

# Radio Retailing

*The Business Magazine of the Radio Industry*

Have you heard  
the new Brandes  
speakers? *A A*

**R**ADIO dealers must soon decide which lines they will push this fall.

Those products which bear a name favorably known to the public will move fastest and with the greatest profit.

Brandes have been expert in acoustics since 1908. There'll be plenty of action when the Brandes reputation and your selling experience both

*//* continued on  
pages 116 and 117 *//*



## Quality—Not Price Sells Them



### *All Brightson Tubes are Storage Battery Tubes*

Whether sets have 3-volt sockets or 6-volt sockets all the economy, volume, distance, and freedom from trouble of 6-volt storage battery operation is to be had with Brightson Tubes. The Standard Type fit 6-volt sockets, the Power Plus Type fit 3-volt sockets, giving 6-volt results with less B Battery drainage than with dry cell tubes. They greatly increase the range and volume of any set equipped for 3-volt dry cell tubes and can be used in 6-volt sockets with adapters. Both types are cased singly or in sets.

Price for either  
Standard or Power  
Plus Type

**\$3.50**  
EACH

Dealers who are staying in business this fall and new ones who are coming in know all about the results of selling "leaders" at cut prices.

Such "leaders" always lead to the demoralization of the market and sometimes to the sheriff's seal on the door.

Several jobbers know this too. That is why more and more of the better dealers and jobbers are asking for Brightson True Blue Tubes, the only radio tubes which have a real list price. George E. Brightson was the pioneer in price protection and stock rebates to offset price reduction.

### 10 Day Return Privilege 60 Day Guarantee

"The Squarest Selling Policy in Radio" permits consumers to return True Blue Tubes in 10 days if they don't think they are the most money can buy. And—to return any True Blue Tubes for replacement which develop a mechanical defect within 60 days.

### Exclusive Features of True Blue Tubes

1. Interchangeably uniform.
2. Noiseless, non-microphonic.
3. Richest appearing tubes.
4. Handsomely safety cased.
5. Finest materials inside and out.
6. 6 volt results from 3 volt sockets (with Power Plus storage battery type).
7. Clearest tone from 6 volt sockets (with Standard type).

### Write Our Nearest Representative

Wm. C. Oakes, 832 Park Square Bldg., Boston, Mass.  
Yahr & Lange, 207 East Water St., Milwaukee, Wis.  
A. G. Schultz, 2831 Gratiot Ave., Detroit, Mich.  
Triad Sales Co., Trust Co. of N. J. Bldg., Jersey City, N. J.  
G. J. Seedman Automotive & Radio Co., Inc., Bedford Ave. at  
Madison St., Brooklyn, N. Y.  
Young, Lorish & Randall Inc., 808 So. Michigan Ave., Chicago, Ill.

### BRIGHTSON LABORATORIES, Inc.

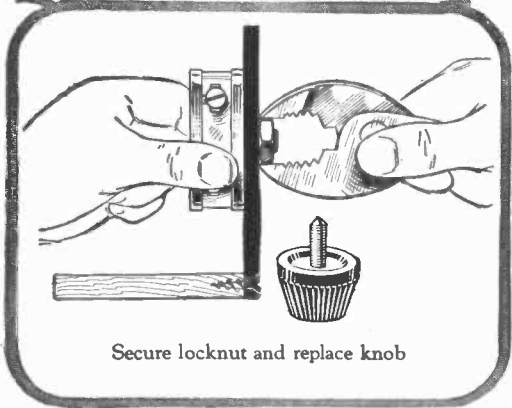
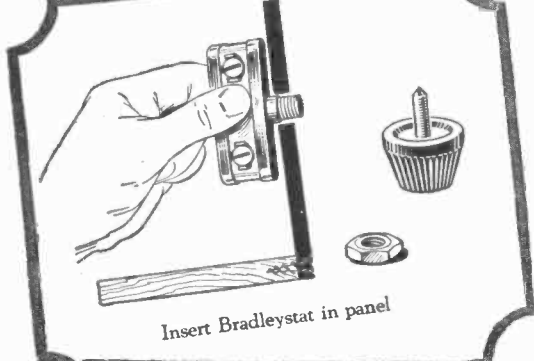
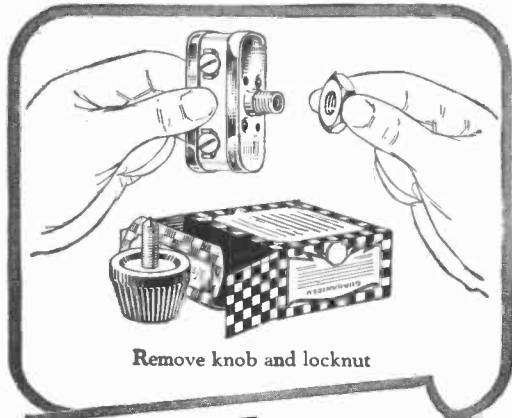
Waldorf-Astoria Hotel; 16 W. 34th Street, New York City  
Philadelphia Office, 50 N. Eleventh St., Philadelphia, Pa.



# BRIGHTSON *True Blue* TUBES

# Bradleystat

PERFECT FILAMENT CONTROL  
for ALL Tubes  
without change of connections



A small stock of Bradleystats is equivalent to a large stock of wire rheostats.

## A Short Cut to Long Profits

QUICK turnover is the shortest and surest cut to longer profits. A dead stock of radio items earns no profit, no matter how big your margin is on each item. Successful radio dealers keenly appreciate this point, and they specialize only in well-advertised, fast-moving products.

The Bradleystat, and other Allen-Bradley radio devices are advertised, summer and winter, in all leading publications. Due to their greater range of control, a small stock of Allen-Bradley units will replace a large, slow-moving stock of wire-wound units.

Allen-Bradley radio devices are backed by a manufacturer of more than twenty years' experience in electrical manufacturing and merchandising. Is it any wonder that leading dealers are enthusiastic about the Allen-Bradley line? Investigate, today!

### Allen-Bradley Co.

Electric Controlling Apparatus

489 Clinton St.



Milwaukee, Wis.

Manufacturers of graphite disc rheostats for over twenty years



Allen-Bradley Co.  
489 Clinton St.,  
Milwaukee, Wis.

Please send me your latest literature on the Allen-Bradley line of radio devices.

Name.....

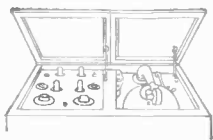
Address.....



# Authority to Sell Stromberg-Carlson products,

**I**F you value freedom from service costs and trouble, security from depreciation on apparatus stocked, sold or partially sold, gratifying receiver performance after installation as well as during demonstration, we will be pleased to hear from you.

Selling direct from factory to dealer and guaranteeing price stability, we place our franchise with care. But—to merchants who measure up to the opportunities we offer, the heartiness of Stromberg-Carlson cooperation is proving a big aid to business at this time.



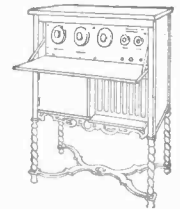
No. 3 Type Receiver,  
phonograph panel  
—4 tubes.

STROMBERG-CARLSON TELEPHONE MANUFACTURING CO., Rochester, N. Y.

Builders of apparatus for voice transmission and voice reception—



standard throughout the world  
for over thirty years.

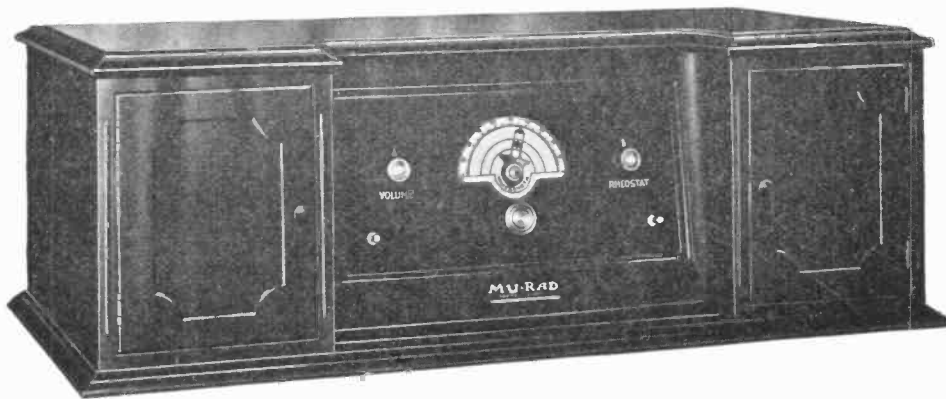


No. 2 Type Receiver,  
Console model  
—5 tubes.



*It's Here!* *The New*  
**MU-RAD**  
*Transcontinental Receiver*

*One  
Dial  
Con-  
trol*



*Far  
Ahead  
of the  
Times*

MODEL A—List Price \$175

## The Radio Receiver Your Customers Have Waited for

**T**HOUSANDS of your customers have put off buying a Radio Receiver in the hope that something "newer and better" would come on the market.

Our engineers have anticipated that demand and are presenting in the new MU-RAD Transcontinental Receiver a remarkable advance in the art of Radio Reception. Only one dial to tune. Coast to Coast reception the year around. Beautiful solid Mahogany Cabinet with sloping panel, that contains both A and B Batteries.

## Mu-Rad Dealers Will Have a Profitable Season

The New MU-RAD Transcontinental Receiver fills every want of the Radio buyer and is assured of a quick and large volume of sales. MU-RAD Dealers, with our 100 per cent co-operation and liberal advertising policy, will reap a splendid harvest of business and profits. Your territory may still be open. Ask for particulars NOW.

Every MU-RAD Dealer Will Receive FREE Local Advertising

— Write Today for Our Complete Proposition to Distributors —

**MU-RAD RADIO CORPORATION**

Factory:  
ASBURY PARK, N. J.

General Sales Office:  
NEWARK, N. J.

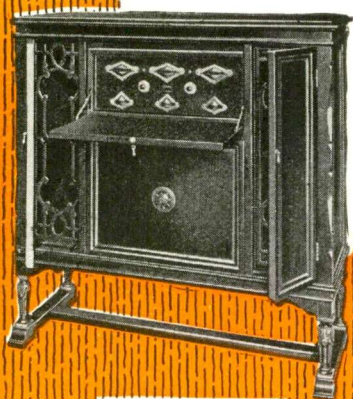
# The Grebe Dealer Franchise Offers Unusual Profits

The Synchronphase will satisfy your customers, enhance your prestige, eliminate worry and increase your earnings.

**G**REBE is out to make this the banner year in its long history. Retailers who hold the Grebe franchise will find it exceptionally profitable. Grebe policy protects them absolutely: viz,

1. Prices will be rigidly maintained. We never have "unloaded" and never will.
2. Price-cutting will not be tolerated.
3. Dealer discount is raised to 40%.
4. The number of retailers will be restricted; jobbers will have exclusive territories.
5. With our new factory we can keep pace with demands. There will be no shortage of sets.
6. Dealers will be backed up with local and national advertising more extensive than ever.
7. Special proposition to retailers for local advertising.

Every part of the Synchronphase is designed and built in our plant so that we control construction rigidly. We do not assemble nor make sets to sell at a price; they are built to give enduring service and do so. The unsurpassed reception of the Synchronphase, which has given it such outstanding success, is due to this thorough construction and the exclusive features which are not mere talking points, but real performance-producing innovations.



We can supply the Synchronphase in this De Luxe Console Model.



All Grebe apparatus is covered by patents granted and pending.



Also supplied without battery base

# The new Grebe Synchronphase has the First Flexible Unit Control

The three condensers can be operated by one dial or separately at will.

ONCE again, Grebe steps ahead. This new feature plus the other exclusive advantages, such as *Binocular Coils* and *S-L-F Condensers*, make the Synchronphase the premier set of America.

Since 1909, Grebe has been building radio parts and sets. Only one principle has guided the work—to make every part as well as it could be made. Strict adherence to this principle has made the Synchronphase what it is today.

Constant experimentation in our laboratories and broadcasting stations keeps Grebe design and construction in advance of all others. This never-ceasing research has been of untold benefit to us and to the radio industry.

When you sell a Synchronphase, you know that it is the best and will *stay sold*. There will be no excessive servicing, no customer dissatisfaction, no frequent "come-backs" to eat up profits and destroy confidence in you as a merchant.

Behind the Grebe franchise, then, is this set, this company, this policy.

Write for full information and prices

A. H. GREBE & CO., Inc., Van Wyck Boulevard, Richmond Hill, N. Y.  
 New York Office: Steinway Hall, 109 West 57th Street  
 Western Branch: 443 So. San Pedro Street, Los Angeles, Cal.

This Company owns and operates stations WAHG and WBOQ; also mobile and marine low-wave re-broadcasting stations.



"Get rid of small wisdom and great wisdom will shine upon you."  
 Chuang Tzu

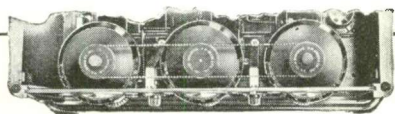
It is great wisdom to sell the Synchronphase.

*Doctor Why*

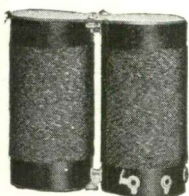
## SYNCHROPHASE

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

Additions to our factory will permit us to keep pace with demands.

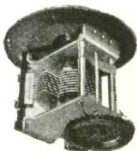


**First Flexible Unit Control**  
 a one-dial control or a three, at will of operator.

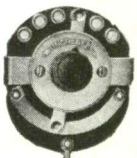


**Binocular Coils**  
 give unusual selective sensitivity."

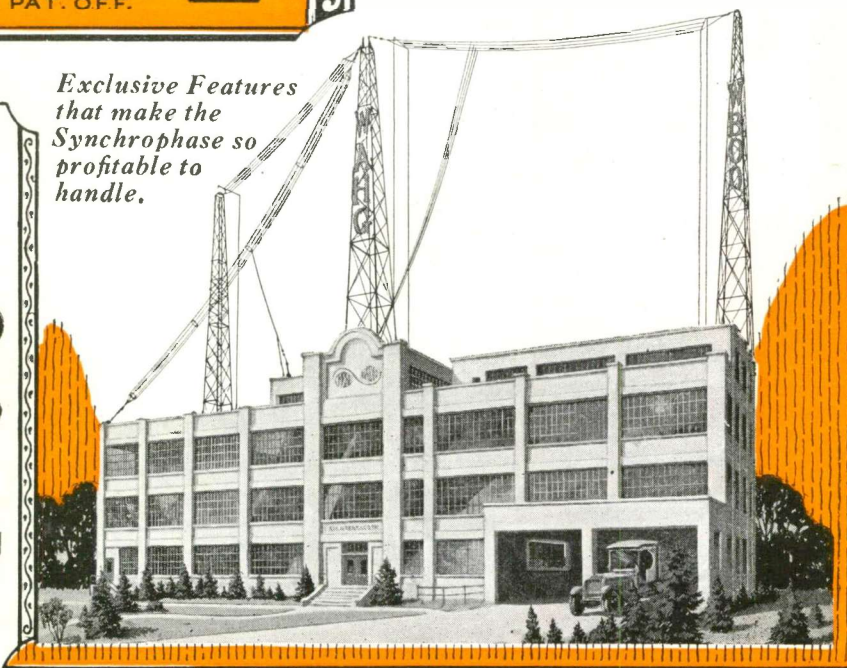
**S-L-F Condensers**  
 make sharp tuning quick and easy.



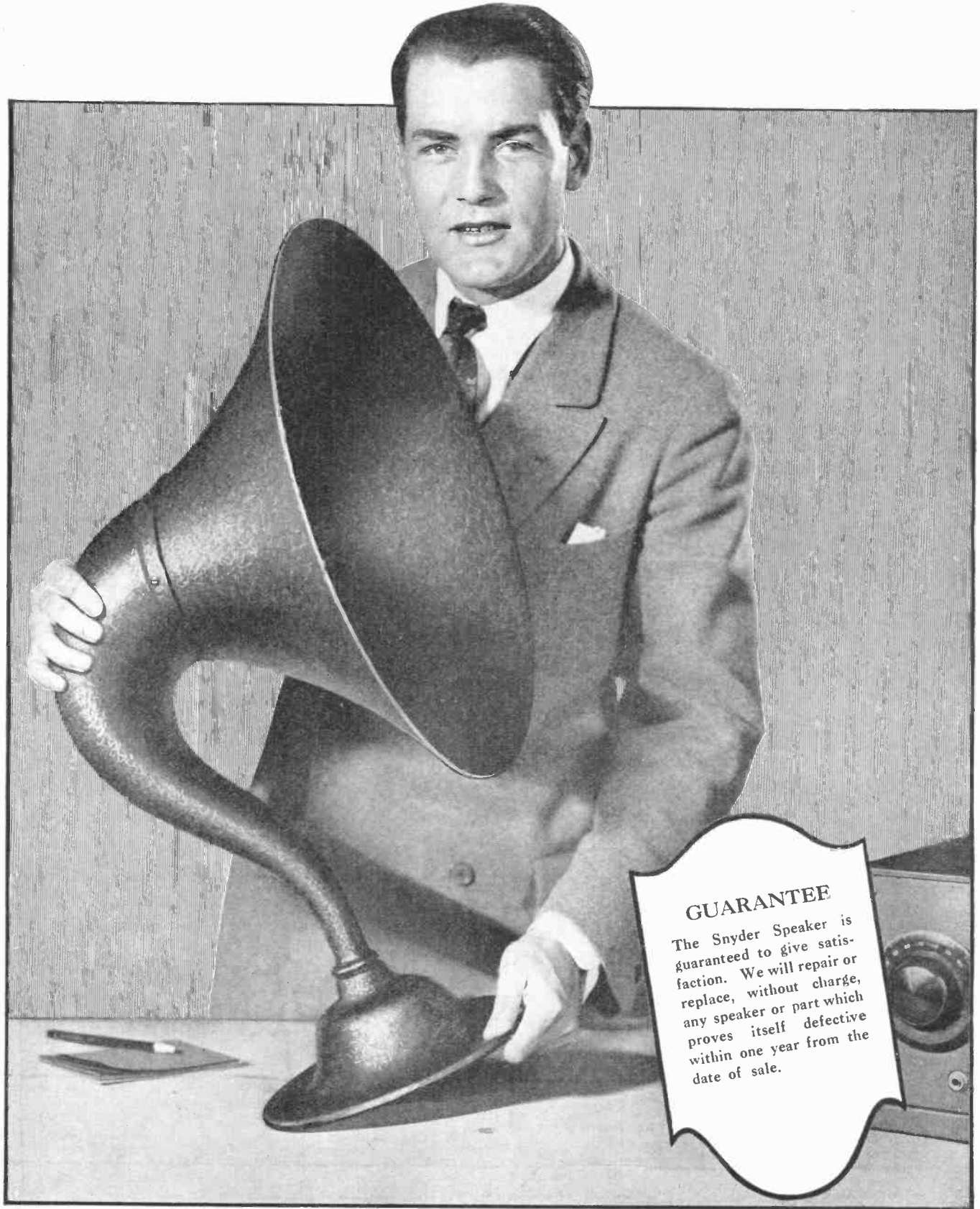
**Volume Control**  
 gives six gradations of sound without distortion



Exclusive Features that make the Synchronphase so profitable to handle.



# ANNOUNCING *the*



**GUARANTEE**

The Snyder Speaker is guaranteed to give satisfaction. We will repair or replace, without charge, any speaker or part which proves itself defective within one year from the date of sale.



# Snyder Speaker

\$18 FOR \$30 QUALITY

## One Model—One Size—One Finish

22 inches high—15-inch bell

The Snyder Speaker selling at eighteen dollars offers dealers a splendid margin in *cash* as well as percentage. We urge you to compare it with any speaker selling up to \$30. It is the perfected loud speaker at the popular price.

Why this low price? Because the Snyder is made in quantity with a minimum of operations. Four unnecessary joints and two loose metal connections are eliminated. There is no distortion or vibration of any kind.

The amplifying unit automatically compensates for variation in tone and volume, due to change in temperature. The diaphragm is held firmly by spring pressure — it cannot work loose. The Snyder Speaker carries a broad, plain guarantee.

A large stock of Snyder

Speakers is unnecessary. The standard laboratory model offered is the result of innumerable experiments—it is the size and shape which will give *perfect* re-creation of the broadcasted message.

The finish, a rich, dark, woody brown, will harmonize in any setting.

A big national advertising campaign will introduce Snyder Speakers to set owners everywhere—and continue to interest them in trying it.

A small stock will turn quickly—that means *faster* profit for you.

Radio sales are now booming again. Place your order now—name your own jobber. Give your customers a good speaker—the Snyder—at a fair price and make a nice profit.

HOMER P. SNYDER MFG. CO., INC.

Little Falls, N. Y.

(continued from front cover)

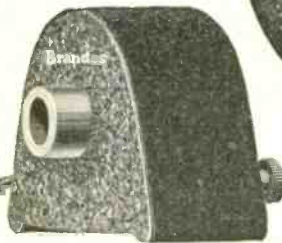
*get behind*  
**the new**



Type H — graceful horn with an antique finish, skilful in design, simple of line. Its large diaphragm means large tone. Adjustable by a turn of a thumb-screw.  
 List \$18.



The new Audio Transformer amplifies at a ratio of 1 to 5. Two steps of amplification may be used without distortion. List \$4.



The new Brandes phonograph attachment has the same unit as the big speaker. Easy to attach. And adjustable. List \$10.



The improved adjustable Table-Talker. The best buy at its price. List \$10.

# Brandes

# Brandes line

**T**HE speakers they want! The prices they'll pay!  
 And *quality* of tone such as has not yet been equalled.

All we ask you to do, is to hear the new speakers.  
 All you'll need to do is to let your customers hear them.

The Brandes laboratories, expert in solving the problems of radio acoustics for seventeen years, have now developed these *really* remarkable speakers. If you hear 'em, you'll stock 'em!

A smart mahogany cabinet, finished in brown. A well-proportioned, well-made speaker. Same unit as "Type H". Adjustable for maximum volume. List \$30.



And that old standby—the Superior Matched Tone Headset. Sell one with every radio set. You can—at this new low price. List \$4.50.



*Experts in  
 radio acoustics since 1908*

All prices slightly more, west of the Rockies and in Canada. All Brandes products distributed in Canada by Canadian Westinghouse.

I'd like to hear the new Brandes line. Send me address of nearest distributor and some sales literature.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_



# Everything the Radio

## Read This Dealer's Letter To a Friend -



S-W Radio Tube  
List Price \$3



Model 300  
List Price \$65



Model 305  
List Price \$115



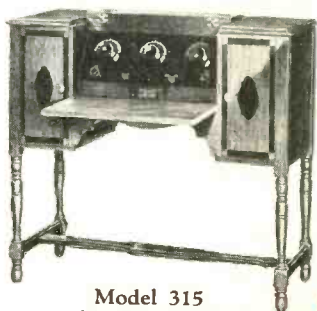
Model 310  
List Price \$175



Model 410  
List Price \$65  
Console Table including Built-in Speaker and Battery Compartment with-out Radio.



Model 320  
List Price \$450



Model 315  
List Price \$285



Model 400  
List Price \$25

PHONE MARKET 73

THE DES MOINES MUSIC CO.  
410 WALNUT STREET  
DES MOINES, IOWA

VICTROLAS

VICTOR RECORDS

H. L. WOODWARD, PRESIDENT

June 22, 1925.

Base Music Shop,  
Rock Island, Ill.

Dear Friend:-

I am writing this letter for two reasons. First As a Music Dealer you must be interested in Radio. Second: Because I have something good I desire to share with you.

This letter is unusual because there is no self interest in it. My enthusiasm for the Stewart-Warner line and good fellowship for you prompt me to urge you to connect up with Stewart-Warner.

Now I've had my whirl with Radio. No doubt you have. It's very possible you made little or no money as yet but believe me this fall and winter is going to be a WOW and the dealer that is going to make money and build a business of permanency - (something none of us have done with the sets on the market and the methods used by most manufacturers and jobbers) is going to be the Stewart-Warner dealer.

Just sum it up.  
The prestige and stability of Stewart Warner in the public mind.  
The unquestioned quality of the merchandise.  
The popular price and liberal discounts.  
Price protection.  
Exclusive representation.  
A publicity campaign exceptional and a multitude of dealer helps.

Friend these total -

S U C C E S S

In all friendliness and good will I say - HOOK UP WITH STEWART-WARNER if their franchise is available.

Cordially yours,  
*H. W. Burnett*  
Manager  
DES MOINES MUSIC COMPANY

H'W:EM

# Stewart Matched-

INSTRUMENTS TUBES

Copyright 1925



# Dealer has Hoped for—

**A** NEW Principle in Selling Radio—far more than just “another” Radio.

—a Plan that was really made by dealers themselves, according to their own statements of what they require to achieve success—to make their full share of profits—to build for permanence.

We have built a wonderful Matched-Unit Radio—AND, what is equally as important, we have built a plan to merchandise it—a plan that dealers want.

The Stewart-Warner Dealer Franchise assures Leadership. It does not split up the possible business in a community among so many dealers that the profits are spread out too thin. It establishes a dealer in a “stronghold” all his own.

Our method of distribution protects this policy.

We have no jobbers. We have our own central Distribution Stations—96 all over the world—62 in the United States and Canada. They are direct factory branches under the Stewart-Warner name.

“Counterfeit” dealers are barred. No individuals can buy at “dealer’s prices.”

The Stewart-Warner Authorized Dealer is supreme in his dealership.

If you are a music dealer and carry the Stewart-Warner line, you won’t find a drug store across the way handling Stewart-Warner Radio. If you are an Electrical Dealer selling Stewart-Warner Radio, you won’t find a Music Dealer near you with a Stewart-Warner franchise—and so it is in all fields. We give every Stewart-Warner Dealer this Protection.

Our Branches—each with its distinct territory—makes it possible to carry out this policy. No other Radio manufacturer has such absolute control of its distributors.

We wish that every Radio Dealer could come to our Chicago office and see the care with which we have laid our merchandising plans to insure the dealer’s success. It would convince him that Stewart-Warner has “Everything the Radio Dealer Has Hoped For.”

If you cannot come, fill in the coupon below and we will have our representative call and explain the entire plan—a plan that will give you “Prestige, Profit, Protection and Permanence” in Radio Retailing.

STEWART-WARNER SPEEDOMETER CORPORATION  
CHICAGO • U. S. A.

**-Warner**  
**Unit Radio**  
REPRODUCER ACCESSORIES  
by S.W.S. Cor'n.

## The Opportunity

Radio Division  
Stewart-Warner Speedometer Corporation  
1820 Diversey Parkway, Chicago, U. S. A.

Gentlemen:—I want to be considered in connection with a Stewart-Warner Radio Dealership and to discuss the details with your representative.

