

Radio Retailing

The Business Magazine of the Radio Industry

Science wins!

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 AC 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.

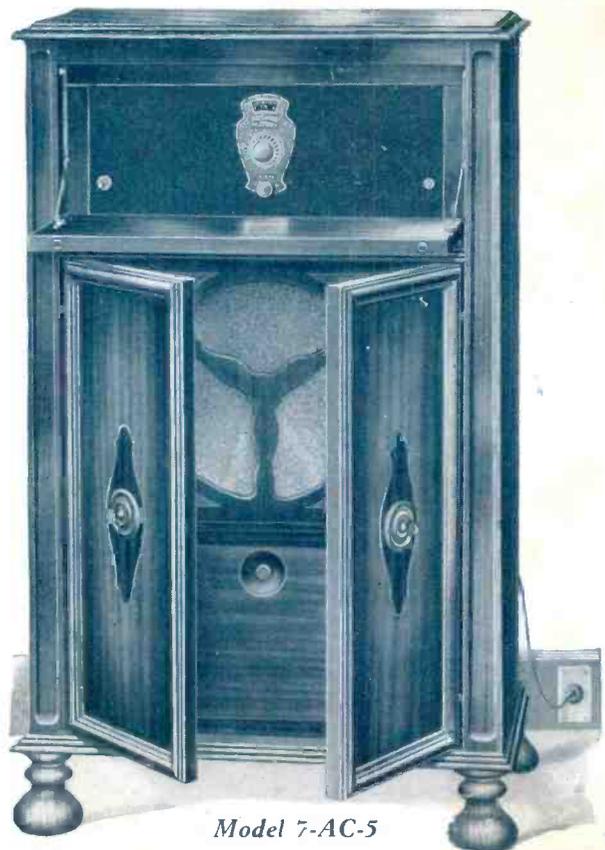
\$175.

Complete—nothing else to buy

The first cost
is the last cost.

Six tubes ~ One Control
**FRESHMAN
MASTERPIECE**

Wire or write for information about the most profitable franchise in radio—and don't forget to ask about the new FRESHMAN EQUAPHASE—the wonder line.



Model 7-AC-5

CHAS. FRESHMAN CO., INC., FRESHMAN BUILDING, NEW YORK
CHICAGO LOS ANGELES

Cunningham RADIO TUBES

Round out the circle of vacation joys

Capitalize on the demand for Cunningham Radio Tubes for use in portable Radio sets for camping and boating trips. Suggest that your customers take along one or two "spares" for emergency use where tubes are difficult to replace.

Only radio can supply the need for entertainment in many a hamlet or mountain retreat.

Now more than ever, vacationists are realizing the ability of radio to add to their summer enjoyment. Radio sets are being taken along as absolutely necessary equipment. Mark our words—this summer will be a Radio Summer.

E. T. CUNNINGHAM, Inc.

New York

Chicago

San Francisco



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Radio Retailing

The Business Magazine of the Radio Industry

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Radio Retailing's Editors Spend Most of Their Time Out in the Trade

NO PLACE is too remote for "Radio Retailing" to send a personal representative in quest of profit-making stories. This photograph was taken at Washington, Mo., a town of 4,500 population off the main line of travel. Ray V. Sutcliffe, western

editor, (right) is getting first-hand facts about radio selling methods from A. B. Ross, Jr., the town's live radio dealer. NOTE—No, editors do not always preempt the boss's chair—only when it's comfortable.

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



Build your Radio Business on a Firm Foundation

THE Stromberg-Carlson franchise is a stable foundation upon which an authorized dealer may build a permanent and successful radio business. It represents—

STABILITY AS TO PRODUCTS—

Stromberg-Carlson Radio products are characterized by the same dependability and durability which have made its telephone apparatus standard throughout the world. Dealers and users are protected by a guarantee which is valid only when countersigned by an authorized dealer.

STABILITY AS TO PRICES—

Stromberg-Carlson guarantees not to reduce factory prices on its Receivers. This is an assurance of permanent value in a dealer's inventory.

STABILITY AS TO PATENTS—

Stromberg-Carlson aims to give patent protection to dealers and users of its apparatus. The Company is licensed under the patents of the Radio Corporation of America, Hazeltine Corporation, Latour Corporation and Radio Frequency Laboratories, Inc.

STABILITY AS TO PROFITS—

Stromberg-Carlson dealers enjoy maximum freedom from "service" costs due to the care with which its Receivers are constructed. The original profit is preserved.

—*— [The Stromberg-Carlson line includes 5-tube and 6-tube Receivers in both Console and Table Models, and a 7-tube Radio and Phonograph Combination.] *—

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

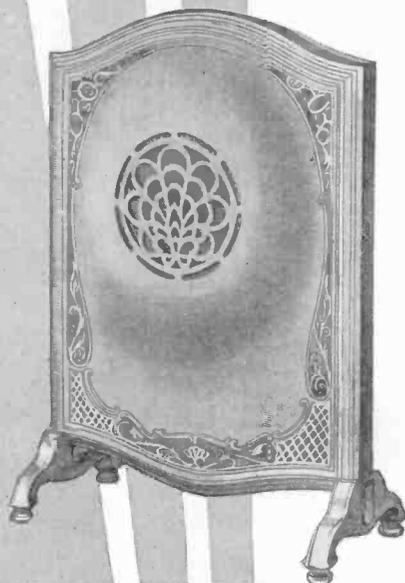
Stromberg-Carlson

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

UTAH

THE most complete line—
 the fastest selling line—
 the newest ideas—your cus-
 tomers' satisfaction guaran-
 teed—Utah sets the pace.

UTAH RADIO PRODUCTS CO.
 1615 S. Michigan Ave., Chicago



UTAH Screen Speaker \$100.00

An entirely new and really decorative speaker idea. A screen adaptable to many uses. Made of five ply walnut. The finest cabinet construction with bowed front. 10 foot air column. 40 in. high by 28 in. wide by 12 in. deep.



Makes a radio reproducer out of any piano.



UTAH No. 30 Cone \$30.00

Carved with peacock grill design. Natural finish walnut. Size—height 18 in. Weight 15 lbs.



UTAH "No. 101" Cabinet Speaker \$75.00

designed especially to accommodate the Standard Philco Power Unit. is 2 1/2 in. deeper than the "No. 100" Speaker.

UTAH "No. 100" Cabinet Speaker \$70.00

Dimensions—36 in. high, 27 1/2 in. wide, 17 in. deep. Finished in walnut. Equipped with 9 ft. air column and Utah Unit. Weight 100 lbs. Packed 1 to a crate.

Wirt CONE SPEAKER



A
Flying Start
for
An "Odds-on"
Favorite



PERHAPS even more amazing than the high degree of mechanical and reproductive excellence it offers for \$20.00 is the manner in which extensive stocks of the Wirt Cone Speaker melt from the merchant's shelves. Immediate sales, in so great a quantity—at the "tag-end" of the season—were not expected by experienced radio dealers.

This warm welcome for the Speaker of the Day is no mere flash in the pan. The spark that was struck this Spring by presentation of a high-grade speaker at a popular price will, in the Fall, be fanned to a flame of public demand that will sweep the country.

National advertising for the Wirt Cone

Speaker will greet the first returning vacationist in his favorite magazines and newspapers. He and thousands of his kind will be told convincingly, persuasively, and over and over again that here at last is a speaker whose performance is equal to the best, at a price that asks no favors from the worst.

And there is no question but that this national advertising will be amplified and given the authority of truth by word-of-mouth reports from delighted owners.

In the Fall, when radio buying begins in earnest, the busiest dealers will be those who prepare now for frequent and insistent orders for the Speaker of the Day.

WIRT COMPANY

5239 GREENE STREET, PHILADELPHIA, PA.

Manufacturers of Dim-a-Lite and Other Electrical Specialties for Twenty Years.

Build Your 1927-8 Profits with this Complete Grebe Line



Grebe Synchronphase Seven \$135



Grebe 20-20 Cone \$35

Controlling Dial that actually tunes without additional knobs; 3-Point Tuning Drive with smooth running, permanent adjustment; 5 Tuning Stages for maximum selectivity and fidelity of tone; 7 Useful Tubes. Shielded metal deck—completely concealed rigid wiring—Colortone with full tone range—Litz-wound Binocular Coils.

Cabinet of selected butt grain walnut with panel in French marquetry, exquisitely designed and wrought.

Grebe Synchronphase Five

The five-tube receiver that dominates the better set class in tone, selectivity and distance.

One, two or three-dial control at will; Colortone; Litz-wound Binocular Coils; complete wave-length and broadcast range; power-tube operation.

Grebe 20-20 Cone

Reproduces, with full tone color, the complete range of sound from highest to lowest notes without paper rattles; familiar second harmonics are reduced; heavy base resists overturning. Made 20" in diameter and 20° angle for a purpose—bronze finish.

Grebe Socket Power—Type 671

Dependable "B" and "C" power supply—self-adjusting—quiet—voltage ample for 180-volt power tube—durable, fool-proof, shielded and sealed against tampering—for 5 and 6-tube receivers and the Grebe Synchronphase Seven.

Send for Booklet RR

A. H. Grebe & Co., Inc.
109 West 57th Street, New York City
Western Branch: 443 So. San Pedro St., Los Angeles, Calif.
Factory: Richmond Hill, N. Y.
The oldest exclusive radio manufacturer



FOUR units that have the quality in construction and performance to sell quickly and insure satisfaction—

The Grebe Synchronphase Seven

For distance, selectivity and tone quality destined to outstrip all past productions. Outstanding new features: 1 Single



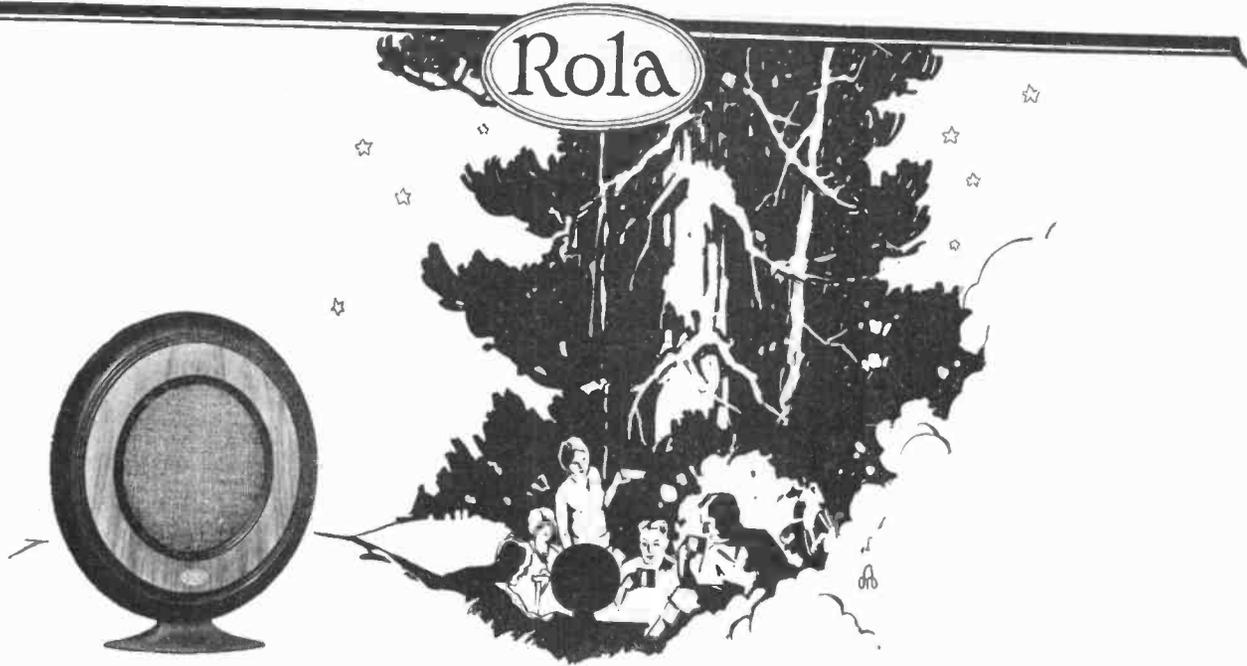
Grebe B & C Socket Power Type 671 less tube \$50

The GREBE SYNCHROPHASE RADIO

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



Grebe Synchronphase Five \$95



A dinner concert by the campfire

EVENING... hikers and fishermen gathered about the crackling campfire... overhead a velvet sky spangled with glittering stars... tired spirits revived by the delightful music from some famed hotel orchestra faithfully reproduced by the *Rola Cone Speaker*.

The table type Rola Speaker and a portable radio set—make a combination which adds the maximum of enjoyment to summer camp or lodge.

Now is the time to make sales of Rola table type speakers to summer vacationists. This Rola model is small, sturdily built, can be quickly packed and easily carried. Heat and moisture do not affect it.

With summer static a speaker with superior reproducing qualities is absolutely essential to the fullest radio enjoyment.

The new, improved Rola Cone suppresses any distortion which may occur in the older or lower-priced sets—yet reproduces every shade of delicate tone coloring brought in by the finest sets built.

Beautifully designed and finished in rubbed walnut. 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. Mail the coupon.

The
Rola Company
Oakland, California

You may send me par-
ticulars

Name

Address

City State

Jobber's Name

Rola

CONE SPEAKERS

Manufactured by

The Rola Company, Oakland, California

Tower Announces



"A" AND "B" Socket Power Units

THE phenomenal advance of the radio art is nowhere better exemplified than in the new Tower Socket Power Units. NOW—for the first time—you can obtain from your house lighting current that steady, uniform flow of radio energy—long sought but never before accomplished in a wholly satisfactory manner.



"A" AND "B"
Combination
\$57.50

Socket Power You Can SELL

Here—at last—is a radio socket power that is FOOL-PROOF—as easy to operate as an electric fan,—that sells and STAYS SOLD!

SOME OUTSTANDING FEATURES

FULL POWER under all loads.

ABSOLUTELY NOISELESS.

NO DISTORTION. No loss in volume.

SET SWITCH controls everything.

WORKS AUTOMATICALLY.

OPERATES any standard receiver without re-wiring.

NO TUBES to replace.

COSTS LESS to operate than average light bulb.

OPERATES all sets using from 3 to 10 (6 volt) tubes, including power tubes.

AMAZINGLY LOW PRICE.

MADE by a manufacturer of recognized standing—over 2,000,000 TOWER Radio Products now in use throughout the world.

Again TOWER achieves the unusual! Now—
Radio Socket Power is available for all.
Write for money-making opportunity.

TOWER MFG. CORP. 124 Brookline Ave.
BOSTON, MASS.



"A" Power \$30.00

Economical—Fool-proof
Delivers full power
under all loads.



"B" Power \$32.50

Most Powerful "B" Supply
on the market. Automatically
controlled by set switch.

ADLER-ROYAL



An exquisite Spanish creation at a surprisingly moderate price. Write today for photographs and particulars on the complete Adler-Royal line.

RADIO CABINETS

*F*FIFTY - 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.

*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.

RMA

Makes Any Radio Better!

Peerless Reproducer gets those low notes that old-day speakers miss. Reading this won't convince you—but hearing the Peerless WILL!! Ask your jobber to send you a sample. If your jobber doesn't stock Peerless, write us for name of nearest distributor.

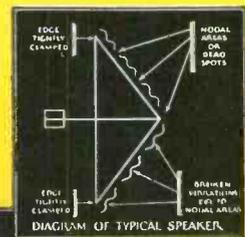


No Radio — sounds better than its speaker

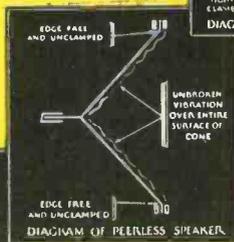
TO connect a "cheap" loud speaker to a fine radio set, is like asking Martinelli to sing through his nose. High amplification factors, fine tone quality, absence of distortion—these mean nothing in a radio set unless the speaker will reproduce to the ear the fine quality of the set itself.

The Peerless Reproducer is a new-type radio speaker that gives amazing naturalness and fidelity of reproduction. It gets the low tones that old-type speakers lose. In a beautiful mahogany cabinet of classic gothic design. You will say it is the most beautiful radio speaker ever built. List price \$35. Write for Peerless Portfolio giving details of dealer proposition.

This shows typical speaker construction. Note the "nodal areas" or dead spots due to clamped edges or fixed periphery. Note long connecting rod, which means lost motion, false frequencies set up.



This shows Peerless Reproducer design. A free edge, or floating periphery. No "nodal areas" or dead spots. Short connecting rod. High efficiency over great frequency range.



UNITED RADIO CORPORATION

Makers of Peerless Reproducer

15-D Caledonia Avenue - ROCHESTER, NEW YORK



TRADE-MARK

Peerless

REPRODUCER

PRODUCT OF UNITED RADIO CORP., ROCHESTER, N.Y.

1200 Dealer-Boosters!

A year ago, Peerless Reproducer was known to few. Today, one of the season's outstanding successes. Twelve hundred dealers who handled it are rapidly signing up for 1927. There's a reason — the Peerless stays sold — and sells receivers, too!

Stop~ read this radio

*complete line
with no dead numbers*

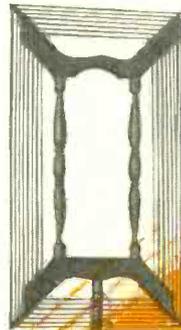
Right now you have the best opportunity you ever had of tying up with a radio line that will mean your biggest year in volume and profits. Here are a few of the reasons why you should handle this line.

- 1—Unbelievable improvements in performance.
- 2—Beautiful and striking cabinet designs.
- 3—Perfect in mechanical construction.
- 4—A set priced for every pocketbook.
- 5—A new and effective plan of advertising.
- 6—Protection to enfranchised dealers.

Think what you can do with a line that has these advantages, and is backed by a company with our stability and financial worth. Be sure and—investigate this line before buying. Write us for the name of our distributor.

King Manufacturing Corporation
Buffalo, New York

Prices slightly higher West
of Rocky Mountains



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, 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. Price without accessories, \$220.00.



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. Price without accessories, \$115.00.



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. Price without accessories, \$70.00.



Trade Mark Registered

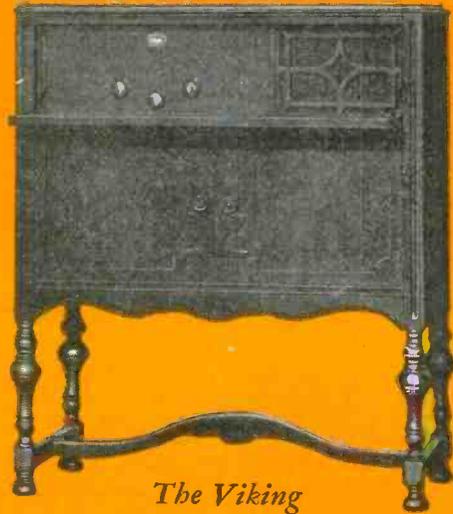
KING RADIO

history-making dealer's opportunity



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 seven inch Peerless reproducer with space for batteries, etc. Price without accessories, \$215.00.



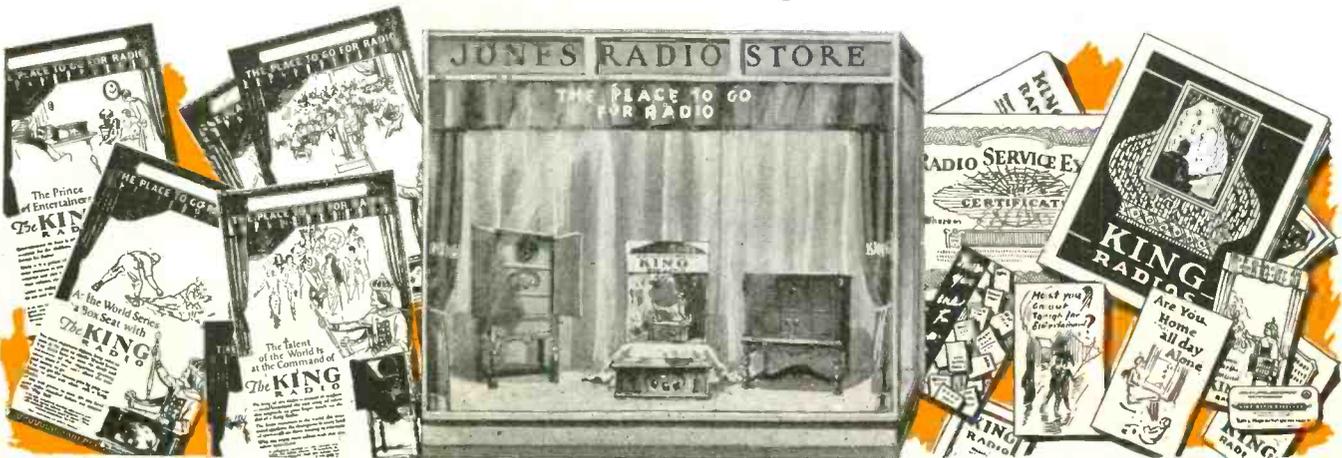
The Viking

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 banded cabinet with built-in speaker and space for batteries, etc. Price without accessories, \$140.00.

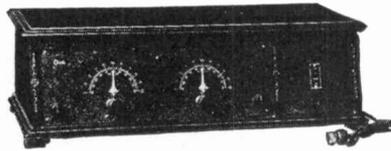
The Dealers Campaign

Look this advertising campaign over—it's complete in every detail. And best of all—it's your campaign if you sell this line. The entire campaign is built around King dealers. The slogan is "The Place To Go For Radio" and that means King dealers' stores. Every word

of copy in the advertisements, broadsides, stuffers, window displays, etc., is working for and boosting King dealers. You have never seen supporting material that does as much for you as this line-up. It will put King dealers on the map as the best radio store in town.



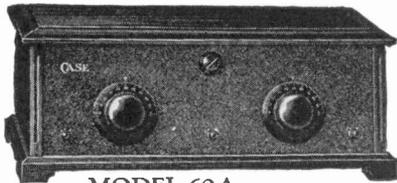
Precision
Instruments
Ample
Volume
Great
Selectivity



MODEL 62B—Six AC Tube Set

Fully power operated—complete (except speaker) ready to plug in light socket. Four tuned circuit with dual vernier control assuring greater selectivity. Unusual volume and clarity of tone. Very compact. \$185

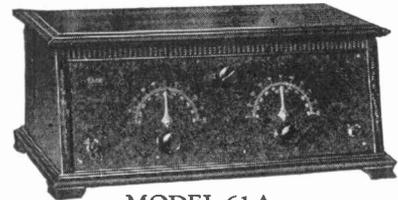
Artistic
Cabinets
Accurate
Tuning
Wide Range
of Prices



MODEL 60A

The ideal set of the "masses." Six tube, tuned radio frequency circuit with two-dial control. Solid mahogany cabinet. Price, less accessories. \$65

The
CASE
LINE
for 1927-28



MODEL 61A

A precision instrument of the highest quality. CASE six-tube circuit with dual vernier control. Solid mahogany cabinet. Price, less accessories. . . \$85



MODEL 61C

Beautiful two-tone walnut console cabinet. Standard CASE six-tube circuit with dual vernier control. Built-in loud speaker. A splendid set for the average family. Price, less accessories. \$135

MODEL 62C

CASE six AC tube circuit in above cabinet, everything complete ready to plug in light socket. \$235

MODEL 90C

The new CASE 9-tube console model. Technidyne circuit with inductive sensitivity control. Loop aerial enclosed and panel operated. Full-throated concert speaker. Price, less accessories. . . \$350

MODEL 90A—Table model. 9 tubes, loop operated. \$225

92A—Table model, 9 AC tubes. \$350

92C—Console, 9 AC tubes. \$475



Meets every demand

The CASE Line for 1927-28 offers a precision instrument for every type of buyer—be he one of the "masses" or one of the "classes." Tried and proven circuits of six and nine tubes, battery or power operated, housed in artistic table and console cabinets designed by Mowitz of Philadelphia. Nine distinctive models at a price range of \$65 to \$475.

Positive tuning and selectivity without sacrifice made possible by single drum type control with loop aerial in the nine-tube models, and by dual dial and vernier control in the six-tube sets. CASE sets are

free from oscillation, and give faithful reproduction over the complete range of voice and music tone scale with full sustained quality.

CASE Radio Products are nationally advertised, and conservatively merchandised by a plan that meets every jobber and dealer demand. They have six successful years of sales and performance records to their credit. CASE dealers have never been "loaded"—CASE Products have never been "dumped." . . . Write today for full information on the money-making possibilities of the CASE Line.

INDIANA MANUFACTURING & ELECTRIC CO.
MARION, INDIANA

CASE RADIO PRODUCTS

Receiving Sets ~ Automatic Chargers ~ Accessories

Raytheon

THE HEART OF RELIABLE RADIO POWER

“Headquarters” for More Than 30 Leading Manufacturers of Radio Power-Units

With a laboratory recognized as the finest of its kind, a staff of nationally-known radio engineers, and a background of many years' experience, it is only natural that progressive manufacturers of current rectifiers should make Raytheon their "headquarters" during the development and perfection of their devices.

Here they find an organization interested in their success, a product that guarantees reliable performance for their power units, and a policy that secures recognition for every Raytheon-Approved device.

To-day, both dealers and public hold an opinion of Raytheon which is highly satisfactory to us and highly profitable to the manufacturers and distributors of Raytheon-Approved Radio Power-Units.



The Mark of Reliable
Radio Power Units

Raytheon

THE HEART OF RELIABLE RADIO POWER



Over 600,000 of These Tubes will be Replaced This Season

TYPE B-60 m. a.

RAYTHEON B-60 m. a. is standard for most types of B-power service. This is the rectifier whose introduction to the radio world made light socket power really reliable, revolutionizing the handling of radio power problems. More than half of all the B-power now in use were equipped by the manufacturer with this rectifying tube, and guaranteed only when used with it. Within the service for which it is rated this rectifier is not surpassed by any rectifier made.

Rating: 60 m. a. output at 150 volts.

List Price, \$4.50

TYPE BH-85 m. a.

RAYTHEON BH-85 m. a. is an improved rectifier for heavy duty radio power service. It is particularly designed for supplying B-power to receivers using the type 171 amplifying tube, and for furnishing A, B and C power in special receivers using type 199 tubes in series.

Best results can be guaranteed only when this tube is used with power units tested and approved by the Raytheon Laboratories.

Features: Simplicity, reserve power, sustained high voltage, no filament, full wave rectification, long life, easy replacement.

Rating: Raytheon BH may be safely loaded to 85 milliamperes and 200 volts output.

List Price, \$6.00



The Mark of Reliable Radio Power Units

Raytheon

THE HEART OF RELIABLE RADIO POWER



Raytheon BA 350 m.a.

This newest Raytheon development marks a long stride towards the goal of practical, simple, light-socket receiver operation.

A group of leading radio manufacturers will soon announce receivers with built-in power units employing Raytheon BA. Standard 201-A tubes connected in series will be used, with all batteries, chargers, accessories and outside power equipment eliminated.

Raytheon BA-350 m.a. List Price \$7.50



Raytheon A-2½ Amperes

Raytheon A-2½ amps. is revolutionary in principle, in construction, in performance. It is an unbreakable metal cartridge, compact and simple, without liquids or filaments. Above all, it is The Efficient Rectifier. Its operating cost over the period of a year, compared with that of other types of rectifiers designed for similar uses, will show a cash saving of many dollars.

Battery chargers and A power units using this remarkable rectifier will bear the same seal of approval that distinguishes all Raytheon-equipped power devices.

Raytheon A-2½ amps. List Price \$4.50



The Mark of Reliable
Radio Power Units

Raytheon

THE HEART OF RELIABLE RADIO POWER

Future Business for Raytheon Dealers

The 600,000 owners of Raytheon-Equipped power-units now ready to purchase new tubes represent only the present market for Raytheon rectifiers.

Sales records for 1927 show that over one million more Raytheon-Equipped power-units will be sold this year; and, because light-socket operation continues to grow in favor, you have every reason to believe that each succeeding year will find still greater numbers of house-current rectifiers in use.

The market for the units themselves, which is both large and profitable, opens up a still larger source of income through the subsequent sale of Raytheon tubes—for each power-unit requires one new tube for approximately every thousand hours of operation. In a word, future business of a highly satisfactory volume is assured for dealers who are always ready with a comprehensive stock of nationally-known Raytheon-Equipped power-units and an adequate supply of the proper tubes for replacement sales.

If your jobber is not an authorized Raytheon distributor get in touch with "Rectifier Headquarters" at once.

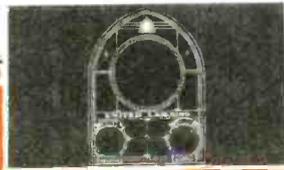
Raytheon Manufacturing Company
Kendall Square Building
Cambridge, Mass.



The Mark of Reliable
Radio Power Units

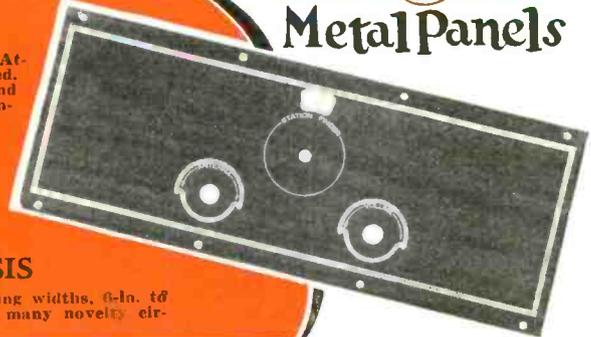
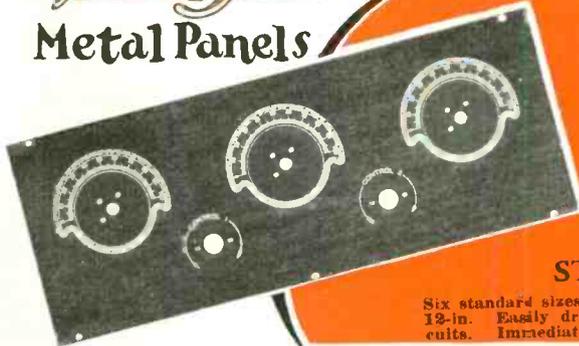
Vee Dee
Metal Panels

Vee Dee
Metal Panels



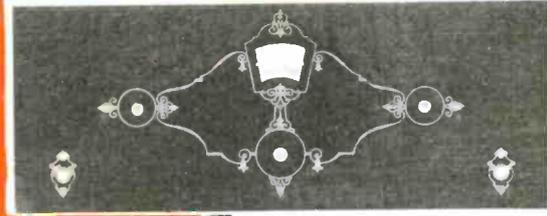
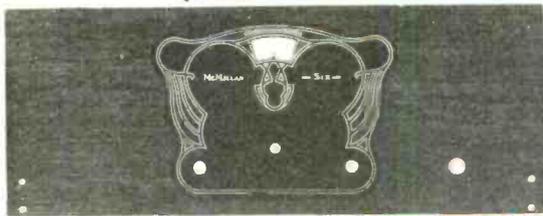
STOCK
PANELS

Six standard sizes. Attractively decorated. Ready for easy and precise drilling. Immediate delivery.



STOCK CHASSIS

Six standard sizes. Adjustable to varying widths, 6-in. to 12-in. Easily drilled to comply with many novelty circuits. Immediate delivery.



Metal Cabinets



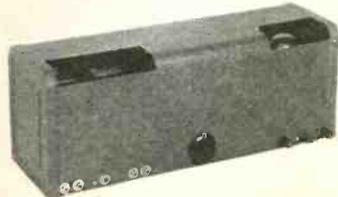
Table models afford total shielding. Prices are low. Designed for 7 x 18-in. and 7 x 21-in. panels, and adapted for 8 x 18-in. and 8 x 21-in. panels. Liberal inside dimensions, made for modern chassis construction, with ample room for power units.

SC 2
Assembly
Unit

Panel, chassis and accessories.



Designed and drilled for this popular receiver, but dimensions are such as to make it easily adapted for any Power Pack assembly.



UNIPACK HOUSING

Especially designed and provided for Silver-Marshall Power Hookups—including cabinet and chassis, drilled and with all small hardware.

THE use of metals in radio construction started in the world's greatest laboratories—at first for shielding — then for decoration — and finally for economy.

No other material besides metal can cover these three essentials.

Manufacturers realize the necessity of re-designing their receivers so as to accommodate power packs and units.

Here is where metal plays an important role. Its flexibility permits of shaping and forming at much lower cost than wood. And the possibility of producing attractive designs and beautiful color effects gives to radio sets that individuality so greatly desired by manufacturers.

Keep abreast with radio progress. Metals in radio are indispensable to aggressive manufacturers. Our 35 years of achievement as skilled artisans in metal work combined with your individual requirements will give your products a place in the sun.

We co-operate with manufacturers in working out distinctive designs for metal panels, chassis, cabinets and shielding. Write to

The Van Doorn Company

160 N. La Salle St.

CHICAGO, ILL.

Factory—QUINCY, ILL.

Vee Dee



Just connect it
to the set—
and plug in!

*The
Light-Socket Aerial
Comes Into Its Own*

THE new Dubilier Light-Socket Aerial eliminates any need for unsightly outdoor aerials or cumbersome indoor loops. There is hardly a condition which this improved device will not meet satisfactorily. And the Dubilier Light-Socket Aerial marks the last word in indoor antenna because it is equipped with famous Dubilier Condensers—and the condenser is the heart of the Light-Socket Aerial.

Here is an item, individually packed, attractively displayed, with a market limited only by the number of radio sets in operation. It is soundly sold, with a money-back guarantee and like all Dubilier products, adequately advertised.



Retail Price
\$1.50

Dubilier
LIGHT-SOCKET AERIAL



The Approved Condenser for Power-Units

Out of the years spent in developing and expanding circuits and devices comes satisfactory radio light-socket power. And Dubilier has contributed its share in making this a reality by producing condenser blocks of rugged construction with an unusually high factor of safety.

You will find Dubilier Condenser Blocks for Raytheon, Thordarson, Samson, General Radio and many other leading circuits. These are identical in quality with the Dubilier condenser blocks adopted generally this year by outstanding power-unit manufacturers.

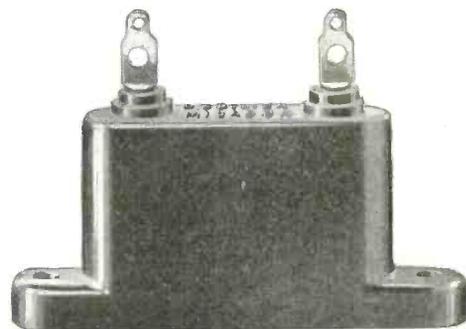
The New Dubilier Micadon

is protected by a black moulded Bakelite case which, with its improved shape, is splendidly adapted to the modern trend of set building.

This "Standard Fixed Condenser of Radio" is compact in size, neat in appearance and highly efficient in performance.

Terminals are adapted to either screwed or soldered connections.

All standard capacities from .00005 mfd. to .006 mfd.
List Prices.....45c to 85c.



Retail Prices 45c to 85c



And Here's Dubilier Metaleak!

Because accuracy of value makes or breaks the performance of any grid leak, Dubilier takes every precaution necessary to insure resistance ratings which Metaleak buyers can bank on to be extremely

accurate. The noiseless Metaleak is somewhat smaller than most resistances, but is readily interchangeable with other tubular leaks in any standard mounting.

List Prices { 20,000 ohms to 200,000 ohms—75c
1/4 meg. ohms to 5 meg. ohms—50c

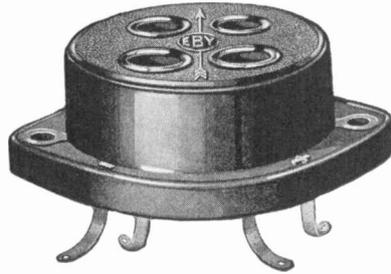
DUBILIER CONDENSER CORPORATION - 4377 BRONX BLVD., NEW YORK

Dubilier

CONDENSERS

EBY

Improved Radio Socket



List Price
40c.

These Three Big EBY Socket Points Appeal to Every Man Who Knows His Radio

1. Contact—

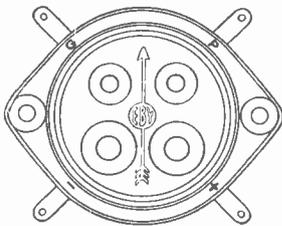
A three-point wiping spring contact, the full length of the prong—the most scientifically perfect type of contact known.

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.

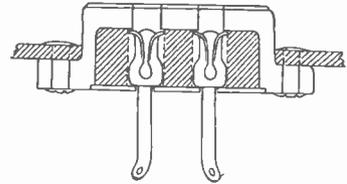
3. Unique Design—

Easily mounted, either above or below Bakelite, metal or wood panels. One universal model—one stock—one price.



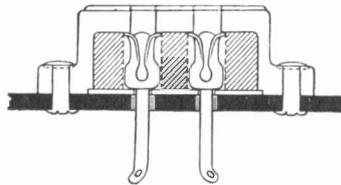
WOOD

It is only necessary to drill two holes to mount the new Eby Socket on a wooden panel. The contact prongs bend over and are wired on top of the panel.



SUBPANEL
Bakelite or Metal

One big hole and two small holes are all that are necessary for an easy subpanel assembly on either Bakelite or metal panels with the new Eby Socket.



BAKELITE

By drilling six holes in a Bakelite panel, subpanel wiring is possible with the new Eby Socket, although the socket is mounted on top of the panel.

—and EBY the Standard Binding Post



Specified in nearly every popular circuit—conveniently packed in complete sets for those circuits—inbuilt quality with *non-removable* tops—and nationally advertised at a list price of 15c. which allows jobbers and dealers a fair profit. It will pay you to standardize on EBY Binding Posts.



The H. H. EBY MANUFACTURING CO., Inc.

4710 Stenton Ave., Philadelphia, Penna.

SPLITDORF

strikes a new NOTE *in*



Radio

DEALER
CO-OPERATION



1. Twelve models, ranging in price from \$45 to \$1000.
2. Table, floor and period furniture models, including authentic designs.
3. Cone and horn speakers meeting today's musical requirements.
4. Splitdorf Radio Receivers—scientifically correct—yield the maximum of desired amplification, tune selectively and render a surpassing musical quality of tone. Built by a personnel who have demonstrated to radio dealers "Splitdorf Sets Stay Sold."
5. Splitdorf Radio Receivers manufactured under license association with Radio Corporation of America, General Electric Company, Westinghouse Electric & Manufacturing Company, and the American Telephone and Telegraph Company.

National Advertising, Dealer Helps—of course. But the main point is that the Splitdorf line offers the dealer a 100% market coverage on a

50% less investment!

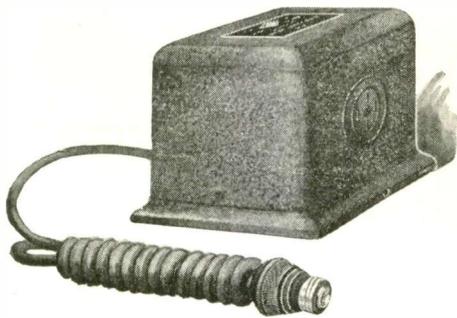
Less investment, faster turnover, quicker profits form the foundation of Splitdorf Dealer Co-operation

SPLITDORF RADIO CORPORATION
Subsidiary of Splitdorf-Bethlehem Electrical Company
NEWARK, NEW JERSEY

S-H

What's New

OUT of the host of new products there are a few which stand head and shoulders above the crowd. Either their design or construction command attention and give them added sales features. And so it is with the new S-H Products shown here which were designed first of all from the standpoint of increasing the pleasure and convenience of radio reception and then the profits of the dealers handling them.



List Price \$3.00

S-H "A" and "B" Power Control

No Moving Parts

This compact unit gives complete *automatic* control of any trickle charger and "B" Eliminator. It's entirely controlled from radio set switch. With this unit in operation your trickle charger starts as soon as the radio set switch is turned off. An added feature prevents the chance of a reverse current flowing back and causing the battery to run down. There are no moving parts to get out of order. It is a serviceable trouble-proof unit.

S-H

"AERO" Indoor Aerial Kit

Sells as Fast as "AERO" Outdoor Kit

"AERO" the *Indoor* Aerial Kit comes with 100 ft. of insulated indoor aerial cord, 12 metal molding clips and 12 insulated staples. It's easy to put behind picture molding so that it's out of sight. Installed in a few minutes. Different from all other indoor tapes and cords because its insulation characteristics form a positive low-loss covering.

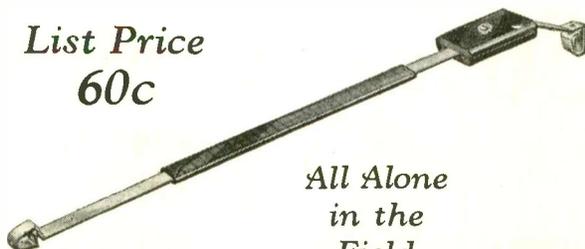


List price
per pkg.
75c

S-H

Lead-in Lightning Arrester ~ A Two-in-One Combination

List Price
60c



All Alone
in the
Field

Unlimited sales possibilities are in store for this daring device which makes all separate lead-in and lightning arresters obsolete. Does away with *five* troublesome connections—requires only *three* and these are made secure with knife-type terminal clips which grip tight and rub clean at the same time. Why not be among the first to display this ingenious product? Note the attractive price.

SWAN-HAVERSTICK, Inc.

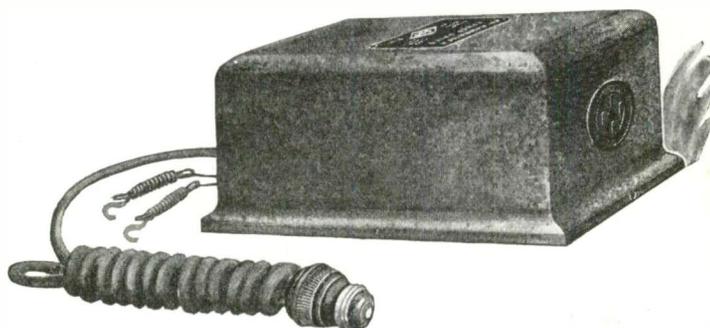
in Radio?



The ingeniousness of these S-H Products will satisfy the demand for something new and more practical in radio. Their appearance, compactness and inviting prices, along with the quality Swan-Haverstick is noted for, make them profitable numbers for you to handle. Swan-Haverstick national advertising will acquaint the radio-buying public with the unusual merits of these products.

Automatic "A"-Dry Power Unit

List Price \$12.50



Unique in every way—no tubes to break or blow out—no acids and liquids to spill or require attention—and absolutely no hums.

The Switch on the Set Does It All

A special patented device guards against the chance of a reverse current flowing back through the charge and causing the battery to run down.

It's a *full wave* unit operating at $\frac{3}{4}$ ampere rate. Economical to use. Compact enough to fit inside average cabinet—neat and attractive.



"AERO" Complete Outdoor Aerial Kit

IT SELLS AND SELLS

List Price

\$2.50

TO

\$4.00

"AERO" the *Outdoor Aerial Kit* needs no special introduction, but just a reminder to prepare your stock for the heavy selling season.

"AERO" is known to the public through Saturday Evening Post advertising. Selling a whole kitfull instead of a few insignificant odds and ends is good business and a mighty fine and profitable service to your trade.

IF YOUR
JOBBER
CAN'T
SUPPLY
YOU—
WRITE US

TRENTON, NEW JERSEY

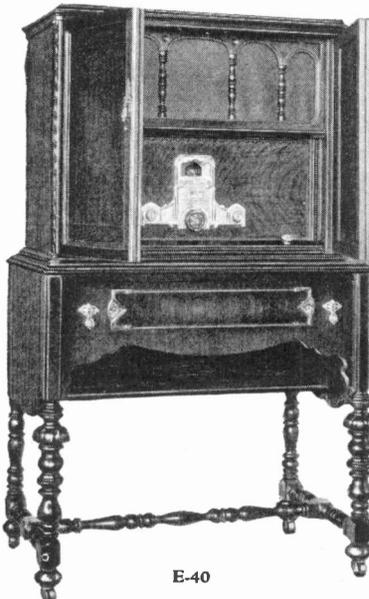
FEDERAL ORTHO-

REG. U.S. PAT. OFF.



E-45-60

E-45-60 Six tubes. Balanced tuned radio frequency. Full operation from light socket. Has current supply equipment, eliminating all batteries. 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. Without tubes or accessories..... **\$460⁰⁰**



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 or current supply devices. Without tubes or accessories..... **\$350⁰⁰**

The Federal line also includes four Custom-built Art Models priced from \$650.00 to \$1225.00

New and improved light socket

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.



The Sign of the Designated Federal Retailer

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 fa-



E-10
E-5 Console

E-10 Six tubes. Balanced tuned radio frequency. Extremely selective. Single control. Maximum receiving range. Rugged, all-metal construction. Illuminated scale. Perfect control of volume. Rich brown mahogany cabinet. Beautiful inlay. Without tubes or accessories..... **\$165⁰⁰**

E-10-60 E-10 receiving set with circuit adapted for light-socket operation. Has current supply equipment, eliminating all batteries. Built-in coupler giving finest tone quality. Without tubes or accessories..... **\$275⁰⁰**

E-5 Console

Specially designed and finished to match E-10 and E-10-60. Ample space for all batteries or current supply equipment..... **\$40⁰⁰**



F-10
F-5 Console

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—vermillion inlay. Finished in rich brown—satin texture. Without tubes or accessories (but including loop)..... **\$250⁰⁰**

F-10-60 F-10 receiving set with circuit adapted for light-socket operation. Has current supply equipment, eliminating all batteries. Built-in coupler giving finest tone quality. Without tubes or accessories (but including loop)..... **\$360⁰⁰**

F-5 Console

Specially designed and finished to fit F-10. Ample space for all batteries or current supply equipment. Equipped with special rubber-tired casters..... **\$50⁰⁰**

SONIC* RADIO

The fundamental acoustical circuit making possible Ortho-sonic reproduction is patented under U. S. Letters Patent No. 1,588,470

designs with full operation!

miliar shortcomings of light-socket operation. By ingenious design, the maximum of regulation to offset current fluctuations is obtained. A 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 or-

ganization 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 goes 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 co-operation or pay you more handsomely for your efforts.

Get in touch with your wholesaler; or write us—at once.

FEDERAL RADIO CORPORATION, Buffalo, N. Y.
(Division of The Federal Telephone Manufacturing Corp.)
Operating Broadcast Station WGR at Buffalo



F-45-60

F-45-60 Seven tubes. Full operation from light socket. Has current supply equipment, eliminating all batteries. Built-in coupler gives finest tone quality. Balanced tuned radio frequency. Single control. Loop concealed in door. Built-in speaker. Newest acoustical design. Set is completely shielded. Cabinet of new and unique design. Splendid appearance accomplished by artistic use of diamond matched walnut with maple and burl overlays. Without tubes or accessories (but including loop)..... \$600⁰⁰



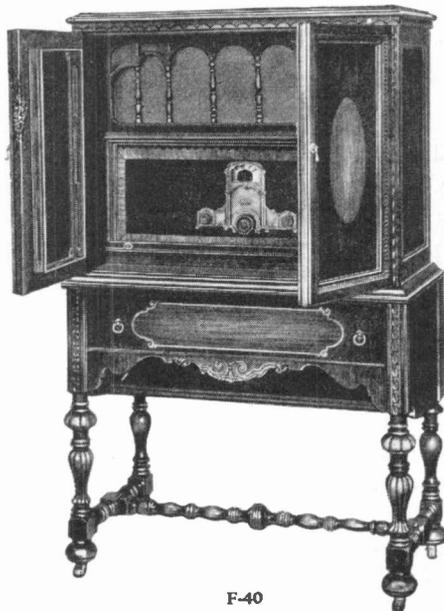
D-10
D-5 Console

D-10 Five tubes. Balanced tuned radio frequency. Centralized control. Very selective. Genuine mahogany cabinet. Finished in rich brown. Without tubes or accessories..... \$100⁰⁰

D-10-60 D-10 receiving set with circuit adapted for light-socket operation. Has current supply equipment, eliminating all batteries. Built-in coupler giving finest tone quality. Without tubes or accessories... \$185⁰⁰

D-5 Console

Specially designed and finished to match D-10 and D-10-60. Ample space for all batteries or current supply equipment... \$30⁰⁰



F-40

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. Without tubes or accessories (but including loop)..... \$450⁰⁰



D-40

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. Without tubes or accessories..... \$200⁰⁰

D-40-60 D-40 receiving set with circuit adapted for light-socket operation. Has current supply equipment, eliminating all batteries. Built-in coupler giving finest tone quality. Without tubes or accessories..... \$285⁰⁰

BOSCH

Seeing, hearing and studying the new Bosch Radio Models has started dealer action all over the country. The new Bosch Models have that completeness, simplicity, sturdiness, performance, outward good looks that you have been waiting for.

"Transportation proof"—they require no adjusting before delivery—but go to your customer with original factory settings.

The steel chassis, condenser unit assembly with its three point mounting, short solid connections, elimination of solder operations are all Bosch improvements.

All models have single station selector electrically lighted—Bosch RFL circuits, armored and shielded. The cabinets are outstanding in their beauty, good taste and honest construction. Bosch is nationally advertised and priced for volume sale.

The dealer policy is right and reliable, offering unusual possibilities to dealers who are in business to stay. 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 our plans for your locality.

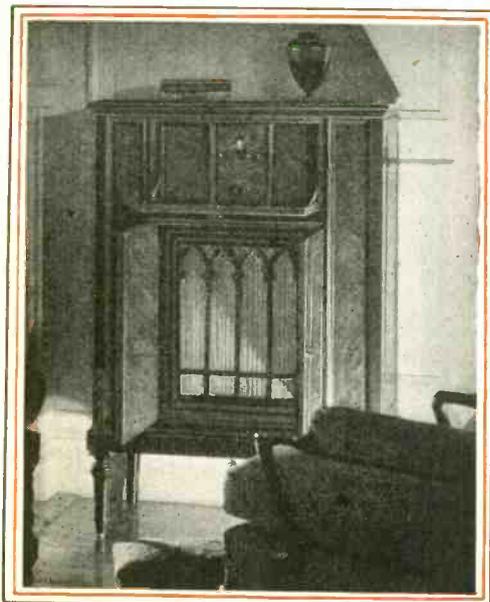
AMERICAN BOSCH MAGNETO CORP.
MAIN OFFICE AND WORKS: SPRINGFIELD, MASS.

BRANCHES: NEW YORK CHICAGO DETROIT SAN FRANCISCO

"Bosch Radio Receivers are licensed only for Radio Amateur, Experimental and Broadcast Reception. They are manufactured under patent applications of American Bosch Magneto Corp., and are licensed under patents of Radio Corp. of America and under applications of Radio Frequency Laboratories, Inc.



All these Bosch Radio Models
—ready for Bosch Socket
Power Units—the Nobatry
"A" and the Nobatry "B"—
both totaling . . . \$100.



Model 57—Seven-tubes, has Bosch RFL circuit, efficient built-in loop, built-in 18 in. 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 reproducer \$340.00.

RADIO



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 . . . \$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

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.

THE BOSCH NOBATTERY The outstanding features of "A" POWER UNIT the Bosch Nobattery "A" are:

—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.

- 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

STEADY AS A RIVER'S CURRENT — SILENT AS A SUNSET

The New
(Complete)
GREENE "B" 5-6-7

For light-socket "B" current. Scientifically designed for all Sets of 7 tubes or less—more than 85% of Sets in use—including Sets with power tube. Capacity. 35 mills., at 135 volts. No variable adjustments. All voltages are fixed. Nothing to break-down or get out-of-order. No filaments. Uses new, improved gas-conduction tube. Cannot burn out even from dead short-circuit across output terminals. Easy to connect. Simplified controls make it Fool-proof. Guaranteed Performance and long, satisfactory service.

PRICE, East of Rockies
Complete with Tube
\$27.50 ONCE SOLD
STAY SOLD



Tune in Distant
Stations—CLEARER

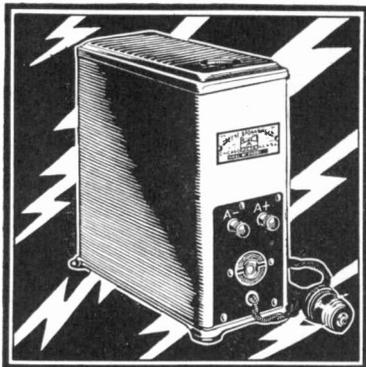
The vastly improved, unvarying quality of local or distant program reception constantly available with any Radio Set powered by these new Greene-Brown current-supply devices, is indescribable in words—almost beyond belief—until your own ears prove it!

An RMA Trade Show
SENSATION



No more

fading from lack of POWER



Now! A Super-Performing
GREENE Simplified
"A" Current

Practical, unailing, noiseless "A" light-socket current—at last. Entirely Automatic! A 2½ Ampere, 6-volt unit, for all Sets of 10 tubes or less. Requires no adjustments. Controlled by Receiving-Set switch. Not a trickle-charger combination. Decidedly Superior. Compact in size—a Companion-Unit for GREENE "B" Hi-Power Model, shown on right. Note the convenient socket for "B" Eliminator—makes both "A" and "B" power operation automatic. This new Greene Simplified "A" is sold with an absolute Guarantee. Nothing to break down. Never runs down. Unequaled, at twice this price.

PRICE, East of Rockies
Complete: Nothing Else to Buy
\$30.00

YOU'D EXPECT TO PAY MORE

NOW—for your trade—provide all advantages of super-battery power, everlasting and unailing, with all disadvantages eliminated. End future battery trouble and replacement expense. Save yourself from further costly servicing—after-sale experiences.

There is a Greene-Brown "A" or "B" Unit (also the new Greene Simplified "AB" combination at \$60.00 list) suitable for Receiving Sets of every type and size. Jobbers and dealers can concentrate on this line—and never lose a sale. Supreme Quality Products, Honest Prices, and a Square-Deal Policy insure your success.

SOLD WITH AN ABSOLUTE
GUARANTEE

GREENE

POWER AB UNITS

Better than Batteries

The New
(Complete)

GREENE "B" Hi-Power

For heavy-duty service. Big Brother to 5-6-7 Model shown above. Larger capacity, 55 Mills., at 180 volts. Works perfectly with the GREENE Simplified "A" 6-volt Unit. For all sets of 10 tubes or less or for heavy draw sets using power tube. Any novice can connect it. Has fixed voltages—6 output terminals ranging from 45 to 180 volts. Insures total elimination of service problem for jobbers and dealers. Nothing to break down or get out-of-order. Simple control provided for all line voltage changes. Unailing "B" current from the light-socket for clearer, improved reception. Uses new, improved gas-conduction 85 Milliampere tube.

PRICE, East of Rockies
Complete with Tube

\$30.00

MADE GOOD TO MAKE GOOD

Jobbers and Dealers

Each Greene-Brown Unit represents a surpassing triumph of engineering—scientific, highly perfected—approved principles, backed by years of research. Don't Hesitate. Act at ONCE. Grasp this big chance to roll up added sales. Send for full information, now. Simply tear out this coupon—pin to your letterhead and Mail—TODAY.

GREENE BROWN MFG. CO.
Desk E
5100 Ravenswood Ave.,
CHICAGO, ILL., U. S. A.

CRUSADER

RADIO TUBES

Unconditionally Guaranteed for 1 Year

With
this
significant
GUARANTEE

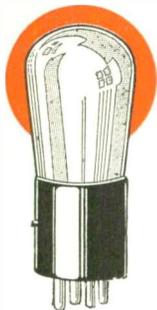


*You can sell tubes
without a kick-back!*

No more need you risk the friendship of a customer when you sell radio tubes. No more worry about the condition of tubes received in shipment.

Radio Tubes can now be bought and sold as safely as other merchandise. For, CRUSADER TUBES—the newly designed, reinforced tubes of The Sunlight Lamp Co.—are your protection against disgruntled customers and bothersome adjustments.

Besides the unconditional one-year guarantee, CRUSADERS are proving a huge success in use because of the clear, pure tone obtained as a result of the elimination of microphonic noises. Sales Helps and Advertising Support extended to all dealers.



*Better Tone
Quality*

can be demonstrated with Crusaders. Microphonic noises are eliminated.

Ask your Jobber

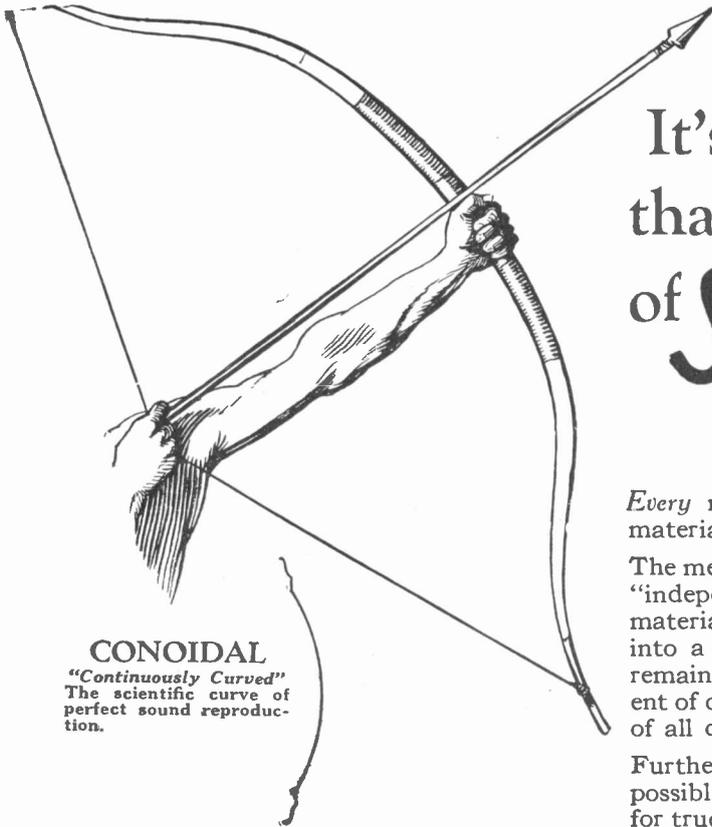
THE SUNLIGHT LAMP CO.

Established 1922

Newton Falls

Ohio, U. S. A.





CONOIDAL
 "Continuously Curved"
 The scientific curve of perfect sound reproduction.

It's the kind of tension that makes the clear tones of **Stevens Speakers** in all weathers

Every musical instrument depends on the *tension* of its material.

The method of making Stevens diaphragms puts the correct "independent tension" for all time to come. The Burtex material makes this possible—once the material is shaped into a diaphragm under heavy pressure, the tension will remain forever independent of heat and cold and independent of damp or dry air. The Stevens tension *stays* regardless of all conditions.

Furthermore this material and method of shaping it makes possible the continuous conoidal curve—the correct curve for true sound reproduction giving *all* the rich over tones.

Many other exclusive scientific superiorities are back of the convincing manner in which Stevens Speakers prove their satisfying quality to all who hear them.

Made by the Pioneers in Cone Speakers.

STEVENS & COMPANY, INC.

46 E Houston St., New York

6 EXCLUSIVE Scientific Superiorities

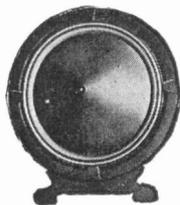
- 1 Burtex—woven fabric material—the only material from which diaphragms can be formed without breaking fibres of the material. Not affected by water, humidity, heat or cold. Strong, resilient, does not require careful handling.
- 2 Conoidal curve—the scientific curve of sound reproduction. The entire 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.



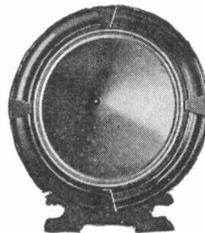
Licensed and Manufactured under Pat. 1414801



Model A-27
 14½ in.
 Seamless Burtex conoidal diaphragm—substantial sounding board—Jasper brown mahogany and bronze finish with "Golden Chime."
 Price . . . \$18.50



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 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 WT-27—19 in.

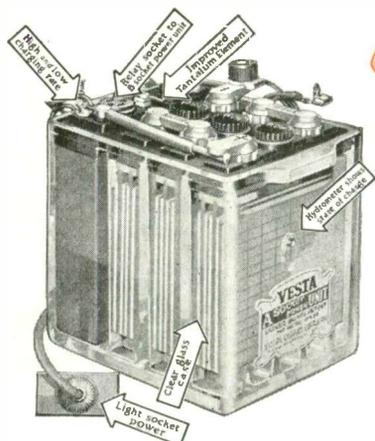
Smooth beaded frame in hand rubbed Jasper brown mahogany finish—Stevens Armature Unit and special output transformer—seamless Burtex conoidal diaphragm in bronze with "Golden Chime"—silk hanging cord with rosette.
 Price \$45.00



Model 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

The Advantages of One Complete Line

Every prospective purchaser has the chance to own a speaker with the famous Stevens name for quality—to own it in a model that fits his buying needs. With *one complete line* your total number of units in stock is reduced and your carrying charges less.



VESTA Type A-101
TYPE A-100 THE SAME AS A-101
WITHOUT RELAY
(Licensed Balkite Rectifier Patent
No. RE16438)

VESTA 30th ANNIVERSARY

IN CLEAR GLASS CASE
EVERYTHING VISIBLE
Radio A Socket Power Unit

Now has both HIGH and LOW charging rates making it adaptable for sets of any number of tubes. Also has relay which automatically disconnects charger when receiving set is in use. This eliminates all possibility of hum. 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.

The quality group of power units

The line of substantial profits!



VESTA
B Socket Power Unit
With AUTOMATIC RELAY

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.

THERE is no need to be "at sea" as to just what Socket Power Units in which to place your confidence — for present profits — and future good-will.

Just as a million or more car owners say "Vesta is the best battery" — radio owners ask "Is it as good as Vesta?" — when they are confronted with a Socket Power Unit they know nothing about.

The trend of the industry to Socket Power Units finds the Vesta Units firmly entrenched in public acceptance. The record success of Vesta "A" Units and Trickle Charger in the past season is valuable to the dealer. Now — with the Improved "A" Units — with the HIGH and LOW charging rates — the relay — and the Balkite Rectifier — the ultimate appears to be reached in radio power supply.

Further — the New Vesta "B" Socket Power Units — as pictured — completes the radio accessory line. Here is dependable quality. The name is your guide, as it has been the guide, to more than a million automobile and radio owners.

There are 65 Vesta Central Distributors who can supply you promptly. Send the coupon for complete details of the products in which you are interested.



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. RE16438)



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.



VESTA

VESTA BATTERY CORPORATION

2100 Indiana Avenue, Chicago, U. S. A.

VESTA BATTERY CORPORATION
2100 Indiana Ave., Chicago, Ill.

RR7-27

We are interested in your

- Radio "A" Units Trickle Charger
 Radio "B" Units Quality Tubes
 Radio "A" Batteries

Name.....

