 1 mfd. buffer condenser, a current of 350 milliamp. is supplied to the set giving all the A, B, and C power needed. To insure the obtaining of the right condensers, they have been designated 350 BA-1 (buffer); 350 BA-2 (8 mfd.) and 350 BA-3 (12 mfd.). These condensers have a 600 volt d.c. rating, permitting a wide margin to take care of any excess current.



Adjustable Ratio Audio Transformers

Radio Retailing, June, 1927

The two audio frequency transformers illustrated here are being manufactured by Silver-Marshall, Inc., 105 South Wabash Ave., Chicago, Ill., for use in push-pull power amplifiers. Type 230 is a split secondary input transformer with a turn ratio of 1:6. Its primary impedance is 10,000 ohms at 30 cycles, primary resistance approximately 3,000 ohms, and secondary d.c. resistance approximately 20,000 ohms. Type 231 is a split primary output transformer, and has a ratio of 3.78:1. Its primary impedance is 20,000 ohms at 30 cycles, the secondary impedance 1,500 ohms at 30 cycles. Its primary d.c. resistance is 660 ohms, the secondary, 184 ohms. Type 230 may be used as a 3:1 or 6:1 audio transformer in any circuit, while type 231 may be used with any type of power tube. Intended retail prices are \$10 each.

Heavy Duty Resistors

Radio Retailing, June, 1927

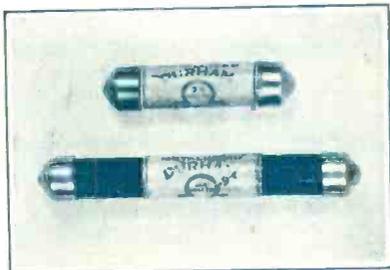
The illustrated Hy-Watt heavy duty resistors are being made by the Electro-Motive Engineering Corporation, 127 West 17th Street, New York City, for use in power units using Raytheon tubes or other rectifiers requiring resistances capable of standing up under high current loads. They are non-inductive, and have silver plated contacts to prevent arcing. Each of these units will, it is claimed, dissipate its rated power without excessive heating, deterioration or change in value. These resistors come in stock sizes from 100 to 100,000 ohms with intended retail prices from \$1.25 to \$2.



Metallized Resistors

Radio Retailing, June, 1927

The International Resistance Company, Perry Building, Philadelphia, Pa., makes the illustrated Durham Metallized Powerohm resistor. It comes in two sizes—2.5 watts and 5 watts. The 5 watt type is three inches long, while the 2.5 type is the standard length. These Powerohms have a metallized filament, and are said to be capable of nearly 2,000 hours of constant service.



Speaker with Corrugated Paper Cone

Radio Retailing, June, 1927

Model 100A, is the latest speaker produced by the Radio Corporation of America, 233 Broadway, New York City. This new speaker is about 15 in. long, and 11 in. high, and has a 7 in. cone made of corrugated paper designed to prevent rattles. The driving mechanism is of an entirely new design, differing notably from that used in the company's Model 100 which it replaces. The intended retail price is \$35.

Transformer for ABC Units

Radio Retailing, June, 1927

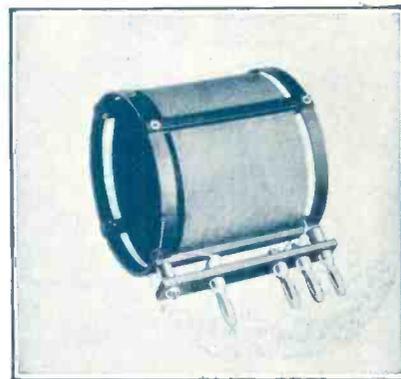
The Dongan Electric Manufacturing Company, Detroit, Mich., has brought out this new transformer, No. 3591, for use with the Raytheon BA 350 MA tube in ABC power units. This transformer is built in two types, both for 201 A tubes. One has a 700 volt center tap, 300-400 milliamp., and a 5 volt 1/2 amp. center tap; the other 750 volts, center tap 300-400 milliamp. with 5 volts 1/2 amp. center tap and 4 volts 5 amp. This transformer is housed in an attractive metal case. Intended retail price, either type, \$15.



Interchangeable Coil

Radio Retailing, June, 1927

Illustrated is a new Aero INT-5 interchangeable coil being made by the Aero Products, Inc., 1772 Wilson Ave., Chicago, Ill. These coils have a natural wave band of from 235 to 550 meters, but by placing a fixed condenser of .0001 mfd., across the rotor and stator of a .00014 mfd. variable condenser, they will tune up to 735 meters. These are made in accordance with the same low loss specifications that characterize all Aero coils. They can also be used in low wave transmitters.



Bakelite Moulded Mica Condensers

Radio Retailing, June, 1927

A mica condenser encased in moulded bakelite is the latest development of the Aerovox Wireless Corp., 70 Washington St., Brooklyn. The mounting lugs have split ears which can be easily bent. The d.c. resistance across terminals ranges from 2,500 to 5,000 megohms at 650 volts d.c. According to the manufacturer the capacity of these condensers is predetermined and the element impregnated before it is molded. These condensers are made in approximately all sizes ranging from .0005 to .02 mfd., with corresponding retail prices ranging from 35c. to \$1.50.



IGRAD FILTER Units

Welcomed by engineers, manufacturers, and dealers for their unflinching uniformity and space economy.



Igrad filters are designed for service in socket power sets, Power Amplifiers with working voltages not exceeding 600 D.C. and in filter circuits for plate supply. These condensers are capable of operation on much higher voltage than the By-Pass type and are recommended by Raytheon for use in connection with their rectifying tubes.

The 4.0 M.F. size is very desirable for use in sets incorporating the UX-171 and similar Power Tubes.

Code	Base Dimen.	D. C. Working Voltage	Capacity
6025-A	1 3/4 x 2	600	0.25 MF
605-A	1 3/4 x 2	600	0.5 MF
61-A	1 3/4 x 2	600	1.0 MF
62-A	1 3/4 x 2	600	2.0 MF
64-A	1 3/4 x 2	600	4.0 MF
621-A	1 3/4 x 2	600	Triple 1.0 MF

Igrad By-Pass Condensers are of the non-inductive type and have very high insulation resistance, measuring in the neighborhood of 300 megohms per microfarad.

Due to the higher voltage of modern Power Amplifiers and "Power Packs," especially of such high order as the *Amer Tran Power Pack*, it became necessary to incorporate a high voltage condenser. Igrad No. 7 and No. 8 are designed for these high voltage plate supply units.

Type No. 1 B Unit is designed for use with the RAYTHEON B TUBE and other plate supply circuits in which voltage does not exceed 300 D.C.

Type No. 2 BH Units are for use with the RAYTHEON BH TUBE and other plate supply circuits, in which the voltage does not exceed 500 D.C.

Write for catalog and prices.

Igrad Condenser & Mfg. Co., Inc.

Rochester, N. Y.



One Hole Mount Rheostat



Condensers
Single, Double, Triple—All Capacities



Power Rheostat

De JUR

RESISTANCE SPECIALISTS

Manufacturers of Electrical and Radio
Rheostats, Controllers and Regulators Since 1912

All De Jur products are built up to a quality standard—not down to meet the low prices of unreliable competing manufacturers. We have anticipated the ever growing demand, both by set manufacturers and amateurs, for higher quality and greater efficiency in radio parts. That's why dealers and jobbers can stock De Jur products with the assurance that they will move quickly and at a good profit. Manufacturers can depend on The De Jur Products Company for quality, satisfying service and on-time deliveries.

TO DEALERS AND JOBBERS

Write for new catalog of complete 1927-28 line.

TO MANUFACTURERS

The De Jur Products Company is the largest manufacturer of rheostats and resistances made to special specifications. Let us figure on your requirements.

De JUR PRODUCTS Co.

199 Lafayette Street

New York City

AT THE R. M. A.
TRADE SHOW
BOOTH 8



Combination Switch
and Rheostat
Also made without
Switch



Lightning Arrester



De JUR
FLEXO-STRAND
NON-INFLAMMABLE
ACID-PROOF
CABLE CORD



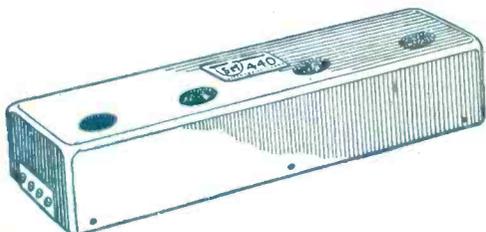
Wire Wound Resistances

SM

“What to Push for 1928?”



The 660 Unipac—A powerful push-pull power amplifier and B supply. \$62.00.



440 Jeweler's Time Amplifier—three stages and detector—pre-tuned to 112 K.C.—Arlington's exact wavelength. \$35.00.



630 Shielded Six—the finest of kits, priced at \$95.00.

That's the question every dealer and jobber is asking—“What line will make the most money for me this year—what will sell best—at a real net profit—with the least grief?”

Silver-Marshall answers that question decisively at the June R.M.A. Trade Show with a series of new developments that will guarantee S-M leadership—and actual profits for you—in 1928.

S-M will offer a complete line of new kits—priced below the market, and yet with the very finest features of complete all-metal assembly, vernier drum controls, extreme selectivity, and tone quality guaranteed unsurpassed. First is a remarkable receiver kit listing below \$50, complete with a beautifully decorated sloping-front metal cabinet—a set that will out-perform many factory-built models at twice the price.

The same set, in kit form, with completely self-contained A.C. power equipment for light-socket operation, permitting the use of power tubes thruout will be priced below \$80.00. Next is the S-C II 5-tube receiver kit, guaranteed to equal or surpass any other 5-tube receiver or kit on the market. And in the Fall, the famous 630 Shielded Six, simplified and improved, will continue as the finest of all receiver kits, priced at \$95.

The new S-M 660 Unipac—the most powerful power amplifier, phonograph pick-up amplifier, and B supply kit ever offered, will create a host of friends and customers for you, for it definitely answers the popular demand, and introduces a new era in distortionless amplification. In addition, the 652 “Reservoir B” power supply is unique in its constant voltage output, and freedom from the usual pronounced eliminator troubles.

In the parts field, where S-M stands supreme, S-M offers new push-pull audio transformers, A.C. tube step-down transformers, vernier drum dials for any panel angle or condenser, and a Jeweler's Long Wave Time Amplifier, tuned to Arlington, of unique sales appeal and tremendous efficiency.

Coupled with these new S-M items is something even more important to you. S-M parts are sold for you before you receive them—for they are specified in more popular circuits than all others, and are advertised to an extent which only is possible by virtue of S-M leadership and S-M sales volume. You don't necessarily have to “know parts” to sell S-M—you need simply supply the demand created by forceful S-M advertising, S-M counter literature, and dominating S-M newspaper and magazine publicity.

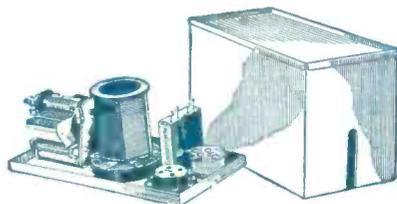
When you tie-up with S-M you get *in one complete line* all the items normally found in five or six lines—you simplify your stock, concentrate your sales activities, reduce costly obsolete numbers, and stand back of a line that will stand back of you this year, next year, and for years to come.

SILVER-MARSHALL, INC.

870 West Jackson Blvd., Chicago, U. S. A.



S-M Push-Pull Audio Transformers—230 input and 231 output—the most advanced units for distortionless power—\$10.00 each.



631 Stage Shield—for circuit shielding in any type of set. \$2.00 each.



S-M Plug-In Inductances available for all circuits. 18 to 3000 meters. \$2.50 to \$5.00. Universal interchangeable coil socket. \$1.00.



Automatic voltage regulation is the feature of the 652 Reservoir B Kit. \$34.50.



check your Condensers!

Is this season's trend in set buying going to find your receivers up-to-date? Compactness, simplicity and performance dependability are this season's new quality standards. Just check your condensers to see how they fit in this new scheme of radio things.

FOR compact set construction Spragues are chosen—they are only half the size and quarter the weight of ordinary condensers.

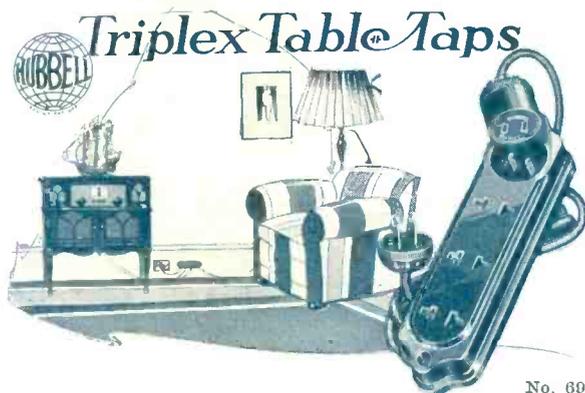
For surer electrical operation, Spragues are more dependable—recent tests of them showed a uniform breakdown of 3,500 volts A. C. And every Sprague is factory tested at 1,500 volts.

For constant and unvarying capacity Spragues are safer—a process of triple impregnation and a special waterproof asphalt covering makes them capacity constant.

The country's leading set builders are using these MIDGETS. Let us tell you of the many economies and greater dependability brought about through the use of these "giant-hearted" condensers.

SPRAGUE SPECIALTIES CO.
QUINCY, MASS.

SPRAGUE MIDGET CONDENSERS



No. 6900

Sell Table-Taps for Radio Use!

Have you ever watched a newly converted radio "bug" try to get his set hitched up?

Only *one* wall outlet on hand—but a battery charger, a "B" Eliminator and a portable lamp, for example, all waiting to be plugged in!

Keep on hand a supply of Hubbell Table-Taps No. 6900 to relieve this problem—and incidentally to bring you an exceptionally large margin of profit.

The Table-Tap when plugged into a single outlet provides three convenient Te-Slot connections. Can be screwed to the wall baseboard as illustrated, fastened to the back of the radio cabinet, placed on the floor or located elsewhere.

HARVEY HUBBELL^{INC}
ELECTRICAL SPECIALTIES
BRIDGEPORT, CONNECTICUT, U.S.A.
NEW YORK, N.Y. CHICAGO, ILL.

PROVIDES 3 OUTLETS FROM 1

Udell Radio Cabinets

A Full Line of Udell Cabinets will be on attractive display in

Room 557-A

HOTEL STEVENS, CHICAGO

during

THE RADIO TRADE SHOW

Write for New Catalog.

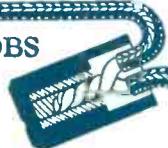
The Udell Works, Inc.

28th St. at Barnes Ave., Indianapolis, Ind.

CLIP TIME OFF WIRING JOBS
BY USING



Approved by the Underwriter Lab.
Cartons of 100 — Standard Package 1000



An Insulating Cap with a split screw that bites twisted wire ends.

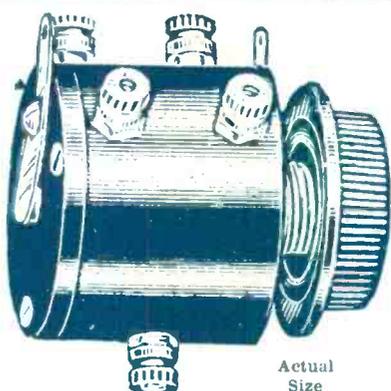
For Free Working Samples Sign Below and Mail

Name _____

Address _____

COLT'S PAT. FIRE ARMS MFG. CO., HARTFORD, CONN.

Rono
Multi-Stage
Jack
Filament Switch



Actual
Size

**A Clean-Cut Item
that will sell**

Price
\$2.50

Takes the place of all jacks in set. RONO dial throws 'phone or speaker in one or two stages of audio at will. No plugs to thrust in—no unsightly dangling wires down front. RONO makes each audio stage a filament control, and lights only the tubes you use.

RONO saves time and labor in wiring, cuts battery consumption, and is easier to operate than jacks. Costs no more than jacks and switches. Contacts are always clear.

A reliable article made by a reliable concern. Will sell itself if you display it where customers can see it.

*Write for a sample,
and our proposition to you.*

Rono Manufacturing Co.

426 So. Clinton St., Chicago, Ill.

K DYNESCOPE
KWIK-TEST
RADIO TUBE AND
SET CHECKER.

— Locates Trouble Instantly —
"Saves an hour per job."

Tests every circuit in any set. Voltmeter has 0-7.5-150-300 scales. Five hundred ohms per volt. Unnecessary to disconnect batteries or probe with test leads. Tests tubes for dynamic characteristics. Built-in wave meter. Weighs only 9 3/4 lbs. complete in handsome carrying case with tool and tube compartment. Test leads, adapters, 96 page book on Servicing, etc. included.

Write for free blueprint and full details.

KWIK TEST RADIO LABORATORY
4464 Cass Ave., Detroit, Mich.



Complete set
as shown
\$75.00 NET
Ready to
use

Complete kit
all parts
\$60.00 NET
including
case, etc.

NOTICE
to the
RADIO TRADE

vernier dials

SO-CALLED vernier dials are being manufactured and sold, which are an infringement of our patent No 68828 dated November 17th, 1925.

We have instituted suits in the Federal Court of the Eastern District of New York for recovery of profits and damages and injunctions against Pilot Electric Company and S. S. Kresge Company under the above patent.

We have also instituted suits for the recovery of profits and damages and injunctions against Hoosick Falls Radio Parts Mfg. Co., Inc. and Modell's Radio Stores under the same patent.

We are licensees of, and manufacture and sell our dials under patents owned by Arthur Dorsey, who has brought suits for the recovery of profits and damages from and injunctions against Pilot Electric Company and S. S. Kresge Company.

These suits and any others which may be found necessary to protect the above patent rights will be vigorously prosecuted.

MARTIN-COPELAND CO.
PROVIDENCE, RHODE ISLAND

makers of

MAR-CO DIALS
and illuminated controls

Hoyt METERS for RADIO



A Complete Line for Every Purpose, Manufacturers—Dealers—Consumers

SERVICE METERS

B-Eliminator Voltmeter (1,000 ohms per volt).
Service Set Tester (Makes all necessary tests).
Universal Test Set and Direct Reading Tube-Tester.
Counter Tube Tester Model 100. Time tested.
Miniature Galvanometer.
Pocket A.C. Voltmeter, for line voltage tests.

POCKET METERS

In all types and prices, including moving-coil meters.

PANEL METERS

Type 17 Voltmeters and Milliammeters.
(The pioneer 2-in. Moving Coil Meter)
Type 536 A.C. Meters for A.C. Tubes.
Tip-In and "Super" Control Voltmeters, for Radiolas, etc.

HOT WIRE AMMETERS

Also SWITCHBOARD METERS—
all types.

Write us for Catalogue RR-6

BURTON-ROGERS CO.

Sole Selling Agents

Boston, Mass.

See us at
Booth 14,
Chicago



June 13-18

For "B" Eliminators and Rheostats

"TOPHET"—660 ohms per circular mil-foot
[slightly magnetic]

"SOLAR"—620 ohms per circular mil-foot
[non-magnetic]

"CUPRON"—290 ohms per circular mil-foot
[non-magnetic]

These wires can be furnished *bright, oxidized, enameled, silk covered and cotton covered.*

For Radio Tubes

Pure nickel wire, ribbon and strip
resistance wire, small tubing

We are supplying many of the large radio manufacturers. Let us send you samples and quote on your requirements.

GILBY WIRE COMPANY

Manufacturers of a complete line of resistance wire for every purpose.

Newark, N. J.

CHICAGO—The Fleig Corporation
CLEVELAND—C. E. White & Co.
SAN FRANCISCO—Baker-Joslyn Co.
BOSTON—Frank Booth

SEATTLE—Woodward Co.
TOKIO—Jaw W. Myers
PARIS—Edgar Sidi-Leon

New



New Metal Base Rheostats and Potentiometers—rheostats, 6 to 30 ohms; Potentiometers, 200 and 400 ohms.



Filter Condensers—Efficient Polymet Filter Condensers. Made in all popular capacities from .1 to 8. mfd.



Wire Wound Resistor—High wattage type Wire Wound Resistances. Made in a wide range of values from 750 to 100,000 ohms.



Polytrols—Tube ballasts. Made in numerous values to take care of the different types of tubes.



Molded Condenser—An extremely efficient and attractive Bakelite Molded Condenser. Capacities from .00015 to .02.



A Pure Metal Grid Leak or Resistor—Not metallized. Values range from 5,000 to 100,000 ohms and from 1/4 to 10 megohms.

ONLY after exhaustive laboratory research and extensive testing in all manner of operating conditions, is a Polymet product finally released for the trade.

This is the answer to the growing demand for Polymet better Radio Essentials.

See them at the R. M. A. Show, Booth 155

Polymet Manufacturing Corp.
599 Broadway
New York City

Polymet Products



Set Manufacturers!

Standards of radio reception are becoming higher with each new year. 1927 models must be an improvement over those of 1926, 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.

Write us concerning your own requirements. We are prepared to furnish better coils for the new sets.

THE F. W. SICKLES COMPANY
140 Union St., Springfield, Mass.

SICKLES DIAMOND-WEAVE COILS



DANGEROUS Lightning

Radio owners know of the danger to their sets in unprotected antennas and will buy lightning arresters if reminded of that danger.

The Jewell Lightning Arrester is an Underwriters' Laboratory listed product and is suitable for either indoor or outdoor installations.

Write for descriptive Circular No. 1019

JEWELL ELECTRICAL INSTRUMENT CO.
1650 Walnut St., Chicago

27 Years Making Good Instruments

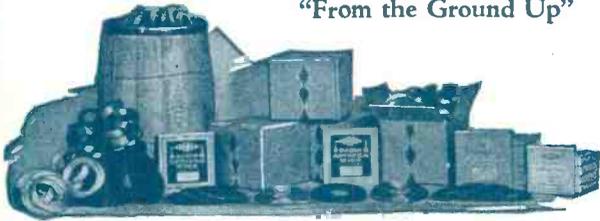


Jewell Lightning Arrester
(Listed by Underwriters' Laboratory)



The Fastest Selling Wire

"From the Ground Up"



Radio set manufacturers and professional set builders have long known and recognized "CORWICO" as radio's best all-around wire. Amateurs are also demanding better wire because they now realize that, while only a small item, wire plays a very important part in the ultimate efficiency of any receiver. This ever-growing demand for quality, has steadily increased our sales and made "CORWICO" the fastest selling radio wire on the market. The merit of our products backed by our consistent advertising to the radio public has made the name "CORWICO" a guarantee of quality and value in radio wire. "CORWICO" wire is consequently the quickest turning and best profit making line for dealers and jobbers to handle.

"CORWICO" PRODUCTS

- | | |
|---|------------------|
| ANTENNA WIRE
(Solid, Stranded and Braided) | HOOK-UP WIRE |
| COMPLETE AERIAL KITS | LEAD-IN WIRE |
| MAGNET WIRE | ANNUNCIATOR WIRE |
| BATTERY CABLE | LOOP AERIAL WIRE |
| BUS BAR WIRE | LITZ WIRE |
| | FLEXIBLE WIRE |

At The R. M. A. Trade Show—Booth 88

All members of the trade visiting the R.M.A. Trade Show, Hotel Stevens, Chicago, June 13-17th, are invited to view the complete "Corwico" line—Booth 88.

TO MANUFACTURERS
Let us quote on your requirements.

TO DEALERS AND JOBBERS

Write or wire today for complete catalog and discounts.

CORNISH WIRE COMPANY

30 Church St., New York City



BOSTON
80 Federal St.

KANSAS CITY
208 Baltimore Bldg.

CHICAGO
326 W. Madison St.

SAN FRANCISCO
585 Mission Street

LOS ANGELES, 224 East 16th Street

LOW VOLTAGE DROP RELAYS

Reliable Convenience Models
for 1927 - 1928

Check These Improvements

1—Coil Resistance—.1 ohm. This low resistance permits dealers to stock one switch that will operate satisfactorily on sets using from three to twelve Type 201-A tubes or their equivalent in amperage drain. Note that a wide margin of safety has been provided even if twelve tubes are in the set; only .3 volts drop at 3 amperes. "One Tenth (.1) Volt Drop per Ampere"—that's the voltage drop factor of the improved Reliable.

2—Contact Pressure on Trickle Charger Points—3 3/4 oz. Lack of pressure on Trickle Charger connection has been one of the principal reasons why switches have failed to work in the past. This coming year relays may be required to carry as much as 100 watts load which will still further increase this problem. With 3 3/4 oz. the improved Reliable will safely carry 300 watts without flutter or burn. It won't be necessary to tell your customer to tap his Reliable to start it—it's 100% automatic and will maintain its efficiency indefinitely.

There are eight other important features of relay construction that every radio dealer should know. We will be pleased to supply this information on request.

Tables of Voltage Drops

Using Model No. 23 S. A. Reliable Automatic Power Control Switch For Type 201-A Tubes (or their equivalent in amperage drain)			Using Model No. 24 S. A. Reliable Automatic Power Control Switch For Type 199 Tubes (or their equivalent in amperage drain)		
No. of Tubes	Current Drain	Voltage Drop	No. of Tubes	Current Drain	Voltage Drop
3	.75 amps.	.075 volts	5	.30 amps.	.126 volts
4	1.00 "	.100 "	6	.40 "	.168 "
5	1.25 "	.125 "	7	.42 "	.176 "
6	1.50 "	.150 "	8	.48 "	.202 "
7	1.75 "	.175 "	9	.54 "	.227 "
8	2.00 "	.200 "	10	.60 "	.252 "
9	2.25 "	.225 "	11	.66 "	.277 "
10	2.50 "	.250 "	12	.72 "	.302 "
11	2.75 "	.275 "			
12	3.00 "	.300 "			

Both models retail at \$3.50

Write for samples and technical details. Samples sent on receipt of list price less usual dealer discount; subject to return if desired.

The Reliable Parts Manufacturing Co.
Wellington, Ohio

RELIABLE Automatic Power Control Switch

Reliable Parts Mfg. Co., Wellington, O.

Please send samples of Models 23-S.A. and 24-S.A. with complete information. It is understood I may return these if I so desire.

Name _____

Address _____



CONDENSER TISSUES

Prevent Breakdowns
of Most Vulnerable
Radio Parts

B Eliminators impose severe service on Filter Condensers. The success of Radio reception depends upon the strength and select quality of the Tissue Paper used to insulate the strips of foil in the Condensers.

Leading manufacturers of Condensers have by practical tests demonstrated the superiority of DEXSTAR CONDENSER TISSUES. The DEXSTAR TISSUES are made of rag stock, closely formed, free from pinholes and conducting particles. They possess extra strength and high dielectric properties.

To avoid customer complaints and troublesome servicing, Radio Jobbers and Dealers should make sure that all Condensers handled are made up with DEXSTAR TISSUES. Radio equipment is no better than its weakest link. DEXSTAR CONDENSER TISSUES add strength and long life to weak Radio Condensers.

Samples of DEXSTAR TISSUES for Condenser use will be gladly sent for inspection by Dealers or Manufacturers.

C. H. DEXTER & SONS, Inc.
Makers of Highest Grade Thin Papers
Windsor Locks, Conn.

CARTER

PARTS

Largest Line of Up-to-Date
Radio Products Made

SPECIFIED
in all popular circuits

Complete line of:—

Jacks	Resistors
Plugs	Adapters
Potentiometers	Fil. Switches
Jack Switches	Receptacle Outlets
110 Volt Switches	Pilot Lights

Rheostats:

With or without Filament Switch

Volume Controls:

With or without Filament Switch

Voltage Controls for "B" Battery Eliminators

New Line of Fixed Condensers

Each part is developed from original research; it is original in design, new in conception and built to meet a specific requirement.

In Canada: Carter Radio Co., Limited, Toronto
Offices in principal cities of the world.

CARTER RADIO CO.
Chicago

MEMBER
RMA

Get this display
on your counter!



It will sell this strong, quick and electrically perfect connector to every customer putting up a new aerial, or changing his old one. A lot of people will be changing and experimenting with their aerials this summer.

For the lead in, for fastening wires at insulators, and for splicing.

For ribbon, coil or ordinary aerials. This small Gillett is patterned after its famous big brothers used by light and power companies everywhere.

You sell them at 10 cents each with a good profit.

Set this display holding twenty-four on your counter where it can stimulate sales for you!

Park
Metalware Co., Inc.
Orchard Park, N. Y.

Gillett 10¢
AERIAL CONNECTOR



YAXLEY

APPROVED RADIO PRODUCTS

The choice of the expert set builder and radio fan. Specified in practically all of the more prominent hookups of the day. Nationally advertised. For customer satisfaction, quick turnover and consistent profits stock the complete line of Yaxley Approved Radio Products.

Air-Cooled Rheostat



This Rheostat is scientifically designed to give correct voltage range and carrying capacity. The large number of turns of special non-rusting, resistance wire gives this rheostat a vernier adjustment without vernier attachment, feeding current slowly and evenly. Smooth as silk in operation. The resistance unit is suspended in air to permit radiation. No steel is used in the construction of this rheostat. Furnished in sizes from 2 to 100 ohms \$1.35

Cable Connector



One of the most practical accessories to a radio outfit as it does away with the old-fashioned unsightly mass of battery wires, simplifies battery wiring and makes an instant and correct connection. Neat appearing—sure, positive contacts. Bakelite construction.

No. 670—Cable Connector for use with binding posts . . . \$4.00



Automatic Power Control

Switches on the B eliminator and cuts out the trickle charger when set is turned on and the reverse when set is turned off.

No. 444—Series Type Automatic Power Control—Now furnished in the new construction, exclusively Yaxley, to take care of sets having a current draw from 4-199 type of tubes up to 11-201 type of tubes, keeping the voltage drop below 2/10 volts \$5.00

No. 445—Multiple Type Automatic Power Control—for all tube sets \$6.00



Midget Battery Switch

The efficient filament control switch. Never gets out of order. Hard rolled phosphor bronze springs, pure silver, self-cleaning contacts. Terminals tinned for soldering. Insulated from brass frame. Quick make and break. Furnished complete with "Off" and "On" Plate.

No. 10—Midget Battery Switch 50c.

Send for Catalog of Complete Line

YAXLEY MFG. CO.

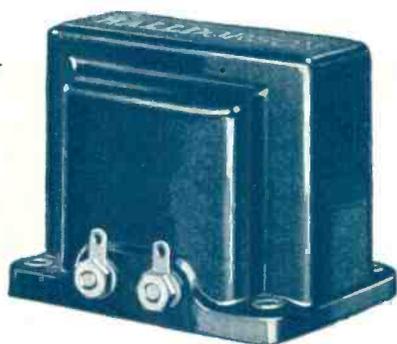
9 So. Clinton St.

Chicago, Ill.

JACKS
SWITCHES
RHEOSTATS
POTENTIOMETERS

RESISTANCE UNITS
PANEL LIGHTS
PHONE PLUGS,
Etc.

New



Type B

Quality, Style and Price— Set Manufacturers

know that a transformer must meet price requirements, must look well, and above all must perform well. The Halldorson Type B combines these three major requirements in a manner that will astonish you.

A large shell-type core of thin laminations with a square-wound, closely-fitting coil of heavy copper content give a tone quality so true that the most discriminating musical ear will be agreeably pleased. Write for set manufacturers quotations and samples.

THE HALLDORSON COMPANY

4745 N. Western Ave.

Chicago

Halldorson
Audio Frequency Transformer



The Panel of Quality and Beauty

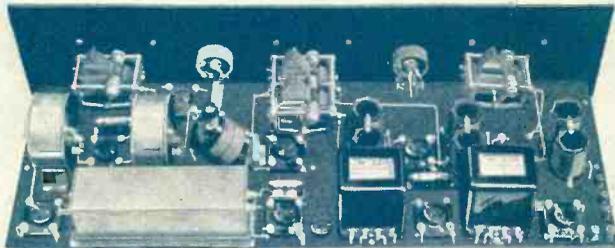
Has all quality specifications of any high quality panel but in addition *Exclusive Merchandise Features.*

1. The decorative Florentine design gives permanent freedom from smudges, scratches and finger prints—the set is always clean and distinctive looking. This appeals to the user and makes quick sales.
2. Reverse side is plain like other panels (but in Black, Mahogany or Grained Walnut) giving choice of two panels in one—means smaller stocks, quicker turnover, larger profits—and this appeals to the merchant.

Quotations furnished on molded or special items.

HOOD RUBBER CO.
WATERTOWN, MASS.

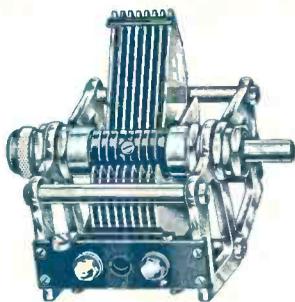
Jobbers—Dealers
Camfield Radio Products
Are Essential In Your 1927-28
Sales Program
because
The Camfield Super-Selective-9



Is Being Given Nation-wide
Publicity

Complete descriptive articles on this remarkable new circuit will appear in early Fall issues of "Radio," "Citizen's Radio Call Book," "Radio Age," "Radio Review and Listener's Guide," "Western Radio Trades" and other magazines. Similar articles will also appear in the *New York Sun*, the *Chicago Evening Post* and many other leading newspapers throughout the country.

and because
Camfield Equaltune Condensers



Are specially designed for use with the new Tyrman drum dial and are officially specified for the 1927-28 season in the following popular circuits:

Camfield Super-Selective 9
 The Flewelling Super Ten
 Scott's World Record Super 10.
 Madison Moore Super
 Madison Moore AC Operated
 Radio Frequency Circuit

The New St. James U 240
 Camfield Duoformer 5
 Eight-in-Line
 Hagerman's Organtone
AND MANY OTHERS.

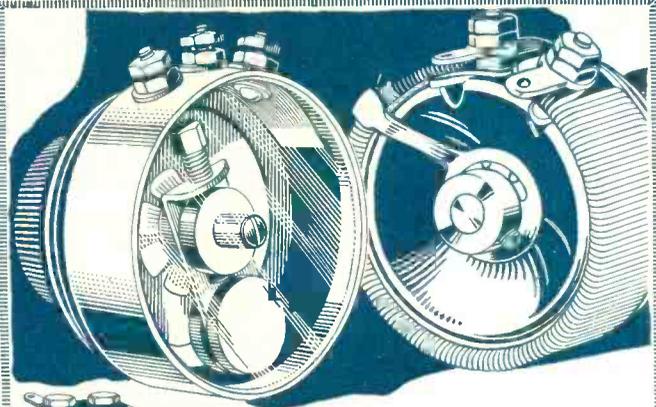
Manufacturers, Jobbers and Dealers write for cuts and detailed information.

CAMFIELD RADIO MFG. CO.

351-363
 E. Ohio St.



Chicago,
 Ill.



FROST-RADIO IS A
Fast-Selling Line

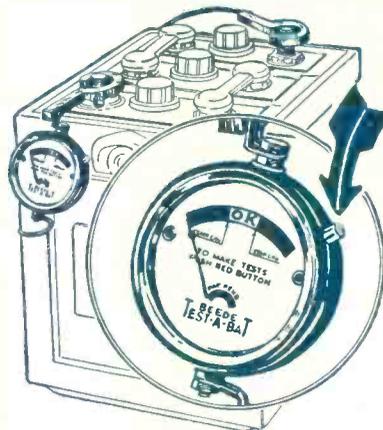
THESE items, and the many others in the Frost-Radio line of parts and accessories, sell rapidly, provide a good turnover at a nice profit, and please every set-builder. Two especially popular and fast selling items are the new Frost-Radio Super Variable High Resistance Unit and the Metal Frame Rheostat, shown above. Your jobber can supply you with these and other Frost-Radio parts.

HERBERT H. FROST, Inc.,
 Main Offices and Factory
 Elkhart, Ind.



T BEEDE T
TEST-A-BAT

Just Press the Button



Attaches
to Any
Storage
Battery

YOU can attach a Beede Test-A-Bat to every Storage battery that you sell. Simple to attach, simple to use. And you can sell one to every one of your old customers. They'll all thank you for the advice.

SAFE

No Risk of Acid Drip-pings
 Far Superior to Hydrometers

ACCURATE

Simple and Easy to Use
 All Reading Guaranteed Accurate

CONVENIENT

Always on the Job
 No Need to Move Battery

Non-Corrosive Terminals

\$1.75

LIST

Literature and Show Cards Furnished. Ask your Jobber Today

BEEDE ELECTRICAL INSTRUMENT CO.
FACTORY, PENNACOOK, N. H.

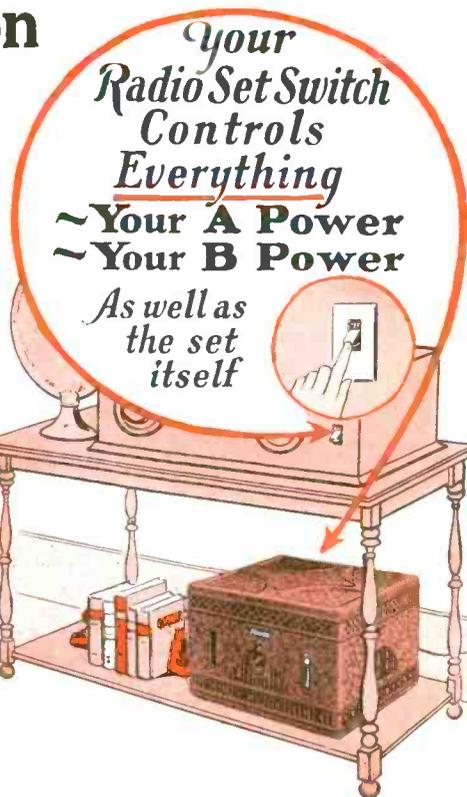
N. Y. Sales Office: 136 Liberty St., John L. Madsen, Manager

First Release! Big Philco Plans New 1928 Models

Ride the Tide of Electrical Operation
of Any and All Radio Sets!

PHILCO

Radio (AB) Socket Power



Why Philco will be Radio's Best Seller!

1. Radio Switch Control
2. Built for All Power Tubes
3. Delivers 180 Volts
4. New Current Economizer
5. Long Life Improved Philcotrons
6. Operates any Standard Radio Set from the Electric Current
7. Every Philco Guaranteed
8. Typewriter-style Cabinet—more convenient
9. No hum—No Distortion
10. Everything in ONE Cabinet

Built to conform to
Underwriters Laboratories
Safety Specifications



The marvelous 1928 Model Philco AB Socket Power. Everything in One Cabinet.

LIGHT Socket operation is Radio's newest sensation! It is coming with a rush! Everybody wants to do it! And everybody knows that the PHILCO AB Socket Power will positively operate any kind or any make of standard Radio Set from the electric current.

Over 500,000 Philco Socket Powers are in use today. The Philco is known the world over. Its prestige is established. It is the one proven method for obtaining Electric Light Socket Operation for radio sets. And the New 1928 Philco Models—built to give super-power for power tubes—will be radio's biggest profit making accessory.

Now Your Customers Can Run Any Radio Set old or new from The Electric Light Socket.

Think this over! No need for you to handle a poor or unproven radio set in order to sell light socket operation. You can sell Philco to the old-set owner and to the new-set owner—giving him electric light socket operation for the particular radio set he prefers.

Big Profits for You!

You know what the Dealers did last season with the Philco! Big and Quick Sales! Big Dollar Profits! Almost No Competition!

And now for this year brand-new 1928 Models! Super-power for Power Tubes! Lower Prices! National Broadcasting! \$1,000,000 Advertising Appropriation! Complete New and Original Selling Plans!

And NOW we will proceed to tell you the entire story.

Here is what we do for You!

1. Dealers' Names on Newspaper Advertising
2. Authorized Philco Dealer Certificate
3. Sales and Service Manuals
4. Complete Advertising Kit
5. Window Streamers
6. Counter Cards
7. Direct Mail Plan
8. Philco Sales Bulletin
9. Million Dollar Advertising Campaign
10. National Radio Broadcasting

Read Every Word on the Next Three Pages!

PHILCO

Runs Any Standard Radio from the Electric Current!