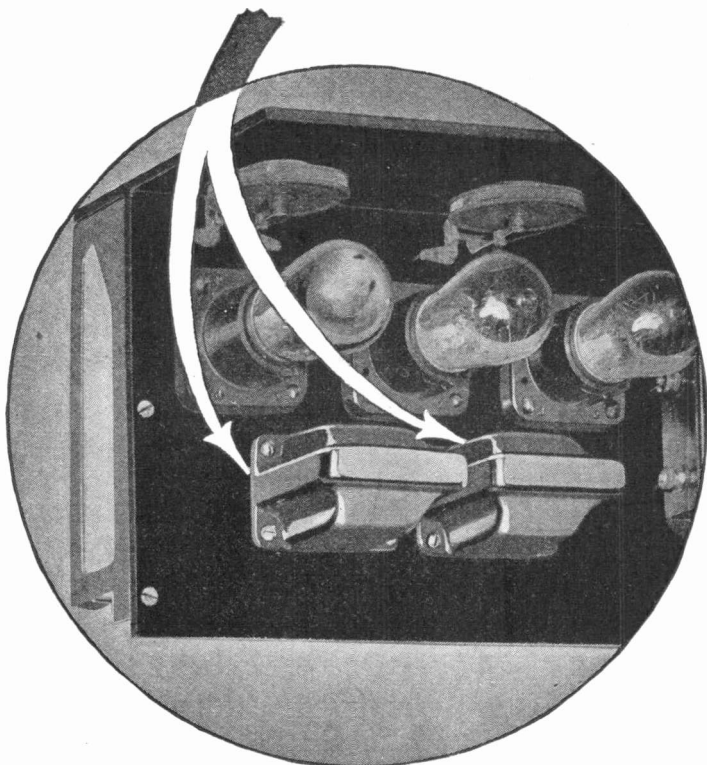
Date \_\_\_\_\_

Name \_\_\_\_\_

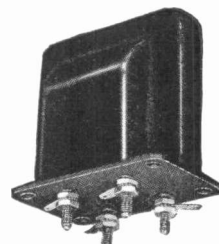
Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

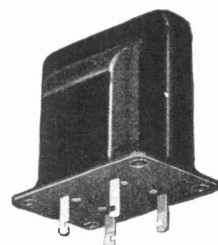
# To the Set Manufacturer—



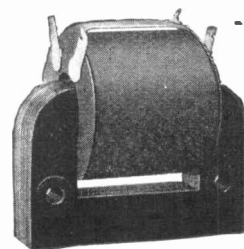
**ALL-AMERICAN**  
TRADE MARK  
**Manufacturers Type  
 Transformers**



Binding Posts 3:1 Type M-19  
 at Bottom 5:1 Type M-91



Soldering Lugs 3:1 Type M-28  
 at Bottom... 5:1 Type M-82  
 Soldering Lugs 3:1 Type M-37  
 at sides... 5:1 Type M-73



Unmounted... 3:1 Type M-46  
 with Lugs... 5:1 Type M-64

The new ALL-AMERICAN Manufacturers Type Transformers open up to you a new resource in your effort to create a radio receiver that will delight the eye by its clean appearance, as well as the ear by its splendid performance. Prompt deliveries are assured in quantities of one or a million—each one having passed the famous ALL-AMERICAN inspection.

Write or wire us now for complete information. We will gladly send an experienced engineer to consult with you on your amplification problems.

## ALL-AMERICAN RADIO CORPORATION

E. N. Rauland, President

4221 W. Belmont Ave., Chicago, U. S. A.

Boston New York Philadelphia Atlanta Pittsburgh Buffalo Detroit  
 Chicago Minneapolis St. Louis Denver Boise  
 Los Angeles San Francisco Seattle

# ALL-AMERICAN

*Largest Selling Transformers in the World*



## *A Revolutionary NEW Set!*

The first set produced by a reliable manufacturer complete with tested tubes, batteries, loop and loud speaker. There is nothing extra to buy!

**PRICE \$185.00**

Here is the set of the future—distinct from and above competition. You have waited for a set of beautiful finish and workmanship, at a moderate price, that will operate anywhere without aerial or ground—and equal or excel the best performance of sets using an outdoor antenna.

The Cleartone "90" gives you exceptionally strong loud speaker volume over big distances. Remarkably low "A" and "B" battery consumption. This is a seven tube, completely self-contained set using dry cell equipment. Beautiful cabinet work, the finest material—mellow, clear, and beautiful tone. Every de-

**Cleartone Was First**

To use pointers instead of dials.  
To use a metal panel.  
And now it is first to provide the loop set that really performs and that is sold complete.

tail of workmanship and construction stamps it as high grade.

This set solves the problem of the apartment dweller who can't erect an antenna. It is the ideal outfit for the farmer who has no charging equipment. And this year the farmer will be radio's biggest customer.

You can demonstrate this set anywhere—in ten minutes—and it sells itself!

**Dealers and Distributors:**

Get away from the fierce competition on ordinary five tube sets. This outfit at this price is a wonderful value. Easy to demonstrate. Easy to sell. The perfect proposition for the great apartment building and farm markets. Our new sales plan eliminates most of the troubles you have encountered in selling the ordinary set. Write for it.

**The Cleartone Radio Company**  
2429 Gilbert Ave., Cincinnati, O.

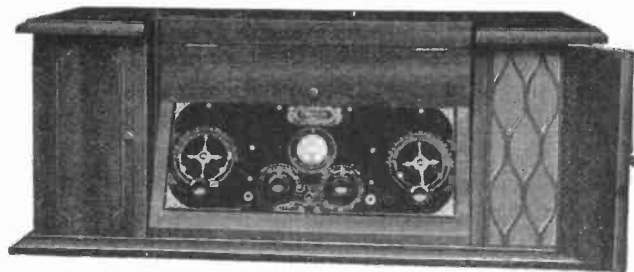
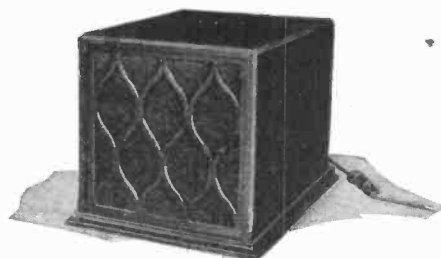


Table Model 91. Loud Speaker Built in \$200.00  
Console Type Loud Speaker Built in \$275.00



The clear tone detached loud speaker is a handsome cabinet type of the finest appearance and workmanship and wonderful distortionless tone for only \$25.00

# CLEARTONE *Complete* RADIO SETS

# The New Pooley Models

## Have you placed yours?

**S**INCE our first presentation of the complete new Pooley line two months ago we have booked very large orders calling for heavy monthly deliveries for many months to come.

Our total capacity production is being signed up well in advance.

The new Pooley models have made a definite hit. We hear from many distributors and dealers that Pooley Radio Cabinets and Radio-Phonographs equipped

with Atwater Kent Radio are "going big".

We want to take good care of Pooley dealers. But we can do so only if you will book your orders *now* with your Pooley distributor. He has all models ready—to show you and to ship you. But you must act *now*—to be sure of enough cabinets to meet your requirements later.

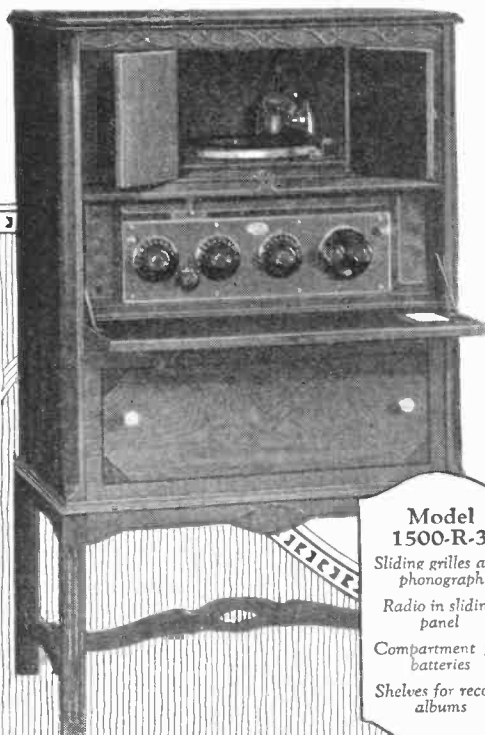
If you don't know the Pooley distributor in your territory, write us for information.

### THE POOLEY COMPANY

Radio Sales Department C

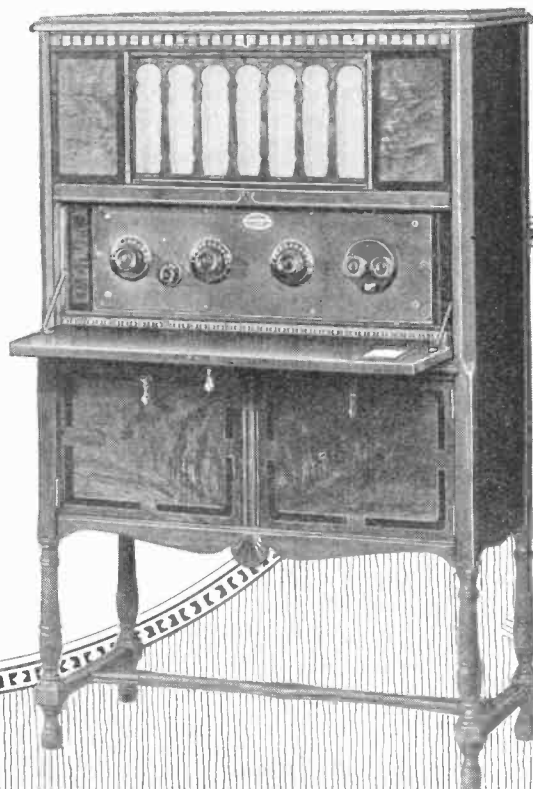
1602 Indiana Avenue Philadelphia, U.S.A.

Prices slightly higher west of the Rockies and in Canada

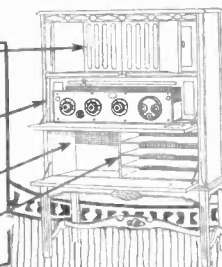


**Model 1120-R-2**  
Equipped with Model 20 Atwater Kent 5-tube Set. Price complete, less tubes and batteries—  
**\$225**

**Pooley Radio Phonograph Model 1500-R-3**  
Chinese Chippendale Style. American walnut or English brown mahogany, duotone finish. Height 50", width 30", depth 18". Equipped with Atwater Kent 5-tube Model 20 Compact Set; built-in Pooley floating horn; Pooley phonograph in amplifying chamber. Price complete, less tubes and batteries—  
**\$295**



**Model 1500-R-3**  
Sliding grilles and phonograph  
Radio in sliding panel  
Compartment for batteries  
Shelves for record albums





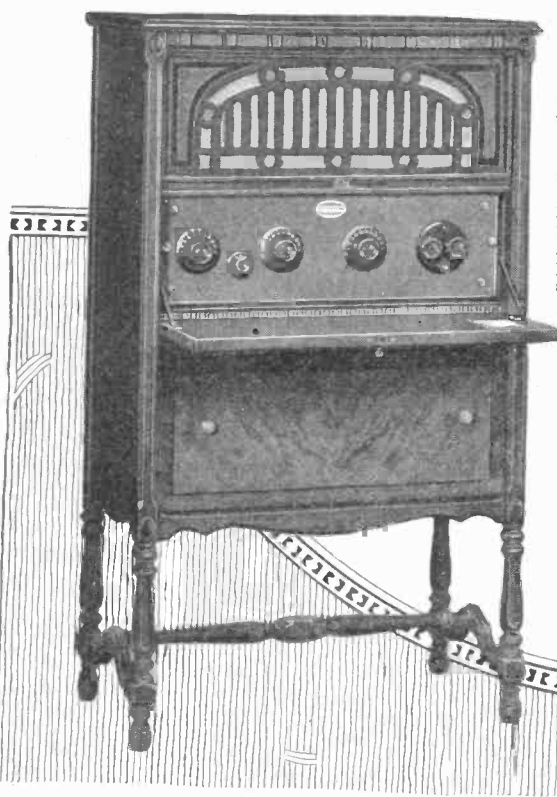
# are bringing in large orders



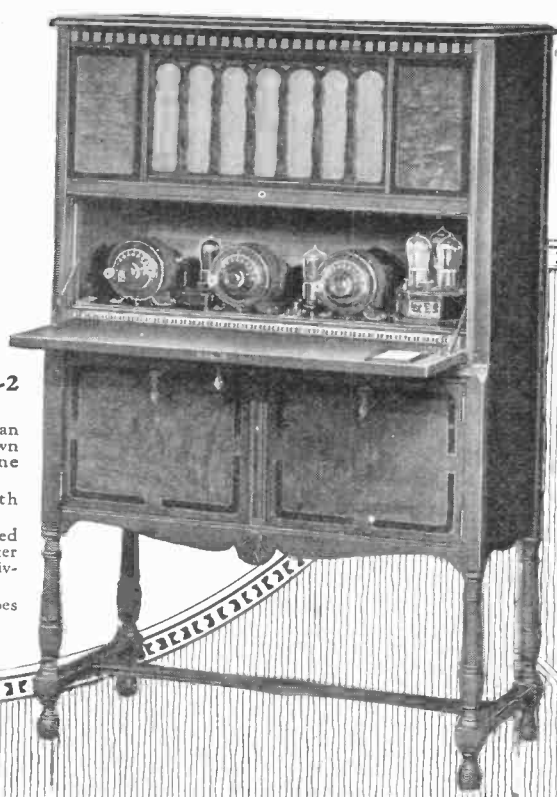
**Console Model 1400-R-1**  
 Louis XVI Style. English brown mahogany, duotone finish.  
 Height 31½", width 34", depth 15¾".  
 Accommodates any Atwater Kent Set. Space for set, 28½" x 10½".  
 Price, less Set, tubes and batteries—  
**\$75**

**POOLEY**  
 RADIO CABINETS  
*with*  
**ATWATER KENT**  
 RADIO

**Model 1600-R-2**  
 Italian Style. American walnut or English brown mahogany, duotone finish.  
 Height 41½", width 34¼", depth 16½".  
 Equipped with Atwater Kent 5-tube Model 20 Compact Set.  
 Price complete, less tubes and batteries—  
**\$200**



**Model 1320-R-2**  
 Stuart Style. Finished in American walnut or English brown mahogany—special Oriental burl, rosewood and walnut inlays.  
 Height 50¾", width 29¼", depth 15½".  
 Equipped with Model 20 Atwater Kent 5-tube Set.  
 Price complete, less tubes and batteries—  
**\$260**



**Models 1110-R-2 and 1120-R-2**  
 Stuart Style. American walnut or English brown mahogany, duotone finish.  
 Height 52½", width 33", depth 15½".  
 Model 1110-R-2 equipped with Model 10 Atwater Kent 5-tube open receiving Set.  
 Price complete, less tubes and batteries—  
**\$220**

# ATWATER KENT RADIO

## Here comes

# September!



RADIO is approaching the busiest period it has ever known. We are ready to do our share.

We have no seasonal or yearly models. As improvements are developed, *and if they meet our severe laboratory tests*, they are adopted. We have recently made improvements which increase efficiency, but they do not render any of our models obsolete.

We have been talking with a good many dealers, and what they want boils down to this: In the manufacturer—stability and sound principles consistently adhered to. In the product—dependable, guaranteed merchandise which they can sell with the knowledge that it will not come back to plague them.

More and more dealers are glad to sell the products of the Atwater Kent Manufacturing Company.

Our enlarged factory covers twelve acres of floor space. We have several thousand employees making Atwater Kent Radio, and a competent, loyal sales organization.

*Here comes September!  
Now is the time to act.*

ATWATER KENT MFG. CO.  
A. Atwater Kent, President  
4733 Wissahickon Ave. PHILADELPHIA

### To our Dealers:

No other radio manufacturer gives its dealers stronger advertising support. The campaign this Fall will be powerful and comprehensive. You will receive a detailed announcement. Be ready for it. It's YOUR story. Be ready to turn to your own profit the large investment we are making in telling it.

*Every Thursday night—*

*The potential audience of the Atwater Kent Radio Artists, who broadcast from ten stations every Thursday evening from 9 to 10 o'clock (eastern daylight time) is estimated at more than 10,000,000. These are the stations: WEAJ New York; WJAR Providence; WEEI Boston; WFI Philadelphia; WCAE Pittsburgh; WGR Buffalo; WWJ Detroit; WCCO Minneapolis-St. Paul; WOC Davenport; WSAI Cincinnati.*

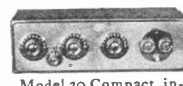
Phonograph Attachment, with 9' flexible cord, \$8.



Model 19, without tubes, \$60.



Model 12, built on special order, including battery cable, but without tubes, \$100.



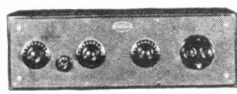
Model 20 Compact, including battery cable, but without tubes, \$80.



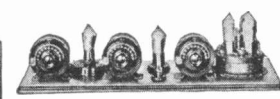
Model R, with 6' flexible cord, \$12.



Model L, with 9' flexible cord, \$17.

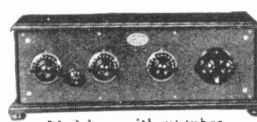


Model 20, without tubes, \$80.



Model 10, including battery cable, but without tubes, \$80.

*Prices slightly higher from the Rockies west, and in Canada*



Model 24, without tubes, \$100.



Model M, with 9' flexible cord, \$28.



Model H, with 9' flexible cord, \$22.

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Contributing Editor  
S. J. RYAN,  
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# Radio Retailing

The Business Magazine of the Radio Industry

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## Table of Contents August, 1925

"What Does the Customer Think About"	126
Quality Is Season's Watchword	127
Buying for Fall, 1925	130
"Radio's Place in the Summer Sun"	133
A Sales Picture of the New York Market	134
"Why Did I Buy It?"	137
"Selling Two Sets a Day"	139
Renting Amplifiers Is New Source of Profit	140
Manufacturers' Fall Sales Policies	141
Fraudulent Advertising Corrected	144
"Man-Made" Static and Its Elimination	145
"Advertising That Gets Results"	147
You Don't Need Farmer's Names	148
Another Hotel with Radio in Every Room	149
Thirteen "Don'ts" for the Radio Salesman	150
Windows from Both Sides of the Atlantic	152
New 1925-6 Models Illustrated	156
Up-to-Date Specifications of Radio Receivers	160

### Departments

Letters to the Editor	166
The Editors Have This to Say—	168
Directory of New Radio Products	170
Dealer Helps the Manufacturers Offer	173
What the Trade is Talking About	174

## As Gold Is Given the Assayer's Test—

so a magazine must pass through the crucible of its readers' judgment. For the past seven months, *Radio Retailing* has been "on trial" before the radio trade.

It is gratifying, therefore, that letters such as the one on this page and those on pages 166 and 167, are being sent, voluntarily, to the offices of *Radio Retailing*, by men who have staked their fortunes on radio and made it their lifework.

*Radio Retailing,*  
New York City.

Gentlemen:

Will you kindly send one year's subscription to each of the following firms, if not on your subscription list already. They are dealers of ours and we feel they should have "*Radio Retailing*," as it is the best we have seen thus far.

Will you send each dealer a letter informing them that we are presenting the year's subscription with our compliments?

Wilson and Coffin, Flagstaff, Ariz.  
Seligman Garage, Seligman, Ariz.  
White Garage, Williams, Ariz.  
Berryhill Company, Phoenix, Ariz.  
Babbitt Brothers, Winslow, Ariz.  
Pitts and Washington, Ashfork, Ariz.  
Black and Ellis, Kingman, Ariz.  
Karger Electric Company, Douglas, Ariz.  
E. C. Grasty and Brothers, Winkelman, Ariz.  
Navajo-Apache Abstract Company, Holbrook, Ariz.  
J. D. Sullivan, Hayden, Ariz.  
Griffin and McFaul, Florence, Ariz.  
South Side Gas and Electric Company, Mesa, Ariz.  
Valley Electric Company, Casa Grande, Ariz.

Very truly yours,

ELECTRICAL EQUIPMENT COMPANY,  
312 North Central Avenue,  
Phoenix, Ariz.

## McGRAW-HILL COMPANY, INC., Tenth Avenue at 36th Street, New York, N. Y.

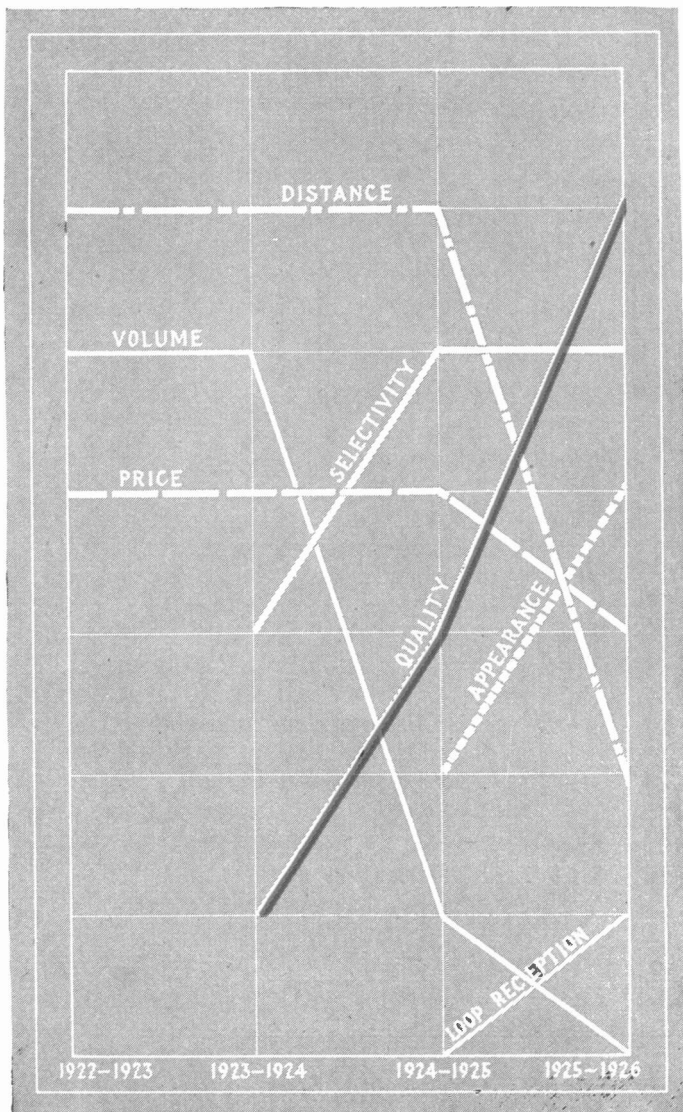
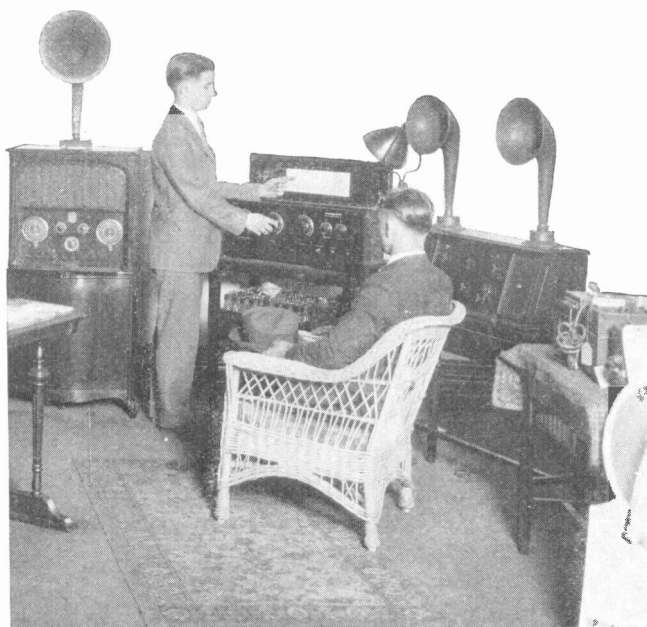
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SAN FRANCISCO, 883 Mission St.  
LONDON, E. C., 8 Boulevard St.

# What Is the 1925 Customer Asking For?

"Radio Retailing" asked 100 dealers in ten States what their prospects were demanding of radio sets and also what the trend in buying factors has been since radio's inception in 1922. The answers, given in graphic form below, will be of inestimable value to the buyer in choosing his merchandise for the Fall market and to the salesman in selling "customer satisfaction."



## 1. Tonal Quality

is the first requisite. Customers are demanding faithful reproduction and clarity. To win the women to radio, the raspy note of a year ago must give way to a mellow and pleasing sound.

## 2. Selectivity

In centers like Chicago and New York this factor is of paramount importance. Stock and sell only sharp-tuning sets so that customers will not be disappointed by over-lapping of stations.

## 3. Appearance

"Radio is style merchandise." Very shortly this factor will head the list. This is a desired evolution if the radio set is to get the premier position in the living room of every home.

## 4. Price

Low-priced sets are in demand, but salesmanship and convincing demonstrations can shift sales to a quality basis. Sets and loudspeakers made solely for a "price" market are a menace to radio's future.

## 5. Distance

The ranks of DX hunters are thinning rapidly. The potential buyers, upon which a sound market must be built, will be satisfied with a dependable local program.

## 6. Loop Reception

Self-contained units without unsightly wires are coming more and more into popular favor. While outside antennae are giving more all-round satisfaction, the dealer should stock both types.

## 7. Volume

could be considered a prerequisite. But since a set which has not got loudspeaker volume could hardly be called a standard article of merchandise, this element is no longer a factor.

# Radio Retailing

With Which Is Incorporated *Electrical Retailing*

VOLUME 2

AUGUST, 1925

NUMBER 2



*This Business of Ours—*

## Quality Is Season's Watchword

Fidelity of Tone Reproduction Will Be Greatest Public Demand this Fall—Battery Elimination to Have Prominent Place in Next Season's Radio Picture—Keep in Close Touch with Customer's Buying Trend

By J. ANDREW WHITE

CONSERVATISM is a good thing, but there isn't much money in it. I am strongly of the opinion that caution should be the buyer's keynote, but I haven't much patience with the notion that hand-to-mouth buying is the thing. Radio business is going to be good—I am supremely confident of that—and the retailer who is going to make money is the fellow who will have stuff to pass over the counter.

Now, as to what you should buy . . . I feel a story coming on.

It's a negro story, the one about the boy who lounged into the office of a white storekeeper one morning, and politely asked if he could use the phone. Given permission, the one-way conversation ran about as follows: "Lo, Mi's Buchanan? Ma'm, I seen in de papeh where you-all wanted a good cullud man. Is you-all still wantin' one? No? The man you got's puffuctly satisfactory? Doesn't connimplat makin' no change soon, eh? All right, ma'm. Goo'bye." The storekeeper having overheard, remarked to Sam as he left the phone that it was too bad the place was filled. "No, sah, dat's all right," was the reply, "I'se de nigger what's got de job, but I'se jest a-wantin' to check up."

The point is—are the sets you have sold "puffuctly satisfactory"; do your customers "connimplat" making any changes? You should know. Sam's method is one way of finding out, and there are plenty of others. I needn't mention the countless ways of keeping in touch with your customers, but it is not possible to lay adequate stress upon the importance of establishing and holding that contact.

### Feel Out Your Customers

There is the universal prescription for buying. Community needs vary

according to the section of the country, but out of all the buying lessons I have learned the most valuable one I can pass on is just that: Try out your customers.