Address.....

City..... State.....

MAKERS OF VESTA QUALITY BATTERIES — AUTO AND RADIO — FOR 30 YEARS

MAGNAVOX SPEAKER



1928
Speakers

Warwick Magnetic Cone, \$27.50

in cabinets and as separate units

These speakers represent the Magnavox Company's greatest achievement in the radio field.

Warwick model, above, is permanent magnet type cone speaker, embodying the "opposed pole piece" exclusive patented feature. It has greater power with fewer parts and a coil that takes full "B" current of a power tube without overheating. Specifically designed to pass frequencies from 100 to 5000 cycles and carry, without distortion, power nearly equal to the dynamic power speaker. List \$27.50.

Lobby model is a dynamic cone speaker rectifier, power amplifier and B supply unit for 110 volt AC operation. Impedance constant over entire audio range, giving full volume 50 to 12,000 cycles. List \$160 without tubes. Write for full information.



Lobby
Dynamic
Power
Speaker
\$160

The Magnavox Co., Oakland, Calif.
Chicago Sales Office—1315 So. Michigan Ave.



— Completely Automatic! —

A-B-C Power Units

The

Most Outstandingly

Different

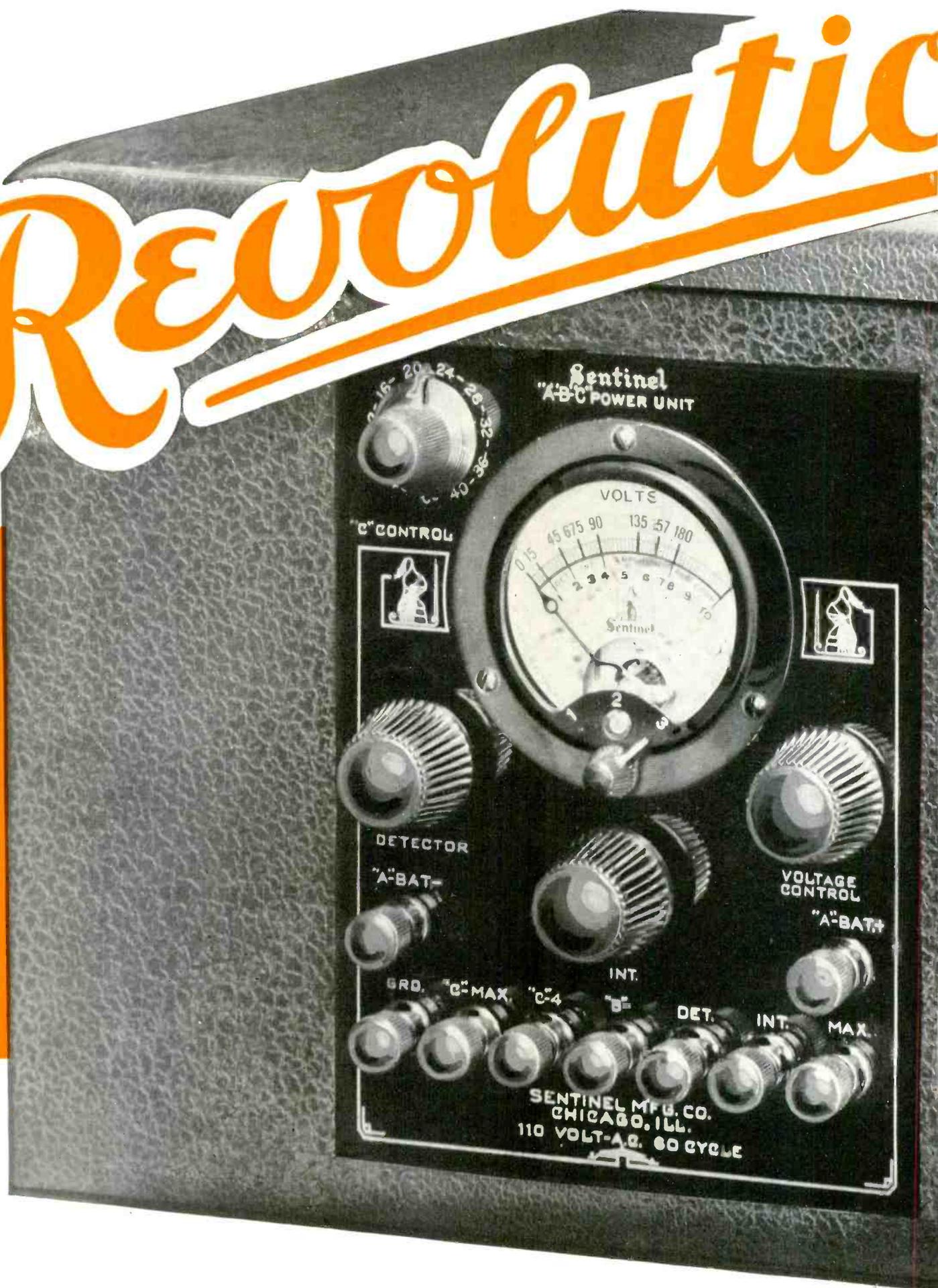
Universally Salable

Radio Development

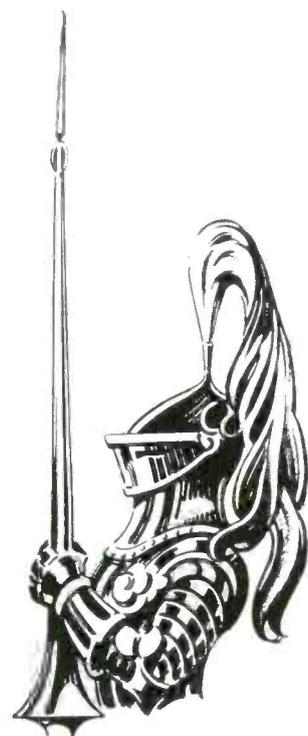
of The Year



Revolution



Sentinel!



Sentinel

Radio
Socket -
Power



[[See Next Page]]

Supplying Every Power Requirement of Radio

The Sentinel A-B-C Completely Automatic Unit, shown at the right, is the complete and modern answer to the radio power problem. In this unit Sentinel engineers have scientifically combined the Sentinel Automatic "A" battery and the Sentinel Automatic B-C Power Unit into one compact, efficient master unit answering completely the power requirements of any set. The price, as shown, is \$79.50 complete (Note the Beverly Model below).



Sentinel

Completely Automatic! Radio Socket Power

The First and Only Completely Automatic Power-Unit Line

The Sentinel B-C Power Unit furnishes both B and C voltage for any set, regardless of the number of tubes, —80 mil. at 180 volts —approximately 50% reserve current for the average receiver. A never failing power supply. Price complete—\$44.50. (See Beverly Model below.)



The Sentinel Completely Automatic "A" Power Unit, at the right, provides control, charger and a 4 or 6-volt battery all in one handsome compact case. This is not a Trickle Charger, but a completely Automatic Socket Power Unit. Price \$40.00.



For those already equipped with "A" Battery and Charger (other than the Trickle type), the Sentinel Control Unit, illustrated at the right, makes the A power supply completely automatic without the purchase of additional power unit equipment. Price \$15.00.



The Sentinel Automatic Control and Charger is designed for those already owning a good "A" battery, but not possessed of a charger. This unit also makes the A power supply permanent and completely automatic. Price \$29.50.



Sentinel Beverly Models — Units De Luxe —

The Sentinel Beverly models, pictured at the right, combine completely automatic units with meters which give absolute and accurate control of all plate voltages. The price of the Beverly A-B-C Unit, shown at the extreme right, is \$98.50. The price of the Beverly B-C Unit, adjacent, is \$65.00.



Write for Literature — Complete Facts —

SENTINEL MFG. CO. -- 9705 Cottage Grove Ave. -- Chicago, Ill.

JOBBERs

- Albany, N. Y., Fort Orange Distributing Co., 125 Madison Ave.
- Binghamton, N. Y., L. C. Grummond Co., 16 Morgan St.
- Boston, Mass., H. T. Jatte & Co.
- Boston, Mass., U. S. Radio Corp.
- Boston, Mass., D'Elia Electric Co. Sts.
- 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 & Desplines 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.
- Davenport, Ia., Jenkins Radio Co.
- Detroit, Mich., Henry L. Walker & Co.
- Detroit, Mich., Kopley-Ross, 1306 Randolph St.
- Detroit, Mich., John Ross
- Detroit, Mich., Serlin & Co.
- Fort Madison, Ia., Perfection Sales Co.
- Ft. Worth, Texas, Cogdell Auto Supply Co.
- Grand Island, Neb., Plank Products Co.
- Keokuk, Ia., Smith-Meyling Battery Co.
- Kansas City, Mo., American Auto & Radio Mfg. Co., 1416 McGee St.
- 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.
- 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, Nebr., National Accessories, Inc., 2051 Farnum St.
- Philadelphia, Pa., Lockwood Radio Co., Inc., 637 Market St.
- Pittsburgh, Pa., Hamburg Bros., 140 Seventh Ave.
- Providence, R. I., Providence Electric Co.
- Reading, Pa., Geo. D. Barbey, 4th & Walnut Sts.
- Rochester, N. Y., Sternberg, H. D., Corp., 152 Broad Street
- Rock Island, Ill., Beardsley Specialty Co.
- St. Louis, Mo., H. E. Smith & Co., Inc.
- St. Louis, Mo., Rice-Stiv. D. G., Co., Dept. No. 82
- St. Louis, Mo., Wholesale Radio Co., 211 No. 10th Street
- Sherman, Texas, Hardwicke Etter Co.
- Sioux Falls, S. D., L. & L. Auto Sup. Co.
- Spokane, Wash., Aerion Radio Co.
- Springfield, Mass., United States Radio Corp., 328 Dwight St.
- Washington, D. C., Harris Hdwe. Co.
- Washington, D. C., Potomac Battery & Electric Co., 1627 14th St. N. W.
- Winhita, Kans., Seesholts Fowler Radio Co., 113 No. Market St.
- Xenia, Ohio, Famous Auto Supply Co.

put clear glass power tubes

in every socket

"A" batteries last twice as long with Z-P-201-A power tubes



What you want most in radio is smooth, well-rounded tones with just enough volume to make reproduction real.

The new $\frac{1}{4}$ amp. oxide filament ZP 201 A all-socket Power Tubes now contribute this missing quality to radio. ZP 201 A Power Tubes take just enough current from your battery to assure smoothness of tone. Differing from the majority of other tubes there is no excess—no "crowded" current active in ZP 201 A's to set up the blasting microphonic noises that distort true tone and give volume an artificial rasp. ZP 201 A's in every socket—installed without re-wiring—give you music rich

and clear, with as much power as you'll ever need.

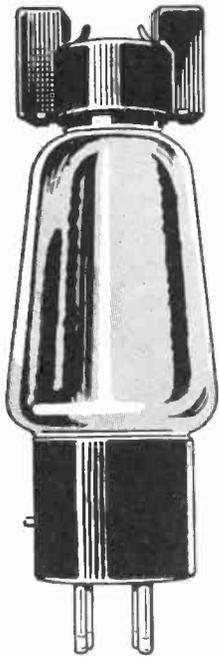
The extremely conservative operating characteristics of ZP 201 A Power Tubes effect an appreciable saving in "A" power—reduces recharge bother and expense. And thru elimination of magnesium coating they perform at topmost efficiency . . . actually improving with service.

Retailing at \$2.50 each . . . ZP 201 A's performance in any one of your demonstration sets will invite the purchase of a complete set. *A profit in every socket!*

See the complete line of clear glass tubes—each one for a specific purpose.

ZETKA LABORATORIES, Inc., 73 Winthrop St., Newark, N. J.

ZETKA
The Clear Glass Tube



The A.C. tube that makes possible real "Battery-less radio" — developed and made by Kellogg and used in this new Kellogg, completely A.C. set.

**Battery-less
Radio!**
No 'A' Batteries
No 'B' Batteries
No 'C' Batteries
NONE!

KELLOGG laid the foundation for Battery-less Radio by developing the wonderful Kellogg A.C. Tube.

Kellogg built this marvelous A.C. set—the only one that is *completely* an A.C. job; R. F., Detector, Audio and Power Tube.

This Kellogg set took the recent Radio Trade Show by storm.

Forward looking dealers realize that they must be prepared—for the era of Battery-less radio is here! Many of the most prominent radio dealers in the country have lined up with Kellogg. There is still room for a few more who measure up to the Kellogg standard. Wires or letters from dealers in open territory will receive immediate consideration.

Licensed under application for letters patent by Radio Frequency Laboratories (RFL).



One of the attractive models in which Kellogg A.C. Radio is shown.

Kellogg

Kellogg Switchboard & Supply Co.
Dept. 00-00, Chicago

The STEWART-WARNER Franchise Is All That You Can Ever Desire—



De Luxe Console Model 710. Exquisite cabinet of solid walnut, and specially selected burl walnut veneer. Six tubes. Single dial vernier control. Fully shielded chassis. Price, \$255.00.



De Luxe Table Cabinet Model 705. Fully shielded chassis. Solid walnut and selected walnut veneer cabinet. Six tubes. Single dial vernier control. Price, \$125.00.



Stewart-Warner Reproducer Model 425. Newly perfected unit insures wonderful reproduction of all tones, from bass to highest treble. Finished in gold bronze. Price, \$25.00.

Stewart-Warner Reproducer Model 420. Extremely compact. Has new perfected unit. Finished handsomely in gold bronze. Price, \$17.50.



Stewart-Warner Reproducer Model 415. Beautifully finished in bronzed green. Price, \$20.00.

Stewart-Warner Reproducer Model 400. For those who prefer a horn type reproducer. Finished in brown walnut, with bronzed green base. Price, \$12.50.



It Brings to You STEWART-WARNER'S

1. Financial Soundness.
2. Tremendous Resources.
3. Good Will.
4. Complete Line—Receivers, Tubes, Reproducers, Accessories—all made by one big, reliable, manufacturer.
5. Matched-Units—the greatest of all selling features in the Radio field today.
6. Wonderful line of new models.
7. Factory-controlled Distributors.
8. Generous Bonus Plan.
9. Nation-wide Advertising and Display Campaign.

It Protects You Against

1. Irresponsible Distributors.
2. "Next-door" Competition.
3. Price Cutting.

Safeguard your future with this "Business Insurance Policy." Let us tell you more about it.

MAIL THE
COUPON
NOW



Compact Console Model 520. Six tubes. Single dial vernier control. Selected walnut veneer cabinet with lustrous finish. Price, \$125.00.



Table Cabinet Model 525. Six tubes. Single dial vernier control. Cabinet of selected walnut veneer, richly finished. Price, \$80.00.



Stewart-Warner Tube Model 501-A, and Model 501-AX. The same reliable and efficient tube that has been the standard during past seasons. Price, \$1.75.

Stewart-Warner Antenna Kit Model 510. Complete in every detail. Materials of best quality. In great demand. Price, \$2.25.



STEWART WARNER Matched-Unit RADIO

Stewart-Warner Speedometer Corporation
Radio Sales Department

1927
1826 Diversey Parkway, Chicago, U. S. A.

Gentlemen: Send along more complete details of your Radio Dealer's proposition at once. We are interested in any plan that affords an opportunity to make more money. We understand this does not obligate us in the least.

Name

Street

City..... State



Valley "A" Power Unit

No Batteries · No Charging

List Price \$39.50

F. O. B. St. Louis

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. Built compactly in black enamel case with C tap, detector and intermediate controls, and binding post on front panel.

List Price \$37.50
(including Raytheon Tube)
f. o. b. St. Louis

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)



Valley Automatic Charger

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.

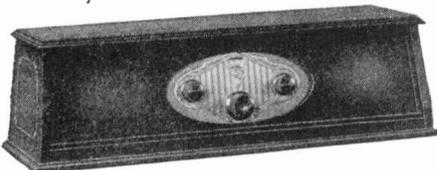
Charges at either 1½ or 2½ amperes. Equipped with automatic B power relay switch and battery charger control. We recommend it as far superior to trickle chargers.

Small, compact, black enamel case, satin finish. Comes complete with cord, plug, leads and clips.



List Price \$16.50
f. o. b. St. Louis

Valleytone Radio Receiver



Model 71—List Price \$95.00—without accessories

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. Here is the latest achievement of the Valley Electric Company—The Valleytone No. 71, an advanced one-dial 7-tube receiving set.

HERE is the unit which now makes it possible to completely electrify any set. The Valley "A" Power Unit eliminates the 6-volt storage battery by replacing both the "A" battery and a charger. This unit contains no batteries, tubes or moving parts; it makes no hum or noise. To install, simply connect up the Valley "A" Power Unit in place of the storage battery. If a "B" Power Unit is used, plug it into the back of the "A" Power Unit and you have a completely electrified set without disturbing your set or making any changes in it. Use your present tubes and you will get excellent results.

The Valley "A" Power Unit consumes current from the light socket only when the set is in use. One switch on the Valley "A" Power Unit turns on both "A" and "B" Power, so it is not necessary to use the switch on your set.

The results obtained with the Valley "A" Power Unit are much more satisfactory than when a storage battery is used. There is always an even flow of full strength current which gives clear, powerful reception at all times.

The Valley "A" Power Unit comes in a handsome black enamel, satin finish case, complete with cord and plug.

VALLEY ELECTRIC COMPANY

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, Detroit, Indianapolis, Kansas City, Minneapolis, New York, Philadelphia, Pittsburgh, San Francisco

Valley Electric

Great Acclaim

TRADE SHOW

Chief interest in Kolster lay in the price reduction of the 6-D to \$80 list, in the new 6-H and in the new Power Cone reproducer, all described on this page.

These round out the Kolster line, giving the public finer instruments than ever before at new low prices.

Dealers all agree that the Kolster line *Plus* these refinements gives them an outstanding opportunity to win the public.

This season, all assert, will give Kolster a new rank with the public, bringing radio at its best at prices which appeal.

To see and hear the different Kolster sets is to really appreciate their supremacy.



Kolster Power Cone Reproducer—\$150 list
Inbuilt "B" Supply unit. This power cone reproducer and "A" supply unit will operate any commercial set directly from A.C. lighting lines. Equipped with 20-foot cable.



Kolster 6-H—\$265 list
Includes new Kolster Power Cone Reproducer and inbuilt "B" supply.

In 1926 Kolster dealers found Kolster radio a profitable line to handle. In 1927 Kolster radio will be even more profitable.

If a popular, fast moving and unusually profitable line appeals to you—if you insist upon complete protection in territorial and other policy matters—Kolster radio is what you need. While a large number of dealers now handle Kolsters, there are still profitable franchises open. Get all the facts. Mail the coupon now!

Radio

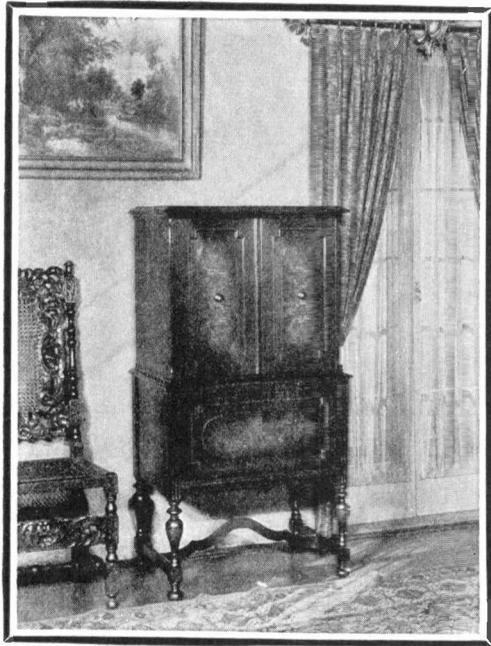
FEDERAL-BRANDS, INC.,
200 Mt. Pleasant Ave.,
Newark, N. J.

Please send me information regarding the 1927-1928 Kolster proposition.

Name

Street.....

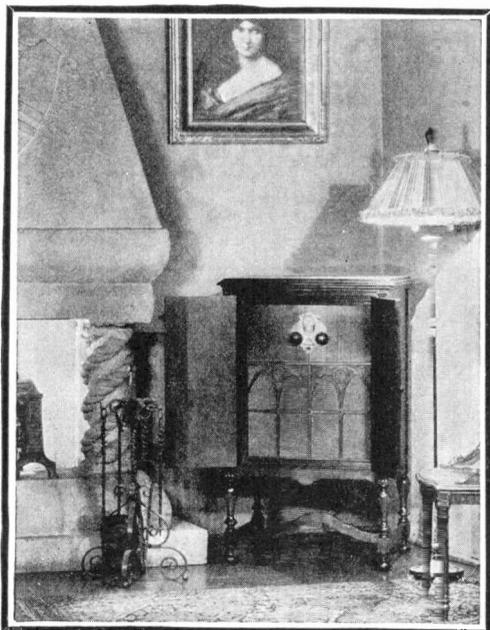
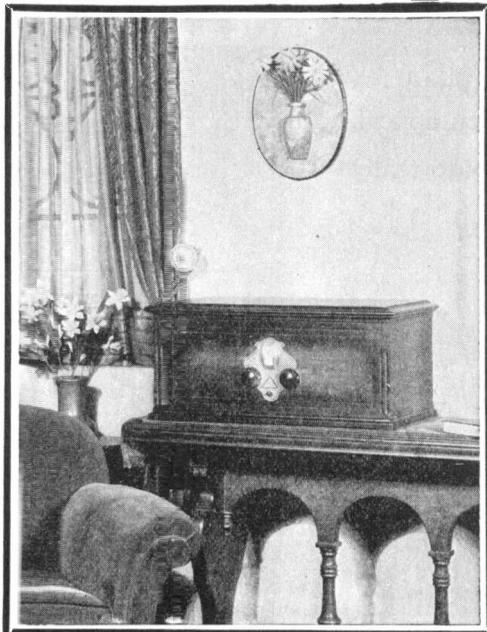
City..... State.....



Above—
Apex Troubadour—9-tube Technidyne, High-boy Model—Loop operated. Complete, with Cone Speaker and Loop. Price, \$295.00

At the Right—
Apex Corsair—7-tube Technidyne Table Model—Antenna operated. Price . . \$170.00

Below—
Apex Minstrel—7-tube Technidyne, Low-Boy Model—Antenna operated. Complete, with Cone Speaker. Price . . \$225.00



There's No Other! Radio Like It!



RADIO for 1927-28 is a distinct victory—scientifically—artistically. In appearance and in performance it is superlatively fine.

The APEX RADIO RECEIVERS comprising the 1927-28 line are decidedly a step ahead in sales appeal.

The Apex Technidyne Circuit is unlike any other Radio circuit of today. Those who heard Apex Reproductions at the R. M. A. Show will tell you it's the circuit of the future. Couple that with the finest cabinet craftsmanship—!



UNIFORMITY

is one of the most talked of—the most highly commended—records in the Radio Industry today.

Uniformity of production standards have given APEX a selling record better than 99 44/100% pure.

Of all the APEX sets sold in 1926 less than 1/3 of 1% were returned—and the majority of these were mechanically faultless!

Uniformity in personnel and policy, and in adherence to ideals, have earned this company a trade relationship which is a challenge to every other manufacturer in the field.

Records show that 91% of all business relationships established during our radio life are active today!

The uniform increase of business, and of net profit, which APEX can show is the sort of sound, healthy growth the jobber and dealer likes to tie up to.



SALES POLICY

for 1927-28 is built upon this uniform Apex Radio Record.

We will not deviate from the policy of selling through the legitimate jobber-dealer trade channels.

Uniformity in Apex advertising and selling cooperation will continue to be a secret of Apex Success. Ask us about our zone consumer advertising for the coming season.

Write today for complete descriptive literature and price information on this unusually profitable line.



Are you receiving the Apex Bulletin regularly?

— Glad to put you on our mailing list — Just drop a line.

Apex Electric Mfg. Company
1420 West 59th Street :: :: Chicago, U. S. A.

RADIO POWER

*that Excels in Performance
and Sells in Volume*

BASCO Radio Power Units are the highly successful climax of eighteen years' precision-manufacturing experience by the Briggs & Stratton Corporation. Our ample resources, and complete engineering and production facilities have been concentrated on this job of producing a line of super-quality radio power units that would excel in performance. And we have accomplished what we set out to do!

Basco Power Units provide absolutely smooth, uniform, humless, full-voltage power to the filament and plate circuits of any 6-volt radio set having from 1 to 10 tubes—and assure a new measure of convenience and upkeep economy. Radio reception is made as perfect as power can make it; the set owner is relieved of almost all personal responsibility! *That makes saleability!*

Complete Program of Re-Sale Co-Operation

But we don't expect the radio public to come clamoring to our doors *demanding* Basco Power, regardless of how good it may be. We're going out to the public with it—to *your* customers! A carefully planned national newspaper campaign, window display material, booklets, folders, local ads for your use, dealer signs, direct mail advertising, several new sales and merchandising ideas—in fact, practically every modern advertising help will be provided to help Basco dealers sell Basco Radio Power Units in *profitable volume*. You can cash in on this advertising!

Write for details of our merchandising plan, name of nearest distributor and complete information about Basco Radio Power Units. No obligation, of course.

BRIGGS & STRATTON CORPORATION
Milwaukee, Wisconsin



Put up one of these attractive signs in your store. It will identify your store with the Basco merchandising campaign. This sign is shown in all our newspaper advertising.

RADIO POWER UNITS



"A" and "B" Power — Entirely automatic. Highest quality, glass-jar Exide "A" power with Basco self-charger equipped with Raytheon rectifying tube, (not a trickle charger). "B" Power of exceptional efficiency.



Charger—Small, compact. 2½ ampere charging rate. High efficiency. No moving parts. Raytheon rectifying tube. Absolutely noiseless. Economical.



"A" Power—Automatic operation. Glass-jar Exide "A" battery; Basco automatic charger—full rate, 2½ ampere. Raytheon tube. No line noises. Low power consumption.

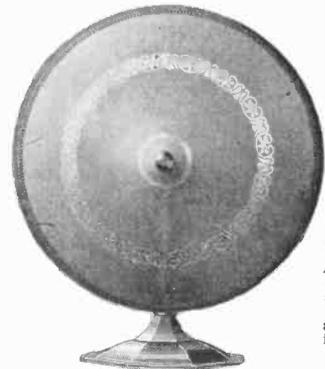
"B" Power — Exclusive hook-up brings out deep, low notes and highest-pitched tones. Easily adjustable to all power tubes. Output of 60 milliamperes at 180 volts. Tube rectification.

The Outstanding Line



Model 255
De Luxe Combination

A magnificent machine that easily merits the name of "The Most Beautiful Radio in the World." Loftin-White circuit, lamp-socket operation, electrically driven phonograph, with electrical pick-up and needle scratch filtered out. If you haven't heard this you haven't heard the last word in reproduction. Destined for leadership in the combination field. Price \$600.00.



Arborcone Speaker

A wonderful unit that equals or excels others selling for several times as much, and at a price that makes it the leading speaker value. Price \$10.00.

With the magnificent new line, a complete line in all price ranges, including three speakers and a "B" eliminator, a combination phonograph and power set, and the famous Loftin-White circuit in Models 25, 252, 253 and 255:—with a merchandising and advertising plan that is tried and proven, that has even sold sets in the "off" season, that was devised with just one aim—to intensively sell sets and help create strong, money-making dealers—

ARBOR

All You Can



Model 272

A beautifully finished little console with built in speaker that attracted much favorable attention at the R.M.A. show. Price \$125.00.



Model 252

The Loftin-White circuit, six tubes, in this console, proved a leader in popularity. Loud speaker built in. Price \$185.00.

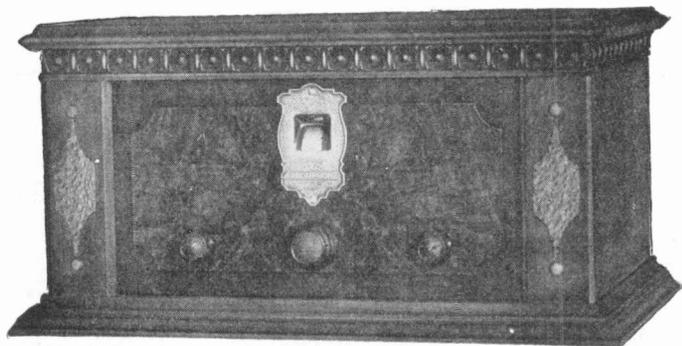


Arborphonic Power Speaker

The finest speaker in existence in range, tone, volume, and appearance. It is so far ahead of any other speaker now being made that no fair comparison can be made. Includes "B" eliminator. Price \$175.00.

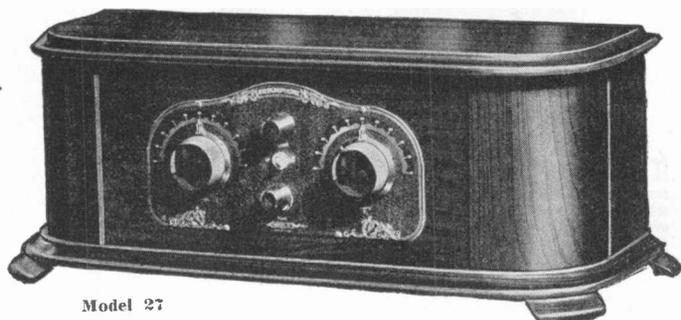
Precision Products Company,

at the R.M.A. Show



Model 25

The finest table model radio in existence. Six tubes. Loftin-White circuit, and a cabinet of exquisite workmanship and universal appeal. Price \$125.00.



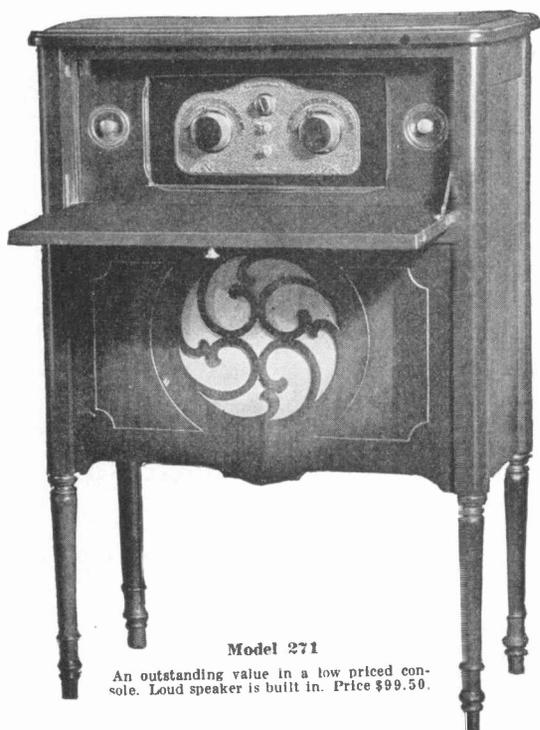
Model 27

Favorably known by jobber, dealer, and user, wherever it has been sold. Price \$65.

with the dealer helps, window display material, and the Arborphone sales manual that shows exactly how the plan works, where and how big radio sales are to be made this year, that is the guide to sound and profitable merchandising—with this line-up that attracted such intense and widespread interest at the R.M.A. show—this is going to be the biggest year in history for Arborphone jobbers and dealers. If you did not get the full story at the show or if you were not there, write before your territory is taken.

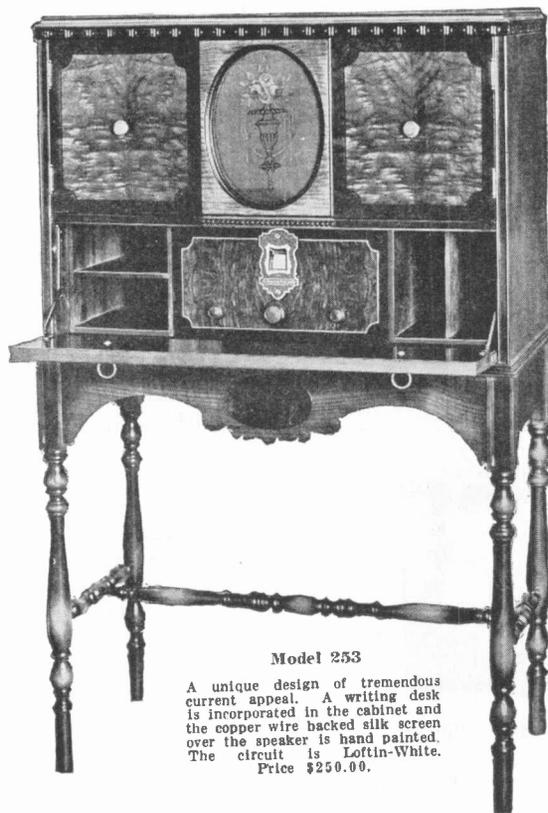
PHONE

Ask of a Radio



Model 271

An outstanding value in a low priced console. Loud speaker is built in. Price \$99.50.



Model 253

A unique design of tremendous current appeal. A writing desk is incorporated in the cabinet and the copper wire backed silk screen over the speaker is hand painted. The circuit is Loftin-White. Price \$250.00.

Ann Arbor, Michigan



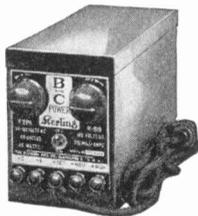
RT-41 "B" Power

for Radiolas and sets using up to 5 large tubes. Output at 25 mils. is 130 volts. Detector, Medium and High Voltages adjustable within wide limits. List Price: including UX 213 tube, \$27.00.



RT-81 "B" Power

for 3 to 6 tube sets including power tube. Output at 35 mils. is 135 volts. All three voltages Detector, Medium and High are adjustable within wide limits. On and Off switch. List Price: including Raytheon "B" Tube, \$28.50.



R-98 "B-C" Power

A "Universal" "B-C" model for high class sets. Output at 35 mils. is 180 volts. Has four "B" terminals, two of which are independently variable. All four voltages are variable through primary control. Variable High "C" voltage. On and Off switch. List Price: including BH Raytheon Tube, \$39.50.



R-97 "B-C" Power

"Heavy-duty" model for exceptionally high-powered sets and power tube combinations. Output at 50 mils. is 180 volts and 50 volts of "C." Low, High and Off switch. List Price: with BH Raytheon Tube, \$55.00.



Have you the right "B" POWER for each of these men?

Sell every customer the right power unit at the right price without an elaborate assortment of stock.

THE Sterling range of quality Power Units consists of four units priced from \$27.00 to \$55.00. Each unit is designed to operate a sufficiently wide range of sets to make it unnecessary to carry the entire four units. More than likely two models will meet the power requirements and the pocket books of 90% of your trade.

You know your customers. You know the sets they own or are likely to buy. You know how much they will pay for a quality Socket Power. With these facts in mind choose the Sterling models that will meet your customers' needs.

Sterling Power Units have proved themselves in service. Three models are Raytheon-equipped and have satisfied Raytheon's rigid requirements.

Dealers: Here is your opportunity to carry the "B" Power Units, which, perhaps for the first time, will assure you of a clean, satisfactory profit, free from comebacks, free from profit-cutting after sales servicing. Write your jobber or direct to us.

THE STERLING MANUFACTURING COMPANY
2831 PROSPECT AVENUE CLEVELAND, OHIO

Sterling

"B" POWER UNITS

*You can't get far away from
the quality of the Tube itself!*

You can't get far away from the quality of the tube itself. It's all well and good to talk about merchandising helps, dealer cooperation, national advertising and all that sort of thing—but in the final analysis you can't wander too far from the quality of the tube itself.

All the blarney that may have been fed to Andy Consumer about the merit of a radio tube turns to sour applesauce if the tube fails to make good—and many do exactly that as you very well know.

Perryman Radio Tubes are uniformly satisfactory. You can prove that statement by testing them to your heart's content. If you are disposed to consider a proposition that has for its foundation a radio tube that will convince even you of its quality, write us for further information.

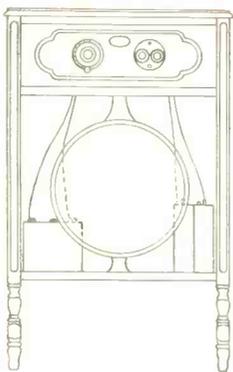
PERRYMAN ELECTRIC COMPANY, INC.
33 West 60th Street, New York, N. Y.
LABORATORIES AND PLANT: NORTH BERGEN, N. J.



PERRYMAN RADIO TUBES
A Complete Line of Standard Equipment for every Radio Purpose



Red Lion Cabinets



Showing the ample space reserved for batteries or A-B-C power units.



1927 Console Type

Equipped with Atwater Kent Radio Type 30 or 33 together with the Model E Speaker. Not the most ornate, but certainly one of the finest consoles. Retailing at the unusually low prices of

\$135.00 and \$145.00

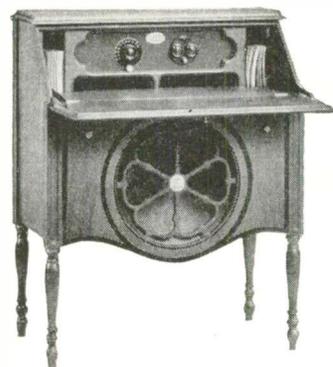
Built exclusively for
ATWATER KENT RADIO

*The Ideal Combination ~ America's Most Widely
 Used Radio ~ In a Cabinet of Exclusive Design ~
 At Reasonable Prices*

MOST people want a radio, and most people need a desk. So why not give them a good reason for buying the luxury of a radio set by offering it combined with the usefulness of a personal desk at a price well within the reach of modest incomes?

Last year's sales proved that this idea is highly practical. This year you can expect still greater popularity by reason of an extensive national advertising program which features Red Lion's copyrighted Writing Desk model and the handsome consoles.

We suggest that you get in touch with your distributor as early as possible and learn just why the Atwater Kent Mfg. Co. selected Red Lion Cabinets as standard for its famous Radio sets and speakers.



Copyright Desk model finished in hand-rubbed walnut veneer. With Atwater Kent Model 30 and Atwater Kent Model E Speaker, this design retails for
\$140.00



This model differs from the one above, in that it is equipped with Atwater Kent Model 35 and it has a built-in Atwater Kent unit and horn. Retails, less tubes and batteries, for
\$110.00

Prices slightly higher west of Rockies and in Canada

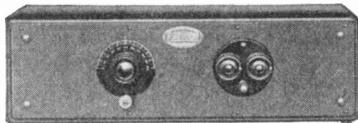
RED LION CABINET COMPANY · RED LION · PA.

ATWATER KENT RADIO

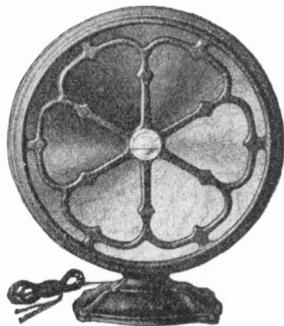
Out in front again 1927-28



MODEL 35, six-tube, ONE Dial Receiver. Crystalline-finished shielding cabinet; gold ship-model name plate, decorative rosettes and battery switch. \$65.



MODEL 30, six-tube, ONE Dial Receiver. Solid mahogany cabinet; gold name plate, battery switch and vernier knob. \$80.



MODEL E RADIO SPEAKER. The result of nearly three years' laboratory work. Faithfully covers the entire range of musical tones, from the lowest to the highest register. With 9 feet of flexible cord, \$30.

A COMPLETE LINE of receiving sets differing in special abilities, uniform in Atwater Kent reliability.

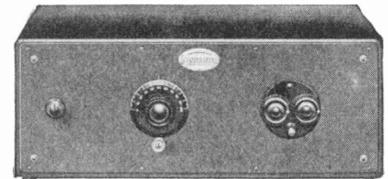
A complete line of speakers, including the Model E, with a new and unusually sensitive type of operating unit and a new method of cone suspension which allows response to the faintest vibration over the entire surface.

Phonograph attachments of proved desirability.

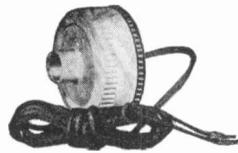
And a merchandising and advertising policy which will help Atwater Kent merchants to place Atwater Kent Radio in another million homes.*



MODEL 33, six-tube, ONE Dial Receiver. Antenna adjustment device assures unusual selectivity. Solid mahogany cabinet; gold name plate, battery switch and vernier knob. \$90.



MODEL 50, seven-tube, super-selective ONE Dial Receiver with antenna adjustment. Tuning condenser, detector and radio amplification tubes enclosed in special metal boxes and these shielded parts, with the rest of the electrical assembly, completely encased in a metal container. Solid mahogany cabinet. \$150.



PHONOGRAPH ATTACHMENT. Type 5V. With 9 feet of flexible cord, \$6.50.

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	WGR Buffalo
WEEL Boston	WOC Davenport
WRC Washington	KSD St. Louis
WSAI Cincinnati	WWJ Detroit
WGN Chicago	wcco Mpls.-St. Paul
WCAE Pittsburgh	WGY Schenectady

*Now in more than a million homes.



MODEL H RADIO SPEAKER. Entirely of metal. Crystalline finished in two shades of brown. With 9 feet of flexible cord, \$21.

Prices slightly higher from the Rockies West, and in Canada
Write for illustrated booklet of Atwater Kent Radio.

ATWATER KENT MANUFACTURING COMPANY
4733 Wissahickon Avenue A. Atwater Kent, President Philadelphia, Pa.

How Much *does it* Cost to Sell Radio at Retail?

TO enable the dealer to make a sound study of the strong and weak departments which constitute his retail business, S. J. Ryan, merchandising counsellor of *Radio Retailing*, has carefully investigated the business policies and accounts of some 500 radio retail establishments, small and large, successful and unsuccessful businesses. From these he has selected 48 representative concerns, and broken down their costs in such a manner that they are most readily analyzed and compared with the figures which any dealer should have concerning the finances of his business. Mr. Ryan's analysis of these retail costs appears in this issue, beginning page 61.

Read Mr. Ryan's article, because it will give a new significance to your own cost figures. It will enable you to plan

the conduct of your business so that the red figures will eventually disappear from your balance sheet. It will enable you to spot the weak departments of your business and those expenditures from which you are receiving less than normal returns, which other more successful dealers are making a source of substantial revenue. Take advantage of the enormous amount of research and detail involved in the compilation of Mr. Ryan's article and of the simple instructions and directions which he gives to enable you to utilize them to advantage. Compare your own radio selling costs, department by department, with the costs of the stores in the table on pages 62 and 63. You can thus learn where your own costs are high and where they should be reduced.

What About the Fall?

Ralph Austrian, buyer and general manager for a company which directs the radio departments of 38 department stores scattered throughout the country, is certainly qualified to give the radio

dealer sound and practical advice as to the buying of radio sets. You could consult no higher authority on this subject. Turn to page 66 of this issue of *Radio Retailing* for Mr. Austrian's views.

A Large Retailer Speaks—

On page 70 you will find another fall buying story, by John W. Griffin, well known authority on radio retailing. He

tells you the cornerstones of his buying policy which has made his radio retail business an outstanding success.

A Small Retailer Speaks—

Do not overlook Walter Engard's story entitled, "Don't Underrate Your Customer" (page 58). Reading that story will remind you of sales which you won with surprising ease, and of others which you lost so unexpectedly. And it will tell you the reasons why you had these experiences. Engard is a radio re-

tailer of London, Ohio, and speaks with the small dealer's viewpoint.

Considering the brevity of Ray Sutcliffe's story on summer selling, it has a tremendous number of practical methods which you can apply in your own business. It will suggest new ideas to you. Don't fail to read it—page 74.



"MY CASH register has rung to top figures too often with a customer before me who looked like a prospect for a second-hand grid leak."

DON'T

What a

Prospect

Can

Spend

I AM not a merchandising expert. Nor do I lay claim to fame as a radio dealer. But through my experience in merchandising radio I have learned some things that have proved extremely helpful to me in doing a better job of merchandising and in earning greater profits.

Radio is the "marvel" industry of the century. It has attracted merchants from every line of business because they saw in it a wonderful opportunity for lifting sagging sales curves and for bolstering up diminishing profits. Most of these retailers rushed into the radio business without any definite, well-thought-out merchandising plans and as a natural consequence, results were far from their expectations. Instead of profit and pleasure, they got only loss and regret from their experience.

In spite of the enthusiastic interest in radio and the tremendous potential demand for radio receivers it requires a greater degree of merchandising ability than any other line of merchandise. To "sell" radio calls for an aggressive go-get-it plan of merchandising. It requires not only real "selling" energy but a backing of helpful and conscientious service, and service costs money. The dealer

must keep its cost in mind if he is to build up a permanently successful radio business, no matter how much energy he puts into selling.

One of the first habits a salesman acquires is to "judge" the purchasing power of a prospect as he comes into the store. Naturally, each time the sale bears out the salesman's guess, the more firmly he becomes convinced of his ability to size up a

THE moment you decide what a prospect's maximum spending power is, you place a definite barrier on selling him a higher priced receiver. Walter Engard believes in letting the prospect spend as much as he wants to spend. His story is full of practical counsel based on the actual selling experiences of a keen observer

prospect's pocketbook. But the real reason for this coincidence is that selling is concentrated on the model which the salesman thinks a prospect can afford. In nine cases out of ten, this kind of guessing cuts down

the total amount of sale somewhat below what it might have been. Never overlook an opportunity to secure definite information as to a prospect's purchasing power and, on the other hand, never make any guesses. Appearances are deceiving. Even the wisest are fooled by them.

Many sales are cut to one-third by misjudgment of the prospect's purchasing power. When a fellow slouches in wearing a baggy suit, soft collar and cap, the salesman is too ready to class him as a \$70 prospect. Then he thinks it is on account of good salesmanship that he closes the sale in a jiffy. But the prospect might have been ready to go as high as \$250, had the salesman demonstrated a superior value at that figure. Theories notwithstanding, I believe, in the absence of real information, in letting the customer determine what he can spend because he knows a lot more about his financial affairs than I can guess. My cash register has rung to top figures too often with a customer before me who looked like a prospect for a second hand grid leak. Don't underrate your prospect.

But, on the other hand, don't be too ready to overrate him.

UNDERRATE

A \$255 set is not infrequently found in the modest home of the workman, who wants to be sure he will get the best programs radio offers

By

WALTER
ENGARD

*Radio Merchant,
London, Ohio*

**Dealers Who
Have Made
Radio Pay—
No. 7**

This is very easily done unless the dealer makes it a practice to investigate the prospect before trying to sell him. I have in mind a case in which I lost the sale of a \$200 outfit by over-estimating my prospect. This particular gentleman gave every evidence of prosperity. He drove a fine auto and had a luxuriously furnished home and I was confident I could sell him a \$350 outfit—that was the only outfit I would talk to him. But every time I approached him with the suggestion that I place the outfit in his home for a demonstration he would put off with some plausible excuse. One day I learned that he had purchased a radio from a competitor—a \$200 outfit. He had been running into reverses and \$350 looked pretty big to him. Rather than suggest a lower priced outfit to



me he purchased elsewhere. I felt the loss of this sale keenly—not merely because of the monetary loss but because I had been so cock-sure of finally selling him.

That experience taught me a very valuable lesson: Size up your prospect before trying to sell him. I have since found that sales come much easier and a higher percentage of prospects can be closed. Men

hate especially to admit that they cannot afford a high priced outfit and will turn you down rather than suggest a lower priced set. Women, on the contrary, tell you more freely when you have over-estimated their purchasing power. On the other hand, you wish to avoid selling the prospect a lower priced outfit when he can really afford a better one. A little diplomatic inquiry at the bank,

and among the prospect's friends and neighbors, will get the information that will enable you to properly estimate your prospect in nearly every case.

I have found that the women-folks influence about 75 per cent of radio sales. I have succeeded in selling the women-folks after the man-of-the-house has turned me down flat. Only last week I closed a sale with a woman whose husband had absolutely refused to allow me to place a radio in his home for a demonstration. Most women know how to handle the husband. If she is determined on having a radio, she'll manage to get it. I would have passed up a number of good sales if I had given up simply because the husband refused to consider the purchase of a radio.

I usually try to interest the men-folks first, for as a rule they are easier to sell, but if I don't get to first base with them I turn to the wife and turn failure into success.

Another very important thing I have learned in selling has been that dealers very frequently limit their possibilities for selling by mentally labeling prospects. Upon several occasions I have had customers tip me off to prospective purchasers whom I had considered poor prospects. Again, I have checked prospects off of my list as "No Good," because I felt their prejudices against radio were too firmly established to overcome, even though they could afford to purchase. I did not care to waste my time on them. In nearly every instance I found that they did buy later. I have quit labeling prospects!

Radio's strongest appeal is its ability to bring the world's famous artists, orchestras, statesmen, musicians, bands, and direct-from-the-field play-by-play results of great athletic events right to your home and fireside. People buy sets for what they can hear over them—the broadcast programs. Better results can be had by merchandising radio upon this basis than any other. Instead of talking about the technical

side of radio, talk about the things radio is going to help them enjoy. Dwell upon the outstanding radio events. Call their attention to particularly interesting programs and plant the seed of desire first and let the technical side take care of itself. Make your prospect realize that without a radio in his home he is missing some of the good things of life. When you have done this, selling him is a simple matter.

Plant the seed of desire in advance of a personal call. Send personal letters once a week for three or four weeks in advance of your visit and you will experience little

home and properly set up and equipped, all he wants to know is what switch he must turn on so that he may tour the air and enjoy the good things that are being broadcast from coast to coast every night of the year. The average purchaser leaves the matter of proper equipment very largely up to the dealer. It is not enough that the dealer sell him a GOOD radio but also proper equipment—equipment that will give him satisfactory service for the longest possible period of time. My own experience has been that it pays to fit out all sets with the very best equipment even at the risk of losing a sale now and then.

It is a simple matter to explain to the prospect where the difference in price comes in. If you equip your sets with heavy duty "B" batteries, a heavy "A" battery, standard, nationally advertised tubes of best quality, etc., your retail price of that set is going to be somewhat higher than the same set equipped with cheaper equipment and not infrequently the prospect will tell you that another dealer has offered him the same make and model at a somewhat lower price, but when you show him "why" this difference in price you strengthen his confidence in you and nine times out of ten you can sell him your outfit at the higher price.

Many dealers live in mortal fear of being underpriced by their competitors. They do not seem to realize that the public appreciates a better product and that it is ready and willing to pay for it, so long as its quality is convincingly demonstrated. Usually when something can be bought for a lower price elsewhere, the prospect suspects that something has been skimmed somewhere to account for it. When this is the case, he will readily accept a true explanation. The rule that you cannot get something for nothing is too well understood and too widely accepted to require much high power salesmanship to support it. Sell your goods at a price which yields a reasonable profit; it is the only way to stay in business.

Good Morning, Mr. Demarest:

You are surely missing a lot of good things—

Last evening I traveled all over this wonderful land of ours — the good old U. S. A. — and was highly entertained in every city I entered. In New York City I enjoyed a wonderful program of song and music; in Jefferson City, Mo., I was entertained by old time fiddlers,— I could hardly hold my feet on the ground; in Washington, D. C. I stopped to listen to the U. S. Army Band — if you like band music, Mr. Demarest, you would surely enjoy this treat; the Hawaiians down at Fort Worth were surely wonderful — man! it was a grand and glorious night. Everywhere the air was full of music.

And mind you, Mr. Demarest, I never left my own fireside. I traveled by radio — a little turn of the dial and I jumped from Jefferson City, Mo., into New York City; from there into Minneapolis, down to Fort Worth, back to Nashville, Tenn.

Radio is the most wonderful invention of the age. Without leaving your own fireside you can enjoy the world's greatest artists, musicians, entertainers, orchestras, any and every evening.

Radio will bring more real pleasure into your home than any other purchase you could possibly make.

It is just an easy matter to have a radio in your home, why not enjoy the good things on the air these long winter evenings?

Just phone number 226W and let's talk it over.

Very truly yours,

Warm personal letters that sell the pleasure of broadcast reception without a word of technicality have paved the way to many sales which no other kind of argument would have put over

difficulty in obtaining consent for a home demonstration.

The dealer who wishes to establish himself in his community as the outstanding dealer and grow with the industry, attracting to his store an ever increasing volume of sales, must establish and maintain public confidence in himself. The surest and most lasting means of creating good-will and confidence is by setting a high standard of quality and service right at the very start and striving earnestly to maintain that high standard.

The average purchaser of a receiving set has little technical knowledge of radio nor does he care to acquire it. Once the set is placed in his

Let Cost Analysis Change LOSS to PROFIT

This comprehensive and illuminating article shows how cost figures may be used to analyze the weak and strong points in a business. It is based on an exhaustive investigation and analysis of the accounts of some 500 retailers who placed the details of their finances at the disposal of "Radio Retailing."

COST accountants' reports are of little value to the radio dealer unless he may compare his own figures with other dealers' for successful or unsuccessful businesses of the same general magnitude and under similar conditions. The tabulation on the pages which follow was prepared for the readers of *Radio Retailing* after a study of the accounts of some 500 dealers and an intimate and detailed examination of the accounts of 48 selected representative concerns.

By studying the tabulations, an illuminating comparison can be made so that any dealer having suitably prepared accountants' reports may determine what departments of his business are costing more than they should, what expenditures he is not making which dealers with profitable businesses find wise to make, whether his mark-up is too small or too large and whether his turnover is sufficiently rapid to yield profit.

A volume of \$74,133, which yielded a gross margin of \$24,916 and from which expenses of \$21,320 had to be deducted, leaving a net profit of \$3,596, or 4.5%.

That, in one sentence, is the story of the average retail radio business for the year 1926 as revealed by the summary of 48 retail radio businesses published in this issue. This average store turned its retail stocks 4.08 times last year, secured approximately 61.7 per cent of its volume through store sales and 38.3 per cent from outside selling effort, and the

By S. J. RYAN
Merchandising Counsellor
"Radio Retailing"

average investment, at cost, in fixtures and delivery equipment of the 33 stores reporting on this feature, was \$86,224.

We consider this intimate history of 48 businesses ranging in annual sales from \$742 to \$905,839 as being representative of country wide retail radio operations for the year

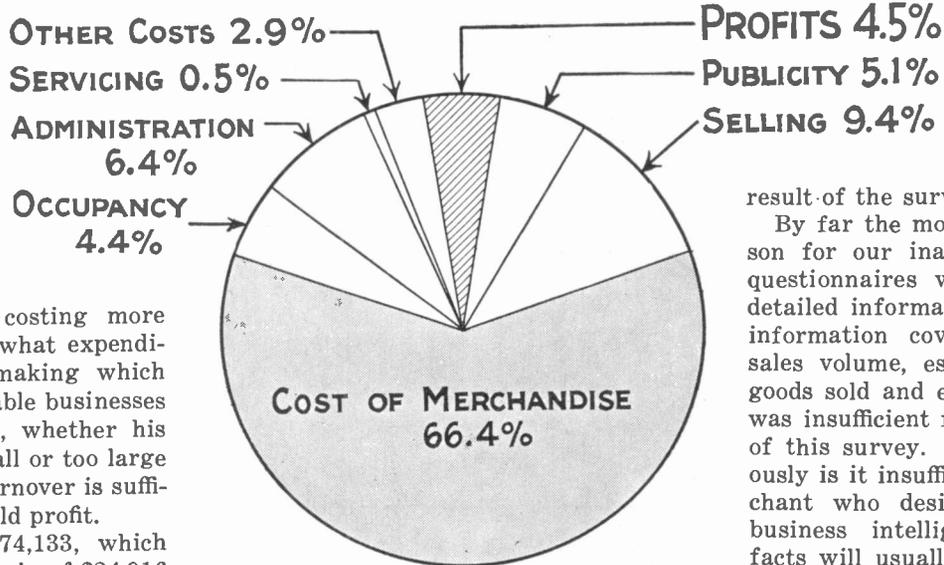
a second request was sent to over three thousand dealers. The total number of replies received was somewhat over 500. Due to a variety of reasons only approximately one hundred of these were selected for final analysis and the last sifting reduced this number to 48.

It was gratifying to note, through the replies received, the intense interest exhibited by radio dealers everywhere, particularly the smaller ones, in the subject of cost control. In dozens of cases where small dealers admitted their own lack of figures they made special requests for advance information on the

result of the survey.

By far the most frequent reason for our inability to utilize questionnaires was the lack of detailed information. Obviously information covering only the sales volume, estimated cost of goods sold and expenses in total was insufficient for the purposes of this survey. Far more obviously is it insufficient for a merchant who desires to run his business intelligently. Facing facts will usually solve business problems, but it is a pretty difficult thing to do if you haven't the facts.

To the serious-minded radio retailer this tabulation is very revealing. We find, first of all, that retailing radio is a profitable business. Secondly, by studying the detailed figures of the operations that lost money during 1926, we can almost instantly tell where their mistakes occurred. Inversely, a perusal of the most successful operations will show



*What the Dealer Does
With the Customer's Dollar*

1926 because in the tabulation are included stores from every section, and almost every state in the Union and from towns of less than 2,000 up to cities of over one million.

The initial mailing of questionnaires was nearly 5,000, to businesses geographically selected. The response, in numbers, was good but

us just where expense can be controlled most profitably.

Naturally there are exceptions to

the two latter conclusions—in those cases where a loss was mainly caused through too small a gross margin,

or profit made by reason of an abnormally high margin, but these are just that—exceptions. Do not jump

Sales, Profits, Stock-turn and Operating Costs

Store No.	Per Cent Total Volume in Radio	Income				Expense							
		Net Retail Sales	Cost of Merchandise Sold	Gross Margin		Occupancy		Selling		Publicity		Administrative	
				Dollars	Per Cent	Dollars	Per Cent	Dollars	Per Cent	Dollars	Per Cent	Dollars	Per Cent
1	100	742	590	152	20.5	54	7.3	108	14.5	6	0.8		
2	5	1,000	650	350	35.0			125	12.5	25	2.5	75	7.5
3	10	1,160	746	414	35.7			66	5.7	40	3.4		
4		1,248	799	449	36.0	240	19.2	75	6.0	23	1.8		
5		1,300	780	520	40.0			105	8.1	75	5.8	75	5.8
6	100	1,809	1,176	633	35.0	40	2.2	50	2.8	10	0.6	100	5.5
7	100	2,300	1,400	900	39.1	120	5.2	100	4.3	30	1.3	420	18.3
8	50	2,830	1,510	1,320	46.6	75	2.7			80	2.8	1,000	35.3
9	85	3,500	2,690	810	23.1			5		17	0.5	135	3.9
10	20	3,883	3,038	845	21.8			135	3.5	18	0.5	260	6.7
11	50	4,000	2,760	1,240	31.0	240	6.0	510	12.8	75	1.9	480	12.0
12	100	4,524	3,287	1,237	27.3	320	7.1	485	10.7	231	5.1	660	14.6
13	100	4,600	3,500	1,100	23.9	56	1.2	500	10.9	25	0.5	600	13.0
14	100	4,629	3,009	1,620	35.0	90	1.9	727	15.7	123	2.7	300	6.5
15	10	4,700	3,255	1,445	30.7	270	5.7	705	15.0			120	2.6
16	50	4,800	3,320	1,480	30.8	539	11.2	1,310	27.3	125	2.6	1,019	21.2
17	20	5,000	3,000	2,000	40.0	1,000	20.0	730	14.6	25	0.5	700	14.0
18	51	7,586	5,082	2,504	33.0	167	2.2	146	1.9	197	2.6	606	8.0
19	100	9,000	5,550	3,450	38.3	385	4.3	945	10.5	200	2.2	1,895	21.1
20	70	10,000	8,400	1,600	16.0	768	7.7	1,200	12.0	200	2.0	1,600	16.0
21	100	10,668	7,701	2,967	27.8	50	0.5	396	3.7	790	7.4	893	8.4
22	71	12,336	8,756	3,580	29.0	582	4.7	357	2.9	329	2.7	2,493	20.2
23	20	13,836	10,502	3,334	24.1	825	6.0	1,660	12.0	390	2.8	1,883	13.6
24	100	14,895	9,646	5,249	35.2	1,527	10.3	1,685	11.3	220	1.5	2,540	17.1
25	15	15,000	9,750	5,250	35.0	600	4.0	1,500	10.0	300	2.0	1,715	11.4
26	27	15,894	8,399	7,495	47.2	2,059	13.0	2,206	13.9	650	4.1	1,800	11.3
27	100	16,000	11,100	4,900	25.6	200	1.3	2,000	12.5	350	2.2	950	5.9
28	90	19,692	16,536	3,156	16.0	246	1.2	900	4.6	177	0.9	1,665	8.5
29		24,000	13,000	11,000	25.8	780	3.3	1,330	5.5	375	1.6	5,080	21.2
30	82	27,127	16,554	10,573	39.0	639	2.4	5,020	18.5	1,169	4.3	100	0.4
31	23	28,000	22,000	6,000	21.4	1,400	5.0	3,360	12.0	840	3.0	50	2.0
32	50	30,700	20,000	10,700	34.9	975	3.2	3,700	12.1	250	0.8	1,875	6.1
33	27	32,215	23,153	9,062	28.1	566	1.8	3,221	10.0	400	1.2	3,350	10.4
34	95	36,954	28,888	8,066	21.8	666	1.8	262	0.7	1,009	2.7	5,041	13.6
35	100	50,000	32,500	17,500	35.0	1,480	3.0	5,000	10.0	2,500	5.0	5,500	11.0
36	33	51,936	35,705	16,231	31.3	740	1.4	3,679	7.1	787	1.5	4,203	8.1
37	90	66,000	48,000	18,000	27.3	2,200	3.3	387	0.6	1,613	2.4	8,376	12.7
38	75	79,516	64,534	14,982	18.8	1,982	2.5	11,192	14.1	1,533	1.9	10,486	13.2
39	20	101,455	72,033	29,422	29.0	4,261	4.2	9,638	9.5	7,102	7.0	5,174	5.1
40	50	110,428	71,557	38,871	35.2	5,080	4.6	10,712	9.7	4,638	4.2	6,515	5.9
41	60	117,602	73,736	43,866	37.3	7,762	6.6	15,523	13.2	9,408	8.0	6,351	5.4
42	100	146,017	95,787	50,230	34.4	6,425	4.4	16,208	11.1	5,695	3.9	9,053	6.2
43	90	173,200	112,407	60,793	35.1	8,833	5.1	16,627	9.6	7,274	4.2	8,660	5.0
44	75	186,571	144,219	42,352	22.7	12,313	6.6	26,307	14.1	10,448	5.6	10,075	5.4
45	100	244,300	167,101	77,199	31.6	12,459	5.1	22,231	9.1	16,857	6.9	13,437	5.5
46	70	361,400	220,815	140,585	38.9	16,624	4.6	33,612	9.3	21,323	5.9	21,684	6.0
47	65	588,196	384,680	203,516	34.6	23,528	4.0	37,056	6.3	31,763	5.4	34,704	5.9
48	90	905,839	578,831	327,008	36.1	37,139	4.1	91,490	10.1	52,539	5.8	44,386	4.9
Totals	65.3	3,558,388	2,362,432	1,195,956	33.6	156,305	4.4	335,286	9.4	182,254	5.1	228,084	6.4

% Total volume in radio indicates the character of the business—whether it is a 100% radio operation or if other merchandise is handled also.