Radio (AB) Socket Power

The Biggest Sensation in Radio This Season is Socket Power Operation of Radio Sets

Radio Broadcasting and a Million Campaign to Get Ac

on the **Marvelous**



WHEN PHILCO announces a big national advertising and sales campaign, you positively know that it will be tremendously successful. You know that it will get you **ACTUAL SALES RIGHT AWAY.**

Philco Advertising and Selling Plans have always been remarkably successful, and this season, a million dollars will be spent in national advertising. The splendid new 1928 models with big new features will be placed upon the market. *All previous records will be smashed by the gigantic volume of sales.* You will do more Philco business than you ever dreamed possible.

500,000 Philcos Have Been Sold!

A real record! Greater than all competition put together! *And this season Philco Dealers will sell close to 1,000,000 Philco Socket Powers!* Electric light socket operation of radio sets is sweeping the country. And Philco leads the world.

Last season the demand was so great for Philco Socket Powers that nearly 200,000 persons couldn't be supplied. We kept the factory working night and day and even then we couldn't keep up with the amazing demand.

There are a million more Radio sets in use today than there were last season. This means a million additional prospects! No matter what make or style of standard radio set a man may own or what kind of set he plans to buy, he can run it from the Electric Light Socket with the Philco.

A Million Dollars in Advertising!

Yes, one million dollars! *The biggest advertising appropriation ever devoted to any radio accessory!* The big national magazines and the big and small newspapers of the country will carry a big Philco advertisement week after week in every city and town in the United States—into the homes of your particular customers.

Double page spreads in color in *The Saturday Evening Post!* Big 4-color advertisements in the *American Weekly.* Big Advertisements also in the *Cosmopolitan, Literary Digest, Red Book, True Story, Popular Mechanics, Popular Science Monthly* and *Liberty.*

A continuous flood of advertising! Radio broadcasting, too! Philco will continue to go "on the air" every Friday night throughout the entire year. Yes—one hour "on the air" every Friday night Spring and Summer, Fall and Winter.

Big Discounts for You!

You are going to make even more money with the Philco this season than ever before. Public confidence in the Philco Socket Power is an established fact. Philco has the prestige. And then when you consider our tremendous national advertising appropriation; the wonderful new 1928 models; and remarkably complete new selling plans, then you will realize what a tremendous volume of Philco business will be done.

Remember, the Dealer discounts are as liberal as ever. Each and every sale runs into a goodly sum of money. *Your profit is big and your turn-over will be amazingly rapid.* Ask your nearest Jobber for the full details of the big Philco Socket Power opportunity for this coming season.

NOW Read the opposite page and learn how you can get **FREE** all of these amazing advertising and sales helps.

BIG NEW FEATURES

That the Buying Public Demands!

A GAIN the Philco Engineers have anticipated every demand and desire of the vast radio buying public; every requirement and every fancy of the radio fan. The new Philco features are actually ahead of the amazing progress in the radio industry.

Delivers 180 Volts!

High voltage! And high voltage maintained! The new 1928 model Philco Socket Power is built to deliver 180 volts at 60 milli-amperes—*super-power for power tubes.*

Current Economizer!

Yes, the new model Philco AB Socket Power is equipped with the new Current Economizer. It operates the Philco at highest efficiency and at the lowest possible current cost. You know what this one feature alone will mean to the buying public.

Every Philco Guaranteed!

Every Philco AB Socket Power is covered by an iron-clad guarantee from the factory—the most comprehensive guarantee ever given a radio Socket Power. The radio user knows that he takes *no chances* with the Philco.

Broadcasting!

52 Weeks With



"On The Air"

Millions listen in every Friday evening to the "Philco Hour"—9 o'clock Eastern Daylight Saving Time.

The Philco Hour is Broadcast Through
 WJZ New York
 KYW Chicago
 KDKA Pittsburgh
 WBZ Springfield, Mass.
 WBZA Boston

An all year round program! It goes right through the Summer and Fall, Winter and next Spring. And other stations will be added.

And You Make Actual Sales!

Thousands write to us every month for the Philco booklet describing the Philco Socket Power. These inquiries pour into our Factory from the broadcasting as well as the National Newspaper and Magazine Advertising.

Every single one of these inquiries—these excellent prospects—are sent to you and our other Dealers over the United States. Your Jobber will give you your share of these valuable inquiries.

Send the coupon to us today and we will tell you just how you can get your portion of the inquiries that come into our factory by the thousands from our National Advertising and our Broadcasting Program.



Radio **AB** Socket Power

Runs Any Standard Radio from the Electric Current!

The Biggest Sensation in Radio This Season

lion Dollar National Advertising tual Sales for You!

New 1928

Radio AB and B Socket Powers

Important! Your Name Will Go on
All Philco Newspaper Advertising

HERE'S the biggest thing we have ever offered Philco dealers. You can have the name and address of your store on all Philco National Newspaper Advertising in your particular territory. *And it isn't going to cost you one penny!*

We repeat it: Your name and your address on every advertisement placed by Philco in the newspapers in your community—FREE! Get the details of this wonderful advertising plan. Advertising that will really be *your* advertising. Mail us the FREE Coupon below and we will send you the full and complete details.

This Newspaper Advertising Will Appear
in 663 Cities and Towns

Think of it! A million dollar advertising campaign! Millions in magazine circulation in every city in the United States. More important still, the greater portion of this million dollars will be spent in national newspaper advertising in 663 cities and towns, *and with the Dealers' names at the bottom of all this advertising.* Furthermore, Radio broadcasting through powerful stations reaching millions more of prospects.

In addition we have prepared special selling plans for the retail Dealer. Remarkably effective and very inexpensive selling plans and methods that will bring you quick and actual sales right in your own store. *These Dealer helps are free to you.* They do not cost you one penny. Send the coupon below for the full details.

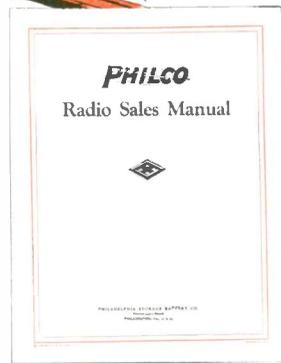
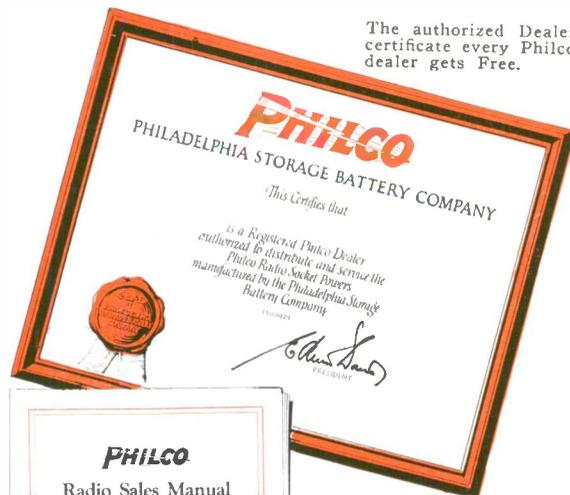
Get Your Dealer Franchise Just as Early as Possible

Selling an easy seller! That's the secret of successful retailing! Stock the merchandise that the public buys rapidly and quickly! Follow the lines of the least sales resistance! That's the way you and every other retail Dealer will put the actual cash profits in the cash drawer. Not only can you sell Philco easily, *but you can get delivery on Philco!*

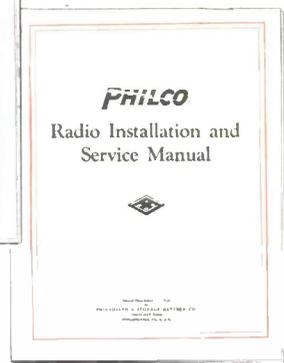
Philco is admitted, even by competition, to be the most profitable and the most popular radio accessory in the Socket Power field. By all means do not overlook getting your Dealer Franchise early. Send the Coupon for the full details now.

Do not forget, we are limiting the number of Philco Dealers and Jobbers this season to real live-wire merchants. *Every Philco Dealer this season is to be an Authorized Philco Dealer.* And the Authorized Philco Dealer will get from us a Certificate announcing that fact. Here certainly is an opportunity that you, as a go-getting merchant, cannot afford to overlook for one single moment.

The authorized Dealer certificate every Philco dealer gets Free.



This Philco Sales Manual is chock-full of unusual sales ideas. It's Free.



The Philco Service Manual that every Philco Dealer gets Free.



Attractive counter cards FREE for every Philco Dealer.

Mail this Coupon NOW!

Mail this Free Coupon and we will send you at once all the details about this new 1928 plan. *Don't delay! Mail the Coupon today.* There are no strings attached to it. It doesn't cost you one penny and it brings you the full details and description of the new Philco models and Philco dealer plans. Send the coupon now and we will reply at once.



Special Offer COUPON

PHILADELPHIA STORAGE BATTERY CO.
Ontario and C Streets
Philadelphia, Pa. Dept. 502-B

Please send me FREE, the full details of your sensational new sales plans on the 1928 Models of the Philco Socket Power.

Name
Address
City State

PHILCO

Runs Any Standard Radio from

is Socket Power Operation of Radio Sets

Another **PHILCO** Sensation!

The Famous

PHILCO "B" Socket Power

180 VOLTS — 60 MILLI-AMPERES

No tubes — No batteries — No harmful acids!

THE New 1928 Model Philco "B" Socket Power is absolutely the last word in a radio "B" power unit!

It's the biggest seller in the "B" super-power field in radio today because of its many sensational and exclusive features.

Think of it! No tubes for the radio fan to worry about. No harmful corrosive acids to fuss with. No battery annoyances. No water to add. No servicing required.

Every bit as good as the best power amplifier and better than expensive dry cells—yet much cheaper and simpler than either.

Long Life Guaranteed

The 1928 Philco "B" Socket Power is covered by the most sweeping and the most comprehensive guarantee ever given a "B" Socket Power unit!

Furthermore, the Philcotron itself—exclusive Philco feature and the very secret of Philco's marvelous efficiency—is guaranteed to operate for 1650 hours of actual operation—18 months at the average use of three hours per day. And replacement cost lower than ever!

Delivers 180 Volts

At 60 Milli-amperes

The 1928 Philco "B" Socket Power will positively deliver 180 volts for operation of any and all power tubes. What's more, it will *maintain* high voltage indefinitely. It is especially adapted for the popular UX 171 and 371 Power Tubes.

No water to add! No binding posts on the outside! No danger from high voltage transformers. Built to conform to Underwriters Laboratories Safety Specifications.

The 1928 Philco "B" Socket Power delivers high, steady voltage today, tomorrow and next month. Transformer Tap adjustments make it fit perfectly the requirements of both the largest and smallest radio sets. It produces strong tone-volume without the slightest hum or distortion and gives a tone-quality and tone-volume that even expensive power amplifiers cannot surpass.

Big Profit Margins

What is especially important to you now is the fact that the profit margins on the Philco "B" Socket Power are mighty attractive. Not small-time profits! Big dollar margins that make big profits—net profits—for you on each and every sale.

Concentrate on Philco!

That's your best sales move. You can well afford to stick to the Philco line exclusively because the basis of all Philco sales campaigns is more profit for the dealer. Philco has very little, if any, competition in the radio field and concentration on Philco means to you fewer dollars invested, less sales effort and bigger dollar profits.



The marvelous Philco "B" Socket Power that gives Super-power for all Power Tubes

Remember: All These Philco Sales Helps are FREE!

YOU'LL certainly want to take advantage of this great Philco sales opportunity. You will want to know the full details of the entire plan. All you need to do is cut out the Free Coupon on the preceding page, sign your name and address to it and drop it in the mail box. That two-cent stamp will be the best investment you ever made.

But—don't put it off! Do it NOW. Mail the Free Coupon TODAY!

The Philadelphia Storage Battery Co.
Ontario and C Streets
Philadelphia

Cut out this Coupon

It's on the back of this space. It's worth a lot of money to you. But it costs you absolutely nothing!

Everything in this wonderful sales plan is FREE to you. The Coupon will bring everything to you in a hurry.

Mail it TODAY!

GO

Radio **AB**
Socket Power

Radio from the Electric Current!

Radio Retailing

BOOTH
NO.
4

EXHIBITORS' SECTION ~ R.M.A. TRADE SHOW



"Me and Peerless"



Meet us at the Radio Show Booth No. 4

ARE you coming to the First RMA Radio Trade Show?

Most everybody is going to be here with this exhibit. New things, better things, more profitable things are going to be exhibited in this show. It's going to start the radio season off with a bang—and early enough in the year to make radio selling a real business—instead of four months' side-line!

We want to see you at the Peerless Booth. For an hour if you want to sit and listen—or for a minute, just to say "Hello!"

We want you to snatch time away between boothlagger's visits to come around and see—and hear—this remarkable little speaker. We say it makes any radio set better. We say it will help you solve the problem of keeping the buyer sold. And we



ARTHUR
T. HAUGH

say it will help you cure those "Second Payment Blues."

We have a selling policy so square it's all corners. We have advertising to help the dealer right at home where his sales are made.

Come around to booth No. 4. You'll be as welcome as the last payment on a seven-tube set. And we believe you'll be glad you came!

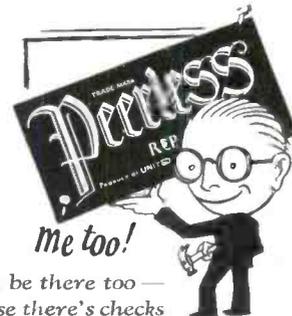
P. S.—Of course, if you aren't coming to the show, you may still want to know about the Peerless Dealer or Jobber Proposition. Write for the Big Peerless Portfolio and details of our selling plan. Address your letters to:

Mr. Arthur T. Haugh
United Radio Corporation
Makers of Peerless Reproducer
15-B Caledonia Avenue
Rochester, N. Y.



A New — and different "A" Power Supply

PEERLESS now sponsors a new and entirely different type of "A" Power Supply. See announcement on Page 159 of this issue of Radio Retailing.

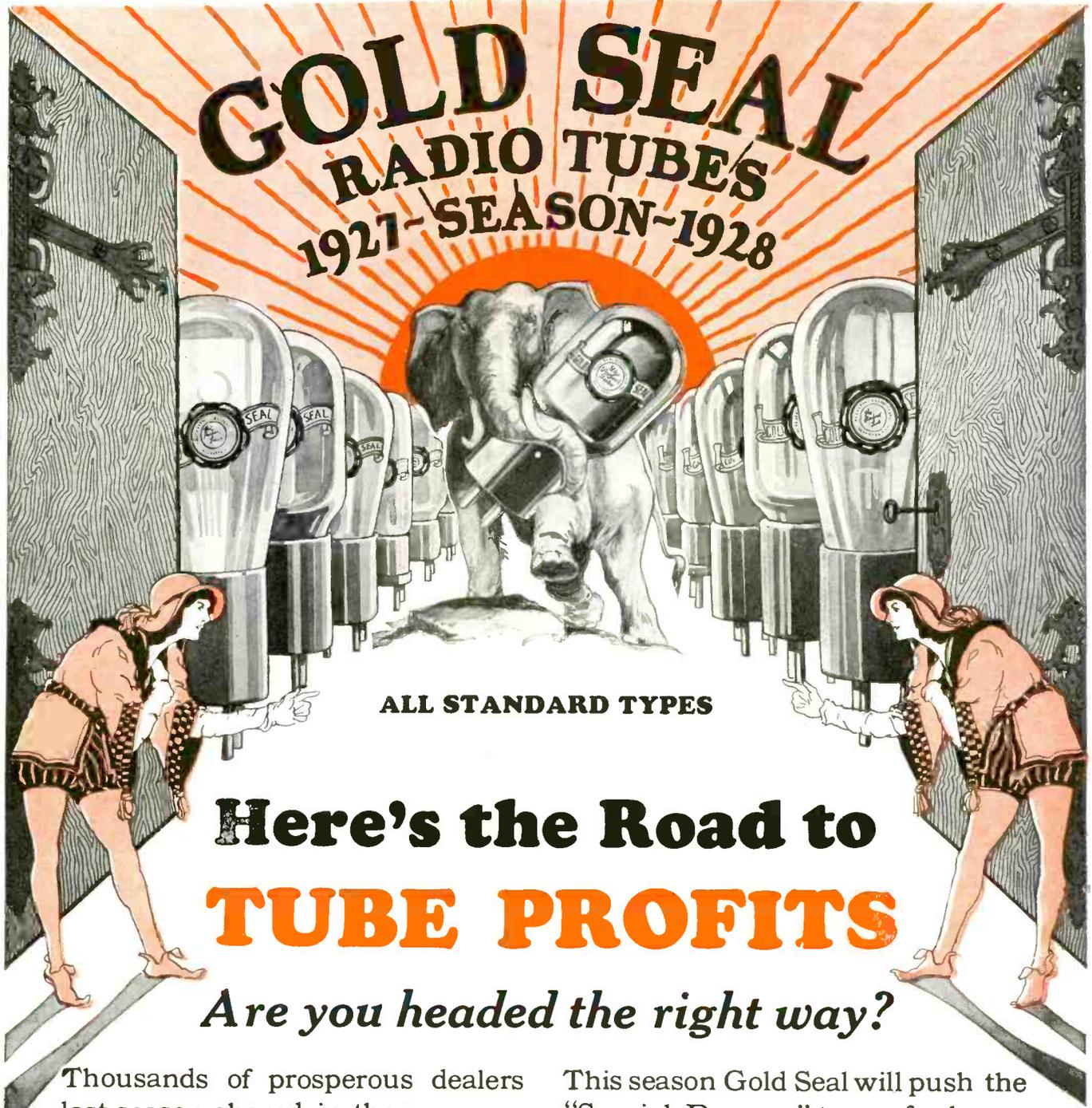


I'll be there too —
in case there's checks
to sign — or other burdens to
bear.

SELDEN E. MAY, Pres.
United Radio Corporation



GOLD SEAL RADIO TUBES 1927-SEASON-1928



ALL STANDARD TYPES

Here's the Road to **TUBE PROFITS**

Are you headed the right way?

Thousands of prosperous dealers last season shared in the unprecedented success of Gold Seal Radio Tubes.

What about *this* season? Will you still be on the outside looking in, or will you be among those who are profiting by the popularity of this fast selling line?

This season Gold Seal will push the "Special Purpose" types for larger unit sales, quicker turnover, bigger profits for *you*.

Take advantage of this profit opportunity opening before you—write for

full details of Gold Seal, "Square Deal" policy, dealer helps and attractive terms.



GOLD SEAL ELECTRICAL CO., Inc.
250 PARK AVENUE - NEW YORK CITY

Be sure to visit our Booth, No. 97, at the R. M. A. Trade Show, Stevens Hotel, Chicago, week of June 13th.

BOOTH
NO.
65

EXHIBITORS' SECTION ~ R.M.A. TRADE SHOW



Announcing



BOSCH

A R M O R E D

RADIO

1 9 2 7



BOSCH

The new Bosch Radio Models are built, not only for customer satisfaction but for dealer profit as well. They are "transportation proof". So strongly are they constructed that they may be delivered to the customer with the original factory settings—without adjustment by the dealer. To be convinced of Bosch Superiority, examine the steel chassis, the condenser unit assembly with its three point mounting, the short solid connections, the locked assembly and the elimination of solder operations. All models have Single Station Selector—electrically lighted—Bosch—RFL circuits—are armored and shielded and are priced for volume sale.

The new cabinets present a new beauty in design, craftsmanship, selection and finish of fine woods. Appearance and performance are so ably handled and the price range so attractive that Bosch is the outstanding dealer line this year. The Bosch Dealer Policy is liberal and it is strongly supported. It offers unusual possibilities to Radio Dealers who are in business to stay. It is well worth investigating. Tell us in confidence about yourself, business standing, financial strength and plans regardless of the lines you now carry. We will be glad to tell you of our plans for your locality.

AMERICAN BOSCH MAGNETO CORP.
MAIN OFFICE AND WORKS: SPRINGFIELD, MASS
BRANCHES: NEW YORK CHICAGO DETROIT SAN FRANCISCO



AMERICAN BOSCH MAGNETO CORPORATION

Manufactured under patent applications of the American Bosch Magneto Corporation and licensed also under applications of the Radio Frequency Laboratories, Inc.

RADIO



Model 57—Seven tubes, has Bosch RFL circuit, efficient built-in loop, built-in 18" reproducer, walnut cabinet with selected pattern woods, spacious power unit compartment. Single station selector, electrically lighted dial, Bosch Line O'Lite tuning, armored and shielded, wired for battery or socket power operation and operates on loop or wire antenna from two to two hundred feet. Price with built-in loop, built-in reproducer \$340.00.



Model 76—Six tubes, Bosch RFL circuit—single station selector, Bosch Line O'Lite tuning, wired for battery or socket power operation, armored and shielded, spacious power unit compartment, solid walnut cabinet beautifully finished with and without built-in reproducer— with built-in reproducer price \$195.00. Without built-in reproducer \$175.00.

Model 66—Six tubes, Bosch RFL circuit—single station selector, electrically lighted dial, Bosch Line O'Lite tuning, armored and shielded, wired for battery or socket power operation, solid walnut cabinet—beautifully finished—an ideal table type radio receiver. Price \$99.50.



All these Bosch Radio Models—ready for Bosch Socket Power Units—the Nobattery "A" and the Nobattery "B"—both totaling \$100.



BOSCH RADIO

The Bosch Nobattery "A"

The Bosch Nobattery "A" is a highly satisfactory power unit for converting house current into "A" power for radio receiver operation. Typically Bosch, its construction, both mechanical and electrical is of highest grade and its performance is a revelation.

The outstanding features of the Bosch Nobattery "A" are:

- Constant voltage
- Unvarying power
- Quiet
- Instantaneous—no heating delay
- No harm if left "On"
- Nothing to boil over
- No chemicals to add
- Economical in current draw
- No power dissipated in heat—uses power efficiently as power
- Receiver does not need to be rewired
- Small in size—can be put in radio cabinet like a battery

The Bosch Nobattery "A" is a perfect companion to the famous Bosch Nobattery "B". These two units form an ideal combination for supplying "A" and "B" current and retail for \$100.00.

AMERICAN BOSCH MAGNETO CORP.
Main Office and Works SPRINGFIELD, MASS.
Branches: NEW YORK CHICAGO DETROIT SAN FRANCISCO

Bosch Radio—the Complete Dealer Line

Model 57—Seven-tube Receiver, Single Dial, cabinet type, loop operated—built-in reproducer—wired for battery or socket power operation \$340.00.

Model 76—Six-tube Receiver, Single Dial, cabinet type—wired for battery or socket power. With built-in speaker \$195.00.
Without the built-in speaker \$175.00.

Model 66—Six-tube Receiver, Single Dial, table type, wired for battery or socket power \$99.50.

Ambotone Reproducer—Cone Type, Table Reproducer, with years of recognition for its perfect tonal reproduction \$27.50.

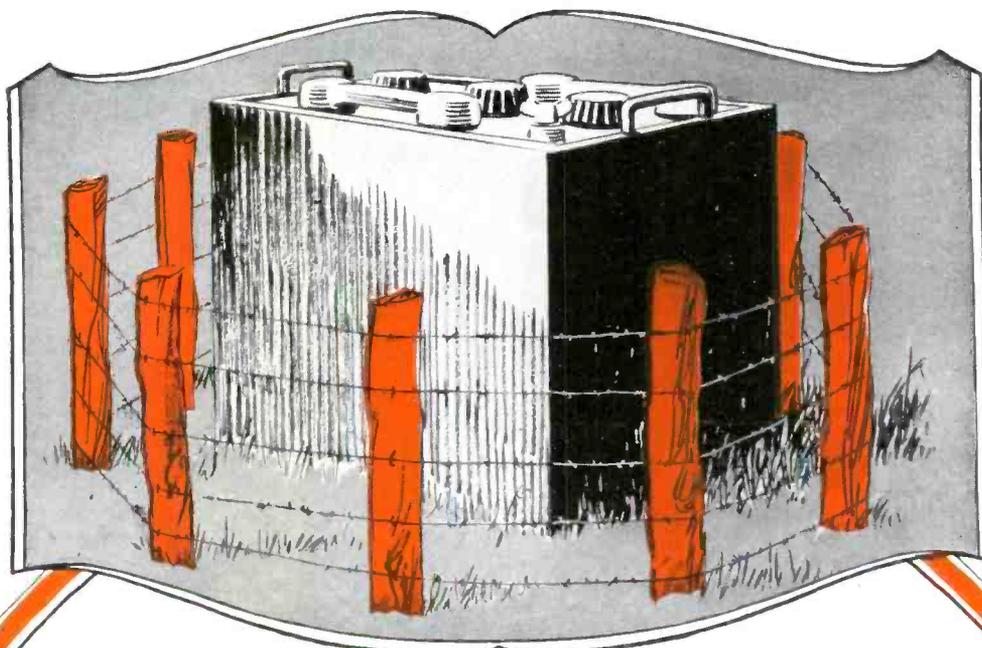
Nobattery—"A"—An ideal socket power device, supplying "A" current for all sets up to ten tubes—no acids, no moving parts, no hum, no trouble, no heating delay \$58.00.

Nobattery "B"—Famous Bosch Nobattery for supplying "B" Power for all sets up to ten tubes—no acids, no hum, long lived \$42.00.

Powertrol—Prevents direct current passing from radio receiver into reproducer with consequent damage. Prevents distortion and destruction in speaker. Should be sold to every power tube user \$8.00.

Recreator—A truly successful three unit device for providing electric reproduction of phonograph records—utilizes any style phonograph and reproduces through a radio receiver and loud speaker \$20.00.

All prices slightly higher, Colorado and west, and in Canada.



Not a Fenced-In Battery!

The WHITE "A" SOCKET POWER UNIT marks a radical and revolutionary step in radio. It is an absolute realization of a desire entertained by millions of radio owners—a complete A battery eliminator. An independent unit. Relies only upon 110 volt A. C. 60 cycle current for operation. No storage cells. Stores no current. Never becomes discharged—never requires charging. Is not affected by disuse or constant employment or change of line voltage. Delivers 6-volt

D. C. current in ratio of $2\frac{1}{4}$ amperes; ample for any set up to 9 tubes. Automatic switch controls B Battery eliminator, if plugged into socket provided. A noteworthy engineering achievement, a perfected absolutely dependable A battery eliminator. Simple. Sturdy. Trouble free. Enclosed in beautiful 20 gauge metal case, finished in attractive moss green Duco. Hurry along your request today for complete descriptive matter, live dealer helps and money-making proposition.

Julian M. White Mfg. Co., Sioux City, Iowa

See the new "A and B" also "B" at the show and ask about the new Power Tap. R. M. H. Showrooms, 560A Stevens Hotel



White

"A" SOCKET POWER UNIT

Julian M. White Mfg. Co.
Sioux City, Iowa

Kindly send complete information regarding White "A" Socket Power Units and quote dealer's discounts.

Name

Address

White "A" Socket Power is licensed by Andrews-Hammond Corporation under Andrews' Condenser and other Andrews-Hammond patent applications.



Be sure to see us at—
Chicago Trade Show
Booth 55



Tower Manufacturing Corporation
Boston, Massachusetts



Announcing the 1928 PARAGON



In addition to the complete socket power radio sets, illustrated here, the new Paragon line includes receivers that can be operated from either batteries or eliminators.

PARAGON—one of the great names in radio achievement—pioneers again and leads the field for 1928, with a complete socket power radio receiver incorporating the new Paragon Tuned Resonant Double Impedance Amplification System.

Sound in design; built by master craftsmen; employing the finest materials obtainable,—the new 1928 Paragon is worthy of its great name. It marks a new step in permanent quality radio reception.



See the New Paragon at Booth 41-A, Chicago, or write for technical data, literature and trade prices on Paragon Radio Products.

The Paragon franchise is open only to distributors of high grade radio apparatus. Inquiries are invited.

PARAGON ELECTRIC CORPORATION

Manufacturers of PARAGON RADIO PRODUCTS

General Offices and Factory:

Upper Montclair

New Jersey



The Celoron Company is a firm believer in the Annual Show of the Radio Manufacturers' Assn. Celoron Radio Insulation will be exhibited at booth 120, at the 1927 Show in Chicago, June 13th to 18th, inclusive.

Such Successful Manufacturers of High Quality Power Supply Equipment as the TIMMONS RADIO PRODUCTS CORP.

Are Building Added Dependability, Permanence and Beauty into their Products with



CELORON



This Laboratory Tested and Guaranteed Radio Insulation

*... Insures Uniform Quality
Throughout Volume Production*

FOR power supply equipment, too, radio manufacturers have turned to Celoron. Celoron Radio Insulation, the first insulating material produced expressly for the peculiar requirements of the radio industry, meets its every demand.

First used by manufacturers of receiving equipment for the insulation of the most serious seats of power loss and tone distortion, Celoron was soon adopted for the protection of delicate induced voltages throughout the radio receiver. First used in exquisitely grained panels for the beautifying of the radio receiving set, it has since found its place on practically every radio instrument. Today, you will find Celoron tubes, rods, panels and machined parts in the finest radio equipment made.

Because Celoron, this new and better radio insulating material, costs no more than ordinary insulation—because it is so easily and economically machined—because it can be supplied in any quantity desired to meet production schedules—and because every piece of Celoron that leaves our factories is backed by a definite guarantee based on exacting laboratory specifications, radio manufacturers can now enjoy a new certainty of uniform quality and greater savings throughout quantity production.

Whatever your manufacturing requirements, it will be worth your while to ask one of our experienced insulation engineers to tell you more about Celoron and the fabricating service which is available to manufacturers.

THE LABORATORY TEST STANDARD UPON WHICH CELORON *is guaranteed*

Over 100 meg. resistance after four days' exposure to humidity of 90% at 95°.

A dielectric constant below 6.

A tensile strength ($\frac{1}{8}$ " material) of 10,000 lbs. per sq. inch.

~ ~ ~

Celoron laminated products, moulding powders and varnishes are bonded exclusively with Celoron resins. Celoron is the only laminated phenolic material manufactured entirely by one organization under the control of one laboratory.

THE CELORON COMPANY, Bridgeport, Pennsylvania

Division of Diamond State Fibre Company

Laminated Products, Moulding Powders and Varnishes

[Fabricating Service in New York City, Cincinnati, Chicago, Boston, Kansas City, San Francisco, Los Angeles, Bridgeport, Pa. In Canada, at 350 Eastern Ave., Toronto]

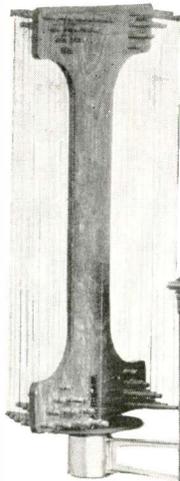
RADIO INSULATION



The NEW CASE

90

NINE TUBE SETS



Loop operation ☞ Single tuning control ☞ Self-interstage shielded ☞ Self-shielded loop ☞ Compact ☞ Full-sustained quality of tone over complete scale ☞ A set for the man who wants a precision instrument ☞ Licensed under Technidyne patents

MODEL 90A
Table model in beautiful walnut cabinet. Can be furnished for AC tubes if desired. Without accessories, list....

\$225⁰⁰

The new CASE Line for 1927-28 features higher standards of precision and performance — and beautiful cabinets

THE 90 LINE

Model 90C as illustrated. Retails \$350.00.

Model 92C same as 90C except wired for AC tubes and equipped with tubes ready for attaching to light socket. Retails \$475.00.

Model 90A as illustrated. Retails \$225.00.

Model 92A same as 90A except wired for AC tubes and equipped complete with tubes ready for attaching to light socket. Retails \$350.00.

CHASSIS SHIPPED SEPARATE FROM CABINETS, ELIMINATING BREAKAGE DUE TO ROUGH HANDLING IN TRANSIT.

THE 60 LINE

Model 61A retails \$85.00, less accessories. Six tubes. Table Cabinet. Two tuning controls and battery-operated.

Model 60A retails \$65.00, less accessories, six tubes. Dial control.

Model 62B retails \$185.00 complete. Six tubes. Table Cabinet. Equipped complete with 6 AC tubes ready to plug in light socket.

Model 61C retails \$135.00, less accessories. Same as 61A except in High-Boy Console Cabinet.

Model 62C retails \$235.00 complete. Same as 61C, except wired for AC tubes and equipped with tubes complete ready to plug in light socket.



MODEL 90C CONSOLE

A masterpiece of furniture craftsmanship plus real radio. Loop-enclosed and panel-operated. Full throated concert speaker. Can be supplied for AC tubes if desired. Without accessories, list.....

\$350⁰⁰

Indiana Manufacturing & Electric Co., Marion, Ind.

CASE

RADIO PRODUCTS

Radio Receiving Sets ~ Automatic Chargers

Three years ago Wise-McClung saw a vast market awaiting a single A-B-C power unit.

They realized that this unit had to be

1. Universally adapted to all standard sets.
2. Free from a multiplicity of controls and complicated adjustments.
3. Theoretically correct but embodying only standard practices.
4. Sold at price within reach of everyone.

They felt that a period of years devoted to extensive experiments and exhaustive tests were essential to perfecting such a unit.

After three years of engineering research, this dream is now a realization.

National magazines and newspapers will carry this message to millions of radio listeners. The demand for Compo, the original A-B-C power unit, will be universal.

COMPO *Is The Standard Of Performance*



The Complete A-B-C Power Unit

THE first truly successful complete A-B-C socket power unit—a quality job inside and out (for absolute battery elimination).

Supplies a current up to 2 amperes at 4 or 6 volts, employing a tungar tube with a guaranteed life of 2500 hours. A forty-ampere hour cell with a paste (not jelly) electrolyte which is a proved system with years of successful service in other applications—B Voltages up to 180 with 2 variable C Voltages from one to 40 volts.

Supplies current for any type standard receiver without “motor boating” or audio frequency oscillation. Regulating tube, keeps R. F. and A. F. 90-volt tap constant under all loads and line variations. Equipped with 85 mil. Raytheon type BH tube.

No liquids to stain or destroy rugs. Operates from switch on radio set by an automatic shunted relay giving lowest voltage drop. Furnishes a dependable source of current supply without hum.

The leader of the A-B-C power field in looks, performance and service.



THE COMPO "A"



SUPPLIES pure direct current up to 2 amperes. Humless—simple in construction and requires no attention. It is a dependable dry trickle system. Operates on 4 or 6 volts. Contains a shunted relay with lowest voltage drop obtainable and output receptacle for automatic operation of any — "B" supply.

A COMPANION unit to the Compo A. Supplies constant B Voltages up to 180, two variable C voltages from one to 40 volts. All danger of burning out transformer and speaker windings and causing set to go into oscillation on line variations has been eliminated. Operates on 110-120 volts, 50-60 cycle, AC.



THE COMPO "BC"

THESE three units represent a triumph in radio engineering. A dependable, noiseless, trouble free source of current supply for *all* radio reception requirements. They are absolutely safe, no external binding-posts or other jiggers. Completely shielded and insulated—very compact—and finished in beautiful black, mar-proof lacquer. Conforms to the Board of Underwriters Codes. The A-B-C unit is complete, the A and B-C units may be connected together for complete automatic operation, or sold separately.

STABILITY

OF equal importance to the worth of a product is the ability of the manufacturer to give proper service to its distributors and dealers.

We have completely re-built and modernized our plant. We have behind us years of experience in the electrical industry. We are producing Compo units in stream line production, assuring thorough inspection of all parts, thus reducing the human equation to the minimum.

It is our policy to take on only outlets that we can serve and who in turn can properly serve the public during the peak of the season.

Those outlets who stock our line will at once realize the manifold advantages of this policy, first, in profits from increased business, second, in good will because of superior performance and lasting satisfaction that Compo units render.

Write us today, for descriptive literature and full details of our merchandising plan.

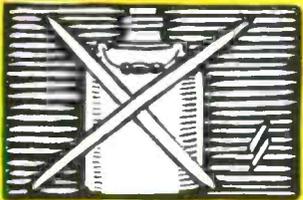
THE WISE-McCLUNG CO., Ltd.
NEW PHILADELPHIA, OHIO, U. S. A.



A new ["and, we believe, Better"] "A" Power Supply



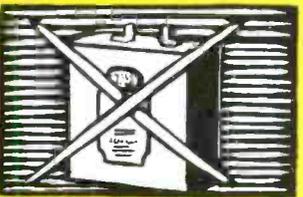
As uniform and dependable
 as the Central Station Electric
 Light Supply



No Liquid



No Storage Battery



No paper, mica or
 electrolytic condensers
 of any sort



Sponsored by United Radio
 Corporation of Rochester, N.Y.
 makers of Peerless Reproducers

NEW . . . in principle
 . . . in construction . . .
 in results! A fool-
 proof power supply
 that gives a depend-
 able Direct Current
 without hum or cycle-
 beat.

You have seen "A"
 Power Units—but you
 have never seen this
 Unit. You may have
 heard their sales claims,
 but who has matched
 this one-year Uncon-
 ditional Guarantee?

See this "Peerless"
 "A" Power Supply at
 Booth No. 4, First Radio
 Trade Show, Stevens
 Hotel, Chicago, the
 week of June 13. It
 will be one of the
 really NEW things on
 exhibit.

UNITED RADIO
 CORPORATION

Makers of
 Peerless Reproducer

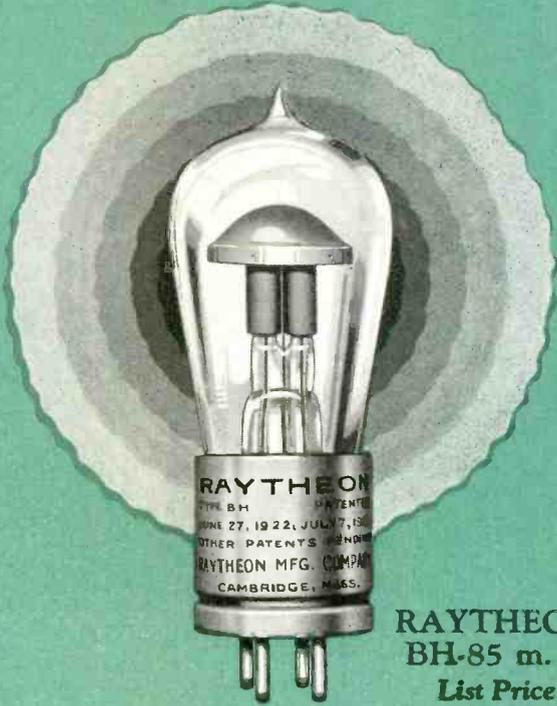
15 Caledonia Avenue
 ROCHESTER, N. Y.

S. E. MAY, President
 A. T. HAUGH, Sales Manager

Unconditionally **GUARANTEED** for One Year



RAYTHEON
B-60 m. a.
New List Price
\$4.50



RAYTHEON
BH-85 m. a.
List Price
\$6.00

Only These Rectifiers Can Meet The Big Replacement Demand

With 590,000 Raytheon-equipped B-power units in use and many of them now ready for new tubes, it is evident that the dealer who exhibits Raytheon will get the cream *and the bulk* of this business. Makeshift tubes will be "out of the picture," for Raytheon—and *only* Raytheon—can be used satisfactorily in these well-known units. Order Raytheon B and BH from your jobber now.

The Following Manufacturers Have National Distribution on One or More Complete Units Especially Designed and Approved for Use with Types B or BH Raytheon Rectifying Tubes.

- ACME APPARATUS Co., Cambridge, Mass.
- ALL-AMERICAN RADIO CORP., Chicago, Ill.
- AMERICAN BOSCH MAGNETO CORP., Springfield, Mass.
- AMERICAN ELECTRIC Co., Inc., Chicago, Ill.
- BREMER-TULLY Mfg. Co., Chicago, Ill.
- CORNELL ELECTRIC MFG. Co., Long Island City, N. Y.
- THE CROSLY RADIO CORPORATION, Cincinnati, Ohio
- ELECTRICAL RESEARCH LABS., INC., Chicago, Ill.
- FREED-EISEMANN RADIO CORP., Brooklyn, N. Y.
- GENERAL RADIO Co., Cambridge, Mass.
- GRIGSBY-GRUNOW-HINDS Co., Chicago, Ill.
- KING ELECTRIC MFG. Co., Buffalo, N. Y.
- KOKOMO ELECTRIC MFG. Co., Kokomo, Ind.
- MAYOLIAN RADIO CORP., Bronx, N. Y.
- THE MODERN ELECTRIC MFG. Co., Toledo, Ohio
- NATIONAL COMPANY, INC., Cambridge, Mass.
- SPARKS-WITHINGTON Co., Jackson, Mich.
- THE STERLING MFG. Co., Cleveland, Ohio
- TIMMONS RADIO PRODUCTS CORP., Philadelphia, Pa.
- VALLEY ELECTRIC Co., St. Louis, Mo.
- THE WEBSTER COMPANY, Chicago, Ill.
- WISE-McCLUNG Co., LTD., New Philadelphia, Ohio
- ZENITH RADIO CORPORATION, Chicago, Ill.