This means getting their reactions when you tell them about something new, and of course better than the equipment they now have. You learn that way how much radio means to them, in their individual homes, whether they really want something better, or have given no thought at all to the matter; whether they are satisfied or whether they intend to spread themselves a bit but are not ready at the moment to come to any decision. Once you get a cross-section of opinion like this, it is not a very difficult thing to arrive at some estimate of possible sales expectations in the Fall. It won't be accurate—in fact it will be wholly valueless—if the information you collect in this manner comes in response to an approach that has anything of a direct sales talk in it.

Right now is not the season for direct approach to people who have bought stuff from you before; hit them up with the sign-on-the-dotted-line urge and you'll be fooled by their answers—there will be lots more in the negative than the proportion of

### Looking Ahead

An efficient source of power supply from light wires will make its appearance.

Storage battery and dry cell sets will continue the even tenor of their way.

The outside antenna will continue to hold first place in all-round efficiency.

Sets with a multiplicity of controls are doomed.

The craze for DX is pretty well over.

sales will show when the real buying time arrives. But if easy, almost casual, reference is made to new and improved apparatus or devices in an inquiry mainly concerned with the radio equipment they have at the moment—the stuff you sold them, and what degree of satisfaction it represents—you will be thanked for your interest, have placed the customer under a sense of friendly obligation, and acquired something very tangible along the line of the possibilities of each individual as a future sales prospect.

Now as to the volume of sales among newcomers—there is nothing I can tell you about that! You know your store, your community, the percentage of people who have bought sets and those still unsold—or if you don't you should; otherwise you are overlooking a fundamental of merchandising—and, of course, you know your volume of sales last year. Weigh these factors with the popularity of your store—has it increased or decreased?—and on the basis of the volume of business done last year, expect a little less, or a little more, and buy accordingly. Now, that is not a cryptic statement. I mean, buy a little more if you are stronger in the community, a little less if you feel that by competition or for some other reason, your normal business should fall off a bit.

All of which rests on this position, which I stand on firmly: The coming season shows no indications of being exceptional; nor does it look as if it will be a dull one; the volume of sales will be *normal*—that's my forecast in one word. By it, volume of purchases can be governed with reasonable accuracy, and full confidence.

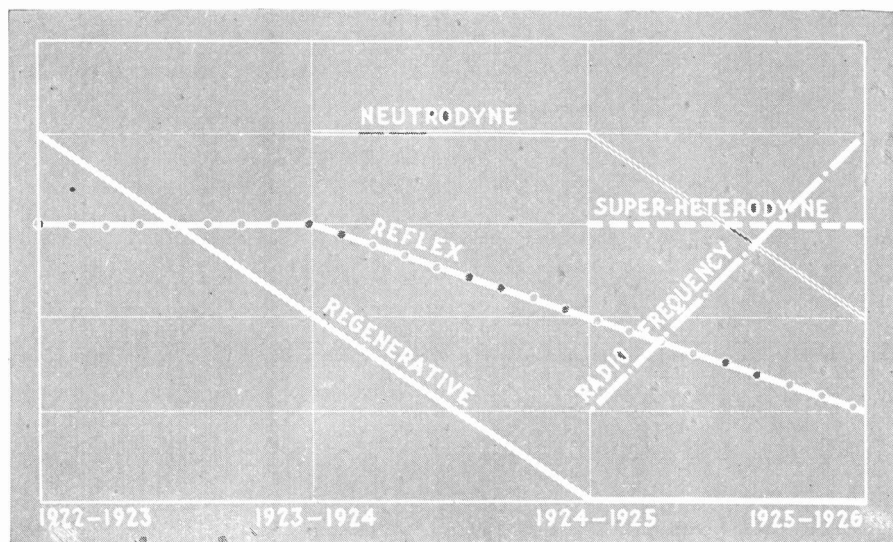
And that's that. . . .

**WE** HAVE talked thus far solely about volume. Now for tendencies. What every retailer wants to know is, in which direction is the public fancy going to stray?

My answer is, Quality is the thing.

We have had the craze for DX; that is pretty well over. Then came volume, the requirements here were quickly met by the manufacturers. Then the multiplicity of stations called for an improved degree of selectivity; and the development has been adequate, if not universal. Proportionately, there has been precious little done in improvement of quality. That is the next step, and the thing to be kept foremost in the mind of the dealer in weighing the

## Trend in Hook-Ups for Factory-Made Sets Since 1922



1, Radio frequency; 2, super-heterodyne; 3, neutrodyne; 4, reflex; 5, regenerative. This is the ranking in total sales of factory-made sets anticipated this coming season by a large retail store with branches in New

York City and Chicago. The order shown for the past three years is based on number of sales. If based on actual production of companies, however, the neutrodyne receiver would undoubtedly take second place.

merits of salesmen's offerings in the comparative price range.

Manufacturers of the higher priced sets have been prodding their laboratory staffs for vast improvement in faithfulness of reproduction, and the result is going to be seen early in the season. The raspy distortions of a year ago are going to be kicked into oblivion as soon as the public has had a chance to listen to the bettered broadcasting, and the retailer who stocks up with sets that emit harsh and phonographic sounds will find the customers backing away, even if the merchandise is low-priced. There's a pitfall here, and the radio trade might as well see it now.

Whether or not the individual can afford the high priced sets, he is going to want something approximately as good, even if for considerably less money, and he is just as likely as not to end up by not buying anything, if his money will give him only badly distorted stuff many of the cheaper sets got away with in the season past. There'll be a basis of comparison—that's an important thing to remember—and if my experience in the business is worth anything it will mean a swing over of public demand to important emphasis upon faithfulness of reproduction.

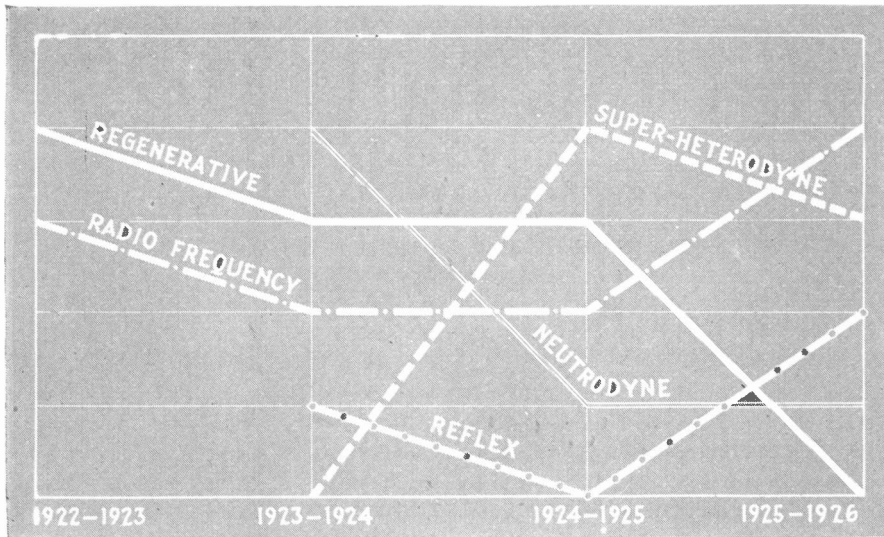
In the stores with which I am associated the demand for quality reproduction is already predominant; if it hasn't yet reached out all over the country, it will.

**A**MAZING improvement has been made at the transmitting end of broadcasting—just how good it is the public doesn't know yet, because the receivers and speakers that deliver programs with fidelity to the original have not been generally available. But that experience is coming to the customers, and they are going to like it to the point of insistence upon it as a regular thing.

The set with a multiplicity of controls, too, is doomed. Mechanical design holds the possibility of practicable and efficient single-dial sets for the current market, but the set with two dials is all right; a person has two hands and there is no objection to using both, particularly if the result is better (as it is at this stage of the game) from the standpoint of manufacturing economy and all-round efficiency. All the reasonable necessities of radio reception can be obtained in design which makes more than two controls unnecessary, and this is likely to be of some importance in the coming market.

And now that subject of such widespread discussion—the elimination of batteries. Nothing is more certain than that a source of complete power supply tapped off the electric light circuit will make its appearance, probably this season. There is no reason why it should not be highly efficient, too. Applied to a set operating with low-consumption tubes it should function without fluctuation, without hum, and every

### Radio Frequency Takes Lead in Home-Made Sets



1, Radio frequency; 2, super-heterodyne; 3, reflex; 4, neutrodyne; 5, regenerative. This is the order in popularity of hook-ups used by fans who make their own sets, based on the number of sales of a large chain store. As with the ranking of factory-made sets, on opposite page, this compilation is not to be considered an estimate for the country as a whole.

bit as well as those which now depend upon batteries for a steadier source of current supply.

**B**UT even if we are on the eve of the introduction of the set without batteries, it is not a matter of grave importance in the schedule of buying which the retailer has to map out now. Granting that the long awaited innovation does come along early—it's more likely to be late—in the season, I have noticed that it takes the public three to four months to get around the natural skepticism associated with novel departures, and what might be termed a buying wave is much slower than that in coming. The early models, or at least the early supply, seldom approach the standard of later perfection, too; and that further slows the process up. In addition to which, is the ordinarily sky-high price tag which has to be attached to new and meritorious things, initially.

So while there is no definite information, and it is more a premonition that we are going to see a worthy unit of power supply without resorting to batteries, the whole matter is a secondary consideration for the reasons given. The storage battery tube will sell, and sell well; there will be a gain in the sales volume with the dry cell type, and batteries both A and B will continue along the even tenor of their way, not greatly affected by the actual or impending arrival of the newcomer, and a sure and certain staple for

the retailer who has a well balanced business.

One basic question remains to be answered on this subject of buying: Is the outside antenna obsolete? That's a pretty one. My answer is, not yet. The day is not far distant when wire drapings will come off the roof, but we are concerned with the Fall season of this year, in this discussion, not with prophecies into the future. And I feel quite certain that in the present state of the art

the outdoor aerial has a secure place in the scheme of things.

There isn't much choice when it's a matter of reception up to a distance of fifty miles—at least, that is what the records of our service department show and customers tell me personally—but beyond that the amount of energy picked up by the set with the self-contained directional loop does not compare favorably with what it does, or another set will accomplish, when hitched to the single wire atop the house. I know that engineers can dispute this and present impressive data to prove to the contrary, but I am setting down against their theory the actual experience of a retailer who has sold a very sizeable quantity of radio sets of all sizes, shapes, qualities and over the widest possible price range.

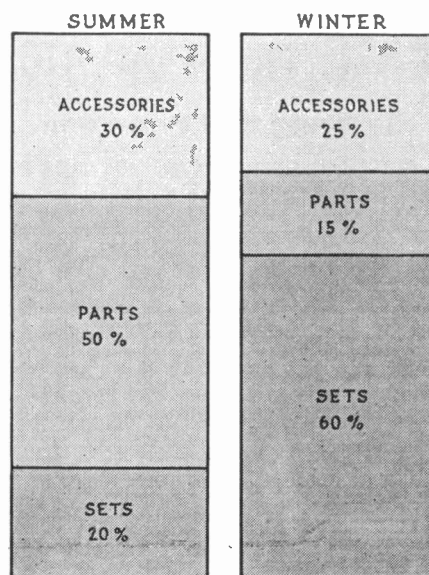
**T**HE direct answer therefore is, carry both types of sets, but a lot of trouble will be saved if it is made clear to the purchaser that, so far as the immediate present is concerned, the outside antenna still has the edge for efficient all-round working.

I anticipate two things: there will be those who will say that I am talking through my hat, that the set with the self-contained antenna has the call, and that it will do everything that can be accomplished with the outdoor aerial. With the first I am going to agree; the growing popularity of the loop type is unquestioned; it is already right up alongside the older brother and likely at any minute to step out in front; but I am a long way from being "sold" on the idea that equality in general efficiency has yet arrived.

A well balanced assortment with an eye to quality first seems to be the logical basis for determining what new stock shall be bought; and it will be immensely beneficial if the word "revolutionary" is dropped right out of the lexicon of all radio dealers and makes no appearance whatever in any of the literature or advertising associated with new apparatus. That single word has had an influence in slowing up sales beyond all estimate. Lay the blame at its door for the attitude of hesitancy on the part of the public in holding off.

Sets and accessories are "better" than they were last year, much better—that's the sound merchandising idea for the new season.

### How Retail Inventories Vary with Season



The charts above show the balance of stock in percentages carried by a retail concern with branches in New York City and Chicago. The relative investment for the two periods is not obtainable; nevertheless, the percentages will be helpful to other merchants, as they represent good merchandising practice.

## *From the Merchant's Point of View*

# Buying Radio for Fall, 1925

The Factors in the Situation as an Experienced Merchandiser Sees Them—Things to Ask About When You Place Your Commitments

By S. J. RYAN  
Consulting Editor, Radio Retailing

CERTAINLY August is the month when manufacturers, jobbers and salesmen of radio hope the merchant will start to buy. And as certainly it is the time when the radio merchant will think most decisively regarding his fall buying.

Right at the outset of this article I want to apologize for the superabundance of pronouns, first person singular, that appear in the following paragraphs. They are no adornment to the pages, but the editors have asked me to "speak right out in meeting" and I am talking as one radio merchant to another. I have no "inside" information regarding any specific condition in the radio industry, if any such exists. I only know those things regarding present and future conditions which seem to be generally known and generally accepted in the trade. This is being written early in July and by the time you read it, you may be in possession of authentic information which will prove of far more value to you in your fall buying.

What we are here discussing is not the future of radio in general, its permanency, its continued growth in public favor and use, or its seemingly limitless possibilities that fairly stagger the imagination. Rather, we are to talk over together what we, as merchants of radio (somehow I can't take kindly to that word

"dealer,"—we have too many dealers now, and by far too few merchants) are going to be thinking in the month of August, 1925, with regard to placing orders for radio merchandise to be sold during the succeeding months of 1925.

As I look back a few years and recall those first hectic weeks of buying when our fear of not having the latest thing was only exceeded by our fear of having it too long, and our dread of not having enough of what they were calling for was only

surpassed by our ignorance of the whole thing. I still marvel at the ready and almost universal acceptance of this thing called radio. It just captured the public imagination over night.

Since those days we have had lean seasons and fat ones. Radio merchants, jobbers and manufacturers have had a most liberal education in merchandising. And yet we had overproduction and dumping only a few months ago! I hardly believe there is any question in the mind of any merchant as to the future of radio. We all know we've only started. Just the same radio in itself is no panacea for all sorts of merchandising errors. If we could only have gotten far enough away from it, many undoubtedly would have likened its past to a real-estate boom—and acted accordingly. It is an old saying there is nothing safer to buy than the earth, but after the first time we generally assure ourselves we are buying earth.

I feel merchants are not going to be stampered this fall. A great deal of radio merchandise is going to be made



### "When the Salesman Calls I'll Ask These Questions"

#### 1. Territorial Protection

Will the manufacturer insure me against having my natural trading territory glutted up with other outlets for his goods?

#### 2. Indiscriminate Dealer Price Cutting

Will his distribution set-up prevent retailers in other districts in my town from slashing prices on this merchandise and using it as a "come-on" item?

#### 3. Changes in Price or Models

If the manufacturer contemplates a price reduction will an advance notice or rebate be given me? And, also, will my stock be replaced or credit issued in event of sets being declared obsolete?

#### 4. Budgeting or "Dumping"

Are production figures for the set I'm asked to buy based on an analysis of market, obviating a surplus and the necessity of "dumping" next spring?



and bought and sold, but the whole thing will be done on a saner basis. The smart still lingers. Of course it's anyone's guess what the public are going to do—mine is that they will slowly regain confidence in the value and the freedom from immediate and basic changes of radio merchandise, that general buying will accordingly start a bit later, will be steadier and less violent and will continue after the holidays. But all this only in the event the public's confidence is retained. If anything occurs to create a doubt in their minds regarding the stability of values or applications, they'll simply quit buying. And we all know what that means.

My personal opinion from observation as a merchant, is there will be quite a recession all along the line in prices, as against those which prevailed a year ago at this time. This applies not only to any merchandise which may be identical in character this year as last, but to merchandise with only detailed changes which have not altered the intrinsic value or the performance to any great extent. So I look forward to being offered merchandise at a lesser price. I do not know at this time how much this reduction is going to be in each line but it will be a substantial one. Of course, as a merchant I'll have to absorb my own loss on any such merchandise carried over but that's all in the game.

I do not look for any fundamental changes this year. At the same time I want to know. So when the representative calls I'll ask questions and expect to receive authoritative answers—not only for my own protection but so I can intelligently answer those of the public. Because I believe the public'll ask plenty.

#### A Definition of "Exclusive Franchise" Wanted

Next I want some definite assurance on protection. I'm not a banker but a merchant and I am not going to demand a banker's guarantee—but I feel I am entitled to know just where this particular manufacturer and particular distributor stand in the particular territory where my business is located. And I want to know that too. There is a good deal of talk about exclusive franchises. Well, exclusive is a very elastic word and in the final analysis somebody off somewhere has to define it for the particular location in point.

Personally I am not much of a

## "WHY THEY SUCCEEDED"



## "Don't Sell a Set and Then Forget It"

**H**ENRY MEYER, proprietor of the Meyer Store, Inc., of Pittsfield, Mass., is a phonograph dealer who is making a success of radio to the tune of a \$50,000 yearly gross in sets and accessories. He did it, in his own words, because—

"I sell only radio products I have faith in and deal only with jobbers and manufacturers who keep faith with me.

"I keep faith with my customers. I don't just sell a radio set and then forget it. It is word-of-mouth advertising which brings returns. Give real service.

"I don't waste time on trial sales. I sell the set before it leaves the store, but I do give a money-back guarantee if it proves unsatisfactory.

"I advertise—not wastefully, but well and wisely. I drive home the fact that both the set and the store are reliable and have always given satisfaction.

"I have demonstration booths for radio, just as for phonographs. I make my business dignified and don't have to apologize for it.

"I have a good staff of salespeople and don't leave the whole business to just one, or two. Sometimes a new personality brought into the sales picture will close a deal.

"I carry the smallest possible stock, so as not to get stocked up with merchandise that may soon be obsolete.

"I sell all sets at list and carry my own paper, getting one-quarter to one-third down, with no extra charges.

"I make sure the set is installed properly, for many times the sale depends on the customer's first impression after he hears it in his home.

"I give service—plenty of it and without charge, except for a \$9 installation fee. Free service is necessary in radio retailing and manufacturers might well take it into consideration when setting their discounts.

"Finally, I watch all overhead expenses carefully. No guesses are allowed and I know just what my selling costs are and what proportion should be allocated to the radio department."

believer in exclusive franchises, because they don't seem to work out very advantageously for all concerned, and any business arrangement that doesn't isn't much good. However, if I am a merchant I expect to be consulted regarding who and how many distributors and retailers of this particular merchandise there are going to be in my natural trading territory.

Then I am going to commit "lese majeste" and ask some questions about production schedules of 1924 and 1925. And what's going to be done about surplus. Just a nice friendly little chat but I want to know and I think I am entitled to know.

Of course this salesman being interviewed represents a standard manufacturer. I mean by that, of course, one who has the organization, finances and equipment to produce dependable merchandise he is

not afraid to stand back of and will keep his promises of delivery. Otherwise I will not buy from him because I will be afraid to.

My past experience in radio has taught me well it is a stock requiring constant watchfulness and that next to the selection of my lines, turnover is most essential. In fact I am not sure it is not the more important. So under no conditions will I buy more than a month's supply—and my judgment will dictate this quantity. Into this factor of quantity must enter all local conditions affecting radio. Just one for example.

Personally I believe the sales of radio at retail in the country for the past year were less than four dollars per capita—nearer three in fact. How were they in my location—above or below such an average? Suppose we calculate they will spend five dollars each this year. How

many ways will this be split and what plans have all three of us—manufacturer, distributor and myself—made to assure myself of my share and how much is that share? Guesswork very largely I'll admit, but there's a lot of that in merchandising and there's been some pretty bad ones made in radio.

Next to quantity, *en masse*, comes the detail of its division. How much of it for sets, for tubes, batteries, loud speakers, etc. Certainly no merchant goes at this thing blindly. These are the sort of things we have just got to know, or sure as shootin' we'll find ourselves tied up in an unpleasant way that always causes losses. It's a comparatively simple thing to make a division of your orders in such a fashion—much simpler and more accurate than of your sales. If you haven't done it in the past and haven't got copies of your orders on file, better start now. It's a mighty good investment. And use it as your guide. Never let any manufacturer or distributor or salesman stampede you. They're not retailers, they're optimists.

Now that I have got that in shape, I study very closely the matter of price range. Extremely important and especially so in sets. Personally I believe the dealer with a fair volume can sell in largest number this year sets retailing around one hundred dollars. This would give him a good selection of sets that will make satisfied customers. And the other prices in proportion, all in accord with your location, character of business, etc. So I will divide my appropriation for sets into a price range and watch it like a hawk.

Next I will take up the question of functional types in the various price ranges. As a merchant I thoroughly believe in trying to have what the public wants when they want it. I would rather sell to an idea than against it when that idea is a sound one, and in radio of today I personally believe there is ample room for a difference of opinion and desire upon the part of the public. I may be all wrong, but again I am only a merchant, not an engineer, and I am selling merchandise, not opinions.

And summing it all up, as I am preparing to digest this mixture of price reduction, changes, protection, turnover, price range, etc. I would liberally add that, to my mind, very necessary ingredient for 1925,—*caution*.

### How Do the Various States Rank as Markets for Radio?

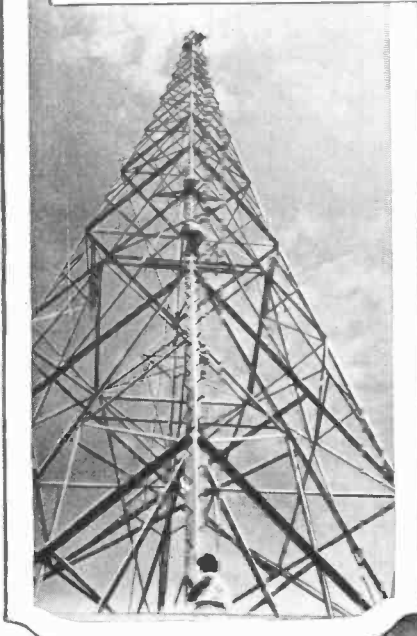
State	Rank According to Number of Families	Rank According to Number of Income Tax Returns	Rank According to Number of Homes Wired for Electricity	Rank According to Number of Passenger Automobile Registrations	Rank According to Number of Broadcasting Stations	Rank of State as a Market for Radio	Per Cent of Radio Business That Should Be Done in Each State
Alabama.....	19	32	31	32	20	25	1.0
Arizona.....	44	44	44	45	21	41	0.3
Arkansas.....	23	36	33	34	18	25	0.6
California.....	6	4	4	2	1	5	6.6
Colorado.....	33	28	21	22	16	24	1.0
Connecticut.....	28	14	14	27	21	18	1.6
Delaware.....	48	47	47	48	23	44	0.2
D. C.....	41	19	42	38	20	33	0.7
Florida.....	32	34	22	24	18	29	0.9
Georgia.....	12	22	23	25	17	17	1.4
Idaho.....	43	41	41	43	19	34	0.4
Illinois.....	3	2	2	5	2	2	8.1
Indiana.....	11	12	11	10	12	11	3.2
Iowa.....	14	13	15	8	5	12	2.5
Kansas.....	22	18	17	15	17	15	1.5
Kentucky.....	16	23	20	21	22	19	1.3
Louisiana.....	25	27	32	30	13	27	1.2
Maine.....	35	33	27	37	20	31	0.7
Maryland.....	30	17	24	23	19	23	1.1
Massachusetts.....	8	5	7	9	8	7	4.0
Michigan.....	7	8	6	6	6	6	4.4
Minnesota.....	15	16	12	13	11	13	2.2
Mississippi.....	24	39	43	35	20	33	0.8
Missouri.....	9	10	9	11	8	10	3.4
Montana.....	36	35	37	40	16	36	0.6
Nebraska.....	31	25	25	18	9	22	1.4
Nevada.....	49	49	49	49	23	45	0.1
New Hampshire.....	42	37	39	42	20	37	0.4
New Jersey.....	10	7	8	14	10	9	3.5
New Mexico.....	45	48	48	46	22	43	0.9
New York.....	1	1	1	1	3	1	10.8
North Carolina.....	17	30	29	17	22	21	1.3
North Dakota.....	39	45	45	36	18	38	0.5
Ohio.....	4	6	5	3	3	4	6.4
Oklahoma.....	21	20	18	16	16	14	1.5
Oregon.....	34	29	26	28	18	28	0.9
Pennsylvania.....	2	3	3	4	2	3	7.6
Rhode Island.....	38	31	34	39	16	25	0.7
South Carolina.....	27	43	36	31	21	32	0.8
South Dakota.....	37	43	40	33	20	30	0.5
Tennessee.....	18	28	19	26	14	20	1.4
Texas.....	5	9	10	7	4	8	3.7
Utah.....	43	38	30	41	15	37	0.5
Vermont.....	45	46	38	44	22	40	0.3
Virginia.....	23	21	28	20	19	19	1.3
Washington.....	26	15	16	19	7	16	1.6
West Virginia.....	29	24	35	29	22	27	0.9
Wisconsin.....	13	11	13	12	10	12	2.3
Wyoming.....	47	42	46	47	23	42	0.2

In order to give the radio dealer, jobber or manufacturer a gauge with which to measure his market, the research department of *Radio Retailing*, under the direction of Arthur P. Hirose, has ranked the various states as markets for radio appa-

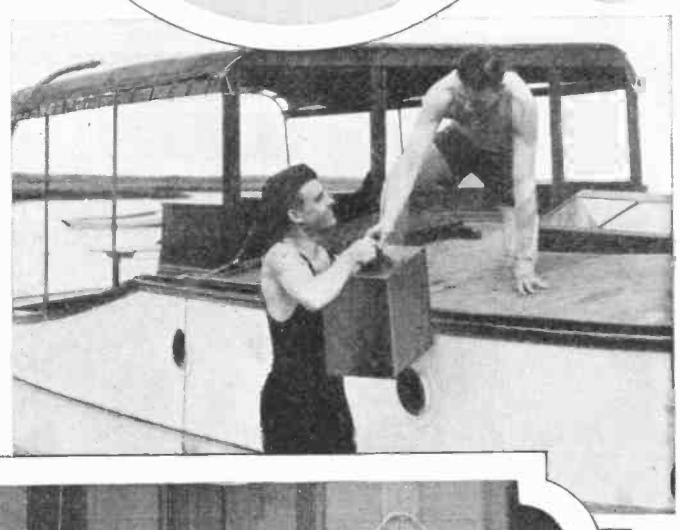
ratus and has determined what per cent of radio business should be done in each state. Jobbers and dealers can use these same factors in determining whether or not their respective communities are being developed to their fullest extent.

# Radio's Place in the Summer Sun

An enterprising suburban dealer recently put a radio receiver in an express cart and hired a boy to pull it up and down Main Street with a concert going, thus dispelling the popular idea that you can't get good radio reception in warm weather.