Net retail sales are arrived at by taking the gross retail sales and deducting therefrom returned merchandise and any discounts given on retail sales.

Cost of merchandise sold is arrived at by taking the inventory at cost at the beginning of the year, adding thereto purchases at cost during the year and deducting therefrom the inventory cost at the end of the year. Gross Margin, or as it is sometimes mistakenly called, "gross profit," is secured by subtracting from the net retail sales the amount of merchandise sold at cost. This becomes the gross revenue, out of which all expenses of operation must be met.

Occupancy expense. In occupancy expense is included the amount expended for rent, light, heat, power, water, portorage, etc. In short, all expenses incurred in occu-

pying the premises, whether store, warehouse, etc. (but not any rent or other expenses incurred in garage for delivery equipment, etc. This is included in selling expense). If you own your own premises rent is computed on the basis of an annual charge of six per cent on the cost of land and buildings plus a depreciation of two and one-half per cent a year on buildings, plus all real estate taxes.

Selling expense includes all expenses incurred in selling merchandise such as salaries and commissions paid to the sales force, the cost of sales books, price tags, wrap-a similar nature. It also includes demonstrating expenses, salaries or commissions, and delivery expenses pping paper, twine and other miscellaneous expenses of

Definitions of Terms

to the conclusion, for example, that a low gross margin necessarily means that the dealer is buying his

goods at a very low discount. In fact that is very unlikely, as discounts the main are now well stabilized.

The gross margin is the difference between the cost of the goods sold and the retail price obtained for

for Radio Departments of Forty-eight Stores

Servicing		Other Costs		Total Costs		Net Profit or Loss		Per Cent Sales		Investment			Store No.
Dollars	Per Cent	Dollars	Per Cent	Dollars	Per Cent	Dollars	Per Cent	In Store	Out-side	Average Retail Stock Turnover	Average Retail Inventory	Delivery and Fixtures at Cost	
7	0.9	3	0.4	178	24.0	26	3.5	23	77	6.0	125	1,050	1
100	10.0			325	32.5	25	2.5	75	25	1.6	625		2
		8	0.7	114	9.8	300	25.9	90	10	2.5	450		3
		71	5.7	409	32.8	40	3.2			4.3	290	500	4
32	2.5	33	2.5	320	24.6	200	15.4			1.9	675	520	5
10	0.6	25	1.4	235	13.0	398	22.0	100		4.5	400	300	6
		30	1.3	700	30.4	200	8.7	30	70	3.0	750		7
		64	2.3	1,219	43.1	101	3.5	100		4.7	600	300	8
18	0.5	35	1.0	210	6.0	600	17.1	100		2.3	1,500	700	9
70	1.8	62	1.6	545	14.0	300	7.7	100					10
100	2.5	5	0.1	1,410	35.3	170	4.3	50	50	4.0	1,000		11
		34	0.8	1,730	38.2	493	10.9			3.4	1,306	703	12
				1,181	25.7	81	1.8		100	15.3	300	50	13
104	2.2	22	0.5	1,366	29.5	254	5.5	10	90	3.4	1,340	788	14
235	5.0	10	0.2	1,340	28.5	105	2.2	20	80	3.9	1,200	900	15
107	2.2			3,100	64.6	1,620	33.8	20	80	3.5	1,368	750	16
50	1.0			2,505	50.1	505	10.1	20	80				17
44	0.6	83	1.1	1,243	16.4	1,261	16.6	20	80	8.4	900	884	18
		11	0.1	3,436	38.2	14	0.2	75	25	2.0	4,300	750	19
200	0.2			3,968	39.7	2,368	23.7	100				600	20
100	0.9	53	0.5	2,283	21.4	685	6.4	75	25	5.3	2,000		21
2		667	5.4	4,430	35.9	850	6.9	100		3.0	4,000	1,030	22
150	1.1			4,908	35.5	1,574	11.4	75	25	2.7	5,000	800	23
		59	0.4	6,031	40.5	782	5.3	100		6.6	2,245	1,550	24
		250	1.7	4,365	29.1	885	5.9	90	10				25
				6,715	42.2	780	4.9	65	35			115	26
75	0.5			3,575	22.3	1,325	8.3	25	75	5.4	2,500	500	27
		76	0.4	3,064	15.6	92	0.6	25	75			500	28
100	0.4	185	0.8	7,850	32.7	3,150	13.1	90	10			800	29
		375	1.4	7,303	26.9	3,270	12.1					500	30
				5,650	20.2	350	1.3	10	90				31
225	0.7	125	0.4	7,150	23.3	3,550	11.6	10	90	5.1	6,000	2,800	32
350	1.1			7,887	24.5	1,175	3.6	33	67				33
200	0.5	919	2.5	8,097	21.9	31	0.1			3.6	10,224	1,399	34
		600	1.2	15,080	30.2	2,420	4.8	25	75			225	35
		1,541	3.0	10,950	21.1	5,281	10.2			4.6	11,212		36
		43	9.1	12,619	19.1	5,381	8.2	60	40	13.2	5,000	1,350	37
150	0.2	1,247	1.6	26,590	33.4	11,608	14.6	75	25	10.6	7,500	1,150	38
812	0.8	4,971	4.9	31,958	31.5	2,536	2.5	90	10	3.5	29,000		39
110	0.1	5,301	4.8	32,355	29.3	6,516	5.9	100		3.2	34,509	6,250	40
		3,410	2.9	42,454	36.1	1,412	1.2	60	40	2.5	47,040	4,700	41
1,606	1.1	5,987	4.1	44,973	30.8	5,257	3.6	63	37	3.6	40,560	8,000	42
520	0.3	5,196	3.0	47,110	27.2	13,683	7.9	100		3.7	46,810		43
746	0.4	7,649	4.1	67,539	36.2	25,187	13.5	35	65	2.6	71,750	9,300	44
5,375	2.2	10,749	4.4	81,108	33.2	3,909	0.6	70	30	4.5	54,280		45
1,807	0.5	15,540	4.3	110,588	30.6	29,997	8.3	85	15	2.2	164,270	20,480	46
1,176	0.2	20,587	3.5	148,813	25.3	547,703	9.3	100		3.6	163,360		47
3,623	0.4	17,211	1.9	246,388	27.2	80,620	8.9	100		9.9	91,490	16,000	48
18,204	0.5	103,237	2.9	1,023,366	28.7	172,590	4.5	61.7	38.3	4.7	815,879	86,224	Totals

Used in Tabulation

such as the salaries of drivers, cost of running and maintaining equipment, and a depreciation on equipment of twenty per cent a year.

Publicity expense includes the amount spent for advertising merchandise in newspapers, printing and postage expense for all direct mail publicity, the amount, if any, spent for outside help and material in trimming windows, and any similar expenses that are incurred for the sole purpose of advertising merchandise for sale.

Administrative expense includes the amount you paid yourself or some one else as manager of the business, salaries of office force, collection expenses, and the expenses incurred for office supplies, etc.

Servicing. This division covers the cost of servicing

where furnished without charge or the cost of the service department where it exceeds the amount of revenue received for servicing and includes salaries of the service men, any traveling expense they incur and supplies used in that department.

Other costs. We have grouped under the heading "Other Costs" a number of items such as taxes (other than real estate taxes where premises are owned), insurance on stock and fixtures, depreciation on fixtures, and all other costs not previously defined. This grouping is made solely in the interest of simplicity. It would be advisable to break this division up into various sections but it was not considered essential to do so for the purposes of this survey.

Total cost is simply the sum of the costs previously defined.

Net profit or loss is arrived at by deducting the amount of the total costs from the gross margin.

them. It need not have a great deal to do with the *discount at time of purchase*. Frequently confusion exists on this point. As an instance: A pays \$60 for merchandise with a retail list of \$100. During the course of the year he sells half of it at list, \$50, a third of it for \$25 and the balance for cost, or \$10. (Every merchant-reader has had such an experience.) Now the *cost* of these goods has not varied, it is *still* \$60, but he only succeeded in obtaining \$85 for them, so his operating statement would show "Net retail sales \$85, cost of goods sold \$60, gross margin \$25, or 29.4 per cent," although he *bought* them at a discount of 40 per cent.

The radio retailer can probably obtain the greatest value from a study of this tabulation by selecting those businesses whose volumes are more nearly comparable with his and comparing each operation with his own—if he has the facts regarding his own business. The value of reducing all figures to *percentages* becomes apparent here, because he can also compare, in percentage terms, his business costs with every other operation listed.

THE statistics in the first column reveal the *character* of the various operations, so that an exclusive radio dealer can compare his facts with other 100 per cent radio merchants, a 50 per cent dealer with similar operations, etc. A most interesting analysis, also, is by population and geographical location, so that a man in a city of 10,000, or in a certain section of the country, may be able to compare his results with those of similarly located dealers.

A study of the unprofitable businesses may help to uncover tendencies in your own policies which, when carried too far, have led others to go into the red.

Of forty-eight operations listed, fifteen show a loss. Seven of these were in businesses with a volume of \$10,000 or less annually; three were in businesses selling between \$10,000 and \$15,000 annually; one was in a business doing \$36,954, and one in a business with a volume of \$79,516. Only three losses were shown in businesses doing \$100,000 or more per year.

The operations which stand out as doing the best jobs were No. 37 with a net profit of 8.2 per cent on sales and 13.2 turnover of the average retail inventory, and store No. 48

with a net profit of 8.9 per cent, and a stock turnover of 9.9. The methods by which these two operations secured their results are different. No. 37 operated on a gross margin of only 27.3 per cent, whereas No. 48 had 36.1 per cent. The total expense in operation No. 37 was only 19.1 per cent, whereas it was 27.2 per cent in No. 48.

THE detail expenses of these operations were respectively as follows: Occupancy 3.3 per cent and 4.1 per cent; Selling 0.6 per cent and 10.1 per cent; Publicity 2.4 per cent and 5.8 per cent; Administrative 12.7 per cent and 4.9 per cent; Servicing nothing and 0.4 per cent; Miscellaneous Costs 0.1 per cent and 1.9 per cent.

In this analysis, we find the frequent example of a low selling cost and a high administrative cost in the smaller operations. This is usually a matter of bookkeeping, the dealer charging his drawing account in as an administrative cost, instead of a part of it at least as a selling expense, because in the smaller operations he usually is the prime sales factor. In operation No. 48, the costs are more normally allocated, because undoubtedly this large-volume business has trained accountants doing this work. It would appear from contrasting these two business that No. 37 buys locally from jobbers and sells his product very largely through personal effort, whereas No. 48 probably buys direct from the manufacturer at a higher discount and sells through a highly trained and somewhat extensive organization.

A POINT I desire to develop, however, is that both machines are effective in producing a large net profit at a minimum of risk as is evidenced by the rapid rate of stock turn over.

Briefly summarizing those businesses which operated at a loss, we would say that the causes were largely as follows: No. 1, too low a gross margin (20.5 per cent); No. 11, too high selling and administrative expenses (24.8 per cent); No. 12, the same reason (25.3 per cent); No. 13, both too low a gross margin (23.9 per cent) and too high selling and administrative (23.9 per cent); No. 16 is entirely out of line in the matter of expenses, except for publicity, and No. 17 shows a 20 per cent occupancy expense, 14.6 per cent

selling expense and 14 per cent administrative expense. All of the foregoing are businesses doing \$5,000 or less per year, and regardless of how small the amounts expended, the percentages are bound to be high and the operation is almost certain to be unprofitable, if any amount of time must be devoted to it.

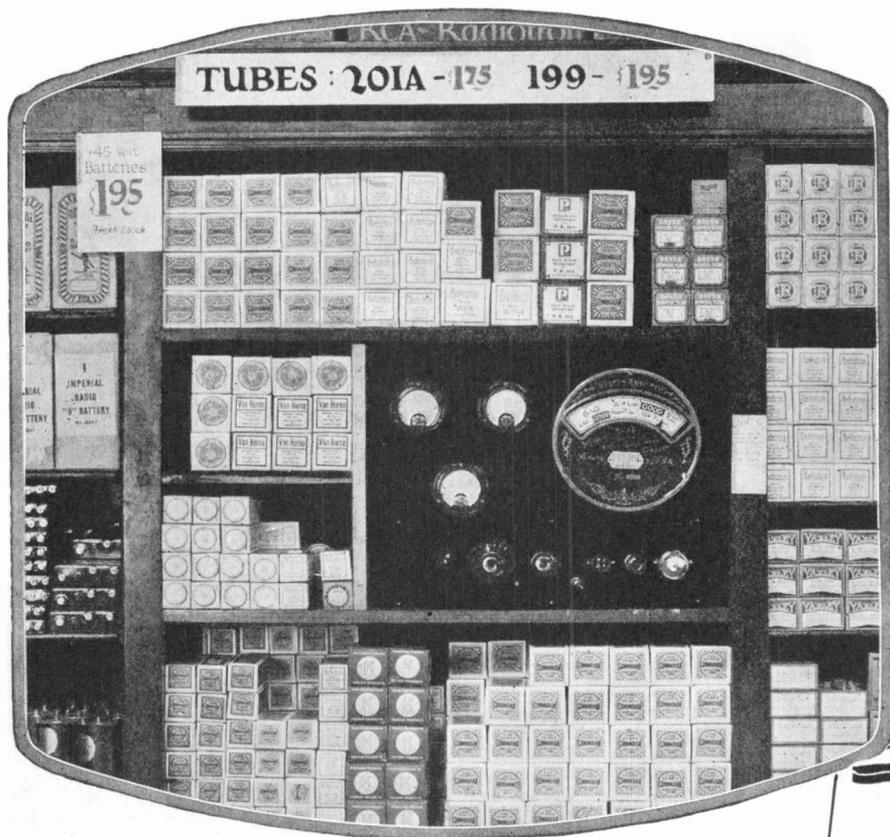
Operation No. 20, too low a gross margin (16 per cent) and too high selling and administrative (28 per cent). Cannot understand this gross margin of only 16 per cent. No. 23, too low a gross margin (24.1 per cent) and too high selling and administrative (25.6 per cent); No. 24, too high occupancy (10.3 per cent), selling (11.3 per cent), and administrative (17.1 per cent); No. 34, too low gross margin (21.8 per cent); No. 38, too low a gross margin (18.8 per cent) and too high selling and administrative (27.3 per cent); No. 39 too high occupancy (4.2 per cent), publicity (7 per cent), and miscellaneous cost (4.9 per cent); No. 44, too low a gross margin (22.7 per cent) and too high selling (14.1 per cent) and occupancy (6.6 per cent); No. 45, too high publicity (6.9 per cent).

THE reader will note the frequency with which the same cause for failure to make a profit occurs in the foregoing brief analysis. It does not necessarily follow that many of these same faults were not present in some of the operations which functioned at a profit for the year, but it is evident, especially in the businesses with volumes in excess of \$15,000 a year, that the margin between profit and loss is clearly controllable, as is indicated by reference in the table to businesses with similar volumes who succeeded in making money.

The survey did not establish whether the most profitable method of retailing radio was by store selling or outside selling. Ten of the fifteen losses occurred in stores doing the bulk of their business through store sales; but reversely we find that the two most profitable operations, heretofore quoted, consisted of one business with a 60 per cent store volume and the other with 100 per cent. Analyzing the figures from this angle, no satisfactory conclusion as to the better method can be reached. It seems to depend upon the individual operator.

An analysis of business by *char-*

(Please turn to page 93)



A Tube Tester Every Customer Can Read

A CONVINCING way to sell the quality of "tested" vacuum tubes has been evolved by Theodore Staehle, manager of the Silver Marshall retail store in Chicago. The device which is employed is much more than a conventional tube tester.

The Silver Marshall engineers have arranged the control panel and dials so that tubes are tested with the correct grid, plate and filament voltage, making deceptive or erroneous readings practically impossible. The switches used to adapt the device to different kinds of tubes are calibrated by tube type numbers, so that all tubes of the same type may be compared under the same conditions.

As the customer stands before the counter, his eye is attracted by the large meter, which is actually a milliammeter covering a scale from 0 to 30, but a special scale has been substituted which is more intelligible to the average tube buyer than such meaningless figures. The dial indicates whether the tube is "good," or "bad," terms appreciated and understood by the non-technical buyer. The upper half of the scale applies to storage battery tubes, the lower to dry cell tubes, while the upper end of the scale indicates the condition of power tubes. The supplementary meters at the left check the condition of the power supply.

The Silver Marshall people report that their tester has proved a valuable selling aid because of the confidence which it builds with the non-technical buyer. Adjustments and refunds are also minimized, because inferior tubes are discovered, and also because purchasers hesitate to demand a new tube if they have accidentally damaged one after its condition has been so effectively tested when bought.

Above are the control panel and dials of the tube-tester used by the Silver-Marshall Store, Chicago. The large dial, with a special scale which is intelligible to the average tube buyer, indicates whether the tubes tested are "good" or "bad." The hook-up given below will enable any capable constructor to duplicate the equipment

TESTED TUBES

Type 201-A	\$1.59
Type 199	\$1.79

Cunningham

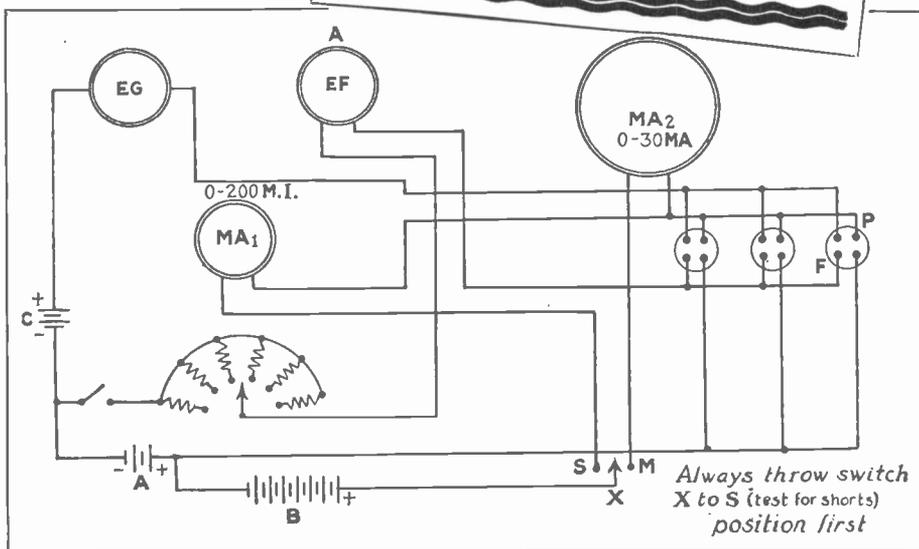
EVERY tube is tested on the new Silver-Marshall Direct Reading Tube Tester—a tube tester of new design which cannot be varied at the will of the operator. It tells you in plain nontechnical language whether your tubes are GOOD or BAD.

Bring in your old tubes and have them tested FREE.

Radio Reliability—Costs You Less

Silver-Marshall

105 South Wabash Ave. • Phone Haymarket 5711





5 Good for Buying

Ralph B. Austrian,
Vice-president of the R. B. Rose
Company

PROFITABLE radio merchandising is as much wise buying as it is aggressive selling. The fundamentals of successful buying for the radio store are the same for the large and the small establishment. Buying for the radio store is usually considered a sort of horse trading: the most accepted principle is to buy at the lowest price in order to admit of the highest possible mark-up. High mark-up is, however, only one factor which helps to establish a profitable business. Profit, in the last analysis, is a matter of gross volume of sales less all costs, not selling price less buying cost. The costs of goods are important. But more important is the capital required—and capital is largely determined by turnover; quality of merchandise,—the guardian of customer satisfaction; and service cost,—the product of the engineering design.

Buying, as we do, in large quantities for our many different radio outlets, we have developed a definite process and policy in determining whether we will take on or discontinue a line of radio products. Before we adopt a new line we make certain that (1) it fills a new need not already satisfied by an existing item of our line; (2) it is well designed from an engineering standpoint, so that it will give the consumer unflinching satisfaction; (3) it is backed by a reliable manufacturer who will be able to give service and replacement for years to

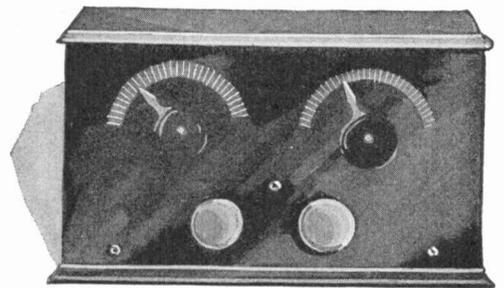
come, and (4) it will turn over rapidly.

These points in themselves may not appear to be startlingly new; it is more how they are applied in practice which makes them of value to the average radio dealer.

In deciding the point that the product fills a new need, we have established a definite policy to concentrate only on a few lines. In view of the great number of radio manufacturers, it is manifestly impossible to meet all customer demands for specific makes of sets. Consequently,

THE successful radio dealer stresses careful buying as much as he does aggressive selling. And for that reason his business is a success, according to Ralph Brooke Austrian of the R. B. Rose Radio Company. Mr. Austrian in this interview summarizes his experience in buying radio for thirty-eight department store outlets in twenty-six cities

we have decided upon various price classes in each of which we carry but one representative set, one we believe to be the outstanding set of its type. The four price classes are: low, \$50 to \$70; medium, \$70 to \$100; high, \$100 to \$200, and very high, \$200 to \$500. These figures include all essential accessories to put the receiver in operation.



\$50 to \$70 Price Class

By concentrating on only four lines of radio sets, one in each of these price classes, we greatly simplify the matter of stocking our various stores and servicing the sets after they are in the hands of the customers.

Of course, we go to great effort to make certain that we have the best one of each of these price classes, so that it is not difficult to switch the customer who has asked for a similar receiver of another brand. Each item of the lines we handle must be definitely superior to similar competing products.

Both local conditions and the actual locality of the stores themselves determine which of these four classes we hammer most persistently in our sales efforts.

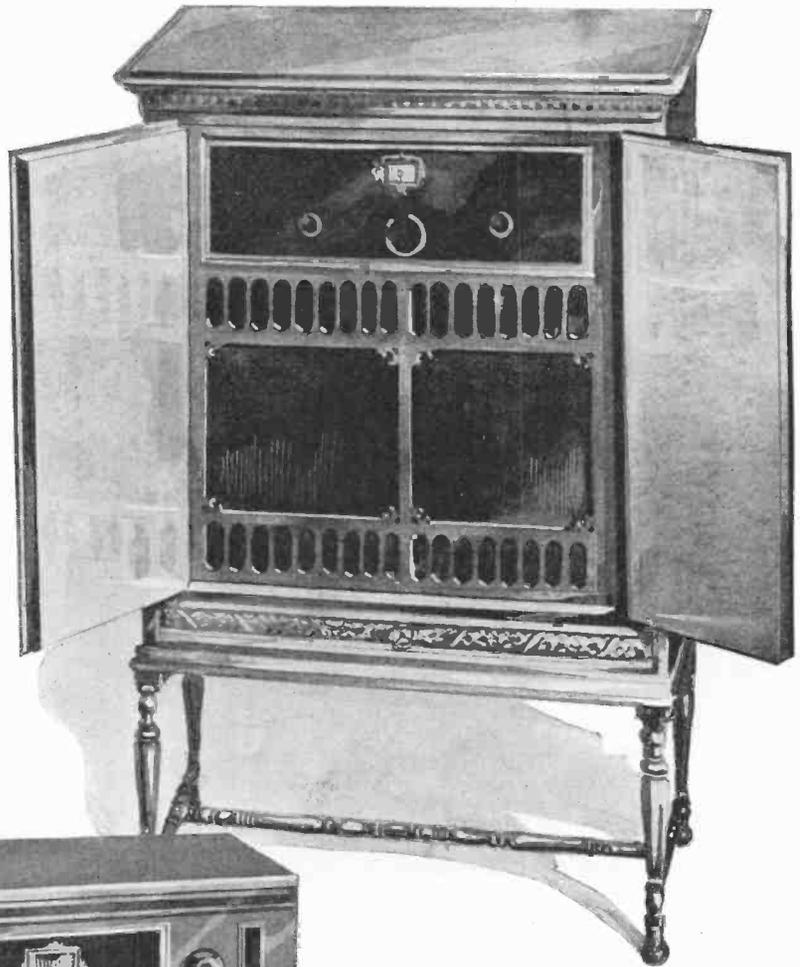
Conditions vary greatly according to the purchasing power of the community, but nowhere,—remember we operate in 26 different cities—do we find it possible to dispense with any one of these four price classes. Nor, on the other hand, do we find it necessary to carry any great addition to these four different types of sets.

Rules Radio

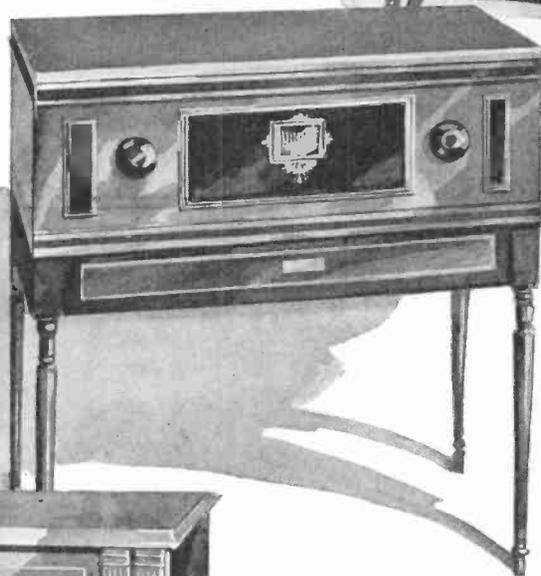
By EDGAR H. FELIX

If there is one point I wish to impress more than any other upon the readers of *Radio Retailing*, it is the importance of concentration on a few well selected lines, because its influence upon profits is truly vital. Remember this when you do your fall buying. The success of simplified buying which results from the application of the principle of concentration, is dependent entirely upon the engineering investigation made to determine what make of set shall be purchased for each of the four price classes.

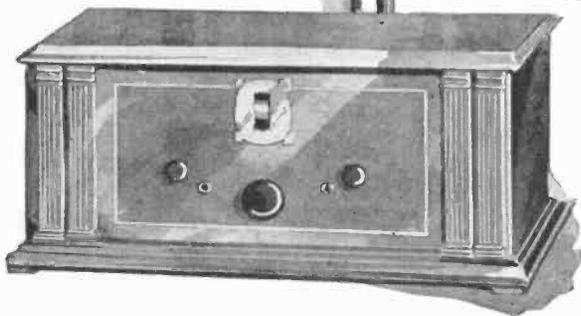
We maintain a very



\$200 to \$500 Price Class



\$100 to \$200
Price Class



\$70 to \$100 Price Class

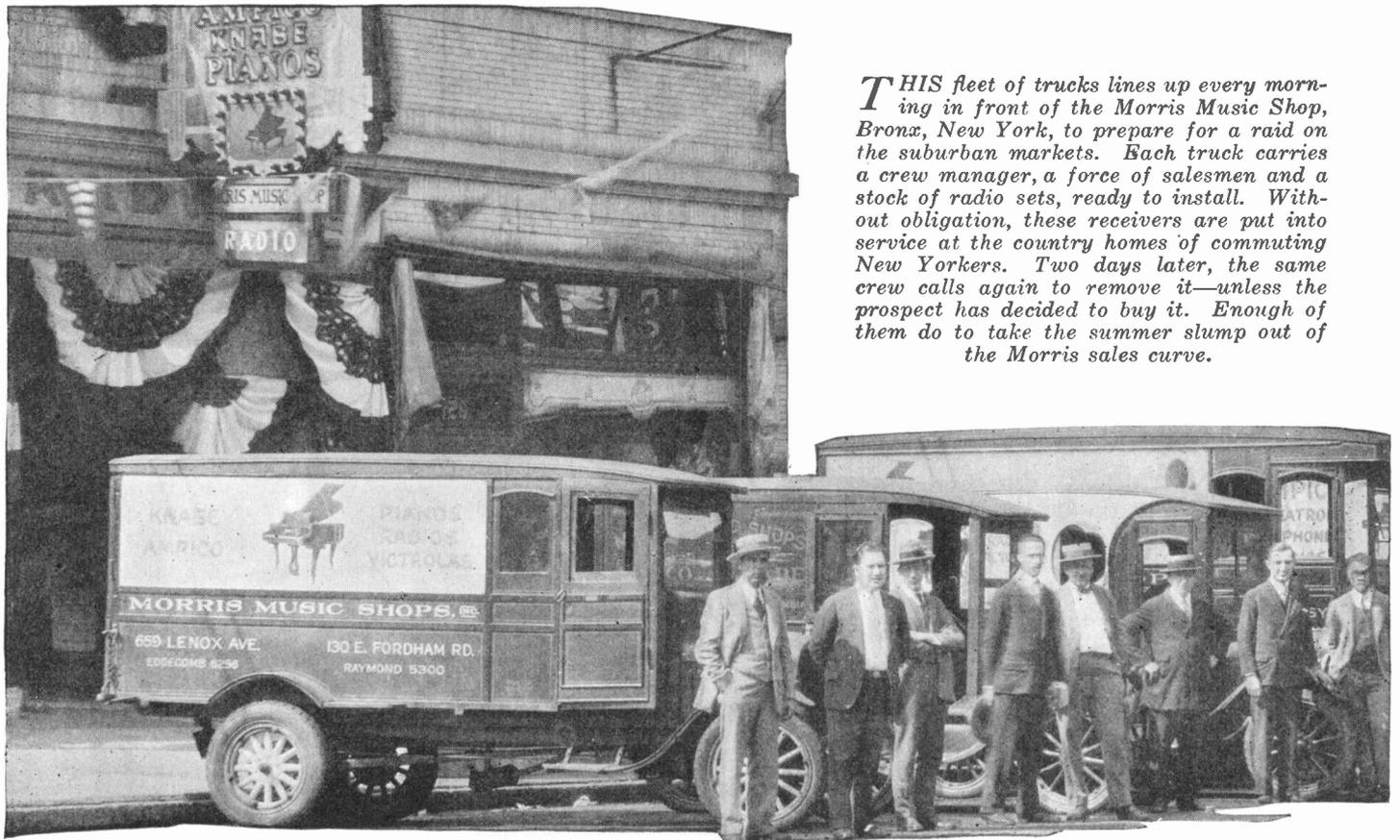
complete laboratory and every new set which is submitted to us is put through a very comprehensive series of exacting tests. Moreover, we request the manufacturer to send a sample to at least half a dozen of our branches scattered throughout the

country so that our managers can try the sets in their respective territories. Generally it requires two or three weeks to give a set a thorough examination before we are ready to approve it or to reject it. If, in our opinion, an item is unfit to be sold, we refuse to handle it, regardless of the fact that the public is demanding such apparatus. It is a cardinal point in our policy not to furnish any appara-

tus which is not 100% satisfactory. After all the bulk of our business is on the installment plan, and anything which depreciates in the hands of the user comes back to us and we suffer a loss because of it. By following the policy of concentration, every dealer can cut service and collection costs, both items as important as large discounts in determining the ultimate profit and loss.

At the present time we are most concerned with the problem of the full electric set. We are testing a great number of these sets and these tests are more rigid, comprehensive and of longer duration than any we have heretofore made. If the result of our study shows that these sets are not absolutely satisfactory but involve fire hazards, we will not handle them. When several manufacturers, and we believe they will, put out satisfactory electric sets, it will be a boon to the industry, because the public is anxious for electric sets. But if ten or fifteen of them bring out mediocre full electric receivers, which are not quiet in

(Please turn to Page 81)



THIS fleet of trucks lines up every morning in front of the Morris Music Shop, Bronx, New York, to prepare for a raid on the suburban markets. Each truck carries a crew manager, a force of salesmen and a stock of radio sets, ready to install. Without obligation, these receivers are put into service at the country homes of commuting New Yorkers. Two days later, the same crew calls again to remove it—unless the prospect has decided to buy it. Enough of them do to take the summer slump out of the Morris sales curve.

A FEW evenings ago I listened to an address by the wholesale department manager of a large piano concern. No radio dealer could have heard that talk without rubbing his eyes and waking up to a new enthusiasm for his job. Slump is not a part of his vocabulary, and further he showed us in no uncertain terms how to overcome its effects.

"In my travels over the country," he stated, "I find business spotty. In some places it is very good; in others very poor. But in all places, I have noted one thing. The man who is on the job early in the morning and puts in a full day's honest effort never has time to complain about hard times; in fact, he doesn't even know that they exist.

"These reports of hard times come only from those who see a dull day and anticipate a depression period. 'This is going to be a dull season,' they exclaim; and sit back to wait for better times. They run to the bank and endeavor to borrow money to tide them over. They chase around in circles telling everyone they meet that another depres-

By B. C. Reber

REBER believes in stepping on the gas when you go up hill. He received his inspiration from the salesmanager of a piano concern who succeeded in making his men turn in a steady volume of orders during the slack season. Read this article and share its inspiration.

sion period is here. Times are going to be hard.

"It is such merchants who create our greatest selling problems. They are too quick to recognize hard times. They are too willing to sit back and wait for business to come to them. But the man who gets out and digs will have business every day in the week, even if general business is at a standstill.

"Let me tell you of a singular experience I had which opened my eyes on this hard time wail. We employed a new manager for our retail store in New York. He had the name of being a hard man to work for. They said that he was a driver

and could not get along with his men. But when he had been with us only a short time, we found that as long as a man kept busy, things went on fine. This new manager was not one of the kind who run around looking for trouble. What he was looking for was business; and he saw to it that it came in.

"He organized a house-to-house selling crew, paying each man the sum of \$25.00 a week. But this salary was paid on one condition: the salesman must sell one piano a week in order to draw his salary. We thought it was a pretty stiff proposition for a man who was just starting out, but he proved to us with statistics that he had kept over a period of many years of hard work in this profession, that if a man really worked every day in the week, he could not help but make one sale. The law of averages held him up on it.

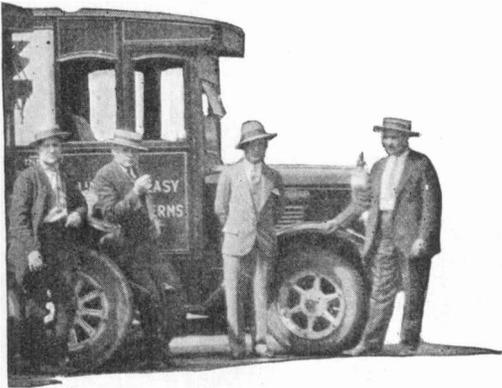
"He demanded that every salesman work at least six hours a day calling on homes in search of prospects. Then he further demanded that these salesmen devote at least four evenings a week in following up

To Kill The Summer Slump

Get Out

and

Sell



those prospects which they had dug up during the day. He only demanded these things so long as the salesman was paid a salary; as soon as the salesman showed he could make better money on a commission basis, he was paid accordingly, and he could work as many hours as he pleased, so long as he brought in results.

"I have seen times when business was terribly dull and merchants walked up and down the streets with tears in their eyes; and I have seen this man go out and prove that sales could be made. He has brought sales into our office when we would have sworn that sales were impossible. And he has insisted that there was nothing to it, except the steady plugging each day in the week, and the following up of the prospects during the evenings,

"He firmly believed that regardless of hard times, there was always someone who was in a position to buy a piano if he were properly canvassed. And furthermore, he had his statistics to prove it. He could show you experience after experience of men who had worked for him who thought pianos couldn't be sold. And he could show you where he had gone out with those

men and sold pianos in every place where an opportunity existed. He was hard only to the point that he knew that the business existed and he demanded that it be secured. He was exacting only in demanding that salesmen work unceasingly, and that they do not spend their time making up excuses instead of working. And this way of knowing whether or not his salesmen were on the job was through the sales each one secured.

"I have been among those who thought there were times when business could not be obtained, regardless of how hard one might try. But after I saw this man work a while, I was convinced that as long as a man gets out and digs, the law of averages will sustain him, and the business will be attained.

"There is another point which I learned from that man which is worth passing on here. That is in the manner of presentation. He showed us where the same manner of approach was used in practically every sale, regardless of the value or quality of the instrument. A salesman would go up to a lady and tell her about the beautiful tone and the lasting finish. He would use the same expressions whether an instrument sold for \$500 or \$5,000.

"There's more than tone and finish to an instrument,' he thundered at us. 'Think of the workmanship. Think of the master craftsmen who have spent their lives in doing one task alone. You have in your organization a man who has done nothing but match sounding boards for more than 47 years. You have a group of men in your plant whose aggregate years of service would total more than a thousand years, and whose average length of service would total 33 years.

"Sell more than such hackneyed things as tone, finish, and paint. Sell the love of workmanship which is dedicated to this fine musical instrument. Sell the pride in achievement which any firm may well claim whose craftsmen have been in their shops for so long. Give the customers that human interest touch which will strike a respondent cord in their hearts. Appeal to them so they'll like it; then sell them."

Get out and sell! Every man who heard that talk, the high lights of which are quoted above, braced up and sold more goods. Radio is subject to the same fluctuations as the piano business; and the same methods of attack will also overcome radio slack seasons.

Summer Buying Decisions

By JOHN
President,



THE tumult and the shouting of Chicago are over. The First Annual Trade Show is now history. After four hectic days of conferences, meetings, dinners, hurried visits to the exhibition hall, which were part of the great show and convention, thousands of radio dealers have returned to their homes and stores carrying with them increased knowledge and enthusiasm. For those who did not actually go to Chicago, there is available a stack of advertising material, broadsides and booklets which tell the story almost as completely as if they had been there. From all this mass of oratory and documentary evi-

dence each radio dealer must now settle down in the calm serenity of his own store—because most radio stores are calmly serene in the month of July—and decide what he is going to do about it. Now it is distinctly up to us.

From all this welter of conflicting claims and evidence of every nature we must seek to find the truth—the truth as it affects our own individual businesses. We have seen everything, heard everything; and now we must decide what our course of action is to be.

I am thoroughly convinced that the success or failure of next season's

***T**his is the month for the will carry next season and another year. Too often is to determine matters of vital sheet. Let the principles and Griffin, authority on retailing guide you from the reefs of*

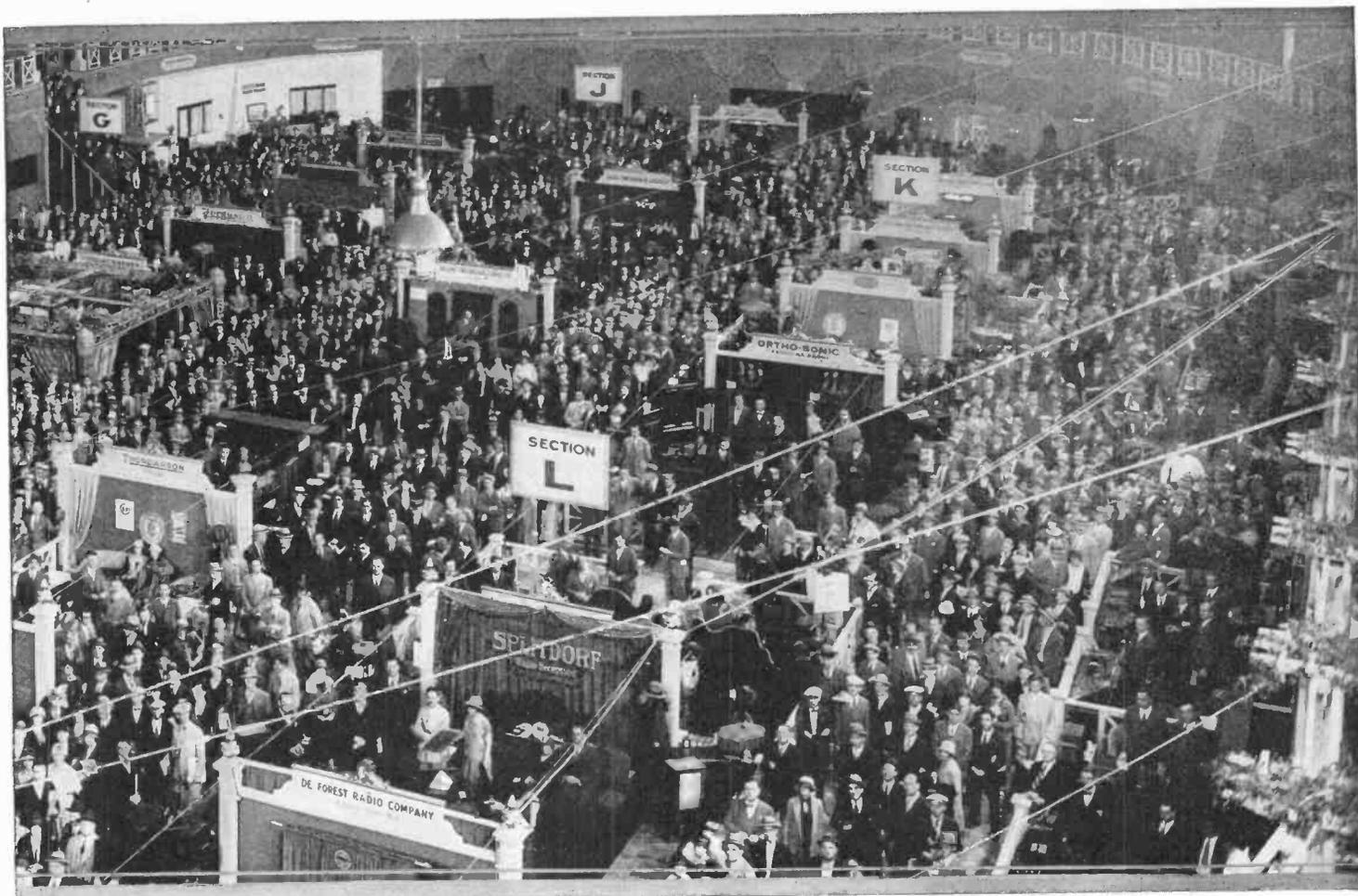
business will be determined by the decision we make this July more than by any other single factor.

On what manufacturers are we to pin our hopes for a successful radio season 1927-1928? This is the crux.

Make *Winter* PROFITS

W. GRIFFIN

Haynes-Griffin, Inc.



dealer to decide what lines he to chart his business course for chance or impulse permitted influence on the year's balance advice presented by John W. radio, pilot you to profit and overstocking and slow sales

of the whole matter. For the dealer who conscientiously weighs this mass of evidence, giving due weight and consideration to all that has been told him, the task of making a choice is prodigious. It becomes simplified

only when in the beginning we set up for ourselves certain standards of sound business policy and apply these to the various merchandising plans which have been outlined to us. We must find some yardstick by which we can measure the relative worth of these conflicting claims; some earmarks by which the good can be separated from the merely passable. Only when

this has been done does the problem of each individual dealer finally settle down to a narrow restricted choice, within which his own business judgment and experience are the sole determining factors.

No longer is it possible for the radio dealer to delay his choice of lines until public demand develops or until he is certain just which way the wind is blowing. In order to secure the more desirable lines, steps must be taken at once to close with the manufacturer or his distributors. Otherwise, the desired territory will not be held open and the really worthwhile lines will not be obtainable thirty or sixty days from now.

Moreover, it is a decision from which, once made, there can be no turning back. The dealer cannot change his lines in mid-season. He cannot send out a trial horse early in the fall, and if this is not immedi-

ately successful, turn to other lines. This year the dealer will be bound by the decisions he makes in July and August and, once the die is cast, on this decision he must rest for at least one complete season.

In some respects, however, our task of choosing this year is much simpler than ever before. In former years, when we had to consider many ramifications to the radio business which do not now exist, our decision as to the proper set line to carry was just a beginning. Except in particular instances, which I will not discuss here, radio parts are, in my opinion, no longer of great importance to the average radio dealer. At least 70 per cent of all dealers' sales will, I assume, be factory-built sets, together with the accessories that go to make these sets complete installations. The remaining 30 per cent of his sales will be such other accessories as tubes and batteries for replacements on sets previously sold. Consequently, the choice of our complete set lines is of primary importance, and once this is decided, our task is in a fair way to completion.

I AM setting down here some general principles which, in my opinion, if correctly studied and applied, will carry the radio dealer far along in his endeavor to select the proper set lines for next season's selling.

The first question we should ask ourselves is, "How many lines shall I handle next year?" The answer to this question depends on the amount of capital available for the operation of our business, and this will be the determining factor for the majority of dealers. Next year I am inclined to think that for the dealer doing from \$100,000 to \$150,000 worth of business annually, three lines are all he can hope to carry. He can certainly get along with less, and he courts disaster if he goes higher. I am inclined to think that the dealer's leading line should be a high priced line, sets selling complete and installed for about \$300 up. The second line should be clearly distinguished from his first and in no way competitive with it. This line should sell at about \$150 complete. His third line should be a low priced line, which will sell for about \$80 complete.

I do not believe that a radio dealer doing a moderate amount of business can make money with a low price line alone. Only stores with large volume and rapid turnover can suc-

cessfully merchandise a cheap radio set at a profit. A cheap radio set is of value to the average radio dealer only as a means of selling a more expensive radio set. Each cheap radio set the dealer sells should be sold to the customer with the expectation that it is merely an initiation of his prospect into the delights of radio, that once these have been realized, his customer will become an active prospect for a better and more expensive set, and that in a short time the cheaper set will be turned back in part payment for a larger and a better one.

TO CARRY the three lines above mentioned, together with the accessories that go with them, the dealer will require an invested capital in his business of at least \$10,000. Unless the dealer has immediately available more capital than this, he is automatically precluded from carrying more than these three lines. If, with only this amount of capital available, he attempts to carry three lines, he is running a dangerous financial risk. Why this is true will appear later in this article when I state what I believe the worthwhile radio manufacturer has a right to demand from his dealers this year in the way of support in the proper representation of his lines. This matter of required working capital by the average dealer for next year's business is worthy of an article in itself, but I am merely touching upon it here to show its influence in determining the number of lines which a dealer can hope to carry. The same conclusion can be reached in several different ways, but the best rule I know of is this: In order to determine the amount of permanent invested working capital necessary for carrying on his business, the dealer must first of all determine his probable volume of gross sales. He should then divide this by his estimated turnover, and the resulting figure is the amount of invested capital required. I think that five turns a year is the most that any radio dealer can expect to attain under present conditions.

Here is the way it works out. The dealer calculates that his probable sales for the year will be \$80,000. This means that the merchandise sold is going to cost the dealer approximately \$50,000. His average turnover will be about five, and, dividing \$50,000 by five, the resulting figure is \$10,000, which is the lowest permanent invested capital

with which this dealer can hope to succeed.

Having reached the decision, therefore, that we are to carry only three lines, and each of these non-competitive, we must now consider directly the merits of the individual manufacturers, particularly of the manufacturer who produces our leader, the line which will feature a set selling at an average price of \$300 complete.

The second problem is that of deciding what manufacturer's lines should be patronized during the coming season. Every radio dealer has before him the conflicting claims of some twenty or more radio set manufacturers, each one clamoring for his attention, and urging that the merits of his set are unequalled, and the soundness of his merchandising policy unparalleled in the world of modern business. Consequently, it is necessary to reduce immediately this number to a workable basis; otherwise our choice would never be made.

WE all desire to deal with manufacturers who are able to offer lines already established in public demand, and a merchandising policy founded on past performance. Our consideration therefore should be given only to manufacturers who can point to at least one year of unbroken promises and complete loyalty to their dealer organization. This, in my estimation, will cut our list in half almost immediately, eliminating many manufacturers who have as yet no proved record of accomplishment; and secondly, those manufacturers with whom our experience has not been pleasant in the past, regardless of what their promises of future policy may be. This may seem unduly harsh, but with the existing tremendous overcrowding in the manufacturing field, it is necessary to do this, because the number of manufacturers who will stand up under even this severe test is probably far greater than the potential market can profitably support.

There is another very definite test which we should apply to every manufacturer whose products we consider. Does the manufacturer seek the stabilization of his product and the industry as a whole merely through his own efforts, or does he demand that his dealers and distributors carry this policy through to its ultimate conclusion?

We, as dealers, are in the habit of
(Please turn to Page 106)

Radio Events in Photos



Getting the Low-down Through Radio

The crew of the U. S. dirigible *Los Angeles* get their entertainment while in the air with a broadcast receiver just like the rest of the world. The picture above shows three of the crew listening in on a program.

A Radio Exposition Four Years Ago

Below is a section of a "wireless" exhibition held in the patio of the School of Mines and Engineering, Mexico City, Mexico, in June, 1923. Crowds are conspicuous by their absence.



Preparing Better Radio Programs

Merlin H. Aylesworth, President of the National Broadcasting Company, consults with Walter Damrosch, who has been retained as Musical Counsellor by the organization.

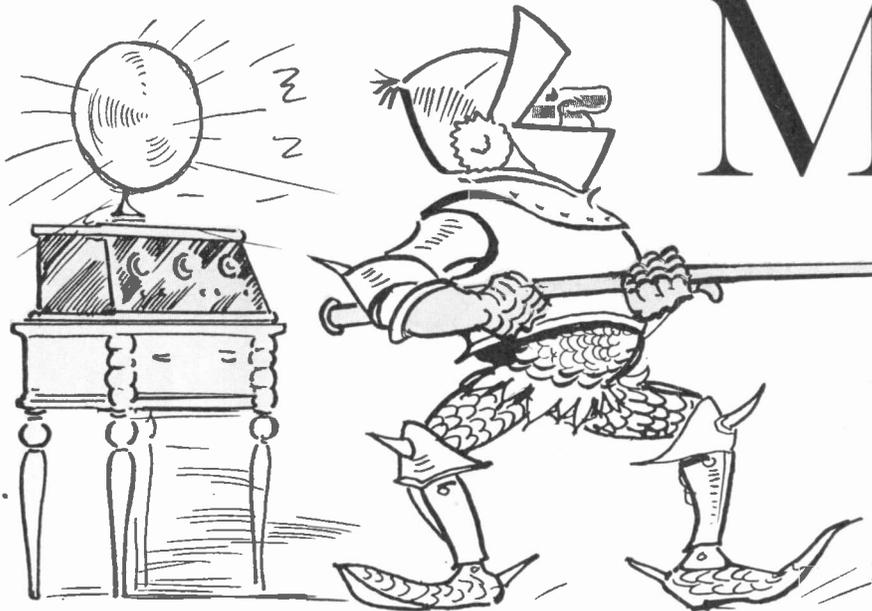
For Future Generations

The "Radio Bug" has been done in stone for posterity in this mural decoration (left) which caricatures the customs of modern life. It appears on a new addition to the Graduate School of Princeton University.



Opening the First Radio Beacon

The first beacon to guide airplanes by radio was recently inaugurated at College Park, Md. It is the forerunner of 40 others to be erected. Dr. George K. Burgess, director of the U. S. Bureau of Standards, is turning on the beacon.



Methods

Summer

How far-sighted dealers closed to our western

By RAY V.

Get the prospect's signature on the dotted line before sending out a set on demonstration and he becomes its staunch defender.

I HAVE just returned from a swing around the circle of the central west: Illinois, Wisconsin, Michigan, Ohio and Indiana. On that trip I talked to over sixty dealers who are selling radio sets and supplies—big fellows, little fellows, automotive, music house, electrical, department store heads, and a number who sold radio exclusively. What happened this winter? What merchandising ideas were brought to a practical fruition? And what of summer plans? These were some of the questions I asked them.

The successful ones are discouraging trial demonstrations, I discovered.

The recognized terms of purchase are becoming 20 per cent down and eight months to pay the balance. Save in the larger centers, recommended list prices generally are being maintained. Radio is being sold for what it is—a marvelous invention, not yet perfect, but an economical and satisfying instrument of entertainment.

New and original sales-building methods are conspicuous by their absence—but volume is satisfactory (about 15 per cent better than 1925-6). Many a dealer told me that he had for the first time made a little real money this season. With the

electrical contractor-dealers and the music house men, radio has become a valuable and indispensable part of their existence—a life line thrown from the heavens. Without it many felt they would now be employed in some other line of endeavor. Electrical refrigerators seem to lead as a side line for summer selling. This is going to be a record refrigeration year; it is opening up strong everywhere.

Has Two Service Propositions to Check "Joy Riders"

Here's a scheme for taking care of the "joy rider" that I discovered in Kokomo, Ind. Vern Salter, automotive accessory and tire dealer, has two free service propositions. If the prospect insists on a trial home demonstration, the period of free service, provided they buy eventually, is 30 days only. But if a deposit is made, the order signed and the sale closed in the store (subject to return if the set is obviously unsatisfactory) then the customer has bought something and therefore receives a year's free servicing.

The psychology of this plan, according to Salter, is that once a cash equity is established, the customer's thinking undergoes a complete revision. When the set is on free trial, his whole train of thought is: "What can I find wrong with this set. I must try out others before deciding." He is an easy victim for neighbors' near-jokes and the importunities of other dealers, but let him buy a set



"Beware of reckless wives who sign up heavy instalment contracts with small down payments. Half the time their husbands don't know anything about them until the set is delivered. Don't tell me the woman pays."

That Have Boosted

SALES

made money by unique selling methods, as distributor on a recent tour through five central states.



SUTLIFFE

and he becomes its defender—it's his and he's going to show everyone that when it comes to buying radio he is a competent judge.

Sixty Live Prospects, Nine Sales for \$4

Salter also contributed this promotion idea which seems promising.

He had 2,000 "applause" cards printed. Then he ran a line at the bottom of three newspaper advertisements, as follows: "Get your applause post cards at our store—free." The cards cost him \$4.

Within a period of three weeks over 200 persons dropped in and received their quota of 10 program acknowledgement forms. They were mostly set owners, naturally—"the best kind of prospects," he declared. He interviewed each of them. Sixty proved to be in the market for a new set or accessories, while most of the others gave the name of someone who was. Nine sales, aggregating \$1,240, were traced to this \$4 outlay.

Frankness Wins Out

Henderson and Parker dominate the radio business of Warsaw, Ind. "Never cut a price and always tag each set two ways: (1) the set and tubes only, and (2) complete ready to operate," said E. W. Parker, who contributes this bit of Hoosier State salescraft—used when the questions begin to fly:

"Is it possible to hear two stations at the same time with this set?"

"Yes."

"Shall I experience fading?"

"Yes."

"Shall I be bothered with static and strange noises?"

"At times—yes."

In other words, Parker "plays down" his subject. He wins the confidence of his prospect by his frankness. Then he builds up his sales talk. By this process he saves himself a number of unnecessary service calls, after the set has been purchased and installed.

"I do not believe I lost over four

sales this season, due to these tactics," he remarked, "and those persons were entirely welcome to buy elsewhere, because I knew they would have been nothing but a source of trouble for me from the minute I put them on my books."

How Salesman and Serviceman Co-operate

Last season E. F. Van Ness, of Valparaiso, Ind., sold nearly a hundred sets in a trading population of less than 10,000. His policies seem to have merit. At least "they work,"



A house-to-house census taken by well dressed salesmen secures invaluable information leading to sales of sets and accessories.

Van Ness says modestly. Summarized, they may be stated thus:

(a) Since one call on a prospect is seldom sufficient, the salesman *must* contact every prospect that looks in the least promising no less than three times. "Over fifty per cent of my outside sales are closed, not on the first call, but on the second or third visit. Here's where lots of dealers are overlooking good bets by lack of diligence and persistence," Van Ness declared.

Salesmen Must Service Sales for First Month

(b) The salesman must *service* his sales for the first month. Thirty days from date of sale the salesman introduces the service man to the customer and explains that, from then on, in case of trouble, the regular service man should be summoned. What's the reason for this?

Van Ness says: "With any good set the requests for help during that critical first thirty days are not due to defective material but to things which call for *salesmanship* rather than for technical ability. For example, a night of poor reception usually blamed on the set, may be due to improper operation, and to the forgetting of tuning instructions. Because people forget so easily and because 'the first ten days are the hardest,' I insist that it is just as much a part of the salesman's job to keep a set sold as it is to get the signature and the first payment. I do not consider a set sold until it has been in the home a month; therefore, the salesman must make a follow-up call ten days after the set is installed and, again, with the service man, at the expiration of the 30-day period. This policy has saved my firm dozens of returns and made friends out of doubters, as well as nipping imaginary troubles in the bud and leading to many new prospects."

Personal Ability of Service Man Is Demonstrated

(c) The salesman sells the personal ability of his firm's service man. He sells not only the reputation of his company for backing up its goods but he demonstrates just *how* it does so. He sells the experience and record of the particular service man which it has hired to look after the customer's needs. He specifically itemizes that man's training and his achievements.

In Defiance, Ohio, I ran across this more or less original reason for

pushing the sale of socket power units during the summer season:

"I cash in on the growing itch to own a direct power set," said this Ohio town dealer, "by talking eliminators to my present set owners and to all prospective buyers. The situation that is developing was brought to my attention by a little incident that happened in my store in April. A man dropped in to inquire about 'A.C. sets.' I learned that he owned a battery receiver purchased elsewhere, and had been told by friends that he was 'out of date.' He was uneasy; he believed that he needed a new set. When I explained, however, that a B eliminator would give him practically all the advantages he thought he wanted, he purchased one and walked out with it under his arm as happy as a kid with a new toy.

"That experience set me thinking. How many of my old customers are looking around for something new? A personal canvass disclosed the fact that over 50 per cent of them were in that frame of mind. Result: I sold three new sets (power equipped) and fifteen socket power units in twenty days."

A Shop Job—for Psychological Reasons

Tucked away in a corner of Wisconsin was another dealer who realized that the state of mind as well as the actual facts must be considered. This was apropos of servicing.

There are some people, this dealer thinks, who are not convinced that their set has been put in perfect order if the job is done in the home. In this case it is worth while to take the set to the shop, test it again there and return it to the customer. It is purely a question of psychology.

A music house in Illinois contributed this idea. Instead of hiring low-priced girls to make a survey of the town for the purpose of determining who owned radio sets and who were in the market, it sent out its piano and radio salesman. The results obtained fully justified the use of this higher-priced man, inasmuch as he used the survey card excuse as a means of obtaining valuable first-hand information with regard to prospective set purchases in the Fall and of making immediate sales of accessories. This man's average sales per week during the month of April, when the survey was made, were \$140, and he secured, in a town of 9,000, the names

of 22 prospects for sets, who declared their intention of purchasing in the early Fall.

The Warner Electric Company, Chicago, emphasized the need for clean-cut intelligent service men. This firm pays its two service men \$40 a week. They are of the "white collar" type and fittingly represent the firm.

This heart-breaking tale was poured into my ears by J. F. Ade, Kokomo, Indiana. During the 1925-6 season he featured terms of \$10 down and twelve months in which to pay. "It can't be done," he exclaimed. "I found that I was simply playing into the hands of the chronic installment buyer. I was catering to the weakness of the household which does not budget its income and which buys beyond its means. Forty per cent of my sets were returned. Out of 44 sets which I sold in December, 1925, 27 came back. The average sale was \$130. It took me just as long to sell each set and I had twice as many requests for service calls. This year I am asking one-third down and giving them eight months in which to pay for the balance. My average sale is nearly \$200, my gross business will run 30 per cent higher than the prior season.

"A \$20 interest in a set is insufficient protection," he continued. "Persons of limited means will sacrifice that equity if they cannot meet their payments or if they get an opportunity to buy another set \$20 cheaper. Shun terms of too great liberality in the radio game as you would poison," he concluded.

A Service Call Free to Charity Contributors

"To every person who contributes \$5 or more to the Mississippi Flood Fund, the Englewood Radio Company will give one free service call." This message, over the air, greeted me on my return to Chicago. It sounded so interesting that I called immediately on this concern. This dealer, I found, gets the names of prospective accounts and the donor to charity gets a free service call. In this case the *Chicago Daily News*, the paper raising this particular fund, was used as the clearing house for those who desired to avail themselves of this offer. Over a two-weeks' period this radio firm was put in touch with some 300 set owners heretofore unknown to it. Any good cause can be used by dealers who wish to adopt this plan.



The Secretary of Agriculture is qualified to speak for the farmer because he is a real son of the soil.

RADIO Serves *the* Farmer

By *W M Jardine*
U. S. Secretary of Agriculture

For the first time under his own signature, Secretary Jardine tells why the Department of Agriculture is doing so much to advance the cause of radio in the rural districts

THE rapid increase in the number of radios in farm homes is tangible evidence of the keen interest the American farmers are taking in educational programs made available by broadcasting stations. Today there are 1,252,126 farms in the United States equipped with radio receiving sets. In other words, approximately one out of every five farmers can, by merely pressing a button and turning a dial,

Radio Retailing, July, 1927

receive in his own home regular agricultural courses, musical and other entertainment programs, and a variety of other material.

This achievement has been brought about in a brief span of years. The first farm school of the air was organized at the Kansas State Agricultural College in January, 1923. At that time the number of radios in farm homes was practically negligible. Many agricultural colleges,



state departments of agriculture, and other agencies followed the lead of the college in Kansas. It is noteworthy that the first rapid gain in farmer-owned receiving sets occurred in those states in which rural educational programs were being broadcast.

As the usefulness of the radio to our rural population increased, it became obvious that the federal government should supplement the work being done by the state colleges and state departments of agriculture by making available programs which could be used in all parts of this vast country. Early in 1926 the radio service was established in the United States Department of Agriculture and at that time there were only slightly over a half million radios on farms.

The national survey just completed by the extension service and the radio service of this department, showing that there are more than a million and a quarter receiving sets in rural homes, is indeed gratifying. I have always maintained that agriculture, increasingly recognized as a modern science, a modern business, and a modern life, should take advantage of every modern discovery both to improve directly the practice of farming and to interpret farming and the farmer to the rest of the nation. Specifically, radio is an invention which in this way may serve agriculture with great effectiveness. It has proved its importance in the state colleges, and in this department. I am confident that still larger possibilities are ahead. The Department of Agriculture would be remiss in its duty if it did not take a position of leadership in making radio more and more useful to the American farmer.

The full usefulness of rural radio is not pictured by the number of receiving sets on farms. In many sections of the country, schools and churches hold community gatherings to receive educational radio programs. Moreover, the city resident is not disinterested in farm radio programs. The significance of the interdependence of industry and agriculture is becoming more apparent to all as the dissemination of educational material increases.

The Department of Agriculture is now furnishing agricultural programs to some two hundred broadcasting stations. These programs include lectures and popularized and dramatized material on poultry, livestock, dairying, home economics,

home arts, weather, markets, agricultural economic studies, pests and rodents, and a variety of other subjects.