When making replacements remember this—accurate service records show that only about 3% of Raytheon tubes fail within the guaranteed time of one year or 1000 hours of service. If you are convinced that your customer is entitled to a free replacement, give him a new tube and return the defective one to your jobber. If the jobber does not render prompt service on adjustments, send tubes direct to Raytheon Manufacturing Company, Service Bureau, Cambridge, Mass., or to the Raytheon Service Branch, 2007 S. Michigan Ave., Chicago, with the jobber's name.

Raytheon

THE HEART OF RELIABLE RADIO POWER



Our Policy and Your Business

The Policy ~ Raytheon's sales policy now enables all radio dealers to obtain tubes for replacement and resale through authorized Raytheon jobbers at 40% discount.

The Market ~ Past sales of nationally known Raytheon-equipped B-power units provide a replacement market for over a half-million Raytheon tubes. These units were all designed for use with Raytheon and no other rectifier. Profits are assured you without regard to seasons or new developments.

The Future ~ This year, new sales of Raytheon-equipped devices will total more than a million. These 1927 units will in time also require new tubes, and, since only Raytheons will operate them satisfactorily, it's a matter of good business to be known as a Raytheon dealer—both now and in the future.



Raytheon BA-350 m. a.

The problem of complete battery elimination with one tube has been solved by Raytheon's latest achievement—the BA-350 m.a. Rectifying Tube. Leading radio manufacturers collaborating with Raytheon engineers will shortly announce complete A-B-C power units employing this rectifier for use with the new series-connected receiving sets.

List Price \$7.50

Only those manufacturers whose power units have been fully tested and approved by the Raytheon research laboratories are entitled to use Raytheon rectifiers or this symbol in connection with their products.

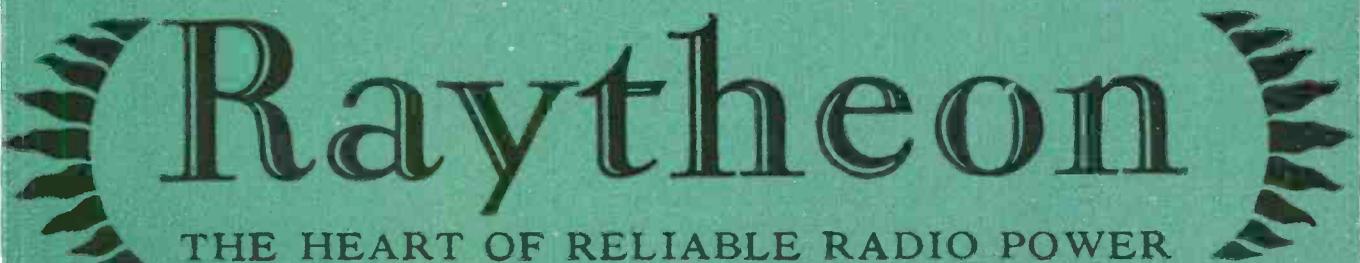


Raytheon A-2 1/2 Amperes

More proof of Raytheon's leadership! A compact, efficient rectifier, new in principle and construction, Raytheon A is encased in an unbreakable metal shell, and is the ideal rectifier for battery charging and A Battery elimination. It is shown above in actual size.

List Price \$4.50

RAYTHEON MANUFACTURING COMPANY
Cambridge, Mass.



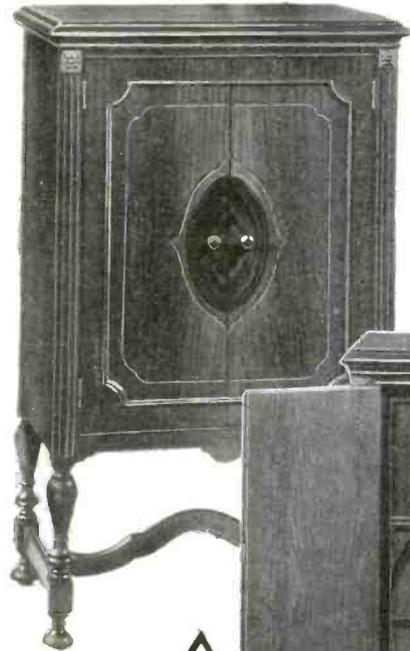


Absolutely New —

No Other Radio Like It

Apex Radio for 1927 is the result of a four-year development. It is entirely different—the circuit has nothing in common with any other circuit in the present day field of radio, while the cabinet design and workmanship are unquestionably the finest values ever offered the buying public.

APEX means radio at its very best — easy to sell and stays sold.



The APEX Consoles

are masterpieces of cabinet craftsmanship. They are products of the Plymouth Radio & Phonograph Company, of Plymouth, Wisconsin.

Specially designed for 1927-1928 Apex Radio Receivers.

See Us at the R. M. A. Show

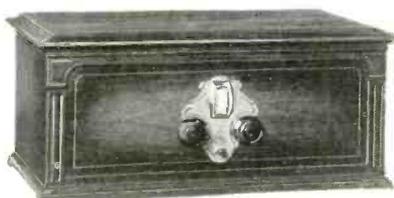
The Complete line of Apex Radio Receivers, both in the table and console types, will be shown there. During the Show Apex plans for 1927-28, also price range and other interesting details will be announced. Regardless of present line-up see the Apex showing if you would keep abreast of Radio development.

**BOOTH 94
Stevens Hotel
Chicago—June 13-18**



[Prices and complete data on Apex Sets adapted for socket power operation will be available shortly.]

APEX ELECTRIC MFG. COMPANY
1420 West 59th Street (Radio Division) Chicago, U. S. A.





PERFORMANCE

*that sets new standard
creates unprecedented
early demand*

CLASS OF SERVICE
This is a full-rate Telegram or Cablegram unless its character is indicated by a symbol in the check or in the address.

WESTERN UNION
NEWCOMB CARLTON, PRESIDENT
J. C. WILLEVER, FIRST VICE-PRESIDENT
The filing time as shown in the date line on full-rate telegrams and day letters, and the time of receipt at destination as shown on all messages, is STANDARD TIME.

Received at 2471 Atlantic Ave., Brooklyn, N.Y.
67N F AQ 26 BLUE

KANSASCITY MO 1041A MAY 12 1927

FREED EISEMANN RADIO CORPORATION
JUNIUS ST AND LIBERTY AVE

CONGRATULATIONS N R NINE SHOWS UP UNDER TEST FINEST SET YOU EVER BUILT
YOUR CLAIMS FOR INDUCTOR MORE THAN SUBSTANTIATED EQUAL AMPLIFICATION ALL
WAVE LENGTHS FOR THE FIRST TIME

CLASS OF SERVICE
This is a full-rate Telegram or Cablegram unless its character is indicated by a symbol in the check or in the address.

WESTERN UNION
NEWCOMB CARLTON, PRESIDENT
J. C. WILLEVER, FIRST VICE-PRESIDENT
The filing time as shown in the date line on full-rate telegrams and day letters, and the time of receipt at destination as shown on all messages, is STANDARD TIME.

Received at 2471 Atlantic Ave., Brooklyn, N.Y.
48N FDS 22

CINCINNATI OHIO 1036A MAY 13 1927

FREED EISEMANN RADIO CORPORATION
JUNIUS AND LIBERTY AVE

TREMENDOUS IMPROVEMENT SELECTIVITY YOUR NEW LINE A KNOCKOUT OUF
TESTS SHOW IT TO BE FAR AHEAD OF ANYTHING WE HAVE TRIED OUT

NI	Night Letter
TCO	Deferred
CLT	Cable Letter
WLT	Week End Letter

BLUE	Day Letter
WTE	Night Message
NI	Night Letter
TCO	Deferred
CLT	Cable Letter
WLT	Week End Letter

SYMB	
BLUE	Day
WTE	Night
NI	Night Letter
TCO	Deferred
CLT	Cable Letter
WLT	Week End Letter

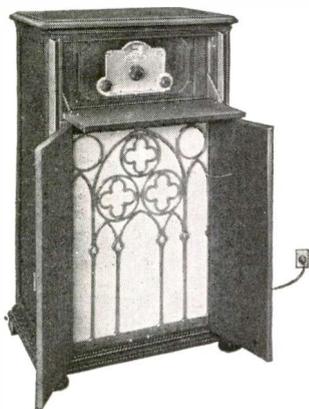
FREED EISEMANN

See 3 following pages



Here's the

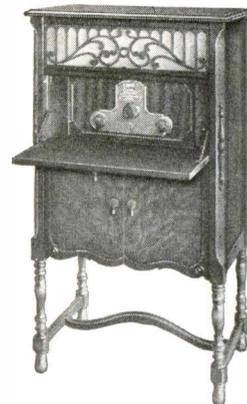
THIS IS THE LINE WITH



ELECTRIC!

Caswell-Runyan Console C-4—Spanish straight line cabinet. Unusually heavy construction. Stump walnut finish. Contains 84-inch phonic-type horn capable of delivering the finest tonal reproduction and unusual volume on both high and low notes. A cabinet of rare grace. List Price, cabinet C-4, including loud speaker unit . . . \$100.00

It is pictured with Model Electric 11, making a complete electric console set.



Caswell-Runyan Console C-1—A full-size graceful Tudor cabinet, finished in figured walnut. Violin-wood tone chamber. Handsome cross-bar affords additional leg support. Metal drop pulls. List Price, cabinet C-1, including loud speaker horn, less unit . \$40.00



MODEL 800-C-8—This novel 8-tube set can be moved from room to room. Has four stages Neutrodyne TRF. Beautiful Renaissance cabinet. Illuminated rotating drum designates station settings. Complete interstage shielding and individual tube shielding. Embodies the latest advances in radio engineering. List Price \$395.00

Set pictured in cabinet is model NR-9, a 6-tube Neutrodyne receiver.



MODEL NR-8—Six tubes, two controls, two stages Neutrodyne TRF and one stage inductively tuned Neutrodyne radio frequency. Complete metal shielding. Equipped with New Freed-Eisemann "Inductor". Mahogany cabinet. List Price \$90.00

MODEL NR-9—Six tubes, single control. Three stages Neutrodyne TRF, one of which is inductively tuned. Complete metal shielding. Equipped with New Freed-Eisemann "Inductor". List Price . \$100.00



FREED



New Line

COMPLETE PATENT COVERAGE



Caswell-Runyan Console C-3— Jacobean period secretary, figured walnut finish. The very newest in radio cabinet design.

Accommodates all necessary equipment. Rigidly constructed. Comes equipped with phonic-type (coiled) sound chamber, noted for exceptional tone quality. **List Price, cabinet C-3, including loud speaker horn, less unit \$70.00**

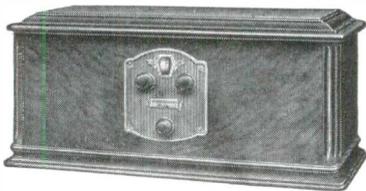
Set pictured is model NR-8, a 6-tube Neutrodyne



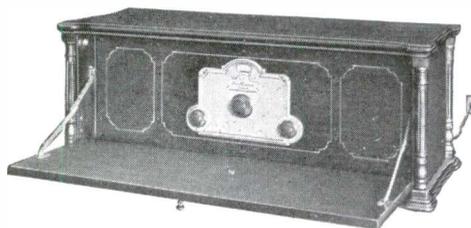
Caswell-Runyan Console C-2— Full-size luxurious Early American period cabinet. Heavily constructed. Finished in figured walnut. Violin-wood tone

chamber having splendid acoustical properties. Handsome wooden cross-bar affords additional leg support. **List Price, Cabinet C-2, including loud speaker horn, less unit \$55.00**

Set pictured in cabinet is model NR-9, a 6-tube Neutrodyne.



MODEL NR-77—An advanced 7-tube, single control Neutrodyne receiver. Four stages Neutrodyne TRF and two stages audio frequency supplemented by output transformer. Equipped with Freed-Eisemann "Inductor". Each radio stage individually shielded. Audio frequency stages in separate metal compartment. New type loop. **List Price (including loop) \$175.00**



ELECTRIC 11—Genuine electric receiver using standard tubes and only one additional tube. (No batteries, chargers, chemicals or dry cell tubes.) This 6-tube receiver has 3 stages of Neutrodyne TRF, one of which is inductively tuned. New Freed-Eisemann "Inductor" is incorporated. Audio frequency stages are supplemented by output transformer. Complete metal shielding. **List Price \$225.00**



MODEL NR-66—Single control, 6-tube Neutrodyne. Three stages Neutrodyne TRF (the first stage inductively tuned). Each radio stage completely shielded in separate metal compartment. Equipped with New Freed-Eisemann "Inductor". **List Price . . . \$125.00**

EISEMANN



New Construction Features

1. New telephone switchboard type wiring.
2. New 100% safety factor in design of all moving parts.
3. New oversize accurate bearings on all controls, insuring rigidity.
4. New drive system of tuning controls giving velvet-smooth operation.
5. Rigid inspection after every step in construction.
6. New service-proof volume control with automatic switch.
7. New Freed-Eisemann "Inductor", an exclusive feature which, for the first time, provides equal amplification on all wave lengths.
8. A new high standard of selectivity!

—and the most liberal dealer discount of any nationally advertised line

Write today for nearest distributor's name and address
FREED-EISEMANN RADIO CORPORATION
 Junius St. & Liberty Ave., Brooklyn, N. Y.

DUPLICATE

DATE *May 16, 1937*

DEALER'S NAME *John Doe, Inc.*

ADDRESS *25 Main St.*

CITY *Vanderbilt City*

COUNTY *Vanderbilt Co.*

POPULATION OF TOWN *150,000* STATE *Ill.*

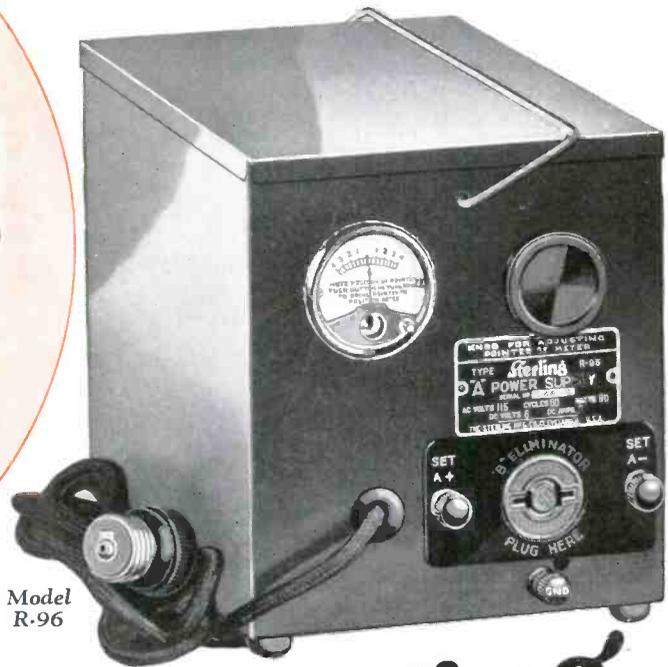
Retail Dealers' Agreement
 with the
Freed-Eisemann Radio Corporation
 Junius Street and Liberty Ave. Brooklyn, N. Y.

Specify Initial Order Placed by Dealer

2- <i>Electric 11, C-42</i>	2- <i>NR-8, C-3</i>
1- <i>800, C-8</i>	3- <i>NR-66</i>
3- <i>NR-77</i>	2- <i>NR-9</i>
2- <i>NR-9, C-2</i>	

Name of _____

FREED-EISEMANN



Model
R-96

this perfected Sterling "A" Power Unit!

STERLING'S new "A" Power Unit is the headliner of the light-socket field. Tested for mechanical excellence, proved out for power and tone quality in use, it is certain to be the season's big seller.

Compact for the console, attractive to the eye, this Sterling Power Unit combines everything that you or your customers look for in an "A" Power Unit. Meter equipped to insure adjustment to exactly the power needed—economical—permanent.

Its Raytheon "A" Rectifier, the tubeless rectifier that never heats up and cannot break, completely does away with after-sales servicing. In short, this is the light socket power unit that all Radiodom has been waiting for.

THE STERLING MANUFACTURING COMPANY
2831 Prospect Avenue Cleveland, Ohio

Sterling

"A" Power Unit

**At the R. M. A. Show—
don't miss this complete
new range of
Sterling Light Socket
Units**

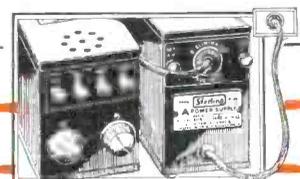
"B" Eliminators, in 4 models, priced from \$27.00 to \$55.00. All in step with the power requirements, conveniences and price demands of the 1927-28 season.

Also new "A" Battery Charger with Raytheon Rectifier and complete A-B-C Power Unit.

**Complete Sterling
Power for Radiolas**

(Illustrated below)

Thousands of Radiola owners want this simple Power Team. Fits right into cabinets of Radiolas 25 and 28.



See the full range of Sterling "A" Power Units, "B" Eliminators, Battery Chargers and other Radio Devices at the R. M. A. Show. Booth 68.



PERRYMAN RADIO **P** TUBES

"DISTANCE WITHOUT DISTORTION"

How to make a good time—*Better!*

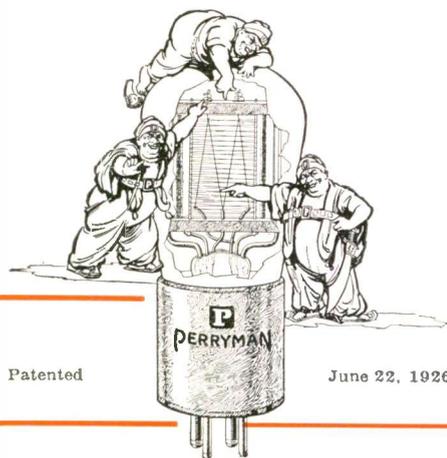
PATENTED PERRYMAN BRIDGE

RIGID CONSTRUCTION

TENSION SPRINGS

Be sure to visit our booth No. 48 at the First Annual Radio Trade Show and particularly our display room at the Hotel Stevens, during the show, and during the Third Annual R. M. A. Convention held at the Hotel Stevens in Chicago—June 13th to 17th.

*We'll be glad to see you—
and you'll be glad you saw us.*



Patented

June 22, 1926



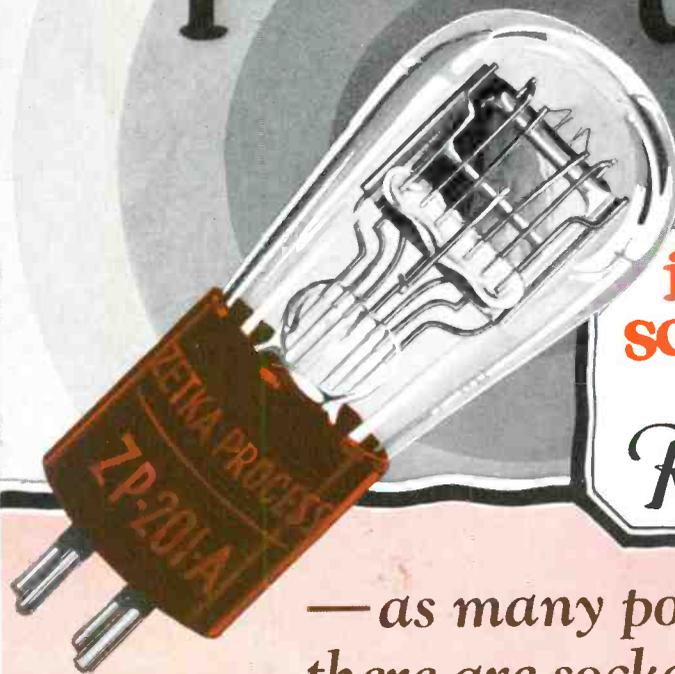
PERRYMAN ELECTRIC COMPANY, Inc.
33 WEST 60TH ST., NEW YORK, N. Y.
Laboratories—North Bergen, N. J.



JOBBERS

- Albany, N. Y., Fort Orange Distributing Co., 125 Madison Ave.
- Binghamton, N. Y., L. C. Grummond Co., 16 Morgan St.
- Boston, Mass., Dewey Radio Dist. Co., 635 Atlantic Ave.
- Boston, Mass., Regal Lgt. Co., 132 Lincoln St.
- Buffalo, N. Y., H. I. Sackett Electric Co.
- Buffalo, N. Y., Vim Cycle & Hardware Corp., 137 Broadway.
- Chicago, Ill., Leonard-Lynn Radio Co., Inc., 302 S. Wells St.
- Chicago, Ill., Monarch Electric Co., Adams & Desplaines Sts.
- Cincinnati, Ohio, Stanley A. Morsbach Co., 132 E. Court St.
- Dallas, Texas, Atlantic Sales Co.
- Dallas, Texas, Automotive Appliance Co.
- Dallas, Texas, Higgenbotham, Bailey, Logan Co.
- Dallas, Texas, Moore Bros. Electric Co.
- Dallas, Texas, Schoelkopf Co.
- Davenport, Iowa, Herman J. Horst, 415 West Third St.
- Davenport, Ia., Sickles & Preston Co.
- Detroit, Mich., Koploy-Ross, 1306 Randolph St.
- Detroit, Mich., K. O. Tire Stores, 2144 Grand River Ave.
- Detroit, Mich., R. W. Kumlter, 13188 Pinehurst St.
- Fort Madison, Ia., Perfection Sales Co.
- Fl. Worth, Texas, Cogdell Auto Supply Co.
- Grand Island, Neb., Plank Products Co.
- Kansas City, Mo., Standard Laboratories, 1406 Walnut St.
- Keokuk, Ia., Smith-Meylins Battery Co.
- Kansas City, Mo., Richards & Conover Hardware Co., Fifth & Wyandotte Sts.
- Kansas City, Mo., Gustin-Bacon Manufacturing Co.
- Lewiston, Me., Maine Warford Co.
- Minneapolis, Minn., Automotive Supply Co., 124 Washington Ave. N.
- Minneapolis, Minn., Plant Auto Equipment Co.
- New York City, Sanford M. Bookie, 221 Fulton St.
- New York City, Parsons & Whittemore, 299 Broadway
- New York City, Weber-Rance, 225 West 57th St.
- Niagara Falls, N. Y., Niagara Radio Stores, 422 Third Street
- Oklahoma City, Okla., Self, J. M. Supply Co., 511 No. Broadway
- Okmulgee, Okla., Moore, John M., Co.
- Omaha, Neb., National Accessories, Inc., 2051 Farnum St.
- Philadelphia, Pa., Lockwood Radio Co., Inc., 637 Market St.
- Reading, Pa., Geo. D. Barbey, 4th & Walnut Sts.
- Reading, Pa., Lewis T. Gamster, 5th & Walnut Sts.
- Rochester, N. Y., Sternberg, H. D. Corp., 152 Broad Street
- Rock Island, Ill., Beardsley Specialty Co.
- St. Louis, Mo., Rice-Stix, D. G., Co., Dept. No. 62.
- St. Louis, Mo., Wholesale Radio Co., 211 No. 10th Street
- Sherman, Texas, Hardwicke Etter Co.
- Sioux Falls, S. D., L. & L. Auto Sup. Co.
- Springfield, Mass., United States Radio Corp., 328 Dwight St.
- Washington, D. C., Harris Hdwa. Co.
- Washington, D. C., Potomac Battery & Electric Co., 1627 14th St., N. W.
- Wichita, Kans., Seesholts Fowler Radio Co., 113 No. Market St.
- Xenia, Ohio, Famous Auto Supply Co.

ZP-201-A power tubes



**in every
socket—
Without
Re-wiring!**

— as many power tubes as
there are sockets in your set

Think of it—without altering a single wire you can now use power tubes in *every socket*.

Do you know what this means to you? Just this! When a customer walks into your store today seeking to improve his set with a power tube, you can sell him not *one*, but a power tube *for every socket* . . . the new Zetka process ZP-201-A.

The oxide filament $\frac{1}{4}$ amp. ZP-

201-A-power tubes will give you everything you want in radio—power, selectivity, realism. *And more.* They will effect a saving in “A” and “B” current that materially lengthens the hours of battery service.

An installation of ZP-201-A's in every socket of any one of your demonstration sets will convince you that every socket *should* have a power tube . . . a ZP-201-A. The price, \$2.50 each, invites the purchase of a whole new set.

ZP-201-A is one of a complete line of clear glass tubes—each one meeting a definite radio demand.

(Zetka's sensational new 6 volt 1/10 amp. tube for electric sets is ready)

ZETKA LABORATORIES, Inc., 73 Winthrop St., Newark, N. J.

ZETKA
The Clear Glass Tube

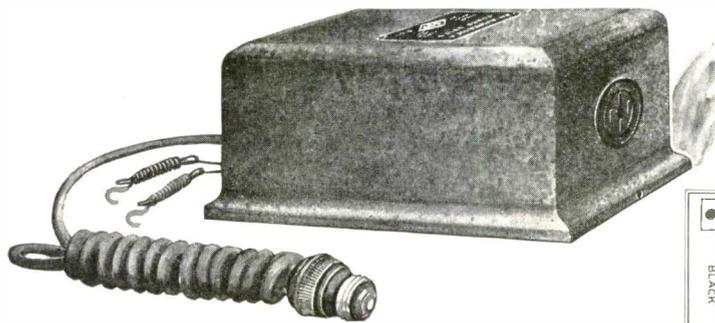


S-H

AUTOMATIC "A" POWER UNIT

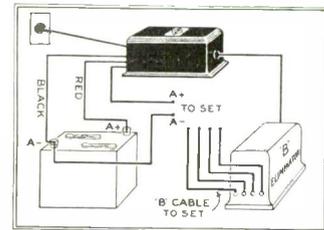
for use with house current and storage batteries

NO LIQUIDS



NO TUBES

ABSOLUTELY NO HUM



The Switch on the Set Does It All!

THIS power unit is the season's outstanding contribution to radio. Its automatic feature, for one thing, gives it first place. Just consider how much the radio fan will welcome the convenience of internal, automatic control which charges the "A" Battery the instant the switch on the receiving set is turned off and just as quickly cuts off the house current when the set is in operation. Stops charging automatically when the battery is fully charged. It will also control a "B" Eliminator, if used.

This unit has several popular features not found in trickle charges—a special patented device eliminates the possibility of a reverse current flowing back through the charge and causing the battery to run down. Hums and noises, which ordinarily filter through the house current, are entirely shut out with this unit because the house current itself is automatically switched off when the set is in operation.

There are no tubes to break or blow out—no acids and liquids to spill or require attention. All in all, the S-H Power Unit eliminates 90% of set trouble.

SOMETHING BRAND NEW

S. H. Lead-in— Lightning Arrester

Both in
One



Every experienced radio dealer will instantly recognize the marvelous sales possibilities of this ingenious device.

You can well imagine how the radio fan will jump at it when you point out how it eliminates numerous troublesome connections. Instead of SEVEN connections required where separate lead-in and lightning arrester are used—here you have only TWO.

A FULL WAVE UNIT

Operates at $\frac{3}{4}$ ampere rate. Economical to operate. Compact enough to fit inside average cabinet—neat and attractive in appearance. Like other S-H products, its guaranteed for results.

"AERO" Complete Aerial Kit It Sells and Sells

The "AERO" Aerial Kit needs no special introduction, but just a reminder to prepare your stock for the heavy selling season.

by its popularity. Sell a whole kitful instead of a few insignificant odds and ends. It's good business and a mighty fine service to your trade.

The "AERO" is known to the public through Saturday Evening Post advertising and you might just as well profit



If Your Jobber Can't Supply You, Write to Us

SWAN-HAVERSTICK, Inc., TRENTON, N.J.

FERRANTI

AUDIO FREQUENCY TRANSFORMERS

Yield Two Profits
on Sales



Audio Frequency
Transformer
TYPE AF-3 \$12.00
Ratio: $3\frac{1}{2}$ to 1
Dimensions $2\frac{1}{4}$ " x 3" x $3\frac{3}{4}$ "
Weight 1 lb. 14 oz.

A NEW standard in audio frequency amplification. Confidently recommended to all who wish the best in rich tone quality over the entire broadcast range.

1. The first profit in actual cash.
2. The extra profit in creating good will.



Audio Frequency
Transformer
TYPE AF-4 \$8.50
Ratio: $3\frac{1}{2}$ to 1
Dimensions $2\frac{1}{4}$ " x 3" x $3\frac{1}{4}$ "
Weight 1 lb. 8 oz.

A TRANSFORMER giving exceptionally uniform amplification at a moderate price. All types tested to 1000 volts between windings and between windings and ground.



Output Transformer
TYPE OP-1 \$10.00
Ratio: 1 to 1
Dimensions $2\frac{3}{4}$ " x 3" x $3\frac{3}{4}$ "
Weight 2 lbs. 10 oz.

THE finishing touch of the modern radio set. Will purify and improve the tone of your speaker. Prevents possible accidents and burnouts by eliminating D. C. and high plate voltage at speaker.

FERRANTI, LTD.
HOLLINWOOD, ENGLAND

FERRANTI, INC.
130 WEST 42nd ST.
NEW YORK, N. Y.

FERRANTI ELECTRIC, LTD.
TORONTO, ONTARIO, CAN.



MARING Magnet Wire

WHAT is the reason for the great increase in sales of MARING Magnet Wire to Radio Manufacturers? There is *one outstanding* answer—and that is specialization!

“MARING” makes but *one product*—Magnet Wire—and makes it so well that it has earned the reputation of “The Nation’s Finest Value in Magnet Wire.”

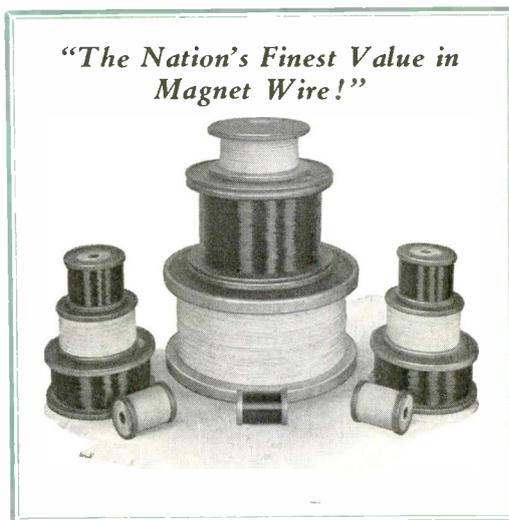
First, careful selection of raw materials is a commandment that is never broken. Then, at each production step, repeated and exacting tests are made to insure a uniform, dependable and long-lived wire.

All bare copper wire used in the manufacture of MARING Magnet Wire is drawn in our own plant to meet A.S.T.M. specifications. All MARING Enamelled Magnet Wire is processed in MARING-designed and MARING-built electrical

ovens, electrically controlled. This MARING Process guarantees to you a uniform baking of the enamel insulation and a consistent softness of the conductor itself.

Continuous search for improvements in machinery and methods is conducted by our Engineering Department, which draws upon a rich experience of nearly twenty years devoted exclusively to the manufacture of magnet wire. In short, viewed from every standpoint—physical, chemical and electrical—MARING Magnet Wire is unsurpassed in quality.

Our branch offices in the principal cities are in charge of men who are anxious and prepared to render valuable assistance to all who are interested in the use of magnet wire. Call upon them for this MARING Service. No obligation. New Free Catalog No. 27 mailed on request.



MARING WIRE COMPANY MUSKEGON MICHIGAN, U. S. A.

Branch Offices:

305 Broadway
New York City
212 Powers Bldg.
Rochester, N. Y.

902 Georgia Savings
Bank Bldg.
Atlanta, Ga.
805 Bulkley Bldg.
Cleveland, Ohio

11 S. Desplaines St.
Chicago, Ill.
(Stocks Carried)
217 Dickson St.
St. Louis, Mo.
(Stocks Carried)

4-118 General Motors
Bldg.
Detroit, Mich.
1004 Marquette Ave.
Minneapolis, Minn.

Scotfield-Beach Sales Co.
Samuel Bldg.
Toronto, Ont., Canada



“Look for the MARING Mark!”



\$35

POOLEY
RADIO CABINETS
for
ATWATER KENT
RADIO

**A New Radio Cabinet
of Quality by POOLEY
MODEL 2700-R-E**

Made especially to accommodate Atwater Kent Models 30 and 33 Receiving Sets and Model E Radio Speaker. Finished in American Walnut. Height 39³/₈" ; width 24¹/₂" ; depth 14¹/₄". Price, without set and speaker, \$35.

THE name Pooley has an immense market value. Ask any Pooley dealer. Pooley Radio Cabinets have behind them three seasons of widespread advertising, three seasons of successful selling, three seasons of giving the utmost in all-round radio pleasure.

The new model shown—with others that make up the line for 1927-28—gives every Pooley representative his greatest opportunity for cabinet sales. See the Pooley exhibit at the trade show.

THE POOLEY COMPANY

1600 Indiana Avenue

Philadelphia, U. S. A.

Prices slightly higher west of the Rockies, in Inter-Mountain States and Canada. Canadian Pooley Radio Cabinets are manufactured by Malcolm & Hill, Ltd., Kitchener, Canada.



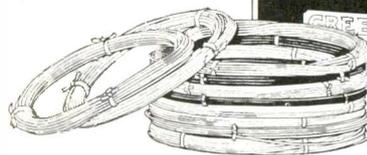
ACME WIRE RADIO PRODUCTS

SEE THEM AT THE R. M. A. TRADE SHOW, CHICAGO, JUNE 13-18

The entire Acme line will be shown at the New Hotel Stevens, Booth 135-C. Though our advertisements are always full of detail, they cannot take the place of actually seeing and examining the products. Our display at Chicago is to give you a clear, first-hand conception of the stride we have made in the past few months. Be sure to call and bring your dealer friends.

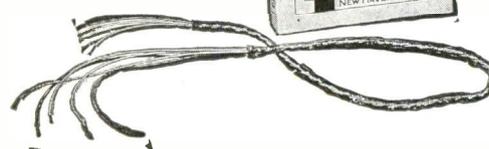
Acme Flexible Celatsite For Subpanel Wiring

Fine tinned copper wires twisted into a cable, then covered with improved, non-inflammable Celatsite compound. Soft and yielding, therefore, excellent for point-to-point and sub-panel wiring of radio sets. The insulation strips easily and the wires, being tinned, take the solder readily. Colors, red, yellow, green, maroon, brown, slate, blue, black and white. Retail in 25-foot coils attractively boxed.



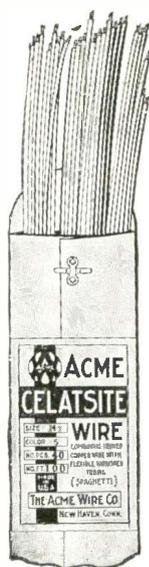
Acme Solid Celatsite For Above-Panel Wiring

This is Nos. 14, 16, 18 and 19 tinned copper wire covered with the same Celatsite compound described above. The insulation strips easily and will not crack at the bends. Acme Solid Celatsite in the small sizes, is adaptable for subpanel wiring; in the larger sizes it is ideal for visible wiring; the bright colors of varying shade make a splendid appearance. Made in red, yellow, green, maroon, brown, slate, blue, black and white; 30-inch lengths, single or assorted colors.



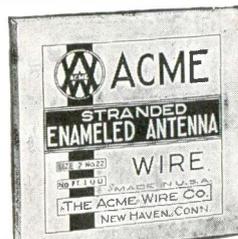
Acme Spaghetti

Acme Spaghetti is oil, moisture and acid proof, and highly dielectric; the choice of manufacturers of the most delicate electrical instruments because of its high quality. In 30-inch lengths, for wire sizes from 12 to 18. Nine bright colors: red, yellow, green, maroon, slate, blue, brown, black and white. (We also make tinned bus bar, round and square, in 2 and 2½-foot lengths.)



Acme Celatsite Battery Cable

A thoroughly insulated cable composed of five, six, seven, eight or nine Flexible Celatsite wires, all enclosed in brown Rayon braid. Each wire is of a different color. The workmanship and material are of the best. One to a box, with or without terminals.



Acme Stranded, Enameled Antenna

Made of seven strands of copper wire thoroughly enameled, then twisted into a firm cable. This type of antenna resists corrosion and presents maximum surface to the incoming wave. Signals come in at full strength. Made in sizes to equal Nos. 14 and 16 solid enameled antenna wire. (We also make solid and stranded bare, and stranded tinned antenna.)

Acme Loop Antenna

No wire should be sold for loops but the best. Acme Loop Antenna Wire is composed of sixty strands of No. 38 bare copper wire, to give it flexibility, and five strands of No. 36 phosphor bronze wire, to prevent stretching. Green or brown cotton next to the wire, and an outer covering of green or brown silk, result in splendid insulation and a very pleasing appearance. In convenient spools.



NOTE—If you cannot attend the show, send for catalog inserts giving discounts and describing the full line.

THE ACME WIRE CO., Main Office and Works, NEW HAVEN, CONN.

BRANCHES: New York, 52 Vanderbilt Ave.; Chicago, 427 West Erie St.; Cleveland, Guardian Bldg.; Boston, 80 Federal St.



▶ BASCO ▶

SUPER-QUALITY
**RADIO POWER
UNITS**

BASCO

FOR
ALL 6-VOLT
RADIO SETS FROM
1 TO 10 TUBES

BRIGGS & STRATTON CORP.

MILWAUKEE, WISCONSIN

See Next 3 Pages



BASCO

BASCO



Combination "A" and "B" Power

RADIO'S de luxe power unit — the sum total of operating efficiency and convenience! The product of a concern that has specialized in the manufacture of highest quality, precision-made equipment for more than fifteen years.

The Basco Combination "A" and "B" has every advantage that *any* radio power unit of this type *can* have. It supplies a constant, unfailing flow of full-voltage power to the tube filaments and plates, is entirely automatic in every phase of its operation, assures the highest degree of radio reception of which the set itself is capable, and requires so little attention that it is almost independent of human contact. The radio set switch controls it — the city power house supplies its source of electrical energy.

The "A" and "B" power units contained within the neat, compact, crystalline-lacquer-finished steel cabinet, are the same as the independent Basco "A" and "B" Units described on the opposite page. Note their features.

A Fully Guaranteed Complete Line

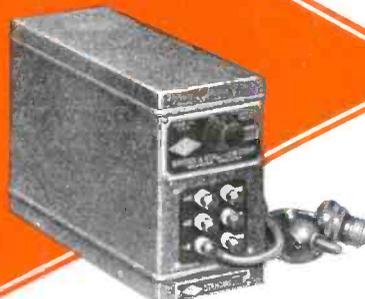
Here is thoroughly dependable, wonderfully efficient radio power for any 6-volt radio set of 1 to 10 tubes — "A" and "B" Combination, "A" Power, "B" Power — power that is generated without a trickle charge, and delivered with perfect smoothness, without line noises. Every Basco Unit is fully guaranteed both as to *performance* and *quality construction*. You are protected against all possibility of "customer come-backs."

Write for Details — A request for prices and details of our very complete dealer resale program will not obligate you in any way.
(See next page for additional facts)

BRIGGS & STRATTON CORPORATION, Milwaukee, Wis.



Radio Power Units



"A" POWER

1. **Exide Battery** in glass jar. Best quality "A" battery obtainable. Electrolyte level always visible through glass jar and observation windows.
2. **No gassing or spraying.** Oil film on top of electrolyte. Protection for floors, furnishings, etc.
3. **High-efficiency, Basco-made charging unit.** Entirely automatic. Starts charging when radio set is turned off—charges until battery reaches peak voltage, then automatically shuts off. No trickle charge. Economical operation.
4. **Emergency Switch** provides convenient means for re-vitalizing battery after it has stood idle a long time. Reduces "servicing".
5. **No line disturbances.** Power is delivered from fully charged battery to radio set—line power shut off during radio operation.
6. **No moving parts** to adjust or require attention.
7. **Liberal water capacity.** Only necessary to fill cells at long intervals.
8. **Colored Indicator Balls** show battery condition at all times.
9. **Colored Wires** simplify installation—make it "fool-proof!"