Above—C. Francis Jenkins, (at right) Washington, D. C., inventor, who recently demonstrated to Government officials his apparatus that broadcasts motion pictures, shows Secretary of the Navy Wilbur (seated) and Admiral Eberle (standing at left), his latest machine, which permits the exhibition of motion pictures in daylight.



Above, at left—Locking up from the base of one of the 300-foot aerial towers of WJZ's new 50,000 watt transmitter at Bound Brook, N. J.

At right and above—Two important summer uses

for radio—on boats and at life-saving stations. Although the receiver used by this New York Life-Saving Corps is a home-made affair; it shows a possible market for factory-built sales; and suggests another—boat clubs.

# An Analysis of the Radio Buying

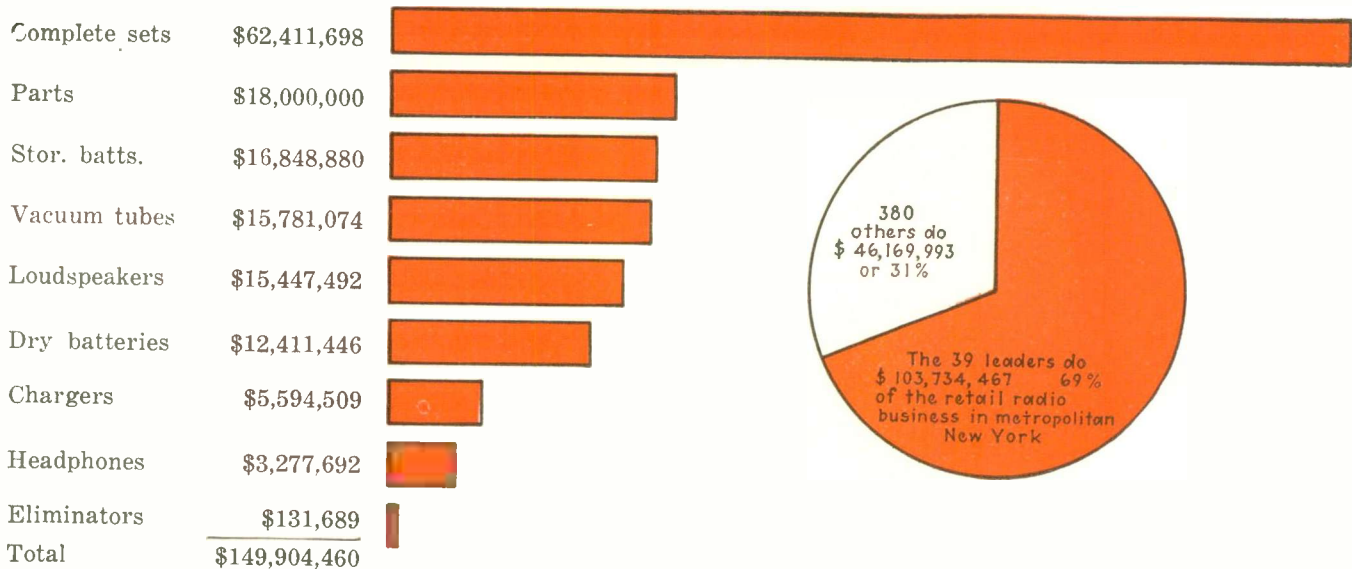
*America's most important radio market—the area within a fifty-mile radius of New York City—has 10 per cent of the population of the entire country. The survey of this market, compiled by twenty investigators covering the sales methods of 1,675 retail stores, brings to light valuable facts on balancing radio stocks, days on which to have sales drives, etc.*

By FRELING FOSTER

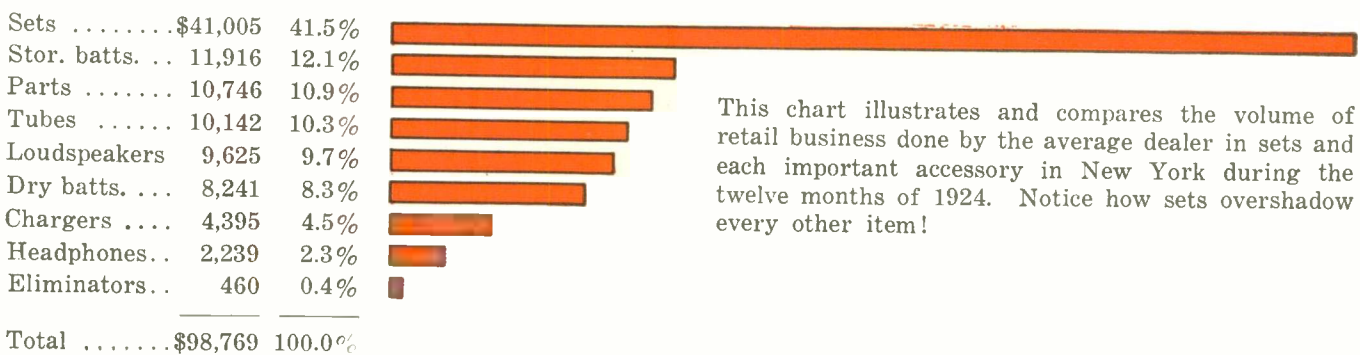
NEW YORK is the radio headquarters of the United States. It leads all other cities and sections of the country in the number and pre-eminence of its broadcasting stations, the quality and variety of its programs, the number of receiving sets in use, and the number of dealers, jobbers and others employed in manufacturing, selling and broadcasting.

## Retail Sales of Radio Equipment in Metropolitan New York During 1924

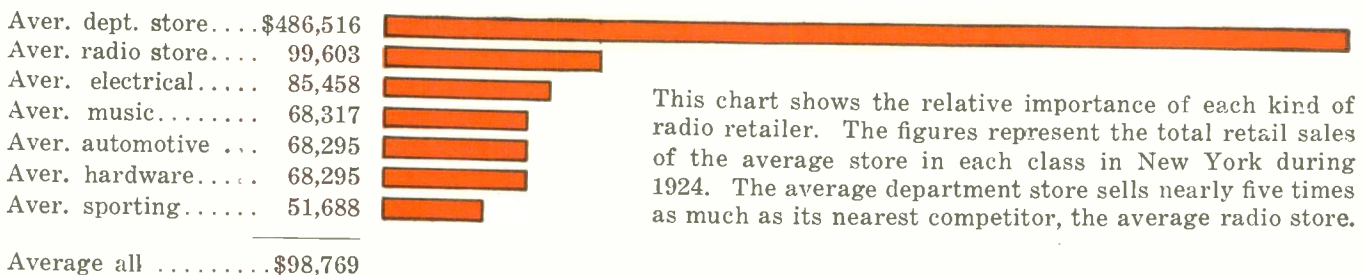
(New York City and its 50-mile suburban trading territory)



## What the Average Radio Retailer Sells Annually in Metropolitan New York



## Annual Retail Sales of the Average Radio Retailer—By Kinds of Stores



# Habits of Metropolitan New York

In fact, Metropolitan New York—the five boroughs of New York City and its 50-mile suburban trading territory which contains 10 per cent of the country's population—buys 20 per cent or one-fifth of all radio equipment bought in America. The United States bought approximately \$750,000,000 worth of radio apparatus in 1924, and \$150,000,000 of it was purchased by Metropolitan New York.

Bear in mind when considering these totals that they represent retail sales, not manufacturer's or whole-

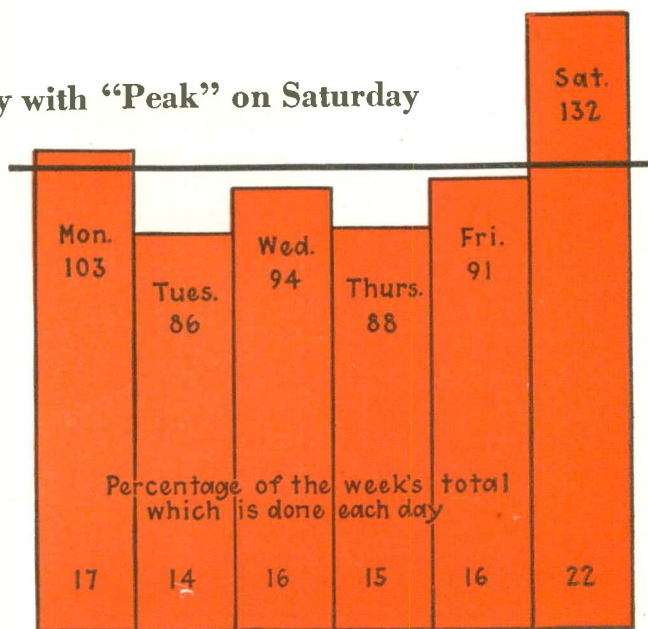
saler's figures, and that they are for a territory which contains a larger number of families than are living within the municipal boundaries of these nine cities combined: Chicago, Philadelphia, Detroit, Cleveland, St. Louis, Boston, Pittsburgh, Buffalo and Washington.

This Spring, the writer made a comprehensive survey of the radio sales in Metropolitan New York for the *New York American*. The investigation required the services of twenty merchandising men who called upon 507 or 30 per cent of the 1,675 radio outlets in the

## Retail Radio Sales Fluctuate Day by Day with "Peak" on Saturday

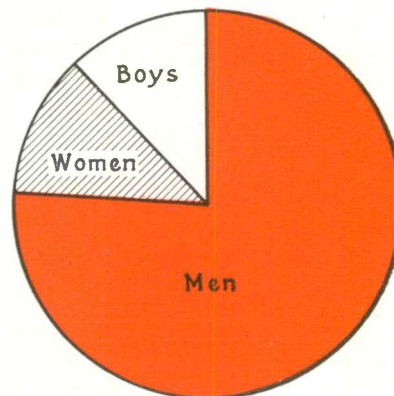
This chart shows the relative importance of each day of the week in retail radio sales in New York. The heavy line represents 100—or a normal day—which is ascertained by adding the sales for the six days and then dividing by six.

There is much less fluctuation than is generally believed. Monday and Saturday are above normal. Wednesday and Friday are virtually normal. The only days which are appreciably below normal are Tuesday and Thursday. These days could probably be greatly improved with special drives.



## Analysis of Radio Sales to Men, Women and Boys by Kinds of Stores

	Men	Women	Boys
670 radio stores	80%	8%	12%
Combined annual sales		\$66,734,064	
300 electric stores	80%	8%	12%
Combined annual sales		\$25,637,455	
375 music stores	72%	18%	10%
Combined annual sales		\$25,618,883	
25 dept. stores	52%	36%	12%
Combined annual sales		\$12,162,910	
140 au'motive sta.	76%	10%	14%
Combined annual sales		\$9,561,301	
100 h'rdw're sto.	85%	5%	10%
Combined annual sales		\$6,830,155	
65 sporting goods	79%	8%	13%
Combined annual sales		\$3,359,695	



Totals		
Men	\$114,393,348	76%
Women	17,946,147	12%
Boys (under 18)	17,564,965	12%
	<u>\$149,904,460</u>	<u>100%</u>

territory, and secured the distribution and sales of the 419 makes of complete sets, vacuum tubes, headphones, loudspeakers, dry and storage batteries, and battery chargers and eliminators during 1924.

The tables illustrating this survey cannot go into the thousand and one details gathered by the investigators. They are confined to the general facts about the retailers themselves, their sales by kinds of stores, by days of the week, month and for the year, by kinds of accessories, and the percentage of sales made to men, women and boys.

When studying these figures remember that they represent the average store—the store which seldom if ever exists. They represent big, medium-sized and little stores, all added together for the purpose of working averages.

### Dayton Dealer Gets Front-Page Publicity

Editor, *Radio Retailing*: We are enclosing a photograph and copy of a newspaper article regarding a recent publicity stunt, which we put on in connection with the "Ohio Caverns" near this city. The newspaper article will give you a very good explanation of what happened, but we might add that we conducted this test when there was a severe electrical storm raging above ground which would have made reception impossible because of the static, and yet we had very little interference while in the cave.

### A Picture of the Average N. Y. Retailer

His Average Stock, Average Selling Prices, and His Average Monthly Sale

	Aver. No. Makes Carried	Aver. Sell. Prices	Aver. No. Sold Monthly	Per Cent of Dealers Carrying
Complete sets.....	4.8	\$125.57	27.22	92
Vacuum tubes.....	2.0	3.80	222.46	92
Loudspeakers.....	4.8	22.13	36.24	96
Headphones.....	2.9	5.22	35.69	88
Dry batteries (A&B)	2.4	37c-3.27	493.18	90
Stor. batteries (A&B)	2.1	17.16-22.58	54.04	84
Chargers.....	2.3	17.63	20.76	76
Eliminators.....	1.3	44.66	3.43	17

This event was given very wide publicity, being copied by newspapers all over Ohio. We afterwards placed the Radiola superhetrodyne which we used in the cave in the window and made a window display of stalactite and stalagmite formations from the cave, and this attracted a great deal of attention. It is not always possible for other dealers to make such tests at this, but we thought you might be interested in knowing of it.

Urbana, Ohio. M. R. GEYER.

### California High School Has Radio Installation

The educational value of radio programs is being generally recognized by schools and an effort is being made to furnish at least one radio instrument to every school building. This makes Parent Teachers' Associations, or individual par-

ents of some wealth, excellent prospects for radio instruments to be presented to the school. City Education Departments are, perhaps, less open to persuasion as customers, but even these are awakening and in many cases have included allowance for radio equipment in their budgets.

The Santa Barbara High School, Santa Barbara, Cal., is an example of what can be accomplished if the architect and the school department are approached when a new school building is under consideration. This model structure is wired with a radio outlet in every classroom. The master instrument is in the principal's office and can be tuned in to any program as desired. A series of control switches, also located in the principal's office, enable the connection to be made with any particular classroom or with all as desired. The same wiring system is used when the principal wishes to communicate direct with any room.

**OHIO CAVERNS**  
**ECHO TO RADIO**

PARTY HALF MILE UNDER THE GROUND, TUNE IN.

**An Electrical Storm Outside**

Reception in Cave Was Loud and Clear  
—Experiment Proves the Waves Travel Through Earth.

With a heavy rain and electrical storm raging on the surface, creating conditions making radio reception exceedingly difficult in Champaign county homes, a party of twelve men, women and children a half mile from the entrance to Ohio Caverns at Mt. Tabor



Geyer and Grimes of Urbana, O., got front-page publicity in their local papers by taking a radio receiver down into the Ohio caverns and testing the reception. There may not be any caves in every section of the country, but there are mountains, sky-

scrapers, aeroplanes, balloon ascensions at county fairs, amusement parks, beaches and innumerable other places where a radio receiver installed will get excellent advertising for dealers. Take the radio editor of the local paper into your confidence,

let him listen to radio reception on a speeding auto. in a fast motorboat and under other unusual circumstances. Keep hammering on stunts all summer long that will get you publicity and keep radio and your shop in the eyes of the public.

# "Why Did I Buy It?"

The Answer to That Question May Be the Secret in Cleaning Out Slow Moving Stock—  
Your Customers Will Buy for the Same Reason You Did—But You  
Must Tell Them Why They Should Buy

**T**HE amount of dead stock on a dealer's shelves is a good indication of his business ability—it is a wary merchandiser whose business accumulates little such material. A small percentage of dead stock is inevitable—a large and increasing percentage oftentimes disastrous.

For a long time, radio sold itself. The demand exceeded the supply and, consequently, success was merely a matter of having the goods on hand. The dealer supplied—it was not necessary for him to sell.

Now things have changed. The demand for radio is no longer spontaneous and the successful radio merchandisers are the ones who have the knack of creating a demand for their goods. If they fail to do this, a lot of dead stock is apt to be the result and too much of this should be a danger signal.

## "Dead Stock" Is Not Always Obsolete

There is a tendency to more dead stock in radio handling than in many other lines because of the rapid changes. However, "dead" stock need not be obsolete stock. It is well to distinguish between the two for there is a vast difference. The latter may be classed as the stock which, through changes or improvements has become unsaleable. On the other hand, there is usually plenty of merely "dead" or very slow moving stock on the dealers' shelves that might, with proper exploitation, show a nice profit. Little items, perhaps, but important in the scheme of business.

Strangely enough, dead stock, with a lot of dealers, is more a state of mind than an actuality. They will mentally class as "dead" all items that do not move readily and usually allow them either to remain on their shelves indefinitely or feverishly attempt to pass them off by cutting the price. The first method is plainly foolish—the second often unnecessary. Obviously, all goods are not best sellers. Some items are not

"sellers" at all—they must be sold.

In the earlier days of radio when many manufacturers were content to let the dealer set whatever price he chose to put upon their goods, I came across one fellow with a dozen condensers he had been trying to move at \$2.50 each. Twice he had them in a prominent place in the window. Now, after carrying them in stock for almost a year, the common course of procedure would have been to cut the price. This dealer, however, figured differently.

Once more, the condensers went into the window—this time as a feature. A large sign announced that they were "special" at \$2.90. Within three days, half of them had been sold which, as the dealer explained it, left him out "whole skin." This is an old department store trick but is still a mighty effective way of selling goods. Sometimes the difference between dead stock and sales is merely a strategic price appeal.

If you are an average person, it is reasonable to assume that goods you have purchased because they appealed to you will, in turn, appeal to your customers who will buy them. It is for you to decide whether this particular item has a demand among your trade or if it will be necessary

for you to create a demand. A lot of dealers fail to realize that when certain stock has been "sold" them by a clever salesman, it will probably take equally as clever selling on their part to dispose of it to their customers. This does not refer to worthless goods. The amount of inferior and worthless stuff that is pawned off on the American public and radio dealers each year, by clever salesmanship, is appalling. But this is not salesmanship, it is questionable business. Really meritorious goods of decided worth or advantage to the prospect often require extremely skillful salesmanship to sell.

## "Don't Pass Your Errors on to Your Customers"

If you have made a mistake in the purchase of a particular item of stock, it is to your better business interests to admit it and accept the loss. Don't try to pass your errors on to the customers. However, if you have "dead" stock that is truly legitimate and on which you have been sold yourself as being worthwhile, chances are it can be moved—with a substantial profit.

If you find a lot of this slow-moving stock on hand, it might be well to put yourself mentally "on the carpet." Ask yourself a few questions.

"Why did I buy it?"—a simple question which should be easily answered and which should also produce the key to the sales solution. If it is goods of merit, you probably bought it for four reasons:

1. You either thought it would appeal—or could be made to appeal to your customers.
2. You thought they would buy it, or could be persuaded to buy it.
3. You thought that handling these goods would net you a profit.
4. Lastly and most important, you probably bought it because a clever salesman—or catalog—convinced you that you needed the goods for these reasons. Now carry this quiz a little further.

"Why did I think the stuff would

## "Get the Right Sales Slant—"

"Get the Right Sales Slant in Your Selling" is the sales message contained in this article, which should provide every radio dealer with plenty of food for thought.

In taking account of slow-moving stock, ask yourself why you bought it. Your customers will buy it for the same reason. But you must use the same sales arguments in selling it over the counter, as the salesman used in selling it to you.

sell? For what reason did I think my trade could be persuaded to buy it?"—and—"Have I been as clever in conveying these presumably good reasons why the article should sell to my customers as the salesman was in selling them to me?"

If you have only stocked the item on the presumption that customers would discover these things for themselves, you have failed in a very important principle of merchandising. If it required skilled salesman-

ship to get you to handle the stuff, then, don't forget that, as an average person, the same will probably hold true of your customers.

"Speaking of dead stock," a dealer in radio once said to me, "There is a bunch of radio maps I have had for a long time. I thought there would be a big demand for them and now I find I was mistaken. There are still 90 some left from the 100 I ordered so you can see what the results have been. In a couple of

months, there will be a new one issued and these will be obsolete. I've tried hard to sell them too. They've been stacked in the window a couple of times and there are always some in the display case. This is only a 40c. item but goes to show that a fellow can't always be right in his judgment."

"Do you use one at home?" I asked.

"Sure," he replied, "comes in mighty handy too. It's on the wall and the boy keeps it full of pins to show the stations we've heard."

"Ever suggest this idea to your customers?" I asked.

"Well," he replied, hesitating, "I did whenever I had a chance."

"Of course—and those were the ones you sold," I said, "But when you put these maps in the window, you failed to mention this important sales feature."

Accordingly, I sat down and wrote a show card to be placed with the maps in the window:

*Measure the distance you hear!—put a pin in the map for each station received!*

#### **RADIO MAPS**

Listing every U. S. and Canadian Broadcasting Station  
40c

Back again into the window went the maps—this time with a neatly printed sign offering a definite suggestion for their use. Carrying the display a little further, this use was illustrated by one of the maps spread on a large cardboard with colored pins showing the stations commonly heard in that vicinity.

During the week they remained in the window, 52 of them were sold—and they had merely constituted a background, the regular display space being filled with more profitable material.

It is not always an easy matter to determine the correct "sales slant" to use and oftentimes a poor choice will not only fail to sell goods but prove actually detrimental.

Dealers will find it worth while to endeavor to view their own stores as others see them—the displays, arrangements and demonstrations—and ask themselves if they have the right "sales slant" on their goods and if their sales efforts are making the impression upon their prospects they have meant to convey.

### "WHY THEY SUCCEEDED"



### *Uses Women to Sell Women*

**T**HE American Supply Company, a furniture house of Worcester, Mass., did a radio business of \$140,000 last year. Under the management of H. F. Reilly, this large gross was obtained because:

Only standard radio sets, phono-radio combinations and accessories are sold.

Service is given until the customer is satisfied.

Full list prices prevail.

Employs a woman as assistant radio sales manager, who specializes on selling to women.

The American Supply Company has been in business in Worcester for many years, its music and phonograph departments dating back twenty years.

It has built up a large list of prospects through its phonograph and furniture departments.

It is located on the main business thoroughfare.

It ties up music and records with radio to their mutual advantage.

Uses concerts by opera stars to sell both radio sets and records.

Accepts phonographs as trade-ins, disposing of them through secondhand channels.

Accepts time payments, twenty per cent down and nine months to pay.

Uses mail advertising to back up newspaper space.



# Selling Two Sets a Day

Was the First Year Record of a South Carolina Dealer Whose Sales Policies Include "Service, Home Demonstrations and Making Every Customer a Personal Friend"

**SERVICE**, but not too much service—

Pushing sets, with parts only for replacement purposes in sets sold—

Care in trade-in allowances—

Home demonstrations—

Making each customer a personal friend—

These are a few of the points that stand out in the merchandising policy of the Battery and Electric Company, Inc., of Greenville, South Carolina. This policy is sound, for it sold over 700 radio sets the first year the company carried radio, and the second year so far has given promise of going the first considerably better. The sale of 700 radio sets in a town the size of Greenville—credited with a population of 23,000 in 1920—is a record that is not common, especially when competition in the radio business is keen, as in Greenville and the surrounding territory covered by the firm.

A considerable amount of this business was with farmers; and some was done with customers living in other towns than Greenville. How it is successfully doing this is largely a matter of carrying out ideas that the average dealer agrees ought to be carried out, but which are often neglected.

The company makes a feature of complete sets, carrying principally only one make. Parts are not pushed, except to the extent of assuring a prospective buyer of a new set that he always will get prompt service in case he needs new parts. "We carry a complete stock of parts for the sets we sell," Mr. Morris said, "but we do not try to sell parts to amateur set builders."

The company will take in second-hand sets

as part payment on new sets, but under no circumstances is the allowance more than the actual resale value of the old set. Mr. Morris explained that they will take an old set, appraise it thoroughly, considering also the prospects for its resale, and then allow the customer just what it is worth. "We never give more than we can sell a set for," he said, "and we try to get enough profit out of the sale of the used set to pay for handling it. We are trying to avoid the used article problem which automobile dealers had to meet in the earlier days of automobile trading."

## Friendly Spirit Essential in Small Towns

In a town the size of Greenville, the radio dealer can build much extra business through satisfied customers. People in smaller cities have more friends than similar people in large cities, as a rule, and they take a personal interest in their friends. When a man gets a radio set that he

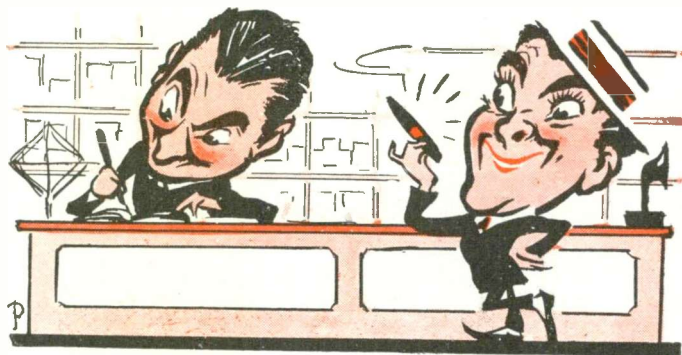
likes, he wants his friends to help him enjoy it. He wants them to have a set like his, too. He invites them to his house often, to hear the radio. He boosts the set higher than the dealer himself can, if he likes it and the service the dealer gives him.

That is one reason why the owners of the Battery and Electric Company—Cecil Morris and L. D. Chisholm—think that it pays to go far with service to customers. Almost every day the concern has a customer call by telephone or in person and tell a member of the firm to "go out and see Bill So-and-So," saying that he ought to have a set. This customer has previously told Bill the same thing.

The company uses satisfied customers still more than that. When one comes in to chat or ask questions about his set, and if he and the official he is talking with are not in any hurry, the official of the firm asks the customer to give him 40 or 50 good names for a mailing list.

"We get the telephone book and go through it with the leisure customer," Mr. Morris said, "and he picks out the names and addresses of as many of his acquaintances as he can find in the book."

The company puts out new sets on trial, figuring that a prospective customer is entitled to that much service in his selection. "If people knew all about the various sets, it would be different" explained Morris, "but at present they have only a smattering of a few different types. According to advertising and sales talk, each is a better buy than any of the others. How is the prospect to know which to buy unless he can give them a fair trial under similar conditions? We appreciate



## Getting New Leads from Old Customers

is the outstanding reason why the Battery and Electric Company of Greenville, S. C., was able to sell 700 sets the first year it carried radio.

Service, but not too much service—

Demonstrations in prospects' homes—

Asking customers for names of interested friends—

these are the sales methods that build a successful radio trade in the smaller cities.

"Make every customer a personal friend" is the ideal this company has set for itself.

A. JARVIS ALLEN

MORROW J. ALLEN

## Broadcast Receptor Entertainment Service

3530 SALEM ST.—Phone Rand. 3148

Radio broadcast programs received and amplified for public and private gatherings, with sufficient volume for large auditorium. Power and loud speaker equipment using high tube and plate voltage, temporarily installed in any hall for every occasion. Special service for party dances, dinners, conventions, luncheon and social clubs, civic, fraternal and political organizations desiring to receive entertainment or information "via radio."

**No Gathering Too Big To Serve**

Prices by Hour or Contract. (A. J. Allen Sr., Consulting Engineer.)