The recent survey conducted by the Department brings out some relevant and interesting facts. For instance, Iowa now leads the States with 99,990 farm radio sets, or an increase of 160 per cent since July, 1925. Indiana is second with 81,144, but this figure represents an increase of 377 per cent as compared with the 1925 figure. Other leading States include Missouri with 77,510 sets; Nebraska with 69,784; Illinois with 65,832; Ohio with 63,448; Kansas with 62,055.

Questionnaires returned to the Department by farmers show that, nearly two to one, the educational material is preferred to music. The majority of rural radio users indicate a dislike for jazz and a preference for old-time tunes and classical music.

The Practical Use of Radio

Obviously, farmers are not using the radio merely for entertainment. In many sections of the country the day's work is being planned according to weather forecasts sent out by the Weather Bureau. Farmers are deriving incalculable benefits by following the market reports issued by the Bureau of Agricultural Economics. And while over-enthusiastic reports must be discounted somewhat, it is quite evident that better farming methods, both from the viewpoint of more scientific production and more orderly marketing, are attributable in part to the national farm school of the air.

If these radio programs did no more than cause an increased desire on the part of our rural population to secure additional facts regarding agriculture, our efforts would be worthwhile. But manifestly, much more than that is being accomplished.

The radio service of this department is giving serious consideration to the best method for the effective presentation of material. Farm listeners have very definite ideas about how they want the programs presented.

The Radio Service, in commenting on its recent survey, has made the following statement:

"In reply to a question, 'Do you prefer lectures to be given by an announcer, who can be clearly understood, rather than by the authorities themselves?' the answers were more

than four to one in favor of the trained announcer. Asked to indicate how they preferred farm information presented, 3,148 farmers voted for some form of dialogue style, as against 1,497 who indicated a preference for the straight lecture form.

"Among the suggestions for improving service were: Select speakers with good broadcasting voices; train broadcasters on delivery; make talks short and to the point; schedule talks often enough and regularly enough for folks to get the habit of listening; inject enough atmosphere or entertainment into educational programs to avoid their becoming dull; and prepare talks in simple and every-day terms.

"In listing the farm problems in which they were most interested, 3,604 mentioned crops and soils; 2,321 mentioned poultry raising, while talks on fruits, vegetables, and flowers were called for by 1,885. Livestock was the chief interest of 1,828 and problems in agricultural economics were listed by 1,581. Dairying was also an important subject for 928.

"Practically all phases of farm life were touched on. Among the radio programs requested were those dealing with: The most economical way of fattening hogs for market; clover as a soil builder; improvement of country roads; the control of insects and rodents; marketing pork, beef and grain; how to make and use disinfectants; feeding the dairy cow; spraying and orchard care; treating fence posts; raising colts, making charcoal; the production and harvesting of legume hay; utilization of soft timber for farm buildings; general farm management; the farm labor problem; and fox farming. One farmer asked for information on whether to sell or not to sell the farm.

"Some faint idea of the interest of listeners in farm programs can be gleaned by the requests for literature mentioned in programs prepared by the Department of Agriculture. We have received and filled 40,857 requests for cook books issued in connection with Aunt Sammy's Housekeeper's Chats. A total of 165,219 Farm School pamphlets issued in connection with the series of radio lessons on livestock, dairy, and poultry problems have been sent to listeners in response to requests for them."

The radio has become a permanent part of American rural life.

First Trade Show Draws 18,000

Industry's initial trade exhibit brings out much of interest to radio men throughout the country

THE radio industry's first annual trade show, just completed at Chicago under the auspices of the Radio Manufacturers' Association, has driven one point home to the trade, and that is, that the day of radical changes or revolutionary developments in radio is past.

There were many new radio products exhibited at the show, many new ideas and developments brought forth—but every one can be classified as an improvement over current apparatus. Not one, in any sense of the word, can be termed "radical," or "revolutionary."

Of outstanding interest among the 259 exhibits was the fact that 29 per cent of the receivers shown employed alternating current tubes, permitting the set to function entirely from the house current. The surprising thing about the show is the tremendous strides which A. C. sets have taken this year. The A. C. tubes, with sets designed specifically for them, are beginning to come into their own. While not a new development by any means, manufacturers are now beginning to realize their importance. Undoubtedly they will be a large factor in next season's business.

Four per cent of the remaining sets contained A and B power units as an integral part of the receiver. There were, in all, approximately three score set manufacturers at the show.

Battery Sets Still Lead

Interest in battery-operated sets, which constituted practically 65 per cent of all the exhibits, was in no wise diminished by the display of A. C. tube receivers.

The six-tube tuned radio frequency circuit predominated. Manufacturers are paying considerable attention to audio frequency amplification, as indicated by the fact that many circuits are so arranged as to

permit the use of the new power or special purpose tubes.

Total shielding was in evidence everywhere, copper and aluminum being the popular metals used.

It was apparent that single-dial control is gaining over dual control even as dual outdistanced three-dial control. A close check of the exhibits showed a proportion of two consoles to one table model.

Combination Sets

Several manufacturers exhibited combination phonographs and radio receivers built in consoles. These used either the long air column horn or a cone speaker. An electric pickup for the record vibrations is used in conjunction with the audio frequency system of the receiver.

Gas filled, full wave, rectifying tubes were used in practically all of the B and C units. This type of tube with an output of 400 mills, was also found in A, B and C units where it was desired to wire the filaments of the tubes in the receiver in series.

Larger and more artistic cone speakers were very much in evidence everywhere. The units show signs of more careful design and it is evident that the speakers are, as a whole, fifty per cent better in looks and in performance than those available last year at this time.

Of the total number of exhibitors, 40 per cent displayed table type receivers and 37.8 per cent consoles. A further examination of the consoles showed that 12.6 per cent have built-in cone speakers and 61.5 per cent were equipped with a long air column horn.

The Show's High Spots

Taken altogether, a review of the trade show must bring forth these salient facts:

1. *Receivers using the new alternating current tubes will undoubtedly be a tremendous factor in next year's merchandising plans—*

2. *However, at least 70 per cent of the receivers planned for next year adhere to battery-operated type of tube—*

3. *Instruments taking current supply off the light socket are destined for unprecedented popularity next year—*

4. *Special tubes, particularly power tubes in the audio stages and special detectors, are growing in popularity and usefulness—*

5. *The development in speakers giving excellent tonal qualities is marked, cones of large and small size and horns of large size being greatly predominant—*

6. *Several manufacturers are bringing out "power speakers" that combine amplifying units with the speaker, and in some cases, an eliminator instrument being incorporated in the speaker.*

It is interesting to note that, of the speaker manufacturers, 70.5 per cent showed cone speakers while 21.8 per cent had air column speakers.

"A" power units which have an electrolyte of some sort, lead those which are totally dry by 68.5 per cent to 14.1 per cent. With the B units the situation is reversed, with 58.1 per cent using the gaseous content filamentless tubes and 20 per cent being electrolytic.

Batteries fell below the socket power units as only 21.8 per cent exhibited storage batteries and 34.2 per cent dry batteries. The dry batteries were, of course, mostly of the B and C type.

It is also interesting to note that 10.9 per cent of the exhibitors displayed tubes and 21.8 per cent furniture.

The parts manufacturers made a good showing with a figure of 41.3 per cent.

Registrations at the trade show and convention exceeded 18,000. A feature of the event was the daily newspaper contributed by *Radio Retailing*.

Colby New RMA President

At the RMA convention, C. C. Colby, president of the Samson Electric Company, Canton, Mass., was chosen president to serve until June, 1928.

D. MacGregor, vice-president of the All-American Radio Corporation, Chicago, is the new treasurer. Regional vice-presidents are: T. K. Webster, Jr., president of the Ekko Company, Chicago; V. W. Collamore, general manager of the Atwater Kent Mfg. Co., Philadelphia, and J. B. Hawley, treasurer of Newcombe-Hawley, Inc., St. Charles, Ill.

L. S. Baker was reappointed executive vice-president and M. F. Flanagan, executive secretary.

The new Board of Directors is as follows—Three year term: A. T. Haugh, general manager, United Radio Corporation, Rochester, N. Y.; H. H. Frost, general sales manager, E. T. Cunningham, Inc., New York, N. Y.; A. J. Carter, president, Carter Radio Company, Chicago, Ill.

Two year term: H. T. Melhuish, manager sales administration, Radio Corporation of America, New York, N. Y.; H. B. Richmond, treasurer, General Radio Co., Cambridge, Mass.; Alexander Eisemann, treasurer, Freed-Eisemann Radio Corp., Brooklyn, N. Y.; H. H. Eby, president, H. H. Eby Mfg. Co., Phila-

delphia, Pa.; L. E. Parker, manager, radio division, Stewart-Warner Speedometer Corp., Chicago; L. G. Baldwin, manager, Willard Storage Battery Co., Cleveland; H. C. Forster, manager, Utah Radio Products Co., Chicago, W. L. Jacoby, president, Kellogg Switchboard & Supply Co., Chicago, Ill.

One year term: P. C. Lenz, Jr., general manager, Runzel-Lenz Electric Mfg. Co., Chicago; C. D. Boyd, vice-president, Apex Electric Mfg. Co., Chicago; Lester E. Noble, president, Federal Radio Company, Buffalo, N. Y.; L. K. Marshall, president,



C. C. COLBY

Newly-elected president of the RMA

Raytheon Mfg. Co., Cambridge, Mass.; Morris Metcalf, vice-president, American Bosch Magneto Corp., Springfield, Mass.; Ronald Webster, secretary, Fansteel Products Co., Inc., North Chicago; F. B. Ward, president, Radio Master Corp. of America, Bay City, Michigan; Wm. Sparks, president, Sparks-Withington Co., Jackson, Michigan.

SPEAKERS at the various meetings of the RMA convention included Arthur T. Haugh, retiring president, who urged the establishment of an inter-industry committee to be composed of members of the Radio Manufacturers' Association, the National Association of Broadcasters, and the Federated Radio Trades Association; Major Herbert H. Frost, who spoke on "Merchandising"; John W. Van Allen, attorney, who discussed the

legal phase of association activities; and William C. Alley, who read an address which was to have been given by Radio Commissioner O. H. Caldwell who was called to Washington before the meetings started.

Mr. Caldwell's talk outlined the great opportunity which lies ahead of the radio trade in supplying radio to every American home, stating there were more than 16,000,000 homes waiting for radio, and that, at the present rate of expansion, it would take 14 years, or until 1941, just to saturate the present market, without taking into consideration the new homes that are created every year.

Hon. Fred L. Maytag, president of the Maytag Washing Machine Company, and Dr. Alfred N. Goldsmith, of the Radio Corporation of America, also addressed the convention, Mr. Maytag explaining how the Maytag Company helps its dealers sell washing machines through groups of salesmen sent out from the factory to co-operate with the dealer.

THE annual RMA banquet, attended by over 2,200 guests, was the feature of the convention. Paul B. Klugh was toastmaster, and the speakers were Merlin H. Aylesworth, president of the National Broadcasting Company; Hon. Frank D. Scott, Washington representative of the RMA and the National Association of Broadcasters, and W. H. Lynas, president of the British Radio Manufacturers' Association.

In addition to those already mentioned, at the speakers' table were:

C. C. Colby, Arthur T. Haugh, Harold J. Wrape, Herbert H. Frost, Earle C. Anthony, Walter A. Strong, Louis B. F. Raycroft, Fred L. Maytag, Richard W. Lawrence, H. H. Eby, J. Andrew White, William C. Alley, A. J. Carter, Dana A. Pierce, Wm. H. Heinz, Powel Crosley, Jr., G. Clayton Irwin, Jr., E. F. McDonald, Jr., L. S. Baker, L. A. Nixon, T. K. Webster, Jr., S. E. Baldwin, D. MacGregor, L. E. Steiner, W. J. Hennessy, G. F. McClelland, W. W. Kidney, R. W. DeMott, Edgar L. Bill, Arthur B. Church and M. F. Flanagan.

Half a million dollars, including carfare, were spent by those attending the convention and trade show, according to several conservative estimates. Over \$150,000 were spent at the Stevens Hotel where the convention and show were held.

The show was under the management of G. Clayton Irwin in co-operation with the show committee of the RMA headed by Major Herbert H. Frost.

Five Good Rules for Buying Radio

(From Page 67)

operation, and which require a lot of service, the industry will take one large step backward during the coming season.

THE full electric set has been played up in the newspapers and magazines to such an extent that the public is welcoming the new trend with great enthusiasm. No matter how large the volume of electric sets sold by a dealer, if the service costs are high and the public is disappointed with their reliability, their sale cannot yield a profit. Under the circumstances we are following a conservative policy and hope that in spite of it, we shall be in a position, as a result of the conclusions reached by our engineering staff, to carry a number of electric sets. Every dealer in his fall buying should, in our opinion, concentrate his attention upon the full electric set, because it will offer the most active market this fall. But, by all means he should make a most exhaustive investigation, involving practical tests, before standardizing on any particular line.

Although we are at some advantage over the small dealer in our testing facilities, since we have many branches in different localities offering every conceivable kind of reception condition, every dealer can employ the same general principles in making his selection for the coming season. There is not a dealer who does not have half a dozen skillful radio listeners of some technical attainments among his customers. They will be both flattered and pleased to make a thorough test of sample radio sets. While their judgment would not be that of trained engineers, dealers will be surprised what valuable assistance they can secure by employing the reactions of a number of different observers as to the performance and satisfaction of a new radio receiver.

WE ARE just as vigorous in investigating the integrity and responsibility of the manufacturer with whom we have never dealt before as the average radio dealer is in extending credit to a customer with whom he has never had any previous dealings. We refuse to handle products made by concerns who are not financially stable and responsible and who in our estimation will not re-

main in business permanently. We do not wish to deal with "orphans" or "fly-by-nights." Our advice to any dealer in interviewing a salesman bringing him a new line is that he investigate the character of the firm the salesman represents as thoroughly as he studies its product. It is a good idea to find out what other concerns in his or neighboring territory have placed enough confidence in the manufacturer to take on his line.

There is nothing which instills confidence in a customer so much as the knowledge that the manufacturer of the set he buys is well founded and responsible, and will remain in business permanently.

A RADIO receiver is not likely to wear out from mechanical deterioration, but there are factors nevertheless which make it necessary for the manufacturer to be stable and conservative in his policies, if the customer is to be pleased with his purchase. If a customer, who has purchased a receiver, particularly if it is being bought on the installment plan, later finds it advertised at a large percentage below the price he paid for it, he is certain to be thoroughly disgruntled. Almost invariably price reductions are the outcome of over-production. Price cutting with its consequent wake of dissatisfaction is the penalty which must be paid if the dealer buys from a manufacturer who does not have good business judgment.

One of the greatest evils against which I would warn the dealer is concentrating on buying discounts rather than on buying radio equipment. We would rather buy 500 sets at 35 per cent off and sell them all in sixty days, than to buy a thousand sets at 40 per cent off and have some of them left after 120 days. The best policy for the average small dealer or larger dealer who has only one outlet is to work on the basis of turnover rather than extensive discounts and mark-ups. One of the most important costs of a retail business is that of the capital employed. The speed of turn-over determines how much capital is needed, and if the dealer buys discount rather than turnover he pays for it by requiring a larger capital. An unusually large discount is a warning that price cutting is soon to follow.

Another thing which we have discovered is that markets differ considerably in different cities. For ex-

ample, one well known set sells readily in New York City, but although as extensively advertised in Detroit, has no substantial market in that city. These good sellers have definite qualities, apparent on inspection, and if a franchise held by a rival dealer makes it impossible for you to handle the best sellers in your locality, study the market carefully for a set which offers similar features. The public judges the receiving set largely from its outward appearance and its obvious performance qualities. The principal factors that influence the buying public are quality and character of tone reproduction, ease of operation, simplicity and economy of maintenance, and appearance as furniture. If you would rival a best seller in a locality, the line which you select must not be exceeded in any of these outward qualities and must at the same time possess mechanical and engineering design which makes it stand up in service.

TO SUMMARIZE my conclusions, there are five cardinal points in buying which bring success in selling:

1. Select only receiving sets which fill a new need not already satisfied by existing items in your line;

2. Subject any new line which you take on to a real engineering and service test;

3. Assure yourself that the product is backed by a manufacturer whose buying policies will insure the maintenance of list price and continued service;

4. Concentrate on sets which turn over rapidly; and

5. Investigate the needs of the market of your particular locality as determined by what the public is demanding in tone quality, ease of operation, simplicity and economy of maintenance, and outward appearance.

In stocking your line, particularly in the higher price classifications, put yourself in the position of the novice buyer. Realize that superiority in quality of reproduction and simplicity of control and maintenance must be obvious to him on demonstration or the higher priced lines will not move as easily. True single control means one tuning adjustment; the last word in simplicity of maintenance is secured only when the outfit is entirely self-contained. Assure yourself of real superiority in these respects, if you wish to outsell your competitors.

PERFECTED -

Introducing Two Custom-Built Radiolas

RCA announces two new cabinet models—Radiola 30-A and Radiola 32—which, in addition to the combination of Radiola 28 and the 104 Loudspeaker, constitute the most complete line of high-quality broadcast receivers yet offered to the trade and to the public.

The new models make use of the highly perfected method of socket power operation pioneered by RCA and first introduced in the Radiola 28-Loudspeaker 104 combination.

Dealers, take note

High-quality reproducers, such as the 104 Loudspeaker, operate successfully only in conjunction with socket power sets that are free from A.C. ripple; otherwise excessive hum will be produced.

Exhaustive research and investigation of the various methods of obtaining batteryless operation indicate that only the system of power drive employed in Radiola 30-A, Radiola 32 and in the 28-104 combination is sufficiently hum-free for high-quality tone reproduction. Hence, RCA has standardized and adopted this system of A.C. drive for the new cabinet DeLuxe models.

This is an "A.C." year. With 16,000,000 homes wired for electricity, the market for all of the RCA socket power models is unquestionably large and will be quickly responsive to these new developments.

Limited quantities of Radiola 30-A and Radiola 32 may also be obtained for 110 volt, D.C. operation.

Remember that RCA pioneered the socket power sets requiring no batteries.

RADIO CORPORATION OF AMERICA
NEW YORK CHICAGO SAN FRANCISCO



This sign marks the leading dealer in every community.

RCA *~* Radiola

MADE BY THE MAKERS OF THE RADIOTRON

- Lighting Socket Operation



*Radiola 28
with RCA Loudspeaker 104*

This combination of eight-tube super-heterodyne and power speaker is the answer to public demand for a one-dial, electrically operated receiver, capable of reproducing all the notes of the musical scale with impartial fidelity.



Radiola 28, with 8 Radiotrons . . . \$260 list
A.C. Package for adapting Radiola 28 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 Loudspeaker 104, complete for A.C. operation . . . \$275 list
RCA Loudspeaker 104, complete for D.C. operation . . . \$310 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 32, complete with Radiotrons . . . \$895 list

An eight-tube super-heterodyne and RCA Loudspeaker 104 enclosed in one cabinet, together with a loop. It operates from the light socket. A splendid example of fine cabinet work in handsomely grained walnut.



Radiola 30-A, complete with Radiotrons for A.C. operation . . . \$495 list

Radiola 30-A, complete with Radiotrons for D.C. operation. Price on application.

An eight-tube super-heterodyne with a new-type loudspeaker enclosed. This beautiful walnut cabinet contains the same electrical unit employed in Radiola 28, with RCA Loudspeaker 100-A. It operates from the light socket. The ideal set for the small home or apartment, compact and attractive in appearance.

RCA *and* Radiola

MADE BY THE MAKERS OF THE RADIOTRON

Practical SERVICE Methods



Continuity Testers for Portable and Workshop Use

These two testers are easy to construct and will prove very useful in finding out if current is actually going through the set as it should

IN KEEPING with its policy to give to the radio trade and service men the benefit of what has been learned in its own service department, Fada Radio explains in this issue of *Radio Retailing* the construction and use of two continuity test devices. These portable and workshop continuity testers, says the Fada service department, are easy to construct and "will prove very useful, since one of the first things to determine when difficulty occurs is whether current is actually passing through a radio set as it should."

Continuing with the description and explanation, the Fada service department says:

"This test device consists of a

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

milliammeter, resistance and battery connected in series with two test terminals, so that a reading of the meter will be obtained when the terminals are connected across any circuit. When wiring this device, the resistance and battery should be connected together in the sequence mentioned above. This will obviate the possibility of burning out the meter due to an accidental short.

"The smaller of the two illustrated is very light and portable and is of a

size to slip easily into the pocket. It is constructed of two pieces of bakelite bolted together. The milliammeter is inserted as shown and directly below it on the inside is the resistance.

"In this picture you will notice a small arrow points to a small flashlight battery which completes the unit.

"The two tip jacks shown at the end are important, for when the tester is slipped into the pocket or is not in use the cords can be easily disconnected, eliminating any chance for contact which would cause a continuous drain on the battery.

"The two pointers at the end of the leads are made of tapered brass

and are about four inches long, or the same length as the tester itself, so that they still fit easily with it in the pocket. In the photograph they are shown as proportionately larger than they are in fact, for they are closer to the camera than the testing device.

"The larger tester is for use on the work bench and is not designed for portability. It can be easily constructed with a bakelite or wooden base as shown in the picture.

Constants for Continuity Test Devices

Milliammeter	Volt- age	Minimum Resistance	
0 to 1.5 scale	4½	4,000 ohms	—Portable
	3	2,500 ohms	—Portable
	or		
0 to 5 scale	1.5	1,200 ohms	—Portable
0 to 10 scale	4.5	1,000 ohms	—Portable
0 to 15 scale	22.5	2,500 ohms	
	22.5	2,000 ohms	

"Above is shown a scale for four standard milliammeters with the correct voltages and resistances for proper operation. The first two contain low reading milliammeters and can consequently be used with flash-light batteries. Properly constructed, either will make ideal portable testers for the outside service man. For best results we would suggest the 1.5 milliammeter in series with 3 volts and 2,500 ohms be used, as a greater deflection of the meter will be obtained when testing circuits of high resistance, such as the secondaries of audio transformers.

"The two higher reading meters can be employed as permanent test devices to be used in the shop for regular work.

"For those who wish to figure the resistance and voltage required for a milliammeter not shown here the following equation should be followed:

$$I = E/R$$

or

$$R = E/I$$

Where I = Current in amperes and E = Volts then R = Resistance in ohms

"For example, take the 1.5 milliammeter. This is to be used with a three volt battery. Consequently 3 (volts) is divided by .0015 (amperes) which gives a result of 2,000 ohms. It will

be found best, however, always to use a resistance slightly higher than this so that the meter needle will not fly completely across the meter scale."

Use Battery Cable

By use of a single, neat and attractive cable both A and B radio batteries may be placed on the floor, or in the basement. Each individual wire of cable is marked by means of a color code so that it cannot possibly become confused with any other. By use of this the service man may quickly replace worn out batteries without any fear of getting connections mixed up and burning out the tubes. These cables are usually furnished in 6 ft. lengths with ends prepared to connect to the set, and also in continuous lengths of from 100 to 250 ft. Thus the radio dealer can always supply the exact length required for any installation.

Carry Grid-Leaks

A small supply of grid-leaks of varying sizes should always be in the kit of the good service man. Substitution of a new leak of a different size will often work wonders with the distance-getting ability and tone.

Demonstrating Loop Receivers in Shielded Stores

In the majority of new buildings, especially in the business districts, steel framework and often stucco construction prevents the proper operation of loop operated receivers. This is due to the shielding effect of metal girders or the absorption of signals before they reach the pickup system of the receiver. To those

dealers who handle sets depending entirely upon the loop type of antenna as a means of radio-frequency pickup, the following idea will appeal as a means of securing satisfactory reception without making any physical attachments to the receivers.

One New York City dealer found loop reception unsatisfactory in his store due to the abnormal conditions in the downtown business district which would not be encountered in a customer's home. In order to make store demonstrations possible he wound two turns of flexible wire around the side wall of his office just back of the demonstration room, and attached opposite ends of this large coupling coil to an outside antenna and ground. The inductance and outside pickup provided the necessary coupling to operate receivers more than twenty-five feet away in the demonstration room. Such a device may be placed behind the molding in the demonstration room itself with similar results.

Of course the directional qualities of the loop are impaired, but otherwise reception is entirely impossible in such locations. This method will solve the store demonstration problem without making physical connections to sets which often leads prospects to believe that an outside antenna is necessary in their own homes.

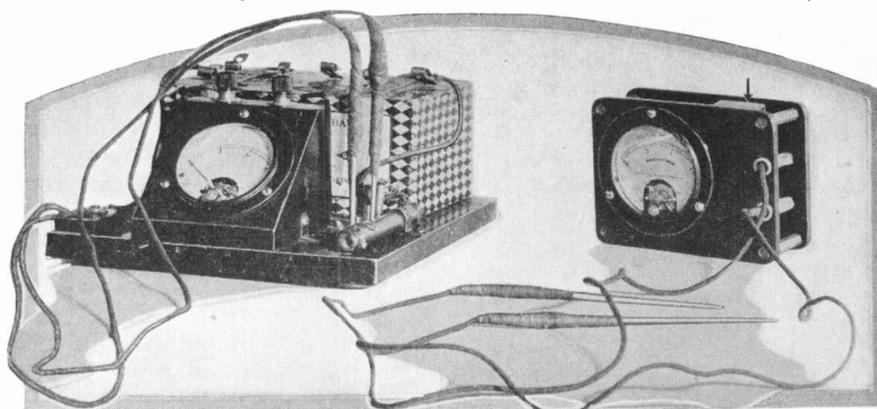
Harsh Tone of Speaker Made Mellow

Any speaker which is harsh in tone quality can be made mellow by shunting it with a small fixed condenser of sufficient capacity to bypass the greater part of the higher frequencies which are responsible for

the over-emphasis of the high notes.

Experiments indicate that a .005 mfd. condenser will generally be found sufficient for the harsh cone type speaker, and that a .01 mfd. condenser will be suitable for the harsh horn type speaker.

(Please turn to next page)

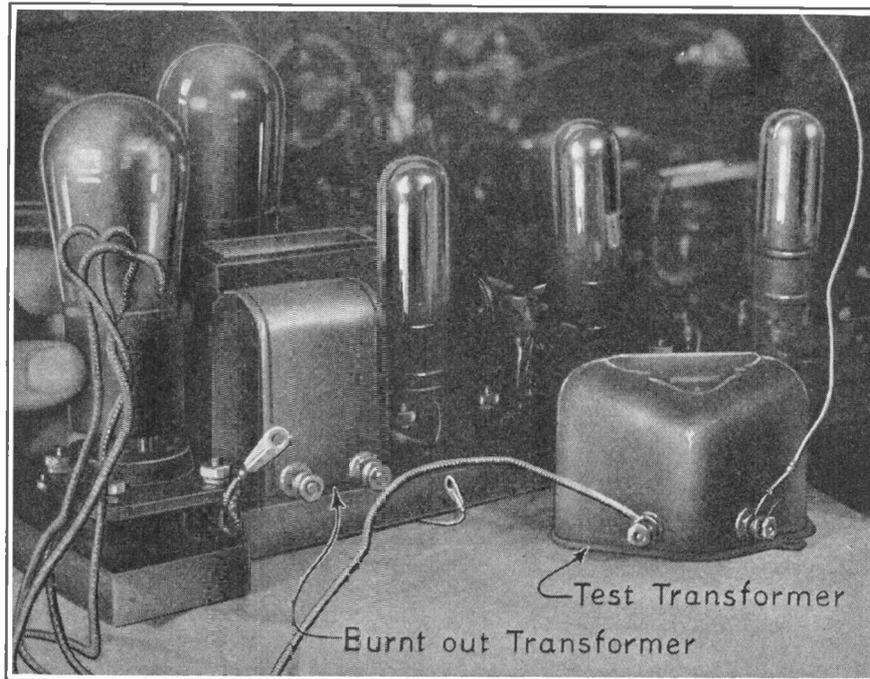


Close-up of the continuity testers described in the foregoing article. The larger one is for shop use, and is mounted on a bakelite base; the smaller can be easily carried by the service man on his calls as it is made to fit the pocket.

Adapter Facilitates Testing Audio Transformers

There is a new type of adapter on the market which can be used to advantage by the service man in many ways. With this device it is possible to insert another audio transformer into the circuit for test purposes without in any way disturbing the connections of the receiver. It may also be used to get at the plate and grid connections of any tube and insert meters or extra batteries. It is known as the connector and is made by the Alden Manufacturing Company. Here is just one of the tests which may be made simply and quickly by the service man.

By the use of two of them, it is possible, by making the connections as shown in the diagram, to cut out the transformer being used in the set and connect in one that is known to be good without in any way disturbing the internal connections. Suppose it is wished to insert another transformer in the place of the second audio frequency transformer. The leads marked C plus and C minus are connected together in the first audio socket and the one leading to the plate is connected to the test transformer. A separate B supply is needed. Another connector is placed in the last socket and the B leads twisted together. The C minus lead is connected to the grid of the test transformer and the other transformer terminal to the fila-



Adapters for radio receiving tubes have many other purposes besides those for which they were designed. Here we have two of them being used to test and make a temporary repair where an audio frequency transformer is burnt out.

ment minus lead of the battery. If the test transformer works better than the one in the receiver it indicates that there is trouble in the receiver.

This comes in very handy when testing certain makes of manufactured sets in which all of the apparatus is concealed in metal shields. A meter may be placed in the plate leads to indicate the current being drawn, if desired. No doubt many

uses will be suggested to the alert-minded service man in applying such a device.

This device was originally designed so that by its use a power tube could be incorporated without making any internal changes in the standard receiver.

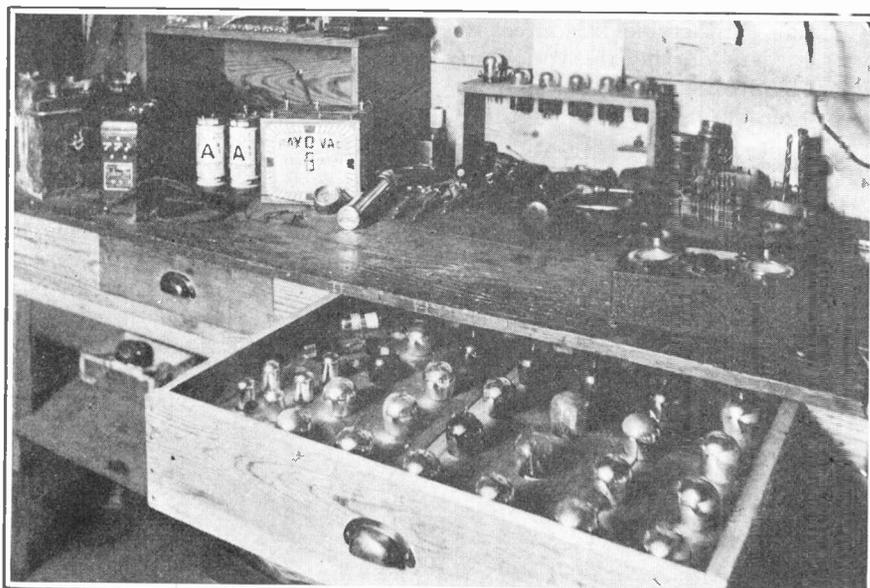
Soldering Without An Iron

The service man is often called upon to do a bit of soldering in a home without electricity. His electric soldering iron is then utterly useless. When there is such soldering to be done, and no consistent source of heat is available, the use of a few tablets of the drug Utopin, obtainable for a few cents from any druggist, will solve this problem. One of the tablets is placed in a teaspoon, started with a match and placed under the wire to be soldered. A very intense flame results and lasts for two or three minutes. Soldering may thus be done without the use of an iron of any kind.

A Lightning Ground

An efficient lightning ground may be made by driving at least six feet of brass or galvanized iron pipe in the earth outside of the house. Two or three pails of water should be poured around and into the pipe to enable the earth to settle and insure a positive ground.

Special Drawer Lessens Tube Breakage



This drawer, with its perforated false bottom, provides a convenient and safe receptacle for tubes for test purposes.



East



Central



South



West Coast



South-West



Mid-West

Market BAROMETER

Trade everywhere looking forward to increased business this Fall as result of Chicago Trade Show and clearing of broadcasting channels

Philadelphia

"Season Will Open Early"

The coming Fall season will be one of the greatest in history of radio. Continual improving of programs, elimination of interference between stations, and greater quality of reproduction, all tend toward building up largest number of listeners ever known. Last year, season in this territory opened rather early but from all appearances this coming Fall will open just as early with a greater volume of business. The A.C.-operated sets appear to have a new field all their own, although the D. C. ones still have their place. Several large contracts have been let by hotels for complete radio service in each room, showing confidence in programs to be given during coming season. In summing up foregoing information, it is logical to see why industry expects larger fall season than last year, or even larger than ever before.

Boston

"Fall Outlook Excellent"

New England radio equipment sales outlook for Fall excellent with general agreement among distributors and manufacturers' representatives that volume of set purchases will exceed last fall by at least twenty to twenty-five per cent. Public interest in high quality reception and in tastefully designed cabinets increasing. Improvement in broadcasting station programs and maintenance of better quality entertainment through summer period having considerable influence upon current trade and future outlook. Rising popular appreciation of better music not only encouraging high grade programs but broadening market for first class sets. Broadcasting Boston Symphony Orchestra concerts and other nationally famous features unquestionably stimulating demand for expensive outfits. Leading distributors report sales to June first equal to or better than same period last year. Wholesale trade has begun to increase already, though collections are slow. Large quantities of good sets are selling at low prices just now while indus-

try is in trough of retail sales wave. Fall outlook is for better co-operation among retailers throughout New England with restriction of number of lines carried per house.

Los Angeles

"Big Gain Expected"

That radio production and distribution have reached high degree of stability is being recognized by southern California public. This is chief basis for trade expecting steady increase in radio sales next fall over previous seasons. Sales for 1927 are expected to top last year's by fifteen per cent due principally to efforts to eliminate summer slump. Introduction of new lines by manufacturers is expected to start buying season earlier this fall. Sets selling at \$150 complete still seem to be most popular sellers although B power units and higher price speakers are usually added later. Since three out of every four southern California homes already have some sort of radio sets coming market lies with present set owners. With growing public confidence in AB socket power units, those who previously hesitated to buy multi-tube sets will be ready to purchase this fall.

Detroit

"Trade Optimistic"

Radio trade here optimistic. Early part of last season was exceptionally good. If business this Fall only equals that of last, most jobbers and dealers will be well pleased. Public now demands tone and usually prefers fine furniture in sets. Socket power units popular. Trade anticipates big volume in both A and B units. New socket power sets expected to attract great deal of attention. Many inquiries already received about A.C. tubes. Radio sales will depend largely on general business conditions. There has been considerable unemployment and part-time work all Spring, but conditions are somewhat improved. Outlook for immediate future bright. Present indications are that coming season will be fair, if not good.

Chicago

"Better Reception and Better Sets"

Fall business will exceed last September and October by at least 20 per cent is opinion almost universally voiced by over thirty representative dealers and jobbers just interviewed in this midwest territory. There are some very real reasons for this opinion. First, the Trade Show, which was very well attended. Dealers will unquestionably apply selling pressure in August and the public, judging by trend of past two years, is expected to respond. Second, better reception. The radio commission has promised definite improvement by September. Third, public interest in radio is growing, not abating. Fourth, better models, attractively priced. Fifth, socket power units are accepted by average radio user as very desirable part of good radio set.

Denver

"Farmers Prosperous"

Consensus of all classes of radio trade in intermountain territory indicates very optimistic outlook for early Fall business. Stocks of both wholesalers and retailers are exceptionally clean, carry-over being less than usual. Basing opinion on generally prosperous condition of farmers, dealers in towns in farming district predict increase of as high as fifty per cent over opening of 1926 season, largest in history of industry.

Feeling exists that broadcasting condition will be greatly improved this season, opening up fields in mountain districts that last year were entirely closed on account of interference.

New York

"Business Above Normal"

A spirit of optimism prevails through entire trade, retail business being considerably above normal for this season of year. Dealers stocks generally small, so that increased retail sales are reflected at once throughout trade. Stimulation of business attributed to two

causes, first, improvement of receiving conditions accomplished by clearing of wavelength channels; and, second, the interest in A. C. sets and parts. Parts business, which is larger factor in New York market than in other centers, is enjoying good trade, dealers specializing in field reporting that announcement of A.C. tubes has led to many inquiries. Dealers report difficulty in obtaining stocks from manufacturers on new lines. Business in rewiring home built sets good. Installing power equipment is beginning and many predict record business this fall. Many inquiries for A.C. sets are reported which promise sales in fall and good replacement business is in prospect as well as large market of new buyers who have been waiting for the development of A.C. set.

Cleveland

"Trade Cautious But Confident"

Radio dealers and jobbers in Cleveland are divided in opinion as to Fall prospects. Majority expect season slightly in excess of last year and starting considerably earlier. Others fear surplus of A and B supply units on market will have adverse effect and undermine public confidence. Buying satisfactory on few standard lines but slow and very cautious on others. Too many supply units built around special tubes which may not prove permanent is one large dealer's explanation of hesitancy to choose Fall lines now. Chicago convention is credited with stirring up consumer as well as trade interest. Power supply units and A.C. sets which prove good should be business getters. Most jobbers and dealers expect considerable business in September and normal Fall season from then on.

Minneapolis

"Outlook Never Better"

Prospects for radio business northwest never better according to survey among Minnesota and Dakota jobbers, indicating probable increase of twenty per cent in sales. Crop outlook excellent, especially on grains, because of ample moisture and favorable conditions during growing season. Jobbers returning from Trade Show at Chicago jumped after dealer distribution with good success. Reallocations of wave lengths have improved situation and inspired greater confidence among buying public.

Toronto

"Increasing Sale for Expensive Sets"

Predictions of bigger selling season than ever before freely made by radio men in Toronto and district. Average successful dealer believes sales will be twenty per cent better than last year. Increase will be due to sales of higher-priced models. Accepted ideal will be furniture-type receiver with built-in speaker and power supply. Every dealer, however, will stock popular receivers with storage battery tubes and separate speaker. Cone speakers will

have big call. Power supply devices will be largely shown. Some uneasiness in regard to licensing of set manufacturers, and recent legal proceedings have caused considerable talk in the trade. It is felt that if there is any considerable restraint, prices of sets will go up and more parts will be sold.

At present stage a big increase in parts sales not looked for, but every one with parts experience looks for continuance of steady demand. Market conditions are being carefully surveyed and undoubtedly more intensive effort will be made this Fall.

San Francisco

"Better Season Coming"

While radio trade is somewhat divided as to how coming Fall season will compare with previous seasons, consensus seems to be that it will be better. Improvements in sets announced this Fall are so much greater in importance than anything released in previous seasons that they, with better broadcasting, will improve conditions to a great extent. Business in general in this territory is quiet—about the same as last month—but somewhat better than same time last year.

New Orleans

"Lively Parts Business Expected"

Announcement that new A.C. tubes will be on market during summer months expected to give extra service work to trade, and a new incentive to home set-builders. Present factory-built-set owners will want to rebuild their sets for A.C. tubes. Radio trade here expects Fall and Winter business will equal that of last year. Intensified sales efforts will have to be used, however. Last year's stocks have been practically thinned out and wholesale business should be good here starting next month. Manufacturers of parts for home-built sets should find market better this Fall than last.

St. Louis

"Next Season 25% Bigger"

After reviewing the manufacturers' Fall lines at Chicago Trade Show, trade here is unanimous in predicting prosperous season. Unusually high grade of merchandise at price range better for real marketing to consumer and assurance which industry gives of backing from manufacturers on policies have made dealers and jobbers feel that during coming years they will do greater business by approximately 25% than they did last year.

San Antonio

"Trade Demands Unified Action"

General outlook for coming season in respect to retail radio sales is good. Business conditions which for part two years have been uncertain, due to crop conditions and prices, are in much better condition than for some time. Buying has been on conservative basis,

creating reserve which will result in good sales during Fall and Winter months. Dealers believe novelty of radio to public has not worn off. Trade feels that more care should be used in appointing distributors and representatives. Radio sales suffer since radio is merchandising through any channel that will take it on. Dealers believe radio should now be gathering its forces for a big year and definite plans should be formed so whole industry will work together. Firms who advertise over radio should be enlisted to give their support in making it popular. With proper sales incentive coming season will be an excellent one.

Pittsburgh

"Expect Radio Show to Help"

Radio business in Pittsburgh at present is probably at its lowest ebb, yet very optimistic view seems to be current for business during the coming season. To all indications it appears as if the trade is expecting an increase in business to come following the radio show to be held in this city in the fall. The exact date not yet determined. Already considerable interest is reported in this show by manufacturers and dealers who expect to participate. The extent of the business, according to the trade, is to be governed more by the broadcasting situation than ever before. Considerable interest in parts is expected, especially along lines of complete kits. The change over from batteries to alternating current operating by many consumers is expected to increase demand for auxiliary apparatus such as power units. General opinion is that business will start to show signs of increasing about latter part of August, although real business is not expected to begin until late in September.

Atlanta

"Dealers Enthusiastic"

R.M.A. show in Chicago has renewed dealer and distributor interest in south, especially those prone to stand by during summer. Little or no buying at present, as dealers are cleaning house with view to welcoming new models to be introduced at show. More enthusiasm among established dealers now than ever before at this season. Not that sales are heavy, but everybody expects that sales will get well under way by July 1. Thought uppermost in minds of dealer is whether to continue old policy of selling everything manufactured or concentrating on one or two competitive lines. Dealers in south have this evil to contend with, since there is such a great number of distributors dependent on so few retail outlets. However, they now realize that success depends on the aggressive merchandising of an established line, and the maintenance of an efficient service force. While it is impossible at this time to make safe predictions, likelihood is that volume of business done in South this fall will be twenty per cent greater than any former season.

Don't Overlook These Summer Markets

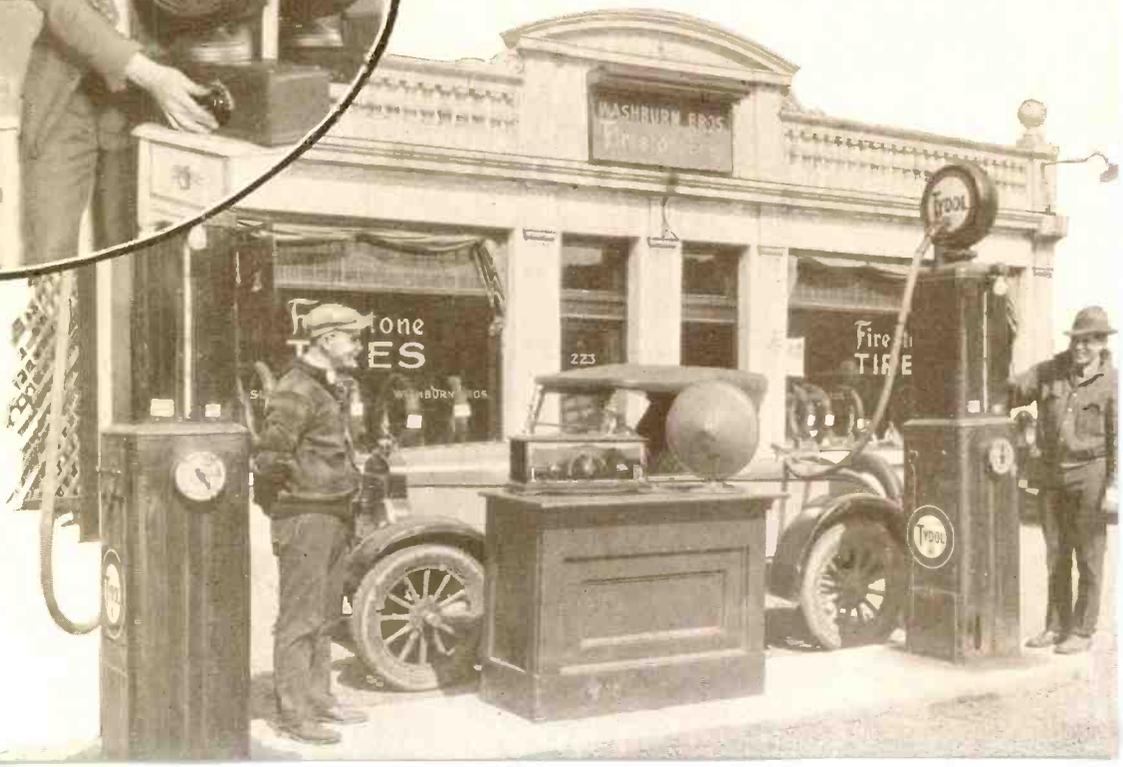
PIA
ACH



Wherever you find a thriving summer business, there is a market for a good high priced radio receiver. Have you sold the local outdoor swimming pool?

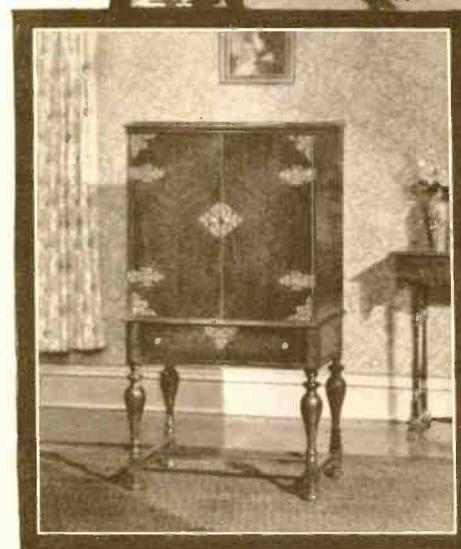
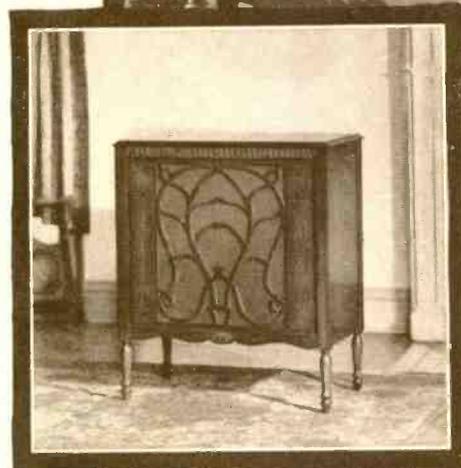
In beauty-parlors where customers spend considerable time, radio makes the wait seem shorter and pleasanter. The same holds good for barber-shops. Sell the idea to your local beauty-parlors and barber-shops.

A radio set attracts customers to gas-stations and garages. Autoists like to listen to a program while they are getting gas and oil or while repairs are being made on their cars. Talk it over with your neighboring gas-station or garage owners.



BEAUTY

That Caught the Eyes of 10,000 Dealers



The eyes of 10,000 Radio Dealers who attended the Trade Show at Chicago were caught and held up by the superb Beauty of the New Radio Master line of Cabinets. Then and there, Radio Master was accorded a recognition seldom given any line anywhere.

The hidden beauty of the great forest brought to enrich the splendor of that modern wonder—radio.

The mellow loveliness of the fine woods made into a setting for glorious music, as the forests of old were Pan's concert hall.

Though the Trade Show was an unprecedented success, far greater than most optimistic hopes, there were 20,000 dealers who did not attend. Now, through these pages, this beauty is revealed to these 20,000 dealers.

More than beauty—these cabinets present a marvelous opportunity for profit.

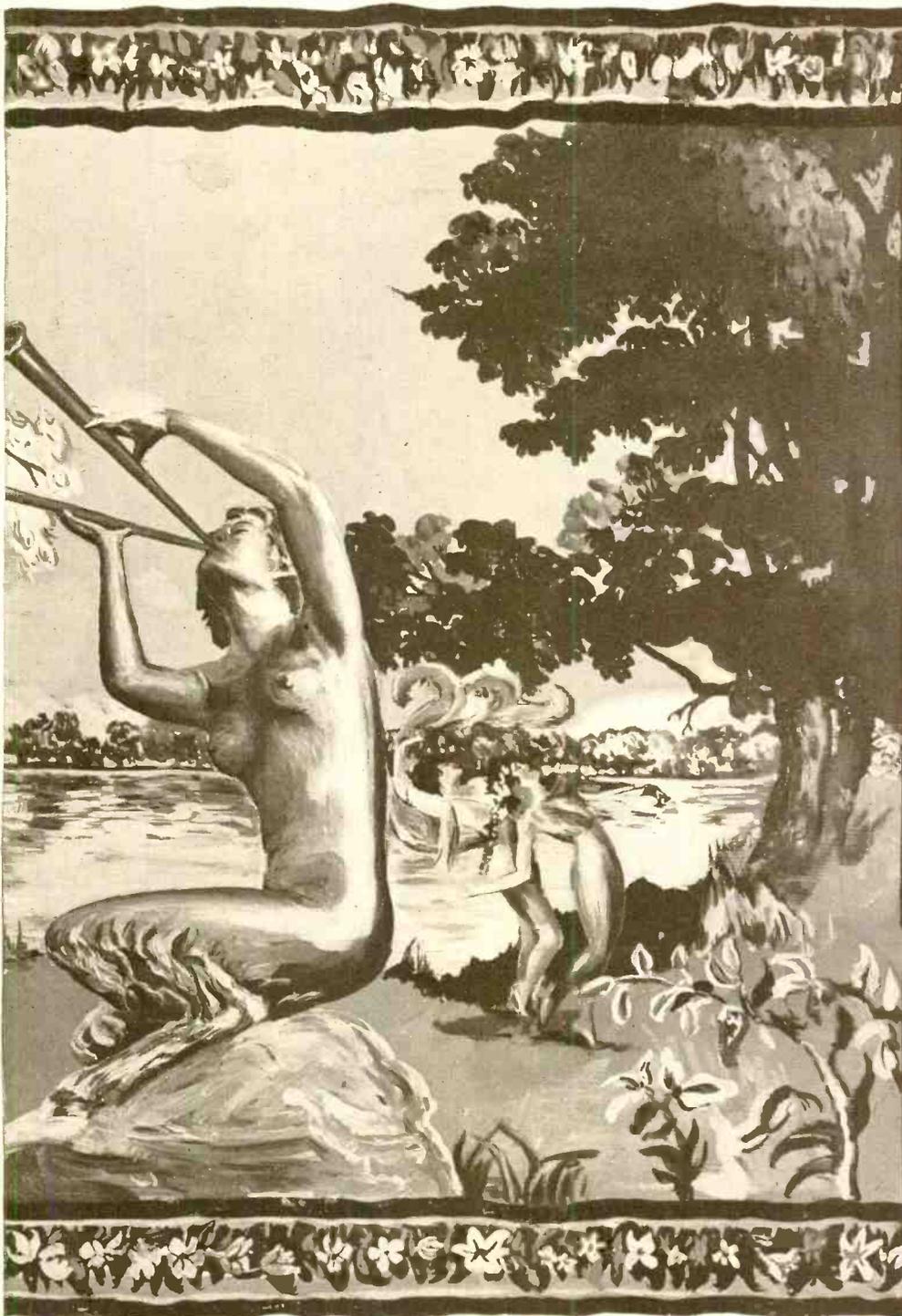
Combined with a table set they offer to your customers the last word in Radio.

Made by Master Craftsmen—as good as they are beautiful. Send for complete information.

RADIO MASTER CORPOR
One of the

REVEALED

To 20,000 More

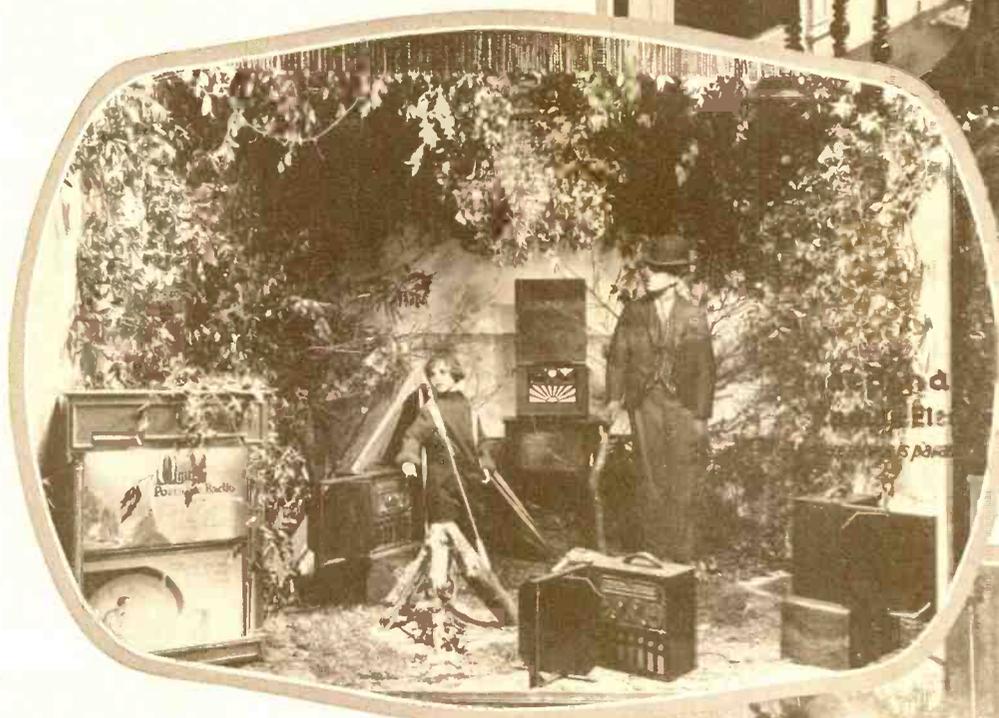


ATION, BAY CITY, MICH.
Ward Industries

Sales Ideas

For Your Displays

The Blackman Distributing Company, uptown New York jobber, arranged this window as a sample display for its dealers to copy. (Right)



Summer portables are put over in a summer setting by the Independent Radio and Electric Company, New York City. (Left)

Solid comfort and ease of control is the selling story of L. J. Kitt's windows which attracted sales from the citizens of Stockton, California. (Right)



NEXT—

a \$100,000

Broadcasting

FEATURE

COMMERCIAL broadcasting features which will cost \$100,000 for talent, preparation and facilities are predicted in a new book, "Using Radio in Sales Promotion," by Edgar H. Felix, recently published by the McGraw-Hill Book Company. Great improvement in the art of program presentation is promised with the result that radio set sales and radio audiences will increase tenfold within a few years, according to the author. Writing of these super-programs, Felix says:

"IT IS LIKELY that the big continuity spectacles of the future will require months of preparation, rehearsal, and changes, involving the work of the world's greatest radio artists. Instead of a few hundred dollars' expense in artists' fees and music, the cost of preparation and presentation of a single feature may run to ten, twenty, or fifty times what is conceived as a large expense today.

"We have only to observe the growth of motion pictures to realize how rapidly the cost of broadcasting features may mount. In 1909, Mary Pickford received \$3 a day from Biograph; seven years later she signed a contract with Famous Players involving \$1,040,000 salary in two years and a share in profits realized on her productions. The first feature film, a four reeler in which Sarah Bernhardt appeared, was produced in Europe, and Adolph Zukor purchased the American rights for the then stupendous sum of \$18,000. More than that is spent nowadays to provide the costumes for one scene. Radio feature programs, costing \$100,000 for preparation and artists' fees, will be upon us before we realize it.

"This expense of preparation will be justified by building up and securing a nation-wide radio audience through newspaper advertising so that, instead of a casual audience of a few hundred thousand, the great radio events will cater to audiences of many

millions. Perhaps the radio performance will be electrically recorded with 'scenes' made at different times, tested and repeated until a satisfactory record is secured for each. 'Cutters' will put together a complete radio performance from records which require months to prepare. This method of program preparation will give opportunities before final presentation for improving, correcting, changing, and editing, until the performance is entirely perfected. It will make possible repetition of programs and their distribution to stations in all parts of the world. The mounting expense of radio presentation will require some means such as this, attaining greater audiences and greater permanent value to justify it.

"The advances made in electric recording make it possible to reproduce music so that the sacrifice involved in recording and reproduction is indis-

cernible to the average ear. It will be a strange paradox to return to programs emanating from phonographs, a program source abandoned in the early days of broadcasting because of its musical shortcomings. So greatly has the application of radio inventions to phonograph recording and reproduction improved the quality attainable that the phonograph once again measures up to standards required by radio broadcasting."

THE book, as a whole, is devoted to better commercial broadcasting. It deals comprehensively with the selection of artists and features, management and direction of radio presentations, gaging the goodwill value of broadcasting, determining the individual value of stations as goodwill mediums and the suitability of products for radio exploitation. The many dealers who are presenting features through commercial stations will find much of practical value to them in its pages.

Those who regard commercial broadcasting as a menace to the growth of radio will be reassured by a reading of this book. The author cites from the experience of many well known commercial broadcasters and proves conclusively that the greatest goodwill return comes from programs of the most unobtrusive type, so far as advertising is concerned. The suggestions for daytime programs which will attract larger audiences are especially practical and, were they carried out, would mean greater demand for maintenance accessories and greater general usefulness of the radio receiver.

Let Cost Analysis Change Loss to Profit

From Page 64

acter, i.e., the percentage of total volume of the business done in radio, reveals that of the fifteen operations showing a loss, five are 100 per cent operations, two are 50 per cent operations, three are 20 per cent operations, two are 70 per cent operations, one is a 95 per cent operation, and two are 75 per cent operations. While the greatest number of losses appears in the 100 per cent radio operations, we likewise find some very successful results accomplished by other dealers who do an exclusive radio business.

Analyses of this kind are of interest but not entirely conclusive. In the last analysis the efficiency of the individual management nearly al-

ways determines the success or failure of a business enterprise. Whether to operate in an exclusive store set-up, or one devoted entirely to outside canvassing, or a combination of both; whether to carry other lines of merchandise, or to devote one's entire efforts to radio, is something that has to be determined by the particular circumstances governing the operation.

But no matter what the policy, cost studies and comparison are the only reliable way in which to secure the facts about a business. Intelligent use of the tabulation along the lines suggested should enable any dealer to put his finger on the weak spots in his business operations.

Radio's Future

THE unprecedented success of the first trade show, held June 13-18 at Chicago under the auspices of the Radio Manufacturers' Association, brings one outstanding thought to mind—and that is just this—the future of radio, as a science and as an industry, is sound, safe and assured.

With a registration of 18,000 radio men—the largest trade convention in the history of either the electrical or radio industries—those pessimists who have expressed doubt as to the future of radio ought to be reassured that this industry is just beginning to get started.

Radio has already broken all records for rapid expansion and development, but that first trade show, with attendants from the four corners of the United States, is the most impressive indication we could possibly have that radio's greatest progress still lies ahead of it.

Anyone who had the privilege of seeing those 18,000 radio men crowding around the exhibits, could not possibly come away with any feeling other than one of enthusiasm and optimism, confident that the progress made in the past is only a stepping stone to future greatness.

* * *

What the Trade Show Accomplished

HAD the First Annual Trade Show done nothing more than furnish visible proof of the growth and strength of the radio industry it would have fully justified itself. But it did much more than that. It went far toward the successful accomplishment of that primary purpose for which it was conceived—the stimulation of earlier buying.

Dealers and jobbers went to Chicago in a receptive mood. Their response, in tangible manner, to the suggestion that they place definite commitments in June for early Fall deliveries, exceeded the expectation of the most optimistic.

It takes time to change the buying habits of an industry. It will take more than one trade convention to do a 100 per cent job, in this respect, with radio. But the ground has been broken. A healthful precedent has been established. A long step forward toward the overcoming of that obstacle which has heretofore confronted the industry—fear of early buying—has been taken.

* * *

Talking the Set's Qualities Is Going Only Half Way

THIS theory of "talking results" has been accepted by the radio trade, but the trouble is that too many radio men go only so far as to interpret results in terms of the rather vague extolling of "beautiful tone," "unrivalled distance reception" and the like,—whereas the thing to be sold is not radio apparatus itself, but the programs which it brings into the home.

Why not devote your advertising space to announcing coming great musical and public events on the air,—urging the people to listen to living masters, to learn

French under radio guidance, to tune in on some great minister every Sunday in their own homes, to dance by radio every Monday or Tuesday or Friday night?

Very few people who do not already possess a radio set are familiar with the great wealth of entertainment which is available through this medium. That, in short, is why they do not yet possess a set.

* * *

Cost Analyses Are Valuable—Use Them

THE analysis of retail radio selling costs made by S. J. Ryan in this issue, if properly studied and used, should prove of invaluable aid to dealers in checking their own selling expenses.

Business failures occur because some part of the business loses money. The only way to ascertain where your expenses are too high is by comparison of your own figures with the figures of brother radio merchants. That comparison is made possible by Mr. Ryan's article in this issue. This cost analysis, intelligently applied by you to your own business, may point out several places where your costs are high as compared with other dealers' costs, and where the pruning knife should be applied.

* * *

It Is Easier to Sell a More Expensive Set

ASKED why he maintained his prices a little above those of his competitors, one Pacific Coast radio dealer replied, "Because it is easier to sell a set which is about \$10 more expensive than the average." He went on to say that this implied, of course, that the dealer had the exclusive agency for his line so that he was not competing with identical equipment. Granted a distinctive line, however, the most potent sales argument is one of better quality—and to the mind of the customer, quality is indicated by price. "While we are buying it, we may as well get a good one," is the reaction. The customer figures that there must be some reason why the price is higher, reflected in the quality of the goods—and buys the more expensive set.

* * *

Service Demands Are Putting Primary Radio Dealer in First Place

ONE unmistakable sign gleaned from the receivers exhibited at the Chicago trade show is that radio sets, from a "service" standpoint, are getting more complicated each year. This is due partly to built-in current supply equipment. The ability to give service, then, will shortly become a fundamental factor for a manufacturer or jobber to consider in choosing his dealers.

Because of this fact, and also on account of the larger volume of radio sales this last summer, the primary radio store with its excellent facilities for servicing is doing better than holding its own. Given a few supplementary lines to carry during the summer months, such as motion picture projection machines, fans, refrigerators, and similar merchandise, the exclusive radio store will within another season become an economically sound type of outlet.

This to Say—

**Radio
Retailing**
Vol. 6, No. 1

Duplication of Effort Is Energy Wasted

THE fact that the manufacturers of this industry are divided into two camps is unfortunate. It is fortunate, however, that destiny has seen fit to split their activities sharply and definitely into two separate fields of endeavor.

The Radio Division of the N.E.M.A. is doing an excellent job in engineering research and design, and the establishment of technical standards. That job can well remain in their hands. The Radio Manufacturers' Association, on the other hand, has without question won leadership for itself in the merchandising and distribution of radio. That job may well be left to them.

Their respective fields are clearly defined until some day the two groups come together. There is no reason why there should be conflict or duplication of effort between them with its consequent waste.

* * *

"Too Beautiful" Is Bad Business

"I NEVER buy radio from a store which looks like a junk shop, nor from one that reminds me of the bridal suite in an expensive hotel," said the talkative customer. "In the first place the goods are likely to be as cheap as their surroundings—and the second place will probably be out of business by the time you go around three months later to have some servicing done."