CHARGER

1. **Compact.** The smallest device of its kind; is no bigger than your fist. Neat appearing, sturdy.
2. **Highest efficiency** of any type of rectifier. 45% as compared to 18% or 20% for other chargers.
3. **Charges at 2½ amperes**—ideal rate for keeping battery in the best condition and prolonging its life.
4. **Low power consumption.** Uses only 40 watts.
5. **Absolutely silent.** No hum or vibration.
6. **No moving parts.** Nothing to replace except fuses and Raytheon rectifying cartridge when worn out.
7. **Two-winding transformer** eliminates all dangers due to grounds in receiving set.
8. **Permanent battery connection.** Not necessary to disconnect from battery between charges. Simply disconnect from light circuit.
9. **Safety Fuse.** Protection against possibility of damage to radio receiver, battery, and charger.
10. **Ideal for charging automobile batteries.** Can be conveniently carried in auto kit.

"B" POWER

1. **New Exclusive Hook-up.** Gives best reception of which radio set is capable. Storage capacity in filter circuit brings out deep, low notes and highest pitched tones, with maximum clarity, in full volume.
2. **Special Voltage Adjusting Knob** for instantly finding and setting ideal "B" plus voltage for any power tube used in sets of from 1 to 10 tubes.
3. **Variable Outside Control** for regulating intermediate voltage to requirements of set. Fixed 22 and 45-volt taps.
4. **No moving parts.** Minimum servicing.
5. **Extra high quality materials throughout.** Wire-wound resistors instead of ordinary composition resistors; best type of condensers for filter bank; highest inductance choke coils.
6. **Power Cord Switch** makes it convenient to turn "B" Power on and off without withdrawing plug.
7. **Best Type Rectifying Bulb.** Fully guaranteed.
8. **Colored Wires and Colored Terminals** simplify installation for customer.
9. **Noiseless.** No hum or line disturbances.

(See next page for additional facts)

BRIGGS & STRATTON CORPORATION, Milwaukee, Wis.

**BASCO Radio Power Units**

Built to this
Combined *High Quality Standard*
Exide
Raytheon
BASCO

EXIDE, Raytheon, Basco — three names that represent a standard of reputability, general excellence, and service responsibility second to none in their respective fields—**second to none as a joint combination!**

Basco technical engineering and precision manufacture have utilized the best materials and component units available (Exide glass-cell "A" battery, Raytheon rectifier), to create

radio power units of outstanding quality, backed by almost universal servicing—a big selling asset.

A constantly growing discrimination on the part of the radio public has created a waiting demand—an **eager market**—for a line of super-quality radio power units, such as this. Can you afford to do less than to supply that demand? Basco Power Units offer you this opportunity.

Backed by Extensive National Advertising Program and Dealer Re-sale Co-Operation

The Basco line of Radio Power Units will be extensively advertised next Fall, and a complete, comprehensive program of dealer re-sale co-operation has been developed to move

the merchandise from your store, into the customers' homes. Basco advertising will work for you—the Basco sales and distributing organization will work with you.

Write for name of nearest Basco distributor, prices, discounts, and details of our selling program.

BRIGGS & STRATTON CORPORATION, Milwaukee, Wis.



RADIO **ACME** Products

Give Matchless Service

Known from Coast to Coast for their extreme reliability and efficiency. Designed and built by Engineers of the highest standing in Radio.

Visit our Display at Booth No. 122, "R. M. A." Exhibit, Stevens Hotel, Chicago, June 13th to 18th.

RMA



ACME "A" POWER UNIT,
TYPE APU-6

Furnished complete with six volt A battery and rectifying tube, the Acme Automatic Control Switch, the Acme Two Rate Trickle Charger and socket for connecting with "B" Power Supply Unit. Very attractive. Lists complete with battery and rectifying tube at only \$35.

May be purchased without the A battery and rectifying tube for only \$19.



ACME "A and B" SOCKET POWER UNIT

"B" Power Supply capacity 40 milliamperes at 150 volts.

Type AB-1

Recommended for six to eight tube sets and Radiolas. Consists of a standard high grade six volt storage battery, capacity 40 ampere hours, also an Acme BE-40 "B" Power Supply Unit, the Acme Two Rate Trickle Charger and the Acme Automatic Control Switch enclosed in an attractive lacquered case. Bulbs, cord and sockets included. Automatic in operation, controlled by switch at set. This unit is made with one external control placed in primary side with fixed internal resistors.

List price complete ready to operate, \$67.50

ACME "A & B" SOCKET POWER UNIT

"B" Power Supply capacity 60 mills at 180 volts.

Type AB-2

Recommended for any number of tubes. Includes same equipment as the AB-1 except the BE-60 eliminator is used and is supplied with 3 controls, one external and two internal.

List price complete ready to operate, \$72.50



ACME AUTOMATIC CONTROL SWITCH

Connects to receiving set and automatically simplifies the changing and operation of any unit. Should be on every set. Compact, guaranteed to operate satisfactorily. Made for both four and six volts and lists at only \$3.75



ACME UNIVER-
SAL "B" SUPPLY
UNITS

BE - 40

Recommended for six and eight tube sets, with power tubes. Two variable controls. Capacity 40 m.a. at 150 volts. QRS, 85 mill tube furnished as standard equipment. Raytheon BH tube can be used. Complete with tube at only

\$35.

BE - 60

Recommended for sets with any number of tubes, including power tubes. Two variable controls. Capacity 60 m.a. at 180 volts. QRS, 85 mill tube furnished as standard equipment. Raytheon BH tube can be used. Complete with tube at only

\$39.50.

Prices given are for East of the Rockies and 60 cycle 110 v. operating

ACME TRICKLE
CHARGER WITH
AUTOMATIC RELAY
TYPE ATCSR

Consists of a standard Acme Type AT-2 Trickle Charger with Acme Automatic Control Switch with special socket plug for connecting with B Eliminator.

Lists complete with tube at: only \$17.50



ACME TWO RATE TRICKLE
CHARGER—TYPE AT-2

Designed to serve any radio receiving set. Two charging rates may be obtained by simply throwing the Toggle Switch on the outside of the charger, giving 1/2 or 1 1/2 amperes as desired. Lists complete with two ampere bulb at only \$14.00



ACME UNIVERSAL CHARGER—
TYPE AU-2

Designed to efficiently charge either four or six volt batteries, also forty-eight cells of radio B battery. Two independent windings. Batteries may be charged with radio set in operation. List price complete with two ampere bulb, \$16.00

Acme Radio Products are nationally advertised and sold by leading jobbers in every section of the country. Ask your jobber or write us at once for our special proposition.

FACTORY REPRESENTATIVES in Boston, New York City, Cleveland, Chicago, Milwaukee, St. Louis, Des Moines, San Francisco, Los Angeles, Dallas, Toronto, Canada.

THE ACME ELECTRIC and MANUFACTURING COMPANY.
1435 Hamilton Avenue Cleveland, Ohio



Presenting--

The First and only Complete Line of Radio Power Units—

Sentinel

Completely Automatic!



Sentinel A·B·C (Completely Automatic) Power Unit Beverly Model



The most elaborate description of this unit would fall far short of doing justice to the importance it holds in the radio world. It is the first and only completely automatic A-B-C power unit. In the "Beverly" model pictured above, equipped with volt meters which allow perfect control of all plate voltages, the set owner has everything he could desire for power operation of ANY receiver.

Entirely New - - Radically Different!

BOOTH
NO.
154

EXHIBITORS' SECTION ~ R.M.A. TRADE SHOW



See Us at the R. M. A. Show
BOOTH No. 154

STEVENS HOTEL, CHICAGO, JUNE 13-18

Sentinel

Completely Automatic!

A-B-C Power Units



for every Radio Power Need

The Sentinel line is complete. It provides for every electrical need of Radio. For the set owner who has a storage battery and wants automatic "A" power, we have perfected the Automatic Relay and Charger; if he has a charger and storage battery, the Automatic Control Unit alone will answer his purpose. The Sentinel Automatic "A" Unit provides relay, charger and "A" battery all in one compact case. The Sentinel "B-C" unit furnishes voltage "B" for ANY set, with ample reserve current; 80 mil. at 180 volts. Going still a step further, the Automatic Relay, Charger, "A" Battery, and B-C unit are scientifically combined into one master unit for all radio power purposes—the Sentinel A-B-C.

There is nothing on the market to compare with Sentinel products. They are absolutely unique—and their perfect performance is guaranteed. Our extensive schedule of forceful marketing and advertising has started. The demand is now in excess of present production capacity. Eighteen branch offices assure jobbers of unusual service and co-operation. Write for all the facts and see us at the R. M. A. Show in Chicago.

SENTINEL MANUFACTURING COMPANY
9705 Cottage Grove Chicago, U. S. A.



\$65
Beverly Model Sentinel B-C Power Unit
The 3 meters give absolute control of all plate voltages



\$7950
A-B-C (Completely Automatic) Unit
Supplies every Power Requirement of Radio



\$15
Sentinel Automatic Control
Makes Your "A" Battery and
Charger Completely Automatic



\$2950
Sentinel Auto Control and
Charger
Makes Your "A" Battery a Com-
pletely Automatic Power Unit



\$40
Sentinel Completely Automatic
"A" Unit
"Not a Trickle Charger"



\$44 50
Sentinel B-C Unit
Furnishes "B" and "C" voltages
for ANY Set with ample reserve
current; 80 mil. at 180 volts.



HERE'S SOMETHING NEW THAT WILL MAKE



See it at the R. M. A. Trade Show
Space 105—Stevens Hotel
Chicago—June 13 to 18

Also American Furniture Mart
Space 1123—666 Lake Shore Drive
Chicago—June 27—July 16, 1927

BACKED BY FIVE YEARS OF INTENSIVE DEVELOPMENT

Although Puropower is offered as something that is intriguingly NEW—it is almost as old as practical Radio—for it has been in process of development for the last five years and is the result of experiments which have been going on almost since the inception of radio itself. Puropower, therefore, is no

experiment. It is a PROVED success. Not only is it being used to increase the joy of the individual Radio owner, but its tone is so pure and its power so prodigious that theaters and movie houses have found it practical to hook Puropower up to an ordinary phonograph and use it instead of an orchestra.

PLATTER CABINET COMPANY ~



YOU A LOT OF UNEXPECTED PROFIT

THE BIGGEST RADIO HIT OF THE YEAR

ANY radio fan knows that he gets much better tone quality but insufficient power and volume on the first stage of his set, particularly on weak and distant stations, and so he plugs into higher stages. He admittedly amplifies the tone, but unfortunately he also amplifies the squeals, squawks, whistles and yowls.

As a result, far too many people are soured on radio.

There are two ways of stepping up the volume, mechanically or electrically. By far the ideal way is to do it mechanically. This calls for an almost super-human loud speaker.

The new Puopower enables the radio-owner to get practically the same volume on the first stage as the best of the rest of loud speakers give on the second stage of amplification.

Now for the first time it is possible to get the power of the second stage in combination with the pure tone quality of the first stage—all on the first stage.

Puopower is made on the principle of the finest violin instead of the megaphone. Therefore, it catches the soft, mellow undertones so vital to harmony. Every instrument and voice register with complete naturalness.

A COMPLETE LINE OF CABINET RADIOS

Puopower as a separate unit comes in two sizes, similar to the illustration on the opposite page—neat and attractive.

In addition, Puopower is offered already installed in several different models of cabinets, each beautiful in cabinet work and embodying a set with great receptivity, wide range and unusually faithful reproductive qualities.

It is also available in connection with an amplification stand to increase the power of a radio set or to increase the volume of a phonograph by means of electrical amplification.

Write for complete details including prices and terms.

NORTH VERNON - IND.



HEARING IS BELIEVING

We do not ask anyone to accept Puopower on faith. The Platter representative carries with him this Comparaphone so that you may hook up every radio horn and speaker in your place and compare them all with Puopower.

If you don't say Puopower is best we don't want your business.

Incidentally—in order to remove all trace of favoritism, we recommend that these tests be conducted behind a curtain or screen—so that you may make your decision as to which speaker is best before you know which one you have endorsed.

Puopower invariably is proved best by test.

A PART OF THE PLATTER FRANCHISE

Every retailer who sells Puopower is given an opportunity to secure a Comparaphone for demonstration purposes *at our cost*. This Comparaphone is a part of the Platter franchise. We make it EASY for you to sell Puopower by enabling your prospects to hear THEIR OLD HORNS in comparison to this new and revolutionary improvement over all radio speakers of the past!

That's one reason why Puopower SELLS!

Mail the coupon for details.



PLATTER CABINET CO.
North Vernon, Ind.

- Please send the information checked below:
- Puopower proposition for retail dealers.
 - Puopower proposition for radio manufacturers.
 - Puopower proposition for phonograph manufacturers.
 - Puopower theater installation.

Signed _____

Address _____

City and State _____



Dubilier LIGHT-SOCKET AERIAL

Not just new, but *better*—better construction, better appearance and better sales possibilities!

Like its famous brother, *Ducon*, with a sales record of over a million, The New Dubilier Light Socket Aerial will be backed with enough advertising to *insure* volume sales for every Dubilier dealer.

Through wide-spread use of newspapers and national magazines, the buying public will learn how The Dubilier Light Socket Aerial actually improves reception while eliminating unsightly and inefficient outdoor antennæ.

As a profitable summer item, the light socket aerial is a winner, for it cuts down static to the vanishing point.

A new counter-display carton in the familiar Dubilier orange and blue holds ten individual boxes. Your jobber is ready for your order. Stock them now and catch those summer-time customers.

RETAIL PRICE, \$1.50

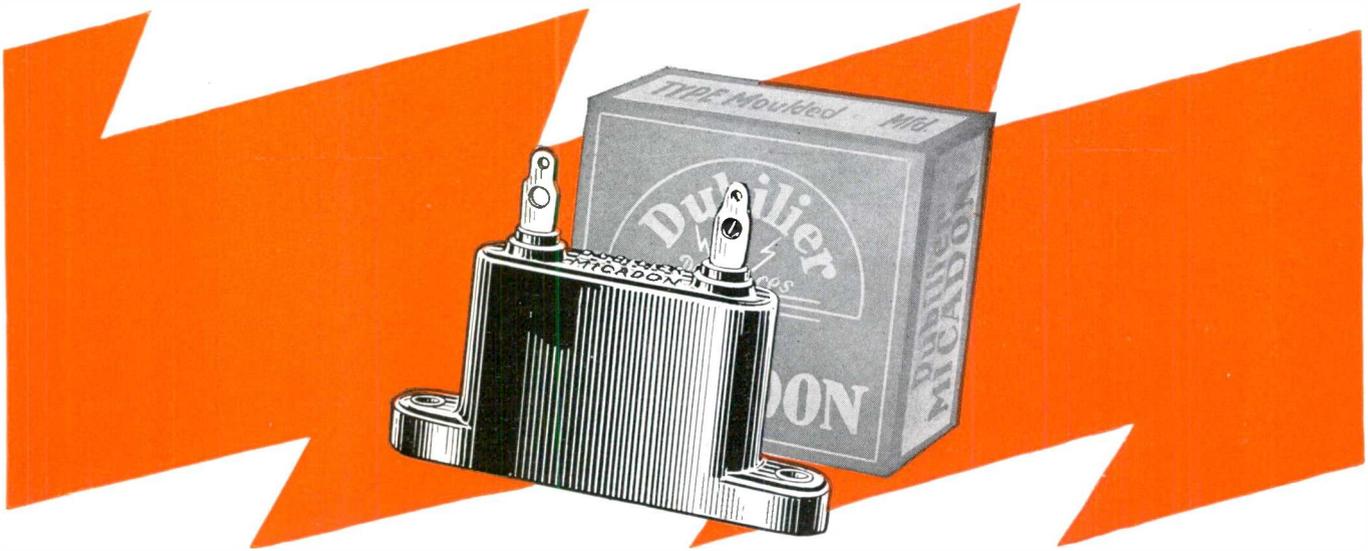
Behind the Scenes

The actual *manufacturing* of radio devices is comparatively simple, but the experiments, research and tests that are necessary to the development of a successful piece of apparatus require an extravagant outlay of time, money and brains.

Every device marked "Dubilier" is the product of one of the world's largest and best-equipped electrical laboratories—Dubilier's. When O.K'd by our engineers—and not before—new devices or improvements are put into production in Dubilier's factory, where *quality* stands head and shoulders above *quantity*. As a result, every Dubilier product has a higher factor of safety than any similar device, and a consequent longer life.



Dubilier



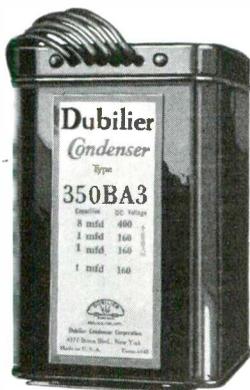
The New Micadon

"The Standard Fixed Condenser of Radio" has adapted itself to the modern trend of set building with a molded Bakelite case, compact in size, neat in appearance and highly efficient in performance. To secure for the dealer still better volume on the sales of this famous condenser, we have boxed the new Micadon in attractive individual packets.

CAPACITIES—PRICES

Capacity	List Price	Capacity	List Price	Capacity	List Price
.00005 mfd.	\$.45	.001 mfd.	\$.50	.003 mfd.	\$.60
.0001 "	.45	.0015 "	.50	.004 "	.60
.00025 "	.45	.002 "	.50	.005 "	.70
.0005 "	.45	.0025 "	.50	.006 "	.85

There is a Dubilier Condenser for every purpose



Dubilier block condensers carry a safety factor of at least five to one. This insures longest condenser life obtainable.

Just now the new ABC radio power units occupy the center of the radio stage. These units promise to be the most popular in manufactured and homemade receivers, because they operate standard 1/4 amp. tubes. Once more Dubilier engineers have produced the necessary condenser equipments. For Raytheon—Dubilier block condensers Type 350-BA-1, 350-BA-2, 350-BA-3. These units are the approved condensers for use with the Raytheon BA-350 mil tube and power unit.

No matter what the purpose, whether radio or industrial, from the smallest to the largest, from a few volts to thousands of volts, there is a suitable Dubilier condenser, with its great safety factor, which insures long and economical life. Dubilier condensers are built to last indefinitely.

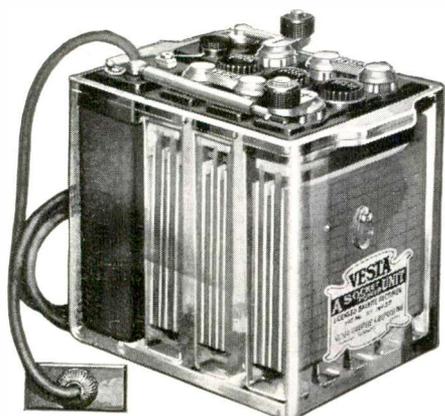
DUBILIER CONDENSER CORPORATION
4377 Bronx Blvd., New York

Dubilier



First Showing of the NEW VESTA FULL LINE of A and B POWER UNITS

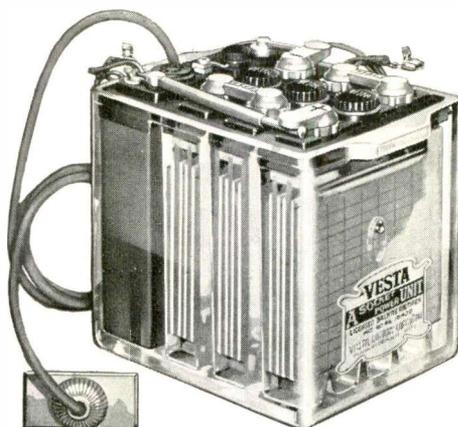
at Radio Manufacturers Ass'n
Radio Show-Hotel Stevens, Chicago
June 13th to 17th Inclusive



VESTA Type A-100
Radio A Socket Power Unit

Now has both HIGH and LOW charging rates making it adaptable for sets of any number of tubes. THE CLEAR GLASS CASE, with everything in plain view, is a very valuable feature to both dealer and user. Has built-in hydrometer and trickle charger.

(Licensed Balkite Rectifier Patent No. RE 16438)



VESTA Type A-101
Radio A Socket Power Unit with relay

This unit differs from the Type 100 in that it has, in addition to the HIGH or LOW charging rate, a relay which automatically disconnects charger when receiving set is in use. This eliminates all possibility of hum. Built-in trickle charger and hydrometer.

(Licensed Balkite Rectifier Patent No. RE 16438)



VESTA
B Socket Power Unit

The latest perfected Vesta product, complete with relay which automatically disconnects when set is turned off. Likewise serves the same purpose for the "A" Unit when connected with same. No tubes to burn out. No water to be added.



VESTA Improved
Trickle Charger

Now has the HIGH and LOW charging rate and improved type electrodes that will give uninterrupted service for several years.

(Licensed Balkite Rectifier Patent No. RE 16438)

THE very latest engineering accomplishments in Radio Power Units—both A and B—and a complete line of Radio Tubes—will be presented to the trade upon this occasion—the greatest Radio Show ever held by manufacturers—for the trade exclusively.

It is quite logical that Vesta should lead in the advance of radio power units. Vesta has 30 years of quality battery building to teach it just what is best.

If you cannot visit the big show—in the new \$27,000,000 Stevens Hotel—write for bulletins on these latest products—or ask the Vesta Central near you.

VESTA

VESTA BATTERY CORPORATION

2100 Indiana Avenue, Chicago, Ill.

Makers of Vesta Quality Batteries—Automobile and Radio—for 30 years



NOW—Complete Line of
Vesta Quality Tubes

The Vesta Line of Quality tubes now includes tubes for every radio requirement. POWER and DETECTOR tubes have been added. Tubes with adapter bases. Now you can specialize on this one line of Quality tubes—with the non-microphonic feature.



A DEALER FRANCHISE

Backed by a
NEW RADIO STANDARD



To our jobbers and dealers, the Amrad Franchise represents a highly profitable connection. There will be only a limited number, however, because the Amrad policy is to restrict jobbing territory to exclusive distributors—and appoint exclusive dealers only.

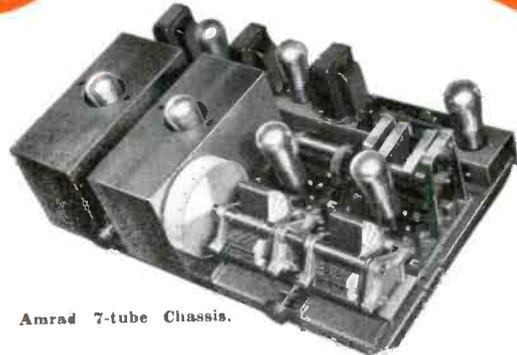
This means close cooperation with our jobbers and dealers—and in back of it all a radio set unique in the industry. For we have created, as a result of four years of engineering progress, a heavy-duty, 6, 7 and 8 tube chassis, pure single dial, solid copper shielded, so selective, so exquisite in tone, so rugged in construction that it fully deserves the praise it has met with wherever it has been shown.

Complete line of Royal Series Amrad Receivers on exhibition at the Chicago Radio Trade Show, Stevens Hotel—539-A; also full outline of Amrad National Advertising in Saturday Evening Post and daily papers.

For full information regarding open territory, address

The AMRAD Corporation
Medford Hillside, Mass.

(Manufacturers of Amrad Sets under R.C.A. and Neutrodyne licenses, for the Crosley Corporation.)



Amrad 7-tube Chassis.

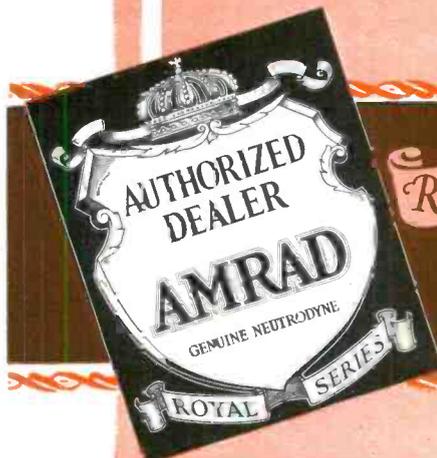
Pure single dial control. Fully shielded—shown above with two shields removed. Micrometer precision and extra-heavy construction has given to every part, from condenser gang to tone filter, an exclusive quality and exactness that means once installed the Amrad set may be forgotten. It won't need service.

The Berwick
6-Tube Console

6-tube chassis and built-in Cone Speaker, in cabinet of dark selected walnut, simple and graceful in design. Drop door in front. Loop or antenna operated.

The Windsor
—7-Tube
Compact

Pure one dial control, fully shielded, loop or antenna operated. Artistic cabinet of hand polished walnut. Extremely selective—with mellow tone character.



Royal Series

AMRAD

NEUTRODYNE

A Sign of
Utmost Quality!



Valley "A" Power Unit

Makes it possible to completely electrify any set. Eliminates 6-volt storage battery by replacing both the "A" Battery and Charger. Contains no batteries, tubes or moving parts; no hum. Simply connect up Valley "A" Power Unit in place of the storage battery. If "B" Power Unit is used plug it into back of the "A" Power Unit and you have a completely electrified set without disturbing or making any changes in your set and using your present tubes.

Consumes current from light socket only when set is in use. One switch on the Valley "A" Power Unit turns on both "A" and "B" Power. It is not necessary to use the switch on your set. Results are much more satisfactory than when storage battery is used.

List Price \$39.50
f. o. b. St. Louis

Handsome black enamel, satin finish case, complete with cord and plug.

Valley B Power Unit



Model 40. Designed for use with radio receivers of 5 and 6 tubes or less. Supplies all B current necessary including extra B voltage and C voltage required when a UX-171 power tube is used.

The tube supplied with this unit is the standard Raytheon type BH tube which is ideal for this service.

List Price \$37.50 (including Raytheon Tube) f. o. b. St. Louis

Built compactly in black enameled case with C tap, detector and intermediate controls, and binding post on front panel.

Valley Automatic Charger



List Price \$16.50 f. o. b. St. Louis

Combines the desirable features of all other types of chargers. Thanks to the Raytheon Element and Valley engineering ingenuity, this automatic charger has in its favor every factor for making it one of the biggest and most popular selling items on the radio market in 1927.

Charges at either 1 1/2 or 2 1/2 amperes. Equipped with automatic B power relay switch and battery charger control. We recommend it as far superior to trickle chargers. Small, Compact. Black enameled case, satin finish. Comes complete with cord, plug, leads and clips.

Where a quiet charger is desired, the Valley Two-Bulb Charger will meet every requirement. No adjustments. Nothing to get out of order. Comes complete with cord, plug, leads and clips. Equipped with handle.

List Price (without tubes) \$15.00
Rectigon Tubes, each 4.00

Valley B Power Unit

Model 60. The big Valley B Power Unit. Designed for all radio receivers up to 12-tube sets. Also supplies plate voltage necessary for a power unit or power tubes.

The Raytheon Tube is used with this unit also, because of its long life and satisfactory performance.

Toggle switch on the panel controls current from lighting circuit. Mounted in handsome black metal case.



List Price \$50.00 (including Raytheon Tube) f. o. b. St. Louis

Charges Your Battery Overnight



The Valley ABC Charger operates at a 6-ampere rate with 6-volt batteries and is capable of recharging a storage battery between signing-off time to night and listening-in time tomorrow. Only two working parts—the contacts, which can be replaced cheaply and quickly by anyone. Safe, dependable, economical. Comes complete with cord, plug, leads and clips.

List Price \$19.50, f. o. b. St. Louis

This Two-Bulb Charger is Noiseless

The Valley Charger is a bulb type rectifier. May be used with one bulb or two, to charge at either 2 1/2 amperes or 5 amperes.

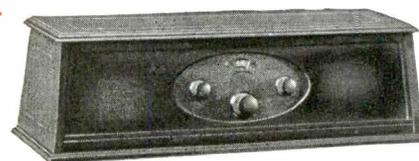


Model 52. List Price \$90.00 Without Accessories

Valleytone Radio Receiver

Made on the exclusive Valley principle of potential balance, the Valleytone Radio Receiver has built among thousands of satisfied users a reputation for selectivity, tone quality, volume and range.

On the left is shown the Valleytone No. 52, a two-dial control 5 tube receiver, and on the right is shown Valleytone No. 71, an advanced one-dial 7 tube receiving set.



Model 71. List Price \$95.00 Without Accessories

Valley Electric

Write the factory or the nearest office for further details, discounts, dealer helps, etc. VALLEY ELECTRIC CO., Radio Division, 4515 Shaw Avenue, St. Louis, Mo.

District Offices: Boston, Chicago, Cleveland, Indianapolis, Kansas City, Minneapolis, New York, Philadelphia, San Francisco

Visit the Valley Exhibit at R. M. A. Show Booth 131. Ask to see the New Valley A Power Unit



Licensed by Rider Radio Corporation Under Pats. Pending.
Patented 5-2-'16
Patented 7-27-'26

A True Balancing Device for Radio Frequency Amplifiers

PHASATROLS

Radio fans know a good accessory when they see it. Everywhere they're buying PHASATROLS to suppress the squeals and noises caused by radio frequency oscillations.

Technical write-ups by authorities, our national advertising, and enthusiastic users have created a country-wide demand. Dealers, get your share of PHASATROL business. Stock them NOW.

List \$2.75



Licensed by Technidyne Corporation Under U. S. Patent No. 1593658, July 27, 1926.

A True Tone and Volume Control.

TONATROL

Here is Electrad's latest money-maker—a highly efficient and perfected tone and volume control.

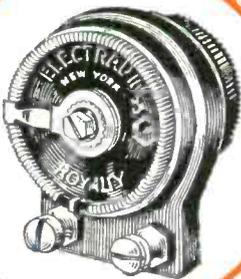
This new device has been tested and approved by radio experts. Write-ups by radio editors and our advertising are putting it over. That's why it has met with an immediate response wherever introduced.

Sturdily made of genuine Bakelite. Very simple to install. Prepare for TONATROL business by adding it to your stock.

Tonatrol—Standard Volume Control
List \$1.50

Tonatrol—Type W. S. (with filament switch attached)
List \$2.00

ELECTRAD ELECTRAD



Exclusively Licensed by Technidyne Corporation Under U. S. Patent 1593658.

Royalty Variable High Resistances

Fans everywhere prefer Electrad Royalty Variable High Resistances because they know from our advertising, write-ups by radio editors and satisfied users their remarkable accuracy and reliability for all control purposes.

If you now handle this easy-selling item let your customers know about it and "cash" in on their sales possibilities. If you are not already stocked, place your order with us immediately. A range for every purpose—11 in all. Type E, List \$2.00. All other types, List \$1.50.



Listed by Underwriters Laboratories

Safe

ELECTRAD Lamp Socket Antenna

Fans have learned from our advertising and the experience of happy users the quality and efficiency of this antenna. They know it is neat, simple and safe—consumes no current—and makes every outlet an aerial. That's why this Electrad Lamp Socket sells fast at a substantial profit. Stock this accessory.

List \$1.00

Write for free Hook-Up Circulars on these and Other Electrad Products—also for descriptive circulars.

Dept. 82

175 Varick Street, New York, N. Y.

ELECTRAD ELECTRAD



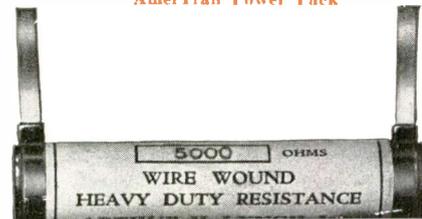
LYNCH METALLIZED



Lynch Resistance-Coupled Amplifier Kit



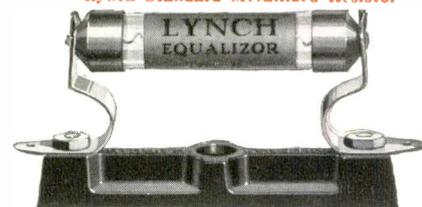
Lynch Heavy Duty Resistor For Use With AmerTran Power Pack



Lynch Wire Wound Heavy Duty Resistance



Lynch Standard Metallized Resistor



Lynch Equalizer With Single Mounting



Lynch Leak-Proof Double Mounting

The Complete line of electrical Resistance—the line of least Sales resistance

Two New Lynch Items

Lynch Metallized Resistance-Coupled Amplifier Kit for use with the New Cunningham and Radiotron High-Mu Tubes.

Lynch Heavy-Duty Resistor for use with the AmerTran Power Pack—the latest addition to our complete line of wire-wound resistors.

The radio public is just as anxious today as ever to take advantage of new developments that mark true radio progress. These new Lynch products are stepping-stones to better radio reception. Manufacturers, jobbers and dealers already know Lynch quality and are enthusiastically behind this advance. If you have not used and sold Lynch parts before, start now with these much-talked-of items for which a popular demand is assured.

Lynch Metallized Fixed Resistors

Noiseless — dependable — permanently accurate — Lynch resistors are steadily mounting in importance as profit-bringers. For solution of resistance problems, they're unbeatable. Engineers, radio authorities, and experimenters are continually specifying "Lynch Resistors." Publicity, gained thru genuine merit, is sending the sales curve higher and higher.

Lynch Equalizers

give perfect filament control and replace filament rheostats. There is a type for every tube and for every combination of tubes.

Lynch Suppressors and Leak-Proof Mountings

prevent oscillation in radio frequency receivers.

Arthur H. Lynch, Inc., welcome the opportunity to build to your specifications any type of resistance element. The facilities of the Lynch engineering staff are at your disposal. Inquiries in regard to Lynch apparatus and technical problems in the resistance field will receive prompt attention. Complete merchandising information on request.

WRITE

Arthur H. Lynch, Inc.



1775 Broadway, New York City



We Bring Our Plant to You at the Show



Call at Booth No. 20 and we'll take you thru the plant and show you *HOW* CeCo Tubes are made and *WHY* they make a *good* receiver Better. This is our personal invitation to you—Come!

See these New and Important Members of the CeCo Family

TYPE D-½

"CeCo" type "D-½" corresponds to UX-216 B and is a half-wave rectifier of high emission and long life for use in A, B or C eliminators or power-packs.

Fil. Volts 7.5
Fil. Amps . . . 1.25
A. C. Volts . . . 550
D. C. M/A . . . 65

List Price . . . \$7.50

TYPE L-10

"CeCo" type "L-10" corresponds to UX-210 and is a power tube for voltages up to 425 used in special power-packs and sets designed for high voltages and currents.

Fil. Volts 7.5
Fil. Amps . . . 1.25
Plate Volts . . . 425
UX Base—Long Prongs

List Price . . . \$9.00

TYPE D-1

"CeCo" type "D-1" corresponds to UX-213 and is a full wave rectifier of high emission and long life. For use in A, B or C eliminators or power-packs.

Fil. Volts 5.
Fil. Amp. 2.
A. C. Volts . . . 220
D. C. M/A . . . 65

List Price . . . \$5.00



Do You Know That—

- CeCo Tubes are evacuated by an exclusive process that insures longer life?
- CeCo brought out the FIRST HIGH-MU Tube for Resistance Coupling?
- CeCo made the first special hard detector tube?
- CeCo is the largest plant in the world making radio tubes exclusively?
- CeCo Tubes are endorsed by competent radio authorities?

CECO

RADIO TUBES

15 Types - A Need for Every Type

C.E. Mfg. Co., Inc., Providence R.I., U.S.A.

Largest Exclusive Tube Manufacturers in the World



Announcing
The FIRST
COMPLETE LINE
of SPEAKERS
by STEVENS

FACTS in the product SELL themselves

A salesman is twice as good on his job when the product has advantages that really *stand out*. The product *sells*—it *stays* sold—its genuine merit has a way of sowing the salesman's road with the seeds of many an order that crops up unexpectedly. Like the boy's big snowball that grows as it rolls—sales grow when the product has the superiority that business can stick to. In every store—every home—where a Stevens Speaker is tried out you have people convinced of the advantages of Stevens Speakers. What the Stevens does—in tone and ability to hold its tone quality *permanently*—is the result of what the Stevens has inside of it. Each model is *right* because all its principles have been carefully worked out by the pioneers in Cone Speakers.



Model WT-27—19 in.

Smooth beaded frame in hand rubbed Jasper brown mahogany finish—Stevens Armature Unit and special output transformer—seamless Burtex conoidal diaphragm in bronze with "Golden Chime"—silk hanging cord with rosette.
Price \$45.00



Model CT-27
17 in.

Colonial model—hand rubbed frame in Jasper brown mahogany—seamless Burtex conoidal diaphragm in bronze with "Golden Chime." Stevens Armature unit and special output transformer.
Price \$35.00



Model PT-27—19 in.
Height 5½ ft., on Spanish Renaissance metal standard—gracing the most elaborate interior—every decorative and electrical feature of the Stevens line—20-ft. extension cord—peerless in the speaker field.
Price \$65.00



Model B-27—17 in.
Equipped with Stevens 2-point suspension armature unit—seamless Burtex conoidal diaphragm—hand rubbed frame—Jasper brown mahogany and bronze finish with "Golden Chime." Price . . . \$25.00



Model A-27
14½ in.

Seamless Burtex conoidal diaphragm—substantial sounding board—Jasper brown mahogany and bronze finish with "Golden Chime."
Price \$18.50

6 EXCLUSIVE Scientific Superiorities

- 1 Burtex—woven fabric material—the only material from which diaphragms can be formed without breaking fibres of the material. Not affected by water, humidity, heat or cold. Strong, resilient, does not require careful handling.
- 2 Conoidal curve—the scientific curve of sound reproduction. The entire fabric of diaphragm is under tension—responsive to the full range of tones and over-tones.
- 3 Permanence of tension—the ideal tension of the diaphragm is *permanent* regardless of its age and conditions of atmosphere and temperature.
- 4 The Stevens T. T. Unit with armature anchored at both ends is proof against "freezing" at even the highest voltages, as when power tubes are used. This unit is highly sensitive and rugged—no distortion even under extreme conditions.
- 5 Mahogany sounding board giving the fullest resonance.
- 6 Full line of speakers—each carefully developed—to meet the full range of requirements.



Don't fail to see and hear them at the
R. M. A. Trade Show, Stevens Hotel,
Chicago, Booth 53.

Stevens Speakers

STEVENS & COMPANY, Inc., 46 E. Houston St., New York

Built to excel, not undersell



Socket Power Units The heart of the radio set

Here are three new Socket Power Units made the Universal way with quality, satisfaction and long life built into every detail.

The "A" unit is a dependable source of "A" power equipped with Westinghouse Rectox Dry Plate Rectifier controlled by set switch. Has "B" plug-in.

The "B-C" unit delivers 40 mils at 180 volts. Ideal for 171 power tube operation. Guaranteed delivery of proper voltages to each tube, as specified by set manufacturer. Seven taps—two for "C" voltages and all variable, due to the use of wire wound resistances throughout. Improved filter circuit. Designed for use

with Raytheon BH-85 mil long-life rectifying tube. Raytheon approved. Operates perfectly on every set manufactured. Will sell readily and stay sold!

"A-B-C" Socket Power Unit. This unit is a combination of the "A" and "B-C" units, all contained in one case. Set switch controls it.

The cases of all units are unusually attractive and are finished in brown crackled lacquer.

See these units at the R. M. A. Show [space 65A] Stevens Hotel, Chicago, June 13-17. Send the coupon meanwhile for full information.

UNIVERSAL BATTERY COMPANY
3453 South La Salle Street, Chicago, Ill.

Batteries for Every Purse and Purpose
RADIO · AUTOMOBILE · FARM LIGHT
Parts for All Makes of Batteries · Shop Equipment

UNIVERSAL BATTERIES

UNIVERSAL BATTERY CO.
3453 South La Salle Street
Chicago, Illinois

Please send full particulars of your Radio Socket Power Units.

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



New! **HOT!** Don't Miss It!

No batteries at all. DRY socket unit furnishes A, B and C power
 Wonderful audio amplification system ~ perfect tone
 Exceptional selectivity ~ one-dial control
 Everything you need to make a killing



HERE'S the first news on Slagle's new improved receiver. Below is a very brief summary of a few outstanding points. Read them over carefully. Compare them with anything else you choose.

See the sets, a fine, complete line of high quality at reasonable prices. Hear 'em! We'll leave it to your eyes and ears whether or not you can make real money with 'em. Let's hear from you. The whole story is worth investigating.