*Here is a Sample of the Newspaper Advertising Used by an Indianapolis Concern to Tell the Public About Its Amplifying Equipment*

## Amplifying Equipment, Rented to Local Organizations, Is New Source of Profit

Receiving and Amplifying Radio Concerts at Public or Private Gatherings Opens New Field for Radio Dealers

**N**O SMALL number of radio dealers have invested in amplifying equipment; apparatus, that is, that receives and amplifies broadcast programs, for either large auditorium, or outdoor concerts. This equipment represents a fairly sizeable investment, yet not one instance where the dealer has regretted the expenditure has come to *Radio Retailing's* attention.

An instance comes to mind in which a dealer contracted with a hotel to supply amplifying equipment one night a week for a year at \$50 a night. The dealer then bought the equipment, which, in little more than six months, had paid for itself from this one installation.

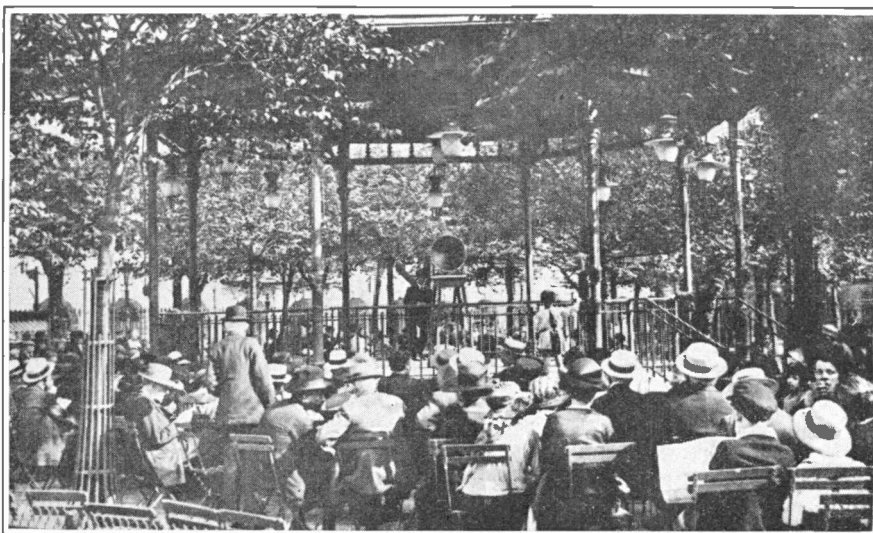
### Many Uses for Service

There are any number of possible renters of such equipment, ranging from the municipal authorities, who might be persuaded to supply public outdoor radio concerts, which, as the illustration indicates, has already been done, to social clubs, hotels, churches, political organizations, and social or civic gatherings.

Following along this line, A. Jarvis Allen, Sr., and his two sons, of Indianapolis, Ind., are performing a community service in renting receiving and amplifying equipment. One of their newspaper advertisements is reproduced on this page, but the surest way of making money out of your equipment is to solicit

personally every possible rental prospect. In service of this sort, where the income often goes as high as \$100 a night, it is worth spending a good deal of time and effort to put across a contract.

Allen uses a twelve-tube super-heterodyne which is still further amplified by special power and loud speaker equipment when necessary. He is a charter member of the Broadcast Listeners' Association of Indianapolis, through which he has made many friends and which has made him well-known in radio and commercial circles in his home town.



That public radio concerts in city parks is not an impossibility is proven by this photo. Here, a radio receiver and amplifying equipment supplies concerts for the populace in lieu of expensive

## Selling Two Sets a Day

(Continued from page 139)

his point of view to the extent of delivering a set and installing it for him, with the understanding that he pay us ten dollars for the aerial if he doesn't buy our set. Otherwise the aerial is included in the price.

"When radio becomes more universally known, selling of course will be different. Customers don't expect to buy a suit of clothes, wear it a couple of days and then decide whether or not to keep it; but the clothing industry is not new. People know what they want, for they have been buying clothes all their lives. Even though radio has now become a permanent industry, still it remains an adventure to the man who buys his first set, and it is up to the dealer to help him."

The company sees that a man understands his set well enough to tune-in easy stations with it, and gives him instructions for its operation. That concludes the free service until something goes wrong with the set. If the set fails to function properly, through the fault of the set, the company calls at the customer's house and rectifies the fault. If there are defective parts, they are replaced free during the first 90 days the set is in use. If, however, the call at the customer's home proves to be nothing except the customer's inability to tune-in the station he wants or some other fault of his, he must pay the company a dollar for the call. In other words, this charge makes a person think twice before cursing the set and calling the firm for free service.

bands. And this, ladies and gentlemen of the radio audience, is in France, which is supposed to lag far behind these United States of ours in radio affairs.

# Fall Sales Policies

*Many Radio Manufacturers Plan Radical Changes in Distribution Policies—Number of Jobbers Being Reduced, and Protection Given to Dealers—Trend to Exclusive Franchises Clearly Indicated*

## Will Sell Through Restricted Number of Jobbers

The AC Electrical Manufacturing Company, Dayton, Ohio, by R. L. Sides, sales department: "We do not have any exclusive dealer franchises. We do, however, have a protected dealer policy, which is handled through our jobbers. We do not sell direct to dealers, but are selling exclusively through reliable jobbers and are restricting the number of these jobbers.

"We do not contemplate any change in list prices in the Fall, but, if we should make a change in prices during the coming season, we will rebate to our jobbers and dealers, as we guarantee all prices. Our maximum dealer's discount is 40 per cent."

## Adler-Royal Policies Remain Unchanged

Adler Manufacturing Company, New York and Louisville, by Lambert Friedl, vice-president: "Adler-Royal sales policies will not be changed. The Adler Manufacturing Company was the first to offer the dealer in radio a franchise. We intend to continue this wholesome policy. The Adler Manufacturing Company was also the first to offer dealers in radio liberal discounts on the line. Over a year ago our dealers were finding it possible to sell and service properly and still retain the fair profit to which they are entitled. Our liberal discount policy will remain in effect.

"We have always insisted that the dealer and distributor must be taken fully into consideration in outlining any merchandising plans, whether it be in radio or any other field. We realize that no manufacturer can possibly stay in business unless he adopts and adheres to a sound distributing policy. This has been our platform during the entire twenty-seven years or more of our history as a manufacturer of standing and recognition. We do not intend to change in the slightest degree what has proved to be a successful platform."

## Adheres to Exclusive Dealer-Jobber Policy

The Dayton Fan and Motor Company, Dayton, Ohio, by D. A. Graham, vice-president: "The Day-Fan radio line for 1925-6 will be marketed under a carefully planned exclusive distributor and dealer franchise policy. There will be only fifty-two distributors in the United States, each one having definite territory with exclusive, protected rights in that territory. In

addition, each distributor will be required to limit his dealer outlets in accordance with market possibilities and subject to the approval of the company. Where possible, dealers will be given exclusive territory—but in the larger cities, this is not always practical. In any event, very particular attention will be required to avoid unfair competition among dealers and the merchandising of Day-Fan products under unsound or unfair retail policies. All authorized dealers will be appointed by franchise and will be identified by the official Day-Fan Authorized Dealer sign.

"Not only does Day-Fan not contemplate changing list prices, but all Day-Fan franchises carry the provision that prices are guaranteed to distributors and dealers to June 1, 1926. In case any change should be advisable, distributors and dealers are protected by rebate. Likewise there will be no change in trade discounts."

## Believes Exclusive Territory Is the Only Solution

Electrical Research Laboratories, Chicago, Ill., by George A. Pearson, president: "Dealers must be protected against the price-cutter and the fly-by-night gyp. The only solution to this perplexing problem is the exclusive dealer franchise backed by concerns which are financially able to make their contracts afford binding protection for the dealer. We will have an exclusive dealer franchise based on justice and a square deal and it will be enforced twelve months of each

year. To make this a real protection it will be necessary to have the co-operation of the distributors and the dealer and to insure the proper degree of co-operation our dealers and distributors will be selected with great discrimination."

## New Policy Will Give Jobbers Exclusive Territory

The Freed-Eisemann Radio Corporation, Brooklyn, N. Y., will institute a policy of giving jobbers exclusive territory, the jobbers, in turn, to sell only to registered Freed-Eisemann dealers, according to a statement just issued. Receivers will be sold, in future, only to dealers who have signed contracts with the manufacturer.

The statement further reads that Freed-Eisemann will "not sell to other than accredited dealers in the retail radio business who handle merchandise under ethical and approved merchandising policies. While we do not contemplate any reduction in list prices, if lower changes are made, credit memorandum will be issued for all sets the dealer has on hand which were purchased within sixty days preceding the change in price. Credit memoranda must be taken up within thirty days after date of issue.

"If the manufacturer declares any model obsolete, credit memorandum will be issued to dealers on the same basis as on price reductions. If the manufacturer accumulates, by such returned sets, an oversupply of models declared obsolete, he agrees to give dealers first opportunity to purchase such models at reduced prices."

## Garod Working Out Authorized Dealer Plan

The Garod Corporation, Newark, N. J., by Lawrence Gardner, president: The Garod Corporation is conducting an extensive analysis of sales outlets throughout the United States. When completed the information will be compiled into territorial maps and records. This will enable the sales department to so control distribution that every Garod dealer will be a selected, authorized dealer; that competition between them will be reduced to a minimum, and that price competition will be eliminated.

"We have in preparation a plan of sales and advertising designed to back up Garod distributors and dealers with intensive local newspaper advertising. We believe that one dealer who will get behind the Garod line and push it vigorously is worth ten half-hearted ones, and are working out a plan of

## How Manufacturers Will Market Their Receivers

*can be learned by reading these statements of merchandising policies from leading radio set makers. The statements bring out several fundamental changes in the distribution structure:*

1. The number of wholesale outlets is being greatly cut down.
2. The day of real dealer protection is at hand.
3. Exclusive franchises are being given to jobbers, and, in several instances, to dealers.

co-operation that will enable the active dealer to reap the fruits of his own efforts. The Garod V and the Garod Georgian will be continued throughout the 1925-26 season at the present list prices."

### Will Sell Direct to Retail Dealers

David Grimes, Inc., New York City, by E. Eisler, advertising department: "Dealers will be given exclusive agency franchises in their territories. They will receive an authorized dealer certificate and also an identification emblem.

"Sales will be made direct to the retail distributor. No change in list prices in the Fall is contemplated."

### Franchise System Adopted by Jewett

The Jewett Radio and Phonograph Company, Pontiac, Mich., by T. F. W. Meyer, sales manager: "The Jewett sales policy adopted for the coming season may be best described as 100 per cent protective. Primary distribution will be accomplished through a limited number of selected distributors, who will be granted sole distribution rights within the territory they naturally serve, and many of whom will handle only Jewett products.

"Dealers located in smaller cities and towns will be given exclusive sales rights within their natural trading area. In the larger cities where it is impossible to completely define a dealer's trading area, care will be exercised in the placement of our dealers in localities where minimum conflict may result.

"No changes whatsoever are contemplated in our list prices with the possible exception of some slight advances on one or two numbers to properly cover certain improvements and some slight advances in raw materials. It is, however, a fundamental policy of this company to protect our trade in the event of any price reduction. We consider 40 per cent as the logical and legitimate discount to the dealer, and we have priced our articles with this in mind. No increase in discounts is contemplated."

### Sells Through Limited Number of Outlets

Colin B. Kennedy Corporation, St. Louis, by Colin B. Kennedy, president: "Practically all of our business is done through authorized distributors with whom we have contracts. We refer to our dealer plan as a restricted one rather than an exclusive one. We try our best to have only sufficient dealers in a given territory to adequately take care of the demands of that territory. We co-operate fully with our distributors on this point. We likewise limit our jobbing distributors. We do not sell directly to dealers, and never have done so.

"We do not contemplate any change in list prices this Fall. Our agreement with our distributors provides that we will rebate them on the difference be-

tween old and new costs on any material purchased sixty days prior to the announcement of such price change. As the dealer agreements are between our jobbers and such dealers, we leave it to the latter's judgment as to how they should take care of their customers. We do not contemplate changing our distributor and dealer discounts during this season."

### Will Continue to Sell Through Radio Jobbers

The Kodol Radio Corporation, Cincinnati, Ohio, by J. F. Bichl, sales manager: "The Kodol Radio Corporation will not give exclusive dealer franchises but will, by its method of distribution, attempt to select only the best dealers in each community.

"We do not plan to sell direct to dealers but will continue merchandising our products through jobbers of radio apparatus. As far as we know, we do not contemplate any change in list prices on any of the older Kodol models, nor will our discounts be increased."

### Will Give Dealers Exclusive Franchises

Kolster Radio (Federal Telegraph Company) New York, by H. H. Southgate, assistant sales manager: "We will give exclusive dealer franchises protecting dealers as to territory, reductions in prices and obsolescence of models.

"We will not sell direct to dealers. Our distribution plans call for sale to a restricted number of wholesale outlets each having territorial, price, and obsolescence protection.

"Our list prices will remain fixed until July 1, 1926, at which time price changes, if any, will be made. Our definite commitment to both the distributor and the dealer is protection against reductions in price.

"Our dealer discounts will remain unchanged for the next year at least."

### Will Have Limited Jobbers and Authorized Dealers

Music Master Corporation, Philadelphia, Pa., by H. A. Pope, sales department: "Our policy this year will be to protect our dealers by selling only to authorized Music Master dealers who are approved by us. We will not sell direct to dealers but will distribute our merchandise to a limited number of distributors who in turn will furnish the retail trade.

"We contemplate no change in our list price, but if there should be any change in the list, rebate will be offered to our dealers. Our dealer's discount will remain the same as heretofore."

### No Change in Sleeper Policy of Protection

Sleeper Radio Corporation, Long Island City, New York, by John J. West, sales manager: "So far as we know, our company was the first manufacturer of radio sets to introduce a

merchandising policy of restricted distributors and protected dealers. Authorized Sleeper dealers will continue to operate under our franchise which grants exclusive sales rights in towns of less than 10,000 population, and freedom from nearby competition in larger centers.

"The Sleeper franchise is granted upon the recommendation of a jobber or salesman only to those who operate an established place of business—responsible, reliable merchants who have and merit the confidence of their community. Cut-price, fly-by-night concerns are carefully avoided. In case they do get in, they are as quickly eliminated as we learn the facts. We sell only through jobbers who agree to abide by our sales policy. Usually one, seldom more than two jobbers are assigned to each distributing zone.

"No change in list prices in the Fall is contemplated. In the event these prices are reduced, dealers will be rebated just as they were when the price on one model was reduced last Winter. Discounts to jobbers and dealers remain the same as last year."

### Exclusive Jobbers Sell to Authorized Dealers

The Thermodyne Radio Corporation, New York City, by M. O. Giles, sales manager: "We give a distributor exclusive territory to his particular trade, so that he in turn can pass his exclusivity on to his dealers. Our distributors only sell to authorized dealers approved by us. We do not sell direct to dealers. We guarantee price maintenance on Thermodyne products for the balance of the radio year, ending March 1, 1926, and in the event of our reducing our prices, agree to rebate the jobber the full amount of the price reduction on all stock he has on hand at that time. Our distributor and dealer discounts will not be changed."

### Jobbers Permitted to Allot Territory

The R. E. Thompson Manufacturing Company, New York, by M. E. Schack, sales department: "There has been no change in our sales policy over that of the season 1924-25. Our method of distribution is through wholesale distributors only, and it is our desire to have as few distributors as is consistent with the proper coverage of the country.

"Our distributors are permitted to issue exclusive dealer franchises to whom a Dealer's Certificate is also issued. We are continuing our 1924-25 models in our present line at the same list price. We have not made any change in discounts."

### Jobbers Will Give Exclusive Franchises

The Work Rite Manufacturing Company, Cleveland, Ohio, by Walter K. Badger, sales manager: "Our prices for the current year will be guaranteed against reduction up to December

1, 1925. We are instructing our jobbers to give exclusive franchises to their dealers and we plan to sell through wholesale outlets only.

"Our jobbers discounts have been increased from 50-5 per cent to 50-10 per cent, and we recommend a resale to the dealer of 40 per cent. Our plan is not to spend a million dollars in advertising but to see how well we can make a radio set and how well we can merchandise it."

### Exclusive Territorial Jobbers and Authorized Dealers

The Splitdorf Electrical Company, Newark, N. J., will distribute its radio receivers through its factory branch offices already established throughout the country. These will grant exclusive territorial franchises to a jobber in each territory. Each distributor will have full charge of his territory, selling to authorized Splitdorf dealers.

### Exclusive Franchises Part of Stewart-Warner Plan

The Stewart-Warner Speedometer Corporation, Chicago, Ill., is distributing its radio receivers only through its ninety-six long established wholesale outlets, according to an announcement. These Stewart-Warner outlets are selling only to dealers who take out Stewart-Warner Radio Franchises, giving them protection and exclusive territory.

### Will Give Franchises to Selected Dealers

F. A. D. Andrea, Inc., New York City, is issuing "Fada Franchises" to a limited number of selected dealers. Price protection is one of the features of the plan. Fada receivers will continue to be distributed through regular wholesale outlets.

### Reduces Wholesale Outlets

The Radio Corporation of America, New York City, is known to be quietly cutting down the number of its wholesale outlets, though no other change in the RCA distribution system is contemplated.

### Gives Exclusive Franchises

The Langbein-Kaufman Radio Company, New Haven, Conn., is giving distributors exclusive franchises, and "guarantees to maintain prices and discounts during the winter of 1925-6."

### Cuts Out Jobbers

The Charles Freshman Company, Inc., New York City, has eliminated jobbers from its sales picture and is selling direct to radio dealers, granting them exclusive territory.

### Sells Direct to Dealers

The Premier Radio Corporation, Defiance, O., sells its radio receivers on a direct-to-dealer, exclusive franchise plan, affording complete price and sales protection.

## "WHY THEY SUCCEEDED"



## "Hear Before You Buy" Leads to Success

**A** DOOR-TO-DOOR sales campaign, with a motto of "Hear Before You Buy" is responsible, in a large measure, for the success of the Radio Equipment and Supply Company of Bridgeport, Conn., according to its owner, J. S. Thompson. Thompson succeeded because—

He realizes the public is no longer interested in a set that "just works." He anticipated the demand for perfect reception, and set about to sell sets that give perfect reception.

Is concentrating on shore trade this summer, takes portables to the beach when he goes swimming, and distributes cards to the crowd that always gathers.

Three salesmen are constantly in the field making a door-to-door canvass. They explain the proposition and seek permission to put a set in on trial.

After the set is installed for two clear reception nights, a second call is made and the sale closed or the set taken back.

He helped to organize the "Bridgeport Radio Trade Association," the members of which exchange the names of people who take advantage of the home demonstration offer, and such people get no more home demonstration offers from any dealer.

Salesmen are on commission basis, getting ten per cent.

Uses the telephone to keep in touch with old customers, for replacements on accessories, and also for names of friends.

Rode over the "cut price and manufacturer dumping storm" by discontinuing the sale of such receivers, and concentrating on stable lines.

Has his store interior tastefully decorated and comfortably furnished.

Co-operates with local trade association in searching out and eliminating reception interference.

Has tube testing and re-vitalizing service which he finds a big boost for summer trade.

# Fraudulent Advertising Corrected by Better Business Bureau

Investigations of Misleading Radio Advertisements Made and Revisions Recommended—Stores Found Willing to Co-operate

**T**HE Better Business Bureau of the Associated Advertising Clubs of the World started its work in the radio field late in February, 1925. Since then over seventy cases have been investigated. Of the total, investigation revealed that in twenty-four cases the suspicion was unjustified or that the complaint had been based on incorrect information.

Among the most important cases handled thus far are the following:

A New York store advertised a standard B battery at cut prices. This was found to be bait. The supply on hand was insufficient and it was knocked by the salesman who tried to switch the customer to another brand. The proprietor promised that he would not advertise the line again unless he had ample stock and that he would instruct his employees to discontinue knocking.

In another case a prominent storage battery was used as bait. Batteries of the advertised make were in stock but were old style or defective. This undesirable merchandise has been removed and replaced by fresh stock in factory containers.

In one store, window signs offering tubes at cut prices were allowed to remain after the supply of these tubes had been exhausted. A phone call secured prompt removal.

## Department Store Corrects Mis-Statement

Mis-statement regarding reflexing of tubes in a neutrodyne set was called to attention of department store merchandise manager, who issued instructions to prevent a repetition.

The phrase "Nothing else to buy" was used in advertising a set which did not include aerial equipment. The store management issued a rule that this statement is to be made only if a set is actually equipped with every item needed for efficient operation.

An uninformed purchaser asking for De Forest tubes in a chain store was given tubes in bad condition. Store manager refused to make adjustment but the Bureau secured

prompt action through the president of the company.

Because of bad advertising and careless service on customer complaints a dealer's advertising was refused by a newspaper. Constructive co-operation by the Bureau enabled him to apply successfully for readmission to the paper.

A store advertised a "\$25,000 Purchase" and illustrated a certified check for this amount. It was found that the actual purchase was only a fraction of this amount, and the objection to such copy was brought to the attention of the advertiser and his agency. The newspaper used refused to accept further copy referring to the amount of purchase.

## Size of B Battery Misquoted

A B battery advertised as "Extra Large" was found to be the same size called "Large" by other manufacturers. Correction made in subsequent copy.

A plug similar to the Weston was advertised as "Weston Type." Discontinued on Bureau request.

A Brooklyn store advertised a "general guarantee," but salesman said certain sets were not guaranteed. President of organization states salesman was in error and has written us that any exceptions to the rule will be clearly designated in advertisement.

Claim was made by a chain organization that their merchandise came direct from factory and could be sold cheaper than competitors. Found to be inaccurate as applied to many items stocked. Mis-statement admitted and correction made in subsequent advertising.

Music shop advertised a five-tube set for \$98.75 and illustrated the Radiola Super-heterodyne. Proprietor wrote that the cut was used in error and would not occur again.

A dealer having two stores suffered a small loss due to a fire next door to the uptown one. A part of the damaged stock was moved to the downtown store and a tremendous fire sale advertised for several weeks, during which quan-

ties of old merchandise were unloaded. The copy was modified at the Bureau's suggestion, but in the meanwhile, neighboring competitors retaliated by signs reading "This is not a fire sale." "All our merchandise is new and clean." "Nero fiddled while Rome burned," etc. The Bureau was successful in having most of these signs removed. However, it was made plain to the promoter of the original sale that the retaliation was not without reasonable cause.

## Go Out After Them In the Summertime

The Tustin Radio Company of San Francisco believes that if business does not come to the radio store in the summertime, the radio dealer should go out after the business. This company keeps two salesmen in the field in Northern California and Southern Oregon, operating from an automobile.

By selecting a territory at some distance from the base store and one which is as yet not completely served with radio, there is no overlapping of effort and the sales made by the salesmen are definitely new business. Also, it is possible to interest local dealers and to establish branch connections in new territory in this way.

The two salesmen always work together and are paid on a commission basis, with a drawing account, but no regular salary. The commission allowed is somewhat larger than would be granted a salesman in the city. Three or four of the better type of sets are carried in the sedan.

## Average Twelve Sales Every Week

When the stock is exhausted, more is ordered from San Francisco, and orders are also taken from the customer for later delivery. The records show that from eight to ten of the larger sets are sold in a week, and from three to four smaller ones. This insures a satisfactory income to the salesmen and adds materially to the summer business of the radio shop.

The territory covered involves several hundred miles. No regular route is laid out, but from time to time, the men check in at the San Francisco headquarters. Summer, in their opinion, is the best time to sell radio to farmers.

# "Man-Made Static" and Its Elimination

A List of Radio Interference Causes, Compiled by the Radio Committee of the National Electric Light Association

## 1. Direct-Current Arc-Light Circuits

The direct-current arc-type street lights are frequently the cause of disturbance to radio listeners. The most likely causes of interference from arc lights are grounds, loose connections and lamp jumping. The first two rarely occur and are easily found and fixed. Lamp jumping is usually due to one of the following three causes and can be easily repaired: 1. Broken, chipped or loose-fitting globes. 2. Broken or loose flexible connection strip from upper electrode to upper electrode box. 3. Broken flexible connection cable to movable clutch rod.

## 2. Street Lights Using Rectified Alternating Current

Mercury-vapor tubes for rectifying alternating current for street-lighting systems sometimes cause radio interference. The vacuum in these tubes changes occasionally, and boiling in water is done to restore the vacuum to the proper point. When these tubes are properly repaired, static disturbances are reduced to a minimum.

## 3. Incandescent Street-Lighting Systems

In some cases the disturbance from these systems is audible several hundred feet, caused by static leakage across the porcelain base in the lamp itself. Replacement of the defective sockets with new ones eliminates the trouble.

## 4. Elevator Controls

Elevator motors and controls are the source of disturbance frequently difficult to remedy. Most of the disturbance originates in the contact in the elevator shaft, as the operator of the car moves the control handle back and forth. Sparking of the motor and control equipment also causes trouble.

## 5. Thermostats

Thermostats are now used to control dozens of different forms of devices, ranging from large industrial undertakings to the furnace in the home. Thermostats sometimes cause disturbances, depending upon the size of the controls and the amount of current they are handling. Condensers and radio-frequency choke coils properly placed will eliminate these disturbances.

## 6. Heating Pads

The make-and-break contact thermostat in some of these pads has caused trouble, which can be remedied by proper attention to the design of the equipment.

## 7. Small Motors in the Home

Caused by sparking of the commutator. The cleaning of these commutators, and installing of new brushes from time to time, will reduce the disturbance to a minimum.

## 8. Small Motors in Industry

Small motors using direct-current are frequently sources of disturbance, covering limited areas, and usually confined to the place in which they are installed. Dirty and worn commutators and sparking brushes cause most of the disturbance in this type of motor. Connect a condenser across the motor leads, with the mid-point grounded.

## 9. Slip-Ring Alternating Current Motors

When these are subject to heavy load, and also when pitting and corrosion of the slip ring occur, causing sparking, radio disturbance is likely to occur. Proper repair and attention to the condition of the motor will eliminate much of this disturbance.

## 10. Battery Charging Devices

Vibrating, mercury-vapor, vacuum tubes and other forms of battery



charging devices will interfere with radio reception for several hundred feet. Much of the trouble can be eliminated by the judicious use of condensers and chokes.

## 11. Electric Sign Flashers

These devices affect radio reception for a considerable distance, depending upon the amount of current being consumed through the flasher. One case of this kind was eliminated by placing the flasher inside of a metal box, which was grounded. Trouble from this source has been observed as far as five hundred feet.

## 12. Precipitators and Treators

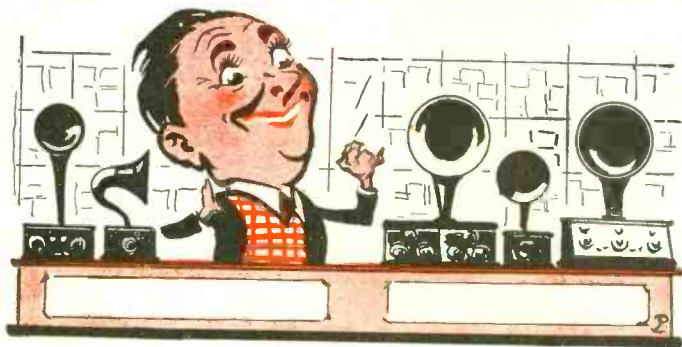
These devices usually employ rectified high-voltage alternating current, obtained by means of a rotating gap. The voltage of this device ranges from 50,000 to 150,000. There are several types, the two primary groups being those for precipitating carbon particles from smoke, and the other one being that used in treating chemicals and mineral vapors in "treator" or precipitation tanks. These devices sometimes cause trouble at a distance of fifteen miles from the source, depending upon the voltage and the arrangement of the rotating gap.