It is a sad but true observation which can be made by anyone familiar with the radio field that any store which starts out "too beautiful" is almost sure to fail. It is overbalanced. Its proprietor usually has excellent ideas along certain lines, but he has seen the surface factors rather than the essentials of his business. The result is a topheavy structure almost without foundation.

The wise dealer knows that, although radio is in the luxury class, it should not be associated in the customer's mind with those luxuries which he cannot afford. The store is primarily a place of business and although the dealer naturally wants to keep it attractive, dignified and of high quality in every aspect, it is not appropriate to model it after a millionaire's drawing room.

* * *

A Danger in "Radio Owners' Clubs"

RECENTLY word has come of so-called "Radio Owners' Clubs" which have been started in some of the Western cities. We do not refer to the "service clubs" instituted by responsible radio firms, but to those fictitious organizations usually originated by a small group of unscrupulous salesmen who devote their efforts to collecting money from the public for memberships, under the promise that members of the club will receive free servicing on sets, monthly magazines and other advantages. The promoters are generally entirely without financial backing and when the money collected looms large enough, the club finds itself unable to continue and is disbanded. As its officers are self-elected and its by-laws non-existent, or if existent are such as to place control in the hands of the promoters, the

Radio Retailing, July, 1927

members have nothing to say about what becomes of their funds. That they are simply transferred to the pockets of those who make the collections and that there never was any intention of rendering the service promised seems obvious.

Another objectionable type of "club" which has made its appearance is that sponsored by some radio firm which, of course, remains anonymous throughout. Membership in this organization, which flourishes under some high sounding name, entitles the possessor to discounts on radio material bought through the club. What this means is that the firm in question is using this means of dumping material on the market at reduced rates. Both types of enterprise constitute a serious menace to the legitimate radio industry and their growth should be carefully watched. Do not let these evils start in your community.

* * *

Sell Radio Sets for Their Utility Value

MANY radio men are expressing the thought that the radio industry has gone through its two initial phases of novelty and amusement appeal, and is now entering the more practical field of public necessity.

If it is true that radio has arrived at the third or utility stage in its development, then it must be sold, from now on, the same as any other article of utility or convenience is merchandised. The electric washing machine is a great labor saver;—but it requires sales ability and intensive effort to create a volume business in washers.

Radio has had its youthful fling, and is now about to settle down. Those dealers who sense this tendency, and who plan to send salesmen out to sell radio as a utility article, as well as an instrument for entertainment, will profit accordingly.

"Please, Sir, Where Can I Get Some Cigarettes?"

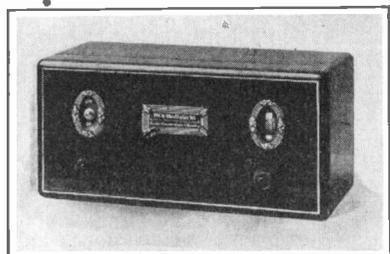


—Saturday Evening Post



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.



Six-Tube, One-Dial Receiver

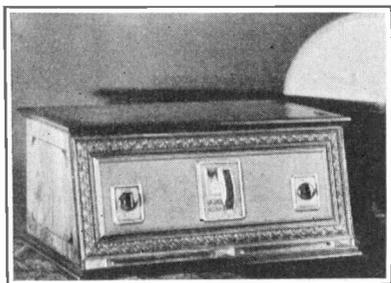
Radio Retailing, July, 1927

A six tube, one-dial control receiver, called Radiola 16, is being made by the Radio Corporation of America, 233 Broadway, New York City. It employs three stages of tuned radio frequency, a detector, and two stages of audio frequency. A UX112 power amplifier Radiotron is used as a detector, and five UX-201-A tubes are used in the other stages. Tuning is done by a single control. A volume control regulates the output, while a switch is employed to turn the current on and off. The filament rheostat has been eliminated. All leads, battery, antenna, ground and speaker, are attached to the back of the receiver. Radiola 16 may be operated either from batteries or power units. The cabinet is mahogany finished, and is 16½ in. long 8½ in. high, and 7½ in. deep. The complete set weighs 14½ lb.

Seven-Tube Single Control Receiver

Radio Retailing, July, 1927

The Western Coil & Electrical Company, Racine, Wisconsin, has placed on the market Model WC-21G receiver. This is a 7-tube set with an illuminated dial, shielded coils and a metal chassis. It is also equipped with an output filter. It has four stages of radio frequency amplification, uses five 201-A tubes, one 171 type and one 200-a type. It is non-radiating and said by the manufacturer to be highly selective. The finish of the cabinet is walnut, highly rubbed, veined, two-toned, with inlaid carvings. The intended retail price is \$150. WC-21 chassis has an intended retail price of \$125.



Correct Price of Grebe Synchronphase Seven

Radio Retailing, July, 1927

In the June issue of Radio Retailing on Page 97 the New Synchronphase 7 Receiver, made by A. H. Grebe & Co., Inc., New York City, was illustrated and the price shown as \$125, which was incorrect. \$125 is the price of the chassis only. The price of this receiver with cabinet is \$135.

Electric Receiving Sets

Radio Retailing, July, 1927

The McMillan Radio Corp., 1425 South Michigan Ave., Chicago, Ill., has placed on the market a line of electric receiving sets. The "Orleans" model shown is made of walnut and equipped with a built-in speaker using the De Luxe Utah unit and a 4-ft. air column. The cabinet is 26½ in. wide, 19 in. deep, and 43½ in. high. The intended retail price is \$300. The "Ivanhoe" model which is also of walnut construction, but is not so massive in design, is equipped with the same speaker, and has over all dimension of 25½ in. x 17½ in. x 50½ in. The intended retail price of this model is \$275. The "Verdi" model is also equipped with a built-in speaker, and is of the same general construction as the preceding. It has dimensions of 26½ in. x 18½ in. x 43 in. The intended retail price is \$260. The "Seville" has over-all dimensions of 30 in. x 20 in. x 58½ in., and the legs are fluted and braced for strength. This model has the same built-in speaker and the intended retail price is \$325. The "Baronet" is a table model, with over-all dimensions of 21½

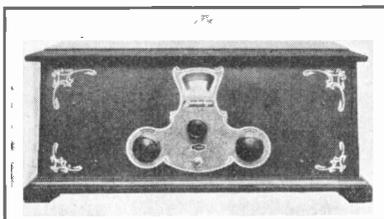


in x 11½ in. x 10 in. The intended retail price is \$170. These are six tube receivers, using A.C. tubes, with a built-in power unit completely shielded and using but a single control.

Six-Tube Receiving Sets

Radio Retailing, July, 1927

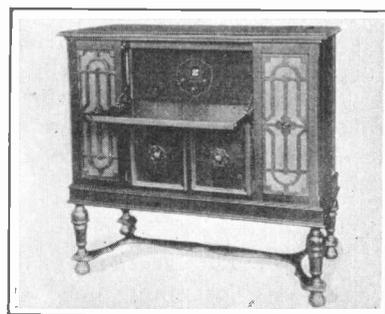
The Standard Radio Corporation, Worcester, Mass., is putting on the market a new line of Standardyne six-tube receivers using the company's Rectified circuit. This line includes three dial, one dial, and socket power two dial sets. The three dial set is made in three models—B-6, table model, which has an intended retail price of \$39.50; Model 950, lowboy, priced at \$89.50; and model 600, highboy, \$94.50. The one-dial set comes in three models also: S-27, table model, priced at \$49.50; S-950, lowboy, priced at \$99.50; and S-600 highboy, at \$104.50. The two-dial electric set—Model A C 100—has an intended retail price of \$100. The Standardyne power unit is priced at \$50.



One-Dial Six-Tube Receiver

Radio Retailing, July, 1927

The A. C. Dayton Company, Dayton, O., has placed on the market the illustrated XL-60 Console Grand, 6-tube tuned radio frequency receiver. The set incorporates three stages of tuned radio frequency detector and two stages of audio frequency. The entire set is inclosed in a heavy aluminum case, the coils being individually shielded with aluminum cylinders. Provisions are made for the use of additional B and C batteries. A battery compartment provides ample room for all sizes of A, B and C batteries or power units. Over-all dimensions are 43 in. wide by 41½ in. high by 20 in. deep. Intended retail price \$285. Model XL-60 which is a table type model of the same electrical specifications has an intended retail price of \$135. Model XL-25 which is a five-tube two-dial control receiver has an intended retail price of \$85. Model XL-25 Console has an intended retail



price of \$149. Model XL-70 which is a seven-tube two-dial control receiver has an intended retail price of \$165. Model XL-70 Console Grand has an intended retail price of \$315.

Tapped Resistors

Radio Retailing, July, 1927

Tapped resistors to take the place of several separate resistances in B power units are being manufactured by C. E. Mountford, 30-32 Sullivan Street, New York City. They are a recent development of the Mountford Kroblak wire-wound resistors. Units of any resistance from 10 to 50 megohms, in capacities from 10 to 75 watts may be tapped, according to manufacturers' specifications.

Six-Tube Socket Power Set

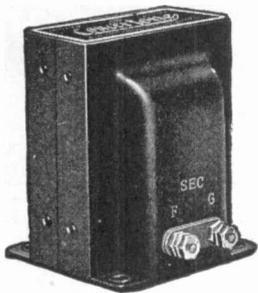
Radio Retailing, July, 1927

The Simplex Radio Company, Sandusky, Ohio, is manufacturing a new six tube single control receiver operating directly from the electric light line through a built-in power supply, and employing a Raytheon tube for rectification. The entire set is housed in a cabinet with detachable legs, and a built-in light socket aerial is provided. Intended retail price, completely equipped, \$250.

Where to Buy It

For More Information on
New Parts See Page 115

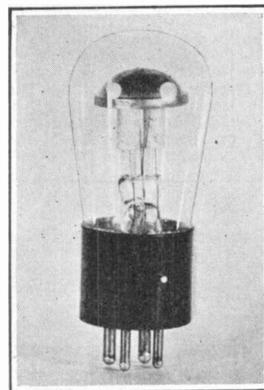
All announcements appearing on these pages are published without advertising considerations of any kind whatsoever.



Audio Frequency Transformer

Radio Retailing, July, 1927

The Concertone audio transformer made by the Jefferson Electric Manufacturing Company, 501 South Green Street, Chicago, Ill., is now assembled in a black enameled, upright case. The windings of this transformer are vacuum impregnated and the whole assembly sealed into the case. The extra heavy insulation throughout causes less resistance between the primary and the core, which lessens the possibility of electrolytic action, according to the manufacturer. It is also said that the exact balancing of the core and windings enables the amplification of all overtones and harmonics, so necessary in producing true and natural reproduction of voice or instrument. The intended retail price is \$6.



Full Wave Rectifying Tube

Radio Retailing, July, 1927

The "Kelvin" full wave rectifying tube announced by the Eureka T. & M. Company, 42 Walnut Street, Newark, N. J., is now ready for distribution and is the latest development of the Wakefield Manufacturing Company of Newark, N. J. According to the manufacturer, the use of a special gas mixture and improved internal construction allows this tube to give a larger output of current and voltage and give a longer life than other similar tubes. The tube is of tipless construction and is guaranteed for one year by the manufacturer. The intended retail price is \$5.

Socket Power Units

Radio Retailing, July, 1927

The Universal Battery Company, 3410 La Salle Street, Chicago, Ill., is manufacturing a new line of socket for A, B, and C current. Its Universal "A" unit employs a dry plate rectifier which is controlled by an automatic switch. A switch on the front of the unit permits it to be turned off without being removed from the set. Its "B" power unit is equipped with a Raytheon A rectifier, and delivers 40 milliamperes at 180 volts. This unit has seven variable taps, two of which are for C voltages. A switch on the front controls the voltages. It has a C bias of 0 to 45 volts, and can be used with any type of power tube.

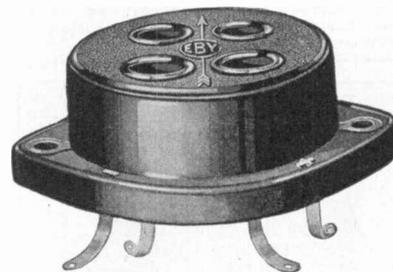
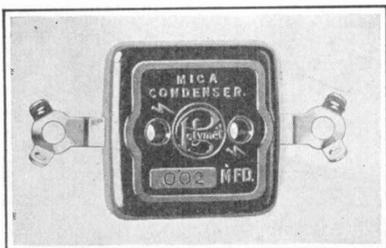


The A-B-C socket power unit is a combination of the two foregoing units, assembled in one case. Each of these units is housed in a metal case finished in brown crackled lacquer.

Molded Fixed Condensers

Radio Retailing, July, 1927

The Polymet Manufacturing Corporation, 599 Broadway, New York City, has developed a new line of fixed mica condensers. These are attractively molded in genuine bakelite. Each condenser is guaranteed to an accuracy of plus or minus 5%. Convenient, well-tinned soldering tabs are a notable feature of this construction. Each Condenser is fitted with screw holes to facilitate mounting.



Universal Mounting Socket

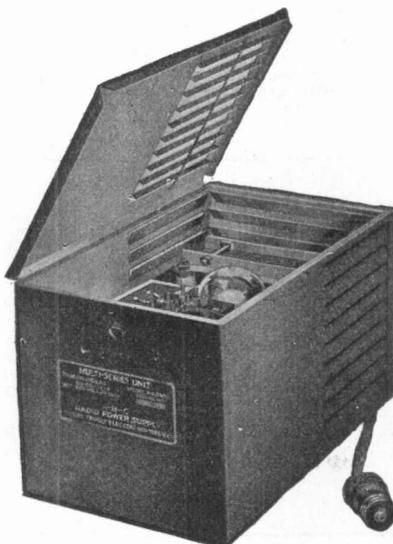
Radio Retailing, July, 1927

The H. H. Eby Manufacturing Company, Inc., 4710 Stenton Avenue, Philadelphia, Pa., has just placed on the market the illustrated Universal mounting socket. It is only necessary to drill two holes to mount this socket on a wooden panel as contact prongs are bent over and are wired on the top of the panel. By drilling six holes in a Bakelite panel, subpanel wiring is possible although the socket is mounted on the top of the panel. If it is desired to place this socket beneath a bakelite or metal subpanel one big hole and two small holes are all that are necessary for each subpanel assembly. The contacts are a three-point wiping spring, the full length of the prong. The intended retail price is 40c.

A-B-C Supply and Power Amplifier

Radio Retailing, July, 1927

An A-B-C supply and power amplifier for 60 mil. and power tubes is being made by the Trivolt Electric Corporation, 685 Eleventh Ave., New York. This is for use on 110 volt, 60 cycle current and the secondary delivers 90 milliamperes at 350 volts. It has a 7½-volt A C tap, and also A C taps for any 5-volt power tube. For rectification any 85 to 400 milliamperes gas bulb rectifier may be used. Over-all dimensions are 8 in. x 6½ in. x 7½ in. It is placed in a metal box and the current consumption is 50 watts. It will deliver A B & C voltages for ten or more 60 mil. tubes in series and up to 350 volts for the power amplifier tube. Plate voltage taps provided are 45, 70, 140 and 180, also a C bias of 40 volts. This is known as Model 90C and has an intended retail price of \$50 without tubes.



Correction

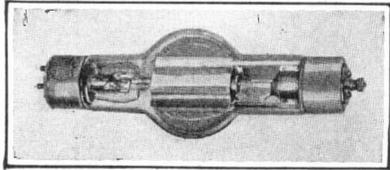
The correct price of Model 626 Receiver made by the Globe Electric Company, 14 Keefe Ave., Milwaukee, Wis., is \$80, and not \$55, as was shown in our June issue.

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

Tube for Short Wave Transmission

Radio Retailing, July, 1927

The DeForest Radio Company of 139 Franklin St., Jersey City, N. J., announces a new type tube designed for use as an oscillator for short wave transmission, to be known as type RO Oscillon. Although it has an input of 300 watts, it fits the standard 50 watt tube socket. It will oscillate on a minimum wave length of 2½ meters. Up to 2,500 volts can be applied to the plate, the plate terminals being at the top of the tubes eliminating the danger of flash-over or destruction of the tube socket. The intended retail price is \$35.



B Battery Socket Power Supply Unit

Radio Retailing, July, 1927

The Brooklyn Metal Stamping Company, 718 Atlantic Avenue, Brooklyn, N. Y., is making a B power Socket Supply Unit known as the "Pandora." This device is constructed in three types. Type B is designed for 6-tube sets and has an intended retail price of \$29.50. Type M is for all standard sets using radio frequency tap of either 67 or 90 volts and power tubes at 135 volts. The intended retail price of this model is \$35. Type S has two switches which give almost any desirable combination voltage output sufficient to run sets of the Fada type using a power tube at 180 volts. The intended retail price of this model is \$55. This device uses an electrolytic rectifier to be operated on 110 volt, 60 cycle current and it is claimed by the manufacturer that the solution is harmless.



A and A-B Power Units

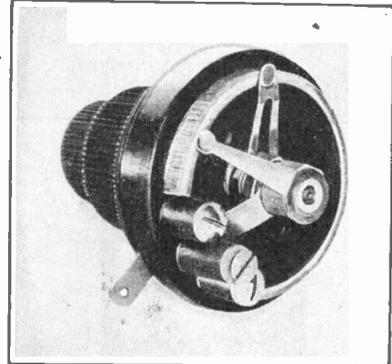
Radio Retailing, July, 1927

The Briggs and Stratton Corporation, Milwaukee, Wis., is manufacturing a new "Basco" A Unit, operating from the light socket, for use with sets of from one to ten tubes. It contains a glass jar Exide A battery and an automatic charging device. This charging device is turned on when the radio set switch is turned off, and is shut off automatically when the used voltage has been replenished. Windows are constructed in the housing cabinet so that the solution in the battery may be observed at any time. This unit has a special emergency switch for reconditioning after the battery has remained unused for a considerable length of time. An oil film on the solution prevents spraying or gassing. Water has to be added only once or twice a year. The "Basco" A and B Power is a combination of the foregoing and the Basco B Unit, which are controlled by an automatic relay.

Variable Resistors

Radio Retailing, July, 1927

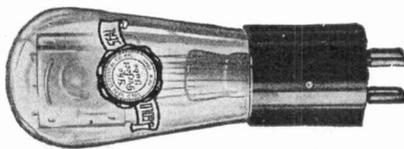
The Amsco Products, Inc., Broome and Lafayette Streets, New York City, is manufacturing the illustrated medium range power variable resistor designed to secure the correct C bias for amplifying tubes. They are made in potentiometer form and have single or double arms and wound with special alloy wire. The total resistance is 2,000 ohms. The winding will pass 65 milliamp. without undue heating. The single arm unit is called the Monostat, while the double arm unit is known as the Duo-stat. The arms of the Duo-stat are operated through concentric shafts, making it possible to obtain two variable C potentials. Both types can be mounted in the space required for a single rheostat. The intended retail price of the Monostat is \$2, and the Duo-stat, \$3.



Half-Wave Rectifier Tube

Radio Retailing, July, 1927

A new half-wave rectifier tube to be known as type GSX 216b is announced by the Gold Seal Electrical Company, Inc., 270 Park Ave., New York City. The tube draws 1½ amperes at a filament voltage of 7½. Its maximum plate voltage is 550 and it delivers a maximum d.c. load current of 65 milliamperes. Its intended retail price is \$7.50.



Combination A & B Power Unit

Radio Retailing, July, 1927

The Willard Storage Battery Company, Cleveland, O., has brought out a new A and B power supply. This unit is really a combination of the company's A and B units with an automatic control to change from charger to current supply, and the reverse as the set switch is thrown on or off. The unit is assembled in a metal case finished in moss brown crystalline lacquer. Its dimensions are 14½ in. long, 11½ in. wide and 9½ in. high.

High Mu Tube

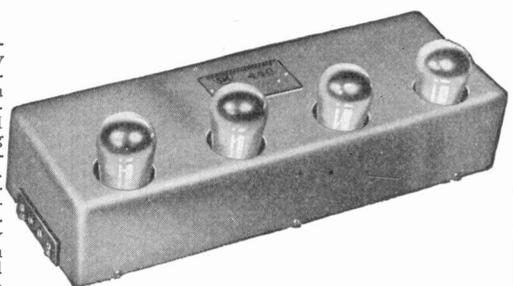
Radio Retailing, July, 1927

The Magnatron DC-240 High Mu amplifier and detector tube is the latest product of the Conneway Electric Laboratories, 406 Jefferson Street, Hoboken, N. J. This is a 5-volt ¼ amp. tube the plate voltage of which may range from 90 to 180. This tube has been designed especially for resistance or impedance coupled amplifiers, but may also be used with excellent results as a detector. Used as a detector the plate voltage may be any value up to the limit.

Time Signals Amplifier

Radio Retailing, July, 1927

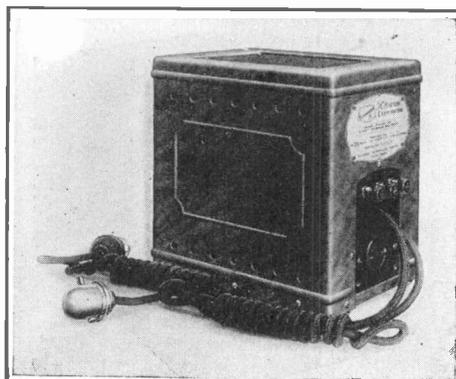
For the better reception of standard time signals transmitted daily by the U. S. Naval Observatory, Silver-Marshall, Inc., 846 West Jackson Boulevard, Chicago, Ill., is marketing a jeweller's time amplifier, S-M 440, consisting of a three stage long wave amplifier and detector completely encased in a copper shield. The amplifier is pre-tuned at the factory to 112 kilocycles, the wavelength of station NAA which broadcasts the signals. The S-M 440 may be used in any apparatus for which a long wave amplifier is required for amplification of a narrow frequency band.



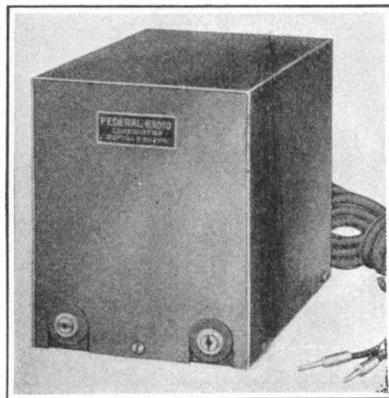
An A Power Unit

Radio Retailing, July, 1927

The illustrated A power unit, known as the "Permanent A," is being manufactured by the General Instrument Corporation, 477 Broadway, New York City. It operates on 110 volts, 60 cycles AC, and consumes between 50 and 60 watts at maximum load. It contains no batteries, trickle chargers, or tubes, and can be attached to any set without rewiring. This device consists of a transformer, a 2½ amp. Raytheon cartridge rectifier and a filter. The secondary of the transformer is equipped with a variable tap so that the voltages may be adjusted to operate any set with tubes up to ten in number. The unit can be connected as easily as a battery. It is 3½ in. high, 6 in. wide, and 8½ in. long. Intended retail price, \$39.50.



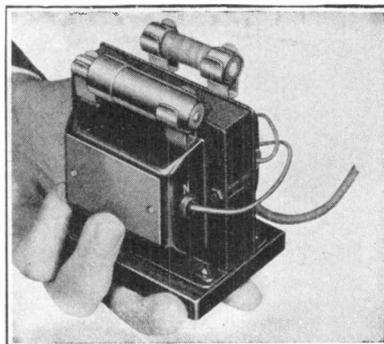
News of Latest Products Gathered by the Editors



Power Tube Coupler

Radio Retailing, July, 1927

For use with the new power tubes, the Federal Radio Corporation, Buffalo, N. Y., has designed the illustrated Number 151 Federal Ortho-sonic Power Tube Coupler. It is said by its maker to require no tools for installing, and can be hooked-up to any set in less than a minute. This unit is designed for use with a No. 171 power tube. It contains a large condenser with a capacity of more than 4 mfd. and a specially constructed choke with a core of silicon steel. The complete unit is contained in a black satin finished metal housing, and has over-all dimensions of 3½ in. wide, 4½ in. long, and 4½ in. high. Intended retail price \$10.



A Two-and-a-Half Ampere Charger

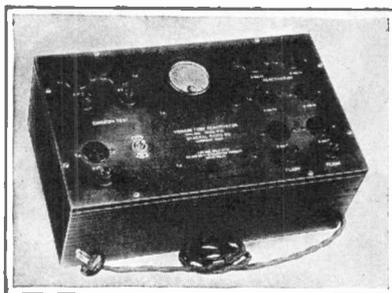
Radio Retailing, July, 1927

One of the smallest battery chargers on the market is being made by the Briggs and Stratton Corporation, Milwaukee. It is known as the Basco Charger, and is no bigger than a man's fist. It has charging rate of 2½ amp. It is said to be absolutely silent, and has no moving parts or tubes. It employs the new Raytheon rectifier, and is provided with a safety fuse. A two-winding transformer is used to eliminate all danger from grounds in the receiver.

Vacuum Tube Reactivator

Radio Retailing, July, 1927

The illustrated tube reactivator, known as Type 388, which can be used for testing as well as activating tubes, is being made by the General Radio Company, 30 State Street, Cambridge, Mass. This device operates from 110 volts, 60 cycle, a.c., and has no batteries or similar equipment. Sockets are provided in which the correct voltages for testing, flashing and cooking thoriated filament tubes are automatically obtained without adjustments. Oxide-coated filaments can also be tested on this device.



Full Wave Rectifier Tube

Radio Retailing, July, 1927

A 400 milliamperere full wave gaseous rectifier tube has been placed on the market by the Q. R. S. Company of 306 South Wabash Ave., Chicago, Ill. The voltage regulation of this tube is said by the manufacturer to be sufficiently stable that increasing the load upon it from 200 to 500 milliamperes makes a drop of less than 10 per cent in voltage output. The intended retail price is \$7.



Tubes and ABC Unit

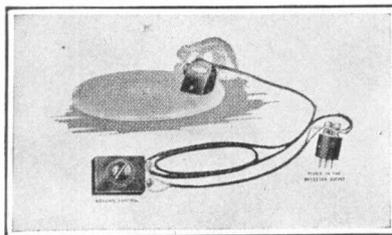
Radio Retailing, July, 1927

The Schickerling Products Corporation, 401 Mulberry Street, Newark, N. J., has announced three new items. The first is an ABC power unit; the second a 500 milliamperere full-wave rectifying tube, known as Corona Z-500; the third, a low current tube called the LC-50. The Corona Z-500 is especially designed to go as a rectifier for the power unit, which may be used with any receiving set having filaments connected in parallel. The ABC unit is designed to use the new rectifying tube. It supplies 22, 67, 90, 135 and 170 volts plate potential and 4½ and 40 volts grid biasing, this being adequate power for many types of tubes. The device is intended for operation on a 110 volt, 60 cycle current and has two extra terminals to supply raw AC for a 171 tube. This company is also manufacturing a special type of 171 tube for use with this outfit. The power unit may be used with 199 tubes in parallel, or 201-A tubes in series. Or, if desired, the new LC-50 low current tube, which similar characteristics to that of the 201-A, may be used in parallel in any receiver. The LC-50 differs from the 201-A only in filament current requirements which are respectively 45 and 250 milliamperes. The power unit has variable filament current control in order to adapt it to any of the above tubes. Intended retail price of the power unit is \$85. The intended retail price of the LC-50 tube is \$3, and that of the Z-500 tube is \$7.50.

Electric Pick-up for Phonographs

Radio Retailing, July, 1927

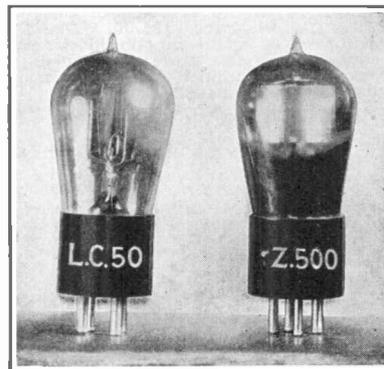
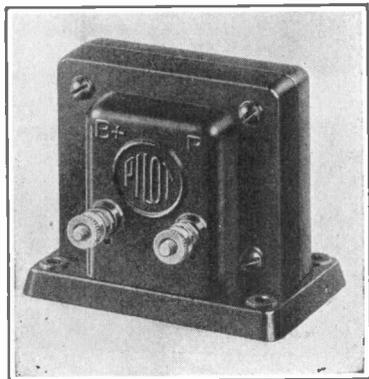
The Pacent Radio Corporation, 156 West 16th Street, New York City, is the maker of the illustrated electrical pick-up, called the Phonovox, which will convert an ordinary phonograph into an electric one, by utilizing the audio-amplification and reproducer system of a radio receiver. The Phonovox is attached to the tone arm of the phonograph, and the adapter is inserted in the detector socket. Retail price, \$12.50.



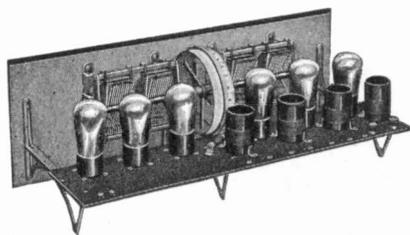
Bakelite Encased Audio Transformer

Radio Retailing, July, 1927

The "Pilotran" is the name of a new type of audio frequency transformer being made by the Pilot Electric Manufacturing Company, 323 Berry Street, Brooklyn, N. Y. As the casing is entirely of bakelite, this eliminates any possibility of short circuits or leakage between terminals. This transformer has been designed to give maximum amplification on all frequencies without distortion, according to the manufacturer, and will easily handle the new power tubes in addition to all standard tubes. This transformer is made in two ratios, namely, 3½ to 1 and 2 to 1, and the intended retail price is \$2.25.



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



Six-Tube Receiver Chassis

Radio Retailing, July, 1927

The Premier Electric Company, State and Ravenswood Avenues, Chicago, Ill., is preparing to place on the market the "Premier Six in Line Chassis" in three different models, one, two, and three dial control, with a panel size of 7 in. x 21 in. on each model. This is a radio frequency job incorporating three stages of frequency, detector and two stages of audio frequency. Gang condensers and combination battery control and rheostat and all moving parts are mounted on a heavy metal front. The tubes and radio frequency coils are mounted on top of a sub-base, while all wiring, audio frequency transformers and fixed condensers are placed beneath the sub-base. Over the front panel a bakelite panel covers all mounting holes, presenting a very dignified finished job. The tuning is accomplished with one drum.

Socket Power A-Supply Unit

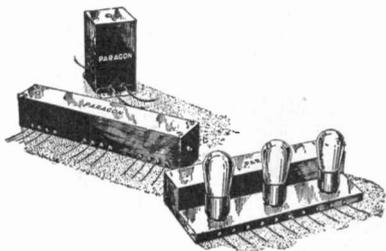
Radio Retailing, July, 1927

The Julian M. White Manufacturing Company, Sioux City, Iowa, is making an A socket power supply unit which is named "A-Limo." This unit furnishes 6-volts d.c. from the 110 volt, 60 cycle line. No batteries are used and there is nothing to charge according to the manufacturer. It is active only while the current is on. The rectifying device consists of a 2 amp. Rectagon tube, transformer and choke. It can be used with any set having from one to nine tubes, and is said to have no a.c. hum. It is contained in a metal case and has an outlet plug for the B power supply.

Double Impedance Amplification Units

Radio Retailing, July, 1927

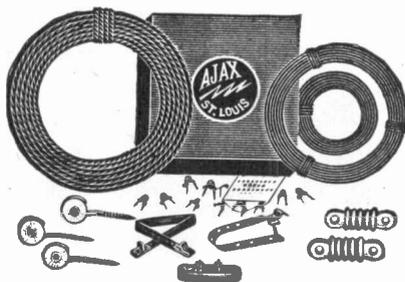
The Paragon Electric Corporation, Upper Montclair, N. J., is manufacturing the illustrated double impedance amplification units which, the manufacturer claims, quadruple the signal and make the overloading of the tubes impossible. No. 300 is a triple double impedance unit containing three audio amplification devices in one block. It is supplied with ten 12 in. leads, and wiring sockets and resistances. Its intended retail price is \$25. No. 400 is the same in appearance as No. 300 except it is equipped with a 7-strand cable instead of separate leads, and can be attached to the detector of any receiver. Retail price, \$25.50. No. 202 contains three units in one block, and is connected in the same way as single units. It is equipped with 12 six in. leads. Retail price \$20.



Permanent Ground for Radio Set

Radio Retailing, July, 1927

The Paragon Electric Company, Old Colony Building, Chicago, Ill., is making a permanent ground constructed of solid sheet copper rolled into the shape of a truncated cone. It measures 4 in. at the base, 3 in. at the top and is 12 in. in length. It is filled with pebbly charcoal to attract moisture and fitted with a detachable metal cap to prevent spilling in transit. It also has a 20-ft. insulated copper wire, spot-welded to the device, which is to be run to the receiving set. This is a patented device and is said to aid greatly in reception. The intended retail price is \$5.



Outdoor Antenna Set

Radio Retailing, July, 1927

This De Luxe Outdoor Radio Antenna Set is being manufactured by the Ajax Electric Specialty Company, St. Louis, Mo. It includes one No. 100 Ajax lightning arrester; 100 ft. No. 14 seven strand heavy copper aerial wire; 25 ft. No. 14 gage insulated copper wire; 25 ft. No. 18 gage insulated copper wire; two No. 36 heavy glass insulators; two 3 in. porcelain insulated screw eyes; one No. 750 Ajax insulated lead-in; one No. 775 Ajax adjustable ground clamp; and ten insulated staples. Intended retail price, \$3.

Resistors and Grid Leaks

Radio Retailing, July, 1927

The Electro-Motive Engineering Corporation, 127 West 17th Street, New York City, is making a new line of resistors and grid leaks using a resistance composition baked on a rigid insulating base. This composition is said to be impervious to water or sulphuric acid, and even when red hot not to deteriorate or change in value. Intended retail prices, from 25 to 10 meg., \$.50; .012 to .2 meg., \$.75; and .0005 to .01 meg., \$1.



Midget Rheostat

Radio Retailing, July, 1927

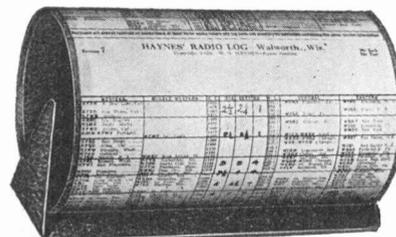
The Carter Radio Company, 300 South Racine Ave., Chicago, Ill., is making a non-magnetic, all-metal frame rheostat which is 1 1/2 in. in diameter and 1/2 in. back of panel. According to the manufacturer, the one-piece all-metal frame absorbs heat more readily than a molded frame, will not crack or break, and takes less space. It mounts in a 3/8 in. hole on panels from 1/4 in. to 3/8 in. Made in all resistances, including the new R.M.A. standard. Intended retail price, complete with black Bakelite arrow-pointer knob, 50c.



A Radio Log Cylinder

Radio Retailing, July, 1927

An ingenious radio log listing over 500 stations from 200 to 545 meters, has been prepared by Haynes' Radio Log, 111 West Monroe Street, Chicago, Ill. This log is published five times a year, gummed for mounting on a revolving cylindrical device measuring about 3 1/2 in. x 6 in. It rests on the receiver or hangs on the wall. Revisions are supplied on a subscription basis of 50c. per year. The cylinder device retails at 85c.



What the Trade is Talking About

F.R.T.A. Makes Notable Progress at June Meetings

Official recognition by the R.M.A. was given the Federated Radio Trade Association when on June 15 the former organization, at its First Annual Trade Show, Stevens Hotel, Chicago, passed the following resolution:

"RESOLVED, that the Radio Manufacturers' Association hereby endorses most heartily the aims and work of the Federated Radio Trades Association, accords full recognition to the Federated Radio Trades Association as the organization representing the interests of the jobbers and dealers of the Radio industry and assures the officers and members of the Federated Radio Trades Association of its heartiest good wishes at all times and of its practical co-operation whenever the occasion offers, in the work in which the Association is engaged."

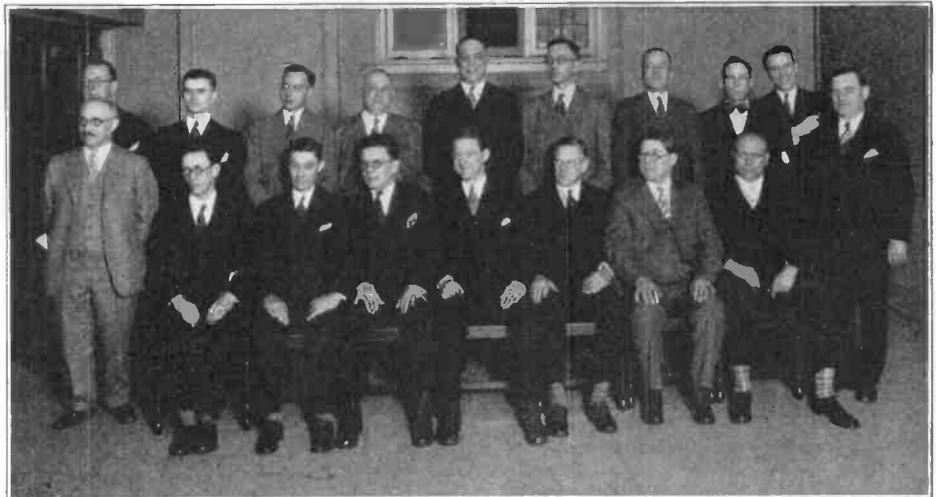
Fifteen Affiliated Associations

Three more local radio organizations applied for membership and were accepted by Federated during its regular semi-annual convention held at the Stevens concurrent with the R.M.A. Trade Show. These associations are: Oklahoma Radio Trade Association; Midwest Radio Trade Association, Chicago; and The Phonograph and Talking Machine Men, Inc., of New York City.

There are now fifteen local associations affiliated with Federated. Their total membership, according to Harold Wrape, president of the organization, is composed of 300 jobbers, 200 manufacturers' agents and 900 dealers.

Interesting Speakers at Open Meetings

The program committee of this dealer-jobber national organization received much well merited praise for the splendid array of authoritative speakers whom it had provided to



Officers of the Federated Meet at Chicago

Here they are, smiling and confident, the officers and directors of the Federated Radio Trade Association, who met in convention last month at Chicago. Left to right (front): H. H. Cory, (secretary), T. B. Sharar, Thomas White, H. J. Wrape, (pres-

ident), G. H. Reibeth, R. M. Saunders, A. M. Edwards. Back row: H. J. Van Baalen, C. S. Bettinger, C. J. Linxweller, J. O. Maland, H. P. Smith, Chas. H. Frazell, Sidney Neu, R. W. Bennett, E. C. Johnson, W. P. Mackle, Chas. L. Hohman.

address the two open meetings of the Federated.

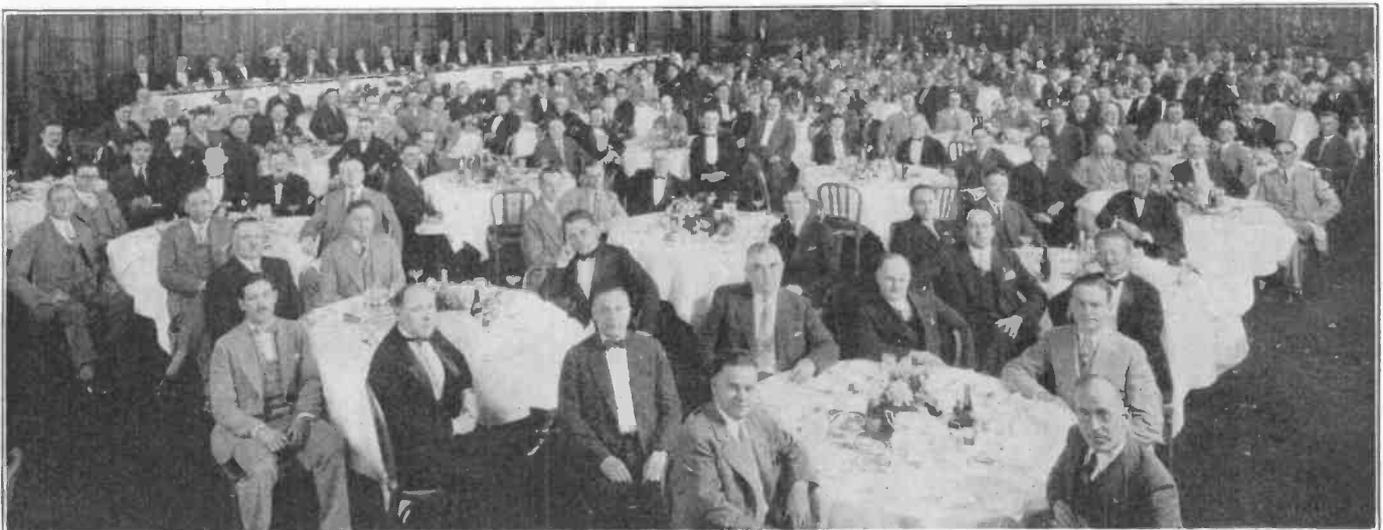
The June 14 evening session included the following subjects and speakers: "Benefits of Trade Associations to Their Industries," William M. Webster, Commissioner, Automotive Equipment Association; "The Need for a Stronger National Radio Dealer and Jobber Association," Major Herbert H. Frost; "Local Legislation," Hon. Frank D. Scott, former Congressman from Michigan.

"There seems little doubt that states and municipalities possess authority to control largely interference within their respective boundaries," declared Mr.

Scott. "This is particularly true when the interference can be removed by applying corrective methods to such interfering force, regardless of its character. State laws can perform a useful public service in regulating interference by a force within the state other than a station. This is important to both manufacturers and retailers of radio equipment because interference can be caused by many local conditions. This suggestion should need no elaboration."

The Honorable Mr. Scott questioned the authority of any state to impose special taxes on radio apparatus. "Such laws would seem to fall within

Cunningham Distributors Have First Convention



The first annual convention of the distributors of the E. T. Cunningham Co., Inc., was held June 11 at the Palmer House, Chicago. Federal Radio Commissioner O. H. Caldwell was

guest of honor and chief speaker. Major Herbert H. Frost, general sales manager of Cunningham, presided and proved an able and witty toastmaster.



Sparks-Withington Distributors Entertained by Capt. Sparks

Everyone who knows Captain Sparks, and that includes 99 per cent of those in the industry knows that he is an ideal host. Last month he entertained 146 Sparks-Withing-

ton distributors at the Jackson Country Club, Jackson, Mich. Here they are, with their wives and sweethearts, after a hard day on the golf links.

the recognized inhibition of class legislation or double taxation," he said.

Next Meeting in Milwaukee

The next meeting of the Federated Radio Trades Association will be held in Milwaukee, Wis., Feb. 15-16, 1928. At that time this organization will be the guest of the Wisconsin Radio Trade Association.

Plans were perfected during the Chicago convention for the establishment of a new associate form of membership and for the employment of a paid, full-time secretary.

Radio Dealers May Join Music Association

The National Association of Music Merchants passed a resolution admitting radio dealers to its membership at its closing session June 9, at the

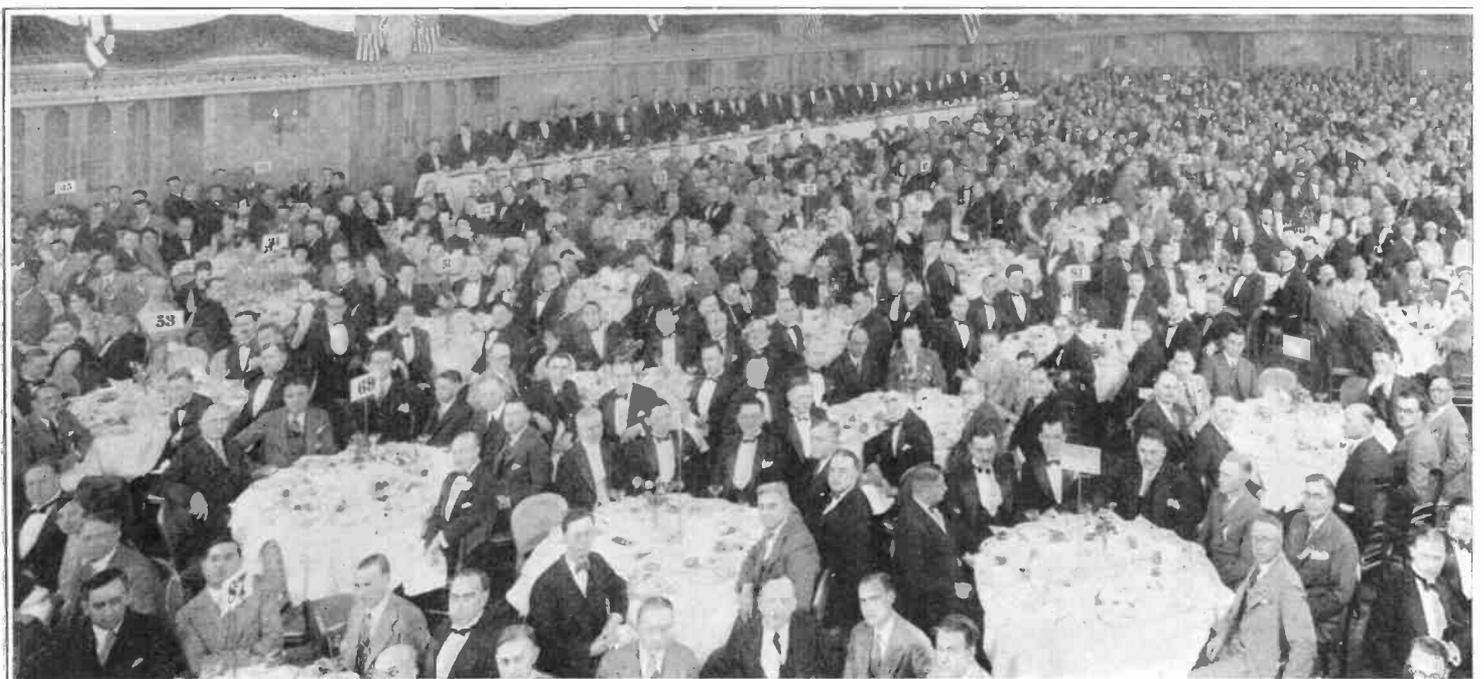
Stevens Hotel, Chicago, Ill., in connection with the Music Trade Convention. Eight radio manufacturers exhibited their new models at the music convention and report a growing interest in radio among music dealers. The Music Trades Convention was held from June 6 to 9 and drew an attendance of 2,300 delegates. It closed with a banquet in the main ball room of the Stevens Hotel Thursday evening, June 9. The parent body of the music industry is the Music Industries Chamber of Commerce, which has nine affiliated associations.

The officers of the Chamber elected for the coming year are: President, Herman Irion, Steinway & Sons, New York City; first vice-president, Charles Yarling, Yarling Piano Company, Youngstown, Ohio; executive secretary, Al Smith, and treasurer, O. H. Simpson, Kohler-Campbell Industries, New York City.

International Radiotelegraph Convention Opens Oct. 1

The International Radiotelegraph Convention will open October 1 in Washington under the auspices of the Department of State. Proposals of the United States for the revision and modification of the radiotelegraph rules agreed on at London in 1912 will be considered during its sessions. These proposals, which concern the protection of public interest and economic, technical and operation principles, were drafted by members of a subcommittee of the Interdepartmental Committee on Electrical Communications, consisting of Lieut. Col. J. O. Maubergne, Army Signal Corps; Lieut. Commander R. H. Blair, Navy Department; Lieut. E. M. Webster, Coast Guard, Treasury Department; H. C. Moore, U. S. Shipping Board, and William M. Greene, State Department.

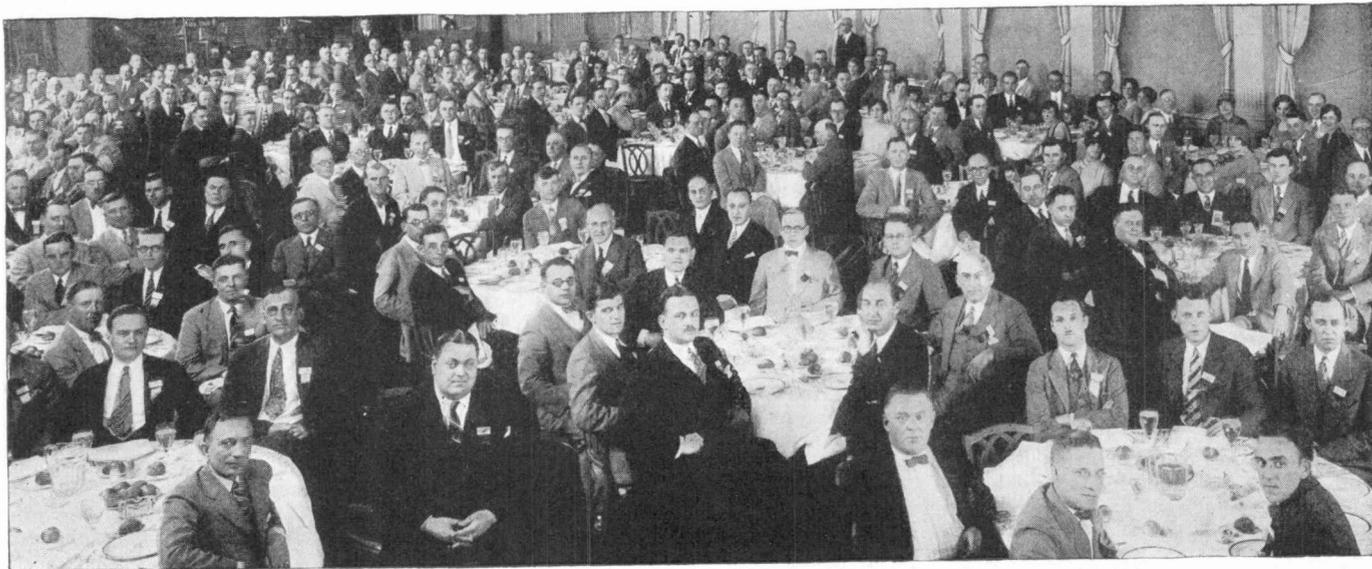
2,000 Attend Third Annual Banquet of the Radio Manufacturers'



With an attendance of over 2,000 guests, filling the grand ballroom of the Stevens Hotel at Chicago to capacity, the third annual convention and

first annual trade show of the Radio Manufacturers' Association was brought to a fitting climax by the annual banquet on Thursday evening,

June 16. With Paul B. Klugh as toastmaster and J. Andrew White as master of ceremonies an enjoyable program of talks and entertainment



Crosley Distributors Convene at Cincinnati

The annual sales meeting of Crosley distributors was held June 8 and 9 at the Crosley factory, Cincinnati, O. The meeting was topped off with the usual banquet, which was featured by an entertainment furnished by station WLW.

Imports and Exports Nearly Equal in 1926

American imports and exports were nearly equal in value in 1926, according to "Our World Trade in 1926," a recent publication of the Foreign Commerce Department of the Chamber of Commerce of the United States, published in Washington, D. C. The big five among our export customers were the United Kingdom, Canada, Germany, France and Japan. These took over half of our five billions total. Canadian buying was very heavy, and

South America, the Far East, and Oceania showed large increases in purchases.

The Fada Radio plant and executive offices will be moved from the Bronx, New York City, to Long Island City about July 25. The new Fada factory is an up-to-date steel and concrete structure more than double the floor space of the present plant in The Bronx. It is located at Jackson Avenue, Orchard and Queens Streets, Long Island City, N. Y.

The Samson Radio Store, Inc., formerly of 196 Water St., recently opened a new store at 219 West Water St., Milwaukee. The opening day was marked by a miniature radio show. In addition to its radio stock, the firm handles a complete line of sporting goods and electrical appliances. Sam Shapiro is president of the Samsons Stores, Inc. and Michael Cohen is advertising manager.

Micarta Fabricators, Inc., 307-11 Canal Street, New York, has taken over the business and personnel of the Accurate Gear Corporation, 273 Sackett Street, Brooklyn, N. Y., and has created a new department known as the Accurate Gear Division. Joseph J. Braun has been made chief engineer of the company and general manager of the Accurate Gear Division. The combined companies will have their general offices and plant at 307-311 Canal St., New York.

The American Electric Company, Inc., 1027 West Van Buren St., Chicago, reported in the June issue of this publication to have merged with the Automatic Telephone Manufacturing Company of Chicago, retains its corporate identity, although it has been acquired by the interests that control Automatic electric, Inc., manufacturer of the P.A.X. telephone system.

Harry A. McCormick, formerly with the Pathe Radio & Phonograph Corporation, Brooklyn, N. Y., has been appointed New York sales manager of the Pal Radio Corp., Jersey City, N. J.

New Broadcasting Station List Available

The "Radio Service Bulletin" of the Radio Division, Department of Commerce, for May 31, contains two lists of broadcasting stations,—one alphabetically by states and cities, giving power and wave lengths and the other in order of wave lengths, effective June 15.

This bulletin may be secured from the Superintendent of Documents, Government Printing Office, Washington, D. C., at 5 cents per copy.

Roy T. Anderson, formerly of the Lincoln-Lily Advertising Agency, Chicago, is now vice-president and sales manager of the Buckingham Radio Corporation, 25 E. Austin, Chicago, Ill. The Buckingham Radio Corporation is planning for a large national distribution on their line of chassis, cabinets and one and two-dial receivers.

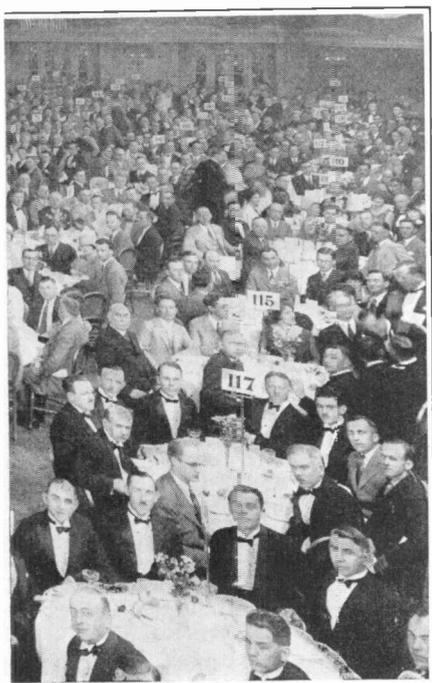
H. J. Power, former president of the Amrad Corporation, Medford Hillside, Mass., has organized the Harold J. Power, Inc., of Medford Hillside, Mass. The new company will be devoted to the development and sale of socket power units.

E. D. Coots, formerly sales manager of the Sonora Phonograph & Radio Company, has been appointed sales manager of the West Central district by Grigsby-Grunow-Hinds Company, 4540 Armitage Avenue, Chicago, Ill., manufacturers of Majestic A and B power units.

C. E. Sleininger, formerly with the Howard Radio Company, Chicago, has been appointed assistant sales manager and advertising manager of the Bremer-Tully Manufacturing Company, 529 South Canal Street, Chicago.

The American Bosch Magneto Corporation, radio manufacturer, Springfield, Mass., has been granted a license under present and future patents of the Radio Corporation of America for tuned radio frequency sets.

Association



was furnished. M. H. Aylesworth, president of the National Broadcasting Co., and former Congressman Frank D. Scott were the guests of honor.

Ohio Farmers Favor Radio News Service

Seventeen per cent of Ohio farmers own radio sets and prefer this method of obtaining late news and market reports to other services, according to a questionnaire sent to rural listeners by broadcast station WEAO of the Ohio State University. Out of 300 complete replies 31 per cent backed radio as the most valuable asset to the farm home. Daily newspapers came next with 25 per cent, agricultural extension services with 24 per cent and other mediums in lesser percentages. As a news service, 65 per cent of the farmers prefer radio, newspapers came next and third, farm trade journals were mentioned. The Ohio farmer evidently leans to old time music, for 65 per cent expressed preference for this type of entertainment. Classical selections were next in line and popular music third.

Raytheon to Protect Patents

The Raytheon Manufacturing Company, Cambridge, Mass., announces it has undertaken to enforce its patent rights in order to protect its products and the interests of its licensees.

Notice of patent infringement has been served on eleven manufacturers

of gaseous rectifier tubes. Eliminator manufacturers have been warned that the use of infringing tubes in their radio power units will be considered as constituting a contributory infringement, and that users of such tubes will be held liable as contributory infringers. Jobbers and dealers have also been served with notice that the handling of infringing rectifying tubes renders the merchandiser liable as a contributory infringer. Raytheon rectifiers are covered by U. S. Patents Nos. 1,545,207, and 1,617,171 to 1,617,181, inclusive.

E. Tyrman, formerly president of the High Frequency Laboratories, Chicago, Ill., has organized the Tyrman Electric Corporation with executive offices at 208 South La Salle St., Chicago, Ill., where he will produce, under his own supervision, a complete line of radio equipment.

The John P. Rainbault Company, 50 Church Street, New York City, recently appointed sales representative for the Magnavox Company of Oakland, Cal., is still handling Balkite products with which it has been connected since 1923.

The Audit Bureau of Circulations has moved its headquarters from the Century Building to the eleventh floor of the new Builders Building, Wacker Drive and LaSalle Street, Chicago.

Space for Los Angeles Show Quickly Subscribed

Every available foot of exhibit space for the Fifth Annual Radio Exposition in the Ambassador Auditorium, Los Angeles, Sept. 4 to 10, was assigned four weeks after it was opened to subscription, and it has been found necessary to erect a temporary pavilion alongside the auditorium. This pavilion will add 72 booths to the show, making the total 212.

J. P. Miller, until recently manager of the radio and phonographs department of one of the largest Worcester, Mass., stores, has joined the eastern sales offices of Grigsby-Grunow-Hinds Co., Chicago, manufacturers of "Majestic-B" Current Supply. Mr. Miller will cover Pennsylvania, West Virginia and northeastern Ohio.

The Dalkco Radio Co., Inc., has been formed in Milwaukee, Wis., and will do a general retail business in radios. The incorporators are A. F. La Budde, Phil H. Koelich, L. J. Conery, and G. K. Ives.

The George C. Beckwith Co. of Minneapolis, Minn., has opened an office at 341 Broadway, Milwaukee, and will handle Federal Radio products and other well-known accessories. R. C. Colman of Minneapolis is in charge of the Milwaukee branch.

The Home Appliance and Radio Shop, Milwaukee retail radio dealer, has changed its firm name to the Milwaukee Radio Supply Co. The stock has also been increased \$5,000.

The Compress Wood Corporation has been incorporated at Chippewa Falls, Wis., and will engage in the manufacture of radio horns, loud speakers, etc.

The Capitol Music Shop is a new retail store at 267½ Ansonia Street, Boston, Mass., carrying a complete line of radio sets and accessories. O. H. Feinberg is manager.

Chester Du Cloe, executive secretary of the Wisconsin Radio Trade Association, has resigned and W. B. Arvin has been elected in his place.

The Acme Electric and Manufacturing Company, 1444 Hamilton Avenue, Cleveland, Ohio, has appointed J. T. Curtis assistant sales manager.

M. L. Muhleman, formerly technical editor of *Radio News*, is now editor of *Radio Engineering*, 52 Vanderbilt Ave., New York City.

The Sovereign Electric & Manufacturing Company has removed from 1744 So. Ogden Street, Chicago, Ill., to its new plant at 123-4-5-7 North Sangamon Street, Chicago.

C. W. Griffin, sales manager for Ray Thomas, Southern California Atwater Kent Jobber, has been appointed a director of the Retail Radio Trades Association of Los Angeles.

The Magnavox Company, Oakland, Cal., has decided to discontinue the sale of Magnavox radio sets in the Eastern markets and will concentrate production on tubes and speakers.

Radio Shows and Conventions

August 20-27: Fourth Annual Pacific Radio Exposition, Civic Auditorium, San Francisco, Cal.

September 2-5: Oregon Radio Trades Association, Seattle, Washington.

September 4-10: Fifth Annual National Radio Exposition, Ambassador Auditorium, Los Angeles, Cal.

September 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.

September 14-18: Oregon Radio Trades Association, Portland, Oregon.

September 19-24: Third Annual Southwest National Radio Show, Coliseum, St. Louis, Mo.

September 19 - 24: Radio World's Fair, New Madison Square Garden, New York City.

September 22-25: Oregon Radio Trades Association, Spokane, Washington.

September 26-October 1: Seventh Annual Boston Exposition, Boston, Mass.

September 26-October 1: Sixth Annual Northwest Radio Show, Minneapolis Auditorium, Minneapolis, Minn.

September 26 to Oct. 1: Rochester Radio Trades, Inc., Third Annual Rochester Radio Show, Convention Hall, Rochester, N.Y.

September 26-October 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 24-30: Detroit Radio Show and Michigan State Radio Gathering, Convention Hall, Detroit, Michigan.

October 26-29: Third Annual Houston Radio Exposition, City Auditorium, Houston, Texas.

News of Jobbers and Distributors

Ortho-sonic Jobbers Hold Second Convention

The second annual convention of Federal Radio Corporation wholesalers was held at the Statler Hotel, Buffalo, N. Y., on June 8, 9 and 10, with 79 wholesalers representatives and the entire Federal sales staff in attendance. The sales and advertising program for the coming fall and winter was discussed by Lester E. Noble, president; Kenneth Reed, sales manager and A. C. Stearns, advertising manager. The new line of Federal "Ortho-Sonic" receivers was displayed for the first time, particular interest being centered upon the lamp socket receivers.

The chief addresses were made by Curtis Wessel, editor, *Talking Machine Weekly*, and Harry C. Spillman, educational director, Remington Type-writer Co.

Many events were provided for the entertainment of the visiting wholesalers, chief among them being a trip to Niagara Falls, a golf tournament and a banquet in the Terrace Room of the hotel with several broadcast celebrities featuring the evening program.

The Union Radio Distributors is the name of a new jobbing organization formed to cover the State of New Jersey. Headquarters are at 325 37th St., Union City, N. J. H. V. Strauss and H. Siegel, formerly connected with the radio department of Gimbel Bros., New York City, are at the head of the firm. Lines jobbed throughout New Jersey include the Radio Receptor Powerizers, Standardyne receivers, Ideal Cabinets and Leaf-Burkhardt speakers. Additional lines are sought.

The Peerless Light Company, 663 West Washington Blvd., Chicago, has appointed Joseph H. Reiss general manager. Mr. Reiss has been with the company for more than ten years in various positions connected with its sales activities and is transferred from the company's San Francisco branch, which he formerly managed. A. H. Felchen is now in charge of the San Francisco branch and Joseph Devaney remains in charge of its office at Oakland, Cal.