SLAGLE RADIO COMPANY
 Fort Wayne, Indiana

BRIEF LIST OF OUTSTANDING SPECIFICATIONS

Power Supply: This newest development in complete self-contained power is one of the most important of many advantages Slagle offers you this season. No batteries of any kind. Slagle Combination Unit (no acids, no water, no liquid) supplies correct A, B and C current from ordinary lamp socket.

(When central station power is not available standard batteries can be substituted without any alterations.)

Chassis: One piece Cast Aluminum Chassis swung on rubber lugs with drawn aluminum shielding mounted on Bakelite for each coil.

Circuit: Special Slagle design, 3 stages tuned

radio frequency, detector, and 2 audio stages. Perfect coordination of elements eliminates all internal causes of noise. Cannot squeal or howl.

Selectivity: The special Slagle circuit provides exceptional selectivity while retaining full tone qualities and distance-getting power.

Control: One dial, simplified tuning, with illuminated dial calibrated in wave lengths. Wave length markings well separated for easy tuning.

Adaptable to long or short aerial without any adjustments.

Audio Amplification: Here is the place where Slagle performance has again set a new

standard. The perfect transmission of the original broadcast material is uncanny in its fidelity of full tone coloring and natural quality.

Slagle system incorporates highest grade equipment possible to use including Ferranti transformers and large horn with extremely long air column.

Last stage wired for power tube which is recommended though not absolutely necessary.

Cabinet Work: The one console model illustrated is typical of Slagle's beautiful cabinet work. Cabinets all walnut, designed and executed by one of the leading makers of fine pianos. Each style is a beautiful piece of furniture welcome in any home.

 **Slagle Radio**

BOOTH
NO.
157

EXHIBITORS' SECTION ~ R.M.A. TRADE SHOW



The Greene-Brown Merchandising Plan
Insures Success for Jobbers and Dealers

Can You Qualify?

The Most Complete Line
Of "A" and "B" Power Units

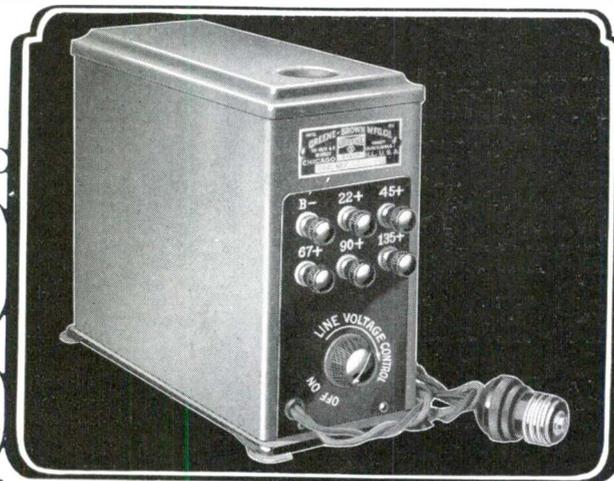
See our exhibit at R.M.A. Trade Show, Booth 157
Hotel Stevens, Chicago, June 13th to 17th, inclusive

The Outstanding Trio of "B" Power Units

The New
GREENE
"B"
5-6-7

ELIMINATES YOUR
SERVICE PROBLEMS

No variable adjust-
ments. Fool-proof. All
output voltages are
fixed. A control is
provided for line volt-
age fluctuations.



The New
GREENE
"B"

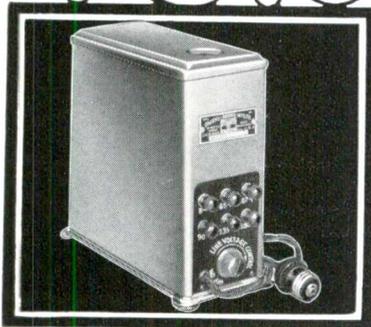
5-6-7

COMPLETE WITH
TUBE

\$27.50

Slightly higher west of
Rockies.

Designed to operate 5,
6, and 7 tube sets.



THE GREENE
HI-POWER "B"

Big Brother to Greene "B" 5-6-7.
Capacity 180 volts—55 milliamperes.
No variable adjustments. All out-
put voltages are fixed. A control is
provided for line voltage fluctua-
tions. Operates all sets having
heavy current draw. Unfailing "B"
Current Supply.

Price complete with 85 milliampere
tube.

\$30.00

Slightly higher west of Rockies.

OUR GUARANTEE

All Greene-Brown Units are un-
conditionally guaranteed to
operate receiving sets absolutely
without noise,—also against
electrical or mechanical defects.

THE new Greene-Brown Power
Units insure constant, uniform
"A" or "B" voltage for all re-
ceiving sets. Easily demonstrated.
Easily sold.

A battery eliminator line of utmost
quality. Honestly priced to sell
rapidly. Filamentless Full-wave
Rectifying Tube included in all list
prices.

The selling franchise is open to all
jobbers who can qualify.

WRITE OR WIRE

Greene-Brown Manufacturing Co.
5100 Ravenswood Ave., Chicago

The Quality Line

GREENE
POWER B UNITS
Better than Batteries



Brown "B" SUPER-Power

This well-known model is now re-
ndering unfailing service for thou-
sands of users. Both detector and
intermediate voltages are controlled
by variable adjustments.

The Brown "B" is provided with a
three-position switch—"high" and
"low" voltage output and "off"
position.

New price complete with 85 milli-
ampere tube.

\$33.50

Slightly higher west of Rockies.

JOBBERS and DEALERS

Our line of "A" Power Units
will be announced at the
R. M. A. Trade Show, Booth
157, Hotel Stevens, Chicago,
June 13-17th inc.



Greatest of All Radio Achievements Majestic "A"

The **FIRST** really successful "A" Battery
Eliminator.

Absolutely fool-proof. No liquids what-
ever. Entirely dry—no hum.

Majestic "A"—Majestic "B" and the radio
receiver **ALL** controlled by the switch
on your set.

AMAZING in simplicity of design—
efficiency of operation—and in price.

SEE IT at

R. M. A. Trade Show

Stevens Hotel, Chicago

June 13-18 • Booth 85

[Write for catalog sheets or ask your jobber's salesman]

GRIGSBY - GRUNOW - HINDS - CO. 4570 ARMITAGE AVE., CHICAGO, ILL.



MAGNAVOX

has something to say!

A three-year old query common in the radio trade is now answered by Magnavox introduction of a remarkable power cone speaker (electro-dynamic type on which Magnavox alone retains fundamental patents). No permanent magnet type speaker can compare with these power speakers having no inherent cut-off, with their impedance constant over the entire audio range and giving full volume 50 to 12,000 cycles. (They are equipped with a filter cut-off at 5,000 cycles to minimize tube distortion.) Types R-4 for 6 volt DC operation and type R-50 for 110 volt AC, the latter regularly equipped with a built-in power unit using one 216B rectifier tube and one 210 power audio amplifier tube.

The new Magnavox power cone speakers will be available in attractive cabinets and as units only, for easy installation in any cabinets. An attractive merchandising plan is offered to reliable, established radio merchants to cash in on these speakers which will be the outstanding fast-selling radio accessory this season.

A new type permanent magnet cone speaker in several types of housings at popular price ranges will make the Magnavox speaker line the most complete.

Eastern dealers and jobbers can now handle Magnavox speakers without conflict with other makes of sets for which they have established connections.

Write the sales representative in your territory for the new plan.

Rectifier Tubes

Magnavox now introduces to eastern territory their rectifier tubes in 60 mil., 85 mil., and 150 mil. sizes after long experiment and a year's use of these tubes by the Pacific Coast radio trade has proven them very long lived, noiseless and possessing a great reserve of power.

Special Notice

The research, engineering and manufacturing facilities of Magnavox will be concentrated on speakers and tubes for national distribution. Receiving sets will be made for Pacific Coast distribution.

New England States, New York and Northern New Jersey

The John P. Rainbault Co.,
50 Church Street, New York City

Penna., Southern N. J., Del., Md., and Nor. West. Va.

R. R. Hawley,
1015 Chestnut St., Philadelphia, Pa.

Nor. Ohio (except N. W. Corner) and N. W. Penn.

Brewster P. Kinney,
1375 Euclid Ave., Cleveland, Ohio

So. Ohio, Southern W. Va., Eastern Ky. and So. Indiana

S. C. Holston,
608 First National Bank Bldg.,
Cincinnati, Ohio

So. Michigan, N. W. Indiana and N. W. Ohio

H. M. Hemphill,
2457 Woodward Ave., Detroit, Mich.

No. Wisconsin, Minnesota and Dakotas

J. E. Date, Excelsior, Minn.

So. Illinois, Missouri, Arkansas and Kansas

Robert W. Bennett,
Syndicate Trust Bldg., St. Louis, Mo.

N. W. Ind., No. Ill., So. Wis., Iowa, Nebr. and all southern states east of Texas

The Magnavox Company,
1315 South Michigan Ave., Chicago, Ill.

Texas, all Rocky Mountain and Pacific Coast States and British Columbia

The Magnavox Company,
2725 East 14th St., Oakland, Calif.

Canada excepting British Columbia

R. S. Williams & Sons Co., Ltd.,
468 King St., West, Toronto, Can.

THE MAGNAVOX CO.

General Offices and Factory, OAKLAND, CALIF.

CHICAGO SALES OFFICE, 1315 South Michigan Avenue



Two New

TRIMM

Cones

No. 28 Concerto

14 inch diameter

No. 38 Concerto Grande

17 inch diameter



A new cone with a great future. It reproduces the low notes as well as the high with great fidelity and with volume and richness to please the most exacting.

Edge of cone is fully protected and unit is equipped with handy handle. May be used upright on base, suspended from wall or installed in console.

Worthy members of the Trimm family, destined to take the same fine place in the hearts and homes of radio users as the famous Trimm Headsets, Home Speaker, Entertainer and Concert Horns.

After five years of superior service, establishing, year after year, new standards in radio reproduction, these new instruments are presented as another advance in the development of the radio art.

With the same organization, same policy, new engineering associates and enlarged manufacturing facilities, Trimm offers a complete line of highest quality reproducers and an absolutely dependable service to radio jobbers and dealers.

Do not fail to see these new cones at Booth No. 50, at the Chicago R. M. A. Show, or write for full information, prices and selling helps. Note new address.

TRIMM

RADIO MANUFACTURING COMPANY

847 W. Harrison St.

CHICAGO

U. S. A.

ESTABLISHED 1922



New!

Made to meet actual dealer requirements. Attracts attention, holds stock of same Durham Resistors now in sets you are selling.



Practical

Only 8 in. by 7 in. by 7 in. Takes little room. Never in the way.

The Approved Resistor in the Approved Counter Cabinet

DURHAM Resistors are adopted by leading set manufacturers as well as professional and amateur builders. Now we offer you these approved Resistors in a beautiful mahogany and glass counter display cabinet which has also been approved by every dealer who has ordered it. If you haven't ordered one for your-

self, do so to-day while they last. Just order stock to fill—50 assorted Durham Resistors and 5 each of the single and double mountings. List price \$30.75—less regular discounts. Case costs us nearly \$5.00, but no charge to you. Order direct and give us the name of your jobber.

New Durham POWEROHM
 Made of special heat-dissipating material which radiates the heat generated under load. Durham Powerohms will operate at maximum power continuously without undue resistance change or heating.
 2.5-watt and 5-watt types, both in all ranges, equipped with standard, pig-tail or screw ends.

DURHAM METALLIZED RESISTORS

International Resistance Co., Dept. J., Perry Building, Philadelphia, Pa.

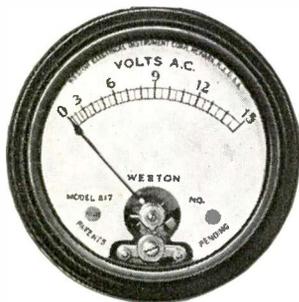


Announcing . . .

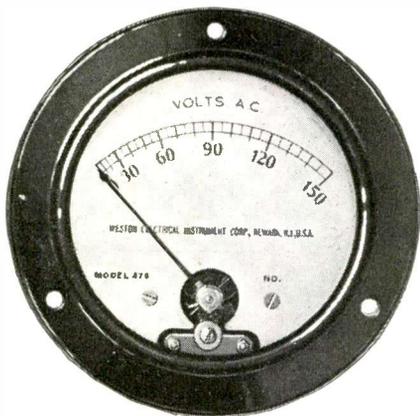
The NEW WESTON

2" and 3 1/4" Diameter

A. C. Panel Instruments



Model 517—2-in. diameter.



Model 476—3 1/4-in. diameter.

IT is no longer necessary to plan your small A. C. panels in terms of large instruments in order to secure a high degree of operating economy and performance.

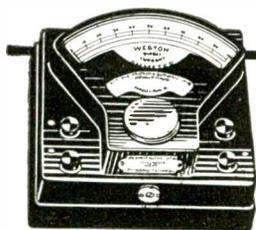
Miniature but reliable instruments are now available which can be used to solve your small panel problems—instruments that are accurate on any commercial frequency, that have an exceptionally high resistance with a low power consumption. Moreover they are moderately priced.

These instruments are made as Voltmeters, Ammeters and Milliameters in both 2-in. and 3 1/4-in. sizes with flush-style cases for panel mounting.

There is no substitute for Weston quality and these new instruments meet every rigorous Weston specification.

*R. M. A. Trade Show—Booth No. 74, Hotel Stevens
Chicago, June 13-17*

WESTON ELECTRICAL INSTRUMENT CORPORATION
25 Weston Avenue, Newark, N. J.



STANDARD THE WORLD OVER

WESTON

Pioneers since 1888

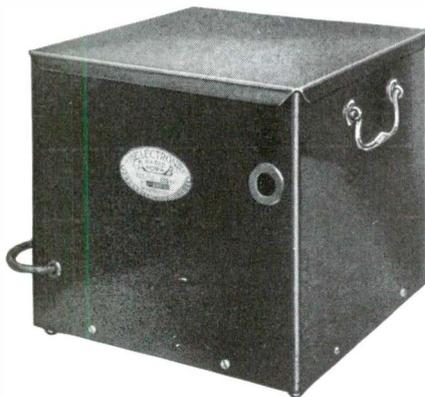




The New ELECTRON Line

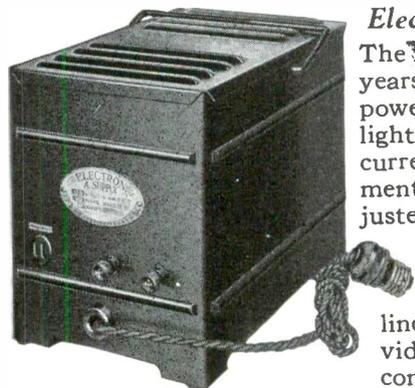
Electron "AB" RADIO POWR

Combined "A" Supply and Electron "B" Supply. This device will operate six and seven tube sets including power tube satisfactorily and without bother. Its entire operation is automatic. Once attached can be practically forgotten.



Electron "ABC" RADIO POWR

This device contains the Electric "A" and Electron Giant "B" Supply with "C" connection. It is positively the last word in high quality socket power devices and will appeal to the most critical radio buyer as the eventual solution of power problems. Made in all frequencies.



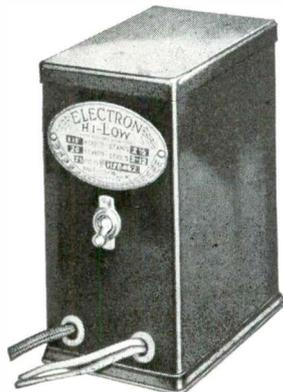
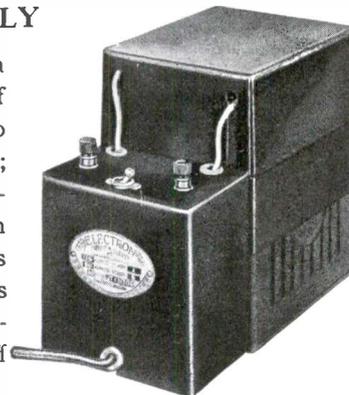
Electric "A" SUPPLY

The refinement of three years' research. Contains power plant for converting lighting current into direct current suitable for filament lighting. Once adjusted, needs no attention.

Does not charge or discharge but supplies current from the line to set. A plug is provided for "B" Supply connection. Made in all frequencies.

Electron "A" SUPPLY

This unit consists of a high class battery of sufficient capacity to operate all standard sets; also the Electron Hi-Low Recharger, which automatically tapers its charge when battery is filled. Built in all frequencies. On and off switch on case.



Electron "HI-LOW" RECHARGER

Full rate $2\frac{1}{2}$ ampere charger, automatically tapering to $\frac{3}{4}$ ampere on full battery. Dry rectifier unit—no moving parts or adjustments—very compact—weight only three pounds—built in all frequencies.

Also made in Full Wave five ampere type at small additional cost.



Electron "B" SUPPLY

This "B" unit which now enters its second season has been reinforced to stand more abuse and give more extensive service than the earlier models. Dollar for dollar, this device contains more value in actual material and skill of assembly than any competition. We invite comparison. Controls on detector and amplifier. Made in all frequencies. For six and seven tube sets. Output 150 volts at 40 mills.

Also built in "BC" model including one variable "C" voltage tap for power tubes.



Electron "BC" GIANT

As the name suggests, this is a giant among "BC" power units. Will operate the extremely heavy drain radio sets up to ten tubes. Maximum output of 80 mills. This "BC" unit has the most perfectly tuned filter, and embodies the highest attainment in a dry high-voltage "B" Power.

KING ELECTRIC MANUFACTURING CO.

1681 Fillmore Ave. . . . Buffalo, N. Y.



Ready! - Kolster's



\$265⁰⁰
tubes and
"A" supply extra

The ultimate set - Kolster Radio 6H. This unusually attractive cabinet of high-lighted stump walnut includes a Kolster 6 tube single control radio and - the new Kolster Power Cone Reproducer with built-in "B" supply for set.

Height - 53 1/8 inches
Width - 27 inches
Depth - 18 1/2 inches

Kolster's Latest Achievement - the model 6H set

With this one model you offer your customer all that he demands of radio. A single control six tube Kolster Radio - built-in power cone reproducer with "B" supply unit - ample cabinet space for either Kolster "A" supply unit or storage battery - a beautiful high-lighted stump walnut console cabinet.

The remarkable tone quality of the 6H must be heard to be fully appreciated. Those who have heard this instrument acclaim its superiority.

It is the finest method of truthful reproduction yet offered to the public.

At \$265.00 this set offers the greatest value per dollar in radio today. It is the first completely self-contained radio and power cone combination, and constitutes a distinct advance.

Your customers will want this set. Territory may be open in your locality. Send the coupon for further information.

Kolster



1927 Developments



High-lighted pencil-striped walnut cabinet, with cathedral grill. Faithful, realistic reproduction, at any degree of volume. Built-in "B" supply for the set. Equipped with 20 foot cable.

Height — 42 inches
Width — 25½ inches
Depth — 19 inches

\$150⁰⁰
tubes extra

**Kolster's second development —
a power cone reproducer at \$150.00**

Some of your customers already know the advantages of a power cone speaker. Many more will buy the Kolster at this extremely attractive price when they hear the flawless reproduction this speaker makes possible.

A "B" supply unit is built-in which supplies "B" voltage to the radio set. The Kolster Power Cone and "A" supply unit will operate any commercial set directly from the A. C. lighting lines.

To stock and sell this instrument you must be an authorized Kolster dealer. While there are thousands of franchised Kolster dealers now, your territory may be open. Mail the coupon—we will give your request every consideration.

Kolster Radio will be displayed at the R. M. A. Trade Show, Stevens Hotel, Chicago, Illinois, June 13—18, 1927

Radio

FEDERAL BRANDES, INC.,
200 Mt. Pleasant Ave.,
Newark, N. J.

Please send me information regarding the 1927-1928 Kolster proposition.

Name

Street.....

City..... State.....



Belden Radio Accessories ~ Ring the Cash Register



THE BELDEN LINE of popular radio accessories is even more attractive this year than ever before.

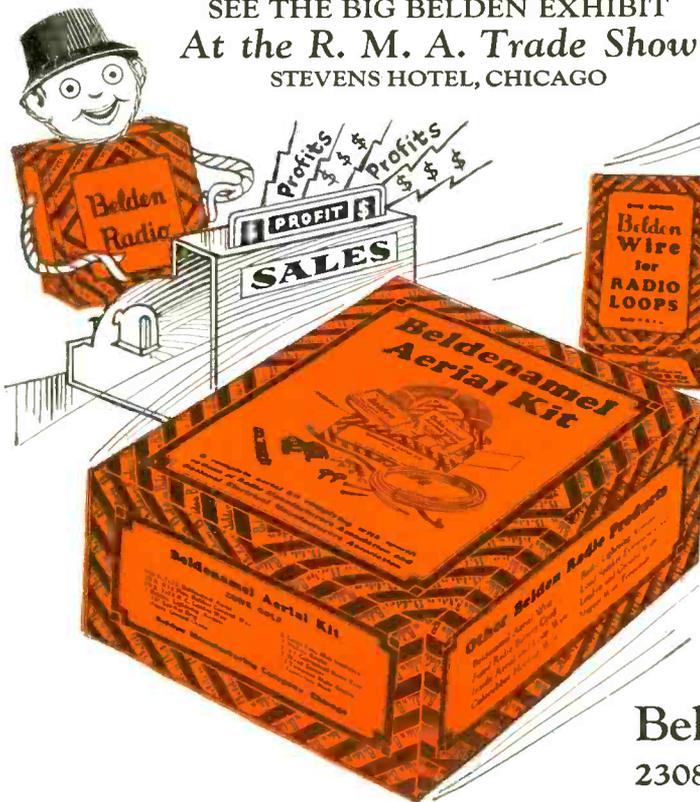
The merchandising policy which has proved so profitable for Belden dealers during the past several years will be continued.

The Belden line has been enlarged by the addition of the Belden Lightning Arrester and a better Aerial Kit assortment.

A powerful advertising campaign, larger and more extensive than in the past, will popularize Belden radio accessories with users.

Check up your Belden stock today and order shortages from your jobber. Place your order early to be ready when the rush season starts.

SEE THE BIG BELDEN EXHIBIT
At the R. M. A. Trade Show
STEVENS HOTEL, CHICAGO



Belden Manufacturing Company
2308-A S. Western Ave. Chicago, Ill.

Radio Reproduction at its best —



**The Orchestrion
De Lux Reproducer**

The famous horn type Orchestrion reproducer is a masterpiece of craftsmanship as well as acoustics. A wonderful value at \$29.50.

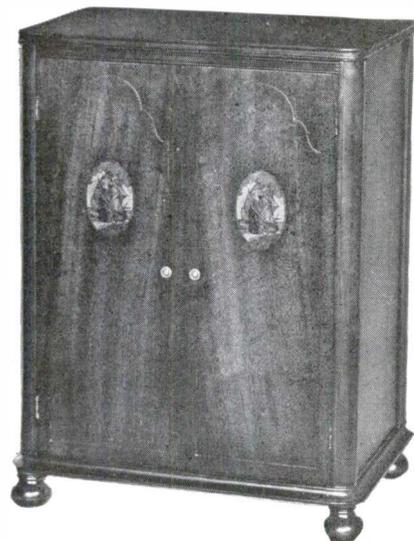
The new Orchestrion Power Unit is built for heavy volume and is a clearer—and louder radio amplifier. Power tubes are unnecessary. Attach it to any console or speaker. No rust—no corrosion—moisture-proof. *Enduring.* An important and *exclusive* feature of this unit is the third coil, or filtering coil. List price \$7.00.



**Orchestrion Table
Model Reproducer**

The renowned Orchestrion tone arm is used in this table type reproducer, giving you an undreamed-of sweetness in reproduction, without blaring, harsh, metallic sounds.

There is an air of refinement in the style of this cabinet. The front, top and sides are built of five-ply sliced mahogany of lustrous finish. Priced remarkably low at \$35.00.

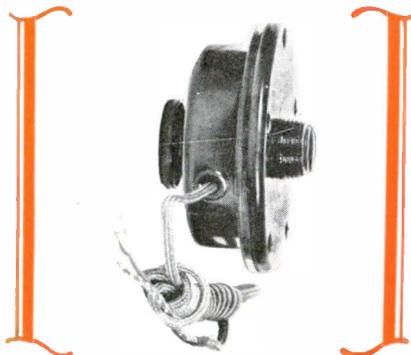


**The Orchestrion
Grand Reproducer**

For those desiring true music and a faithful reproduction of the voice without the usual hollow and unnatural tones, they will find in the new Orchestrion Grand all these desirable features. It is strongly constructed, and of beautiful design and finish. There is cabinet space for batteries, power devices and chargers. Furnished in either mahogany or walnut. List price only \$50.00.

See us at the manufacturers' show at the Hotel Stevens the week of June 13 in room 537-A. *Inquiries from dealers and jobbers respectfully solicited.*

**The Orchestrion
Power Unit**



The RADIO CABINET CO.
2118 Gale Street, Indianapolis, Indiana

ORCHESTRION
LOUD SPEAKER



Announcing the **NEW LINE** of **STEWART-WARNER** Matched-Unit Radio



Table Model 525. Six tube, single dial vernier control. Cabinet of selected walnut veneer, richly finished.



Stewart-Warner Reproducer Model 425



Stewart-Warner Reproducer Model 420



Console Model 520. Six tube, single dial vernier control. Selected walnut veneer cabinet with lustrous finish. Ample space for all batteries.

With these Big Outstanding Sales Features—

Two new models of Stewart-Warner Reproducers are offered this year. In both there is incorporated a newly perfected unit that insures a remarkably life-like tone throughout the entire musical range. Beautiful bronze finish.

IN these new models of the famous Matched-Unit Radio, Stewart-Warner has incorporated the latest developments known to the radio industry today. There are two chassis models—one fully shielded—offering all these big selling features:

- 1 A perfected, locomotive type, positive drive one-dial control. All three condensers in phase at all times.
- 2 Vernier dial control—giving greater sensitivity and permitting effective use of both short and long aeriars.
- 3 Oscillation or squeal eliminated without loss of volume. Think what this means. Distant stations can be brought in clearly with plenty of volume.
- 4 The new Stewart-Warner "88 note" audio frequency transformer, that brings in the lowest and highest notes with equal volume.
- 5 Translucent dial—light within cabinet shows through dial to permit ready reading of accurately calibrated wave length figures.
- 6 Dial panel of same wood and beautiful finish as the cabinets.

These and other features make Stewart-Warner Radio the very last word in radio construction. And you can obtain them in a line of attractive table cabinet and floor console models, priced for all prospects.



De Luxe Table Model 705. Fully shielded chassis. Solid walnut and selected walnut veneer cabinet. Self panel. Six tube, single dial vernier control.



De Luxe Model 710. The set of skilled cabinet makers is exhibited in this finely finished de luxe console of solid walnut and specially selected burl walnut veneer. Six tube, single dial vernier control. Fully shielded.

Now is the Time to Apply for Your Franchise

A Stewart-Warner franchise is the one you want. It gives you the famous Matched-Unit Radio that means lasting satisfaction—a well-advertised line that is easy to sell—a protective policy that means greater profits for you. If you have not already done so tie-up with Stewart-Warner now and be ready for the big sales season. Full details sent at your request.



Table Model 100. Five tube, three-dial control. An extremely efficient set in an unusually low price. Selectivity—distance—and great volume.

STEWART-WARNER SPEEDOMETER COR'N CHICAGO, U. S. A.



EBY

BINDING POSTS



NO CHANGE in design for another season. That's why Eby Binding Posts never go out of style or become obsolete. They are good standard merchandise all season—every season.

Eby Posts are used by eight out of ten of the leading radio manufacturers. Look for them on the sets and socket power devices you stock.

And they are specified in nearly every important circuit on the market today. Eby Posts are the only binding posts which are advertised, packaged, serviced and priced for steady profits.

Available in the following markings recently approved by the Standardization Committees of the R. M. A. and N. E. M. A. for Socket Power Devices.



SOCKETS



3 Big Features of the new EBY Socket

- 1 Contact**—a three point wiping contact the full length of the prong—the most scientifically perfect type of contact known.
- 2 Appearance**—Beautifully moulded in Phenolic material with a *new* stipple finish. Top exactly the same size as tube base—a distinct improvement in design. Small, beautiful and completely contained.
- 3 Unique design**—Easily mounted either above or below Bakelite panel and ideal for subpanel mounting on metal. One universal model—one stock—one price.

NEW DISCOUNTS

Eby Discounts have been completely revised for greater profits to dealers and jobbers. Eby products are rarely cut and the turnover is steady and steadily increasing.

Come and see us at Booth Number 7 at the R.M.A. Show.

The H. H. Eby Manufacturing Company, Inc.

4710 Stenton Avenue, Philadelphia, Pa.





THE PLACE TO GO

Amazing *value* in KING

More beautiful designs than ever!

Great improvements in performance!

Perfect construction and assembly!

A set for every pocketbook!

Protection to enfranchised dealers!

KING

The Viking

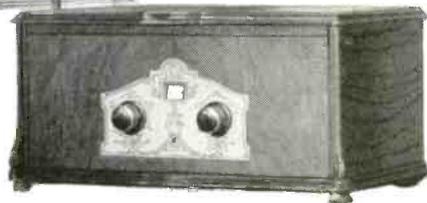


A six tube tuned radio frequency console model. Single dial station selector with separate vernier adjustment, stabilized circuit, two stages radio frequency, detector, three stages audio. Attractive blended cabinet with built-in speaker and space for batteries, etc.

The Commander



A six tube completely shielded table receiver. A unique feature is the loop that may be folded inside of the cabinet. With loop folded inside, this receiver is capable of perfectly receiving all local stations. With loop out, reception of distant stations is possible. Cabinet is made of beautiful Burl Walnut with two tone effects. Single dial station selector with one dial volume control.



Trade Mark Registered

Your Guarantee

Your King guarantee of the quality and workmanship in our sets is our huge plant, tremendous organization and record of fair dealing with customers. Our great resources and financial stability are behind every King set. Here's a line that you can tie to and be confident that every year of our connection will be more profitable to you.

FOR RADIO

and *profit* 1927 line

WITH this line of Receivers, you will be in a position to meet the demands of all classes of buyers. The line is complete with *no slow moving numbers*. Every King set is designed and manufactured to work perfectly — *as soon as removed from the carton*. You will make a big mistake if you do not investigate this line before buying. Write us for the name of your distributor.

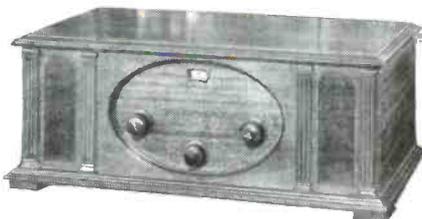
King Manufacturing Corporation, Buffalo, New York

The Baronet



A six tube tuned radio frequency table model. Single dial station selector with separate vernier adjustment. Beautiful Gothic design cabinet. Rugged mechanical construction.

The Crusader



A six tube completely shielded table model with single dial station selector. (Same chassis as "Chevalier".) Handsome cabinet, two tone finish. Unusually attractive panel to match cabinet.

The Chevalier



A completely shielded six tube receiver with single dial station selector. Beautiful Burl Walnut High Boy cabinet. Most beautiful design and value on the market at its price. Built-in speaker with space for batteries, etc.





At last!



an
"A" Power
Charger
that

- Is wholly automatic
- Cannot be damaged or burned out
- Contains no liquids.
- Has no tubes
- Works perfectly regardless of Battery amperage.
- Requires no attention.
- Is permanent.

—RETAILS AT
\$12.75

CHARG-A-MATIC

AT LAST—an "A" Power charger that solves every problem—that leaves nothing to be desired—that gives permanent, uninterrupted service without attention.

Charg-A-Matic embodies an entirely new principle. When plugged into the light socket, it automatically charges the "A" battery up to 6.9 Volts and then shuts off. When the battery drops to 5.9 Volts, it is automatically turned on and brings battery back up to 6.9 Volts. It has a charging rate of from 1 to 1¼ amperes on standard line voltages.

Charg-A-Matic cannot be burned out. If it should be incorrectly hooked up, it will make a fluttering noise, but will not be damaged in any way.

Once installed, Charg-A-Matic takes care of itself. When the set is on, it is automatically turned off, and vice versa. It contains no liquid and no tubes—nothing requires service in any way. And it works perfectly regardless of the size and amperage of the battery.

Charg-A-Matic offers a genuine opportunity to the aggressive dealer. It is the last word in charger efficiency—a charger that every user will want and appreciate.

Use the coupon—mail it today for complete information regarding Charg-A-Matic.

Johnson Motor Products Co., Dept. 44
308 N. Sheldon St., Chicago
Please send complete information regarding
Charg-A-Matic.

Name

Address

City

State

Johnson
MOTOR PRODUCTS CO.
308 NORTH SHELDON ST. CHICAGO



New and Distinctive Radio Consoles from the "EXCELLO" Line



Style R-31

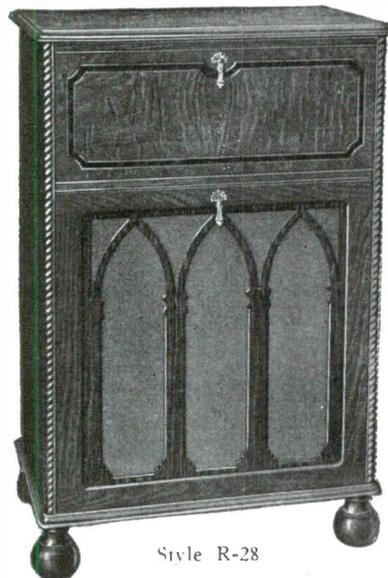
The creation of these smart designs so closely in keeping with the present trend is an achievement that will bring profit to dealers and delight to Radio fans. These consoles come with or without horn speaker of long air travel type. Houses 22 inch cone type speaker as well as batteries, charger or eliminator.

*See Our Exhibit
Room 512A R.M.A.
Trade Show*



Style R-29

The ample sound chamber is opened front and rear. This eliminates confusing vibrations as when a cone is boxed in. All parts of set and accessories instantly accessible. Quality cabinet work of true Excello type. Five-ply butt walnut doors.



Style R-28

DEALERS and DISTRIBUTORS

are asked to write for full particulars of the Excello Line, also for details of attractive franchise proposition.

*Sell the Excello.
Write for Catalog.*

Nationally
Advertised

EXCELLO

Radio Consoles

Nationally
Preferred

Excello Products Corporation

4834 West 16th Street

Cicero, Illinois

(Suburb of Chicago)



Let's be
SENSIBLE
about this
SOCKET
POWER
question
!

*W*E'LL all save money ♪ dealers, jobbers, and manufacturers ♪ when we stop expecting the impossible.

Let's get down to the facts on this socket-power question. Let's not rush into pitfalls that a little sound thinking will avoid.

Based purely on research and experience, MAR-CO has come to the conclusion that . . .

—there is no such thing as a
 “good, cheap eliminator” . . .

either “A” or “BC”. Dealers, as well as manufacturers, have already spent plenty of money to find that out.

But MAR-CO also knows that there is a good, *profitable* market for socket-power equipment . . . *properly* made . . . and *properly sold*.

In line with this viewpoint MAR-CO is announcing three A.C. power devices:

—a socket “A” power, using Raytheon cartridges, at \$60, list.

—a socket “BC” power, giving *all* the needed *exact* voltages, at \$55, list.

—a *DRY* storage battery charger and power control, at \$12.50, list, with *renewable* cartridge rectifier.

All of these power units serve a definite need. They do not conflict ♪ rather they give the careful radio dealer his *sensible* answer to the socket-power questions of his customers.

And as the maker of both eliminators and chargers, MAR-CO's advice on their proper use is entirely unbiased . . .

To the set owner who wants *complete* freedom from batteries; *permanent* unvarying power ♪ MAR-CO offers “A” and “BC” socket powers.

These two devices may be used separately or together. They do away with batteries entirely. They are splendidly made ♪ purposely designed to give the *exact* output desired under varying conditions. Handsome and rugged in appearance, they have the reserve strength to merit your whole-hearted confidence. With each one, MAR-CO gives an unqualified year's guarantee.

MAR·CO



*O*F COURSE, the man who wants such dependable quality in socket-powers must be prepared to *pay* what *good* equipment costs.

But the point is this . . .

Without charging a *quality* price, MAR-CO knows no way of building a socket-power that can carry a MAR-CO guarantee . . . or that dealers can *safely* recommend.

To compromise & to expect good results *without* paying for good equipment & leads only to grief.

And to the set owner who does not want to spend the price of *good* "eliminators", MAR-CO'S advice is this . . .

Don't buy ANY eliminator. Instead, rely upon heavy-duty dry cells for "BC" supply, and upon a storage battery and well-designed charger for "A" supply.

With the right charger, this combination is a thoroughly satisfactory source of enjoyable reception, at low cost.

And MAR-CO also offers the *right* charger. Small and compact, it is entirely free from liquids of any sort, tubes, or noise. It also provides complete automatic "A, B and C" power control. The rectifying element is a simple cartridge, guaranteed for 2000 hours, and then replaceable at slight cost.

This, then, is MAR-CO'S policy and position . . .

Either spend enough for *good* socket-power, or else rely on batteries and a MAR-CO *DRY* charger.

Such a policy can only receive commendation from engineering authorities. Such a course can only build lasting good will for the dealers who adopt it.

To all dealers who share this sensible view of the power situation, MAR-CO extends hearty cooperation. If you want to build *your* business on permanent customer satisfaction . . . if you want to sell equipment that makes good on your promises . . . if you want *profits* & not grief . . . then build with MAR-CO. Get the complete details of this worthy socket-power line. Visit the MAR-CO booth at the Chicago trade show, or write today to Martin-Copeland Company, Providence, Rhode Island.

MAR·CO



HIGHLIGHTS

There is no such thing as a "good cheap eliminator".



As the maker of both socket-powers and chargers, MAR-CO'S advice on their proper use is entirely unbiased.



Better for dealers not to sell ANY socket-powers than to sell *poor* ones.



For the set-owner who is prepared to *pay* what *good* equipment costs & recommend MAR-CO Socket "A" power and Socket "BC" power.



For the set-owner who wants enjoyable reception at low cost & recommend batteries and a MAR-CO *DRY* charger.



This is the *sensible* policy for careful dealers & it leads to *profits* instead of grief.



MAR-CO

radio power supply units

SOCKET "A" POWER
SOCKET "BC" POWER

DRY CHARGER
with renewable cartridge rectifier



It Looks Like a \$250 Set



And its Performance

Equals its Appearance

THERE'S a lot more than high-sounding platitudes to be said about this new Model 37 WorkRite. Yet it sells for only **\$160⁰⁰** without Table

A list of its features reads like the royalty of radio: special 8 tube circuit with 1 power tube; all metal chassis; complete copper shielding; antenna or loop aerial; single illuminated drum-type dial control; accurate tuning chart; and a cabinet that proves beyond argument the wonderful value

of this WorkRite masterpiece.

Will it sell? Just one look at it and you will answer your own question with a "YES", and you will say it most emphatically.

There are two 6 tube models to complete the WorkRite line for this season. Here's your opportunity to secure a radio line that you can boost and that will boost you.

Write or wire for detailed information.

Price
\$160⁰⁰
less Table

FULLY SHIELDED
WORKRITE

THE WORKRITE MFG. CO.

Sales Department: THE ZINKE COMPANY - Chicago, Illinois

1812 East 30th Street - CLEVELAND, Ohio

Exhibited at
Booth 34
at the
R.M.A. Show
Chicago



AGAIN Miles Ahead!



This Year: **THREE CIRCUITS**

Loop Sets
Battery Sets
Antennae Sets
Batteryless Sets
Antennaeless Sets

Six Tubes — Eight Tubes — Ten Tubes

Table Models: Floor Models
Console Models—
Authentic Period Art Cabinets

\$100. to \$2500.

*The World's Most Complete and Finest Radio Line.
Known the World Over*

"The Quality Goes In Before The Name Goes On"

*"First and Foremost with Electric Sets"
"There is Profit in Zenith"*

ZENITH RADIO CORPORATION

3620 Iron St.
CHICAGO, ILL.



THE LINE OF DISTINCTION

Sensationally New!