There is generally no difficulty in locating the source of such disturbance with a sensitive receiving set, equipped with a sharply directional loop. These disturbances can be minimized by the insertion of a large radio-frequency choke coil between the gap and the bus bar, where many leads branch out to the separate treating operations.

## 13. Flour Bleachers

Some of these bleachers employ 50,000 volts, rectified alternating current. The disturbances may be heard over an area of ten square

## "WHY THEY SUCCEEDED"



### Bright Windows Lure Motion Picture Patrons

**T**HE Bass Camera Company, Chicago, has been in the retail camera and photo supply business for 15 years. Radio has been a feature for the past two years and although the camera business is at its liveliest during the summer there is no let up in the summer on radio selling effort. Radio, in Mr. Bass' view, does not differ from other merchandise in the methods necessary to a profit. The chief contributors to the success of the radio division of this business are the following:

Location in the busy "Loop" district of Chicago.

List prices maintained at all times.

Only standard merchandise carried.

Stock is carefully checked so that inventory preserves a correct relation to sales. Five makes of sets are carried and at the busy season there will be up to thirty sets of each make in stock. As the season approaches the period of decline, this stock is reduced until only two or three sets of each make are carried. Overstock and the necessity of cutting are thus avoided.

Liberal free service to customers. Batteries and charger sales due to service calls show an ample profit over the cost of servicing.

Trade-ins are accepted toward the purchase of new sets. No home made sets are taken in trade.

Home demonstrations are made but no sets are left on trial.

Portable sets are pushed during the summer and the service men keep batteries and accessories moving.

Sets are sold on installments. Credit is carefully checked and collections are followed up promptly. A customer buying on the time payment plan pays one-third down and gives two or more references. These are checked up carefully. Collections are checked so that if the customer has not paid the installment within five days a notice is sent.

miles. The design of this device is similar to that of the precipitators.

#### 14. Gas-Engine Ignitions

The make-and-break system of ignition used on gas engines will usually set up a disturbance for several hundred feet. The usual method employed is to insert radio frequency chokes to correct this.

#### 15. Telegraph Offices

These have been a source of disturbance for a block or so around, because of the constant making and breaking of circuits by keys and relays. Unless every key and every relay is furnished with a pair of condensers with the mid-point grounded, there does not seem to be much hope for eliminating this type of disturbance.

#### 16. Large Organs

Each key on the organ and each stop, is equipped with a small magnet, and as the organist runs over the keys a contact is made and broken as he touches and releases the keys, in each case setting up a small disturbance representing sharp static. In view of the fact that there are 800 pairs of wires in such large organs, this has been a difficult case to solve.

Some progress has been made in eliminating this type of interference by inserting condensers and resistances in the main lead from the generator supplying the 10-volt current for its operation.

#### 17. Telephone-Bell Ringers

This is an intermittent interference. Where the telephone exchange is located in the heart of a town or village, the constant ringing of the many bells forms a source of disturbance which seriously interferes with radio reception. The usual method employed to correct this interference, is to insert radio-frequency chokes in the leads.

#### 18. Street Railways

Radio interference is caused by faulty condition of tracks and overhead wires, and by defective rail bonds, and defective wheels on trolley poles which, becoming badly pitted and corroded, cause excessive sparking. Some relief may be obtained by draining the power circuit at a point beyond the parallel. The drain may consist of condensers connected between the power wires and the ground. Chokes in the power wires may be effective.



# Advertising That Gets Results

"Personal Letters" Addressed to Leading Citizens and Published in the Newspapers Is an Advertising Stunt That Is Selling Radio Sets for a Kansas City Music Dealer

**T**HE fact that the Butler Music Company of Kansas City, Kan., has managed to secure a speed of radio set turnover far in excess of its old and well-established line of musical instruments, is mainly due to a unique idea in newspaper advertising.

The first step in Butler's plan to develop a profitable radio department consisted of an adroitly-directed campaign to make "key-sales" to as many as possible of the leading citizens, in every line of endeavor, including business, education, law, medicine and politics throughout the city.

To this end, a list of these leading citizens was made out, then outside radio salesmen were sent to interest them. As a rule, it was impossible for the salesmen to make sales to these leading citizens upon the first visit, but the subject was impressed as vividly as possible upon the minds

## Sell the Leading Citizens First

By concentrating its sales effort upon the leading—or key—citizens, the Butler Music Company, of Kansas City, has built a sound radio trade. Salesmen called upon well known business, professional or political men, and left sets on trial. Then "personal letters" were addressed to them by the store and published in newspaper advertising.

Many of the people so addressed bought the sets—and were flattered by the publicity they received. Then the store got them to write "personal letters" back to the store telling how much they were enjoying their sets. These letters, also, were published, and the direct result was the sale of many receivers.

of these high-grade prospects, and when practicable, a set was placed in the home for a few days' trial.

There is nothing unusual about the visit of a radio salesman to a prospect, no matter how prominent or even eminent he may be. But Butler's held a trump card, to be played a short time after the salesman's visit, and while the subject was still uppermost in the prominent citizen's mind.

To make a vivid impression not only upon the prospect, but upon the whole town, Butler's wrote the citizen who had been "approached" on the radio subject, and who, perhaps, had one of Butler's sets on trial in his home, a short, snappy, intensely human letter, naturally of a complimentary type, asking him to give special consideration to the set.

But instead of mailing the letter direct to him, it was printed at the

top of Butler's advertising space in the newspapers, in good-sized type, and marked "PERSONAL."

The psychological effect of such a letter, directed to the prospect through the newspaper columns, was remarkable, and its effect was by no means limited to the citizen to whom the letter was addressed. People all over town became interested in the novelty, and it became almost a town topic.

A whole series of these advertisements, each directed to a leading citizen, such as a popular banker, a prominent lawyer, a contractor, politician, retailer or wholesaler, was published, at intervals of a few days, and the interest in the advertising and Butler's sets increased daily. Folks began to wonder and speculate as to which prominent citizen would be the next to get an "open letter"

### Personal to W. W. Hodges---

KOPP'S BAKERY

It just occurred to me that a slight relaxation from your duties as sales-manager of the Famous Kopp's Klean Maid Bread would be beneficial to your health, disposition and general good behavior—a Brunswick Radiola which will reach out and bring the world outside to your own fireplace is my suggestion.

*Frank Butler*

Combining the world-famous Brunswick Phenograph with the "live" radio.

### Personal From B. J. Guinan---

Marriam, Ellis & Benton

Butler Music Co.,  
530 Minnesota Ave.

Dear Mr. Butler:  
New York, Los Angeles, yes, and any other station in the United States that I may want comes in on my new Brunswick Radiola. Recently I was confined to my home with a slight injury. For those five weeks that Radiola saved my life. You may refer anyone to me for an enthu-

**BUTLER'S**  
MUSIC COMPANY  
530 Minnesota 2700 Central 1015 1/2 Central

Butler of Kansas City uses "Personal" letters as ads.

### Personal From Chris Kopp---

(Kopp's Bakery)

to  
Butler Music Co.,  
530 Minnesota Ave.

Dear Mr. Butler

You very kindly let me try out the Brunswick Radiola a few weeks ago. Its performance was excellent but I decided I would wait a few months before purchasing.

We did without the instrument for a few weeks and then decided that there was nothing on the market that compared with it. As you know I ordered it sent out to my house yesterday.

I know of no recommendation for the Brunswick Radiola stronger than to say that no other instrument that I know anything about compares with it.

Yours very truly

Chris Kopp

Brunswick

### Personal to W. D. Partin---

The Home Laundry

Your new, modern Laundry, recently opened, makes me believe you appreciate up-to-date ways of doing things. And say, talking about "up to dateness" you should hear the New Brunswick Radiola—no ground batteries—no antenna—no wet cell batteries—and it brings them all in. Drop in sometime Mr. Partin, and let me demonstrate this Brunswick Radiola.

*Frank Butler*

**BUTLER'S**  
MUSIC COMPANY  
530 Minnesota Avenue 1015 Central Avenue

Butler also induces satisfied customers to write "ads" for him.

from the Butler Music Company.

Butler's soon began closing sales to the leading citizens to whom personal letters had been addressed and it is safe to say most of them felt complimented by the letters, were proud to be considered as leading citizens. Since most were in business, directly or indirectly, the resultant publicity in connection with their names was of a certain definite value to them, tending to lend prestige to their names, and so the personal letters were of direct benefit, not only to the prospect, but to the store as well.

This was the first type of personal letters printed at the top of the advertisements, these letters being from the store to prospects. This type of publicity was already bringing in business from the better class of people, financially speaking.

Then the company started a different series of advertisements, featured by letters from satisfied purchasers among leading citizens, addressed to the store. Letter after

letter of this type, each from some man who had made good in a big way in Kansas City, and each of whom had a large number of personal friends and "followers" were printed in the papers, and, in each instance, the publication of these letters resulted in sales of sets to those who were acquainted with or knew by reputation, the writers of the letters.

Butler's plan of advertising has produced two general sales policies. First, make key sales to leading citizens. Second, capitalize the prestige thus won by inducing these people to write letters of approval regarding your radio sets, then broadcasting these to the whole town through the newspaper columns.

It isn't difficult to put this over, and to profit from an advertising stunt which may be considered unusual. All, or nearly all, of the prominent citizens, are not averse to substantial publicity, provided it costs them nothing and makes them appear before the public favorably.

## Four Hundred Postal Cards Bring \$400 Profit

Editor, *Radio Retailing*:

I am sending an original idea which has netted me a neat profit in the past two months.

A regular Government postal card such as the enclosed was mailed to all radio owners in and about the city of Toledo. The mailing list was compiled by a short survey of the city. Approximately 4,000 cards were sent out at a cost of about \$60.

Since the date of mailing less than two months ago we have received an average of six service calls per day. Our net profit to date on this small investment has been approximately \$400 with calls still rolling in. In addition to the profit made on service we have sold three complete sets direct from the cards with an average profit of \$75.

Having had such success with this small venture, and being able to appreciate the radio dealer's position during the summer months, I am submitting this idea in hopes that other dealers may take it up and meet with the same degree of success that we have enjoyed.

HAROLD G. MIEHLS COMPANY,  
20 Nasby Building,  
Toledo, Ohio.

## You Don't Need Farmers' Names

In Order to Circularize Every Farmer in Your Vicinity—  
Use the Post Office to Distribute Radio Sales Matter

NOT everyone knows that there is a method of mailing to the rural free delivery routes which puts a circular or form letter into the mail box of every farmer without having to put each farmer's name on the envelope.

The postmaster of any town will inform you of the number of rural free delivery routes from the town and the number of mail boxes on each route.

The appropriate number of pieces for each route should each be addressed in the following manner:

Box holder,  
Route 1,  
Bristol, Tenn.

All the pieces for the same route must be put up by the mailer in a package labeled, preferably by means of a facing slip, as follows:

For distribution to box holders,  
Route 1,  
Bristol, Tenn.

Each piece must bear the required amount of postage. It is desirable that the postage on matter mailed in this way for delivery on rural routes be prepaid under the permit system when presented in the prescribed quantities in accordance

with the provisions of section 459, Postal Laws and Regulations, or by means of precanceled stamps affixed to each piece under the conditions governing the use of such stamps on mail other than first class, as set forth in article 67, page 17, July, 1923, Postal Guide. (From a circular P. B. 13229, of the Third Assistant Postmaster General, Washington, July 27, 1923.)

*(Editor's note—We wonder how many other radio dealers are going to start a similar rush of business for their service departments. Cards may be printed similar to the one reproduced on this page and sent to all known radio set owners. Miehls struck while the iron was hot and people were praying for a radio service to tell them what was the matter with their sets and how to improve reception.)*

### RADIO SERVICE

### IT HAD TO COME!

Thousands of Radio Set owners occasionally need a little skilled service to make their sets give first-class results. The ability to get this needed service in the recent past has been somewhat limited.

A RADIO SERVICE STATION EQUIPPED TO HANDLE ALL REQUIREMENTS HAD TO COME SOONER OR LATER, AND IT HAS ARRIVED

This card is to remind you that you no longer need to be deprived of the use of your Radio Set, regardless of the make or from whom you bought it, if you will but call us, we will promptly inspect and make needed adjustments or repairs on short notice.

It is the policy of this enterprise to serve the public in a way that will prove agreeable to all concerned at reasonable prices. A complete assortment of Radio Accessories can be supplied when needed. None but skilled Radio men are employed and we invite your patronage. We are willing at all times to furnish ample references.

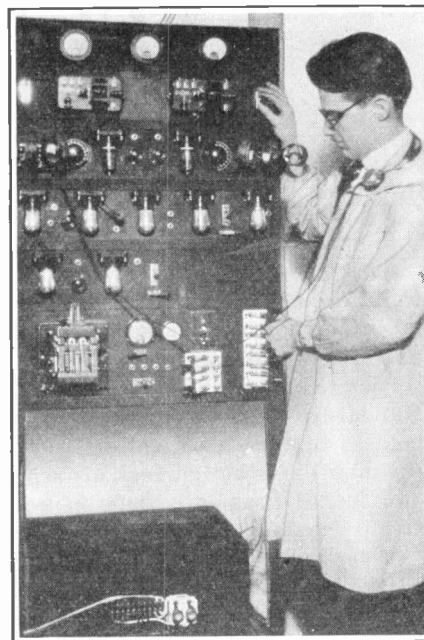
### Harold G. Miehls Company

Phone Main 1652.

20 Nasby Building, Toledo, Ohio.

Keep this card handy for use when an emergency comes up and you need  
DEPENDABLE SERVICE QUICK.

*This return postcard made a net profit, in less than two months, of \$400 for the Miehls Company of Toledo, Ohio.*



By a System of Relays, the Telephone Operator at Her Switchboard on the Ground Floor is Able to Control the Robert Morris Hotel Radio Receiver, Located on the Fourteenth Floor. The Installation was Designed to Give Earphone Volume in 208 Rooms.

## Philadelphia Hotel Wired for Radio Reception in Every Room

Wiring to 208 Rooms Permits Radio Concerts on Two Wavelengths—Engineer Explains Technicalities

A SPECIAL radio receiver has been designed for use in the Robert Morris Hotel, Philadelphia, Pa., which permits radio reception in every room of the hotel. The installation was designed by C. Brown Hyatt and permits earphone volume at every outlet. The phones are so attached to the outlets that they cannot be removed, but the volume is not so loud that the signals can be heard when the phones are not adjusted to the ears.

The technicalities of the installation are given in the following account by Mr. Hyatt:

### Controlled by Telephone Operator at Switchboard

"In order to obtain an efficient receiving station, it was necessary to locate the set on the fourteenth floor, and place the controls on the first floor, operated by the telephone operator at her switchboard. In this manner, by a system of relays, it was possible to construct an apparatus which would not require an experienced operator to tune or maintain. Otherwise the switchboard has nothing to do with the set. The radio wiring is entirely separate from the telephone system.

"The difficulty of tuning different wavelengths was solved by being content with only two wavelengths, and using two single-pole double-throw relays. These relays are actuated through an opening and closing switch located at the telephone switchboard.

"Two amplifier panels and wiring systems are used, one for loud speakers in the public rooms, and the other for the earphones in the private rooms. This is done by connecting the primaries of both first audio transformers in parallel and then the circuits are amplified separately.

"A compound relay incorporates the features of turning on and off the set and charging the A and B batteries in such a manner that they are fully charged at all times. This relay is actuated by a switch at the remote control panel operated at the telephone switchboard. When this relay closes, the A battery circuit to the filament is closed, and the A battery charging circuit is turned on, thus the A battery is being charged only while the set is in use.

"The A battery is charged at the same rate as its discharge plus a three per cent overcharge to com-

pensate for battery losses. By this process the battery is only floating across the line and therefore the water decomposition due to charging is very small.

"The B batteries are charged when the set is not in use and by the action of the relay closing, a switch is actuated which changes the B batteries from the charging circuit to the operating circuit. It is possible in this manner of charging the B batteries to regulate the charging period and rate, plus a five per cent battery loss to equal the discharge rate when the set is in operation.

"At the completion of the concert, which usually starts at twelve o'clock noon and ends at twelve o'clock night, the switch is closed. This, through the relay, opens the A battery and charging circuit, and throws the B batteries back on charge.

### Radio Wires Run to 208 Rooms

"An entirely different phase of the work presented itself when it came to running the lines throughout 208 rooms on eight different floors and loud speaker lines through a pipe shaft, fourteen floors high. All of these lines had to be run in such a manner that the energy level would be the same in any part of the building and yet should any circuit fail, it would not throw out any other circuit. These technical difficulties, which vary for different structures, were solved by mathematical calculation."

# Thirteen "Don'ts" for the

By H. P. BRIDGE, Jr.

**T**HE dealer's own good judgment will always be his best guide, in the merchandising of radio or any other line. But, inasmuch as radio is a newcomer in the business world—and can literally be considered as such until it becomes standardized to a greater degree both as to apparatus and methods of distribution—the successful selling of it is too frequently done in a hit-or-miss fashion.

Following is a list of thirteen pertinent points regarding the merchandising of radio which those handling such equipment would do well to consider and to compare with the procedure of their own sales organization. These brief points have been evolved from a varied experience in the sale of radio, and represent the sum of a stock of knowledge which many in the radio business have learned through costly experience.

## **Don't Talk Technicalities to Prospects**

Don't "know" too much about radio when talking with a casual prospect. If you stress technical points and talk too much in terms of capacity units, oscillator-couplers, megohms, super-heterodynes and the like, the customer (especially if a woman) is apt to become alarmed and to think that radio is far too complicated for her to grasp. Whereas, if the customer is told that a few simple twists of the dial will bring worthwhile entertainment from halfway across the continent, he or she will bother but little with "what makes the wheels

go 'round." To most people, there is a thought of romance in the possibilities of radio. Don't destroy this by alarming them with the technicalities of the thing.

## **Don't Confuse Customer with Too Many Sets**

Don't show the prospect every set in the store if you can help it—at least don't bring him to consider them as possible purchases. The chances are, you know radio far better than he does and if you are sure that a particular set is just what he needs for best results, then proceed to sell that one to him, without wasting a lot of time for you both, while he ponders over half a dozen types of sets distinctly unsuited for his needs.

## **Don't Fail to Have Set Properly Installed**

Be sure, after selling a prospect, to see that the set he has ordered is neatly installed. The average radio installation has long been an eyesore. This frequently even includes sets in which the batteries are kept in the cabinet. Antenna and ground leads can at least be run neatly if not entirely concealed. Extra headphones can be placed on hooks. Batteries where not contained in the cabinet need not be wired haphazardly around the set. Give the customer an installation in which he will take a pride even if it costs you a little more. Either quote a price on the set which includes the installation or make it plain that your price is for the set alone. It is often unwise to

quote a price for just the set and then explain to your customer that it will require a further expenditure of \$40 or \$50 before it is installed in his home complete ready to operate.

## **Don't Try to Sell Him the Most Expensive Outfit**

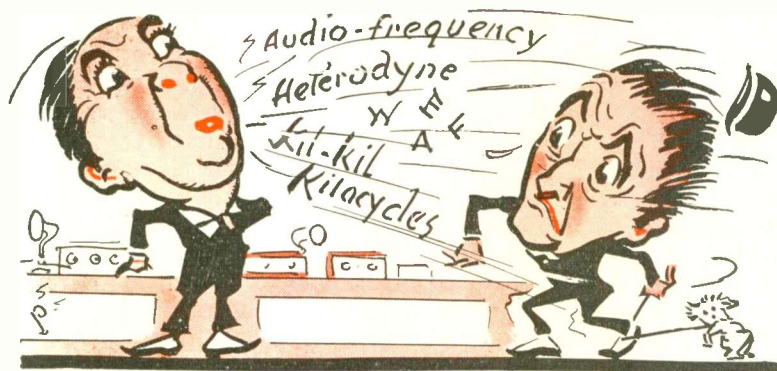
The "best" set may not always be the one to sell a customer. Sets that are most efficient in reception are frequently too complicated in operation for the ordinary prospect, who knows little or nothing about radio. Thus, a cheaper, more simple outfit may mean a better satisfied customer and consequently prove a greater asset to the dealer who expects to remain in the business and some day, perhaps, sell receiving sets to this man's friends and neighbors.

## **Don't Make Exchanges Without Good Reason**

Let it be the exception rather than the rule that sets can be exchanged after the customer has once accepted them. There is no surer way of finding radio business unprofitable than this method of exchanges, which fills your shelves with sets which have been scratched or otherwise show evidence of former usage. Have a sign at the counter or display room boldly proclaim "Radio Sales Are Final" and stick to the ruling in all but exceptional cases.

## **Don't Handle Too Many Lines**

Be careful in stocking up on parts. A "parts" business is a mighty profitable one if you know how to handle it but, as Lincoln—or was it Ben Franklin—wisely said, "First be sure you are right, then go ahead." Purchase your stock of parts wisely and well. Don't try one of each different make. If you are satisfied you have a good line that is complete, why dabble in a half dozen others? Impress the conviction of your own firm belief in the line on the prospect. If you lose a sale occasionally through this policy, do it in good grace, knowing you are better off than if you had sold the article through the fact of maintaining an unwieldy and slow-moving stock.



Talking in Technical Terms Has Spoiled Many a Sale

# Radio Salesman and His Boss

## **Don't Neglect to Follow Up Sales**

Make a point of calling on the customer after he has had the set a few days. He will appreciate your interest even though the set may be operating to his entire satisfaction. If the set is on trial it should never be left longer than a few days. The best arrangement for a trial is to allow the prospect to use the set over the week-end, during which period of time he will probably have plenty of leisure in which to try it out. Rather than place sets in the homes for trial, some concerns find it more satisfactory to sell outright, allowing the customer the privilege of returning the set within five days in case it is in any way unsatisfactory, or unsuited to his needs.

## **Don't Disappoint Customers by Over-Statements**

Be conservative in your statements. When talking to a prospective purchaser, it is unwise to recite a story of the wonders of long-distance reception on the set in question, when you know that such reception was



*Don't Make the Customer Dizzy by Demonstrating Every Set in the Shop*

## **Don't Delay Moving Obsolete Sets**

Smile when set models change and leave you with obsolete styles on your hands. Such changes in equipment are improving radio and will serve ultimately to make business better for you. Therefore, merchandise the sets you have left as best you can and take your loss. Be frank in explaining to customers why such sets are sold cheaply and,

der and is apt to give inexperienced people a poor conception of what radio really is. Make your plate of demonstration as comfortable and as simple as possible—and do not have a maze of wires or clusters of batteries lying about which may serve to confuse the prospect.

## **Don't Let Clerks Discuss "Circuits" with "Bugs"**

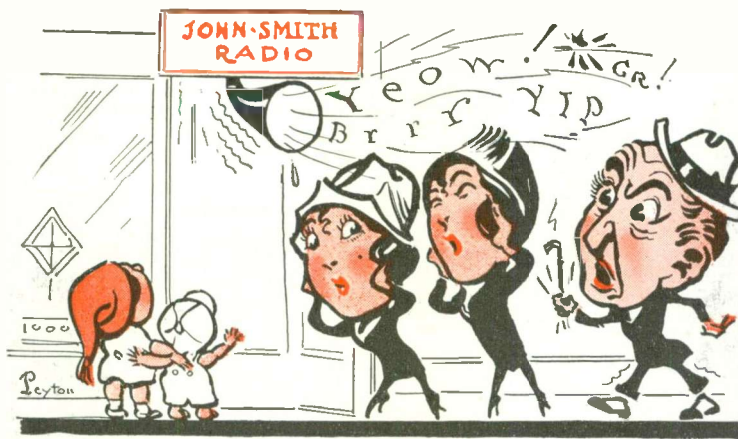
Beware of wasting time or allowing your clerks to spend too long in discussing technicalities with amateur radio enthusiasts, some of whom would gladly spend half a day in your store arguing out the merits or demerits of a certain tuning unit.

## **Don't Fail to Clear Up Local Interference**

If you are bothered by local interference take pains to find just what this is. Perhaps it is merely the result of a lighting transformer leak, broken insulator, or other cause that can be readily eliminated. One small-town dealer offered a reward of \$25 to anyone who could locate the cause of a disturbance on his demonstration sets.

## **And Don't Forget the Women**

Do not hesitate to do your share of radio "missionary work." Many fields now of unpromising appearance will be distinctly worth cultivating for future worth. And, don't forget, radio is not exclusively a man's hobby—women who are home all day may be the best prospects.