The Federal-Brandes, Inc., 200 Mount Pleasant Ave., Newark, N. J., has appointed the following jobbers for its Kolster line: McPhilben-Keator, Inc., 17 West 60th Street, and the Alpha Electric Company, Inc., 45 West 25th Street, New York City, for the metropolitan district; the Newark Electrical Supply Company, 152 Mulberry Street, Newark, N. J., for northern New Jersey; and the Triangle Electric Company, 160 West Lake Street, and the Wakem, McLaughlin, Inc., 225 East Illinois Street, Chicago, Ill., for the Chicago territory.

Michael L. Miller has been appointed vice-president and general manager of the Modern Radio Corporation, 35 West 25th Street, New York City. The concern distributes the products of the

Standardyne Radio Corporation of Worcester, Mass., in the metropolitan district, Brooklyn, Long Island, East Chester and northern New Jersey exclusive of Trenton. Mr. Miller was formerly with Weber-Rance, New York City jobber, in a similar capacity.

Denham Sales Service, factory representative for All-American Radio Corporation, DeJur Products Company, and Holmes Electrical Manufacturing Company, in the Washington and Oregon territory, have removed their Seattle office to Terminal Sales Building, in that city.

The Pioneer Radio Sales Company, jobber, of 154 Nassau Street, New York City, has changed its name to The Bialek Company. It will continue to act as Eastern sales representative for the Webster Company, Chicago, radio manufacturer.

The Coleman Electric Company, Allentown, Pa., a former radio dealer, now operating a jobbing business, wishes to get in touch with radio set and accessory manufacturers with a view to handling their lines. Manufacturers interested in representation in this section should communicate with Louis Coleman of the above company.

The Welldorman Company, Inc., manufacturers' representative, 441 Lexington Avenue, New York, is interested in securing one or two electrical lines. At present it represents Yahr-Lange, Milwaukee, and Johnson Motor Products, makers of radio accessories.

The Triangle Electric Company, radio wholesaler, 160 West Lake Street, Chicago, Ill., has moved to new quarters at 600 West Adams Street, Chicago.

Distributors for New Stewart Socket Power Line

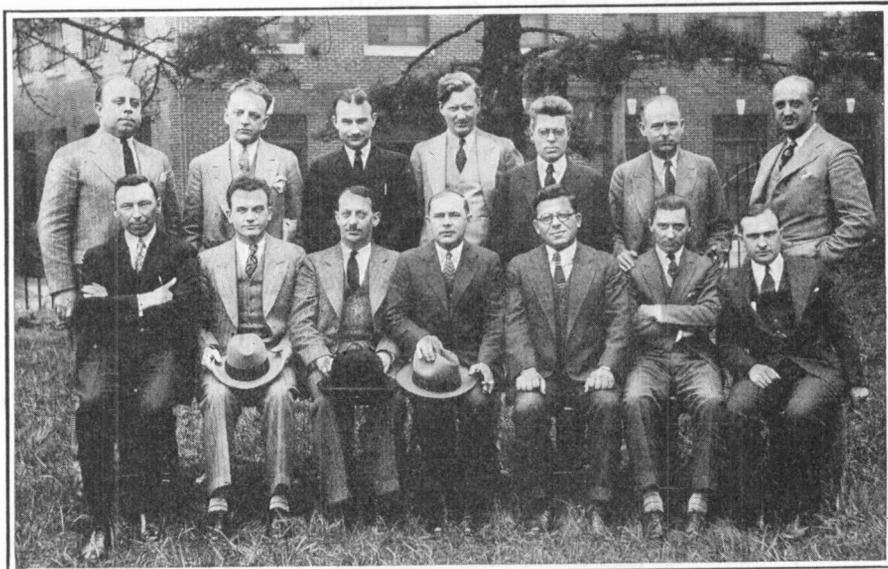
The Stewart Battery Company, 119 North Peoria Street, Chicago, Ill., has appointed the following distributors of the Stewart Socket Power line: North American Radio Corporation, 1845 Broadway, New York City; Stewart Warner Products Service Station, Columbus, Ohio; Harry Alter Company, Chicago, Ill.; Stewart Warner Products Service Station, Des Moines, Iowa; Grier-Sutherland, Detroit, Michigan; Bill Muntz, Elgin, Ill.; C. & L. Radio Company, Dayton, Ohio; South Side Radio Company, South Bend, Indiana; The Interstate Sales Company, Milwaukee, Wisconsin; Renier Brothers, Dubuque, Iowa; Roberts Toledo Company, Toledo, Ohio; Trilling & Montague, Philadelphia, Pa.; Reid Motor Supply Company, Quincy, Ill.; North Ward Radio Company, Newark, N. J.; and the R. S. Proudfit Company, Lincoln, Nebraska.

The Alpha Radio Supply Company, Inc., formerly located at 621 Broadway, New York City, has moved its office to 520 Broadway, in order to accommodate its increased business.

The Silas E. Pearsall Company, 10 East 39th St., New York City, has been appointed distributor for the Sparton line of the Sparks-Withington Company, Jackson, Mich.

The fifth annual convention of the distributors of the Crosley Radio Corporation took place in Cincinnati May 17 and 18.

Learning More About Tubes



Sales representatives of the C. E. Manufacturing Company, maker of CeCo radio tubes, attended a sales convention at the factory at Providence, R. I., during the latter part of

May. An important part of the program was the party given by the company at Jim Smith's Inn outside Providence. Above is a group of the representatives who attended.

Summer Buying Decisions Make Winter Profits

From Page 72

saying that manufacturers, because they are the most powerful element in the industry, must be the first to blaze the trail toward stabilization, that it is for them to lead and for us to follow. Many manufacturers have recognized this and have made honest, sincere efforts to secure stability for their product that only now are beginning to bear fruit.

GRANTING that this is so, are we today equally willing to admit that in fulfilling this duty these manufacturers have at the same time acquired certain corresponding rights which they have reason to demand should be acknowledged by the dealer?

It is a peculiar and unfortunate condition that many manufacturers are only too willing to discipline themselves most strictly in carrying out a straightforward policy, but are utterly unwilling to impose a similar policy on their dealers. The effect of this diffidence is to make the good work fruitless. In fact it might as well have been left undone altogether.

I will pick for my leading line, therefore, the manufacturer who not only has a good policy for himself, but who also demands that his dealers be just as strict in following out this policy, and recognize his rights as a manufacturer to secure for his product adequate representation on the part of such dealers as he selects to handle it. To put it in another way, I will pick the manufacturer who not only tells me what he is going to do for me, but in no less mistakable language tells me what I must do for him.

I WILL be suspicious of the manufacturer who emphasizes the small amount of capital investment I must make to carry his line. On the contrary, I will welcome his demand that, if I am to be his authorized dealer, I must carry at all times at least one of every popular model he manufactures, as floor samples and demonstrators; that I must in addition have on hand at all times a sufficient bumper stock to provide for window display and to make deliveries to customers who require immediate delivery.

I will welcome this demand on his part because I know that such a policy requires a substantial capital

investment in his line by every dealer handling it, and this naturally reduces my competition to a relatively small number of dealers. It means that every Tom, Dick and Harry will not be a fellow authorized dealer on this line, and moreover, that such competitors as I do have will be decent, established businessmen, with a substantial sum of money at stake, who will not stoop to deviate from sound, time-tested, merchandising policies in selling.

Beware of the manufacturer who requires you to place large firm orders for delivery of merchandise at a future date. There is only one other kind of manufacturer who is more dangerous to your business success. That is the manufacturer who will make you his dealer on a shoe-string. So many other people, too, have shoe-strings.

IT is impossible to set down here the actual sum which I believe the manufacturer should require a dealer to make as a permanent investment in a line of sets. This will vary according to the number of models in the manufacturer's line and the number of accessories which he manufactures to go with them.

I have in mind the requirements of one well-known manufacturer who has been particularly successful during the last year. He required each of his dealers to keep as his permanent stock practically two-and-a-half of everything this manufacturer included in his catalogue. This, of course, was aside from art model cabinets, which the dealer was permitted to order only as sold. This investment of two-and-a-half of everything was regarded as the minimum which the dealer should have on hand at all times, and immediately any of this was sold the dealer was expected to re-order from the factory. This manufacturer required no commitments for deliveries or no minimum quantity which the dealer must sell. He merely required that the dealer have this stock on hand at all times so that any customer visiting the store of any one of this manufacturer's dealers was assured of seeing the complete line.

This meant that so far as turnover is concerned, this minimum stock on the part of the dealer was as much a part of his permanent investment as were his furniture and store fixtures. In actual dollars and cents, it meant that the dealer had approximately \$2,500 tied up in this manufacturer's line.

If this plan were followed by all manufacturers—and I believe that with variations it will be followed by the majority of them—then it is evident that the average dealer would be largely restricted in the number of lines he could carry by the mere factor of financial resources. This bears back directly on the point I made previously in this article—that three lines are all a dealer can hope to carry.

A MOST important test we should apply to the manufacturers' merchandising policy is that of price protection. "Oh, yes," you will say, "that is an old story. Practically all manufacturers nowadays guarantee their dealers against price reduction on goods still on the dealer's shelves when the price reduction is made. That doesn't mean much." Quite true—it means little indeed, but I am going further than this. I am going to ask, "What about price protection on merchandise already sold?"

I am convinced that no dealer with a reputation to uphold can afford to sell a line of sets in which leading models will be reduced in list price within one year after this model has been actively advertised by the manufacturer. Time payment collections following drastic price reductions are difficult to enforce, but more important than this is the loss of good will on the part of the customers who see the dealers selling and displaying at a lower price at one date the identical merchandise he had sold previously at a higher price.

I am going to select as my leading line of sets, therefore, the product of the manufacturer who talks to me in terms not merely of price protection for myself only, but in terms of price protection for my customers as well.

I will not let magnetic salesmanship lead me into stocking an unnecessarily large number of different and competing lines of radio receivers but concern myself first with meeting the needs of my customers. I will keep in mind the limitations imposed on me in the size of the stock which I can carry by the amount of capital available and realize that increasing rate of turnover is the best way to increase the effective capital in my business.

I will concentrate my buying on lines backed by manufacturers of financial stability. I will select new lines only after thorough performance tests so as to avoid service grief.

Drum notes not only heard — but identified



Thousands of radio listeners will now realize for the first time that radio orchestras have drums when they hook up this new, improved Crosley Musicone.

As originally produced the Musicone startled the radio world, eclipsing the old type horn and squeaky speaker.

Today, the new Musicone with its latest refinements and improvements correspondingly leads its host of imitators.

Prepare for a real surprise when you hear this amazing device with its beauty and fidelity of treble reproduction—clarity and breathless reality in middle tones—richness and resonance of bass. Today—ininitely bettered and superlatively developed, the Musicone is the world's finest loud speaker—and, at such extremely low prices, it's the world's greatest radio value.

The Crosley patented actuating unit (and NOT the cone) is the secret. There's nothing else like it.

Write Dept. 130 for descriptive literature

The improved CROSLEY MUSICONE

SUPER-MUSICONE 16 inch Cone \$14.75

The Crosley Radio Corporation

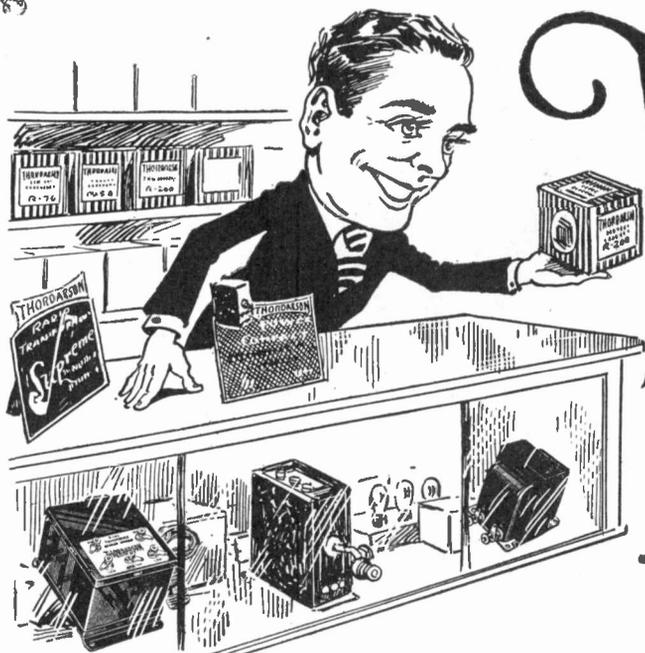
Powel Crosley, Jr.
Pres.



CINCINNATI,
OHIO

Prices slightly higher west of the Rocky Mountains

ULTRA-MUSICONE 12 inch Cone \$9.75
--



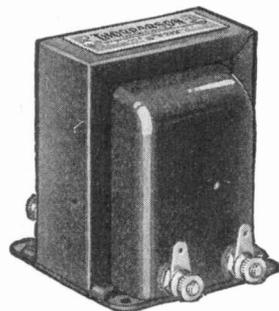
When you sell THORDARSON transformers

TELL your customers that Thordarson transformers are used in the sets and accessories of such leading radio manufacturers as Zenith, Freed Eisemann, Pfanstiehl, Willard, Philco and Gould Storage Battery Companies, Kennedy, Murdock and Sparton.

What greater proof could anyone ask of the supremacy of Thordarson transformers than the fact that they are used as standard equipment by over a hundred manufacturers of quality radio apparatus.

This is no secret; it is a fact of which we are justly proud.

Thordarson advertising is constantly driving this point home. Make use of it when you sell Thordarson Transformers.



THORDARSON RADIO TRANSFORMERS

- Standard Amplifying Transformers
- R-200 Amplifying Transformers
- Power Push-Pull Transformers
- Autofomer Impedance Amplifiers
- Power Amplifier Supply Transformers
- Power Compact R-171
- Power Compact R-210
- Fixed Resistance for Power Amplifiers
- Power Supply Transformers for 2-216-B full wave rectifiers
- Power Supply Transformers for Raytheon Heavy Duty Rectifiers
- Power Supply Transformers for Q.R.S. Heavy Duty Rectifiers
- Filter Choke Units for above
- Speaker Coupling Transformer, R-76
- Output Choke, R-196
- Power Amplifier Input Plugs
- Filament Supply Transformers for all A. C. Tubes
- Filament Supply Transformers for all Power Tubes
- C. W. Transmitting Transformers, Chokes
- Broadcasting Transformers and Chokes

THORDARSON ELECTRIC MANUFACTURING CO.
Transformer Specialists Since 1895
WORLD'S OLDEST AND LARGEST EXCLUSIVE TRANSFORMER MAKERS
Huron and Kingsbury Streets — Chicago, Ill. U.S.A.

Merchandising Radio Parts



A Section of *Radio Retailing*

SET BUILDERS
PORTFOLIO

NO. 14

KRUSE CONNELL CO
RADIO

Indiana's Largest Radio Parts

Who Pays the Freight for Your Advertising?

Twenty-four parts manufacturers share Kruse-Connell's expense

ate, that some manufacturers will go to greater lengths, even to furnishing expensive circulars and pamphlets complete with the name and address of the retail store.

The hitch comes when the retailer receives quantities of material from a number of manufacturers simultaneously. When this happens the average dealer doesn't know what to do with it all. Some is placed on

EVERY-ONE who has had anything to do with a retail business—any kind of a retail business—knows that a huge amount of advertising material furnished by well-meaning but prodigal manufacturers is thoroughly and utterly wasted.

Given the slightest encouragement by a retailer, manufacturers will ship enormous bundles of circulars, counter cards and other sales aids—all this in good faith—for the betterment of their own business through retail advertising. So great is their desire to co-oper-

after all—
"How well you can hear"
is the only thing that really counts in radio.

POWERFUL

SELECTIVE

The Powerful 5 Tube Receiver

A Study of
Resistances at 40 Meters

Looking Down On

WANTED!

Live Dealers Active Jobbers

POWER equipment and receiver kits for alternating current operation will be an important factor in jobber and dealer sales during the coming radio season.

Good resistors and rheostats are essential to the successful operation of these devices.

Ward Leonard Electric Co. has built apparatus employing resistance for more than 35 years.

The Vitrohm (vitreous enamelled) Resistor and Rheostat represents the experience gained during this time.

Ward Leonard Electric Co. wants a number of well-rated dealers and jobbers to aid in meeting the demand for Vitrohm Radio Resistors and Rheostats. To those dealers and jobbers who are located in territories not as yet covered, Ward-Leonard offers these sales-aids.

1. A complete line of resistors and rheostats which are proven in performance.
2. The use of a well equipped laboratory and the aid of competent engineers for the development of special apparatus.
3. Dealer and jobber protection on unfair competition. The number and type of dealers in each territory is strictly limited.
4. An advertising campaign which will include more than 40 full page advertisements in national radio publications.
5. A generous plan for cooperative dealer and jobber advertising in local newspapers.
6. Publicity in newspapers and magazines which will tell a real "story."
7. Dealer and jobber protection on defective material. If a Vitrohm Resistor or Rheostat fails in service which is within its rating, Ward Leonard replaces it without question.
8. The assurance and satisfaction which comes from knowing that in selling Vitrohm Radio Resistors and Rheostats you are selling a product that "stays sold." 35 years experience is a good guarantee to you of service and responsibility.

Vitrohm Resistors and Rheostats are adopted as standard by most of the large radio manufacturers for use in their power equipment to be sold this coming season. An aggressive advertising and sales campaign addressed to the parts-buying public will force *their* recognition of the worth of Vitrohm Radio Products.



If you plan to make money in the parts business next season, write today for our complete proposition. Large territories are still open but only a limited number of dealers and jobbers can be accepted in each district. The coupon at the bottom of this page is for your convenience.

Ward Leonard Electric Company

37-41 South Street,

Mount Vernon, N. Y.

Name

Address

Send Information

Dealer

Jobber

Dealer-Jobber

the counters to be carried off by pseudo-customers or curio-collecting children. That material which does not accidentally find its way into local homes eventually winds up in the cellar where its brief career is ignobly terminated amid miscellaneous hardware, no-account wood and discarded clothing.

In the past, it seems that the policy of orthodox retailers has been to dispose of manufacturers' advertising material as quickly and thoroughly as possible. Circulars and counter cards have apparently been taken as a matter of course, considered a necessary merchandising evil. The amazing feature of the whole situation is the fact that advertising circulars and direct mail material furnished by most large manufacturers is without question better than the average retailer could afford to pay for if he had to print his own. Yet this material is calmly and indiscriminately discarded as "junk" by the great majority of dealers with hardly a "hearing."

Would You Throw Away \$6?

The thing most necessary in order to avoid this silly junking which has seemingly become part of general retail procedure is a method of co-ordinating material received from various sources—some way to assemble it and make it work for a single retail store. There is a way to do this.

Look at the illustrations which appear near the beginning of this article. These are reproductions of a few of the circulars enclosed in "Set Builders Portfolio, No. 14" distributed over the sales counter by the Kruse-Connell Company, Indianapolis retailer.

Here is advertising material designed by some of the best men in the business, men who have specialized probably for years in the preparation of this type of copy. One, five, twenty-five, thirty-page pieces, some of them printed in two or three colors and all well illustrated were enclosed. We hadn't space to picture them all. Blueprints, circuit diagrams, "How to Build" instruction sheets, prices—thirty of them. Just the kind of reading matter that the average radio set builder wants, in profusion.

Were these circulars all to be included in one advertising leaflet, printed as an individual pamphlet and paid for by a single retailer, it would cost \$6 apiece, at most conservative estimate, to print them, even in lots of 1,000.

Twenty-four Parts Manufacturers Represented

Kruse-Connell selected twenty-four parts manufacturers from whom it indirectly purchases radio parts and wrote these companies for a supply of advertising circulars. Thirty of these circulars, each describing a different product thoroughly, were brought together under a single cover and were passed out over the counter to customers as a Kruse-Connell service. During the first four months of this year 500 portfolios were disposed of. According to J. F. Connell, secretary-treasurer of the company, "business during the spring was just about one-third greater than during the same period last year," as a result.

Radio Retailing, July, 1927

The total cost of the advertising plan to Kruse-Connell was \$33.20, which paid for the printing of 500 bristol-board portfolio covers. Manufacturers worried about copy, paid for photos, cuts and printing and employed the services of expensive advertising men.

Wrap Circulars in Packages

After all, everyone connected with the radio business pays dearly for the terrific waste of manufacturers' advertising material. The retailer pays directly when he throws away circulars which would increase his business if properly used, the jobber loses business and the manufacturer is compelled to charge more for his product because of needless overhead expense.

Circulars are rarely wrapped up with packages of merchandise, though this would be infinitely better than condemning them as junk. Throwing this material down the coal chute is decidedly unsportsmanlike. If this practice of wasting *must* continue we suggest some less amateurish method of

disposal than those usually employed. Retailers might just as well get a genuine "kick" out of literally burning money up.

If the practice is to remain general in the retail trade there will soon be a crying need for some kind of an illustrated booklet which might well be entitled, "How and Where to Throw Away Advertising Money."

We'd like to ask dealers a question: "Who is paying the freight for your advertising, anyhow?"

Punch in Parts Display

Sockets, transformers and jacks, possibly battery switches and other radio parts may be displayed so that the parts fan's eye automatically travels from one to the other, instead of concentrating on one item, by placing apparatus in its correct relation to other parts, and then connecting these together with heavy bus-bar. An entire set put together in this skeleton fashion attracts considerable attention.

A Pyramid Parts Display Case

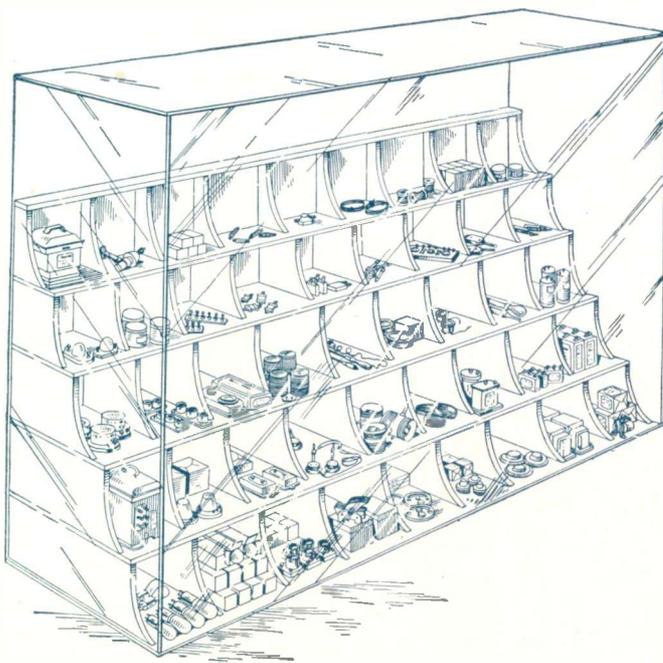
An unusually effective show case for the display of parts in a small space has been devised by the Budd Radio Company, Buffalo, N. Y.

Shelves have been arranged inside a square glass show case so as to resemble a flight of stairs. Seen from the front of the case, the lowest shelf is the deepest and those above it gradually become narrower, receding to the back of the case as they go up. The bottom row is 22 in. deep, the second row 18 in. deep, the third 14 in., the fourth 10 in., and the fifth or top row 6 in. from its edge to the back of

the case. Each shelf is open to view.

Each shelf is divided into "bins" for the display of different parts, by inserting dividers every 7 in., cutting it up into 9 bins throughout its length. Thus it is possible to display 45 different kinds of radio parts, each in its own compartment, visible from the front of the showcase. The step arrangement insures proper lighting and unobstructed view of each part.

The show case itself is 23 in. x 71 in. over-all. Bins and the shelving arrangement cost the company \$85, or slightly less than \$2 per bin.



The receding shelf idea shown in the above drawing might be carried out further by placing such a case in the center of the sales floor and installing shelving in "pyramid" form by duplicating the arrangement on all four sides with the apex in the center of the case.



A Relay Switch with A Low Voltage Drop

One tenth (.1) of a volt drop per ampere,—that's the voltage drop factor of the improved Reliable.

Coil resistance—.1 ohm

Contact pressure on Trickle Charger points $3\frac{3}{4}$ oz.

Check these characteristics with any switch on the market.

Write for samples and table of voltage drops.

THE RELIABLE PARTS MFG. CO.
Wellington, Ohio

RELIABLE
Automatic Power Control
Switch

CARTER

PARTS

Specified—as usual—in these new circuits

"Capacidyne" Receiver—Popular Radio
No. 5—"Hi-Ohm" Volume Control (500,000 Ohms)

1—"IMP" Pilot Switch

Radio Broadcast Circuit

1—IR-15—"IMP" Rheostat

"Strobodyne"—Radio News

Short Jacks

"IMP" Battery Switch

20 Ohm Rheostats

400 Ohm Potentiometer

"Hi-Ohm" Volume Control (100,000 Ohms)

.5 Mfd. By-Pass Condenser

.002 Mfd. Fixed Condenser

See the previews on these circuits elsewhere in this issue.

Mr. Dealer:

This advance information enables you to prepare for the influx of business certain to result when these circuits appear. Stock and become familiar with these parts. Be ready when consumers demand them.

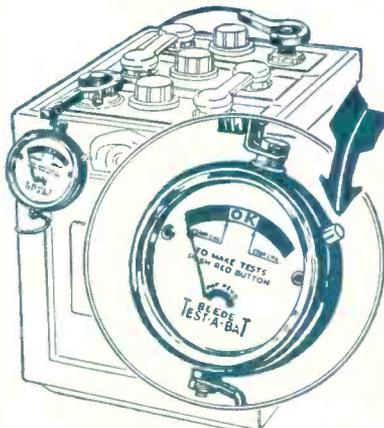
In Canada: Carter Radio Co., Ltd., Toronto.
Offices in Principal Cities of the World.

CARTER RADIO CO.
CHICAGO

MEMBER
RMA

T BEEDE T TEST-A-BAT

Just Press the Button



Non-Corrosive Terminals

\$1.75

LIST

Literature and Show Cards Furnished. Ask your Jobber Today

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 Drippings
Far Superior to Hydrometers

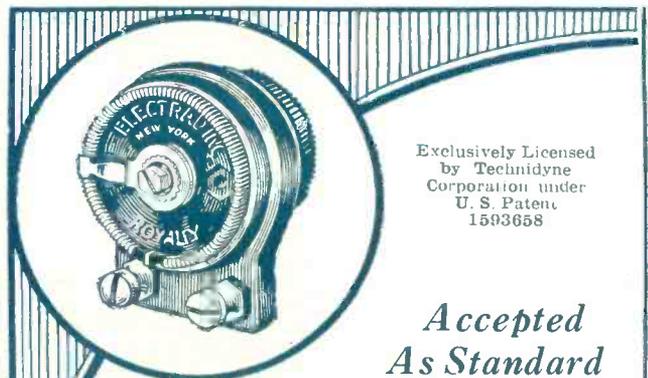
ACCURATE

Simple and Easy to Use
All Reading Guaranteed Accurate

CONVENIENT

Always on the Job
No Need to Move Battery

BEEDE ELECTRICAL INSTRUMENT COMPANY
136 LIBERTY STREET NEW YORK



Exclusively Licensed by Technidyne Corporation under U. S. Patent 1593658

Accepted As Standard

ELECTRAD Royalty Variable High Resistances

It pays to sell standard products. In the field of variable high resistances, Electrad Royalty are the accepted standard. Fans know their remarkable accuracy and dependability for every radio purpose requiring a variable high resistance.

Stock and sell these Resistances in which your customers have implicit confidence. A range for every purpose—11 in all. Type E. List \$2.00. All other types list \$1.50.

Write for full information and catalogues.

Dept. 83A 175 Varick Street, New York City

ELECTRAD INC

Pre-viewing the New Circuits

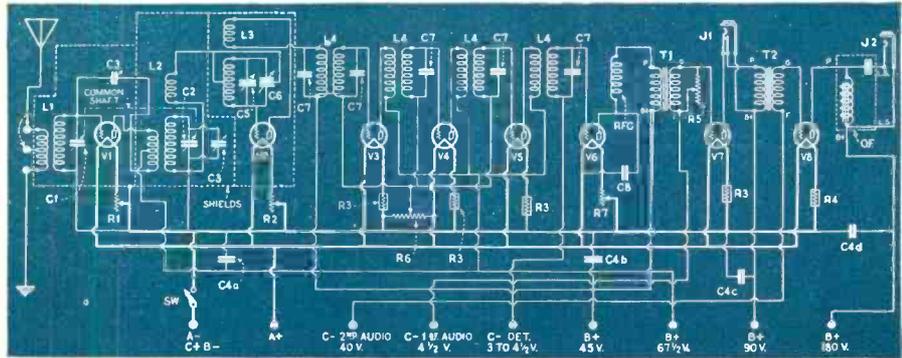
August "fan" magazines will tell how to build the apparatus outlined on this page



THE "Strobodyne" circuit, to be described in the August issue of *Radio News*, was designed by Lucien Chretien of Paris and adapted to the needs of American listeners and set builders by R. E. Lacault, who also translated the article. The circuit is similar to that of a super-heterodyne, employing a frequency-changer, two or three stages of untuned long-wave radio frequency amplification, detector and two stages of quality audio transformers. The set differs from the conventional in that it uses a tuned radio frequency stage before the frequency changer. Its coupling methods may be understood if the diagram reproduced on this page is studied.

Gang condensers are used in the construction of the set, reducing the controls to two for ordinary tuning. Shielding and provision for power tubes have been incorporated in the American model and the set has been designed to operate on a short outdoor antenna. A later article in *Radio News* will outline its adaptation to use with a small loop. All parts are standard and obtainable in this country. The "Strobodyne" unit

The "Strobodyne"—A Multi-tube Set from Europe



may be purchased or built from instructions contained in the article.

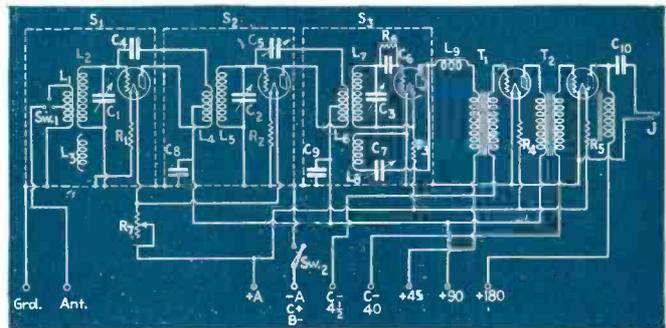
- L1—Auto-coupled antenna coil and .00035 mfd. variable condenser. C1.
- L2—Auto-coupled coil with special "Strobodyne" winding. (Can be home-constructed).
- L3—Auto-coupled coil with special "Strobodyne" tap. (Can be home-constructed).
- L4—Long-wave, or low-frequency radio frequency transformers.
- C2—.00035 mfd. variable condenser, on

- common shaft with L1 auto-couple.
- C3—Small equalizing condenser.
- C5—.00035 mfd. condenser.
- C6—Split-stator balancing condenser.
- C7—.00025 mfd. fixed condensers.
- C4—Fixed condensers $\frac{1}{2}$ mfd.
- R1,R2,R6,R7—Rheostats. (Size dependent upon type of tubes used.)
- R3,R4—Ballast resistances. (Size dependent upon type of tubes used.)
- R5—Variable high resistance.
- RFC—Radio frequency choke coil.
- T1,T2—Audio transformers.
- J1,J2—Jacks. O.F.,L.S.—Output unit.

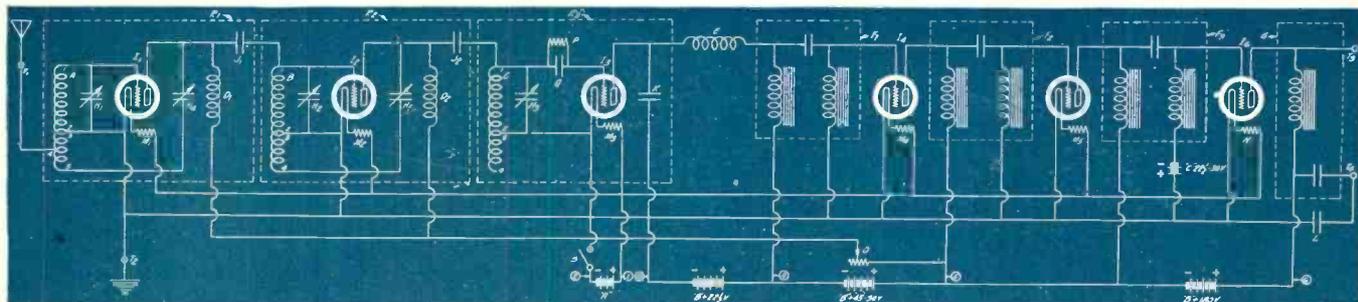
A New R. F. Set by Radio Broadcast

Following are the parts for a new R. F. set to be featured in the August *Radio Broadcast*:

- L₁, L₂, L₃—R. F. Coils, Tapped Primaries.
- L₄, L₅, L₆, L₇, L₈—R. F. Coils, Tapped Primaries.
- L₉—Radio-Frequency Choke Coil.
- C₁, C₂, C₃—.00035-Mfd. Variable Condensers.
- C₄, C₅—Neutralizing Condensers.
- C₆—.00025-Mfd. Grid Condenser.
- C₇—.00005-Mfd. Midget Variable Condenser.
- C₈, C₉—1-Mfd. Bypass Condensers.
- C₁₀—4-Mfd. Condenser.
- T₁, T₂—Audio Transformers.
- T₃—Audio Frequency Choke Coil.
- S₁, S₂, S₃—Aluminum Box Shields.
- R₁, R₂, R₃, R₄—Filament Ballast Resistors.
- R₅—Filament Ballast Resistors.
- R₆—4-Meg. Grid Leak.
- R₇—15-ohm Rheostat.
- J—Single-Circuit Jack.
- SW₁—Single-Pole Double-Throw Switch.
- SW₂—10 Filament Switch.
- 5 Tube Sockets.
- Panel 7" x 24".
- Battery Cable and Plug.
- 3 Dials.



The "Capacidyne"—A New One in High Frequency Amplifiers



THE August issue of *Popular Radio* will contain a constructional article dealing with the "Capacidyne" receiver which has as its principle reason for existence electro-static, or condenser coupling between radio-frequency stages, although it is inductively tuned. The set has two totally shielded tuned radio-frequency stages, non-regenerative detector and three stages of Truphonic audio amplification, with an output unit.

Filament control is automatic and dual control may be obtained by using common shaft condensers in stages R2 and R3 or by gearing these tuning condensers together in some manner. Regeneration is introduced in controllable form into the radio frequency stages by means of the "Rice" system of condenser coupling. The set is completely equipped to accommodate power tubes, or semi-power tubes.

A—Auto-coupled antenna coil with .00035

- mfd. variable condenser.
- B,C—Tapped radio frequency transformers, with .00035 mfd. variable condensers.
- D,E—Radio frequency choke coils.
- H₄,H₅—Neutralizing condensers.
- J1,J2—.005 mfd. fixed condensers.
- K—.001 mfd. fixed condenser.
- L—1 mfd. fixed condenser.
- P,Q—.00025 mfd. fixed condenser and 3 megohm gridleak.
- O—Variable high resistance, 0-500,000 ohms.
- F1,F2,F3—Truphonic amplifying units.
- G—Output unit.
- R1,R2,R3—Metal stage shields.
- M—Rheostats.

Giant-Like



STAMINA

IT IS truly phenomenal to find the tremendous electrical stamina in such small and compact condensers.

BUT SPRAGUE MIDGETS are built to carry maximum loads. Their tested average flash breakdown is 3550 volts A. C. And every MIDGET is factory tested to 1500 volts.

This electrical stamina and dependability is found in SPRAGUE MIDGETS—and only Sprague's. Any wonder that the country's leading set manufacturers specify them for THEIR CIRCUITS?

SPRAGUE MIDGETS are made in capacities ranging from .00007 MFD to .1 MFD. Our Service Department will gladly tell you how Sprague's can be adapted to your circuit—economizing in wiring in space and in assembly time.

SPRAGUE SPECIALTIES CO.
QUINCY • MASS.

SPRAGUE MIDGET CONDENSERS



Play Safe!
Sell This New
DURHAM
POWEROHM

Don't risk losing your trade by selling ordinary power resistors. Play safe! Sell this new Durham Powerohm—made by the makers of Durham Resistors. Perfected to meet the higher voltages of modern "B" Power Supply Units. Order from your jobber or direct.

DURHAM
POWEROHMS
& RESISTORS

INTERNATIONAL
RESISTANCE CO.
Dept. G, Perry Bldg., Phila.
Made in 2.5 watt and 5-watt sizes, each in all ranges with special or standard tips.

DeJUR Resistance Specialists

Manufacturers of Electrical and Radio Rheostats, Contollers and Regulators Since 1912

Wire Wound Resistances Made to All Specifications

Heavy Duty Wire Wound Resistors—For All Power Sets and "A" "B" "C" Eliminators.

Air-Cooled Metal Rheostat—Made with or without switch. One hole mount.

Power Rheostat—A high Carrying Capacity Rheostat for Socket Power Sets with Resistance Range. From 1/2 to 5000 Ohms.

Condensers—Single, Double, Triple Types in All Capacities.

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.

DeJUR PRODUCTS Co
199 Lafayette St., New York City

New Parts Announced This Month

For additional new parts, sets and accessories see pages 96-100



Metal Base Rheostats and Potentiometers

Radio Retailing, July, 1927

The Polymet Manufacturing Corporation, 599-601 Broadway, New York City, is making a new line of rheostats and potentiometers with bases of ball polished, nicked brass. This construction, it is claimed, allows heat absorption more readily than the usual type. The wire element is held in place by the groove method of resistance winding, no glue being used. A specially designed contact arm of spring phosphor bronze is said to maintain positive, even contact over the entire range from zero to maximum.



Mica Variable Condenser

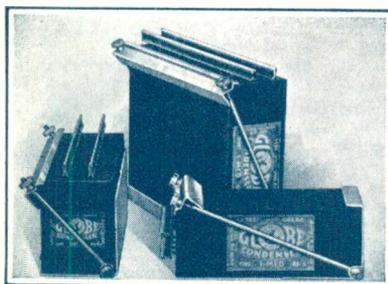
Radio Retailing, July, 1927

The illustrated mica variable condenser, known as the Micrograd, is being made by the Pilot Electric Manufacturing Company, Inc., 323 Berry Street, Brooklyn, N. Y. According to its manufacturer it can be used as a neutralizing and balancing condenser, as a variable grid condenser, as a series antenna condenser, and in connection with a radio frequency coil as a wave trap. Its active plates are constructed so as to give uniform variation of capacity. Adjustments are made by simply turning the knob which by changing the pressure increases or diminishes the distance between the plates. The device is enclosed in a Bakelite molded case. It is made in three sizes: .000008—.00006; .00005—.00005; and .00015—.0012.

Condenser Block

Radio Retailing, July, 1927

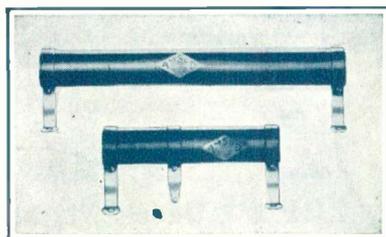
The Globe Art Manufacturing Company, 69-77 Winthrop Street, Newark, N. J., is marketing a bank of condensers called the Farapack. Each unit of this bank is a 1-mfd. condenser. Banks are held together by metallic brackets. The pack is easily tapped for any capacity, and combinations of any desired capacities can be made at will. The condensers are labeled for capacity, and are marked with the a.c. and d.c. voltages and tests they have passed.



Power Resistors

Radio Retailing, July, 1927

For use with power devices, the illustrated Amsco Metaloid power resistor has been developed by the Amsco Products, Inc., Broome and Lafayette Streets, New York City. The resistance falls off as the current increases, according to the manufacturer. These resistances are made in wattages from one to sixty for baseboard and panel mounting. Two and five watt resistors can be obtained for plug-in mounting. The resistor element is formed on an Isolantite base. Intended retail prices range from 50c. to \$2.75.



Wave Trap

Radio Retailing, July, 1927

A wave trap is being manufactured by the Radio & Electric Company, 232 South 12th Street, Lincoln, Nebraska, which has over-all measurements of 5 1/2 in. x 5 1/2 in. x 6 1/2 in. The cabinet is finished in dark mahogany or walnut, but a special finish may be obtained, if desired, at a slight additional cost. This device is fully guaranteed in every way by the manufacturer and has an intended retail price of \$10.

25 Cycle Power Unit

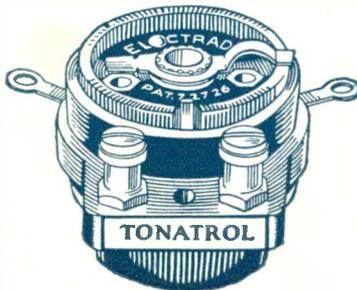
Radio Retailing, July, 1927

The Crosly Radio Corporation, Cincinnati, O., announces a 25-cycle a.c. power unit adapting their socket power receivers for use in communities that are not supplied with 60-cycle current.

A Tone and Volume Control

Radio Retailing, July, 1927

A device, called the Tonatrol, for controlling tone and volume, has been placed on the market by Electrad, Inc., 173-175 Varick Street, New York City. It is neat in appearance and has an outside knob of bakelite. The Tonatrol is made in two types: Standard and W. S., with filament switch attached. Tonatrol Standard is priced at \$1.50 and Tonatrol W. S. at \$2.



AC Tubes

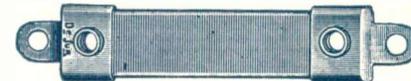
Radio Retailing, July, 1927

The Northern Manufacturing Company, 365 Ogden Street, Newark, N. J., is now in production on the "Marathon AC 608" tube. This operates on 6 volts and draws 1 amp. A plate voltage of from 45 to 200 may be used with the tube. This tube is of the well known heater type, the additional terminals being located at the top of the base. The company supplies transformers for lighting the filaments to the dealers and when the customer buys five of these tubes he gets one transformer free. The intended retail price is \$6.50.

Speaker Filters

Radio Retailing, July, 1927

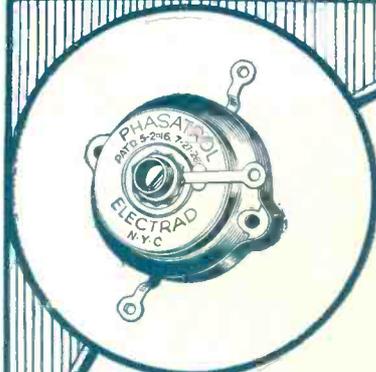
Craftsman Radio Products, 9 Orchard Street, Newark, N. J., is manufacturing a line of filters to protect the speaker windings against magnetic saturation when power tubes are used in a receiver. Model H, which is shown here, will carry as high as 500 volts. It is finished in crystal brown, and has an intended retail price of \$4.50. Model L, which will soon be placed on the market, is designed especially for voltages from 90 to 250. It has the same price and finish as Model H. In preparation is a smaller filter to be known as Model D that will fit inside most sets and will stand up to 250 volts. Intended retail price is \$1.



Wire Wound Resistances

Radio Retailing, July, 1927

High grade resistance wire and vulcanized fibre are used in the resistances illustrated here, made by the De Jur Products Company, 199 Lafayette Street, New York City. Loose wiring and short circuits are claimed by the manufacturer to be eliminated by a special process of embedding the wire in the fibre. These windings are made from 1/2 to 1,000 ohms per inch. The resistances can be furnished to specifications up to 6 foot lengths, and for any special design, resistance, ohmage or carrying capacity.



Licensed by Rider Radio Corporation
Patented 5-2-'16.
Patented 7-27-'26
and Pats. Pending.

Attention Dealers!

PHASATROLS

A True Balancing Device for Radio Frequency Amplifier
List Price, \$2.75

Everywhere Phasatrols are going big—because of their amazing results in stopping radio frequency oscillations and simplicity of installation. Forceful advertisements and news articles in leading publications are creating a big and growing demand. If you are not already stocked, place your order for Phasatrols *now*. There's real profit in this new Electrad instrument. Booklet showing its easy installation in leading popular circuits and standard receivers free on request. Write for it.

Dept. 82 A 175 Varick St., New York, N. Y.

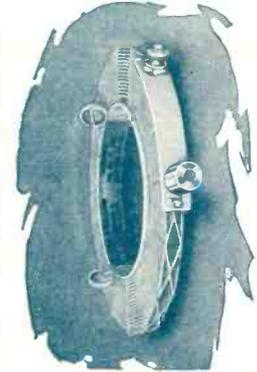
ELECTRAD



FROST-RADIO DE LUXE APPARATUS

IN the new Frost-Radio De Luxe Line are the superb NEW De Luxe Metal Frame and Bakelite Rheostats, with resistance wire wound on flexible Bakelite (not fiber), and the new De Luxe Metal Frame and Bakelite Rheostats with combined filament switch. Also you will find the new Frost-Radio De Luxe Variable High Resistance Units, with and without switch, and the De Luxe Fixed Resistances, all are fast-selling items. Your jobber can supply you. Get in touch with him today.

HERBERT H. FROST, INC.
Main Offices and Factory:
ELKHART, IND.



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



SM

Amplification for Phonograph or RADIO



THE new series of Silver-Marshall Unipacs will furnish a stage of the finest power amplification ever offered to any radio receiver, B power supply to any set, or they will serve as complete light socket operated phonograph amplifiers for converting any talking machine into the latest type of electric phonograph. Prices of different models range from \$57.00 for a medium power amplifier to \$79.25 for the most powerful of radio and phonograph amplifiers.

See your dealer for complete data.

SILVER-MARSHALL, INC.
870 West Jackson Blvd., Chicago, U. S. A.

YOUR AD HERE

Will have the attention of central stations and the large users of electricity among industrial plants—the widest field of prospects for electrical repair, maintenance and installation services that can be reached through any one publication.

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!

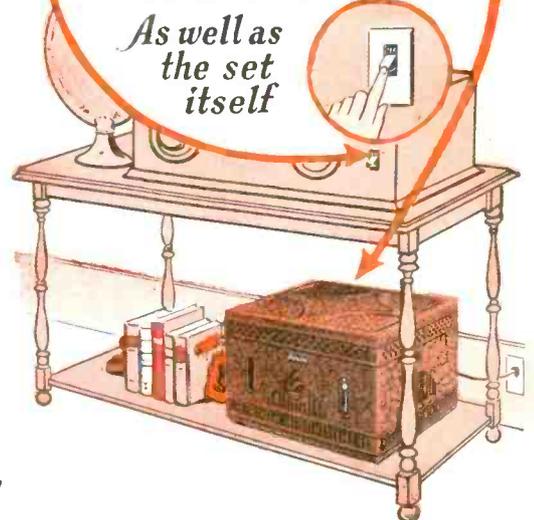
And now for this year brand-new 1928 Models! Super-power for Power Tubes! Lower Prices! National Broadcasting! \$1,000,000 Advertising Appropriation! Complete New and Original Selling Plans!

And NOW we will proceed to tell you the entire story.

*Your
Radio Set Switch
Controls
Everything*

*~Your A Power
~Your B Power*

*As well as
the set
itself*



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

Radio (AB) Socket Power

Runs Any Standard Radio from the Electric Current!

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

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.



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.

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
WJZNew York
KYWChicago
KDKAPittsburgh
WBZSpringfield, Mass.
WBZABoston

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.



PHILCO 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.

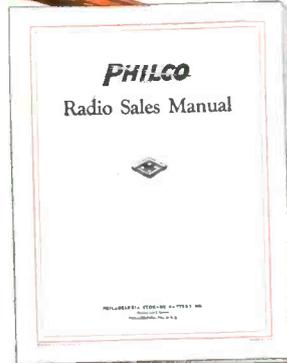
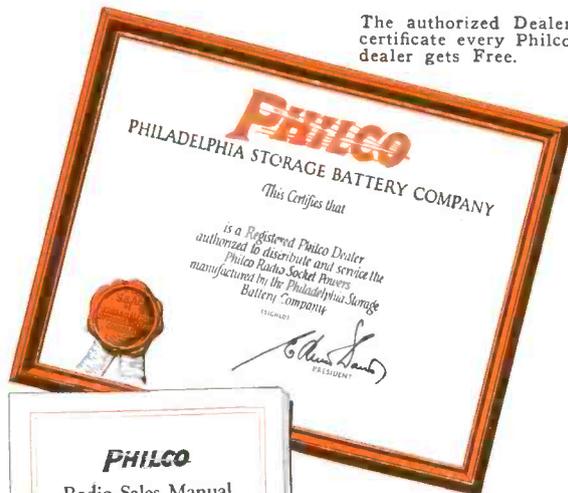
Get Your Dealer Franchise Just as Early as Possible

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-C

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



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

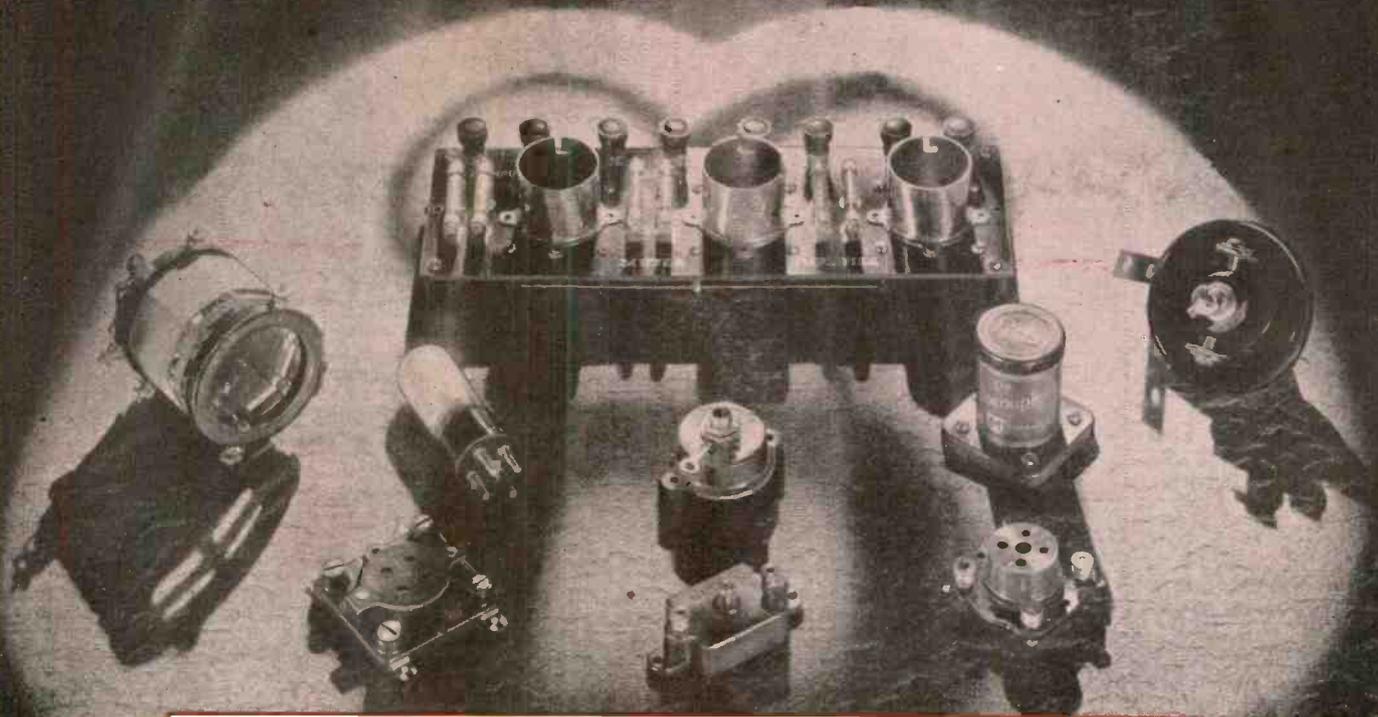
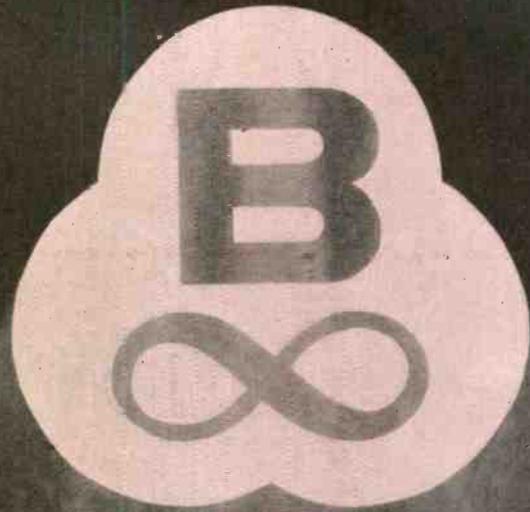
Cut out this Coupon

It's on the back of this space. It's worth a lot of money to you. But it costs you absolutely nothing!

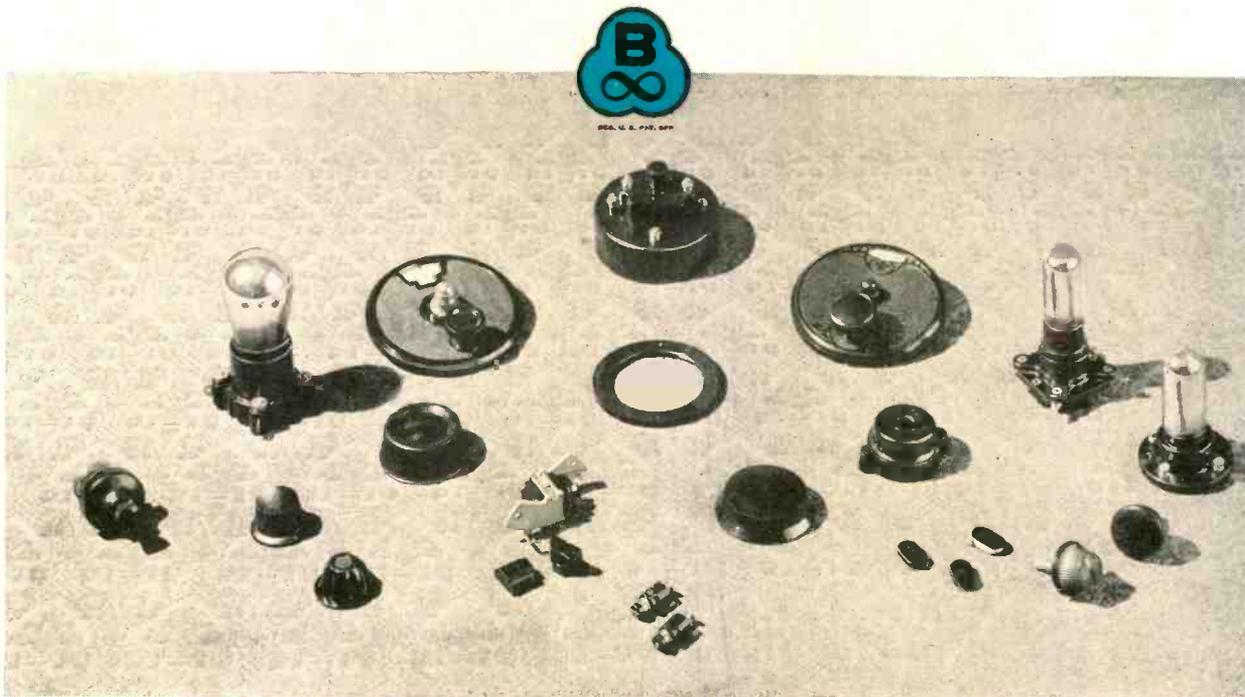
Everything in this wonderful sales plan is FREE to you. The Coupon will bring everything to you in a hurry.

Mail it TODAY!

GO Radio **AB**
Socket Power
Radio from the Electric Current!



TO GIVE the Radio Trade some idea of the manifold ways in which **BAKELITE** Materials are contributing to radio development, a number of leading manufacturers have co-operated with the Bakelite Corporation in presenting the story told in the succeeding pages



Bakelite Molded *promotes radio sales*

EVERY dealer in radio sets and parts knows that the public demands more than clarity of reception and true tonal qualities; it also insists upon refinement of design and beauty of finish.

Throughout the whole period of the development of radio receiving sets by both amateur and manufacturer, Bakelite Molded has been depended upon to provide the insulation properties essential for excellent performance. It has so completely met the needs of radio that it has long been the standard radio insulation.

Bakelite Molded combines with its high insulation value a beauty of color and finish which is lasting and undimmed by time, exposure or handling. With Bakelite Molded practically any desired form can be reproduced with absolute fidelity, even to the delicate modeling of ornamental designs. It is because Bakelite Molded is the only material that combines all of these numerous advantages that it pays the dealer to make certain that the radio sets he handles are Bakelite equipped, that accessories and parts are of Bakelite Molded. It means more sales and satisfied customers.

BAKELITE CORPORATION

247 Park Ave., New York, N. Y. Chicago Office: 635 W. 22nd St.
BAKELITE CORP. OF CANADA, LTD. 1163 Dufferin Street, Toronto, Ont.

BAKELITE

THE MATERIAL OF  A THOUSAND USES



Bakelite Laminated for panels, strips and tubing

RIGID strength combined with high insulation value, permanent color and lustre, and chemical inertness in all climates and at all seasons, are properties possessed by Bakelite Laminated that have made it the most widely used material for panels, strips and tubing.

Because Bakelite Laminated panels are strong, rigid and will not "cold-flow," heavy radio parts may be firmly mounted upon them, with the assurance that they will remain in alignment. This same rigid strength makes Bakelite Laminated the most satisfactory insulating material for binding post strips, coil mountings and other radio uses.

For the front panels of radio sets Bakelite Laminated is available in black, in a variety of finishes that accurately reproduce the color and grain of mahogany, walnut and other hard woods, and also in verichrome, a process which makes possible the permanent reproduction of original designs in color and in silver and gold.

Radio dealers may identify genuine Bakelite Laminated by anyone of the following trade-names, and only by specifying one of these brands is it possible to obtain Bakelite Laminated.

Dilecto Spaulding **FIBROC** **Micarta** **FORMICA** **PHENOLITE**

BAKELITE CORPORATION

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

BAKELITE

THE MATERIAL OF  A THOUSAND USES



Registered Trade Mark, symbolic of the sturdy dependability of Gold Seal Radio Tubes

The Trade Mark of POWER

—the profit-power of these superior quality tubes—the quick selling power of aggressive national advertising and merchandising—the business-building power of uniform reliability backed by a worth-while guarantee. Gold Seal Radio Tubes are made in our own plant, the largest American factory devoted exclusively to radio tube manufacture. You can bank on their reputation—it means permanent profits for you.

GOLD SEAL ELECTRICAL CO.
INCORPORATED
250 PARK AVE. NEW YORK

Jobbers—some valuable territory still open. Write for details of our attractive proposition.

Gold Seal Radio Tubes

All Standard Types

BAKELITE
THE MATERIAL OF A THOUSAND USES

All Standard Types



Type GSX-213
Rectifier tube, designed to accomplish full wave rectification of alternating current (a. c.) to direct current (d. c.)
List price \$5.00



Type GSX-216B
For use in battery eliminator to rectify alternating current — advantageous in supplying the higher current required by power tube equipped sets. List price \$7.50



Type GSX-201a and Gs-201a
The popular general purpose type, for amplifier or detector. Long life and high efficiency
List price \$1.75

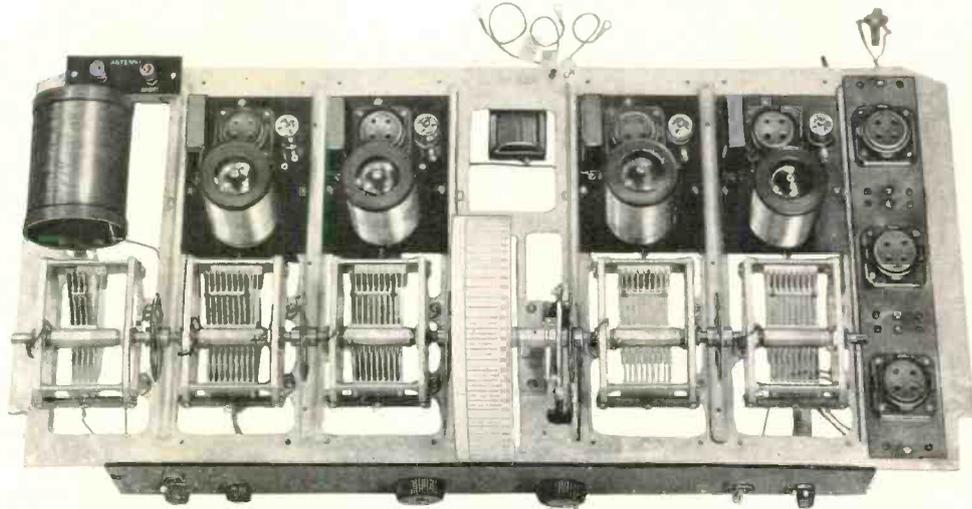


Type GSX-171
High power tubes for use in last stage of audio amplification give increased volume. List price \$4.50

B-T Bremer Tully

"Pioneers of Better Tuning"

Counterphase Eight



Built for Enduring Service

The Most Successful Radio is merely the highest refinement of design, circuit, workmanship and material.

In the B-T Counterphase the adaptability of Bakelite, the lightness and strength of aluminum and the enduring qualities of copper and brass are combined thru B-T skill and experience into an instrument of un-

questioned leadership;—*NONE STANDS HIGHER.*

Every B-T product has been an outstanding success,—every essential part of the Counterphase is B-T design and manufacture,—and the B-T Dealer Franchise never before had half its present value.

Don't miss an opportunity,—write today for details.

Bremer-Tully Mfg. Company

520 So. Canal St.

Chicago, Ill.



Other Models as low as \$110

BAKELITE

THE MATERIAL OF  A THOUSAND USES

ONE-DIAL PROFIT MAKERS *For 1927*

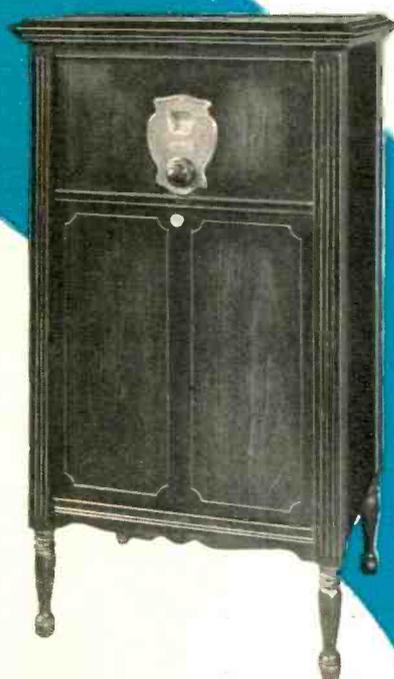


Model A—Exquisite two-toned Walnut cabinet, 6 tubes, perfected one-dial control for either Battery or A and B Eliminator operation.