—and as different as
Electric Light is from a Candle



The Verdi

Highboy Model in American Walnut, Curly Maple Overlay. Heavy Plywood construction throughout. Equipped with De Luxe Utah built-in speaker. Speaker has 4 ft. air chamber. Size of top — 26 3/4 x 19 1/4 in. — 43 in. high. Shipping weight 135 lbs.



The Seville

Doors of figured American Walnut with Mahogany Overlay. Heavy Plywood construction. Legs are fluted. DeLuxe Utah built-in speaker. Utah Unit — 4 ft. air column. Size of top 30x20 in. — 58 1/2 in. high. Shipping weight 135 lbs.

Announcing THE NEW MCMILLAN (T. M. Reg. U. S. Pat. Off.) ELECTRIC

Now—no more batteries—no more eliminators—no more varied power—no more excessive service. The sensational new McMillan Electric equipped with the famous A. C. tubes operates direct from the light socket without separate appurtenances. A special circuit (patents pending)—6 tubes, shielded with special audio transformers. Housed in beautiful cabinets—the supreme—the final last word in radio.

See us at the R.M.A. Show, Spaces 500 and 501A.

THE MCMILLAN RADIO CORPORATION
1421 South Michigan Avenue, Chicago

*Prices range
from
\$170 to \$325*



The Orleans

Doors figured Walnut. Heavy Plywood construction throughout. De Luxe Utah Unit built-in speaker, 4 ft. air column. Size of top 26 1/2 x 19 in. — 43 1/2 in. high. Shipping weight 135 lbs.



The Ivanhoe

An exclusive McMillan Cabinet. Sides and top selected striped Walnut. Doors of Butt Walnut with Crouched Mahogany Overlay. Fitted with De Luxe Utah built-in speaker — Utah Unit — 4 ft. air column. Size of top 25 3/8 x 17 1/2 in. — 50 1/2 in. high. Shipping weight 117 lbs.



No. 600
6 Ampere



No. 200-C
2 Amp. Wire Contact



No. 200
2 Amp. Base Contact

Engineering Sold Them—Service Proved Them

Rectubes

Are guaranteed to operate efficiently on any charging or rectifying device designed for a similar type of tube.

REALIZING that success or failure depended upon the tube selected, it was only after exhaustive tests that manufacturers of radio equipment adopted Rectubes as a vital part of their product. We knew Rectubes would meet any conceivable test, because they are built to meet the severest of all tests—that of service.

Dealers who sell charging or rectifying devices that embody Rectubes are assured that longer life and more satisfactory service will result from every sale.

The Specialty Appliance Co.

Factory and Offices, 6611 Euclid Avenue
CLEVELAND, OHIO





ROCHESTER



Furnished in either
A.C. or D.C.

See our exhibit at the
R.M.A. Trade Show,
Stevens Hotel, Chi-
cago. Booth 13,
Demonstration Room
451A.

Truthful Reproduction

Rochester Receivers are built for the people to whom moderate price is a consideration, but who, first of all, demand supreme musical quality and furniture of particular charm. Every Rochester Receiver is not only an absolutely truthful reproducer of the finest engineering, but also a fine piece of furniture suitable for use in the most perfectly appointed home.

The cases of all Rochester Receivers are made of solid walnut or mahogany throughout.

The new desk models are practical writing desks as well as superlatively fine receivers; thus serving a dual purpose instead of just being beautiful musical boxes.

Folding loop aerial, Temple Speaker, ample space for batteries or eliminators. The chasses have cast aluminum frames with all units perfectly balanced and all mechanical parts en-

closed. They are mounted in sliding drawers in all sets, and are easily accessible for the changing of tubes, etc.

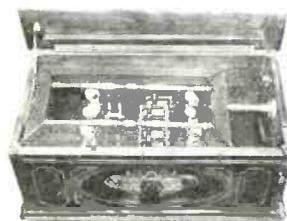
Table Set



Four Table Models Two Desk Models 6 and 8 Tubes

- TYPE 9-A**
Desk type, built in loop, complete light socket operation including all accessories, furnished in walnut or mahogany \$335.00
- TYPE 9-D**
Desk type, built in loop, complete light socket operation on D.C.; all accessories, furnished in walnut or mahogany \$335.00
- TYPE 8-A**
Table type, folding loop, light socket operation with 8 A.C. tubes, furnished in walnut or mahogany but without speaker \$275.00
- TYPE 8-D**
Table type folding loop, battery or eliminator operation (without accessories) \$165.00
- TYPE 6-A**
Six tube, antenna operated, with 6 A.G. tubes. Furnished in walnut or mahogany complete, except speaker \$235.00
- TYPE 6-D**
6 tubes and operated in walnut or mahogany, no accessories \$150.00
- TYPE 9-D**
Will be furnished less tubes and A & B eliminator but with built in loop and speaker \$250.00

Table Set
Showing Folded
Loop Aerial



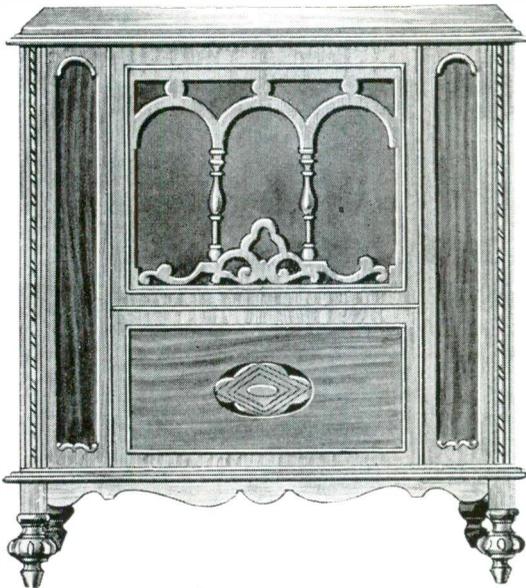
CHICAGO NIPPLE MFG. CO.

1966 Southport Ave., Chicago, Ill.

RECEIVERS



NOW— All The Notes Can Be Heard PERFECTLY



Walnut finish—size top 17½ by 33½ inches—36 inches high.
No. 601.

Loud Speaker Consoles De Luxe

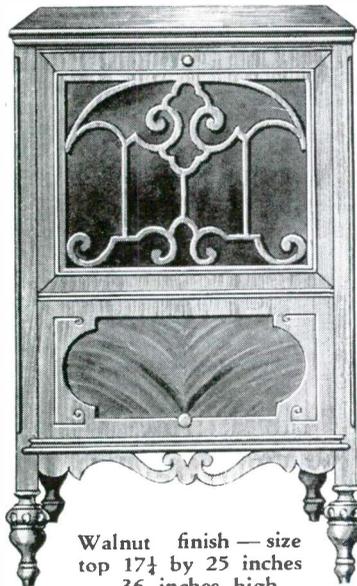
The last word in true reproduction and beauty. Not only satisfies the desire for orthophonic effect, but completely captivates the lover of real music and beautiful sound.

Equipped with the FAIRFAX MASTER quality tone chamber and the FIDELITY Super unit.

The removable bottom front panel makes batteries and eliminators easily accessible—ample space for all accessories.

*Quality merchandise
at COMPETITIVE prices.*

See us at the Radio Trade Show,
Booth No. 42—also large
demonstrating exhibit—room
No. 450—Stevens Hotel,
Chicago.



Walnut finish—size
top 17½ by 25 inches
—36 inches high.
No. 602



No. 595

FAIRFAX MASTER

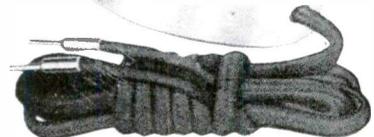
A compact, non-vibrating, carefully molded wood chamber, scientifically constructed to reproduce naturally all notes, high and low, without distortion.

Meets all manufacturers' requirements. We save you the cost of mounting. This horn comes to you already mounted in a light weight wood box. Simply slide it into the cabinet and block.

Over-all dimensions—Bell, 21¼ by 18 inches—depth 15 inches—tone travel 8 feet. Standard fitting ¾ inch by 18 thread.

We also manufacture a complete line of tone chambers for any type or size of cabinet.

Manufacturers—let our engineers assist you in solving your acoustical problems.



THE FIDELITY

One of the finest units manufactured. Guaranteed to be durable, dependable and of highest quality.

Reproduces all low and high notes faithfully. Perfectly adaptable to cabinets, tone chambers, cone speakers, and for converting phonographs into loud speakers.

Distributed exclusively by the Molded Wood Products, Inc.

Manufacturers and Jobbers—
send for samples and prices.

*Jobbers—Some territories still open.
Write for details.*

MOLDED WOOD PRODUCTS, INCORPORATED
219 West Chicago Avenue, Chicago, Ill.



The Public Demands **AUTOMATIC CONTROL** —so of course—

EAGLE has a complete **AUTOMATIC** Line



Eagle Socket "B" Power
135 Volts

EAGLE SOCKET "B" POWER—135 VOLTS

Will operate any six tube set or less, including power tubes. Variable control on detector and radio frequency voltage.

AUTOMATIC Relay Built in With Flush Receptacle in Rear to Attach Trickle Charger for AUTOMATIC Control Direct from Switch on Radio Set.

Delivers 135 volts at 40 mils. Constant radio B power supply without fluctuation. Latest approved design in every detail. Uses either Raytheon type B-H, or Q. R. S. 85 mil. tube. Will improve the reception of any radio set.

Rated very conservatively. It will deliver much in excess of 135 volts.
Size $4\frac{3}{4}'' \times 9\frac{5}{16}'' \times 7''$.

EAGLE SOCKET "B" POWER—180 VOLTS

Delivers 180 volts at 60 mils. Will operate any set up to ten tubes, including two power tubes. Very selective arrangement of taps with high and low switch with range from 135 volts to 180 volts on maximum.

Has AUTOMATIC Relay Built in With Flush Receptacle in Rear to Plug in Charger, Permitting Operation from Switch on Radio Set.

Will deliver in excess of 200 volts on sets drawing less than 60 mils. Uses either Raytheon type B-H, or Q. R. S. 85 mil. tube. Designed especially for heavy duty work on powerful multiple tube sets. Binding post terminals enclosed under cover. Built entirely to latest approved specifications. Size $5\frac{1}{16}'' \times 9\frac{3}{4}'' \times 8\frac{1}{2}''$.

EAGLE DRI-DISK BATTERY CHARGER

Bone dry—no tubes, no acids. One-half ampere trickle rate, $1\frac{1}{2}$ ampere high rate. Absolutely quiet and cool in operation. Can be left on battery continuously or used intermittently.

Coupled with B Eliminator forms economical A and B power supply, automatically controlled from radio set.

Fully guaranteed. Patent protection. Size $7\frac{1}{4}'' \times 4\frac{3}{4}'' \times 4\frac{3}{4}''$.

EAGLE "A" and "B" RADIO-POWER UNIT

Smooth and constant source of "A" and "B" supply, direct from the A.C. lighting circuit. Delivers 180 volts at 60 mils.

Designed to accommodate all types of radio sets from a three tube set to a ten tube set including two power tubes. A wide variation of taps to accommodate all makes of sets. Variable detector and intermediate as well as a variable maximum output. Binding post panel enclosed under cover.

Completely AUTOMATIC, Operating Directly from the Switch on the Radio Set.

Indicating meter which shows at all times the condition of the filament supply. Mechanically and electrically correct in every detail. Uses Raytheon B-H or Q. R. S. 85 mil. tube. Built in accordance with the latest approved specifications. Absolutely quiet and cool in operation.

Fits Into Any Ordinary Size Console Cabinet. Beautiful and compact.
Black and Gold finish. Size $16'' \times 8'' \times 8''$.

Here's the Whole Story!

Automatically controlled from the switch on the set.
Just press the button to know the condition of tube lighting supply.

Runs perfectly cool in continuous operation.
Can be installed inside of cabinet.
No hum, heat or interference.



Eagle Socket "B" Power
180 Volts

EAGLE CHARGER CORPORATION

121 North 8th Street, Philadelphia, Pa.



Eagle Dri-Disk Battery Charger



Eagle "A" and "B"
Radio-Powr Unit



The experience that has been the result of years of pioneering development and battery manufacture, has produced the finest "A" unit that you can sell.



Westinghouse "A" Autopower enables you to more than meet competition. Retailing at \$35 (slightly higher west of the Mississippi) it completely meets every demand for the satisfactory performance expected of a quality product.



To meet still lower price competition is the Westinghouse "A" Socketpower, retailing at \$20 (slightly higher west of the Mississippi). It is shown below.



National advertising will create an ever-growing demand for these Westinghouse products that will start you off with a bang.



Make more money with the New "A" power units

THE finest "A" power unit Westinghouse can build. Plugs into light socket and is controlled entirely by the set switch. Sell it with "B" batteries or "B" eliminators and give your customers 100% satisfaction.

There'll be a tremendous demand for this unit during the coming season. See it at the Chicago show and let the Westinghouse man tell you the proposition, or write today.

Manufactured by
WESTINGHOUSE UNION BATTERY CO.
Pittsburgh, Pa.

1

A 40 amp. hour battery of ample reserve capacity. Will furnish perfect "A" power for all sets. Dependable as only a Westinghouse product can be.

2

Two trickle charge rates, one for light and the other for heavy duty—and a "booster" for quick action. No hum, no glare.

3

There's a special socket for attaching a "B" eliminator, making the set virtually electrically operated.

4

Relay of the finest type built, operates automatically from the switch on the radio set.

5

Safety fuse protects against possible short circuit. Rubber covered cord.

Westinghouse "A" Autopower

and the
"A" Socketpower



A Junior edition of Autopower, produced by the same careful workmanship, made of the same fine materials, for smaller radio sets.

Our line will be displayed at the R. M. A. Trade Show, Stevens Hotel, Chicago, Ill., June 13-18, 1927



Sunlight CRUSADER

Radio

Tubes

SEE the PROOF
back of the tube
"GUARANTEE"
at our
EXHIBIT
Booth No. 123-B
R. M. A. Convention
and Trade Show
June 13-18
Hotel Stevens, Chicago




As members of the R. M. A.,
an old established manufacturer
and a "100% for the jobber"
organization, you can rely on
SUNLIGHT.

The Dawn of a New Era in Merchandising Radio Tubes

Sell Radio Tubes Without the "Ifs" and Arguments

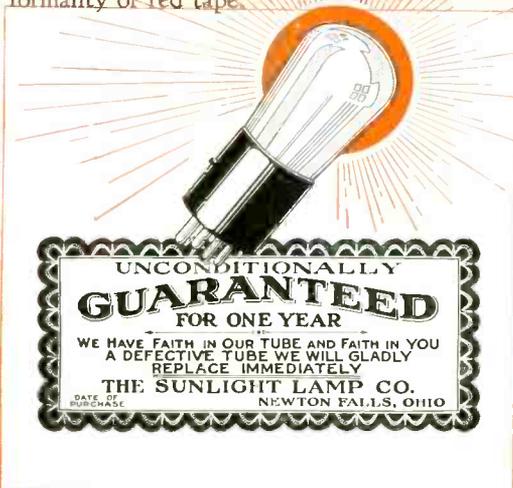
Anyone can sell radio tubes but how about selling uninterrupted performance for 12 solid months?

Can you not see the possibilities—the vast sales potentialities—back of a high class radio tube sold with an *Unconditional One-Year Guarantee*?

This is not a meaningless guarantee, not a catch-phrase, but a definite promise to replace a defective tube without formality or red tape.

BASED on CONCRETE
EVIDENCE of

Reinforced. Construction. Sunlight Crusader Radio Tubes base their claim of superior strength and improved tone quality on tangible evidence—special design and so built that the filaments, grid and plate of every tube are solidly anchored and reinforced at the point of stress. They're built to stand the gaff of traffic and usual handling abuse.



UNCONDITIONALLY
GUARANTEED
FOR ONE YEAR
WE HAVE FAITH IN OUR TUBE AND FAITH IN YOU
A DEFECTIVE TUBE WE WILL GLADLY
REPLACE IMMEDIATELY
THE SUNLIGHT LAMP CO.
NEWTON FALLS, OHIO
DATE OF PURCHASE

Standard Prices—
Liberal Discounts

Because of manufacturing economy, we are able to sell Sunlight Crusader Radio Tubes at standard prices and still give the trade better discounts. This means profit as well as good-will in trade.

Sunlight Crusader Tubes are made in all standard types. Write or wire for complete information and prices.

The Sunlight Lamp Co.

Established 1922

NEWTON FALLS, OHIO



**Every Demonstration
Creates Amazement**

The most discriminating audience is instantly delighted and amazed with the performance of the Newcombe-Hawley Reproducer. Every demonstration creates a sales-building sensation. Try it!

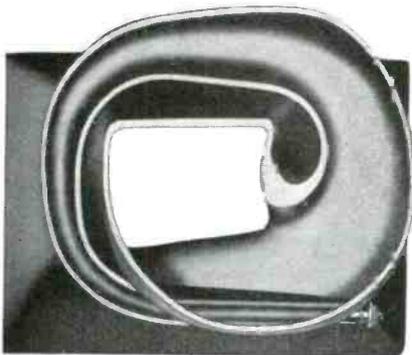
A New Reproducer

of marvelous volume and quality

The 86-Inch Tone Chamber

Think of a tone chamber over 7 feet long. That is the length of the Newcombe-Hawley tone chamber, and the gradually expanding contour is scientifically proportioned throughout. Low organ notes and high soprano notes are reproduced with equal fidelity.

Hear It! The Tone Is the Test!



A new standard of performance has been established by the Newcombe-Hawley Reproducer. Remarkable volume and realistic tone quality are achieved without intricate circuits or special amplifier tubes; it is the perfect combination of an amazingly efficient tone chamber and a matched reproducing unit that has set a new high standard of radio program reproduction. Every dealer should investigate this outstanding radio reproducer without delay. Your jobber can arrange a demonstration, right in your own display room.

**Build Your Sales
with Newcombe-
Hawley Reproducers**

MAIL THE COUPON!

NEWCOMBE-HAWLEY, INC.
St. Charles, Illinois

Please mail, immediately, complete information about the Newcombe-Hawley Line of Radio Reproducers.

Name.....

Address.....

NEWCOMBE-HAWLEY



Announcing the "Battery-less" Era

the Industry has long been looking to **KELLOGG** for the *perfected "Battery-less" [A.C.] Set-*

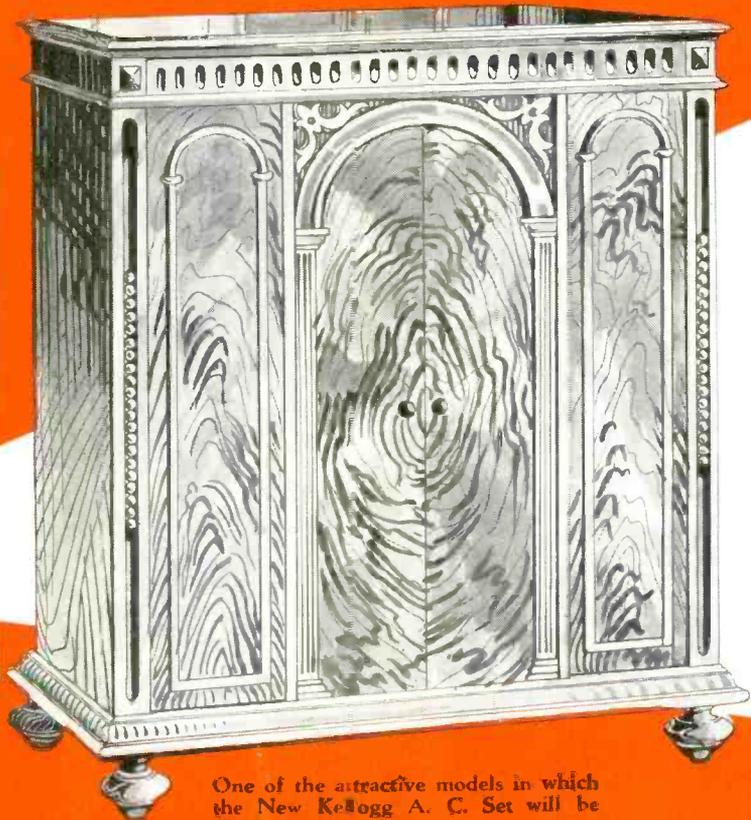
The New Kellogg 510

7 Kellogg A. C. tubes, completely shielded, including the first A. C. Power Tube used in a radio set.

4 stages of radio frequency, Inductively Tuned.

Completely equipped to draw "A," "B" and "C" current direct from the alternating current electric light line, without the use of any batteries.

Licensed under application for letters patent by Radio Frequency Laboratories, (R. F. L.)



One of the attractive models in which the New Kellogg A. C. Set will be shown.

Kellogg

A.C. *Operates from the light socket*



in the Development of Radio Receivers

here it is!

For two years you have been asking the question, "Why doesn't Kellogg bring out an A. C. set?" You all knew that Kellogg had perfected and marketed an A. C. tube. You couldn't understand why we didn't use them ourselves. It was one thing to create a successful A. C. tube. But it was quite another thing to build an A. C. set that would be worthy of the Kellogg name and guarantee. We were pioneering a momentous step in radio development. Even with Kellogg's vast engineering resources, it was a big job. For two years our engineers have worked behind locked doors. A year ago we had it—but we could not tell you about it. We had to be sure, very sure that every detail was perfect. But NOW—after a whole year of testing and proving, we are ready to release this new Kellogg A. C. Receiver.

Here it is!

Exhibited in Kellogg Booth No. 81 at the show. Here it is, ready for the impatient public that has been clamoring for a set free from ALL batteries—a set that may be plugged into the light socket and bring in perfect reception without a thought or a care as to battery maintenance. No "A" batteries; no "B" batteries; no "C" batteries. A set that is built completely by Kellogg; parts, tubes and *all*. A set with all its units designed and built to achieve a single ideal; backed by all of Kellogg's financial resources, and inspired by the Kellogg determination to create the greatest radio the world has ever known.

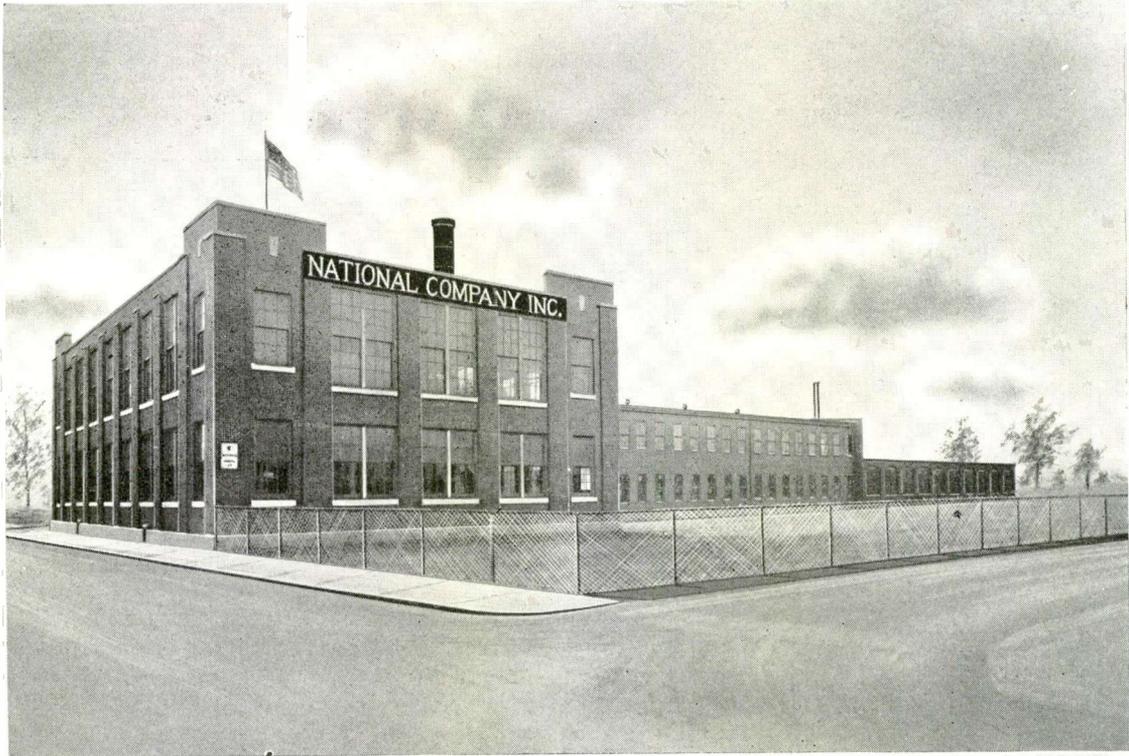
Deliveries will start after July 15th. Application for franchise should be made promptly if early allotments of stock are expected.

KELLOGG SWITCHBOARD AND
SUPPLY COMPANY
Dept. A547, CHICAGO

Kellogg

*No 'A' Batteries
No 'B' Batteries
No 'C' Batteries*

NONE!



New Factory of National Company Inc. at Malden, Mass.



A New Battery Charger without tubes or liquids, employing the new Raytheon "A" Unit and charging batteries at either 2½ or 5 ampere rate as desired. Made to established NATIONAL COMPANY standards.

National Duo-Range Charger
Price \$19.50 Each



The most widely used Illuminated Vernier Dial on the market. Its clear glow invites you to a quiet hour in your favorite corner. Variable Ratio 6-1 to 20-1, beautiful Bakelite case, easily attached by anyone. Used in the SC-II.

Illuminated National Velvet Vernier Dial
Price \$3.00 Each
Deduct 50c. each for dials without illumination

THE NATIONAL COMPANY INC., having outgrown its quarters in Cambridge, announces its removal to a new plant at Sherman, Abbott and Jackson Streets, Malden, Mass. Here in a modern factory with three times the floor area of its former buildings,—with ample room on the property for further expansion, its steadily growing business in Radio and Engineering Products can be carried on without crowding for some years to come.

The new plant is near Malden Square, and is easily reached by elevated train and surface-car connection from the central part of Boston in less than one-half hour. Visitors are most welcome at any time.

NEW BOSTON SALES OFFICE

At this same time NATIONAL COMPANY INC. announces the establishment of a Sales Office, for the greater convenience of its customers, in the Boston Chamber of Commerce Building, 80 Federal Street, Boston, Mass.

Write us for names of nearest jobbers and literature.

KNOWN FOR THEIR EXCELLENCE AND NATIONALLY USED

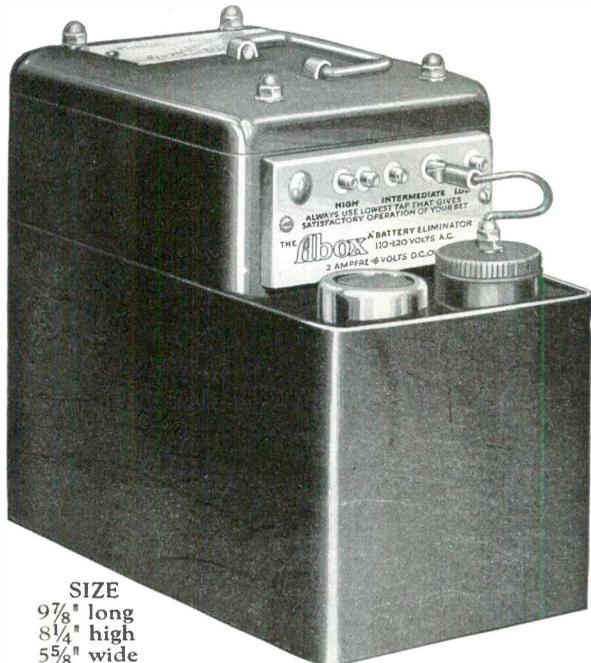
NATIONAL

TUNING UNITS, VELVET VERNIER DIALS, TONE FILTERS, IMPEDAFORMERS, B-POWER SUPPLIES, POWER AMPLIFIERS, OFFICIAL BROWNING-DRAKE R. F. TRANSFORMERS AND COILS

NATIONAL COMPANY INC., W. A. Ready, President, MALDEN, MASS.



Announcement



SIZE
9 $\frac{7}{8}$ " long
8 $\frac{1}{4}$ " high
5 $\frac{5}{8}$ " wide

The ABOX

COMPLETE

"A" Battery Eliminator Now Available

NOTHING ELSE TO BUY

Licensed by the ANDREWS-HAMMOND CORP.,
under Andrews' condenser and other Andrews
and Hammond Patents and Patent applications

The Best and Cheapest "A" Power

The Abox "A" Eliminator is a rectifier and an Abox Filter circuit in one compact unit. It changes the alternating current from the light socket to hum-free direct current for operating eight or less large tubes at 6 volts. Simply connect to any radio set without changing the wiring and turn the switch at the light socket.

It contains no batteries in paste form or otherwise. The same *condensers* that proved their efficacy in the Abox Filter are used in the Abox "A" Eliminator and supply the enormous capacities needed for a low voltage filter. These condensers cannot be punctured or broken down—they do not need replacing and their characteristics do not change with use or disuse.

The Abox will give the same long life and the same 100% customer satisfaction that the many thousands of Abox Filters now in use throughout the country have given in the past. It is fully guaranteed for one year *from the date purchased by the customer.*

Each part of the Abox "A" Eliminator is carefully designed and has been tested over long periods. Together they form a perfectly co-ordinated unit which is not only the *best* but the *cheapest* source of "A" Power for radio sets.

We will be pleased to furnish detailed information. Send for circulars or see us at the Abox booth and demonstration rooms at the RMA Trade Show, Chicago.

The ABOX Company

215 NORTH MICHIGAN AVENUE CHICAGO, ILLINOIS



Another Startling Timmons Development!

An entirely new cone speaker designed for heavy duty with the new power tubes and electrified receivers



And at a Price to Meet the Competition—

- 1. Greater Volume
- 2. Unexcelled Tone Quality
- 3. Elliptical Shape with Off-Center Actuating Unit*
- 4. Beautifully Finished
- 5. Sturdy, Rugged Unit

The finest speaker ever built by the recognized leaders in speaker design since Radio's beginning—it utilizes to the fullest extent the high power output of modern receivers.

Scientifically correct in shape and principle, for the natural undistorted reproduction of the entire range of tone frequencies, it will handle the maximum ou put of any receiver indefinitely.

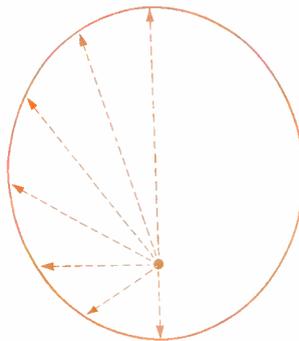
Attractively decorated with the same fascinating ship design used on the TIMMONS Concert Grand Cone Speaker, its over all size is 28 by 22½ inches.

See it at the Show... Booth No. 9

*You Can Make This Test Yourself

It proves the scientific Timmons principle of the elliptical cone with off-center actuating unit—reproducing, naturally, the entire range of tone frequencies.

Strike a short tuning fork. It vibrates at high frequency producing a high tone. Strike a long tuning fork. The result is a fewer number of vibrations producing a low tone. It's the same with Radio Speakers. An ordinary round cone with centered actuating unit has one natural period of vibration. If it is a small cone it vibrates naturally at some particularly high frequency. If it is a large cone it vibrates *naturally* at a certain low frequency. All



other tones except those which are the product of the natural period of vibration of each cone are forced and hence distorted in varying degrees. The Timmons elliptical shaped cone with off-center actuating unit reproduces the entire range of tone frequencies *naturally* without distortion because in the curve of increasing distance from apex to rim some part of the cone's surface is always vibrating *naturally* with every tone to be reproduced.

TIMMONS RADIO PRODUCTS CORP.
Germantown, Philadelphia

TIMMONS *Radio Products*

POWER AMPLIFIERS—TIMMONS B-LIMINATOR—COMBINATION POWER AMPLIFIER—B-SUPPLY



Murdock Radio
Model 163



Murdock Radio
Model 164



Murdock Radio
Model 162

CABINETS BY
ADLER-ROYAL

Value

This new line of
MURDOCK RADIO
fairly emanates value

In design—construction—and quality it is
correct in every detail—and

MURDOCK RADIO
is priced for the masses

Seven Tubes
Single Control
Completely Shielded

Priced moderately and supplied in four beautiful console cabinets in addition to an attractive table model—all within the price reach of the masses.

Outstanding in quality and attractiveness—popular priced, MURDOCK RADIO warrants your serious consideration for 1927—1928.

MURDOCK RADIO

"Builders of Radio Apparatus since 1904"

MURDOCK COMPANY

320 Washington Ave.

CHELSEA, MASS.

Sold Only by Franchised Dealers and Distributors

We will cheerfully forward details to
Dealers and Distributors who enquire



We



A full line including America's
most beautiful radio (new)

\$65 to \$600

See them at Booth 112 at the
R. M. A. Show

ARBOR

Took Our Own Medicine *and Liked It*

WE devised a merchandising plan. Then, instead of trying it on dealers—we tried it on ourselves.

We put it into operation in 47 towns and cities, during one of the worst months of the "off" season. It worked—worked so well, in fact, that the dealers sold sets faster than in the rush season, and wondered why they had never done it before. It's like that with all simple plans that work.

Because we know it is good medicine, we are passing it along to all Arborphone dealers.

As nearly as it is possible with such a thing, this plan makes profitable sales certain.

What is the plan?—Write us and we'll tell you. Arborphone dealers everywhere are going to use it, and we've proved they'll sell rings around their competitors.

The ARBORPHONE

In thousands of homes, the splendid qualities of the Arborphone have been demonstrated beyond all possible doubt.

By a circuit which is years ahead of its time, we extract the last bit of volume and distance from every tube, *at all wave lengths.*

Tone quality—perfectly revitalizes everything from the delicate shadings of the voice to the mighty richness of the great symphony orchestra.



The Radio Coach
See it at the R. M. A. Show—it's one of the most interesting parts of our radio merchandising plan.

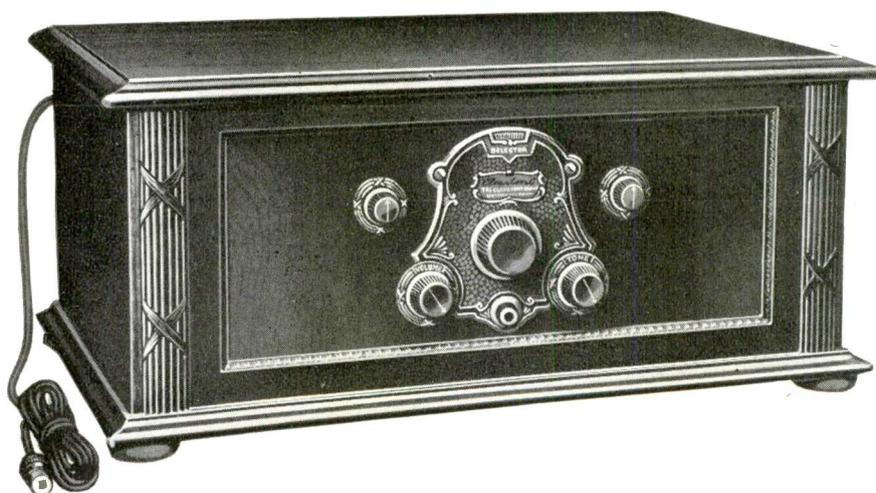
Precision Products Co.
335 South Main St.
ANN ARBOR, MICH.

PHONE



Perfect reception

—regardless of
line voltage variation

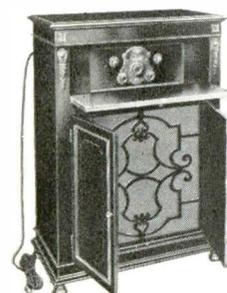


MODEL
110
COMPACT

COMplete in one unit, the Cleartone line of A. C. electric sets has conquered a new world. More than a year spent in successful A. C. set manufacturing has enabled us to bring out a thoroughly proven set which will operate *perfectly* at any voltage from 100 to 125 Volts A. C.



Cleartone sets are assembled in a completely shielded chassis. No "A" or "B" batteries; one dial compensated control. A complete socket power unit!—And a full line of sets ranging in price from \$145.00 to \$345.00 to meet every radio set demand. Operating on McCullough A. C. tubes, Cleartone sets are the only ones which will operate *perfectly* under line voltage variations.



*See us at booth 512 at the R M A Trade Show
or write us for full information*

Cleartone

A. C. ELECTRIC SETS

THE CLEARSTONE RADIO CO.

DIVISION OF

The Cincinnati Time Recording Co.

Cincinnati, Ohio



THE ONLY ORTHO-SONIC RADIO

Reg. U. S. Pat. Off.

*The fundamental exclusive circuit making possible Ortho-sonic reproduction is patented under U. S. Letters Patent 1,582,470.

*New and improved designs
with full light socket operation*



The Sign of the Designated Federal Retailer.

FEDERAL RETAILERS can now add socket-operated Ortho-sonic radio reception to the long list of desirable selling features already offered by the widely known Federal line.

Not only are new models now offered, models more beautiful than ever and with greater refinements in physical appearance and chassis construction—

Not only does this line insure you the *greater sales* opportunity arising from wide variety, an all-satisfying price-range, and a performance that no radio in the world has ever surpassed—

But now—in Federal construction—still further enhancing Federal's prestige and desirability, comes full operation from light socket.

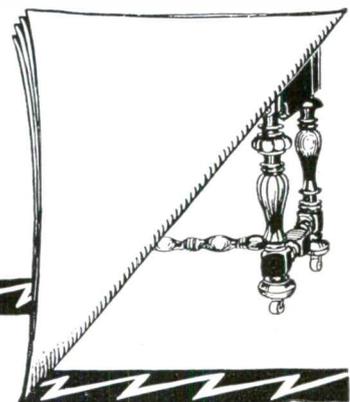
Federal radio engineers have been working for years on the various types of light socket operation. This epoch-making, new Federal development is the fruit of their efforts. And the brilliant performance of the new Federal Ortho-sonic sets, functioning with all A, B and C batteries eliminated, proves how successful they were.

This new Federal development moreover incorporates tremendous strides in the elimination of the familiar shortcomings of light-socket operation. By ingenious design, the maximum of regulation to offset current fluctuations is obtained. A.C. hum and other objectionable noises are reduced to a negligible degree. No electrolyte, liquid or other material requiring replacement is used. And the current supply feature requires but a single tube, and this carries a six months' guaranty with replacement made on a pro-rata "mileage basis."

You should know about these sets. The Federal line is backed by an organization of pioneers in the electrical communication field. It is a line that will never be "orphaned." It is broadly advertised nationally. An unusual line-up of newspaper advertising and selling helps go behind it. It holds the respect and confidence of the most reliable class of retailers in the field. No radio designation you can secure will ever bring you more sincere cooperation or pay you more handsomely for your efforts.

Get in touch with your wholesaler; or write us—at once.

FEDERAL RADIO





FEDERAL RADIO

A DESIGN FOR EVERY SETTING.

Marching under the Ortho-sonic banner

assures retailers of quick, steady turnovers, handsome profits, satisfied customers and bigger sales.

Why carry many lines when there is a Federal for every need? If you are not a designated Federal Retailer see the nearest Federal Wholesaler at once or write us.

Prices upon application



D 10
D-5 console

D-10—Five tubes. Balanced tuned radio frequency. Centralized control. Very selective. Genuine Mahogany cabinet. Finished in rich brown.

D-10-60—D-10 receiving set with circuit adapted for light socket operation. Furnished with current supply equipment, eliminating all batteries. Also equipped with built-in coupling device, giving finest tone quality.

D-5 Console — Specially designed and finished to match D-10 and D-10-60. Ample space for all batteries or current supply equipment.

F-10 — Seven tubes. Balanced tuned radio frequency. Designed for use with loop only. Single control. Maximum selectivity—long range reception. Rugged, all metal construction. Illuminated scale. Perfect volume control. Mahogany cabinet—Vermilion inlay. Finished in rich brown—satin texture.

F-10-60—F-10 receiving set, with circuit adapted for light socket operation. Furnished with current supply equipment, eliminating all batteries. Also equipped with built-in coupling device, giving finest tone quality.

F-5 Console — Specially designed and finished to match F-10. Ample space for all batteries or current supply equipment. Equipped with special rubber tire casters.