*A Noisy Loud Speaker Often Frightens People Away*

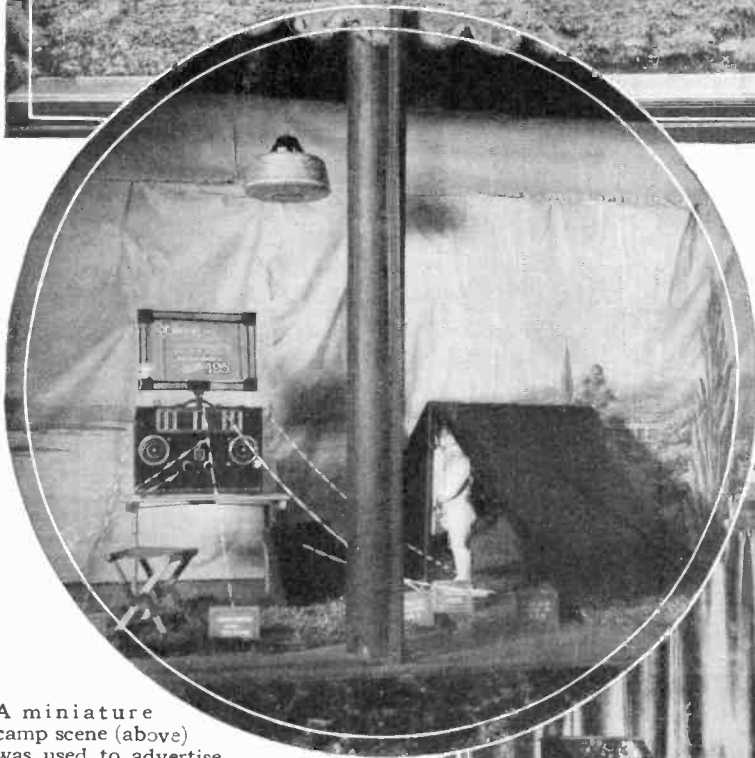
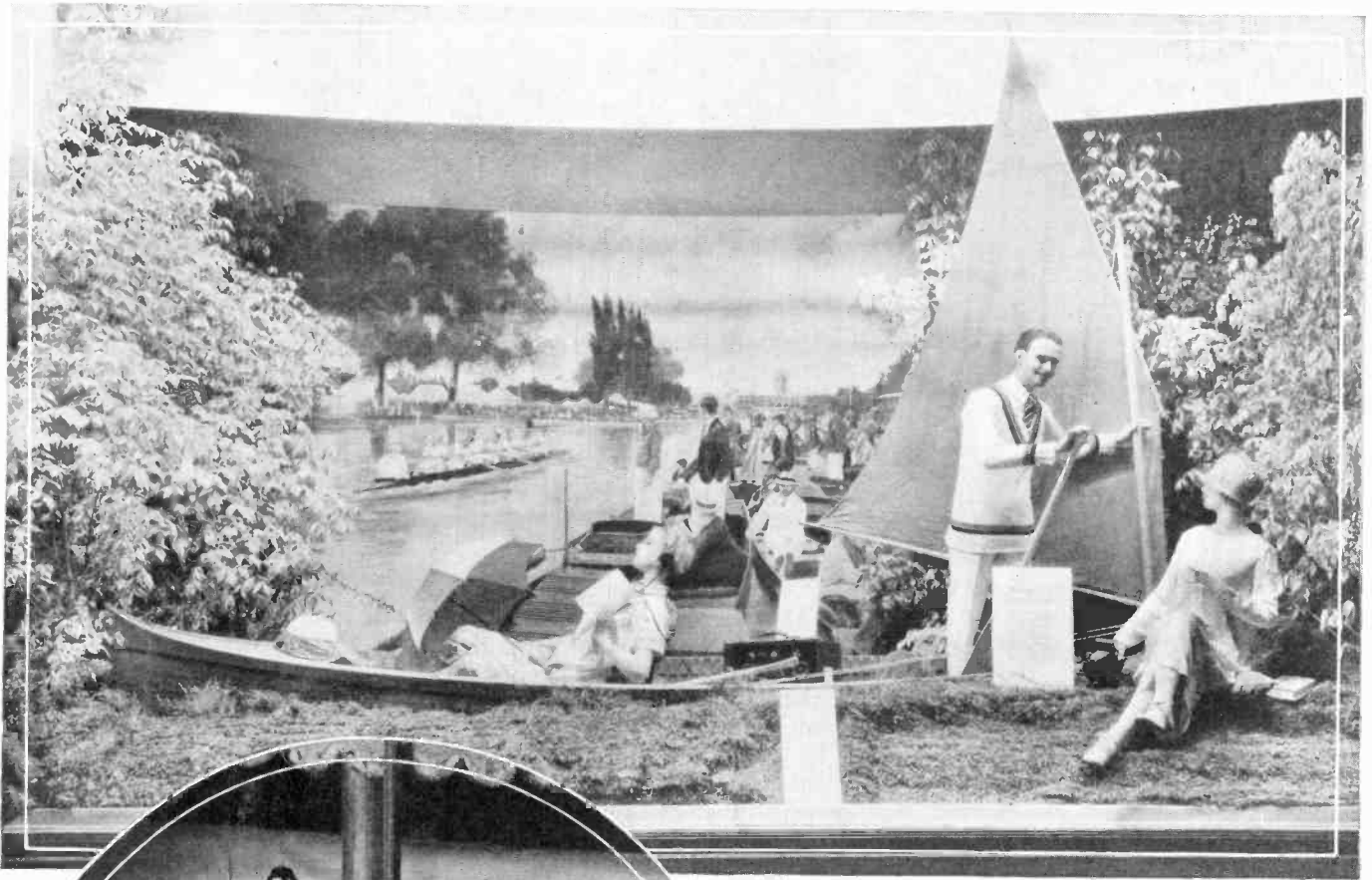
obtained only in an exceptional case. Radio has its faults and handicaps and to have the customer find these out after he has paid a lot of good money for the set is distinctly not the best thing. It is not necessary to dwell on the facts of "static," "interferences" or kindred annoyances, but the dealer will be wise in mentioning these things in such a way there can be no misunderstanding.

with a little wise salesmanship, you will frequently find it possible to break better than even on the deal.

## **Don't Have a Sidewalk "Loud Squealer"**

Don't keep a loudspeaker bawling forth in front of your store unless reception is unusually good. When greatly amplified, an ordinary dash of static sounds like a peal of thun-

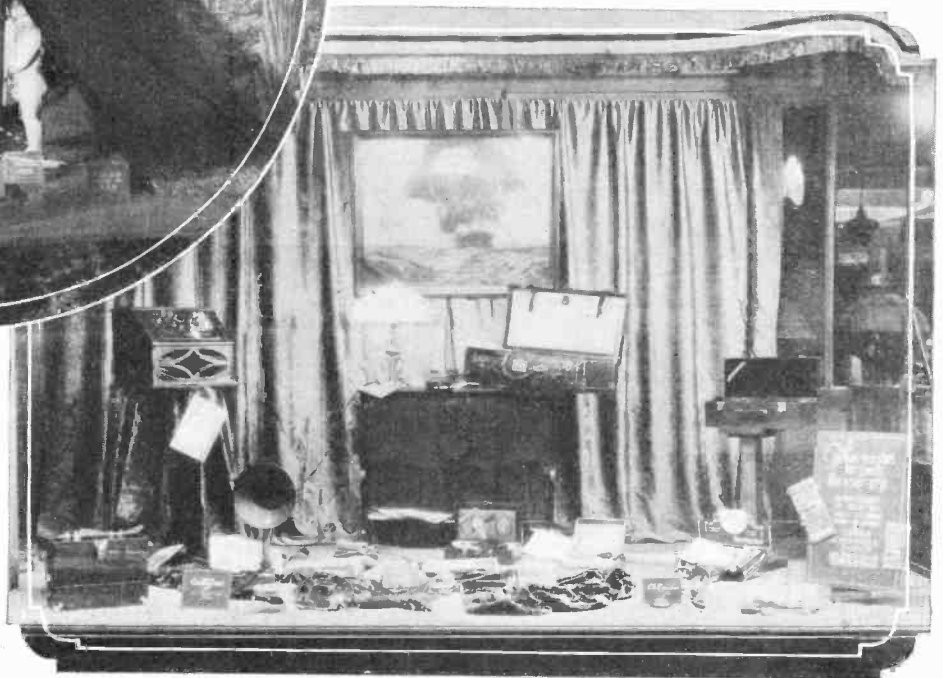
# Summer Radio Windows from



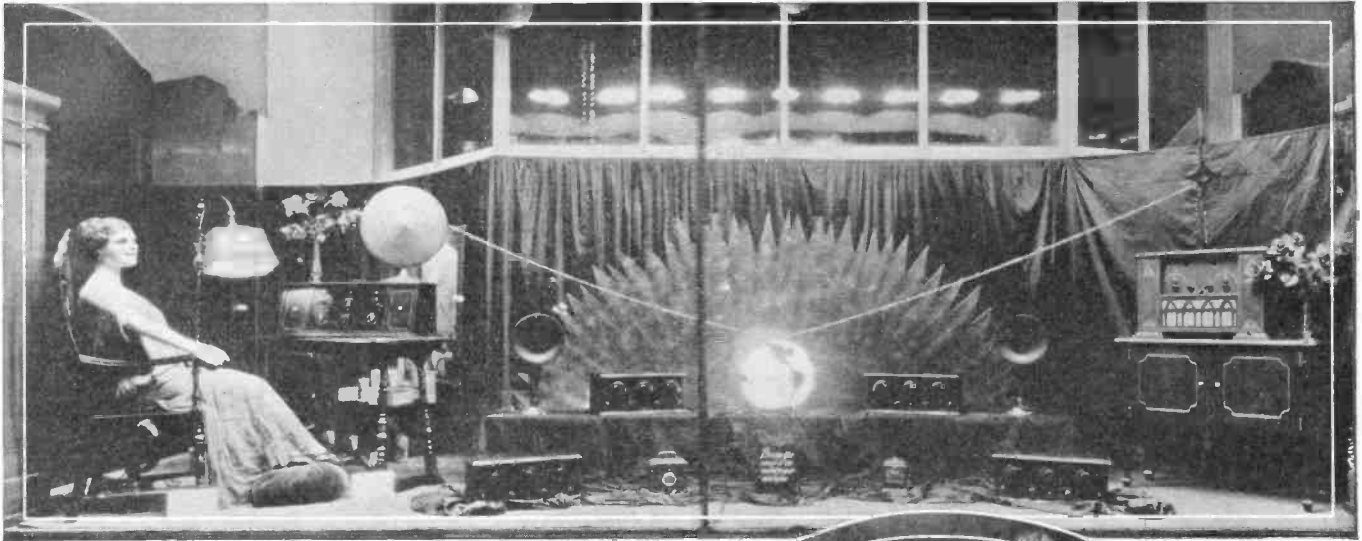
A miniature camp scene (above) was used to advertise a new model portable set, by the McGraw Company, Sioux City, Ia. A well-known life-size Kewpie doll, a window display furnished by a large electrical manufacturer, was also used to attract attention.

McCarthy Brothers and Ford, Buffalo, N. Y., put across the portable idea, by presenting an empty suitcase on a table, about to be packed for a vacation trip, and suggesting, by a neatly lettered sign, that a portable radio set should be part of the vacation equipment.

The window display above, from Selfridge and Company, London, presents two outstanding summer sales arguments for radio. First, its use on the water, and second, the sporting events that are broadcast. The scene represented in the window is the finish of the Henley Regatta, painted on a canvas background, while in the foreground is a radio set in a small sailboat. Wax figures, dressed in sport clothes, give the final, realistic touch.

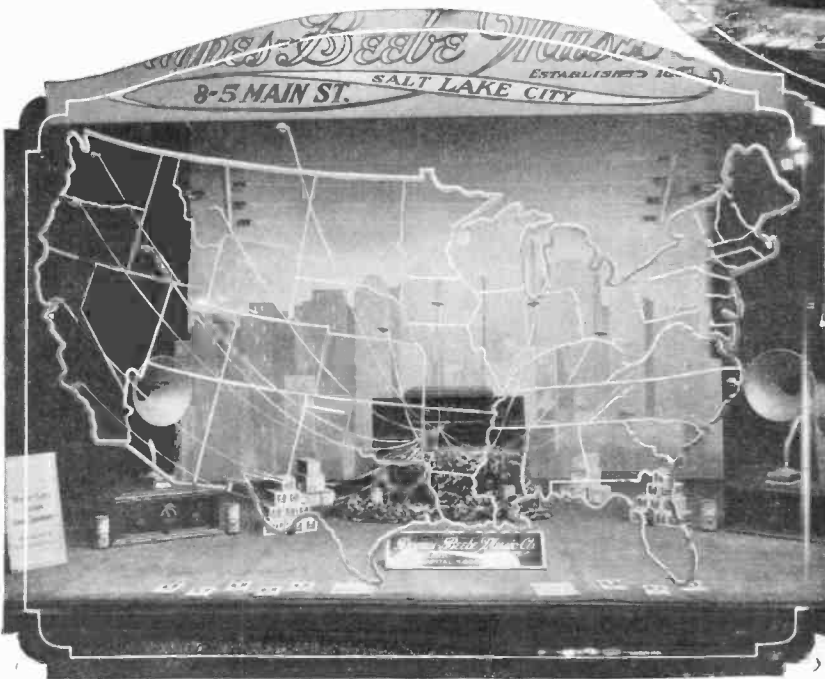


# Both Sides of the Atlantic



This unusual display of the Smith-Winchester Company, Jackson, Mich., depicts a globe against the rising sun. Streamers from the globe to a receiver in a home setting, convey the thought that a radio set is the connecting link between the world and the home.

To display parts, the Silver-Marshall Company, Chicago, Ill., hit upon the idea of mounting several tested parts on a board, and outlining the results of the test by graphs and charts illustrating the degree of perfection reached in the manufacture of the parts.



A large map of the United States, drawn on the window of the Daynes-Beebe Music Company, Salt Lake City, recently attracted much attention. The outline was made with water colors that were easily washed off. Cities in which large broadcasting stations are located, were shown on the map and a streamer ran from each city to a radio set in the background. This made an unusually striking method of presenting the stations that could be heard by the set.

**Music Master**  
RADIO PRODUCTS

**S U C C E S S**

**T**HE pronounced success of Music Master is based upon the unvarying success of Music Master distributors. Their success, in turn, is based upon the unvarying success of their dealers. And the dealers' success, finally, is based on the absolute satisfaction built into Music Master Products for the consumer.

*No One Has Ever Lost  
 Money on Music Master*

Because quality is backed up by advertising that goes into two out of every three homes in the country—and puts money in your cash register.

**TIE UP TO STRENGTH**

Ten Styles	RECEIVING SETS	\$50 to \$460
Nine Models	REPRODUCERS	\$18 to \$100
Multi-Cell Dry "B"	BATTERIES	Storage "A" and "C"
Essential	ACCESSORIES	Large and Small

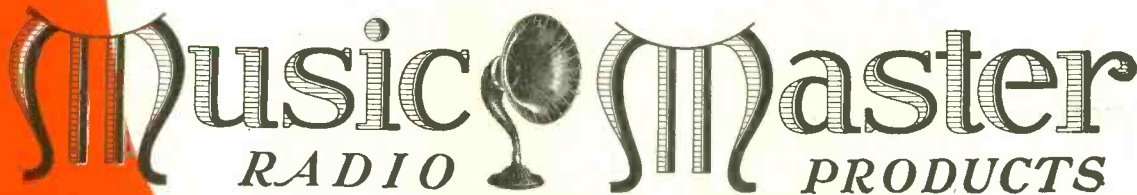
**Music Master Corporation**

*Makers and Distributors of High-Grade Radio Apparatus*

128-130 N. Tenth Street

Chicago New York PHILADELPHIA Pittsburgh Montreal

Canadian Factory: Kitchener, Ontario





# MUSIC MASTER RECEIVERS

\$50.00 to \$460.00 (Ten Models)

UNCONDITIONALLY  
GUARANTEED



TYPE 100

Five Tubes. Music Master Circuit, involving special adaptation to radio frequency. Very selective, good volume and distance. Solid mahogany cabinet in brown mahog- any art satin finish. Price . . . . \$100



TYPE 215

Six Tubes. Special Music Master Circuit. Built-in Music Master Reproducer. Very selective, long range, splendid tone quality. Table equipped with battery compartment, finished in same style as cabinet. Detachable legs.  
Table only . . . . \$40  
Set, without Table . . . 175  
Set and Table complete . 215

Music Master  
RADIO PRODUCTS

## DEMAND

THE enthusiasm with which the Music Master line has been received, backed up by orders for delivery as soon as possible, promises an extraordinary demand for the Music Master Products.

To reach the utmost perfection possible we have worked back from the reproducer toward the microphone.

How well we have succeeded in achieving sensitivity, selectivity, clarity, volume and, above all, tone quality, Music Master sets will demonstrate on audition.



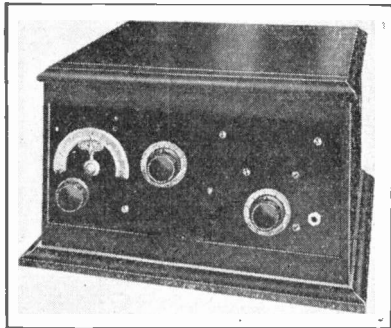
TYPE 300

Five Tubes. New circuit. Connect with standard bell or cabinet type Music Master Reproducer, or with specially designed art model reproducer illustrated. Great selectivity, extraordinary volume, wonderful tone quality. Solid mahogany cabinet, beautifully ornamented, brown mahogany art satin finish. Price Music Master Reproducer Model XIII, Drum Type. Art Model, illustrated, Price \$40.

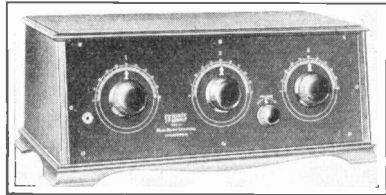
Music Master  
RADIO PRODUCTS

# New Radio Sets Illustrated

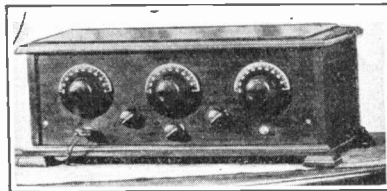
Table Type, Under \$100



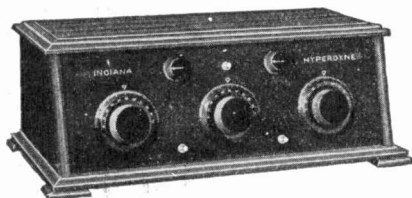
Crosley Radio Corp. \$32.50. See Page 161



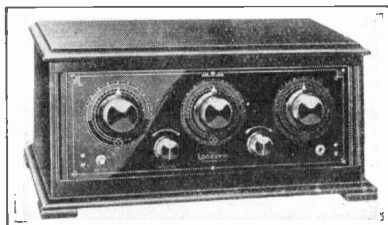
Music Master Corp. \$60. See Page 163



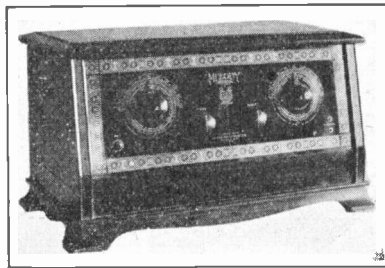
Audiola Radio Co. \$60. See Page 160



Indiana Mfg. Company. \$65. See Page 162



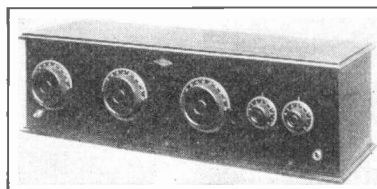
Kodel Radio Corp. \$70. See Page 162



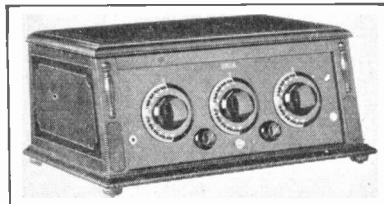
Better Radio Products Co. \$39



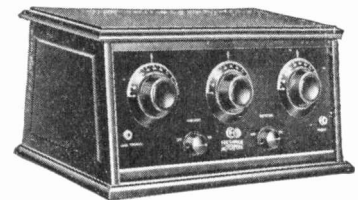
Standard Radio Corp. \$60. See Page 164



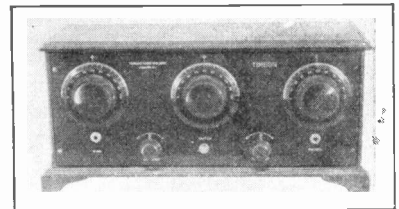
Splitdorf Electric Co. \$60. See Page 164



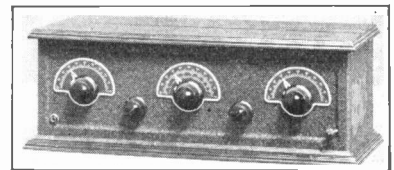
Electrical Research Labs. \$69.50. See Page 161



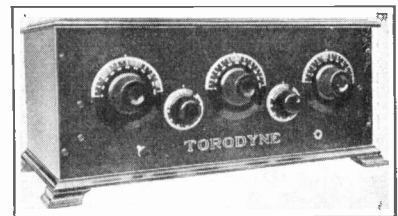
Charles Freshman Co. \$39.50. See Page 162



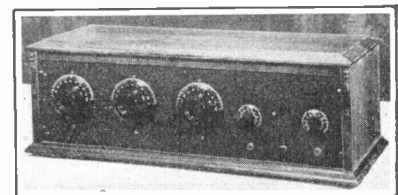
Terrace Radio Mfg. Co. \$60. See Page 165



Stewart-Warner Corp. \$65. See Page 164



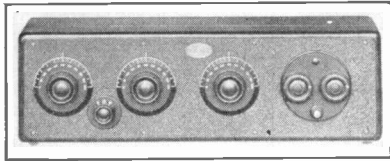
Sears Manufacturing Co. \$70. See Page 164



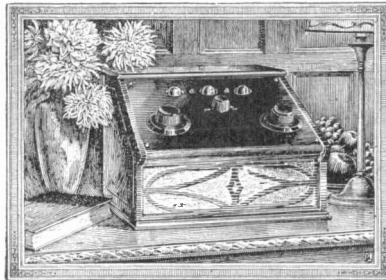
Concert Radiophone Co. \$75. See Page 161

# According to Price Range

## Table Type, Under \$100, Continued



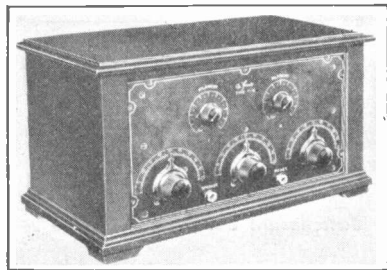
Atwater Kent Mfg. Co. \$80. See Page 160



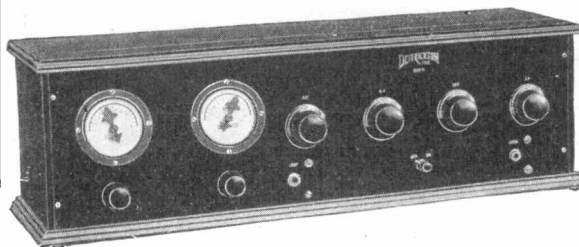
Gilfillan Brothers, Inc. \$80.



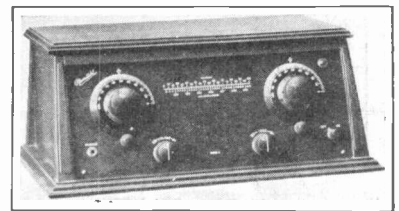
U-S-L Radio, Inc. \$80. See Page 165



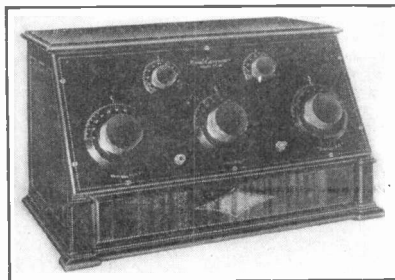
DeForest Radio Co. \$85.



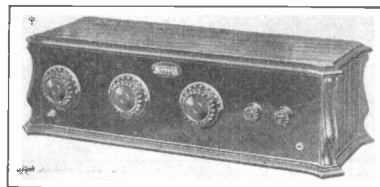
Deitrickson Radio Co. \$85. See Page 161



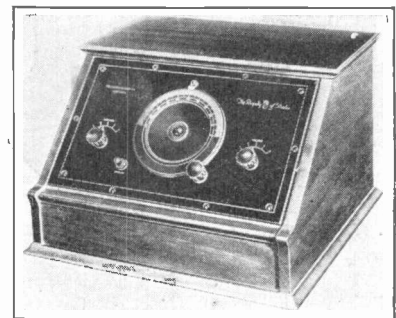
Pfanstiehl Radio Co. \$85. See Page 163



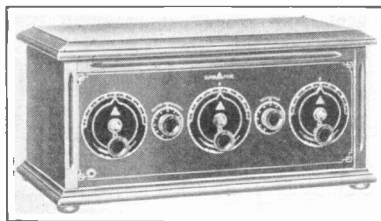
Freed-Eisemann Radio Co. \$90. See Page 161



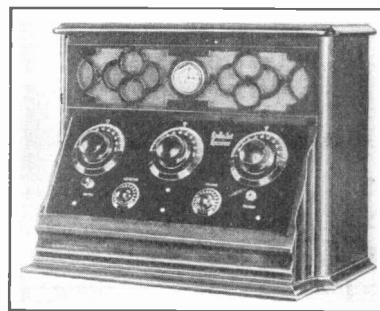
Sonora Phonograph Co. \$90. See Page 162



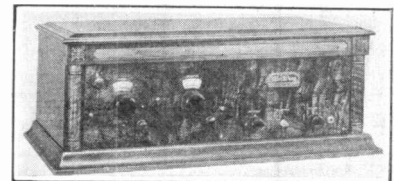
Colin B. Kennedy Co. \$85. See Page 162



Apex Electric Mfg. Co. \$95. See Page 160

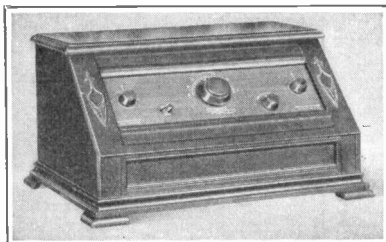


Musical Products Co. \$95. See Page 163

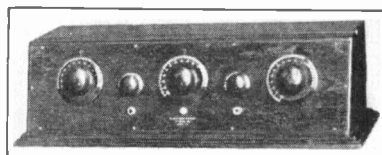


Airway Electric App. Corp. \$98.50. See Page 160

## Table Type, \$100 and Over



Thermodyne Radio Corp. \$100. See Page 165

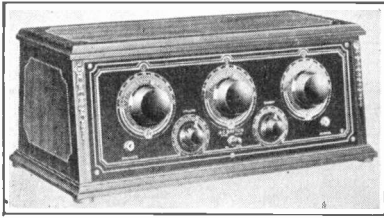


Slagle Radio Co. \$110. See Page 164

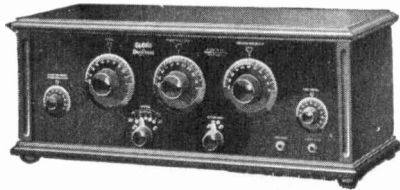


Dayton Fan & Motor Co. \$110. See Page 161

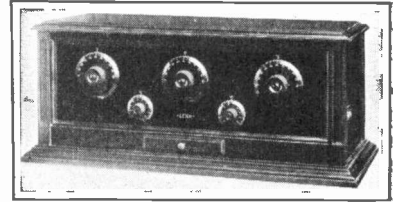
*New Radio Sets Illustrated According to Price Range—  
Table Type, \$100 and Over—Continued*



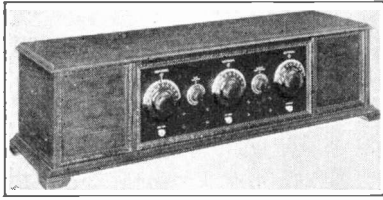
*A-C Electric Mfg. Co. \$115. See Page 160*



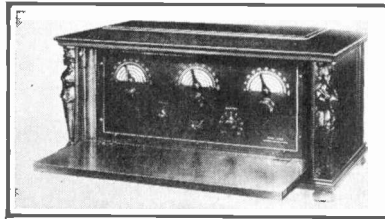
*Globe Electric Co. \$120. See Page 162*



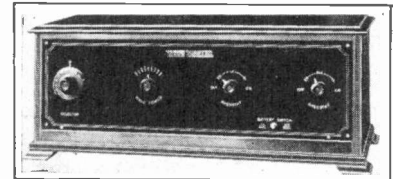
*Leich Electric Co. \$125. See Page 162*



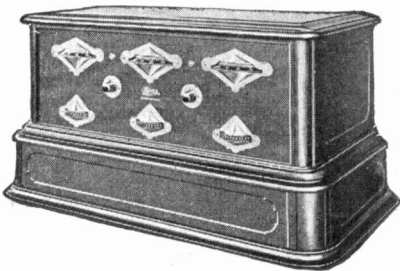
*Adler Manufacturing Co. \$125. See Page 160*