\$75.00

INSIDE as well as out, the Shamrock is as nearly perfect as skilled hands can make it. *Performance* is the test of any receiver—and *performance* has given Shamrock the reputation for the finest one-dial set on the market today.

If that sounds too enthusiastic, all we ask is that you hear it and compare it with the highest-priced receivers. You're the judge and the jury!



Model B—Genuine 5-ply Walnut cabinet, perfected one-dial control, 6 tubes with full door as illustrated or open grill to take any standard cone or loudspeaker.

Complete.....\$98.50

SHAMROCK

RADIO SETS

PROVEN FIRST BY PERFORMANCE

BAKELITE

THE MATERIAL OF A THOUSAND USES

—and now standardization

—a new service in laminated Bakelite . . . A real engineering service, where *known* requirements meet *known* performance. A service that builds laminated Bakelite around your production and service problems, rather than attempting to fit your needs to a “stock” quality.

When it is all said and done, all laminated Bakelite is fundamentally the same . . . It is all a combination of Bakelite resins with fibrous material . . . But—*beyond that point all laminated Bakelite is different!*

The difference may be in the selection of the fibrous base; or in the density or quantity of the resin . . . In the time or temperature of the “cooking”; or in the pressure used in the lamination . . . Any one of a score of things.

And any slightest difference in any smallest detail in the process of manufacture produces a very marked difference in performance quality.

In our laboratory files we have recorded formulae for more than a hundred different grades and qualities of Phenolite—and each variation in grade or quality is the result of some slight change in the detail of manufacture . . . Each is built to meet a particular demand.

Tell us what you want laminated Bakelite to do for you—the conditions of production and service it must meet . . . Our chemists will be very glad to work with you in the development of a formula that will give you exactly the result you require.

Phenolite . . . It is more than a product—a great deal more. It is a service—where *known* requirements meet *known* performance.

NATIONAL VULCANIZED FIBRE CO.
Wilmington, Del., U. S. A.

New York
Chicago
Philadelphia
Boston
Detroit

Los Angeles
Pittsburgh
Cleveland
St. Louis
San Francisco
Milwaukee

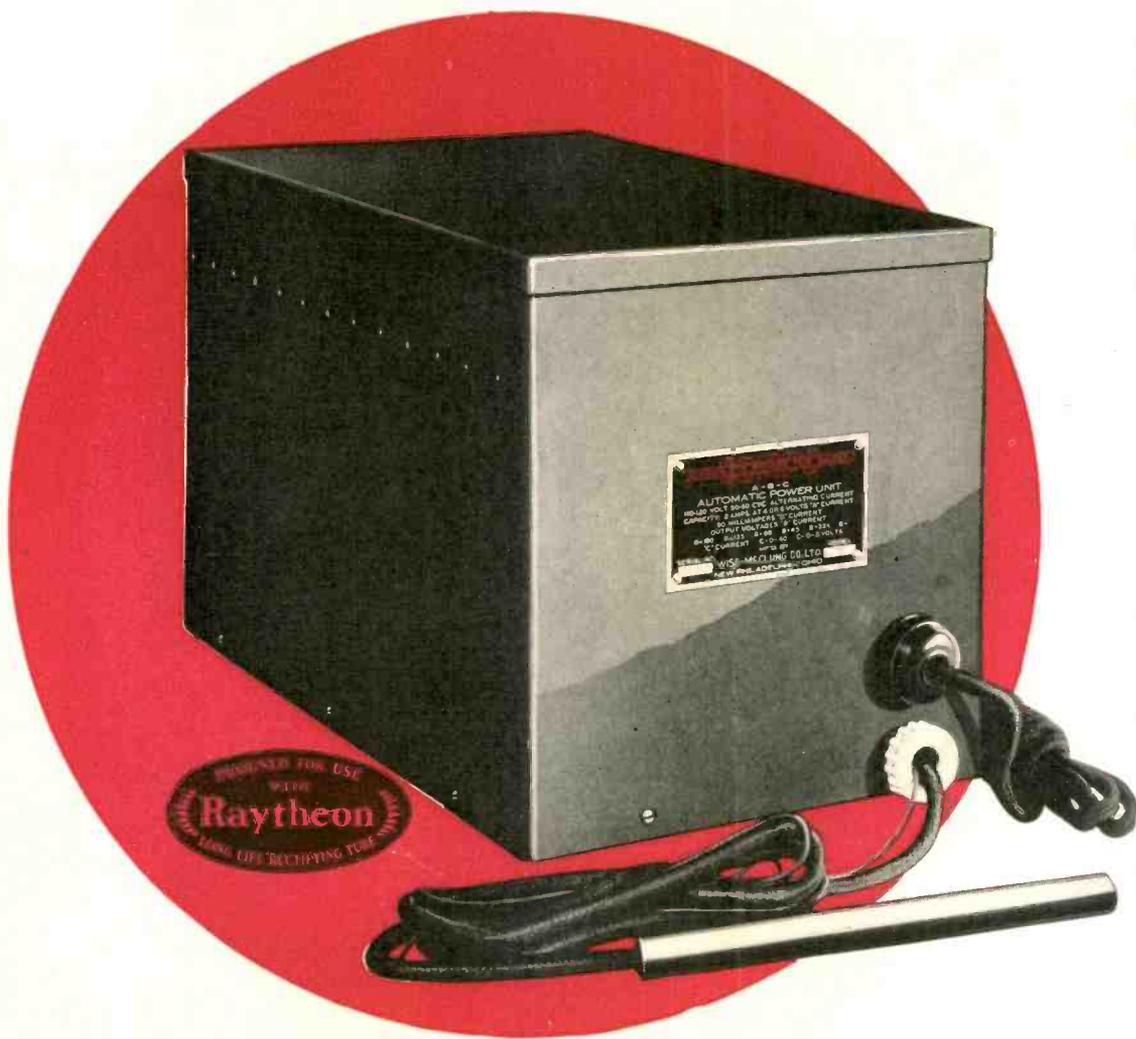
Baltimore
Rochester
New Haven
Seattle
Birmingham
Greenville

Portland
Toronto
Paris
London
Sydney

PHENOLITE
Reg. U.S. Pat. Off.
Laminated BAKELITE
SHEETS: RODS:TUBES:SPECIAL SHAPES

BAKELITE

THE MATERIAL OF  A THOUSAND USES



A-B-C Power Unit — Complete

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 to 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

BAKELITE

THE MATERIAL OF  A THOUSAND USES

Radio Retailing, A McGraw-Hill Publication

Three Fast Selling Quality Radio Accessories

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.

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.



THE COMPO "BC"

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.

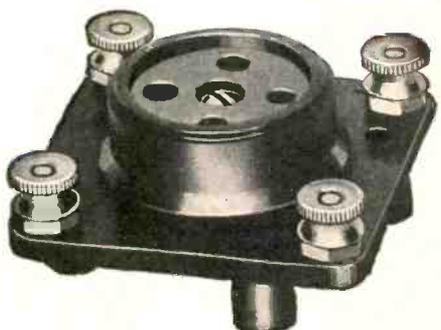
Write or wire for information.

The Wise-McClung Co., Ltd.
New Philadelphia, Ohio

BAKELITE

THE MATERIAL OF  A THOUSAND USES

KELFORD RADIO PRODUCTS



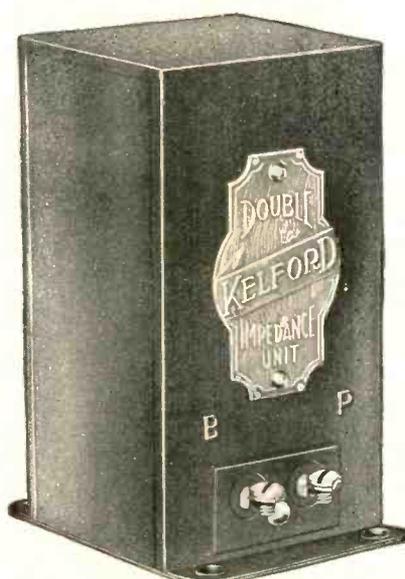
"KELFORD" No. 190 Cushion
Tube Socket



"KELFORD" No. 184 Resistance Coupled
Amplifier



"KELFORD" No. 280 Hy-Amp
Resistor



"KELFORD" No. 240 Double
Impedance Unit



"KELFORD" No.
208 Combination
Rheostat and Bat-
tery Switch



"KELFORD" No.
204 Air-Cooled
Rheostat

For its high insulating efficiency
—for its permanence and for its
lasting beauty, *Kelford* uses
Bakelite.

Radio Parts of Quality
MANUFACTURED BY

THE AMERICAN SPECIALTY COMPANY
BRIDGEPORT, CONN.

BAKELITE

THE MATERIAL OF  A THOUSAND USES

The "Power"
A B and C

Socket Power Unit
(NO BATTERIES)



\$47.50

Including
R.C.A. Tube
Ask your Jobber

THIS Unit manufactured by Harold J. Power, Inc. delivers 50 mils of current at 180 volts and provides the necessary A. C. voltages for operation of the new A. C. tubes if desired. Mr. Power has embodied in this unit every feature which his many years of experience shows are necessary in a radio device for permanent operation. The dealers opportunity to capitalize on this pioneer's radio experience is yours.

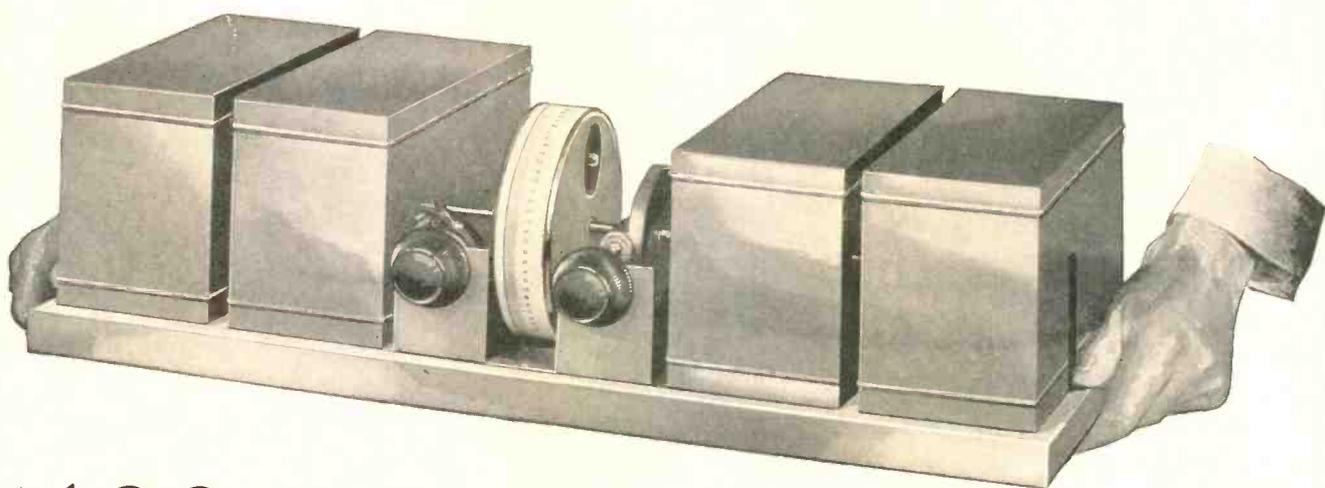
DELIVERIES IN AUGUST—ASK YOUR JOBBER

Harold J. Power, Inc.

Medford Hillside, Mass.

BAKELITE

THE MATERIAL OF A THOUSAND USES



\$100 more couldn't improve this WORKRITE Chassis!

YOU should see how this set is built. Then you'll understand why we can make this claim. Examine the reinforced all-metal chassis, electrically welded. Try the smooth, positive action of the single-dial tuning control, with its double friction ball-bearing drive. Hear the true-to-life reproduction of the voice at the microphone, made possible by WorkRite's specially designed system of sound amplification.

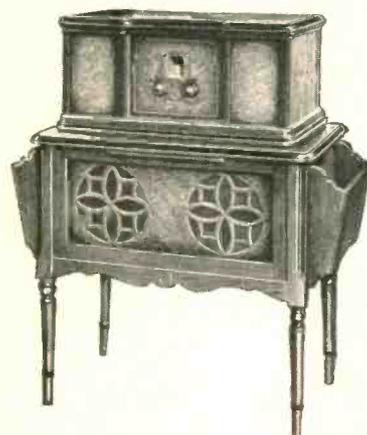
Easier Store Demonstration

Try out this WorkRite 37 in your store, even if it be located in the heart of the downtown district. You can do this only because WorkRite is shielded with copper, the most costly, but the only metal that keeps out "strays" and sharpens up the tuning to a degree that you can easily ferret your way among the mass of locals through to the distance beyond.

Think what all this means to you! Easier sales. Continuously reliable reception. Elimination of set noises. No breakage in shipment. Satisfaction to your customers and a huge reduction in servicing costs.

The popular price of this WorkRite 37 makes it a wonderful buy and offers you an opportunity to establish yourself as the leading radio dealer of your community.

WorkRite discounts are liberal and, coupled with low servicing costs, assure you a handsome profit on your year's sales. Write to our Sales Department for further information.



WorkRite Features that Class it with Radio's Finest Sets

Chassis: 8-tube circuit, including one Power Tube. Single drum dial illuminated from inside, calibrated in K. Cs. Special audio amplification producing perfect tone quality yet retaining great volume. Low current consumption.

Cabinet: Latest Style in Furniture Design—Walnut with burl maple panels.

WorkRite 37 ----- \$160.00
With table as illustrated \$205.00

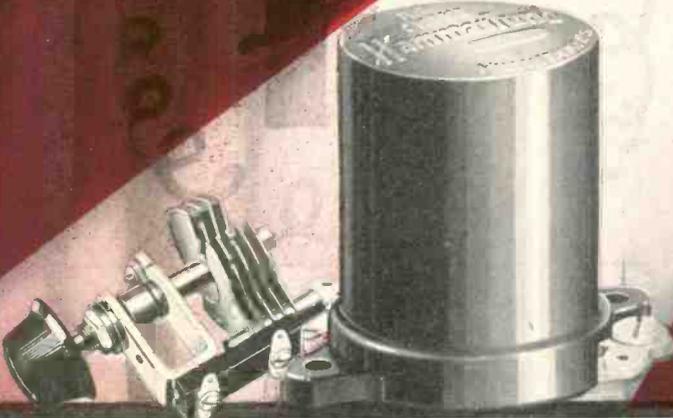
WORKRITE
FULLY SHIELDED

Manufactured by
THE WORKRITE MFG. CO.
 1812 E. 30th Street
 Cleveland, Ohio

Sales Department
THE ZINKE COMPANY
 1323 S. Michigan Blvd.
 Chicago, Ill.

BAKELITE

THE MATERIAL OF A THOUSAND USES



Two New Quality Products *by the makers of the famous* **Hammarlund Condensers**

The New Hammarlund R. F. Choke

MODERN engineering practice has proved the value of radio frequency chokes for confining R. F. currents to their proper channels, thus preventing unbalanced circuits and consequent distortion.

This is a *quality* idea, well founded in principle and ideally exemplified in the use of the new style Hammarlund Choke in Bakelite case. Made in two sizes: 85 and 250 millihenries, effective over the entire broadcast and amateur wave-bands.

Wherever radio is known throughout the world, Hammarlund's reputation for precision quality is recognized. No other introduction is required for these two worthy new members of the Hammarlund radio family.

Write for Literature

HAMMARLUND MANUFACTURING CO.
424-438 W. 33rd Street, New York City

An Improved "Hammarlund Jr."

THE famous Hammarlund Midget Condenser has been structurally improved by simplification. The new "Hammarlund Jr." has all essential features of the former model—soldered brass plates, aluminum frame, Bakelite insulation, one-hole or baseboard mounting.

In addition, it is equipped with a rotor lock. The tightening of a set-screw locks the rotor in any position—an important advantage when used for neutralizing. Four sizes. Equipped with Bakelite knob.

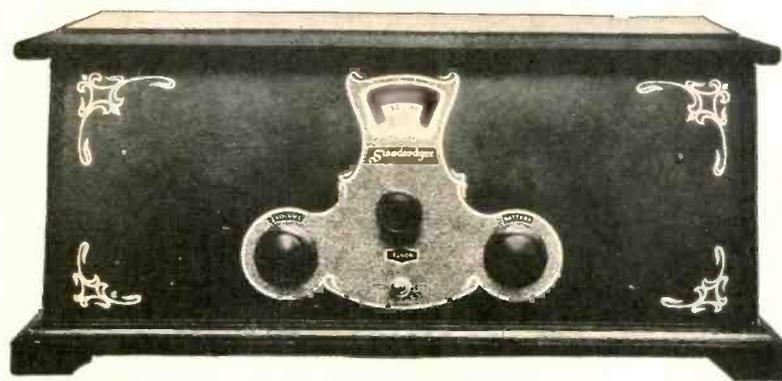
For Better Radio
Hammarlund
PRECISION
PRODUCTS

BAKELITE

THE MATERIAL OF  A THOUSAND USES

Standardyne

*“The World at
Your Finger Tips”*



WE USE BAKELITE

THE latest “S-27,” as illustrated, offers to the Radio audience an outstanding success in One Dial Receivers. It possesses extraordinary qualities of selectivity, volume and power range. A notable feature is the Vernier dial arrangement which aids in close tuning.

Your Ear Will Insist on Standardyne

All working parts are compactly housed in the mahogany rubbed cabinet, which has panel control similar to an automobile instrument board.

Specifications—6 Tubes, 1 Dial Control, Speedometer Dial Settings, 3 Stages Tuned Radio Frequency, 2 Stages Transformer Coupled Audio, Special Standardyne Transformers, Pin Jacks Eliminating Panel Speaker Jacks, Provision for Pin Jack Voltmeter, Auxiliary Volume Control for Weak Signals, Metal Panel Shielding. Dimensions—Height, 9¼ in., Length, 9¼ in., Width, 20 in. Retail Price, \$49.50. Chassis may be obtained separately at \$45.

The “S-27” is made not only in the handsome table model, but in several console models, beautiful in design, harmonizing with any environment. Write for catalog.

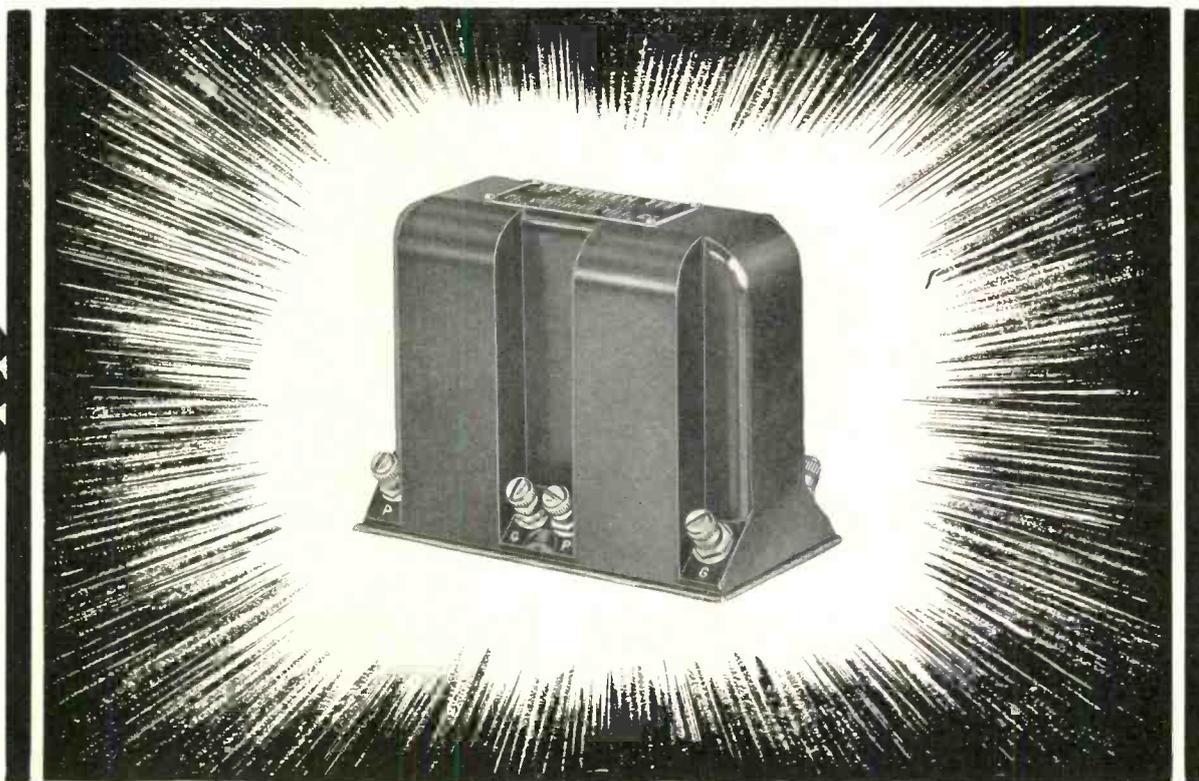
STANDARD RADIO CORPORATION, Worcester, Mass.

Ben Fink—General Manager

BAKELITE

THE MATERIAL OF  A THOUSAND USES

Radio Retailing, A McGraw-Hill Publication



Laboratory Precision in a Commercial Transformer

VICTOREEN Precision Radio Products

RF Transformer



Rheostat

Built with large number of turns of wire. Three terminals simplify wiring. Five resistances.

Price, \$1.20

Potentiometers 200, 400 ohms.

Price, \$1.50

Master Control Unit.



A compensating single control unit for sets using two or more condensers of equal capacity.

Price, \$19.50.

Extra Condensers, \$4.50 each.

Audio Control Unit.

Three rheostats of proper ohmage controlling detector and audio tubes.

Each, \$4.50



Five years of use by tens of thousands of fans have proved the merits of this Victoreen unit. Use No. 170 for storage battery tubes, No. 171 for dry cell tubes.

Price, \$7.00

Like other Victoreen products, this newest item is designed to meet a definite need in the radio field—the need for an instrument that will give wider tonal limits with exceptional freedom from distortion. This unit is the result of many months of laboratory research and experiment, during which time several new measuring instruments were invented to check the results of this and other transformers. Now we present as an achievement of laboratory precision, without a peer, the new

VICTOREEN—112 Audio Transformer Unit

There's a ready made market for this new transformer. Thousands of Victoreen fans will want one for use with their present Victoreen. Thousands of other fans will build Victoreen Supers this year and will incorporate this unit in their sets. And the use of this unit is not limited to Victoreen Supers alone.

At the reasonable price of \$22.00 this unit offers exceptional value to the customer and gives a substantial profit to you.

Investigate the Victoreen line now. Its business building possibilities will boost your sales during the coming season.

The GEORGE W. WALKER Co.
6528 Carnegie Ave., Cleveland, Ohio

VICTOREEN

PRECISION RADIO PRODUCTS

BAKELITE

THE MATERIAL OF A THOUSAND USES

MODEL
6-65



Cabinet:
All Aluminum

Finish:
Oxidized Bronze

8" x 15" x 7" high

The SHIELDED KNIGHT RADIO RECEIVER

Won a High Place Among Receiving Sets in
An Incredibly Short Time

Note These Important Sales Features:

*Totally Shielded
Single Control
The Utmost in
Selectivity*

Six Tubes. One Control. Three Stages Tuned Radio Frequency. Detector and Two Stages of Audio Frequency. The circuit is designed to accommodate a power tube in the last Audio Frequency Stage if so desired.

Exclusive cabinet design and finish. Exceptional tone quality.

\$65

*Complete with Cable
Less Accessories*

WHEN we decided to produce an outstanding receiver, we designed one deliberately to take a permanent place in a market already overcrowded. We knew that to accomplish this the receiver must fulfill present day requirements better than most sets do.

*There's over 20 years' experience in making and selling
quality electrical apparatus behind the*

Shielded Knight Radio Receiver

Only when certain of its exceptional efficiency was the SHIELDED KNIGHT announced. We started with vast experience and a thorough understanding of high class electrical apparatus. We began by working out the engineering problems, the production methods. We next attained a new standard in appearance. The result is a receiver of new and astoundingly different performance. If you want to share in the future of this exceptional product, do not delay.

WRITE FOR DETAILS

T. S. WITHERBEE CO., Inc.
WOOLWORTH BLDG.
NEW YORK
MANUFACTURERS

BAKELITE

THE MATERIAL OF  A THOUSAND USES

Radio Retailing, A McGraw-Hill Publication

We will Advertise in *Your* newspapers

TO HELP YOU SELL

The New **Cleartone**



Electric Radio Receiver

Real "Retail" radio newspaper ads! Written from the retailer's angle by advertising men who have made a success in the retailing of radio merchandise. Beautifully illustrated—packed with forceful selling facts on a proved AC set the New CLEARSTONE Electric Receiver.

A newspaper campaign of magnitude—ads which will *dominate* the pages of your local newspapers. You will get live-wire inquiries, quick sales, rapid "turnover" and splendid profits.

And the set is well worthy of such comprehensive advertising and sales effort. AC operation—Kellogg-McCullough AC Tubes—single vernier dial—flawless tone—controllable volume—superior selectivity. *Proved* by the public to be an efficient AC receiver.

The New CLEARSTONE and the 1927-28 advertising plan backing it is too large and too interesting to be explained here. Write us for particulars—no obligation—and you may be glad you investigated.

THE CLEARSTONE RADIO CO.

Division of

THE CINCINNATI TIME RECORDER CO.
Cincinnati, Ohio

Made by craftsmen who, for 30 years, have built fine hall clocks, time and job recorders and electric installations.



The CONGRESSIONAL

One of four handsome new designs in solid mahogany. Sold completely equipped with tubes and (excepting one model) with built-in speaker. Priced from \$195 to \$375.

It Happened at the Chicago Show

At Chicago we met a jobber who was skeptical—he had a right to be—plenty of A.C. sets displayed at the Show—but only purported to be "samples" to test demand. "Good!" he commented on the CLEARSTONE Electric, "but you'll never put it in production!"

"Whoa!" said the Clearstone man, "they're in production—we produced thousands last year which went to the trade—not a 'come-back'!" The skeptical, indulgent smile changed to a look of real interest.

He's signed up for the New CLEARSTONE now.

BAKELITE

THE MATERIAL OF  A THOUSAND USES

A *Marvelous* NEW BATTERY CHARGER

Representing the combined efforts of the Apco Manufacturing Company and one of the largest manufacturers of electrical products in the United States.

The **APCO** Automatic "A" Charger

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.

When the set switch is turned off the Charger takes up its task without being told, at a rate sufficient to keep the battery always in proper condition. A connection is provided for the use of a "B" Eliminator to operate automatically with the Charger relay.

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.

Where it can be used, genuine Bakelite is employed throughout the APCO Automatic "A" Charger.



APCO-MOSSBERG CORPORATION

**ATTLEBORO,
MASS.**

BAKELITE

THE MATERIAL OF  A THOUSAND USES

Radio Retailing, A McGraw-Hill Publication

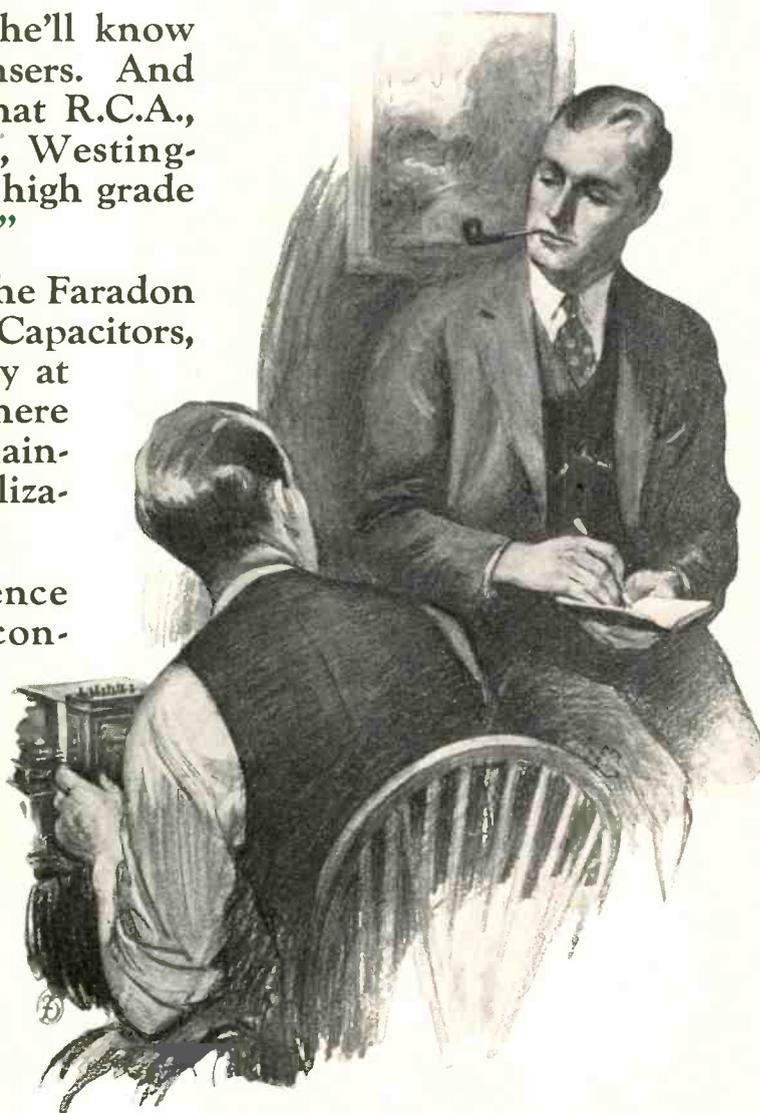
“Remember to ask him for Faradon!”

“If he’s a live dealer he’ll know they’re the best condensers. And he’ll probably know that R.C.A., General Radio Corp., Westinghouse and most other high grade manufacturers use ’em.”

Perfect protection for the Faradon Model M, Molded-in Capacitors, and also highest quality at required places elsewhere in the Faradon line, is maintained through the utilization of Bakelite.

Twenty years’ experience manufacturing fine condensers has produced a Faradon Capacitor specially designed for each particular purpose.

Your usual wholesaler can supply you if you are not already stocked. Write us direct for any descriptive matter desired.”



WIRELESS SPECIALTY
APPARATUS COMPANY

Jamaica Plain

Boston, Mass., U. S. A.

Established 1907

Faradon

673

Electrostatic condensers for all purposes

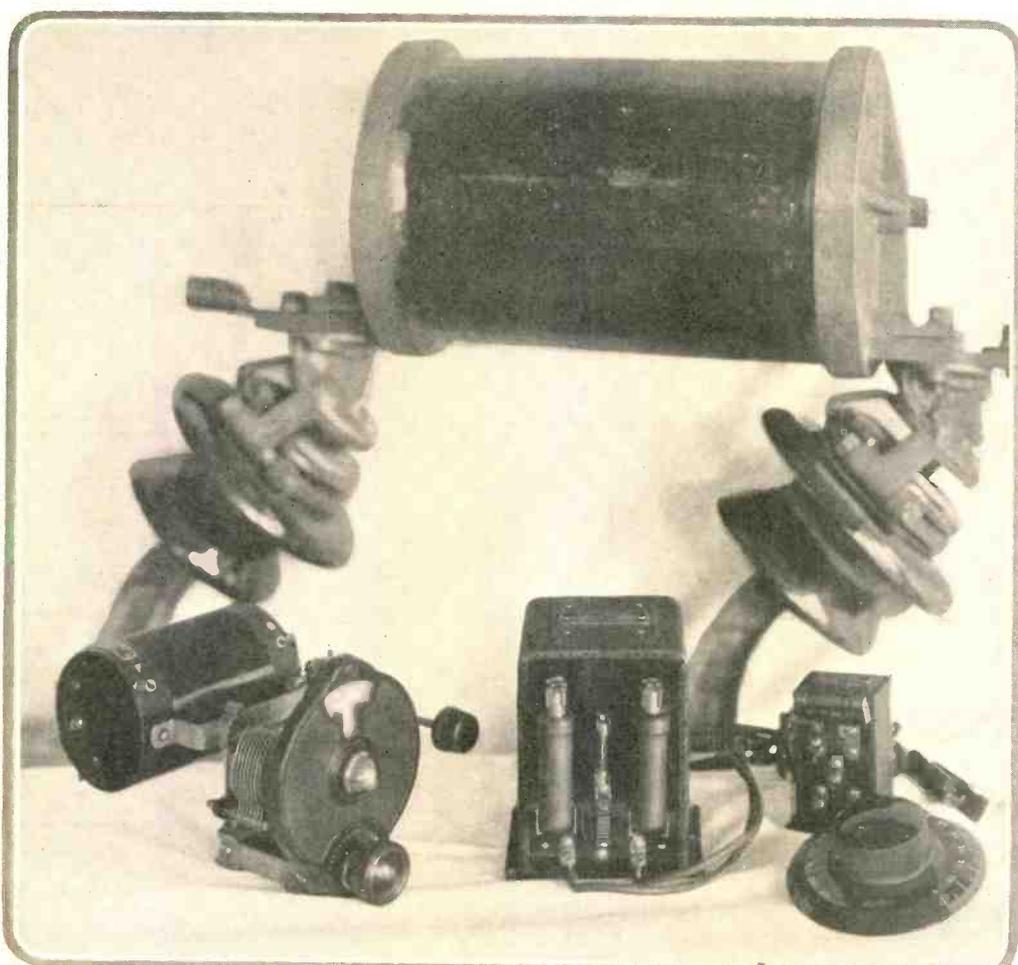
BAKELITE

THE MATERIAL OF  A THOUSAND USES

NATIONAL

RADIO and ENGINEERING PRODUCTS

Depend on BAKELITE



National Company Inc. is now at its new factory on Sherman, Abbot and Jackson Streets, Malden, Mass., with three times the floor space of its former factory in Cambridge.

Bakelite, beautifully moulded, forms the light and durable case of the NATIONAL Velvet-Vernier Dials. Bakelite panels carry the terminals of the NATIONAL Power Transformers, Tone Filters and Impedafomers. Heavy Bakelite Tie-Rods hold together the ends of the NATIONAL Reinforced Power Chokes with all the strength of steel, but yet with amply sufficient insulation to withstand line surges in excess of 20,000 volts. NATIONAL Radio and Power Engineering products are made to exacting standards. Bakelite plays its essential part in maintaining these standards.

National Company makes Heavy Duty B-Power Supplies, Power Amplifiers, Impedafomers, Variable Condensers, NATIONAL Velvet-Vernier Dials, Tone Filters and the famous NATIONAL BROWNING-DRAKE R. F. Transformers and Coils. Send for Bulletin RR-7.



BAKELITE

THE MATERIAL OF A THOUSAND USES

Radio Retailing, A McGraw-Hill Publication

A Big Surprise

**for the
Radio
Public**

Reprints of news item which appeared in the "Cleveland Plain Dealer"

Sets Built and Rebuilt to Liking With New Vari-Unit

WITH sectional bookcases, filing cabinets, etc., that may be rearranged and expanded as need arises the public is quite familiar, but the sectional radio receiver is something new. True, there were sets built in sections, some years ago, but each section would perform its own particular function and no other.

On the contrary, the Vari-Unit pictured here, as made by the Carter Mfg. Co. of Cleveland and introduced by George W. Walker, seems to have a bit of everything in its make-up.

By changing the setting of a multi-point switch inside the unit, and altering connections to fourteen binding posts at the back, the Vari-Unit can be made to serve readily as a stage of neutralized radio frequency, detector with or without regeneration, station selector, super-heterodyne first detector, wavemeter, etc.

One or more of the units used in conjunction with the Walker Audio-Unit, similar in form and external appearance, constitutes a complete receiving set of almost any desired size and type. Concealed bolts ordinarily are used to fasten the several components together, but they may be enclosed in a cabinet if desired.

The lithographed aluminum cases serve also as external and inter-stage shields. A new type socket makes possible the use of most modern tubes, including four-prong types lighted with alternating current, since the filaments can be connected either in series or parallel.

Each Vari-Unit, measuring 7x7x5 inches, contains a .00035 variable condenser, a .000045 midget socket, rheostat, universal socket, grid leak, fixed condensers, multiple switch and subpanel with mountings for interchangeable coils that cover the wave-band from 80 to 2,600 meters. Those furnished regularly are for the broadcasting range of 200 to 550 meters.

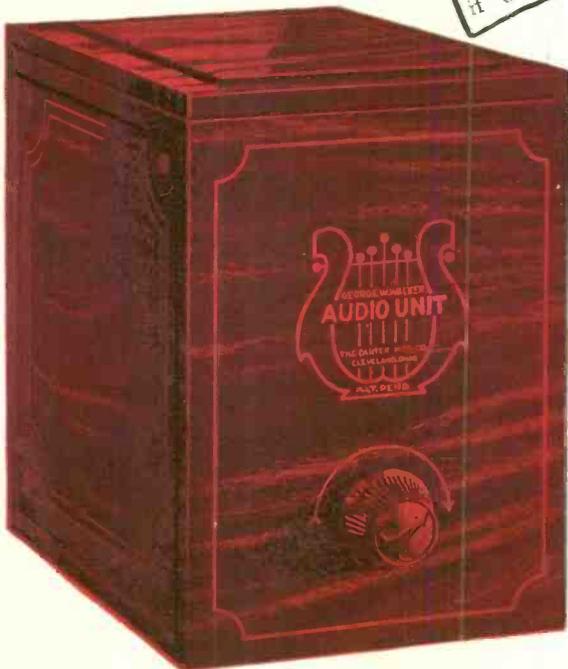
It is anticipated that the Vari-Unit will be used to a considerable extent with standard receivers either very long and very short waves. Use of a loop rather than aerial and ground usually would be recommended, according to Mr. Walker.

The Audio-Unit is available in two styles, one embodying the usual two transformer coupled stages, the other comprising one transformer stage with a stage of push-pull amplification, requiring one ordinary tube and two power tubes.

**Loop
or
Antenna
Any type tube
A.C. Storage-Dry Cell**

PRICES

- VARI-UNITList \$20.00
- AUDIO-UNIT (2 Tube)...\$20.00
- AUDIO-UNIT (3 Tube)...\$35.00



For distribution, plans, discounts etc., write to:—

The Carter Mfg. Co.
Mfrs. of George W. Walker Radio Products
6300 Euclid Ave. Cleveland, Ohio

BAKELITE

THE MATERIAL OF A THOUSAND USES



CeCo Manufacturing standards require that only the BEST of materials shall enter into the making of CeCo Tubes.

Therefore, bases of genuine BAKELITE are used exclusively.

You Expect More of CeCo and GET More!

Vigilant testing of all materials, critical inspection at every stage of manufacture assure the quality of every CeCo Tube.

Owing to these safe-guards and especially to our exclusive method of evacuation, CeCo Tubes are more uniform, steadier in performance and show an appreciably longer life.

CEC

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

BAKELITE

THE MATERIAL OF  A THOUSAND USES

A NEW IMPROVED UNIPOWER



Kathanode type batteries were first developed for submarines in European navies. With Kathanode design, porous mats of glass wool are placed next to the positive plates. They serve two purposes: first, they prevent disintegration of plates due to continuous charging or overcharging; second, they constantly draw fresh acid to the plates by capillary attraction, thus increasing power and efficiency of the battery. In radio operation the smooth even current supplied by Kathanode batteries is found to improve greatly the results given by any set.

The same reliable tested design ... plus KATHANODE

A new submarine type battery element gives Gould Unipower still longer life—and practically ends all service expense.

♦ ♦ ♦ ♦

Dealers have always sold Gould Unipower with full confidence in its reputation for perfect performance and reliability. The same time-tested design that won this reputation is retained in the new Unipower.

But in the hidden battery element is an important improvement—almost a sensational advance. Gould Kathanode construction—an exclusive feature, first

developed for Gould submarine batteries, is now applied for the first time to radio.

This latest advance greatly increases the life of Unipower, lessens care, reduces the chance of damage from careless or inexperienced operation, and improves the results from the set.

The new Gould Unipower appeals to both kinds of customers—those who know so little that they want “fool-proof” equipment; and those who know so much that they understand why Kathanode means a new standard of performance and durability. For full details write at once to The Gould Storage Battery Co., Inc., 250 Park Ave., New York City.

The new
IMPROVED

Unipower

A GOULD PRODUCT

BAKELITE

THE MATERIAL OF  A THOUSAND USES

The Royal Series AMRAD NEUTRODYNE



The Hastings, \$295

AC operated, \$395

Single dial control, 7-tube Console; operated by loop or antenna; fully copper shielded. Built-in cone speaker, mounted on special baffle board, gives exquisite and beautiful tone. The cabinet is one of the finest ever used for radio, with paneling of exquisitely etched croch walnut.



The Warwick, \$138

AC operated, \$238

6-tube Compact, completely shielded, single dial control, in fine walnut cabinet. Amazingly selective, with fine tone quality, operates on loop or antenna.



The Windsor, \$195

AC operated, \$295

7-tube Compact, pure one-dial control, extremely selective, operated on loop or antenna, all parts completely copper shielded.

THE extremely selective Amrad Neutrodyne Receivers—built in richly beautiful cabinets, and producing a rare and exquisite tone quality, will be introduced to the American public in a powerful advertising campaign in the *Saturday Evening Post* and other magazines, in daily newspapers, and direct by mail.

What this will mean in increased sales to every jobber and dealer who has an Amrad franchise is easily apparent.

Write today for full information regarding open territory and complete Amrad sales policies.

Address Sales Department

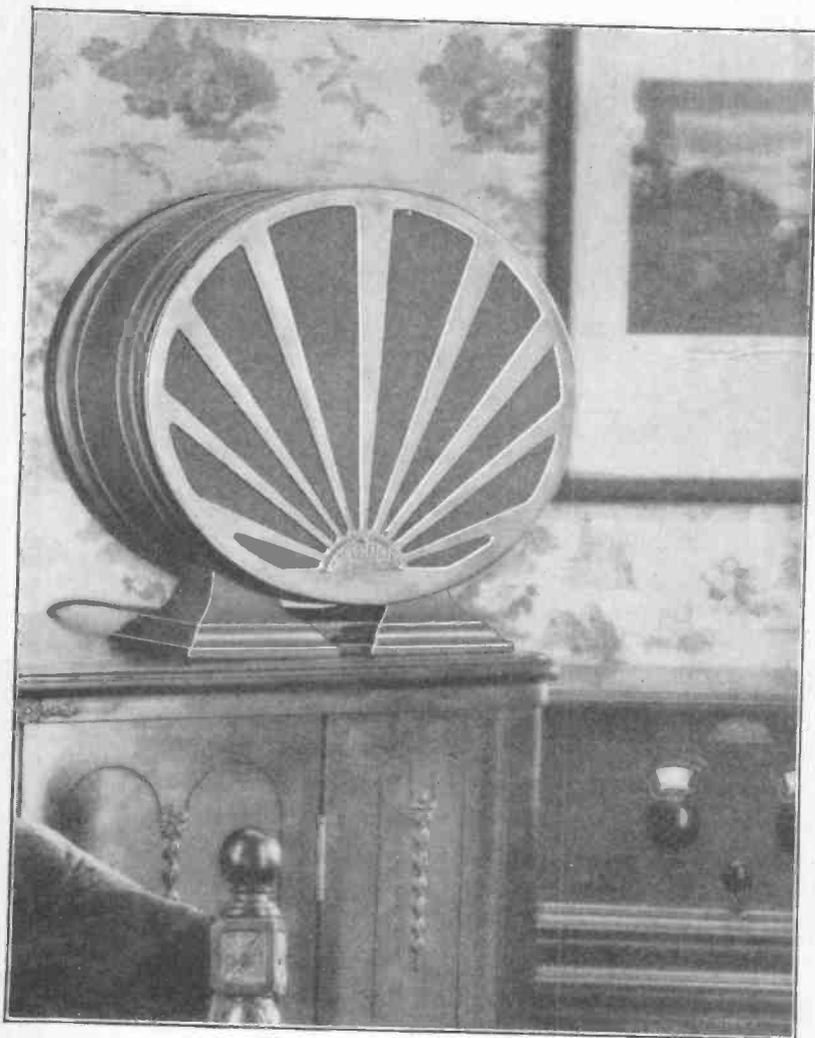
The AMRAD Corporation

Medford Hillside, Mass.

All Amrad Sets manufactured under full license protection of R. C. A., Hazeltine and La Tour patents.
(For the Crosley Radio Corporation.)

BAKELITE

THE MATERIAL OF A THOUSAND USES



A Better Radio Speaker . . .

By the builders of the famous Operadio

The Operadio Bloc-type Speaker is *entirely* new from start to finish. New in principle. New in design. There is nothing with which we can compare its re-creation except the singing or playing of the artists themselves. This new Speaker brings music which is a perfect likeness of the original. The mellow base of the organ or the high treble of the violin is re-created with such flawless realism that it seems the artists themselves are very near.

The full line of Operadio Speakers brings you one of the greatest values in the progress of true re-creation and acoustic perfection. And you can be one of the first to offer it and reap the sales. The price is reasonable. The quality the highest, and dealer-jobber co-operation unusual. Wire or write for details.

OPERADIO

(BLOC-TYPE)

SPEAKERS

MFD. BY
Operadio Mfg. Co.
700 East 40th Street
Chicago, Illinois

SALES DEPT.
The Zinke Company,
1323 S. Michigan Ave.,
Chicago, Illinois

Why it is better

Operadio Bloc-type Speakers are the result of five years' experience. Hundreds of experiments were required to develop this new degree of purity and volume in tone reproduction.

Stonite—an inert material

The Operadio tone chamber is fashioned in a solid block of "Stonite," an inert material that absolutely prohibits vibration and wave absorption. In this oval block of "Stonite" is an exceptionally long exponential air column. In the Junior Model, this tone chamber is 24" long. The Senior Model, shown here, has a 54" air column—nearly a five-foot horn. But decidedly better than a horn because "Stonite," due to its monolithic construction, absolutely eliminates vibration and distortion.

A new tone principle—

The exceptionally long air column of "Stonite" captures *every* note, amplifies and reflects it perfectly. "Stonite" makes all wave absorption absolutely impossible, thereby eliminating vibration and distortion.

Weights 25 pounds

The Senior Model Operadio Speaker weighs 25 pounds. Its weight and solidity is its greatest asset because it eliminates all vibration and distortion. The swelling throb of the organ, the treble note of the violin or the clear voice of the tenor is brought in with the original charm of each.

Dealers—hear it first!

The Operadio Speaker is living radio re-creation itself. It brings in the full round tones of the whole orchestration. But you must hear it—see it—to fully appreciate the long step which Operadio brings to radio.

DUDLO

MAGNET WIRE AND WINDINGS

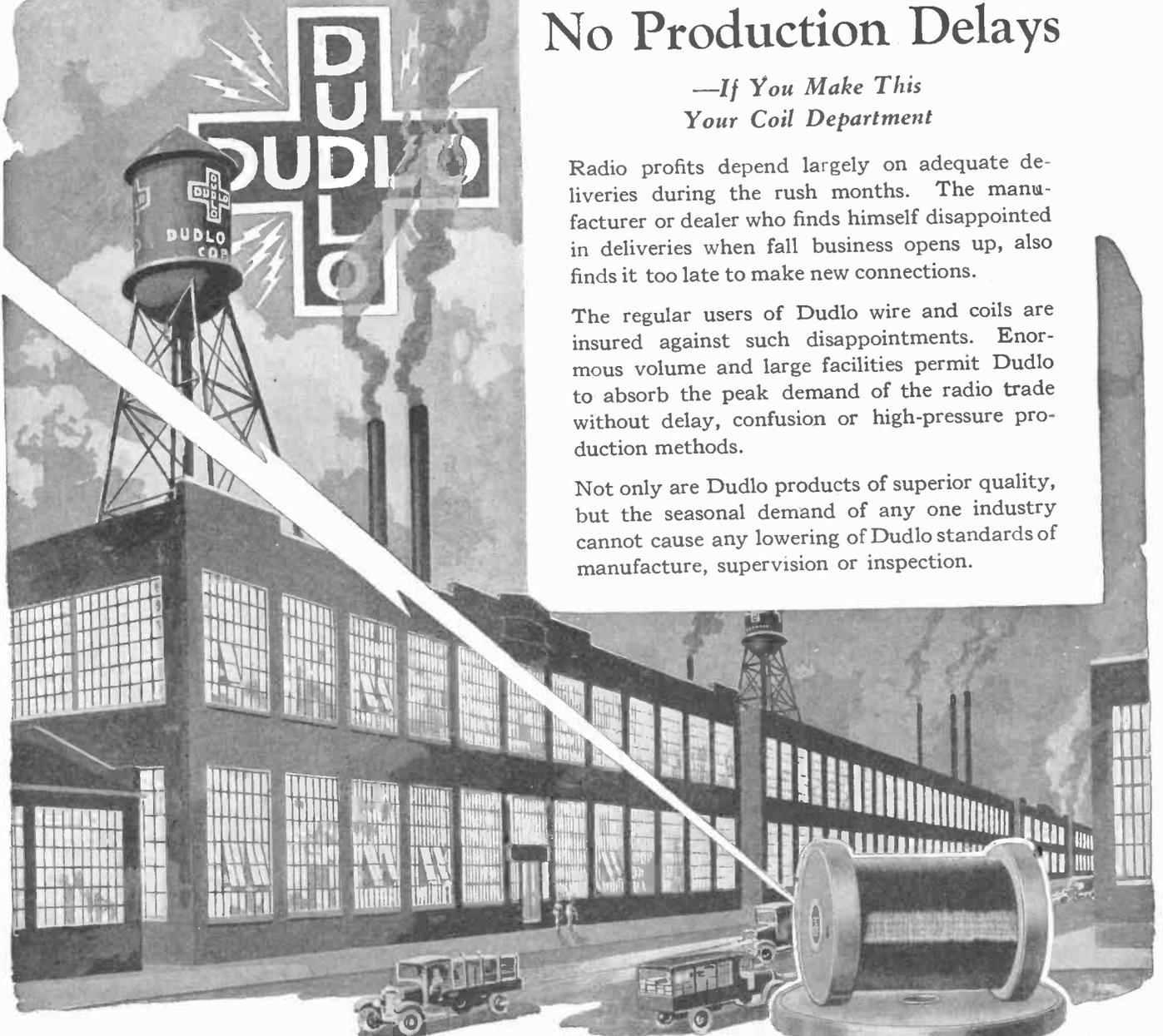
No Production Delays

*—If You Make This
Your Coil Department*

Radio profits depend largely on adequate deliveries during the rush months. The manufacturer or dealer who finds himself disappointed in deliveries when fall business opens up, also finds it too late to make new connections.

The regular users of Dudlo wire and coils are insured against such disappointments. Enormous volume and large facilities permit Dudlo to absorb the peak demand of the radio trade without delay, confusion or high-pressure production methods.

Not only are Dudlo products of superior quality, but the seasonal demand of any one industry cannot cause any lowering of Dudlo standards of manufacture, supervision or inspection.



*A partial view of the immense
DUDLO plants at Fort Wayne*

160 NORTH LA SALLE STREET
CHICAGO, ILL.

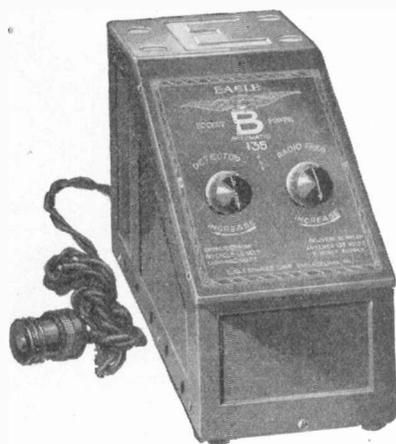
56 EARL STREET
NEWARK, N. J.

274 BRANNAN STREET
SAN FRANCISCO, CALIFORNIA

4153 BINGHAM AVENUE
ST. LOUIS, MO.

DUDLO MANUFACTURING CORPORATION FT. WAYNE, IND.

Automatic control! —supplied by EAGLE —demanded by the public



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 $5\frac{1}{16}'' \times 9\frac{3}{8}'' \times 8\frac{1}{2}''$.

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-POWR 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.

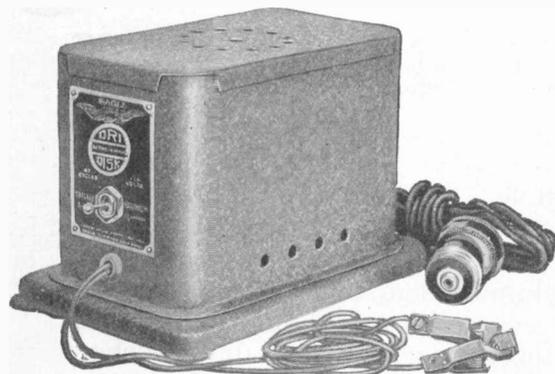
Runs perfectly cool in continuous operation.
Can be installed inside of cabinet.
No hum, heat or interference.



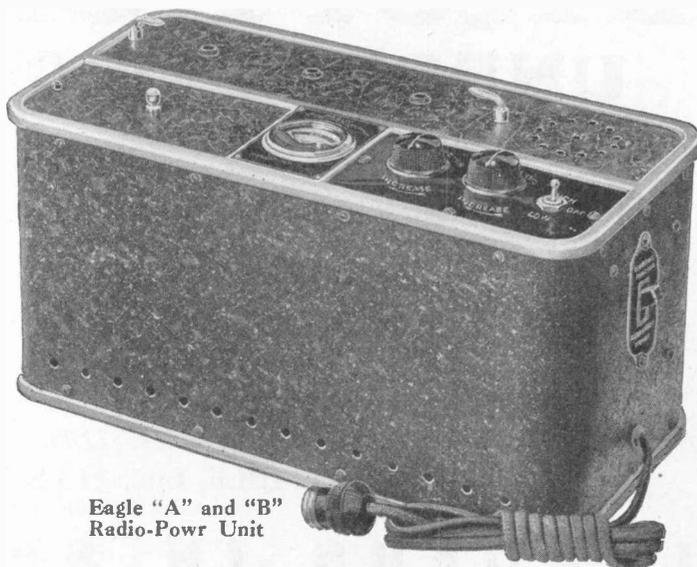
Eagle Socket "B" Power
180 Volts

EAGLE CHARGER CORPORATION

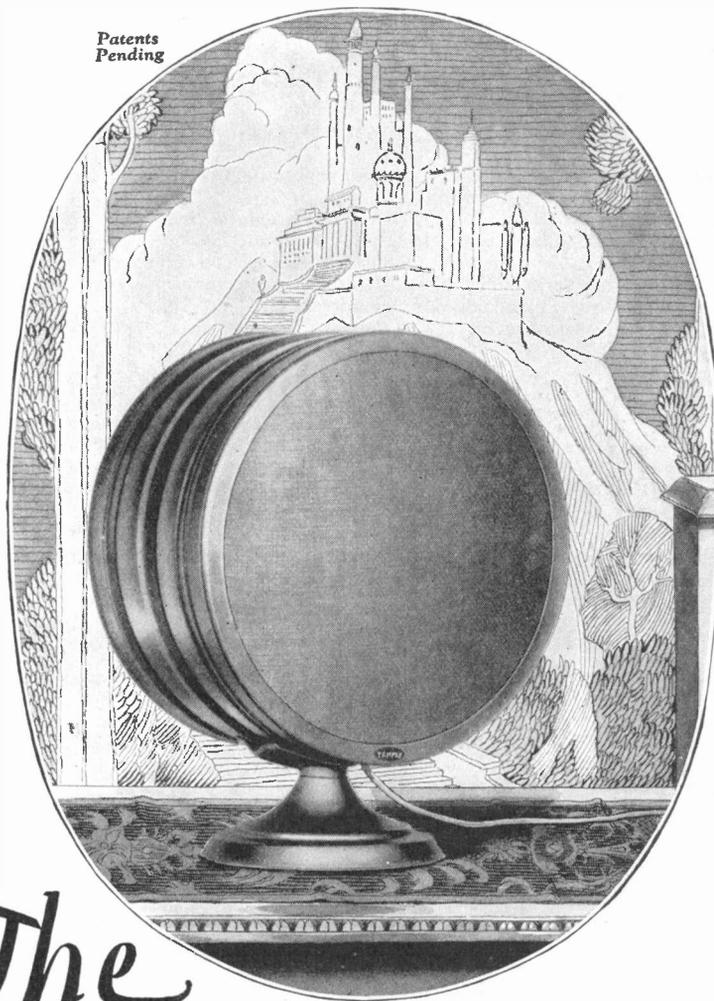
121 North 8th Street, Philadelphia, Pa.



Eagle Dri-Disk Battery Charger



Eagle "A" and "B"
Radio-Powr Unit



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-

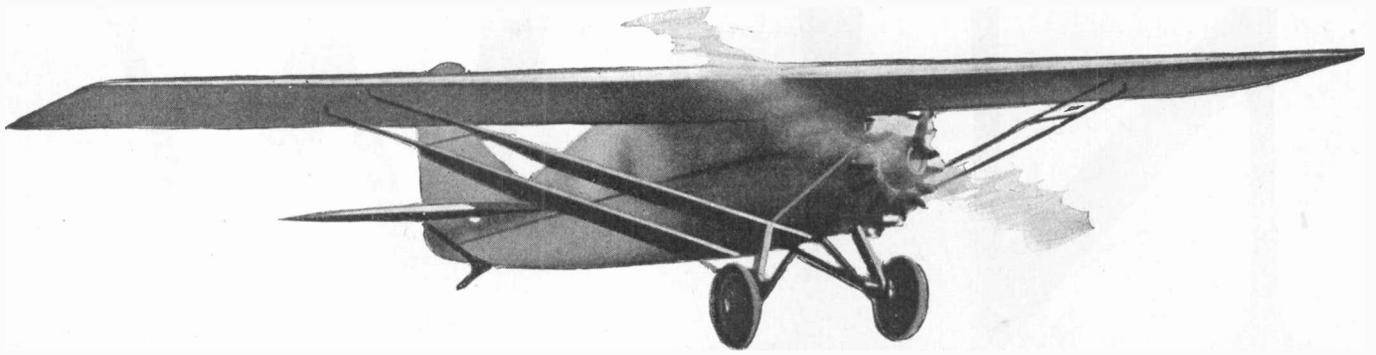
13-in. Priced at \$29.00. West of the Rockies, \$32.00.

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.

18-in. Priced at \$48.50. West of the Rockies, \$55.00.

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

LEADERS IN SPEAKER DESIGN



again ~ ~

Doehler Die-Castings

are part of trans-Atlantic aircraft equipment.

EXPLAINS COMPASS USED BY LINDBERGH

Official of Manufacturing Company Tells of Magnetic Forces Controlling It.

OPERATED WITH WINDMILL

Indicator Shows When Airplane Deviates From Course—Not Affected by Craft's Motion.

The earth inductor compass, pictured herewith, which Captain Charles A. Lindbergh said was his greatest aid in navigating from New York to Paris, is based upon a simple electrical principle, although it may appear complicated to the layman. The compass measures the angle between the brushes of the generator of the compass and the earth's magnetic field and enables the pilot to set his course at any angle to these lines of force, which point to the magnetic north. The compass was invented by Maurice Titterton of the Pioneer Instrument Company, which manufactures it, and is installed on all planes used for long distance flights of great value.

Again the world resounds with another feat of American daring.

Without the magnificent courage and skill of the now famous pilots these flights would have failed—

—yet mechanical excellence played a great part in their triumphs. Planes, motors, instruments were noteworthy for design, materials and construction. How very significant that Doehler Die-Castings should form a part of the actual instruments installed in both trans-Atlantic aircraft.

We will be pleased to tell you of the Doehler Die-Castings used in these flights—and consult with you on your die-casting requirements. A copy of our new booklet will be mailed on request.

DOEHLER DIE-CASTINGS



Doehler Die-Cast Aluminum Housing, Bezel, Frame & Bracket for Turn and Bank Indicator.

Turn and Bank Indicator used in conjunction with Earth Inductor Compass.

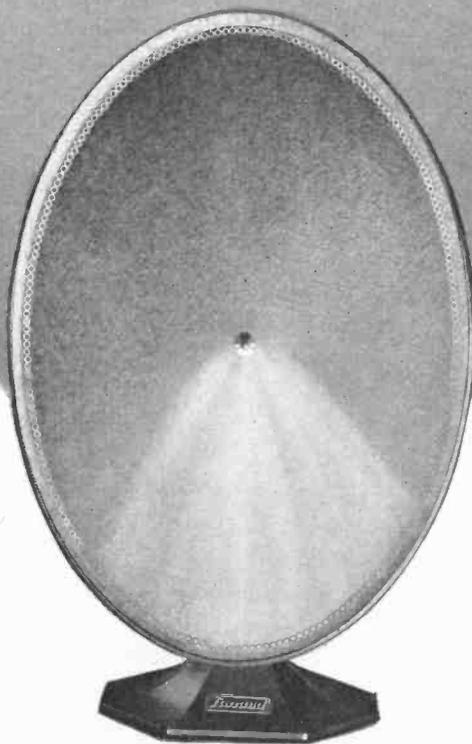


NEW

Farrand

○VAL

Another startling development by the
Farrand Laboratories—revolutionary in
design, revolutionary in performance—
SOON available from your Distributor



FOUR MODELS—The Oval SENIOR (Model 24), at \$32.50—The Oval JUNIOR (Model 20), at \$16.50—The Oval WALL (Model 30), at \$45.00—The Oval PEDESTAL (Model 30-P), at \$60.00. Slightly higher in Far West and Canada.

—also two NEW models of the Farrand "B" ELIMINATOR. Model 180— for sets up to six tubes — \$37.50, without tube. Model 220— for sets of seven tubes or more—\$48.50, without tube.

FARRAND MFG. CO., Inc.
Long Island City, New York

RADIO IS BETTER WITH BATTERY POWER

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

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



For the best in radio, sell the Eveready Layerbilt

LABORATORIES use batteries in delicate electrical tests. A radio set is one of the most sensitive electrical instruments ever devised. It does its best only on pure DC, Direct Current. Only batteries produce pure DC, steady, noiseless, unvarying, always the same.

The electricity supplied by the power line in the average home generally is AC, Alternating Current, which cannot be used for "B" power. It can be changed into a way Direct Current which may be used in radio. But this does not give the entirely quiet, steady flow of pure DC which batteries provide and which is necessary for best radio

reception. You do not have to be a scientist to realize these things; your ear reveals them to you.

There are other advantages to batteries, also. They are reliable, under the user's control. No outside occurrences can stop reception. They are economical, provided the user buys the right size.

Choosing the right size is easy—recommend the Heavy-Duty type on all loud-speaker sets. To give your trade maximum economy, sell the Eveready Layerbilt No. 486, for every test and trial has proved it to be the longest-lasting Eveready "B" Battery ever built. Its internal

construction makes it last longest of all.