F 10
F-5 Console



E 10
E 5 console

E-10 — Six tubes. Balanced tuned radio frequency. Single control. Illuminated scale. Extremely selective. Maximum receiving range. Rugged, all metal construction. Perfect control of volume. Rich brown mahogany cabinet. Beautiful inlay.

E-10-60—E-10 receiving set, with circuit adapted for light socket operation. Furnished with current supply equipment, eliminating all batteries. Also equipped with built-in coupling device, giving finest tone quality.

E-5 Console — Specially designed and finished to match E-10 and E-10-60. Ample space for all batteries or current supply equipment.

D-40—Five tubes. Balanced tuned radio frequency. Centralized control. Built-in speaker—latest acoustical design. Deep, rich tone quality. Receiver compartment slides out to install tubes. Genuine walnut cabinet. Ample space for all batteries.

D-40-60—D-40 receiving set, with circuit adapted for light socket operation. Furnished with current supply equipment, eliminating all batteries. Also equipped with built-in coupling device, giving finest tone quality.



D 40



A PRICE FOR EVERY PURSE ..

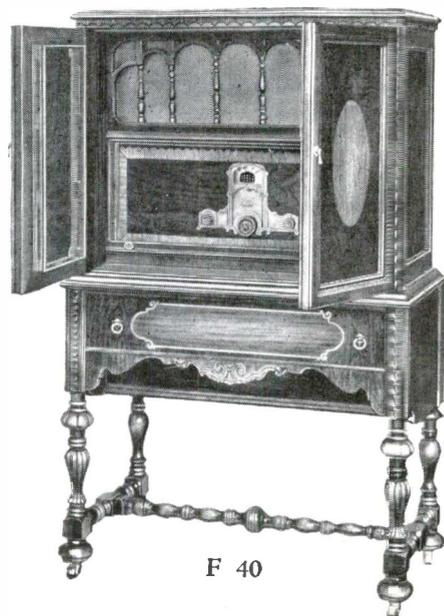
THE ONLY
ORTHO-SONIC
RADIO



E 40

E-40 — Six tubes. Balanced tuned radio frequency. Single control. Extremely selective — maximum receiving range. Rugged, all metal construction. Illuminated scale. Built-in speaker — latest acoustical design. Receiver compartment slides out to install tubes. Genuine walnut cabinet. Artistically antiqued, and inlaid with Fiddle-back mahogany. Ample space for all batteries.

F-40 — Seven tubes. Balanced tuned radio frequency. Designed for use with loop only. Single control. Maximum selectivity — long range reception. Rugged, all metal construction. Illuminated scale. Exceptionally large built-in speaker — latest acoustical design. Genuine walnut cabinet. Artistically antiqued. Inlaid with Vermilion. Ample space for all batteries or current supply equipment.



F 40



E 45-60

E-45-60—Six tubes. Balanced tuned radio frequency. Full operation from light socket. Single control. Very selective. Built-in speaker. Latest design. Set is completely shielded. Splendid original cabinet design of figured walnut, with rich overlay of Fiddle-back mahogany. Built-in coupler provides utmost in tonal rendition.

F-45-60—Seven tubes. Loop operated. Balanced tuned radio frequency. Single control. Loop concealed in door of cabinet. Built-in speaker. Newest acoustical design. Set is completely shielded. Cabinet of new and unique design. Splendid appearance accomplished by artistic use of diamond matted walnut with maple and burl overlays.



F 45-60



FEDERAL *Ortho-sonic* Custom-Built Models —

For those seeking the ultimate in radio cabinet work and design, we offer these four splendid examples of furniture craftsmanship.

Prices upon application



The Oxford

Oxford — Seven tubes. Single control. Illuminated scale. Custom built cabinet of genuine walnut and maple finished in deep brown, carefully antiqued. Loop concealed in door. Contains famous Federal seven foot horn. The cabinet is characteristic of the workmanship of the early English artisan.

Oxford 60 — Oxford receiving set, with circuit adapted for light socket operation. Furnished with current supply equipment, eliminating all batteries. Also equipped with built-in coupling device, giving finest tone quality.

Louvain — Seven tubes. Single control. Illuminated scale. Custom built cabinet of walnut and cherry wood. Semi-arched top, characteristic of later English design, finished in a dull wash. Loop concealed in door. Contains famous Federal seven foot horn.

Louvain 60 — Louvain receiving set, with circuit adapted for light socket operation. Furnished with current supply equipment, eliminating all batteries. Also equipped with built-in coupling device, giving finest tone quality.



The Mandarin

Mandarin — Seven tubes. Single control. Illuminated scale. Loop concealed in door. Contains famous Federal seven foot horn. Cabinet decorated in an authentic Chinese Chippendale the upper section being beautifully finished with hand applied Chinese decorating of the raised type. Lower section is of selected walnut finished in a dark brown tone with a tracery of maple.

Mandarin 60 — Mandarin receiving set, with circuit adapted for light socket operation. Furnished with current supply equipment, eliminating all batteries. Also equipped with built-in coupling device, giving finest tone quality.

Milan — Seven tubes. Single control. Illuminated scale. Custom built cabinet of genuine walnut and maple finished in deep brown. Loop concealed in door. Contains famous Federal seven foot horn. Splendid example of cabinet maker's art in Italian renaissance. Wood of selected walnut with all decorations hand carved and raised.

Milan 60 — Milan receiving set with circuit adapted for light socket operation. Furnished with current supply equipment, eliminating all batteries. Also equipped with built-in coupling device, giving finest tone quality.



The Louvain



The Milan

FEDERAL RADIO CORPORATION, Buffalo, N. Y.

(Division of Federal Telephone and Telegraph Company)

Operating Broadcast Station WGR at Buffalo

Something New To

Think About!

THE BRIDGEPORT EVENING STAR, TH

GEO. W. WALKER LEAVES VICTOREEN PRODUCTS TO UNFOLD HIS OWN LINE

President of Geo. W. Walker Co. of Cleveland, Resigns to Introduce New Phase in Radio Set Building — Walker Units Make It Possible to Construct Any Kind of Hook-up — New Idea to Sweep Country.

BY RALPH G. HURD
Radio Editor

An announcement of much import—one that will carry a national, if not an international interest—is the news flash that comes from Cleveland, O., wherein George W. Walker, president of The George W. Walker Co., merchandisers of Victoreen Radio Products, severs his connection with this firm to introduce his new radio line.

Mr. Walker is a national figure where radio is concerned and it has been through his masterful merchandising that he proved to be the main factor of the present success for Victoreen Radio Products—lifting a seemingly obscure idea to its present high standards. Mr. Walker, alert to the pulse beat of popular demand, will introduce a line which will positively revolutionize radio set building. The new Walker line will consist of individual units—attractively designed and well built. These will be completely assembled and shielded. The units will be those employed in all popular circuits. Parts used in these units will represent the finest radio appliances possible to manufacture.

The Walker line will offer much relief for the fan who prefers to build his own set. As an example—one desiring a tuned radio frequency receiver will go to his favorite radio dealer and procure Walker built stages of tuned radio frequency, a Walker detector unit and a Walker audio unit. These the fan can put together in less time than it ordinarily takes to heat up the soldering iron. Too, there will be intermediate frequency units, wave traps, crystal detectors, etc. There are those in some communities who prefer crystal receivers. The fan need but purchase a Walker crystal detector unit and a

Walker audio unit. It will be as easy to tie-up a super heterodyne as it is to put together a crystal set that operates on a loud speaker. Because each unit will be wired and ready to operate, this new system eliminates failure and guarantees the fan success on any hook-up he might select.

This feature is cared for through the association with Mr. Walker of Prof. Claude J. Carter, Instructor of Physics at Shaw High school, Cleveland.

Carter is a recognized authority on radio and with an established foundation of many years standing, his developments and research will be utilized to a great advantage in not only making the new Walker units mechanically correct but the balance and general synchronization will be as near perfect as science can produce. Walker units will be bristling with new ideas—making them far in advance of unnumbered factory built sets. Directly under the control of Prof. Carter are amateur stations 8AGZ and 8YD at Cleveland.

That Mr. Walker is introducing a novel system of set building is best exemplified in the consideration and preference which will be extended Walker units by dealer as well as consumer. Walker units are bound to strike that happy medium for which the patient consumer has long waited. From Mr. Walker's sales office, 6300 Euclid Ave., Cleveland, will come, in days, the first nation-wide announcement of this unique as well as practical method. It is predicted that the units will sweep the country off its feet. The Radio Department of The Bridgeport Evening Star, alert to all things pertaining to advanced radio mechanics, will publish full data pertaining to these Walker units in the very near future, at which time the devices will be ready for the general public.

It is a known fact that something big was due from George W. Walker. — Here it is—judge for yourself the usefulness to the Radio fan of units mentioned in the accompanying newspaper clipping.

READ

Be sure and see us at the show—A surprise awaits you.

Get our distribution plans, prices, etc., at once.

THE CARTER MFG. CO.

6300 EUCLID AVE.

CLEVELAND, OHIO

Guthrie promises *four* things. Read this announcement and make him prove every statement. *First:* He offers the radio trade a one-dial, six tube set that will meet any and all competition regardless of price. *Second:* A one-dial, eight tube set that is the season's outstanding development in tone, selectivity and ease of operation. Just as it is impossible to compare a six cylinder car with an eight, it is impossible to compare this extraordinary set with anything heretofore manufactured. *Third:* Despite these remarkable achievements, the cost on these sets has been kept down until they exceed in value anything Guthrie has heretofore accomplished. *Fourth:* These sets, built on proven principles, will conserve and mobilize the tremendous equity that every jobber and dealer has in good will created for B batteries, B eliminators and trickle chargers by years of local and national advertising. *Remember* the high priced market in any commodity is an expensive market to supply. This year price and performance will sell millions of sets where high prices have hitherto closed the door.

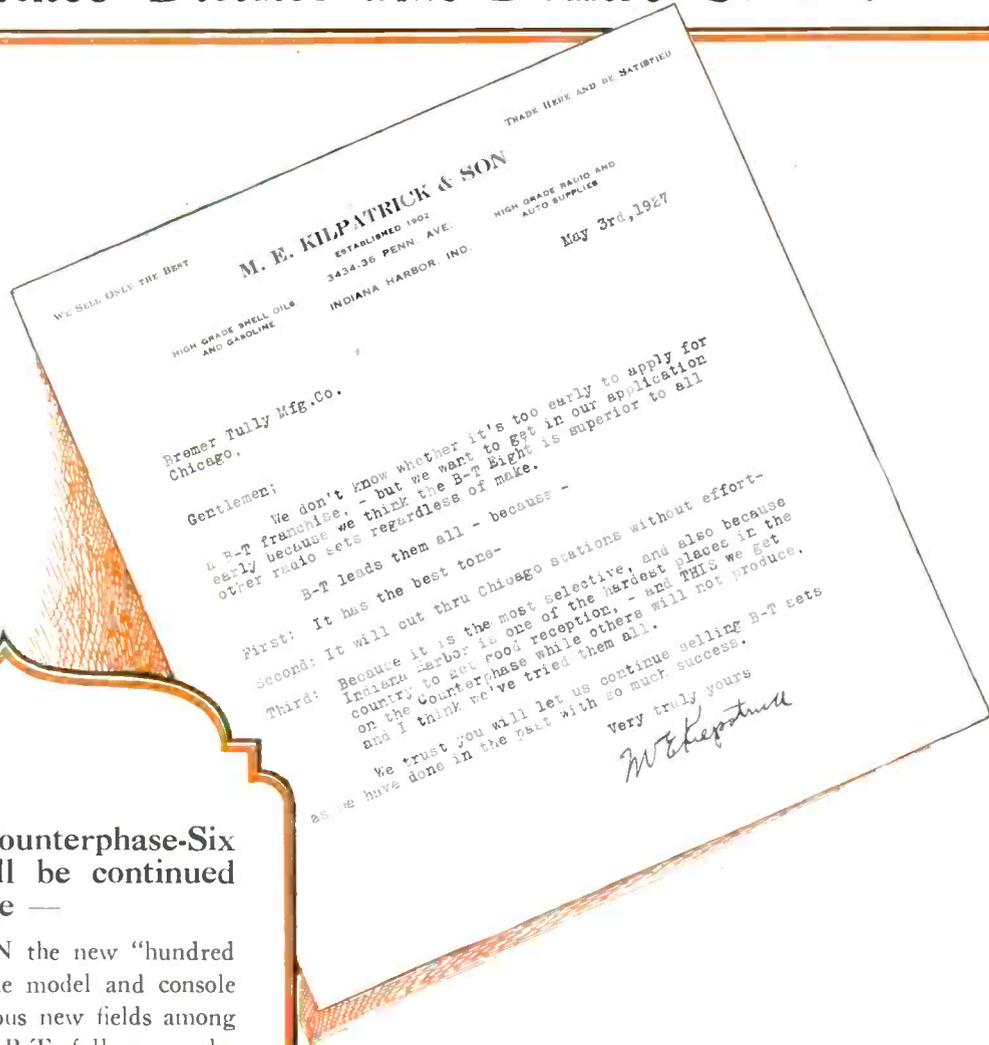
The Guthrie Co., Elyria, Ohio (Formerly Grafton, Ohio)



Experience Dictated This Dealer's Letter!

Visit us at the Trade Show Booth No. 101

and see the complete line or write us for further information and details of our dealer proposition.



The present Counterphase-Six and Eight will be continued without change —

IN ADDITION the new "hundred dollar" Six in table model and console will open tremendous new fields among the thousands of B-T followers who have been clamoring for a B-T set at a lower price.

EVERY B-T PRODUCT in five years has been more than successful—no single item has ever been "dumped"—

Each year adds prestige to the B-T line and to the dealer who handles it.

ALL DEALERS are being franchised. If you write today you may still be in time to secure protection in your city, and share in the profits on the new Power Units and the B-T CONE SPEAKER.

BREMER TULLY MFG. CO.
520 S. Canal St., Chicago, Ill.



Counterphase 8-Table Model
Also available in Consoles and with separate power tables.





The NEW

and wonderfully improved

AERO COIL SUPER-SENSITIVE



*Perfectly
Matched*

*Adaptable to
all Standard
Tubes.*

In presenting this new AERO coil to the radio public on July 1st, we are offering the finest inductance unit ever placed on the market.

This new coil is the very last word in coil construction. It contains a host of new and important improvements. It possesses amazing adaptability and can be used in all R. F. circuits—both bridge and loss balanced. Its exclusive features make it easily adaptable to 5, 6, or 7 tube sets.

Here are a few of the remarkable characteristics of this new AERO Coil:

1. Rugged—Will keep appearance and original electrical characteristics indefinitely.
2. High electrical efficiency—Unusually high ratio of inductance to radio frequency resistance.
3. Shape ratio—Ratio of coil length to coil diameter is such that magnetic coupling between coils is at a minimum, thus eliminating necessity for shielding in many receivers.
4. Good mounting facilities—Terminals at lower end of coil permit short connections to tubes, sockets, etc.
5. Adaptability—Carefully designed primary windings of proper impedance for any type commercial tube immediately available.
6. Ease of connection—Screw type terminals permit optional choice of connections without soldering iron, or with soldering iron.

This new type AERO coil will be presented next season in 3 and 4 coil kits, and will also be used in the AERO R.F.E. kit and the AERO 3 Circuit Tuner. Be sure to see this amazing coil at the R.M.A. Trade Show, for it's going to be the sensation of the coming season. Visit our exhibition in Booth No. 12 and let us give you complete information. If you can't attend the show, write at once for details.

AERO PRODUCTS, Inc.

1772 Wilson Ave.,

Chicago, Ill.



BUILT LIKE A VIOLIN



List price
TIP TABLE MODEL
\$40

Our complete line will be shown and demonstrated in Room 556A, Stevens Hotel, during the Chicago Show. Only when you hear the amazing *expression* TeleTone speakers give radio reception, will you realize the quick sales possibilities it offers.

TELEPHONE

announces a

TIP TABLE CONE SPEAKER

This novel speaker not only achieves the famous acoustic excellence of TeleTone Speakers, *but actually can be used as a table as well!*

Skilled musical instrument makers have given their long experience to each detail of its manufacture. Only spruce wood is used on the interior—wood comparable in quality to that used in the finest violins. A full floating armature unit operates equally well on voltages from 90 up.

The stand and frame which acts as a sounding board are made of genuine mahogany.

Only the increased manufacturing facilities of our large new plant enable us to offer this unique speaker at such an attractive price.

TELEPHONE CORPORATION
of AMERICA

Room 556A, Stevens Hotel

COMPLETE DISPLAY AND DEMONSTRATION

Are You Fair
to your Bread
and Butter?

Are you providing the utmost in radio enjoyment and economy possible?

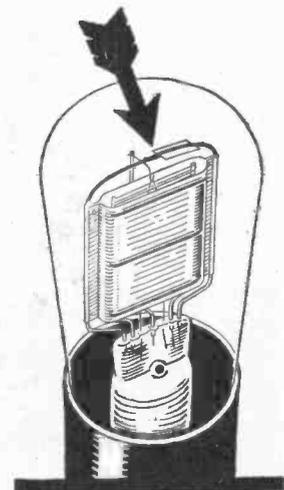
Are you giving your trade the following tube advantages which mean so much in radio reception?

Long Filament Life
Nothing less than one year?

Uniformity
Every tube a perfect match without selective test?

**Capacity—Volume—
Complete
Degasification?**

Don't hold out on your trade. Don't hold out on yourself. Enjoy the better profits that grow out of greater customer satisfaction, less servicing and more volume of business.



THE ARCH
DOES IT

Perfect degasification, made possible by Ken-Rad's entirely new and exclusive "arch" principle of construction is the secret of the ARCHATRONS amazing sensitivity, uniformity and longer life.

KEN — RAD ARCHATRONS Unconditionally Guaranteed FOR ONE YEAR

Excess voltage errors excepted

We stand ready to back up our claim that ARCHATRONS are positively the greatest performing tubes on the market today.

TRIAL AT OUR RISK

Order a single set of ARCHATRONS—or to cover your tube stock requirements. Put them to the severest test on your own receiver and if you do not find that they outlive and outperform any other tube, return the shipment for full credit. ARCHATRONS live longer and do more—but cost no more than ordinary tubes.

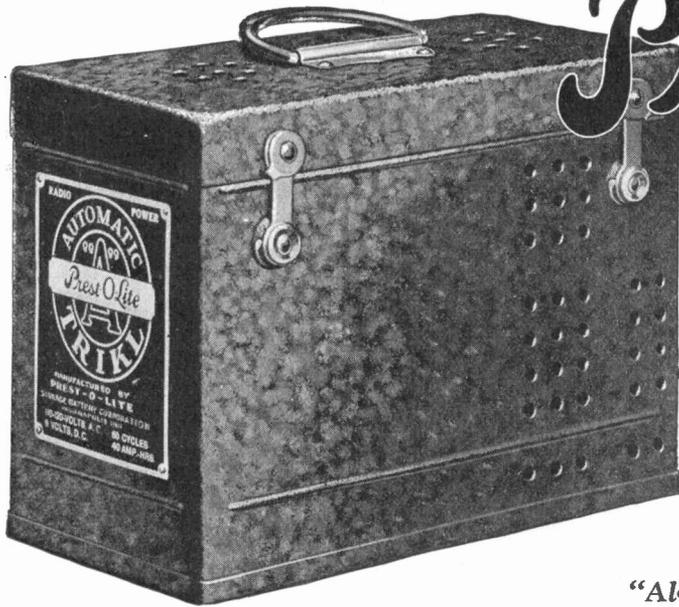
for
every
tube
need

Write us direct or thru your
local ARCHATRON distributor

THE KEN-RAD CORP., Inc., Owensboro
Ky.

There's a never-ending source of
POWER for your customers and
PROFIT for you, in this

Prest-O-Lite



TRIKL-"A" POWER UNIT

Here's an "A" battery and charger combined that is making radio history.

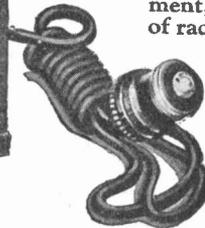
Just plug it into a light socket—and forget it.

The charging unit is automatic and fool-proof. It operates without noise or hum. No bulbs—no liquid—no moving parts.

The battery is a special Prest-O-Lite development, designed to meet the exacting requirements of radio use. It requires water only twice a year.

This unit is attractive to dealers because it *satisfies customers*.

Best of all—there's a real **PROFIT** in it for you. Write for details.



"Always on the Job"

PREST-O-LITE STORAGE
 BATTERY SALES CORPORATION
 Indianapolis, Indiana

HARTUNG CLIPS

Continuous Circuit
 -Bulldog Grip



A national sales organization
 built upon a battery clip!

YOU WILL SEE WHY WHEN YOU SEE THE CLIP

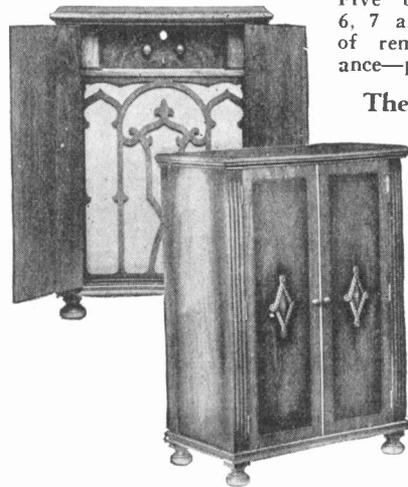
If the Hartung battery and test clip is *that* good, it must offer you a good item for your store.

It is enough better than the conventional clips that the difference is easily noticeable.

You can get a handy assortment of the popular sizes at the same price advantage formerly applying only on large quantities.

Get this sales-pulling display carton on your counter.
 Order through your jobber, or write direct for samples.

C. F. HARTUNG CO., 728 E. 61st St., Los Angeles, Cal.



Five beautiful models—
 6, 7 and 8 tube circuits
 of remarkable performance—prices \$75 to \$200.

The new **8** has

- One dial control
- One volume control
- Illuminated port dial of logging type
- Panel switch with "broad" and "sharp" tuning positions.
- Newcombe-Hawley speaker built in

King Cole EIGHT

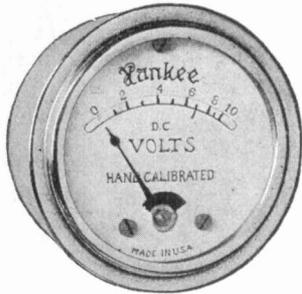
A masterpiece of radio engineering and cabinet design. Simplest possible tuning and finest tone quality over complete range. Cabinet of high-lighted American walnut.

Anylite Electric Company

FORT WAYNE, INDIANA

Builders of Receivers That Have Never Disappointed

All Meters Fully
Guaranteed



No. 430—0-10 Volt
Panel Meters

PANEL METERS

For Manufacturers and Set Builders

No. 430—0-10 V. No. 440—0-100 Mill. No. 441—0-300 Mil.

We Will Manufacture Any Special Meters for Radio Set
Or Battery Charger Manufacturers

OUR PRICES ARE THE LOWEST

LUNDQUIST TOOL & MFG. CO.
144 Greene St., Worcester, Mass.

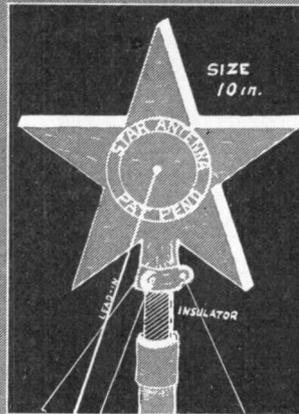
ELKAY

TRADE MARK REG.

RECEIVERS—EQUALIZORS—SUPPRESSORS

Now Ready—new fall line of Elkay Receivers, including the Electric Senior, Battery Senior, also Junior Six-tube and Junior Seven-tube for batteries. Write for territorial rights.

THE LANGBEIN-KAUFMAN RADIO CO.
Dept. M, 62 Franklin St., New Haven, Conn.



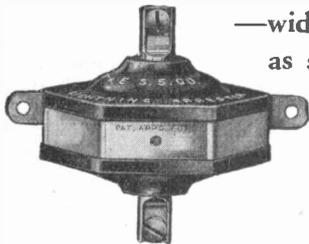
The New
Star Antenna
Provides for
An Effective
Antenna System

RETAILS \$5.00

Dealers and Jobbers
Get Lined Up Now

Star Antenna Sales
Main and Hickory Sts.
Elkhart, Ind.

KEYSTONE LIGHTNING ARRESTERS



—widely recognized
as standard equipment

Retail Price
\$1.50
(In Canada \$2.00)



ELECTRIC SERVICE SUPPLIES CO.

50 Church St. 17th and Cambria Sts., Ill. Merchants' Bk. Bldg.
New York, N. Y. Philadelphia, Pa. Chicago, Ill.

Recognized for years as the surest protection for radio sets against the dangers of lightning.

Made of genuine Bakelite and Brass parts, Keystone Radio Lightning Arresters are designed and manufactured by a company that has produced over 2,000,000 lightning arresters for radio and industrial purposes.

Place your order now and be prepared for the big summer demand.

Write today!

A. C. TUBES

Of interest to Manufacturers of Sets
Manufacturers of Eliminators and Jobbers
AC-227, AC-226, AC-280, and AC-281

These are four new Magnatron tubes available after June 1st. Two new tubes for A.C. reception and two improved rectifier tubes—all with the well-known Magnium oxide-coated filament.

The AC-227 is super-sensitive detector as well as superior radio or audio amplifier. Made with a five-prong base it requires a special socket; but it is also made with the Magnatron Adapter Base so that it can be used in regular sockets without any change in the set. It easily makes every radio set a potentially batteryless set. List price...\$6.00

The AC-226 is a more powerful radio or audio amplifier, and also makes a splendid power tube in last stage audio. It should not be used as detector, but gives excellent results when the AC-227 is employed as detector. Has regular four-prong base. List price.....\$3.00

The AC-280 is a new full-wave rectifier tube with an output of 125 mills. List price\$5.50

The AC-281 is a new half-wave rectifier with an output of 125 mills. List price\$9.50

These new tubes will make it possible to eliminate all batteries in the operation of receiving sets, without loss of any kind.

Wire or write immediately for further information and price.

TUBE MANUFACTURERS

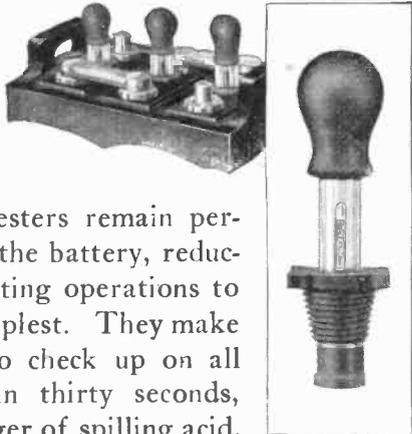
We are now able to furnish to other tube manufacturers Magnium Filament and Cathodes for the above tubes, as well as in all other types and sizes. This filament is stable, easily handled and easily worked; gives unvarying good results in vacuum tubes over a period of from 2,000 to 10,000 hours.

Connevey Electric Laboratories
Magnatron Building., Hoboken, N.J.

MAGNATRONS

Make a Battery Tester PART OF EVERY RADIO SALE

Whether a radio customer prefers the handy, new Scranton Cap Testers or the Scranton Kant-Stick, be sure he buys one or the other as part of his set. Either increases his satisfaction by helping keep the battery up to par. And both add nicely to your profit.



The Cap Testers remain permanently in the battery, reducing three testing operations to one—the simplest. They make it possible to check up on all three cells in thirty seconds, without danger of spilling acid. Their universal plugs fit any battery. A wonderful selling combination of novelty and necessity.

**BATTERY
CAP TESTER**
\$2.00
LIST
(Set of Three)



**KANT-STICK
BATTERY
TESTER**
\$1.00
LIST

For buyers who would rather have a regulation style battery tester, Kant-Stick offers the last word in accuracy. Its triple-tested, pendulum type float is protected from breaking by rubber cushioned shock absorbers, and from sticking by the specially shaped tube. A reliable tester and a reliable seller—always.

Ask Your Jobber's Salesman

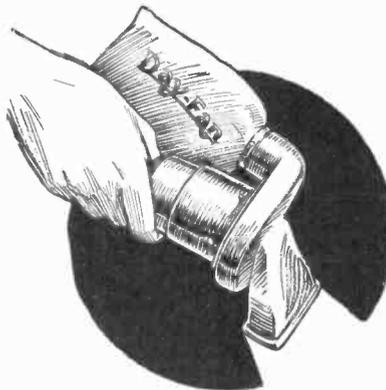
SCRANTON GLASS INSTRUMENT CO., Inc.
Scranton, Pennsylvania

SCRANTON
TEST INSTRUMENTS
ADV. PICARD-SOHN, INC., N. Y.



—Feel Day-Fan's Husky Motor Pull Air!

Retails for
\$18.75



Plug in a Day-Fan Jr. Cleaner (Formerly Handy-Vac)—feel that husky motor leap into life—put your hand near the nozzle and feel the strong sweeping air-pull that's the sure sign of a successful cleaner.

Hand it, running, to your customer! Let her run it over a pad on your counter. Day-Fan Jr. Cleaner only weighs 3 lbs.—she can do it easily.

It's an ideal seller because it's so light and small you can demonstrate it anywhere—it's so powerful it tells its own story in actions that speak louder than words—it's so inexpensive that it's all over but the wrapping.

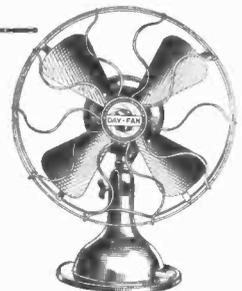
If the sale needs an additional "push-over"—tell her how easily and quickly it cleans cushions, couches, car upholstery, curtains, clothes, mattresses, draperies, carpets, and coats—but you probably won't have to.

Day-Fan Jr. Cleaner sells itself on sight as soon as it's running in the customer's hand. Write us for information.

DAY-FAN ELECTRIC COMPANY
DAYTON, OHIO

DAY-FAN FANS

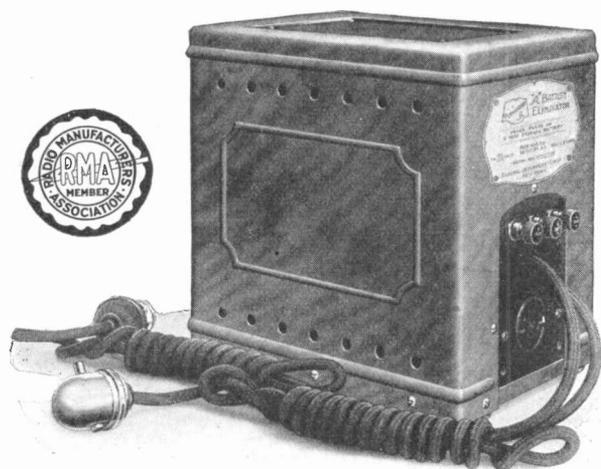
Don't forget. That same constant running Day-Fan Motor drives the big blades of Day-Fan Fans. That is why these fans have seven big talking-points. The biggest one on a hot day is "extra air delivery." Write us for the other six.



Day-Fan
RADIO • MOTORS • FANS
PRODUCTS

*For More Than 38 Years Manufacturers of
High Grade Electrical Apparatus*

GENERAL INSTRUMENT PERMANENT "A" Eliminator



AFTER four years of unrelenting scientific research and experiment, there emerges from our laboratories the PERMANENT "A" Eliminator ready to pile up PROFITS for YOU!

The PERMANENT "A" does NOT use a storage battery and trickle charger. It is the only REAL "A" Eliminator. The PERMANENT "A" has no tubes. There is no acid to spill. No AC hum on any set, nor is any rewiring whatever required. Simply connect the PERMANENT "A" the same as you would connect your storage battery. Requires no dealer service. Every PERMANENT "A" sale will make a permanent customer. Write or wire TODAY for further details.

PERMANENT "A" Eliminator: Delivers power up to ten tubes. Operates on 110 volts A.C., 60 cycles. Consumes only between 50 and 60 watts at maximum load. Size 8¾ inches high, 6 inches wide and 8½ inches long. Weighs approximately 21 lbs.

LIST PRICE \$39.50

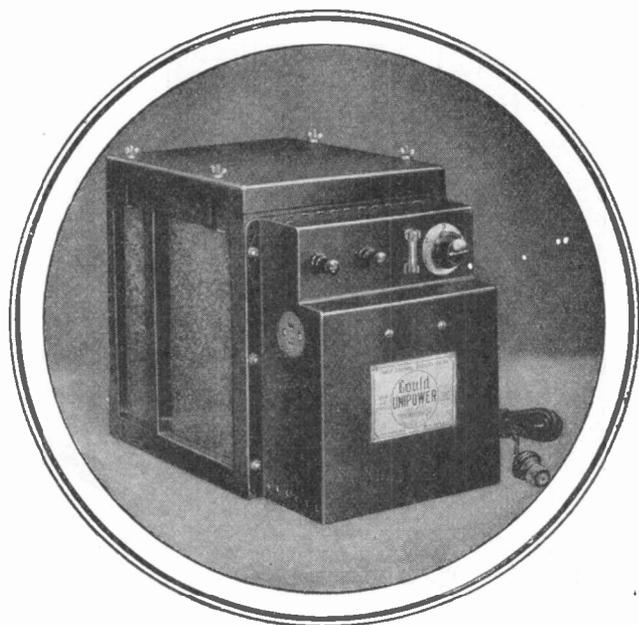
SEE it at BOOTH 66
R.M.A. Show, Chicago

GENERAL INSTRUMENT CORP.

477 Broadway

New York City

At the SHOW



Don't miss the NEW Gould Unipower

{ Booth 116, Hotel Stevens }
Chicago, June 13-16

If you cannot attend the show, write at once for details of Gould's important 1927-28 program. We have news vital to every radio dealer.

THE GOULD STORAGE BATTERY CO., INC.
Depew, New York

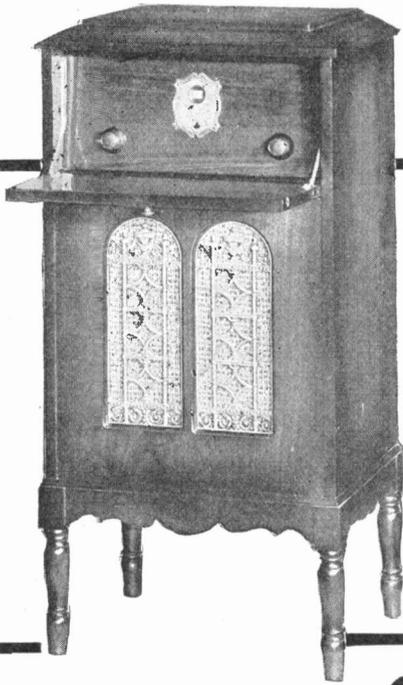
Branches: New York, Chicago, Kansas City, San Francisco

Unipower

Off when it's on ~ On when it's off

Overtone —

the Passport to Public Favor



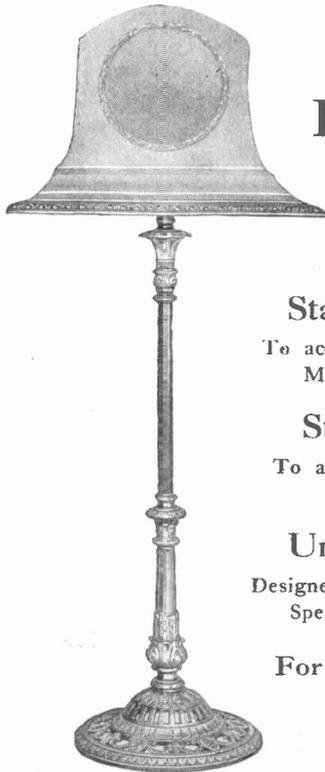
Four years ago, Carl Pfanstiehl stood alone in the solitary position of being the pioneer of quality reproduction. First to pass unhampered the signal impulse through a radio set—he produced the first radio with outstanding tone quality—accomplishing a unique achievement in radio design. There is no distortion of the delicate vibrations making the colorful overtones which distinguish and register the many impulses of voice—musical instrument—and performer.

Pfanstiehl
**OVERTONE
 RADIO**

Compare the PFANSTIEHL OVERTONE with the ordinary radio—and you will know the difference. Give your ears a chance. Let the PFANSTIEHL OVERTONE convey to your mind a perfect reproduction of the world stage before you.

Jobber territory now being closed—Dealer franchises now being assigned—Write or wire for details.

PFANSTIEHL RADIO CO.
 Waukegan, Ill.
 PIONEERS IN SIMPLIFIED CONTROL



The **Big (3) Three**

Consisting of Three Types
 of Loud Speaker Stands
 Listing at \$10.50 Each

Standard No. 100-A

To accommodate the New R.C.A.
 Model No. 100-A Speaker

Standard No. 100

To accommodate R.C.A. Model
 No. 100 Speaker

Universal Standard

Designed to fit the majority of Cone
 Speakers now on the market

For Sale by All Leading
 Radio Distributors

Write for Information

No. 100-A Standard

Albert Wahle Company, Incorporated
 Metropolitan & Morgan Aves.
 BROOKLYN, N. Y.

THANK You!

The wholesome recognition accorded statistical data prepared by McGraw-Hill Publications is due in large measure to the readers of McGraw-Hill Publications, who reply with painstaking care to McGraw-Hill questionnaires.

This is a word of appreciation to you readers who are called upon from time to time to give McGraw-Hill basic information of a more or less confidential nature.

THE PUBLISHERS

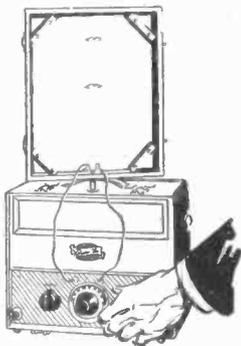
Avoid the "SUMMER SLUMP" this year



You can with the Trav-Ler Portable Radio, for Trav-Ler is a year-round seller—as popular and useful in the summer as in the rest of the year.

The Trav-Ler is *really* portable and easy to carry on trips. Small enough to slip under a Pullman seat, to tuck in a car or canoe. *It weighs only 24 pounds!*

Everything is in one small case—batteries, loud speaker, aerial, 5 tubes. Just lift the cover and tune in—in a car, a train, on a boat, out camping, at hotels. No aerials to string up. No ground connections. Sweet tone. Strong volume. Standard parts. Single dial control.



Price complete, **\$84²⁵**
Without Accessories, \$65.00

TRAV-LER MANUFACTURING CORPORATION
3401 North Halsted Street, Chicago
Member of
Radio Manufacturers Association

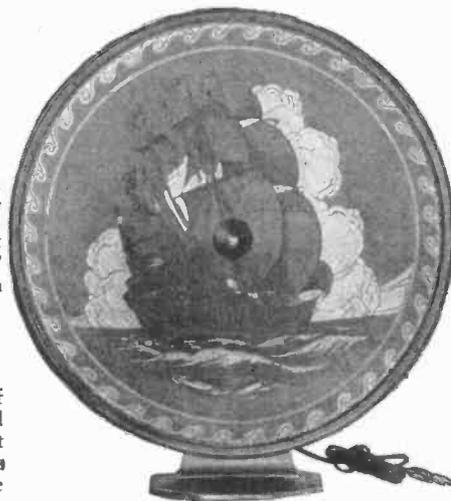


TRAV-LER MANUFACTURING CORPORATION
3401 North Halsted Street, Department D, Chicago
Please send me complete dealer information on the Trav-Ler Portable Radio.

Name _____
Address _____

New 2-Use Fiat Cone (Zinc)

at only
\$12.50
List Price



New Beauty
Beautifully finished in blue and gold with neat walnut frame. The "Fiat" Cone harmonizes with the finest furniture.

New Tone Quality
The tone quality of the "Fiat" is equal to that of the highest priced speakers. This cone is built on the principle of the famous "Majestic" Horn Reproducer.

New Volume
The deep resonance of its tones also matches the higher priced speakers.

Sell Its Distinctive Double Use —Console Cone or Wall Model



By simply detaching base, this cone is changed from Console to Wall type.

Here is the speaker that radio users have been waiting for—a cone speaker that combines distinctive beauty—wonderful tone quality—and low price. Its double decorative value appeals strongly. By simply detaching the base, the new "Fiat" is easily converted from a console type to a wall model. Set it on the table—hang it on the wall, as desired. Its powerful volume is adjustable and free from buzzing. The tone quality is excellent—as finely tempered as that of the highest priced speakers. Fully guaranteed.

The low price for the high quality offered in the new "Fiat" Cone Speaker makes it a remarkably fast seller. Explain to your customers that this speaker is built on the same principle as the famous "Majestic" Horn Reproducer. This new "Fiat" Cone will show you more sales than you ever have had before on a speaker.

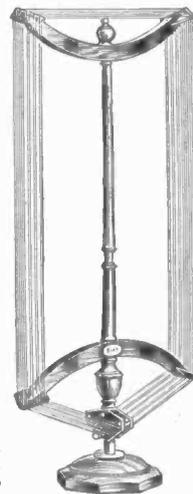
The Popular



Console Loop

Is Another Fast Seller

This new 1927 model Bank Wound Loop is made of solid walnut with natural lacquer finish, hand-rubbed. Its beauty of design is an adornment to any radio set. This loop turns on a 7-inch radius. The patented Bank Winding makes the small size possible—and secures a high ratio of inductance to distributed capacity, insuring unusual sensitivity. Every Fiat Loop is guaranteed against any mechanical or electrical defects.



Type "C" Console Fiat Loop

We have just acquired the sole right for the manufacture and sale of this loop. List price ONLY **\$12.50**

DEALERS—You are assured of a good profit margin on every "Fiat" sale. Fast turnover—wide profits! Send for sample order today.

METAL DEVICES CORPORATION
Manufacturers of the famous "Majestic" Horn Reproducer.
2646 N. Maplewood Ave., Chicago, Ill.

The Last Word in Sound Reproduction



MOST any Speaker brings you *something* of Radio's joy—but until you've really heard a "Jewel Case" with its resonant tonal beauty, tonal *completeness*, *naturalness*, you've missed the fullest joy! There are so many *claims* in Radio we only ask you this—*just believe your own ears* when you listen to recreations of music, speaking, or singing so natural you scarcely realize the living authors are many miles away. That is Velvet Radio joy!

[No. 21 \$40.00]

Velvet Radio Speakers bring a definite contribution to Radio reproduction in more than mere beauty—for the rich rounded vibrant tones are natural as life itself—it's "just as if you were there!"

Sales Representative to the Jobbing Trade

The ZINKE CO.
1323 S. Michigan Ave.,
Chicago



"The Jewel Case" is a musical instrument—supreme in tonal beauty and power—but it is as well, a beautiful piece of handcraft.

Velvet Radio Speakers

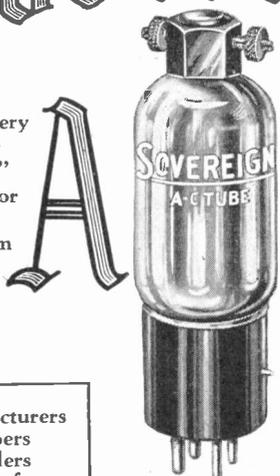
Manuf. by BORKMAN RADIO CORP., Salt Lake City, Utah.

Sovereign

No "A" Battery

No "A" Eliminator

No Hum



Longer Life
Greater Amplification
Non-Microphonic

Manufacturers
Jobbers
Dealers
Write for
Details

Tube

Sovereign
A-C-Kits
CONVERT YOUR
PRESENT SETS
INTO
BATTERY-LESS
RECEIVERS

FOR

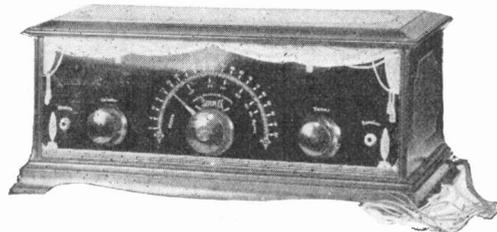
Battery-Less Receivers

Operate Direct From Light Socket

Manufactured by

SOVEREIGN ELECTRIC & MFG. CO.

123-127 N. Sangamon St., Chicago, Ill.



SUPERFLEX

for Summer Reception

Inbuilt STATIC SNUBBER. Test One

Radio Products Corp., Inc.
3816 N. 28th St., Birmingham, Ala.

WEBSTER

"BONE-DRI" A Socket-Power
and
BATTERY CHARGERS

Equal to

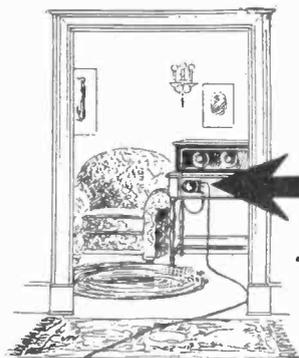
WEBSTER B's Raytheon Equipped

Enough Said!

See the latest in socket-power units at Booth 52, R.M.A. trade show week June 13, Chicago.

In the meantime write for free booklet "How to eliminate your batteries"
THE WEBSTER CO.
848 Blackhawk, Chicago





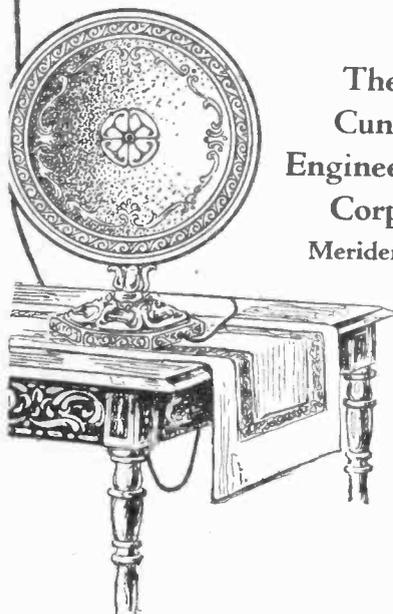
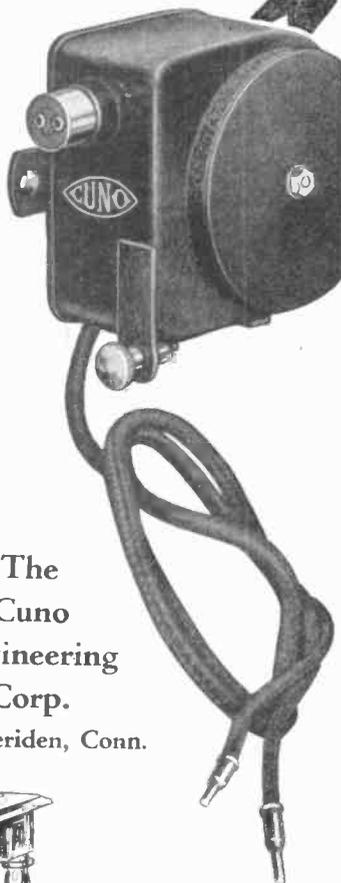
RADIO CUNO REEL

Where Wanted!

That's where the Cuno Radio Reel enables the owner of a set to place his loud speaker—or an extra one: in another part of the room or another room, out on the porch, in the kitchen. And cords are kept free from tangles and consequent damage. It's a real seller and a profit maker for you.

Ask your jobber or write us for descriptive circular and dealers' discounts.

Model 687 Radio Reel—A novel self-rewinding reel, with button controlled ratchet, and protected extension cord. Easily connected between loud speaker jack and horn. Readily attached, with two screws, to cabinet or table. Well made, practicable, durable, easy to operate. Handsomely finished in brown enamel and nickel. Attractive display card included in each carton of six. Complete with terminals and 25 feet of high grade cord, list, each...\$3.75

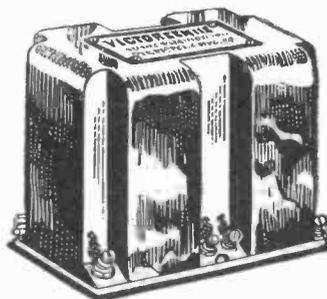


The Cuno Engineering Corp.
Meriden, Conn.

Notice to Manufacturers

We also make the Radio Reel in a model to be built into the set. Write for descriptive circular and prices.

VICTOREEN 112 Audio Transformer Unit

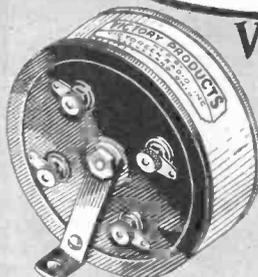


Victoreen 112—worthy of its name—consists of two stages of audio amplification in one case, using two No. 112 power tubes. It is especially recommended for its exceptional freedom from distortion and its wider tonal limits. Will work with any type loud speaker and show improvement in tonal quality. Send for new booklet. List Price.....\$22.00

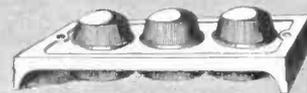
VICTOREEN UNIVERSAL CIRCUIT

has been further perfected and will please an even larger number of fans during the coming season.

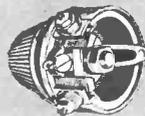
VICTOREEN RADIO PARTS



RF TRANSFORMER



AUDIO CONTROL UNIT



RHEOSTAT



MASTER CONTROL UNIT

Exhibited at Booth No. 135B at the R.M.A. Convention and Trade Show, June 13th to 18th, Hotel Stevens, Chicago.

Now is the time to line up with Victoreen for a profitable season. Write for prices, discounts, etc.

Branches in all principal cities.

The George W. Walker Co.

6528 Carnegie Avenue

Cleveland, Ohio

Merchandisers of Victoreen Radio Products

Announcing...

The Sonatron A-C Tube

At the
R. M. A. SHOW
June 13-17 Inclusive

The Sonatron Tube Company will occupy Booth 110-B at the R.M.A. Show. You are cordially invited to visit us at this space.

THE Sonatron Tube Company announces the presentation at the June R. M. A. Show, of its newest laboratory development—the Sonatron A-C Tube . . . Together with the Sonatron SH-85, Sonatron Tubes are now available for complete electrical operation of receivers . . . Inquiry is invited.

SONATRON TUBE COMPANY

108 West Lake Street
CHICAGO

16 Hudson Street
NEW YORK

320 Lafayette Bldg.
DETROIT

NEWARK, N. J.

WINDSOR, ONT., CAN.



THE WORLD'S LARGEST

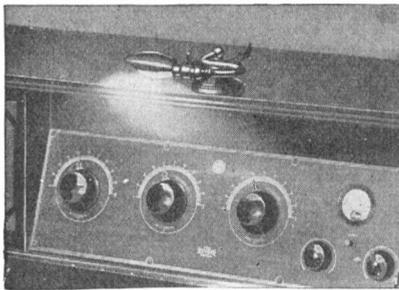
SONATRON

RADIO TUBE LINE

Standard Quality



Nationally Advertised



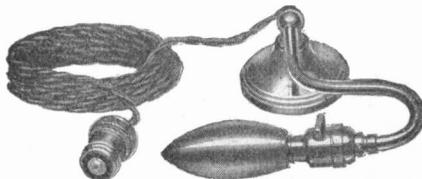
Many Repeat Orders On This Radio Light

A PROMINENT New York jobber since Jan. 8th reordered *seven* times. Another in Newark, N. J. ordered four times in two months. A Chicago jobber's second order was double his first order and his third order was double his second.

A world famous department store, on their third order in two months, received *four* times the quantity of their second order. Many others report similar successes. Vimco Radio Light is a big seller at \$3.85 retail price. Display it for *summer business*. Write for full particulars and attractive discounts.

VIMCO MFG. COMPANY, INC.
Manufacturers of Nationally-Known "Bend-O-Lite"
721-B Ellicott Sq., Buffalo, N. Y.

RADIO VIMCO LIGHT



All Types

MANUFACTURERS

— Tie Up With —

HYTRON

TRIPLE TESTED
RADIO TUBES

Guaranteed 100%
Licensed under Sodium Process
Patent No. 1,573,593

Jobbers write for exclusive territory.
Samples on request.

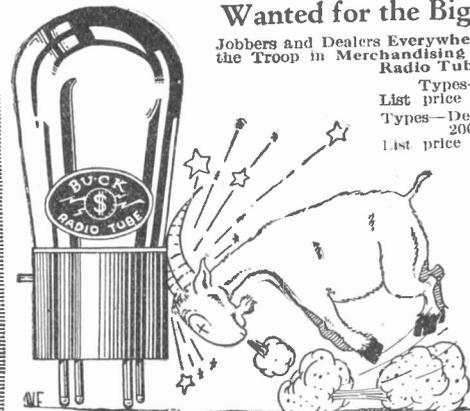
HYTRON CORPORATION
SALEM, MASS.

Wanted for the Big Buck Parade

Jobbers and Dealers Everywhere to Join the Rest of the Troop in Merchandising Our Famous Buck Radio Tubes.

Types—201As-199s-12s
List price \$1.00 or One Buck
Types—Detectors and Powers
200As-112s-171s
List price \$2.00 or Two Bucks

Something New—
Our Buck Gas Filled Rectifier Tube for B Eliminators.
Now is the time to get in line. Start marching, enlist New Customers, increase your Sales and realize Bigger Profits. Free Advertising Matter — Stands, Streamers, Radio Logs, etc.



UNIVERSAL
ELECTRIC
LAMP CO.
Newark, N. J.

Do not fail to see the Amplion Exhibit at the Chicago Show

—again Amplion
leads the field in
new developments in
radio reproduction.

The new models that were first demonstrated at the International Graham-Amplion Conference in London in May 1927, will be demonstrated to the American trade for the *first time* at the Music Trade and Radio Shows in Chicago.

Present at the London Conference were representatives of the International Amplion Corporations. For many years Graham-Amplion with its famous research laboratories has been the leader in the development and improvement of radio sound reproduction.

The new additions to the famous Amplion Line are bound to be of great interest to everyone demonstrating and selling radio equipment. We will be glad to welcome all radio dealers and wholesalers at our booth.

The Amplion Display is at Booth
147. Demonstrations in Rooms
805-806, HOTEL STEVENS
Chicago, Ill.



THE AMPLION CORPORATION
OF AMERICA

280 Madison Avenue, New York City

The Amplion Corporation of Canada Ltd.
130 Richmond Street West, Toronto, Ont.

Radio Receptor Co. announces

The Famous

POWERIZER

Reg. U. S. Pat. Office

REG

with

A Real A — B — C Current Supply

and Power Amplification

The Famous

POWERIZER

with 2 Stage Amplification Using
the New Power Tubes

The Famous

POWERIZER

with 2 Stage Power Amplification
and Real

A — B — C Supply
using No Batteries, Liquids or Paste

POWERIZER Units

Complete Parts as employed in the
Powerizer. Power Transformers.
Audio Transformers. Filter Chokes.
Output Transformers.

POWERIZER Packs

FOR POWER and AUDIO AMPLIFICATION
for MANUFACTURERS' USE.

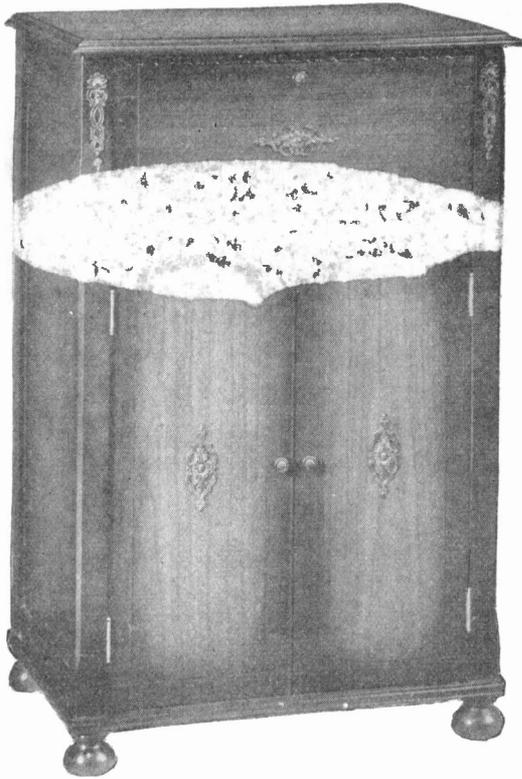
Licensed by Radio Corporation of America
and Associated Companies

Come and see us at Room 561, Stevens
Hotel, R. M. A. Trade Show, Chicago.

Radio Receptor Co., Inc.

106 Seventh Ave., New York

"QUALITY" CABINETS for Every Type of Receiver



No. 70R 18 in. deep, 26 in. wide and 41 in. high. Equipped with large orthophonic speaker horn just below the set compartment.

You will appreciate the value of a high quality cabinet in assisting the sale of a receiver when you see the excellence of our new Speaker Cabinets. Of number one American striped walnut, and finished in duo-tone lacquer, they are decidedly superior pieces of furniture. Large Orthophonic type loud speaker horn is built into the cabinet in the space below the receiver space, and there is ample room for batteries or power units.

In addition to those illustrated, we build lower priced cabinets without doors, and cabinets similar to the No. 70R with feet like those on the type 80R. In every cabinet from the smallest to the largest, the workmanship and quality of material is the very best obtainable. They are in keeping with the finest set that will be mounted in them.



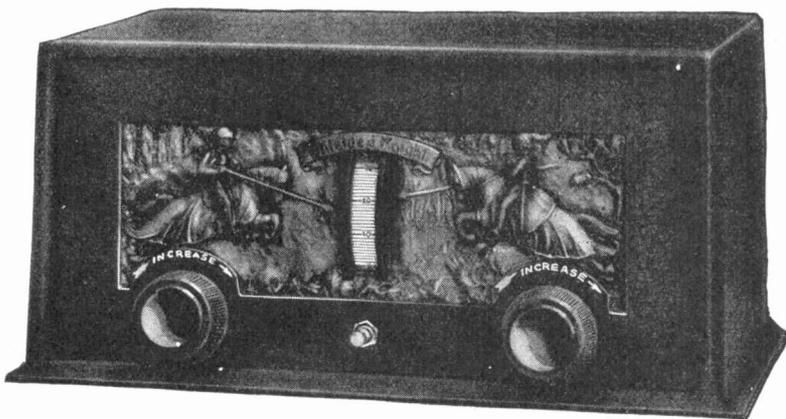
No. 80R 17½ in. deep, 30½ in. wide, 31¾ in. high. Will accommodate large battery or eliminators. Has large orthophonic horn built in.

ART NOVELTY COMPANY

Builders of Quality Furniture
GOSHEN, IND.

The SHIELDED KNIGHT

Radio Receiver



Model 6-65. All Aluminum Cabinet and Front Oxidized Bronze Finish. 8"x15"x7" high

This receiver is building a permanent place in a seemingly overcrowded field because it sets a new standard of *appearance* and *performance*. Do not delay if you want to share in the future of this exceptional product.

Note these outstanding
selling points!

Totally Shielded, Single Control, The Utmost in Selectivity.

Six Tubes. Three Stages Tuned Radio Frequency. Detector and Two Stages of Audio Frequency. The circuit is designed to accom-

modate a power tube in the last Audio Frequency Stage if so desired.

Exclusive cabinet design and finish. Exceptional tone **\$65.00** quality.

Complete with Cable Less Accessories

See your nearest jobber

T. S. Witherbee Co., Inc., Woolworth Building New York

Over 20 years' experience making and selling quality electrical apparatus

ARMOR TUBES



**Strength
Efficiency
+
Durability**

Built with platinum filament to supply the steadily increasing demand for better reception, more volume and greater selectivity.



The ARMOR tube has—high filament emission—pure tone reproduction—long efficient life. It is non-microphonic—filament, grid and plate anchored in place, impossible to get out of alignment. Used in electric operated sets, the ARMOR tube has a distinct advantage over other tubes, as the filament emission is constant over a wide range of line voltage fluctuation.

A specially designed Armor Tube for every need

Dealers—Send for literature.
Jobbers—Some territories are open.

Armstrong Electric & Mfg. Co., Inc.
351 Halsey St., Newark, N. J.

Fleron

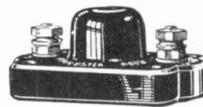
LIGHTNING

ARRESTERS



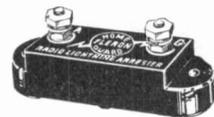
IN A NEW COUNTER DISPLAY

which will *double* your arrester sales. Ten arresters to each display. A fine item for summer sales. A sample order will convince you of its selling power. Ask your jobber.



Sentinel Arrester

This is the arrester, packed in the New Display Stand. Carborundum Gap. Approved by Underwriters. List price \$1.00.



Home Guard Arrester

Large sales volume easily built with this fine piece of merchandise. Approved by Underwriters. List price \$5.00.



Retail Price
Model 20-A complete with Raytheon Cartridge \$21.00
Model 20-B without Automatic Relays but with trickle and full charging rates \$10.00
Equipped for, but less Rectifier Bulb

The CASE Charger

with Automatic "A" and "B" control and Automatic Full Charge Cut-Off

In combination with "B" Eliminator makes any receiving set fully power operated—charges the "A" Battery and automatically controls both "A" Battery and "B" Eliminator from receiving set switch. When set is turned off, charger automatically and rapidly replenishes the energy used by the radio set and automatically shuts off when

battery is fully charged, preventing overcharging and gassing of battery. Equipped with Raytheon "A" Rectifier Cartridge—consumes 50% less power than ordinary rectifiers. No light, no noise and practically no heat. The CASE Charger offers volume sales and liberal profits. Write for full details.

INDIANA MFG. AND ELECTRIC CO.
MARION, INDIANA

CASE

RADIO PRODUCTS

RECEIVING SETS—CHARGERS—ACCESSORIES



COMPLETE AERIAL OUTFITS

Everything necessary for the erection of an aerial of high efficiency packed in a sturdy 3-piece slide container. Four styles and prices. Each kit is a package of exceptional value.

No. 300.....List \$3.00 No. 400.....List \$4.00
No. 350.....List \$3.50 No. 500.....List \$5.00

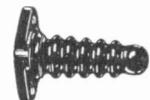
OTHER FLERON SPECIALTIES



Glass Insulators



Porcelain Insulators



Stand-off Insulators



Lead-in Bushing



Screw Eye Insulators

The Fleron Line of Radio Aerial Equipment is sold by all leading jobbers. *Write for folder.*

M. M. FLERON & SON, Inc.
TRENTON, NEW JERSEY

New!!

Hammarlund will exhibit at the R. M. A. Trade Show at Chicago, June 13 to 19, several new products—as well as improved models of standard Hammarlund Condensers and Coils.

There will be a new—

- Drum Dial (Illuminated)
- Multiple Matched Condenser Unit
- Radio Frequency Choke Coil
- Equalizing Condenser
- Midget Condenser

Also—

The Deluxe Six-Tube 1928 Model
HAMMARLUND-ROBERTS
"Hi-Q" Receiver

Other new Hammarlund developments will follow soon.

Visit the Hammarlund Exhibit at Space 136-B

HAMMARLUND MANUFACTURING CO.
424-438 W. 33rd Street New York

Hammarlund
PRECISION PRODUCTS



MORE PROFIT
on the First Sale

Plus **MORE PROFIT**
on the Repeat Sales

WITH

DEALERS

If there is no Vogue Jobber in your immediate section, write us direct naming jobber.

VOGUE
NONPAREIL

JOBBERS

Choice territory still open. Send for information for next season on this profit producing line of quality tubes.

Tubes—should be one of your outstanding money making accessories. A VOGUE sales analysis sent you on request pointing out the features of our sales policy, price arrangement, advertising, dealer helps and GUARANTEE will convince you.

Duplex Base Power Tubes eliminate adapters



Straight Matched and Combination Matched



A Complete Line

ALLAN MFG. CO.
Harrison, N. J.

V 300 Super Detector



Los Angeles
212 Chamber of Commerce Bldg.

Chicago
100 W Chicago Ave.

Answering the problem of Radio Distribution

MERCHANDISING RADIO is difficult for the manufacturer because it cuts across so many trades. The dealers and jobbers who sell radio equipment are to be found in the electrical, music and phonograph, hardware, furniture, auto supply, department store and a number of the other trades.

Radio Retailing's circulation includes all the outlets in these fields which sell radio, irrespective of trade lines. Here is proof of the effectiveness of its "coverage" policy: *Radio Retailing* has the largest paid circulation of any trade publication; radio manufacturers carried a larger volume of advertising in the June issue of *Radio Retailing* than the combined radio publicity of other publications.

Radio Retailing

The Business Magazine of the Radio Industry
MCGRAW-HILL PUBLISHING COMPANY, INC.

473 Tenth Ave., New York City

Member A.B.C.

SEARCHLIGHT SECTION

SURPLUS STOCKS—BUSINESS OPPORTUNITIES

UNDISPLAYED—RATE PER WORD:
 Positions Wanted, 6 cents a word, minimum \$1.25 an insertion, payable in advance.
 Positions Vacant and all other classifications, 10 cents a word, minimum charge \$2.00.
 Proposals, 40 cents a line an insertion.

INFORMATION:
 Box Numbers in care of any of our offices count 10 words additional in undisplayed ads.
 Discount of 10% if one payment is made in advance for four consecutive insertions of undisplayed ads (not including proposals).

DISPLAYED—RATE PER INCH:
 1 to 3 inches.....\$8.65 an inch
 4 to 7 inches..... 6.40 an inch
 8 to 14 inches..... 6.20 an inch
 Rates for larger spaces, or yearly rates, on request.
 An advertising inch is measured vertically on one column, 3 columns—30 inches—to a page.

Radio Retailing

SALESMAN WANTED

Wanted
 Salesman on commission basis on our radio battery cable, extension cords and other items. Wilkens Electric Mfg. Corp., White Plains, New York.

REPRESENTATIVES WANTED

Wanted
 A-1 manufacturers' sales representative in Kansas City, St. Louis, New Orleans, Milwaukee, Buffalo, Pittsburgh, Cincinnati, Indianapolis, Richmond, Little Rock, Cleveland and New York; to handle our line of relay switches in territory surrounding headquarters mentioned; must have jobber and dealer following; write, giving territory covered, etc. RW-34, Radio Retailing, Guardian Bldg., Cleveland, Ohio.

REPRESENTATIVE AVAILABLE

Manufacturers Representative Agency Wanted
 F. O. Fleischer now operating as distributor of Servel electric refrigeration at Minneapolis, recently owner and operator of Stewart Warner Products Service Station, Minneapolis, wishes to represent manufacturer of radio and electric merchandise to jobbers and dealers of the Northwest. Address Northwest Utility Sales, 39 South Eighth Street, Minneapolis, Minn.

SPECIALTY

Patents
 Probably you would have glanced at and passed over Armstrongs' or De-Forests patents if they had advertised them in a small classified ad. Do not pass over this ad. Responsible manufacturing concerns write to me for information about the best commercial invention of radio. Radio Retailing has full details and will undoubtedly be glad to advise you. Jewell Williams, Columbus, Mississippi.

Manufacturers Attention!

Due to expansion of regular business, reputable manufacturer is forced to sacrifice Condenser Line, consisting of finished stock, tools, dies, patents, parts in process, advertising cuts, literature, etc., at a real "Bargain" price. Splendid opportunity for radio set or parts manufacturers. Thorough investigation invited.

BO-36, Radio Retailing,
 Tenth Ave. at 36th St., New York City

A LEADING Piano House in an Eastern City of 800,000 population, authorized Representatives of Steinway. Duo Art and the Gulbransen Line located on a most prominent corner of the business section, will sub-lease ample space or consider a concession for conducting a musical instrument, radio and sheet music Department. Privilege will be given to operate under the present Firm Name which carries considerable prestige in this City. Applicants will be required to take over the present stock of radio and musical instrument merchandise, and must be able to give proper guarantee to conduct the business on a strictly high basis.

For further information address

BO-35, Radio Retailing
 1600 Arch St., Philadelphia, Pa.

FREE RADIO EMPLOYMENT SERVICE

Employers in any line of the Radio industry (or in allied industries) should call on our Free Radio Employment Service when additional employees are needed. Thoroughly trained, experienced men supplied anywhere in the U. S. or Canada on 48 hours' notice. No charge for service. Send post card today for our free monthly bulletin. Address National Radio Institute, Dept. R.R., Washington, D. C.

CASH

We want your
SURPLUS RADIO STOCK
 Send us your list and lowest cash price
EMPIRE RADIO CO.
 216 Washington St.,
 Boston, Mass.

CASH

Buyers Everywhere know

"Searchlight"
 Try an ad for what you wish to sell.

If there is anything you want—

or something you don't want that *other* readers of this paper can supply—or use—advertise in the



Somebody is always looking for something to meet certain business needs. Some men in charge of plant operations may be in the market for good used equipment—others may have just what they want, to sell. Some may require a man of unusual quali-

fications for a particular position—that man may be another reader of this paper! Put the Searchlight Section to work for you under any of the following classifications—to fill your business needs.

Agencies Wanted
 Agents Wanted
 Auction Notices
 Buildings For Sale
 Business Opportunities
 Civil Service Opportunities
 Contracts To Be Let

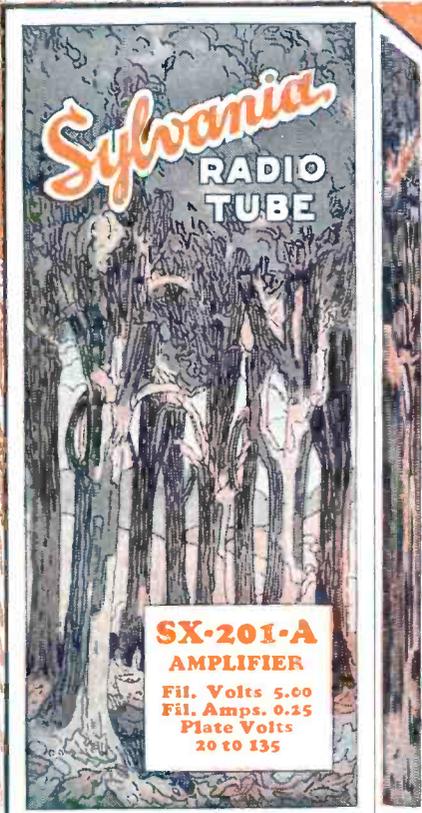
Contracts Wanted
 Educational Courses
 Employment Agencies
 Exchanges
 For Rent Items
 Franchises
 Industrial Sites

Miscellaneous Wants
 New Industries Wanted
 Partners Wanted
 Patents For Sale
 Patent Attorneys
 Plants For Sale
 Positions Vacant

Positions Wanted
 Property For Sale
 Receivers' Sales
 Representatives Wanted
 Salesmen Wanted
 York Wanted
 Etc., Etc., Etc.

ALPHABETICAL INDEX TO ADVERTISEMENTS

- | | | |
|--|--|---|
| <p>Abox Co. 227
 Acme Electric & Mfg. Co. 179
 Acme Wire Co. 174
 Adler Mfg. Co. 4
 Aero Products Co., Inc. 240
 Allan Mfg. Co. 254
 American Bosch Magneto Co.,
 145, 146, 147, 148
 American Resistor Corp. 25
 Amplion Corp. of America 251
 Amrad Corp. 187
 Andrea, F. A. D. 16
 Anylite Elec. Co. 242
 Apco Mfg. Co. 44
 Apex Elec. Mfg. Co. 162
 Armstrong Elec. & Mfg. Co. 253
 Art Novelty Mfg. Co. 252
 Atwater Kent Mfg. Co. 52</p> <p>Bake-lite Corp. 15
 Baker Smith Co. 23
 Baritone Mfg. Co. 31
 Beede Elec. Instrument Co. 138
 Belden Mfg. Co. 204
 Benjamin Elec. Mfg. Co. 128
 Borkman Radio Corp. 248
 Bosworth Elec. Mfg. Co. 30
 Boudette Mfg. Co. 24
 Bremer Tully Mfg. Co. 239
 Briggs Stratton Corp. 175, 176, 177, 178
 Burton-Rogers Co. 134</p> <p>Camfield Radio Mfg. Co. 138
 Carter Mfg. Co. 237
 Carter Radio Co. 136
 C E Mfg. Co. 191
 Celeron Co. 152, 153
 Chicago Nipple Mfg. Co. 218
 Clearstone Radio Co. 232
 Colt's Patent Fire Arms Mfg. Co. 132
 Conneway Elec. Lab. 243
 Cornish Wire Co. 135
 Crosley Radio Corp. 121
 Cunningham, Inc., C. T.,
 Inside Front Cover
 Cuno Engineering Corp. 249</p> <p>Day Fan Elec. Co. 244
 DeJur Products Co. 130
 Dexter & Sons, Inc., C. H. 136
 Dubilier Condenser Corp. 184, 185
 Dudlo Mfg. Corp. 45</p> <p>Eagle Charger Co. 220
 Eby Mfg. Co., H. H. 207
 Electrad, Inc. 189
 Electric Service Supplies. 243
 Electric Storage Battery Co. 28
 Excello Products Corp. 211</p> <p>Fansteel Products Co. 35
 Farrand Mfg. Co. 10
 Federal-Brandes Corp. 202, 203
 Federal Radio Corp. 233, 234, 235, 236
 Ferranti, Inc. 171
 Fleron & Son, Inc., M. M. 253
 Freed Eisemann Radio Corp.,
 163, 164, 165, 166
 Freshman Co., Inc., Chas. H. 8
 Frost, Inc., Herbert H. 138</p> <p>General Instrument Corp. 245
 Gilby Wire Co. 134
 Gold Seal Elec. Co., Inc. 144
 Gould Storage Battery Co. 245</p> | <p>Grebe & Co., Inc., A. H. 5
 Greene-Brown Mfg. Co. 195
 Grigsby-Grunow-Hinds Co. 196
 Guthrie Mfg. Co. 238</p> <p>Halldorson Co. 137
 Hammarlund Mfg. Co. 254
 Hartung Co., C. F. 242
 Hood Rubber Co. 137
 Hubble, Harvey, Inc. 132
 Hyatt Elec. Corp. 22
 Hytron Corp. 250</p> <p>Igrad Condenser & Mfg. Co. 130
 Indiana Mfg. & Elec. Co. 154, 253
 International Resistance Co. 199
 Interstate Elec. Co. 47</p> <p>Jewell Elec. Instrument Co. 134
 Johnson Motor Prod. Co. 210</p> <p>Kellogg Switchboard & Supply Co.,
 224, 225
 Kennedy, Inc., Colin B. 32
 Ken-Rad Corp., Inc. 241
 King Elec. Mfg. Co. 201
 King Mfg. Co. 208, 209
 Kwiktest Radio Lab. 133</p> <p>Langbein-Kaufman Radio Co. 243
 Lignole Corp. 124
 Lundquist Tool & Mfg. Co. 243
 Lynch Co., Inc., Arthur H. 190</p> <p>Magnavox Co. 172
 Maring Wire Co. 172
 Martin Copeland Co. 133, 212, 213
 McMillan Radio Co. 216
 Metal Devices Corp. 247
 Modern Elec. Mfg. Co. Front Cover
 Mohawk Corp. 40, 41
 Molded Wood Prod. Co. 219
 Murdock Co., Wm. J. 229</p> <p>National Co. 226
 National Carbon Co. 12
 Newcombe-Hawley, Inc. 223</p> <p>Paragon Elec. Corp. 151
 Park Metalware Co. 136
 Peerless Elec. Co. 33
 Perryman Elec. Co. 168
 Pfanstiehl Radio Co. 246
 Philadelphia Storage Battery Co.,
 139, 140, 141, 142
 Platter Cabinet Co. 182, 183
 Polymet Mfg. Corp. 134
 Pooley Co. 173
 Popular Science Monthly 11
 Positions Wanted 255
 Precision Prod. Co. 230, 231
 Premier Elec. Co. 27
 Prest-O-Lite Co., Inc. 242
 Progressive Musical Instrument
 Corp. 7</p> <p>Radio Cabinet Co. 205
 Radio Corp. of America,
 78, 79, Back Cover
 Radio Master Corp.,
 88, 89, (Pictorial Section)
 Radio Products Corp. 248</p> | <p>Radio Receptor 251
 Radio Trade Catalog 38, 39
 Raytheon Mfg. Co. 160, 161
 Red Lion Cabinet Co. 50, 51
 Reliable Parts Mfg. Co. 135
 Rola Co. 26
 Rono Mfg. Co. 133</p> <p>Sandar Corp. 46
 Scranton Glass Instrument Co. 244
 Searchlight Section 255
 Sentinel Mfg. Co. 180, 181
 Shamrock Mfg. Co. 37
 Sickles Co., F. W. 134
 Silver-Marshall, Inc. 131
 Slagle Radio Co. 194
 Sleeper Radio Co. 36
 Sonatron Tube Co. 250
 Sovreign Elec. Mfg. Co. 248
 Sparks-Withington Co. 14
 Spartan Elec. Corp. 42
 Specialty Appliance Co. 249
 Splittorf Radio Corp. 43
 Sprague Specialties Co. 132
 Star Antenna Sales Co. 243
 Standard Piano Bench Mfg. Co. 48
 Standard Radio Corp. 49
 Sterling Mfg. Co. 167
 Stevens & Co. 192
 Stewart Battery Co. 17, 18, 19, 20
 Stewart Warner 206
 Stromberg Carlson Tel. Mfg. Co. 2
 Sunlight Lamp Co. 222
 Superton Mfg. Co. 34
 Swan Haverstick Co., Inc. 170
 Sylvania Prod. Co. Inside Back Cover
 Symphonic Sales Corp. 13</p> <p>Teletone Corp. 241
 Temple, Inc. 29
 Thordarson Elec. Mfg. Co. 122
 Timmons Radio Corp. 228
 Tower Mfg. Corp. 150
 Trav-Ler Mfg. Corp. 247
 Trimm Radio Mfg. Co. 198</p> <p>Udell Works 132
 United Radio Corp. 143, 159
 Universal Battery Co. 193
 Universal Elec. Lamp Co. 250
 Utah Radio Prod. Co. 3</p> <p>Valley Elec. Co. 188
 Van Doorn Corp. 21
 Vesta Battery Co. 186
 Vimco Mfg. Co. 250</p> <p>Wahle Co., Inc., Albert. 246
 Walker Co., Geo. W. 249
 Watstown Table & Furniture Co. 6
 Webster Co. 248
 Westinghouse Union Battery Co. 221
 Weston Elec. Instrument Co. 200
 White Mfg. Co., Julian M. 149
 Wireless Specialty Apparatus Co. 126
 Wirt Co. 9
 Wise McClung. 155, 156, 157, 158
 T. S. Withersbee Co. 252
 WorkRite Mfg. Co. 214</p> <p>Yaxley Mfg. Co. 137</p> <p>Zenith Radio Corp. 215
 Zetka Laboratories 169</p> |
|--|--|---|



*It's a
Beauty!*

Here is the new box which will
add much to the outward appear-
ance of a package already known
for its efficient contents—

Sylvania
RADIO TUBES



The design of this carton is typical of the
country surrounding Sylvania's laborator-
ies and factory—wooded, rolling hills and
blue sky, far removed from congested mar-
kets and competitive labor—a community
in itself of conscientious workers who are
happy in giving their best efforts to the
production of "The Tubes that Never
Disappoint."



SYLVANIA PRODUCTS CO., EMPORIUM, PENNSYLVANIA



Among vacuum tubes, as in very few selling fields, there is one outstanding product that keeps far ahead in quality, and is very heavily advertised the year 'round. No wonder the customer looks askance at any dealer who does not carry Radiotrons.

RADIOTRON UX-201-A	Detector Amplifier
RADIOTRON UV-193	Detector Amplifier
RADIOTRON UX-196	Detector Amplifier
RADIOTRON WD-11	Detector Amplifier
RADIOTRON WX-12	Detector Amplifier
RADIOTRON UX-208	Detector Only
RADIOTRON UX-206-A	Detector Only
RADIOTRON UX-126	Power Amplifier Last Audio Stage Only
RADIOTRON UX-112	Power Amplifier
RADIOTRON UX-171	Power Amplifier Last Audio Stage Only
RADIOTRON UX-216	Power Amplifier Oscillator
RADIOTRON UX-213	Full-Wave Rectifier
RADIOTRON UX-216-B	Half-Wave Rectifier
RADIOTRON UX-674	Voltage Regulator Tube
RADIOTRON UV-876	Ballast Tube
RADIOTRON UV-286	Ballast Tube
RADIOTRON UV-377	Protective Tube



Twelve months of big Radiotron advertising every year — 52 weeks of steady turnover and profit — if you sell R C A Radiotrons.

RADIO CORPORATION OF AMERICA
New York Chicago San Francisco

RCA Radiotron

MADE BY THE MAKERS OF THE RADIOLA