Radio is better with *Battery Power*, and the Eveready Layerbilt offers battery power in its most satisfactory, convenient, reliable and economical form. Order 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 | { 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 |

FADA

Radio

The Fada Special
At last—Harmonated Reception
 to sell at an amazing popular price
for two great markets

The *Skeptics* who think radio still reeks of tin pan alley. You can sell them the Fada Special on first demonstration.

The *Frugal Ones* who want only the best but do not want to stand a *total* outlay of over \$150. They'll come across when they hear the Fada Special with the Fada Speaker—*once*.

Gentlemen—there is a great market—ripe—waiting to be shown—and—in every community some dealer will cash in BIG—write or wire—*now*.

F. A. D. ANDREA, INC., NEW YORK CITY, N. Y.

The Fada Special

6 tube—3 radio frequency stages—detector—2 audio amplification stages. Individual stage shielding. Equalized amplification.

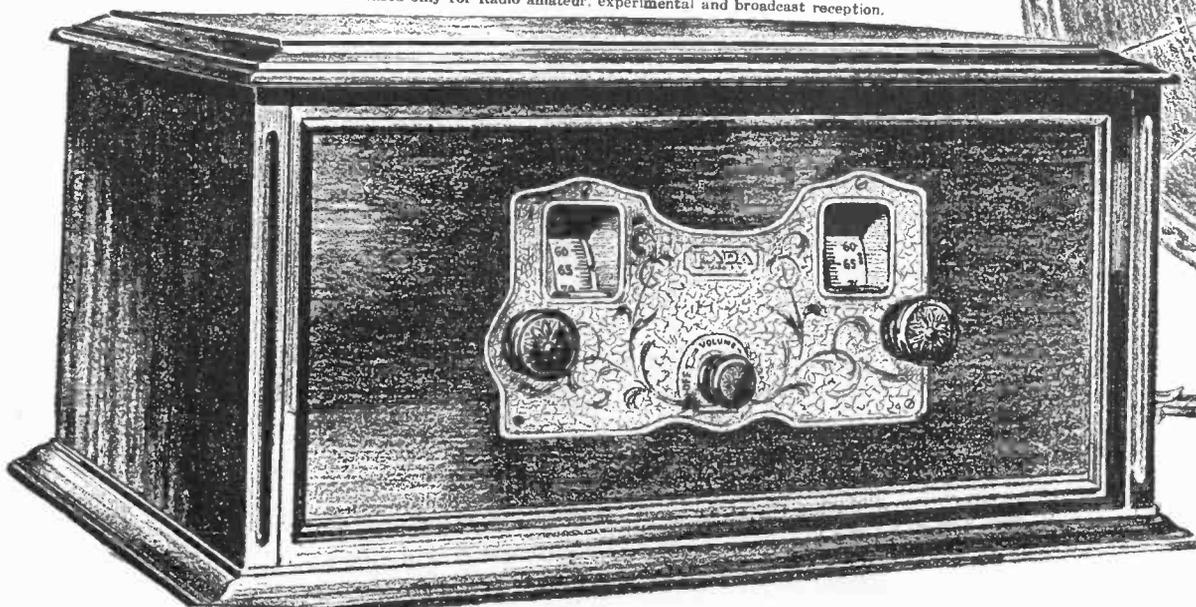
\$95.00

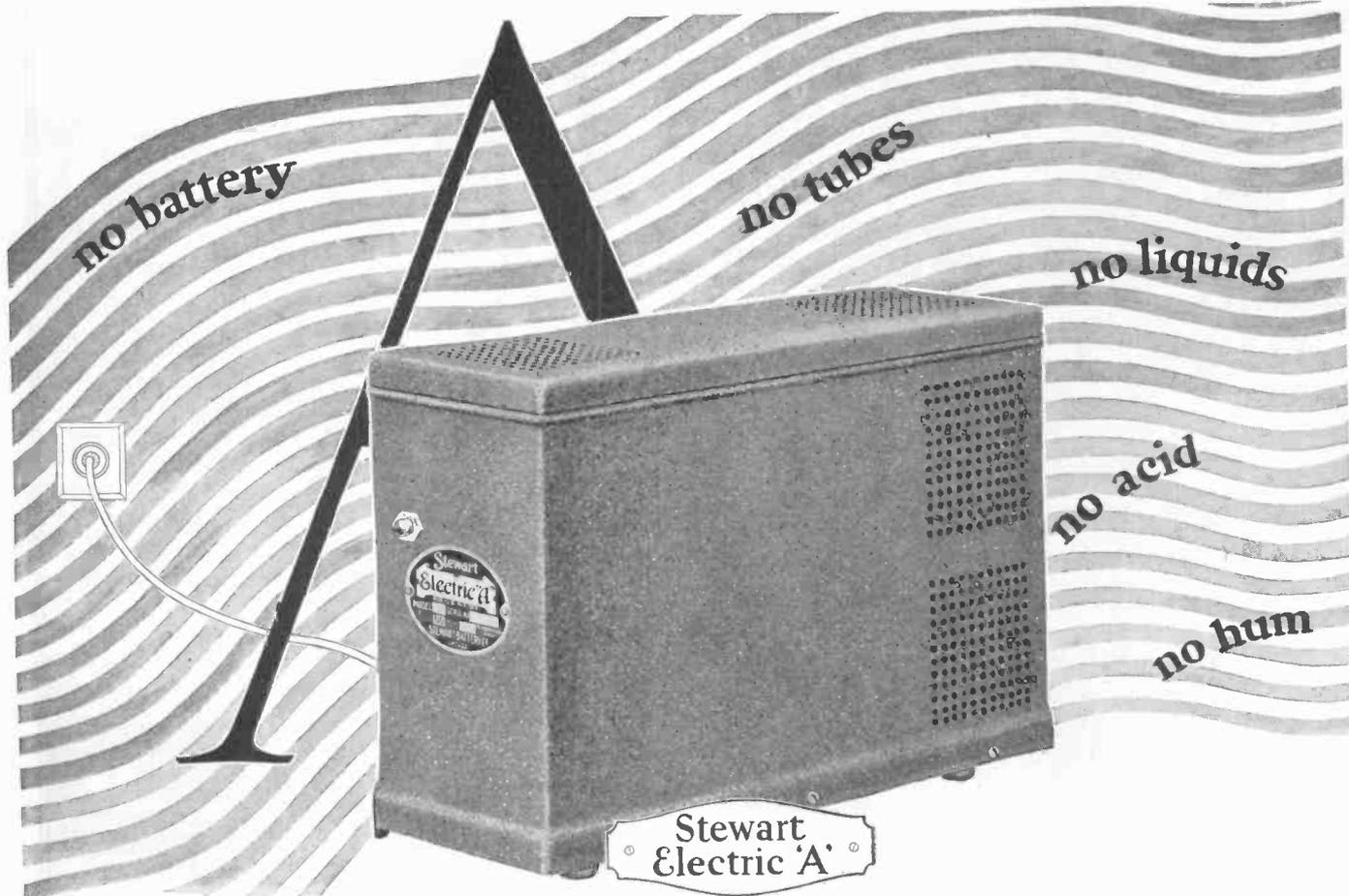
The Fada 22" Cone

22-inch, free-floating cone—permanent Parkerized magnet. Cone of Grecian design. Antique bronze finished trifoot.

\$35.00

Licensed under Hazeltine Corporation patents, Latour Corporation patents, Radio Corporation of America patents—Licensed only for Radio amateur, experimental and broadcast reception.





The Outstanding Sensation of the R. M. A. Show!

Undoubtedly, the Stewart Electric "A" was the sensation of the show. Everywhere, this remarkable "A" battery eliminator was the main subject of discussion. From the reception given the Electric "A" by the trade, we believe it will be the most spectacular volume builder of the year for distributor and dealer alike. Its performance is amazing. Turn on the radio set switch . . . the "A" power is full and dependable as long as the radio set is used. And it has no battery, acids, liquids, moving parts nor hum . . . it is not a trickle charger combination.

With the Electric "A" . . . you can control both "A" and "B" power . . . automatically . . . from the radio set switch. Small . . . compact . . . fits all console set compartments. Unusually attractive in appearance. It's the "Best in all creation for 'A' elimination." Four models . . . 6 volt, 50-60 cycle model priced at \$37.50. [Slightly higher west of Rockies.]

Backed by national advertising of outstanding power, the Stewart line will prove a real profit-maker. Mail the coupon for further information on the Electric "A" . . . and other Stewart light socket power units.

Made by Stewart Battery Company, Chicago, Illinois. Manufacturers of Radio "A" and "B" power units and Radio and Automobile Storage Batteries.

Stewart AUTOMATIC Power Units

No matter what set . . . what type of power . . . you are now using . . . there is a Stewart Unit . . . to make it *automatic* . . . to take the care . . . the bother . . . out of your radio pleasure. Design . . . construction . . . everything is of highest quality . . . in every unit. Prices are all very moderate . . . for such superior units.

Stewart Automobile Batteries

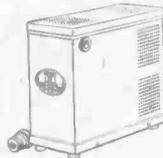
Stewart also manufactures . . . standard automobile batteries . . . in all types and sizes . . . for all cars. Plates are uniform . . . machine-pasted . . . formed hard for long life . . . porous for maximum capacity. Guaranteed fully. Remarkably low prices . . . made possible by advanced manufacturing methods.

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

"A-B" Stewart Electric "A-B" . . . a complete . . . permanent . . . constant . . . "A" and "B" power plant . . . for those who want to absolutely forget about radio power supply. No battery, liquids, acids, moving parts or hum. The ultimate in light socket power. Models for all sets. 50 to 60 cycle model, \$63.00 without tube for "B." (Slightly higher west of Rockies.)



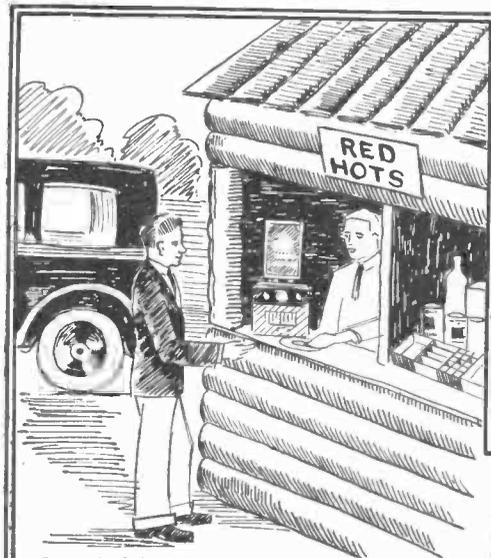
"B" Stewart "B" . . . possesses many new features . . . compact and attractive. Perfectly adjustable to any and all radio sets once regulated . . . forget it. The power is there . . . full . . . constant . . . permanent. No liquids, acids, moving parts or hum. Models to meet all requirements. 50-60 cycle model \$39.00, without tube. (Slightly higher west of Rockies.)



STEWART BATTERY COMPANY,
125 N. Peoria St., Chicago, Ill.

Please send complete information on the Stewart line and franchise. I am distributor dealer

Name _____
Street _____
City _____ State _____

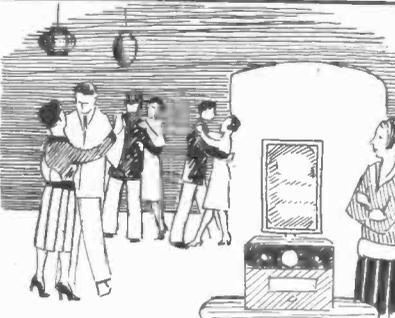


Roadside Refreshment Stands

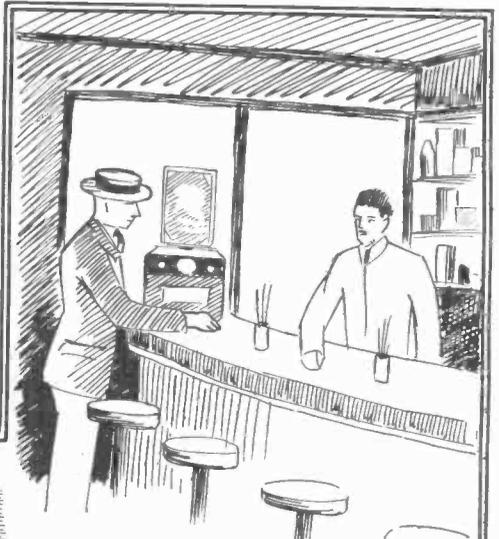


Boat Renting Pavilions

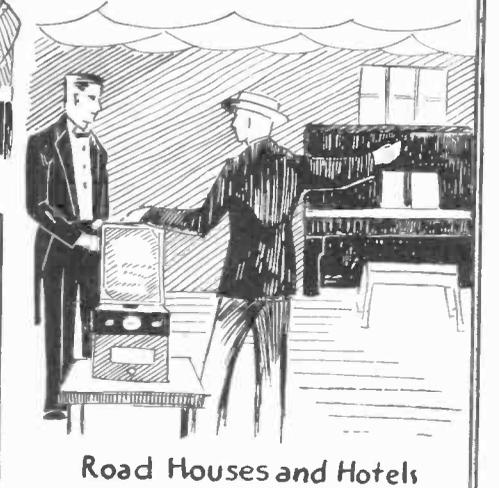
Ready Summer Markets for the HYATT Portable 6



Summer Resort Hotels



Ice Cream Parlors and Cigar Stores



Road Houses and Hotels

Try it and
you'll Buy it

Model "A"



Practically Eliminates Static.

A walk or drive around any town presents many possible summer markets for the Hyatt Portable 6. It is a real portable with proven performance for your customers— wherever they are— wherever they go.

Harmoniously beautiful, it meets the modern broadcasting conditions, and satisfies the demand for tone quality and selectivity. Weighs but 28 lbs. completely equipped, and can easily be taken anywhere— in the auto, on the train, aboard the canoe, etc. Ideal for the family that goes away for the summer— just the thing to keep father (who has to stay behind) from getting lonesome.

Model A

without Accessories \$95.00

6 tubes— Single Dial Control— Loop Aerial— Built-in Loud Speaker— Brown leatherette covered cabinet, 15 in. wide, 11½ in. high, 9¼ in. deep. The Loop Panel is embossed in relief, making it very attractive and very striking.

Cash in on these summer possibilities with the Hyatt. Demonstrations result in sales. If your jobber cannot supply you with details, get in touch with us.





Exide

steps into the future

*A new achievement in
power unit engineering.*

HERE it is at last—storage battery power with socket power operation! It's the ideal in radio power—ample "A" and "B" power with full automatic control from the set switch—all in a single unit.

Yet this new Power Unit is so ingenious that there's nothing to get out of order. Just connect it to the set and plug it into base plug or light socket.

The convenience and simplicity of this new Power Unit are going to make a big hit with your customers. If you as a wholesaler or retailer are interested in selling it, get in touch with our nearest Factory Branch.

THE ELECTRIC STORAGE BATTERY CO.

Allegheny Ave. and 19th St., 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.

6 Great Mohawk Features

that
mean
Quicker
Sales!

Mohawk, the Originator and the Pioneer in One Dial Radio, again this year has amazed the Radio world with values and features so far surpassing expectations, that the Mohawk line literally knows no competition.

Mohawk dealers, appreciating this fact, make greater profits because they make quicker sales! The masterful Mohawk line is easier to sell. In it is embodied every element of sound value. Listed below are the great features which are the Mohawk challenge to the industry.

[1] Radio's most practical innovation—the exclusive Mohawk Interchangeable Drawer Unit outstrips competition as it cuts cost and lowers prices—yet allowing greater profits. Look at the Mohawk prices!

[2] Performance of Mohawk's 6 Tube Shielded One Dial set constitutes leadership in one dial achievement, because Mohawk is the Originator and the Pioneer in the one dial field.

[3] Amazingly low price range offers complete line of fine values, ranging from \$65 to \$245. Mohawk reaches every sales channel effectively.

[4] Consoles of incomparable beauty, charming, smart, befitting the smartest appointments. Note the deft cabinet work and the subtle grace of the consoles pictured. Mohawk combines luxuriously built furniture with the best mechanically and electrically constructed Radio.

[5] And, too—A. C. Electric operated sets available this year. Complete with accessories and here, too, amazingly low in price.

[6] Unqualified factory support backs Mohawk sales with complete co-operation. The Mohawk Dealer Franchise stands a stalwart guardian—your sound substructure, on which to build a profitable business.

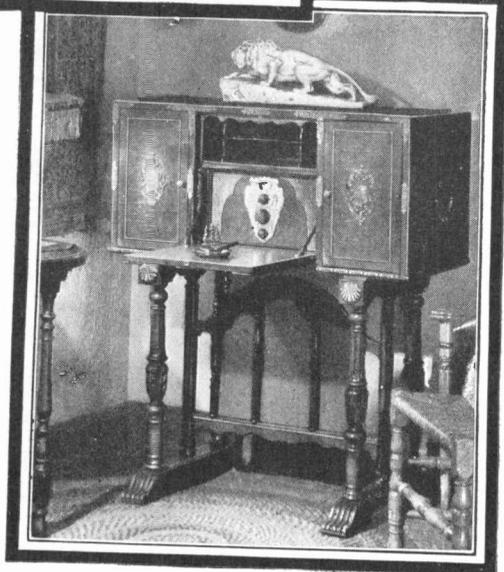
Write today for complete details of Mohawk's invincible 1927-28 line.
Mohawk values mean quick sales. Act now to profit
on your new season's business.



PAWNEE CONSOLETTA—
With front removable panel battery compartment. Designed without built-in Loud Speaker.
List \$85.

SEMINOLE SPANISH VARGUENO CONSOLE— With patented Mohawk pyramid Loud Speaker.
List \$245.

Other Mohawk models at \$65, \$120, \$150 and \$185. For A. C. Electric Operation all Mohawk sets are \$100 above Battery operated list prices.



Building Them Better
Pricing Them Lower
Selling Them Faster

MOHAWK CORPORATION
OF ILLINOIS
Established 1920—Independently Organized 1924
2211 Diversey at Logan Blvd.
CHICAGO

Mohawk

One  Dial Radio

6 TUBES—SHIELDED

Now batteryless, electric radio power *A sensational announcement by*

The new Balkite line for 1927-28 contains the most remarkable developments ever announced by a radio power unit manufacturer. It includes:

1. **BALKITE "A."** A complete, batteryless, electric radio power unit replacing "A" batteries entirely, and supplying filament or "A" current directly from the light socket. Consisting of a rectifier and a new electrolytic filter-condenser in one cell, *it contains no battery in any form.* It operates only while the set is in use. Its constant uniform output is at all times equal to that of a fully charged storage battery. It has no tubes to burn out or replace. It is no larger than a medium sized "A" storage battery. It costs no more than ordinary battery equipment.

2. **BALKITE "AB."** A complete, batteryless, electric radio power unit replacing both "A" and "B" batteries, and supplying both plate and filament current directly from the light socket. A combination of Balkite "A" and "B" in one housing, *it contains no battery in any form.* It operates only while the set is in use. It is

Balkite

small and compact. It costs no more than ordinary battery equipment.

3. **BALKITE "B."**

Prices of Balkite "B"

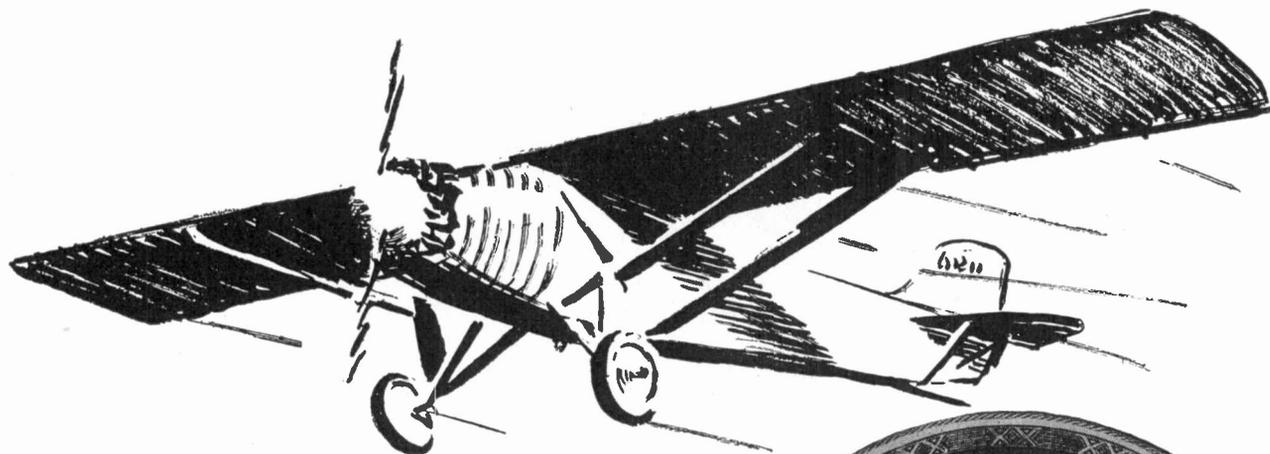
have been drastically reduced. The popular "B"-W for sets of up to 90 volts is now \$22.50. Balkite "B"-135, a new improved model, output 40 milliamperes at 135 volts, lists at \$32.50; B-180, output 55 milliamperes at 180 volts, at \$39.50. Balkite now costs no more than the ordinary "B" eliminator.

4. **BALKITE CHARGERS.** Prices of Balkite Chargers have also been radically reduced. Model "J," the standard high-rate charger, is now \$17.50. Model "N," a new trickle charger with rates of .5 and .8 amperes, lists at \$9.50. Model "K," the most popular of all chargers, now lists at \$7.50.

Balkite has long been the leader in the radio power field. That leadership has been built on quality. Now to quality have been added developments making Balkite sensational. To both have been added low price.

The new Balkite line enables you to turn the greatest demand in radio today—the demand for *electric* radio power—into profit. It is one of the most desirable lines in the entire radio field. *Fansteel Products Co., Inc., North Chicago, Ill.*

FAN STEEL
Balkite
Radio Power Units

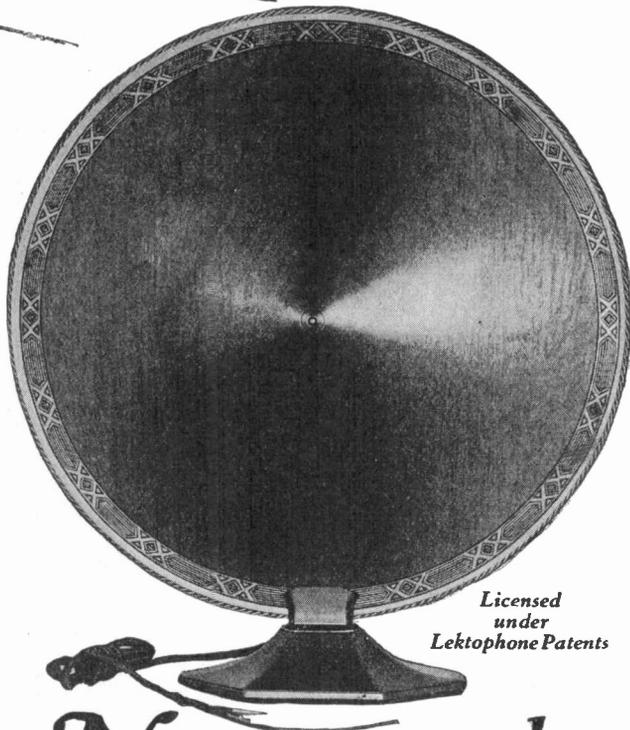


Breezing Along

WHILE the air is still full of enthusiastic praise of the *Senior Sandar* speaker at \$27.50 we introduce a smaller model at \$16.50, and confidently predict that, like its older brother, it will go breezing along on the way to sensational success.

A 15-inch cone with an attractive edging in a scroll design—a handsome pedestal and a metal back—uncanny receptive ability and a moderate price—this Junior model has all the qualities, except size, which have caused such a widespread demand for the *Senior Sandar*. It is bound to rival the latter as a swift and steady seller.

Dealers who have considered applying for a *Sandar* franchise now have an added incentive in the coming of this Junior model. There is still some territory available, so write *today* for terms and full information.



Licensed
under
Lektophone Patents

Now comes the
JUNIOR
MODEL (No. 21)

\$16.50

West of the Rocky Mountains, \$17.75
SENIOR MODEL (No. 25), \$27.50
West of the Rocky Mountains, \$30

SANDAR SPEAKER

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

No Eliminators!

No Batteries!

Never Runs Down!

The New

Day-Fan

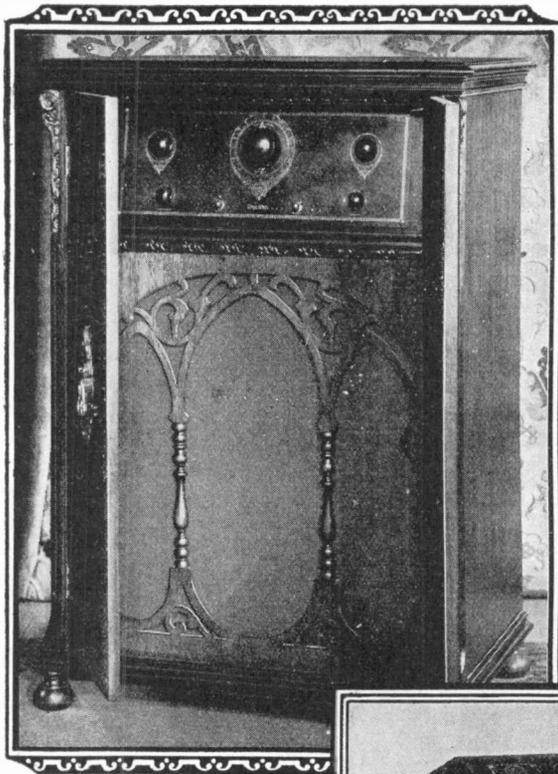
Motor Generator Receiver

Read those four features again, please! They mean just what they say. Here's the radio receiver you can go off and leave for a year, and when you come back and turn the switch, in floods radio reception at full power. It never runs down. It can't get obsolete. No batteries. No eliminators. The same kind of power as the broadcasting stations themselves use—at last made possible in a home receiver—a silent motor and generator. Of course you know science has been trying to solve this ever since radio was invented. Of course you know this is what the public has been waiting for. Of course you know this puts every other kind of radio power into the old-fashioned class. Natural that it should have been worked out in the great Day-Fan laboratories, where the set was made which was adopted by Great Broadcasting Stations to listen to their own programs.

It's always been a great thing to be a Day-Fan dealer—but this year it simply means if you can get it, you've got success in your hand; and if you can't, you're going to buck hard competition. Write or wire for exclusive franchise proposition quick.

DAY-FAN ELECTRIC CO.,
DAYTON, OHIO
38 Years Makers of
Electrical Apparatus

Send Coupon
for full Info!

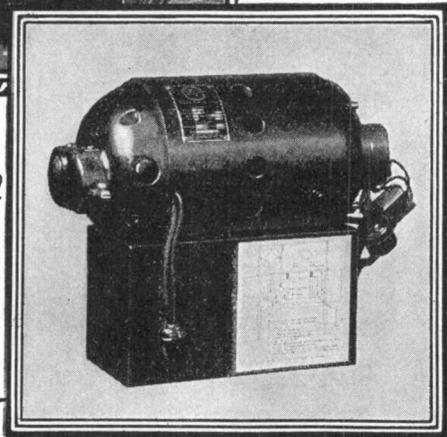


Always at Full Power!

Day-Fan Motor Generator Radio Receiver.

Top Picture shows DeLuxe Cabinet.

Bottom picture shows motor generator unit which takes place of all batteries and eliminators.



From \$65⁰⁰ up —
AC Sets In Line Also!

The new Day-Fan radio line, ready especially early this year, includes motor-generator sets, AC Tube sets, and battery operated sets, including the new Day-Fan Six Junior retailing at \$65.00. Get particulars regarding territory now.

Day-Fan Electric Co., Dayton, Ohio.

Send me franchise particulars for:

Distributor Dealer

Name.....

Address.....

R.R.-1

THE LATEST
ideas in sound,
proved principles
of radio engineer-
ing are given prac-
tical application in
the current models
offered by Slagle.

Reserve final
choice until you
have seen what
we can give you.

SLAGLE RADIO COMPANY
Fort Wayne, Indiana

Slagle
Radio

SCORES of radio jobbers and dealers have heeded Guthrie's four promises in his June announcement and are enlisting for a campaign of unprecedented radio performance at unbelievable prices. You, too, will be interested to consider: *first*, a one dial, six tube set that meets 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; *third*, a price achievement that surpasses even the previous high Guthrie standards of value; *fourth*, a line that stimulates your investment in B batteries, B eliminators and trickle chargers. Guthrie Nightingale sets have delighted thousands of buyers, year after year, and have brought dealers rapid turnover with low investment—because they shake hands with the average pocketbook and surmount every kind of comparison. Be a Guthrie Dealer. Write to The Guthrie Co., Elyria, O.

CORWICO

RADIO'S BEST WIRE

From the Ground Up
Also Complete Aerial Kits
TO DEALERS AND JOBBERS
Write today for new 1927-28 Catalog.
Prices and Discounts
CORNISH WIRE COMPANY
30 Church Street, New York City

WEBSTER
Raytheon Equipped
"BONE-DRI" A and AB

Light socket-power electrifies any radio set. Improves reception on distant stations and locals.



DEALERS who display the "BONE-DRI" Units get the "cream" of the socket-power business.

Write us for full dope and name of nearest distributor.

THE WEBSTER COMPANY
648 Blackhawk St., Chicago

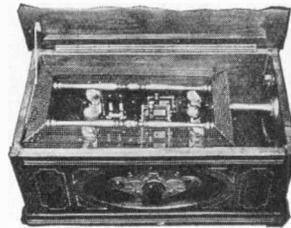
The Rochester

Meets
New
Broadcasting
Conditions



Desk Set

Table Set
Showing Folded
Loop Aerial



Type 8-A

SO UP-TO-THE-MINUTE in design is the Rochester Receiver that it meets the new broadcasting conditions, giving excellent reception of many stations which ordinarily are difficult to bring in. This is a feature which should appeal especially to those who have tried to make their old receivers work satisfactorily under the new broadcasting rules.

Principally, however, the Rochester Receivers will be liked because they are so notably truthful in recreating all manner of broadcast sounds, and because each is a piece of furniture suitable for a place in homes where good taste rules. The desk sets serve a double purpose and are therefore entitled to the larger space they occupy. The table sets are as compact as sound engineering principle permits, and are designed to harmonize suitably in the most perfectly appointed homes.

Behind these sets is the 20-year reputation of its builders as manufacturers of dependable products. Every Rochester Receiver must make good.

Write for Further Details.

4 Table Models—2 Desk Models 6 and 8 tube. Either A. C. or D. C.

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.....\$235.00

TYPE 8-D

Table type folding loop, battery or eliminator operation (without accessories).....\$150.00

TYPE 6-A

Six tube, antenna operated, with 6 A.C. tubes. Furnished in walnut or mahogany complete except speaker.....\$235.00

TYPE 6-D

6 tubes and operated in walnut or mahogany, no accessories.....\$125.00

TYPE 9-D

Will be furnished less tubes and A & B eliminator but with built in loop and speaker. \$250.00

Table Set



Table not included
in price

Chicago Nipple Mfg. Co.

Radio Division : 1966 Southport Ave., Chicago, Ill.

"THE RECEIVER FOR THE RADIO SKEPTIC"



A TREMENDOUS HIT
at the Chicago Show

So startlingly unique is the double sales appeal of this library Globe Loudspeaker, with its exclusive feature of sound modulation, that the conservative NEW YORK TIMES gave it special mention in their report of the Chicago Show.

The present trend of house furnishing demands Globes and the Symphonic is not only a genuine, full-size, scientifically accurate Globe, beautifully finished in colors, but it is also a Radio Loudspeaker of such high efficiency as to outperform any other speaker in its price class. And, in addition, it possesses the exclusive feature of sound modulation by tilting back on a center hinge.

Price \$35.00 with 20 feet of cord.

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

SYMPHONIC SALES CORPORATION
370 Seventh Ave. Dept. R-7 New York

Showing Speaker Opened for full volume



Symphonic GLOBE SPEAKER



Model 687 — Handsomely finished in brown enamel and nickel. Complete with 25 foot cord and terminals. Each, \$3.75.

A Real Convenience

Makes a ready seller. That's why you'll find it easy to sell the Radio Reel. It enables the radio fan to place his loud speaker where he wants it without fussing with tangled and damaged cords. Write today for more complete description and prices.

The Cuno Engineering Corp.
Meriden, Conn.



Televocal
Quality Tubes

A Technical Triumph!

“Televocal” typifies highest quality in tubes. Types:

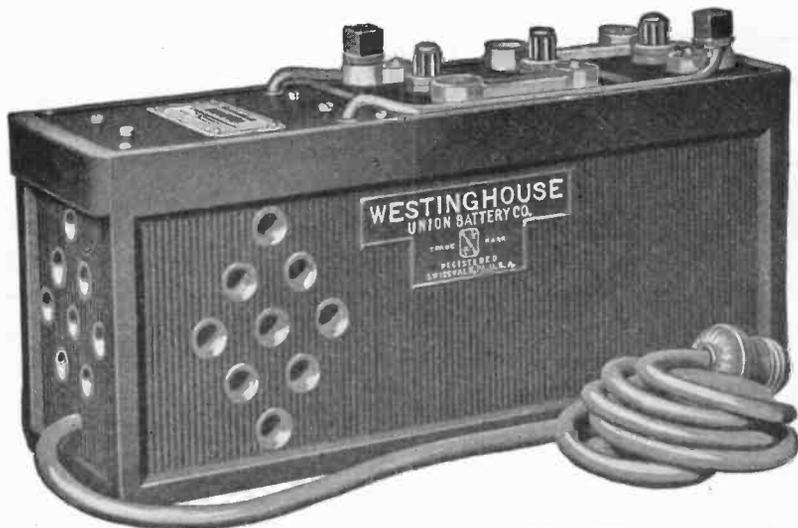
- TC 201A, TC 199,
- TC 240, TC 200A,
- TC 171, TC 112.
- TC 200B, TC 120,

Dealers, order through your jobber.



Televocal Corp'n

Televocal Building
588 12th Street
West New York, N. J.



\$20

Retail Price

Slightly higher west of the rockies

WESTINGHOUSE "A" SOCKETPOWER RETAILING AT \$20 COMBINES PRICE AND QUALITY AS ONLY A WESTINGHOUSE PRODUCT CAN

NOW there's a Westinghouse "A" power unit that will enable you to meet the lowest price competition. The new "A" Socketpower is strictly a quality product, built of the same fine materials by the same careful workmen that have made Westinghouse products famous.

This is the unit to sell for smaller sets where larger units would only be extravagance.

Remember the name Westinghouse "A" "Socket-Power."

Here is the finest "A" power unit that Westinghouse can build. A 40 amp. hour battery of big reserve capacity. Furnishes perfect "A" power for all sets. Two trickle charge rates, one for light and the other for heavy duty—a booster for quick action.

Then there's a socket for a "B" eliminator, controlled by the set switch, making the set virtually electrically operated.

Relay built by Westinghouse—a safety fuse prevents any short circuit. Rubber covered cord.

WESTINGHOUSE "A" AUTOPOWER

\$35

Retail Price

Slightly higher west of the rockies



Both the Autopower and Socketpower are going to be heavily advertised in national publications, bringing business right to your door. Write for full details on discounts and lot prices today.

WESTINGHOUSE UNION BATTERY CO.
Pittsburgh, Pennsylvania.



A New Item For
Fall and Winter Business

PREMAX Tubular Steel Radio Masts insure customer satisfaction; save time and trouble in erection, and provide a neat, permanent aerial support at low cost.

Two lengths—7 and 10 feet—both telescoping into a convenient 4 foot section for easy stocking and erection—at less than the cost of a good wooden mast.

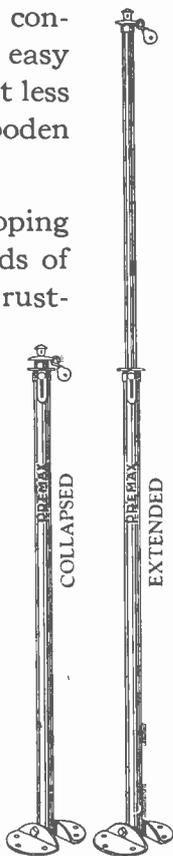
Fits any roof—flat or sloping—as well as side and ends of building. Parkerized rust-proof finish in attractive olive drab enamel. Complete with guy wire, pulley and anchors.

Ask your jobber or write for sample mast today. Electro, folders, window cards available for prompt shipment.

NIAGARA METAL STAMPING CORP.
Niagara Falls, New York
Dept. RR2



10 ft. mast
No. M-10
Shipping weight
7½ lbs.



7 ft. mast
No. M-7
Shipping weight
6 lbs.

MURDOCK

SEVEN TUBE—SINGLE DIAL
COMPLETELY SHIELDED

NEUTRODYNE

Licensed by
RADIO CORP. of AMERICA
HAZELTINE CORP.
LATOUR CORP.

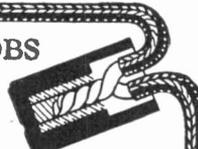
MURDOCK RADIO
IS PRICED FOR THE MASSES

W. J. MURDOCK CO.
CHELSEA, MASS.

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.

Lindy didn't "Pass the Buck"

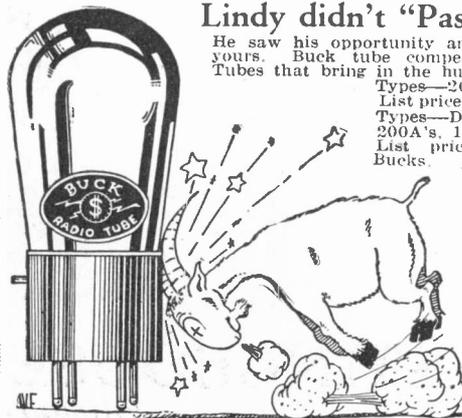
He saw his opportunity and took it. Here's yours. Buck tube competition with "Buck Tubes that bring in the bucks."

Types—201A's, 199's, 12's.
List price \$1.00 or One Buck.
Types—Detectors and Powers.
200A's, 112's, 171's.
List price \$2.00 or Two Bucks.

Something new—
Our Buck Gas
Filled Rectifier
Tube for B Elim-
inators.

Buck Tubes receive
royal welcome every-
where. A few terri-
tories open for good
distributors. Alert
dealers wanted every-
where.

**UNIVERSAL
ELECTRIC
LAMP CO.**
Newark, N. J.



THE LINE OF DISTINCTION

Sensationally New!

—and as different as
Electric Light is from a Candle



The Seville

Doors of figured American Walnut with Mahogany Overlay. Heavy Plywood construction. Legs are fluted. De Luxe Utah built-in speaker. Utah Unit — 4 ft. air column. Size of top 30x20 in. — 58½ in. high. Shipping weight 135 lbs.

25 Distributors
closed at the
Chicago Show

Doors figured Walnut. Heavy Plywood construction throughout. De Luxe Utah Unit built-in speaker, 4 ft. air column. Size of top 26½ x 19 in. — 43½ in. high. Shipping weight 135 lbs.



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 — 26½ x 19½ in. — 43 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.

THE MCMILLAN RADIO CORPORATION
1421 South Michigan Avenue, Chicago

[Prices range
from
\$170 to \$325]



The Orleans



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 25½ x 17½ in. — 50½ in. high. Shipping weight 117 lbs.

We also manufacture a complete line of sets for batteries or eliminators; prices range from \$75 to \$150.



ACME Flexible CELATSITE WIRE

A cable of fine, tinned copper wires with non-inflammable Celatsite insulation. Ideal for sub-panel or point-to-point wiring. Strips easily, solders readily. 9 beautiful colors; sold only in 25 ft. coils, in cartons colored to match contents.

Acme Solid Celatsite
Tinned copper bus bar hook-up wire with non-inflammable Celatsite insulation, in 9 beautiful colors. Strips easily, solders readily, won't crack at bends. Sizes 14, 16, 18, 19; 30 in. lengths.

Spaghetti Tubing
Oil, moisture, acid proof; highly dielectric—used by leading engineers. 9 colors, for wire sizes 12 to 18; 30 in. lengths. (We also make tinned bus bar, round and square, in 2 and 2½ ft. lengths.)

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, thus greatly improving the signals. Made in size to equal Nos. 14 and 16 solid enameled antenna wire. (We also make solid and stranded bare, and stranded tinned antenna.)

Loop Antenna
60 strands of No. 38 bare copper wire for flexibility, 5 strands of No. 36 phosphor bronze to prevent stretching. Green or brown silk covering; best loop wire possible to make.

Battery Cable
A rayon-covered cable of 5, 6, 7, 8 or 9 vari-colored Flexible Celatsite wires for connecting batteries or eliminator to set. Plainly tabbed; easy to connect. Gives set an orderly appearance.

Send for Folder

Dealers—Write for catalog inserts and discounts

THE ACME WIRE CO., Dept. E, New Haven, Conn.
Branches at
New York, Vanderbilt Ave. Chicago, 427 West Erie St.
Cleveland, Guardian Bldg.



ONE SOLID YEAR—
OF PERFECT PERFORMANCE, OR
We Make Good

VOGUE NONPAREIL

And With a Margin of Profit You Cannot Resist

ALLAN MFG. CO.
Harrison, N. J.

Los Angeles, Cal. 487 Chamber of Commerce Bldg.
Chicago 100 W. Chicago Ave.

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

JEILKAY
TRADE MARK REG.

NEW A. C. ELECTRIC SET
Now Ready

Also the Battery Senior, Junior six-tube and the new Junior seven-tube for batteries. Write for franchise.

THE LANGBEIN-KAUFMAN RADIO CO.
Dept. M, New Haven, Conn.

JEWELL NEW—

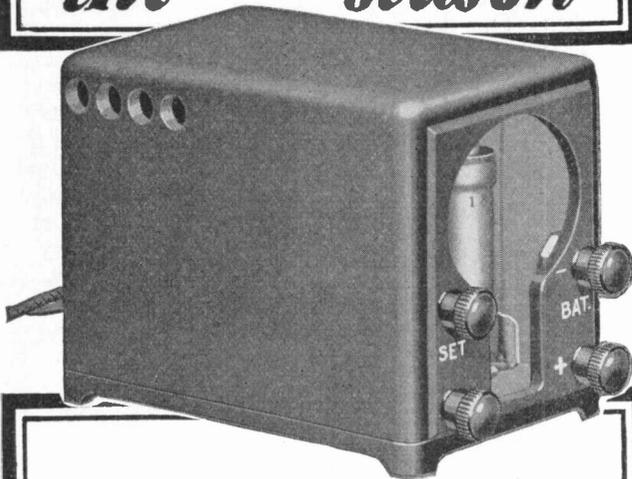
Jewell has three new radio products to offer for 1927:

- Pattern No. 133—Radio Set Analyzer.
- Pattern No. 115—Tube Checker.
- Pattern No. 139—High resistance voltmeter for the set owner.

Watch our future ads. for descriptions and illustrations of these new instruments. Write for a copy of our radio instrument catalog No. 15-C and ask about discounts.

JEWELL ELECTRICAL INSTRUMENT CO.
1650 Walnut St., Chicago
27 Years Making Good Instruments.

*The Sensation of
the season*



CHARG-A-MATIC

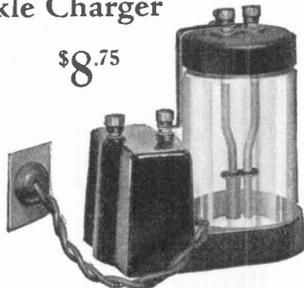
Every radio enthusiast who has seen a Charg-A-Matic says it is the finest solution of the charger problem. It was one of the centers of interest at the Chicago Radio Show because it embodies an entirely new principle in chargers that gives a permanent uninterrupted service without attention.

- Charg-A-Matic is an "A" power charger that
- is wholly automatic
 - cannot be damaged or burned out
 - contains no liquids or tubes
 - works perfectly regardless of battery amperage
 - requires no attention
 - is permanent.

There is a wonderful market and an ideal opportunity for the aggressive dealer with Charg-A-Matic. It is a charger that everyone will eventually want for his radio and satisfied patrons will boost Charg-A-Matic sales \$13.75 for you. Charg-A-Matic retails for

Johnson Neutral Solution Trickle Charger

Johnson Trickle Charger, newly improved with changed electrodes and new clear solution provides a permanent source of "A" power. Just plug in the light socket—your battery will neither run down nor overcharge. Johnson neutral solution trickle chargers dominate the low price field at only \$8.75 Retail.



Johnson
MOTOR PRODUCTS CO.
308 NORTH SHELDON ST. CHICAGO

POWERIZER

Reg. U. S. Pat. Office

REG

AGAIN LEADS THE FIELD!

THOSE who heard the new POWERIZER operating on a Radiola 20 direct from the light socket with the new AC tubes at the R.M.A. Show held recently in Chicago, expressed genuine amazement at the marvelous tone and unusually fine performance. They were thoroughly convinced that POWERIZER again leads the field.

POWERIZER can give the same fine performance to Atwater Kent sets.

There is only one solution to the ABC supply problem. That is raw AC current stepped down and fed direct to tube filaments with a POWERIZER.

Model PXY-1

Gives ABC power supply and the marvelous POWERIZER tone to any set. Uses no batteries, liquids, or paste. Made complete in a compact, beautifully finished container. Can be connected in a short time. Uses 216-B as rectifier and 210 as amplifier. There are taps to handle filaments of UY 227 and UX 226 tubes.

Model PXY-2

Gives the power supply de luxe which means power supply to detector tube and all tubes ahead of it. Can be operated from phonograph or electric receiving set. This POWERIZER amplifies and enriches the tone of any phonograph and electric receiving set. Far beyond anything you have ever heard.

Jobbers and Dealers

Write us TODAY for folder 1009-RR, "Real ABC Socket Power with Real Tone." It contains much information that will keep YOU off the rocks this year and make money for YOU!

Licensed by Radio Corporation of America and Associated Companies

Radio Receptor Co., Inc.
106 Seventh Ave., New York

BUILT LIKE A VIOLIN



List price
TIP TABLE MODEL
\$40

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

3rd Street and Van Alst Ave.,
Long Island City, N. Y.

It's Automatic

The new Handy "A" Type Charger operates entirely automatically. This is the feature your customers want. This is the latest radio development. The Handy forecasts the Fall demand. • • No switches to throw; no fuss and bother of connecting and disconnecting; no care required; nothing to be remembered or forgotten. You install the Handy — then forget it except for the occasional addition of water to the battery. • • *Automatically*, when the set is turned off the Handy gets busy at a 2 to 2½ ampere rate to bring the "A" battery back to full strength. • • *And automatically*, when the full "A" battery strength is reached, a relay operates and shuts off the charger. Simple. Dependable. A Fully charged "A" battery every time you turn on the radio. • • The Handy employs a Raytheon type rectifier or a Tungar type rectifier combined with two relays. The series automatic relay which is a part of the Handy, takes care of the B power supply, turning the eliminator on or off depending upon whether the radio set is in use or idle. The Handy is a beautifully finished accessory in its new green Krakle case. It offers a solution to the "A" battery charging problem that thousands of radio owners are looking for. • • Investigate. • • Get a jump on the early Fall business. • • Write for descriptive literature today. • • •



\$20⁰⁰
COMPLETE

The **HANDY**
AUTOMATIC
CHARGER

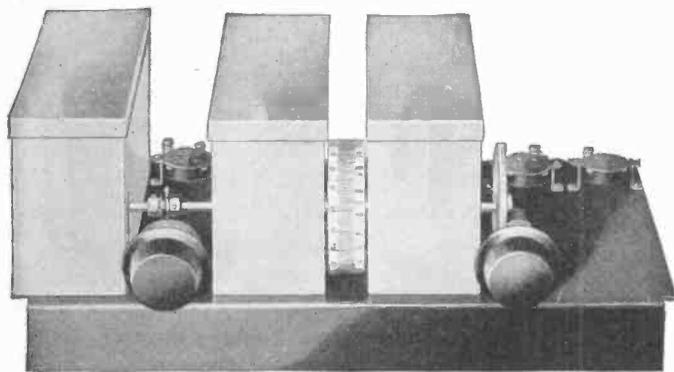
\$8⁰⁰

is turned "on" or "off." A big seller to nearly all set owners. Ask jobber or write.

INTERSTATE ELECTRIC COMPANY
4351 Duncan Ave. St. Louis, Mo.

AUDIOLA

Sell the Chassis



THE chassis is the all important thing in Radio as it is in Automobiles. The Audiola engineers perfected the chassis. Here in the new 1928 Audiola line is the experience of years—the work of experts—the positive assurance of long and satisfactory radio performance.

The Audiola Chassis, set in cabinets and consoles of exceptional beauty, is the positive assurance of real profitable radio business for alert dealers.

Complete sales cooperation thru our advertising program. *Write now for details.*

A Complete Line distributed Thru Recognized Jobbers.

Audiola sets, both six and eight tube models, are of the single control type with all tuned circuits individually shielded. Two knobs on the front panel comprise all the controls—a Steering Wheel and a Throttle — the Steering Wheel to select the station you want and the Throttle to control the volume. Thordarson transformer audio amplification is used in all models.

Cabinets

Stage Shielded Six—\$75.00
Stage Shielded Eight—\$125.00

Baby Grand

Stage Shielded Six \$225.00
Stage Shielded Eight—\$275.00



Stage Shielded Six Console—\$175.00
Stage Shielded Eight Console—\$225.00

AUDIOLA RADIO CO.

430 So. Green St.
CHICAGO

What IS DOING NOW

RADIO NEWS June Issue

For Matchless Service and Satisfaction

Use the ACME

"A & B" Socket Power Unit

A turn of the switch and your radio set is always ready with a strong flow of constant, dependable A & B Power

See it at the Chicago R.M.A. Show BOOTH NO. 122

It has many exclusive advantages. One switch controls everything. It's compact. It's neat. It's quiet. It's always ready for action!

Comes ready to operate at **Only \$67.50** Most of the Radioes

COUPON

Send me your latest literature on Acme Radio Products.

Name

Address

THE ACME ELECTRIC and MANUFACTURING CO.
Cleveland, Ohio
1412 Hamilton Avenue

It pays to push ACME CHARGING EQUIPMENT with your Trade.

The Public *knows* that better performance will be accomplished with any set by using Acme Charging Equipment. Acme Products are laboratory tested, universally approved.

They are nationally advertised and sold from Coast to Coast.

They contain unquestionable value—at the lowest possible price consistent with high-grade performance.

If you are not thoroughly informed on the line and its new 1927 features write us at once for complete literature.

Acme Radio Products include the

- Acme "A & B" Socket Power Unit
- Type AB-1-R and Type AB-2-R
- Acme "A" Power Unit, furnished with or without six volt A battery and tube.
- Acme Universal "B" Power Supply Units, Type BE-40 and Type BE-60.
- Acme Automatic Control Switch.
- Acme Two Rate Trickle Charger.
- Acme Trickle Charger with Automatic Relay.
- Acme Universal Charger.

Acme Radio Products are sold through the leading Jobbers everywhere. They give matchless service and satisfaction.

FACTORY REPRESENTATIVES in Boston, New York City, Cleveland, Chicago, Milwaukee, St. Louis, Des Moines, San Francisco, Los Angeles, Dallas, Toronto, Canada.

CLIP AND MAIL TODAY



COUPON

Send me your latest literature with complete information on the new Acme Line.

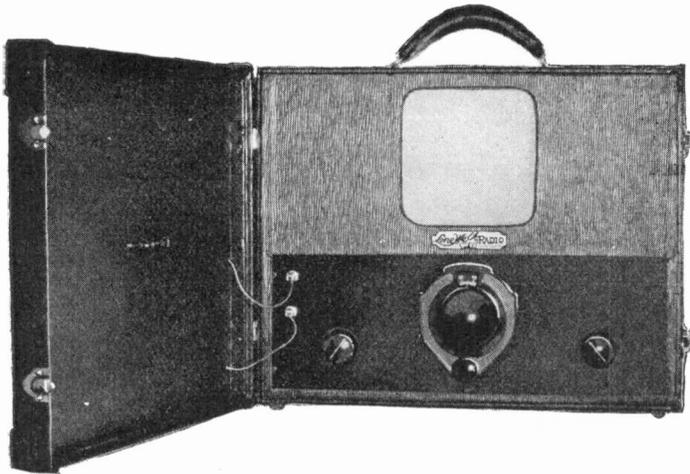
Name

Address

THE ACME ELECTRIC and MANUFACTURING COMPANY.

1435 Hamilton Avenue Cleveland, Ohio

\$85⁰⁰ Without
Accessories



Highest grade of black seal grain fabricoid with corners and handle of genuine leather—17 3/4 in. wide, 13 3/4 in. high, 8 3/4 in. deep. Weighs less than 29 lbs.

“LONE WOLF” sets are also available in a number of popular models.

Why the Lone Wolf Portable?

At the beach, in a canoe, on the water, at the mountain camp, the summer resort, in the car, and in the home, wherever it goes—for it can be easily carried anywhere—The LONE WOLF PORTABLE is a winner; no one can resist the marvelous entertainment this dependable set offers.

The LONE WOLF PORTABLE has many advantages—it is a compact, six-tube set, everything in one small case, batteries, loud speaker, concealed aerial which swings in front door,—an exclusive LONE WOLF feature, which eliminates unsightly wires on top of set; single dial control, marvelous selectivity and clear reception—it is alone in the field of modern radio.



4725 Clifton Avenue, Chicago, Illinois

WARNING OF INFRINGEMENT!

Patents covering the principles of gaseous rectification have been issued by the United States Patent Office to the Raytheon Manufacturing Company under the following numbers:

1,545,207	1,617,174	1,617,178
1,617,171	1,617,175	1,617,179
1,617,172	1,617,176	1,617,180
1,617,173	1,617,177	1,617,181

Notice of infringement of these patents has been issued by the Raytheon Manufacturing Company to eleven infringing manufacturers.

Manufacturers of radio power units employing infringing products are infringers and have been so notified.

Jobbers or dealers handling tubes that infringe upon Raytheon patents also are infringers and have been so notified.

The Raytheon Manufacturing Company will take every step necessary to protect its patents against future infringement and will seek suitable redress for past infringement.

RAYTHEON MANUFACTURING COMPANY
Cambridge, Massachusetts

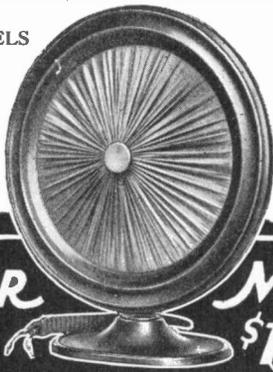
NEW 1927-28
SONOCHORDE
CONES

SONOCHORDE quality is now available in every price class—Cones from \$15. to \$37.—in Table, Wall and Floor Standard designs. Each Model incorporates the exclusive Sonochorde features—incomparable tone quality due to the special, patented unit, rich wine-colored silk front, Protected back, etc.

Write now for Sonochorde Franchise

OTHER MODELS
Senior \$25
Wall \$27
Floor Standard \$35

BOUDETTE
MFG. Co.
Chelsea
Mass.



JUNIOR MODEL
\$15

One Dollar!

I am sending my dollar. Enter my subscription to *Radio Retailing* for a year. I'm interested in having the tried and tested sales and store plans, ideas and methods of the most successful radio dealers everywhere. I can use their successful ideas on organizing, selling, financing, managing, advertising, displaying, demonstrating, servicing. Start my subscription with the next issue, please.

RADIO RETAILING,
Tenth Ave. at 36th St., New York City

NAME

STREET

CITY STATE

NAME OF COMPANY

BESIDES RADIO WE SELL.....

Mail this coupon today

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.....\$6.65 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

SALESMEN WANTED

Electric Appliances
Salesmen wanted to sell a well-known line of popular priced, guaranteed electric appliances such as electric irons, toasters, curling irons, etc. Our line can be worked as a side line to the radio trade and we pay good commissions to the right men. In writing send full information as to lines you now carry, experience, etc. Address, manufacturer. SW-39, Radio Retailing, Tenth Ave. at 36th St., New York.

REPRESENTATIVES AVAILABLE

Manufacturers Representative
Former Radio salesman for leading New England jobber, wishes to represent manufacturer in this territory or the East. Has electric supply experience and acquaintance also. Is familiar with jobber distribution and direct sales policies. RA-38, Radio Retailing, Tenth Ave. at 36th Street, New York.

Representation

Are you looking for a representative in Michigan or vicinity? I want a line that requires work and lots of it and that has plenty of reward for that work; age 35; large clientele and many friends now; 10 years' experience. C. A. Parkham, 149 Ford Ave., Detroit, Mich.

SPACE TO LEASE

Store Space

Chain department stores operating middle west have space to lease on percentage basis to successful radio dealer. SL-37, Radio Retailing, Tenth Ave. at 36th St., New York.

FOR SALE

Engraving Machine

For Sale—Gorton D-1 Engraving machine for Radio work. Used very little. A-1 shape. Automotive Electric Co., 2312 Maine St., Dallas, Texas.

Technical Service (Agency)

217 Broadway, New York

RADIO PERSONNEL

EXECUTIVE — ENGINEERING —
PRODUCTION AND SALES

CASH

We want your SURPLUS RADIO STOCK

Send us your list and lowest cash price

EMPIRE RADIO CO.
216 Washington St.,
Boston, Mass.

CASH

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.

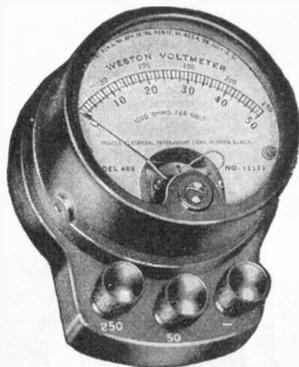
1000 Ohms Per Volt Battery Eliminator Voltmeter

DEALERS depend upon this new Weston instrument—Model 489 Battery Eliminator Voltmeter—to test the battery substitutes they sell. In this way they insure the quality of their sales, prevent comebacks and disappointments, and maintain their reputation for good merchandise.

This is not solely a dealer's instrument—records show that particularly successful dealers have sold their customers on the necessity of an instrument of Weston precision as set equipment. They know that radio owners will get more complete satisfaction from their receivers if they check the output of their battery substitutes.

Weston Model 489 Battery Eliminator Voltmeter

made in double range combinations of 200/8 and 250/50 volts, the latter range can be supplied with an external multiplier to increase it to 500 volts. Handsomely enclosed in Bakelite, supplied with a pair of 30 inch flexible cables.



WESTON ELECTRICAL INSTRUMENT CORPORATION
25 Weston Avenue, Newark, N. J.



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The Market for Sylvania Tubes is **GROWING** = *not decreasing*

WHILE you have watched many tube manufacturers fall by the wayside, Sylvania's years of proven quality, adequate advertising and four-square sales policy for everyone have built for it a reputation that makes itself known by an ever-growing market for "the tubes that never disappoint." Added to Sylvania's already established popularity are the new, colorful

packages, a display panel that really sells and an enlarged advertising campaign augmented by national broadcasting.

It doesn't take a fortune-teller to prophesy a profitable future for the dealer who pushes "the tube that never disappoints." Like the tube itself—increasing popularity is guaranteed.

SYLVANIA PRODUCTS CO., EMPORIUM, PA.



**A Radiotron
for every purpose**

RADIOTRON UX-201-A

Detector Amplifier

RADIOTRON UV-199

Detector Amplifier

RADIOTRON UX-199

Detector Amplifier

RADIOTRON WD-11

Detector Amplifier

RADIOTRON WX-12

Detector Amplifier

RADIOTRON UX-200

Detector Only

RADIOTRON UX-200-A

Detector Only

RADIOTRON UX-120

Power Amplifier Last
Audio Stage Only

RADIOTRON UX-112

Power Amplifier

RADIOTRON UX-171

Power Amplifier Last
Audio Stage Only

RADIOTRON UX-210

Power Amplifier Oscillator

RADIOTRON UX-240

Detector Amplifier For
Resistance-coupled
amplification

RADIOTRON UX-213

Full-Wave Rectifier

RADIOTRON UX-216-B

Half-Wave Rectifier

RADIOTRON UX-874

Voltage Regulator Tube

RADIOTRON UV-876

Ballast Tube

RADIOTRON UV-886

Ballast Tube

RADIOTRON UV-877

Protective Tube

The standard by
which other vacuum
tubes are rated



Look for this mark
on every Radiotron

**A Radiotron
for every purpose**

RADIOTRON UX-201-A

Detector Amplifier

RADIOTRON UV-199

Detector Amplifier

RADIOTRON UX-199

Detector Amplifier

RADIOTRON WD-11

Detector Amplifier

RADIOTRON WX-12

Detector Amplifier

RADIOTRON UX-200

Detector Only

RADIOTRON UX-200-A

Detector Only

RADIOTRON UX-120

Power Amplifier Last
Audio Stage Only

RADIOTRON UX-112

Power Amplifier

RADIOTRON UX-171

Power Amplifier Last
Audio Stage Only

RADIOTRON UX-210

Power Amplifier Oscillator

RADIOTRON UX-240

Detector Amplifier For
Resistance-coupled
amplification

RADIOTRON UX-213

Full-Wave Rectifier

RADIOTRON UX-216-B

Half-Wave Rectifier

RADIOTRON UX-874

Voltage Regulator Tube

RADIOTRON UV-876

Ballast Tube

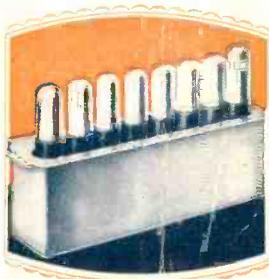
RADIOTRON UV-886

Ballast Tube

RADIOTRON UV-877

Protective Tube

The standard by
which other vacuum
tubes are rated



You know what a missing cylinder means in your car. A "missing" tube in your set is even worse. Look inside your set and see whose tubes you are depending on. Radiotrons throughout are the best insurance against tube troubles.

Radiotrons are engineered from start to finish by the engineers of RCA, Westinghouse and General Electric. Every Radiotron is tested and inspected in 45 different ways before it leaves the factory.

RCA Radiotron

MADE BY THE MAKERS OF THE RADIOLA

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

THIS is No. 7 of the 12 color pages selling RCA Radiotrons to the consumer in the foremost magazines in 1927. It is part of a nation-wide campaign on Radiotrons.

Why be an experimental station for substitutes when you can make more money selling the original real article? Remember that your customer is the final judge of tube quality. He registers his judgment by coming back to you for more tubes—or by going elsewhere. You cannot afford to experiment with *him*.



RADIO CORPORATION OF AMERICA
New York Chicago San Francisco

RCA Radiotron

MADE BY THE MAKERS OF THE RADIOLA