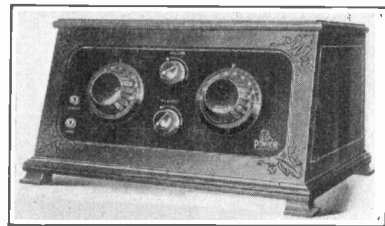
*David Grimes, Inc. \$125. See Page 162*



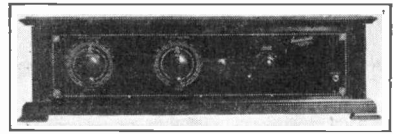
*Kellogg Switchboard Co. \$145. See Page 162*



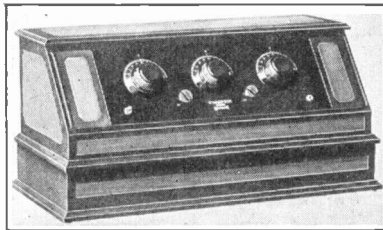
*A. H. Grebe and Co. \$155. See Page 162*



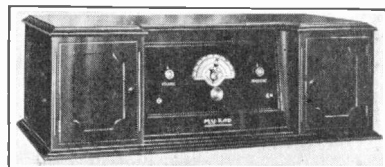
*Argus Radio Co. \$160. See Page 160*



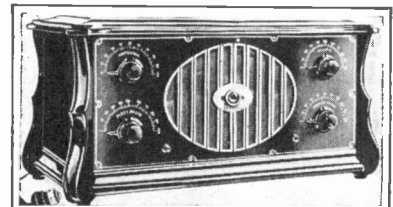
*Premier Radio Corp. \$160. See Page 164*



*R. E. Thompson Mfg. Co. \$180. See Page 165*

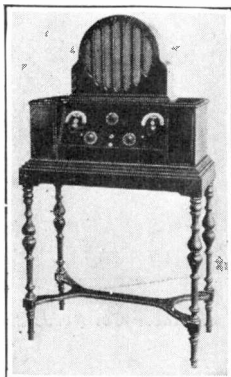


*Mu-Rad Laboratories, Inc. \$180. See Page 163*

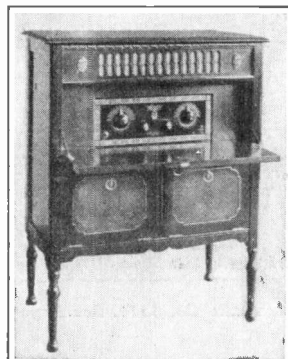


*Miessner Radio Corp. \$175. See Page 163*

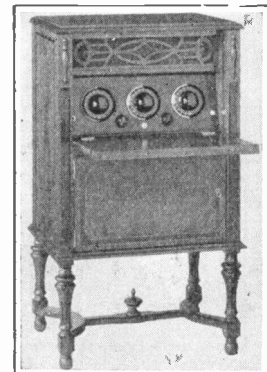
**Consoles and Highboys, \$112.50 to \$2,000**



*Crosley Radio Corp. \$112.50. See Page 161*

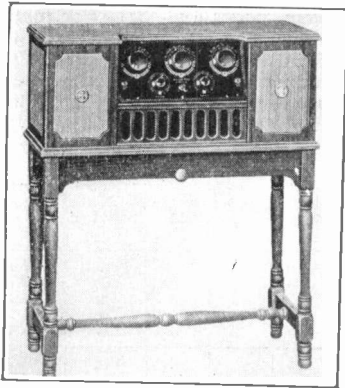


*Better Radio Products Co. \$135.*

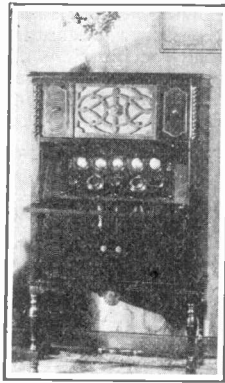


*Electrical Research Labs. \$142.50.*

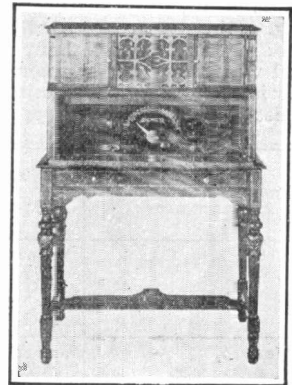
*New Radio Sets Illustrated According to Price Range—  
Consoles and Highboys, \$112.50 to \$2,000—Concluded*



*A-C Electric Mfg. Co. \$185. See Page 160*



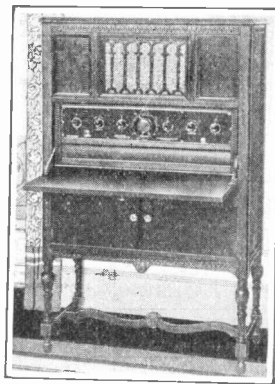
*Colin B. Kennedy Co. \$235. See Page 162*



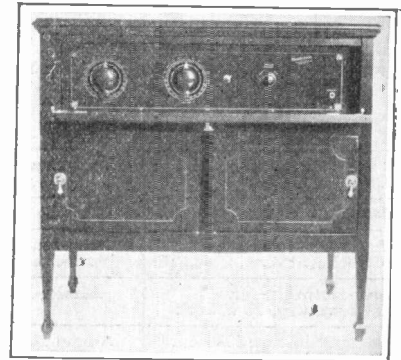
*Electrical Research & Mfg. Co. \$250. See Page 161*



*Wright Radio Mfg. Co. \$250. See Page 165*



*Thermodyne Radio Corp. \$275. See Page 165*



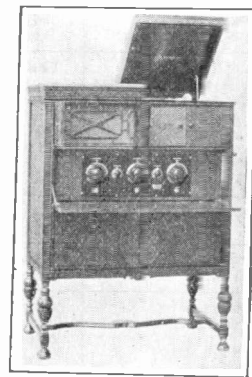
*Premier Radio Corp. \$290. See Page 164*



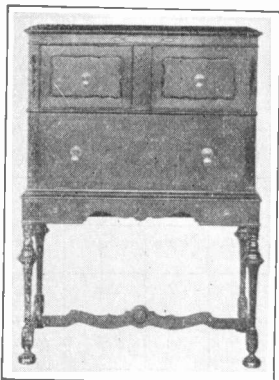
*Kcdel Radio Corp. \$275 See Page 162*



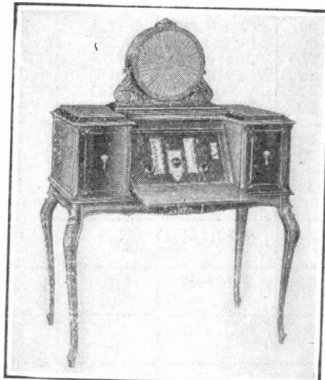
*Argus Radio Co. \$300. See Page 160*



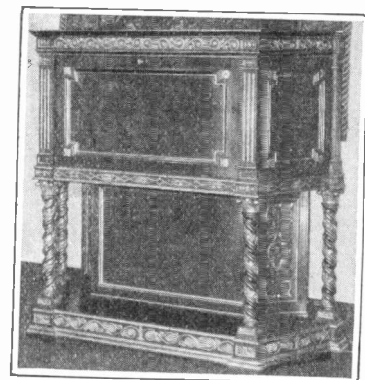
*Adler Manufacturing Co. \$340. See Page 160*



*Stewart-Warner Corp. \$450. See Page 164*



*Music Master Corp. \$400. See Page 163*



*Zenith Radio Corp. \$2000.*

# "Radio Retailing's" Complete Specifications

Listings of radio products, with the name and address of the manufacturer, together with complete information concerning each product is a monthly feature of *Radio Retailing*. This service is wholly for the benefit of readers and is without charge of any kind whatsoever to the manufacturers listed. It is *Radio Retailing's* desire to make these lists a complete, representative

directory of radio products, so that, by keeping and filing the lists each month, the dealer will always have at hand the information he wants to know about any radio set, reproducer or accessory. Manufacturers are invited to send specifications of their products for representation in these lists, which will be revised, brought up-to-date and published in rotation. For batteries,

battery chargers, eliminators and power units, see April issue, pages 360-365. For portable receivers and loop antennas, see May issue, pages 448-451. For makers of knock-down sets in kit form, see June issue, pages 545-546. For revised, up-to-date list of reproducers, earphones and phonograph units, see September issue. Late additions to set listings will also appear.

Name and Address of Manufacturer	Trade Name and Model Number	List Price	Dimensions in Inches	Weight in Pounds	No. Tuning Dials	Dry or Storage Battery	C Battery	Stages R.F.	Stages A.F.	Will Set Operate Speaker	Operates On Antenna and Ground or Loop
A-C Electrical Mfg. Co., Dayton, O.	A-C Dayton XL-5	\$72.50	25x8x7½	12½	3	Either	No	2	2	Yes	A & G
	A-C Dayton Phono	95.00	14½x10½x7	11	3	Either	No	2	2	Yes	A & G
	A-C Dayton XL-10	115.00	23x10x9½	19	3	Either	No	2	2	Yes	A & G
	A-C Dayton XL-10	125.00	22x9x9	19	3	Either	No	2	2	Yes	A & G
	A-C Dayton XL-15	185.00	38x31x13½	60	3	Either	No	2	2	Yes	A & G
Adams-Morgan, 24 Alvin Ave., Upper Montclair, N. J.	Paragon Paradyne No. 2	27.50	11x5x6½	5½	1	Either	No		1	Yes	A & G
	Paragon Paradyne No. 3	48.50	16½x6½x7½	9½	1	Either	No		2	Yes	A & G
	Paragon Paradyne No. 4	65.00	20½x7½x8	13	1	Either	Yes	1	2	Yes	A & G
Adler Mfg. Co., 881 Broadway, New York	Adler-Royal Model 199	125.00			3	DB	Yes	2	2	Yes	A & G
	Adler-Royal Model 201A	125.00			3	SB	No	2	2	Yes	A & G
Aer-A-Dyne Mfg. Co., 800 Broad St., Utica, N. Y.	Aer-A-Dyne 7-0-5	75.00	31x17x19	28	3	Either	No	2	2	Yes	A & G
Air-Ola Radio Co., 615 16 St., Huntington, W. VA.	Just-Rite Reflex	120.00	9½x23½x9½	29	1	SB	No	3	3	Yes	Loop
	Just-Rite Reflex	215.00	42½x35x18	125	1	SB	No	3	3	Yes	Loop
Air-way Electric Appliance Corp., Toledo, O.	Air-way Model 41	49.50			2	SB		1	2	Yes	A & G
	Air-way Model 51	87.50			3	SB		2	2	Yes	A & G
	Air-way Model 61	98.50	29½x11½x15		2	SB		1	4+	Yes	A & G
	Air-way Model 62	137.50	29½x14x15		2	SB		1	4+	Yes	A & G
	Air-way Model 63	197.50	38x43x15½		2	SB		1	4+	Yes	A & G
Ajax Electric Specialty Co., 1926 Chestnut St., St. L., Mo.	Ajax Crystal Sets	3.00	6x3½x3	2	Slider	None	None	None	None	No	A & G
		5.00	7x5x3	2	1	None	None	None	None	No	A & G
Aladdin Mfg. Co., Muncie, Ind.	Aladyne No. 510	75.00	21½x11x13½	20	2	SB	No	1	2	Yes	A & G
All-American Radio Corp., 4201 Belmont Ave., Chic., Ill.	All-Amrax Jr.	22.00	7x6		1	DB	No	1	1	Yes	A & G
	All-Amrax Sr.	42.00	7x21		2	SB	No	2	2	Yes	A & G
Ambler-Holman Co., 1178 Broadway, New York	Ambler-Holman	75.00	21x14½x11½	29	3	SB	No	3	2	Yes	A & G
American Radio and Research Corp., Medford Hillside, Mass.	Amrad Neutrodyne	85.00	17½x6½x12	14	2	SB	No	1	3	Yes	A & G
	Amrad Cabinette	180.00	12x29x14	26	2	SB	No	1	3	Yes	A & G
	Amrad Jewel	285.00	15x29x17	38	2	SB	No	1	3	Yes	A & G
American Wireless Corp., 54 W. 23rd St., New York	American Wireless	165.00	45x28x15	100	3	DB	No	2	2	Yes	A & G
Amsco Products, Inc., 416 Broome St., New York	Meleo Supreme-5	165.00	25x10x13	22	3	SB	No	2	2	Yes	Both
	Meleo Supreme-25	150.00	23½x9½x8	22	3	SB	No	2	2	Yes	Both
Andrea, F. A. D., 1581 Jerome Ave., New York City	Fada Neutro-Junior	40.00	17x7x8½	13	2	Either	No	1	2	Yes	A & G
	Fada One-Sixty	60.00	19x8x8	18	3	SB	No	2	2	Yes	A & G
	Fada Neutrolette	85.00	22½x9½x13½	27½	3	Either	No	2	2	Yes	A & G
	Fada Phono. Panel	100.00	15½x16½x6	15	3	Either	No	2	2	Yes	A & G
	Fada Neutroceiver	125.00	25x12x17	35	3	Either	No	2	2	Yes	A & G
	Fada Neutroreceiver Grand	175.00	27x44x18	65	3	Either	No	2	2	Yes	A & G
	Fada Neutrola	175.00	27x21x17	48	3	Either	No	2	2	Yes	A & G
	Fada Neutrola Grand	225.00	27x51x18	80	3	Either	No	2	2	Yes	A & G
Anylite Electric Co., Fort Wayne, Ind.	King Cole	80.00	21x9x10	18	2	Either	No	1	3	Yes	A & G
Apex Electric Mfg. Co., 1410 W. 59th St., Chicago, Ill.	Apex Super-Five	95.00	20½x9½x11	25	3	SB	Yes	2	2	Yes	A & G
Argus Radio Corp., 25 W. 18 St., New York	Power Elec. Radio 145	145.00	Phono. Panel		2	*	No	3	2	Yes	
	Power Elec. Radio 160	160.00	18½x16½x7½		2	*	No	3	2	Yes	
	Power Elec. Radio 235	235.00	27x20x47		2	*	No	3	2	Yes	
	Power Elec. Radio 300	300.00	27x19½x49		2	*†	No	3	2	Yes	
Astral Radio Corp., 1237 N. Broad St., Philadelphia, Pa.	Astral—A	67.50	7½x22x8½	20	3	SB	No	2	2	Yes	A & G
	Astral—B	90.00	12½x27½x14	32	3	SB	No	2	2	Yes	A & G
	Astral—C	175.00	48x29½x15	60	3	SB	No	2	2	Yes	A & G
	Astral—P	215.00	50x26x16	50	3	SB	No	2	2	Yes	A & G
Atwater Kent Mfg. Co., 4700 Wissahickon Ave., Philadelphia, Pa.	Atwater Kent 19	60.00	19½x8½x8½	12½	2	SB	No	1	2	Yes	A & G
	Atwater Kent 20 compact	80.00	19½x6½x6½	12	3	SB	No	2	2	Yes	A & G
	Atwater Kent 20	80.00	26x8½x8½	16½	3	SB	No	2	2	Yes	A & G
	Atwater Kent 10	80.00	29½x10	14½	3	SB	No	2	2	Yes	A & G
	Atwater Kent 12	100.00	34x10	16½	3	SB	No	2	3	Yes	A & G
Atwater Kent 24 De Luxe	100.00	27½x9½x10	21½	3	SB	No	2	2	Yes	A & G	
Audiola Radio Co., 430 S. Green St., Chicago, Ill.	Audiola Sealed—5	60.00	22x10x10		3	Either	No	2	2	Yes	A & G
	Audiola Big—6	90.00	25x11x11		3	Either	No	2	1&†	Yes	A & G
Automatic Radio Mfg. Co., 28 Cross St., Boston, Mass.	Blue Bird	13.50	5½x11	4	2	DB	No	1		Yes	A & G
Auto Indicator Co., Grand Rapids, Mich.	Pocket Radio	23.50	4x12½x2½	4	1	Either	No	None	None	No	A & G
Beaver Electric Corp., 51 Lispenard St., New York	Beavertone	75.00	20x12x17	15	2	SB	No	2	2	Yes	A & G
Blue Seal Mfg. Co., 1406 S. Michigan Blvd., Chicago, Ill.	Blue Seal	63.00	29x10x10½	23	3	SB	No	2	2	Yes	
Boissonault Co., G. 865 Canal Pl., New York	Whitestone Big-5	60.00	20x11	22	3	Either	No	2	2	Yes	A & G

# of Radio Receivers, Season 1925-26

Name and Address of Manufacturer	Trade Name and Model Number	List Price	Dimensions in Inches	Weight in Pounds	No. Tuning Dials	Dry or Storage Battery	C Battery	Stages R.F.	Stages A.F.	Will Set Operate Speaker	Operates On Antenna and Ground or Loop
Bosworth Electric Mfg. Co., Norwood, Cincinnati, Ohio.	Bosworth Air Set B-1	155.00	13x13½x30	35	3	Either	No	2	2	Yes	A & G
Brown Radio Mfg. Co., 675 Wyoming Ave., Kingston, Pa.	Thorobred B-77	110.00	22½x13x10		3	Either	No	2	2	Yes	A & G
	Thorobred B-88	130.00	28x13x10		3	Either	No	2	3	Yes	A & G
	Thorobred B-66	225.00	16x32x41		3	Either	No	2	3	Yes	A & G
Buckeye Electric Co., So. Antler St., Gladwin, Mich.	Aristocrat Reflex	75.00	22x8x8x9		3	Either	No	2	2	Yes	A & G
	Aristocrat DeLuxe	100.00	28x8x8x9		3	Either	No	2	3	Yes	A & G
Buckwalter Radio Corp., 2632 Prairie Ave., Chicago, Ill.	Supertone	150.00	31x10x10	33	2	SB	Yes			Yes	Loop
Chelsea Radio Co., 179 Spruce St., Chelsea, Mass.	Chelsea	50.00	20x8x10	5	3	Either	No	2	2	Yes	A & G
Cleartone Radio Co., Cincinnati, O.	Goldcrest-60	60.00	8x20x8	20	1	Either		1	2	Yes	A & G
	Clearodyne-70	75.00	8x20x8	20	2	SB		1	2	Yes	A & G
	Super-clearodyne-80	120.00	10x26x10	35	3	SB	Yes	2	2	Yes	A & G
	Cleartone-90	185.00	30x14x15	70	2	DB	Yes	4	2	Yes	Loop
Colonial Radio Corp., East Ave. and 10th St., Long Island City, N. Y.	Colonial 17-5	58.00	Phono. panel Portable		2	DB	Yes	2	2	Yes	A & G
	Colonial 23-5	85.00		3	SB	Yes	2	2	Yes	A & G	
	Colonial 24	85.00		2	DB	Yes	2	2	Yes	A & G	
	Colonial 21-5	87.50		3	SB	Yes	2	2	Yes	A & G	
	Colonial 16-5	125.00		3	DB	Yes	2	2	Yes	A & G	
	Colonial 16-6	175.00		3	DB	Yes	3	2	Yes	A & G	
	Colonial 20-6	175.00		3	SB	Yes	3	2	Yes	A & G	
Continental Radio & Mfg. Co., Newton, Iowa	Continental Five	100.00	11x27x13	19	3	Either	Yes	2	2	Yes	A & G
Concert Radiophone Co., 1938 Euclid Ave., Cleveland, O.	Concert Jr.	3.50	5x8x4	2	1	No	No			No	A & G
	Monotube	12.50	7x12x6		2	Either	No			No	A & G
	Tritube	35.00	7x18x8		2	Either	Yes		2	Yes	A & G
	Concert Grand De Luxe	50.00	9x29x9	20	3	SB	No	2	2	Yes	A & G
Cosmopolitan Phusiformer Corp., 15 W. 18 St., N. Y. C.	Cosmopolitan Five	59.00	22x9x9	23	3	Either	No	2	2	Yes	A & G
Crosley Radio Corp., 128 Sassafras St., Cincinnati, O.	Crosley Pup	9.75			1	DB	No			No	A & G
	Crosley 50	14.50	6½x8x4½		1	Either	No			No	A & G
	Crosley 50-P	16.00	8½x9x4½		1	Either	No			No	A & G
	Crosley 51	18.50	6x11x4½		1	Either	Yes			Yes	A & G
	Crosley 51-P	23.50	12½x13½x8		1	Either	Yes	1	1	Yes	A & G
	Crosley 51 Special	23.50	12½x12½x8		1	Either	Yes	1	1	Yes	A & G
	Crosley 52	27.50	6½x12½x6		1	Either	Yes	1	2	Yes	A & G
	Crosley 52-P	32.50	14x12½x8		1	Either	Yes	2	2	Yes	A & G
	Crosley 52 Special	32.50	12½x14x9½		1	Either	Yes	2	2	Yes	A & G
	Crosley Supertridyne	50.00	7x18x7½		2	Either	Yes	1	2	Yes	A & G
	Crosley Supertridyne Spec.	60.00	12x27x10½		2	Either	Yes	1	2	Yes	A & G
Crouch-Wilson & Co., 28 Broad St., Oneonta, N. Y.	Clar-A-Dyne Model K	75.00	7x24	25	3	S.B.	Yes	2	2	Yes	A & G
Dayton Fan and Motor Co., Dayton, O.	O.E.M. 12	75.00	22x9x8½		3			2	2	Yes	A & G
	Reflex O.E.M. 7	98.00	22x9x8½		3			2	2	Yes	A & G
	Dayola	110.00	24½x12x15		1			2	2	Yes	A & G
	Day-Fan-5	115.00	22x10½x10½		1			2	2	Yes	A & G
	Day-Craft	145.00	30½x12½x14½		1			2	2	Yes	A & G
	Day-Craft	165.00	30½x37½x14½		1			2	2	Yes	A & G
	Day-Grand	195.00	38x39x18		1			2	2	Yes	A & G
Deforest Radio Co. Information not available. Will appear in September issue	Daytonia	300.00	42½x40½x18		1			2	2	Yes	A & G
	Dayroyal	300.00	26½x53½x17		1			2	2	Yes	A & G
Deitrickson Radio Co., 3rd and Edmond Sts., St. Joseph, Mo.	Deitrickson—2R-3	10.00	8x9x4	3	2	DB			1	No	A & G
	Deitrickson—2R-4	16.00	8x9x4	4	2	DB			1	Yes	A & G
	Deitrickson—Duo-5	85.00	9x28x8	19	2	SB		2	2	Yes	Both
DeWitt-La France, Cambridge, Mass.	Superadio Reactodyne-5	50.00	18x10x5		2	SB	Yes	1	3	Yes	
	Superadio Reactodyne-6	60.00	18x10x9		2	SB	Yes	1	3	Yes	
Distantone Radios, Inc., Lynbrook, L. I., N. Y.	Distantone Model A	37.50	8x8x16		3	SB	Yes	2	2	Yes	A & G
	Distantone Model B	47.50	9x9x20		3	SB	Yes	2	2	Yes	A & G
Dray Radio Laboratory, 6 E. Lake St., Chicago, Ill.	Dray—599	125.00	30x10x14	40	3	DB	Yes	3	2	Yes	A & G
Drexel Radio Mfg. Co., 804 E. 43rd St., Chicago	D-R-4	95.00	16x20		2	Either	Yes	1	2	Yes	A & G
	D-R-5	125.00	8x27		3	Either	Yes	2	2	Yes	A & G
Eisemann Magneto Corp., N. Y.	Eisemann 6-D	125.00	19½x13½x9½	15½	3	Either		2	2	Yes	A & G
Eagle Radio, Newark	Information not available										
Electrical Research & Mfg. Co., Waterloo, Iowa	Superiorflex S-3	100.00	28½x12x10	24	1	Either	Yes	2	2	Yes	
	Superiorflex P-3	125.00	20x9½x12½	25	1	Either	Yes	2	2	Yes	
	Superiorflex P-S-3	145.00	20x9½x12½	27	1	Either	Yes	2	2	Yes	
	Superiorflex 419-3	250.00	30½x20½x46½	110	1	Either	Yes	2	2	Yes	
Electric Service Shop, Bradford, Ill.	Simpli-Dyne	75.00	24x10x10	15	2	Either	Yes	2	2	Yes	
Elgin, Ill., Radio & Supply Co.	Elgin, 1926	75.00	7x7x16	15	1	Either	No		2	Yes	A & G
Elite Radio Stores, New Bedford, Mass.	Tzigan (Reflexed Super-het)	125.00	12x12x12	27	1	DB	Yes	4	2	Yes	
Essex Mfg. Co., Newark, N. J.	Pall Mall	65.00	8½x18½x7	12½	2	SB	Yes	1	2	Yes	A & G
Exlntone Corp., Boonton, N. J.	Exlntone Midget				1			1	1 & 2†	Yes	A & G
Federal Tel. & Tel. Co., Buffalo	Information not available										
Freed-Eisemann Radio Corp., Brooklyn, N. Y.	F.E. 15	75.00	23½x13½x13½	22	3	SB	Yes	2	2	Yes	A & G
	F.E. 18	90.00			3	DB	Yes	2	2	Yes	A & G
	N.R. 7	110.00			3	SB	Yes	2	3	Yes	A & G
	N.R. 20	175.00	35x17x17	59	3	SB	Yes	2	2	Yes	A & G
	N.R. 35	195.00			3	SB	Yes	2	3	Yes	A & G

# "Radio Retailing's" Complete Specifications

Name and Address of Manufacturer	Trade Name and Model Number	List Price	Dimensions in Inches	Weight in Pounds	No. Tuning Dials	Dry or Storage Battery	C Battery	Stages R.F.	Stages A.F.	Will Set Operate Speaker	Operates On Antenna and Ground or Loop
<b>Freeport Radio Corp.,</b> Freeport, Ill.	ABC—Model A ABC—Model B	85.00 85.00	20x16x10 24x10x7	22 18	2 2	SB SB	Yes Yes	None None	2 2	Yes Yes	A & G A & G
<b>Freshman Co., Inc., Chas.,</b> 240 W. 40 St., New York	Freshman Masterpiece Concert Freshman Master Unit Franklin Console	39 50 75 00 75 00 115 00									
<b>Garod Corp.,</b> 124 Adams St., Newark, N. J.	Garod-RAF Garod—V Garod-Georgian	135.00 195.00 400.00	19½x7½x10 13½x34½x11½ 35½x16½x42½	18 35 150	3 3 3	SB SB SB	No Yes Yes	2 2 2	2 2 2	Yes Yes Yes	A & G A & G A & G
<b>Gibson-Sears Radio Corp.,</b> 48 W. Broadway, New York	Sterling Five	60.00	20x8x8	20	2	Either	No	1	3	Yes	A & G
<b>Globe Electric Co.,</b> 14-28 Keefe Ave., Milwaukee, Wis.	Globe No. 770 Globe Duo-Dyne 900 Globe No. 830	50 00 120 00 65 00	6x18 28x10 7x21		2 3 3	SB SB SB		1 2 2	2 2 2	Yes Yes Yes	A & G A & G A & G
<b>Golden-Leutz, Inc.,</b> 476 Broadway, New York	Plio-6 Universal Plio-6	60.00	12x21x10 12x21x12	35 40	2 2	SB SB	No No	2 2	3 3	Yes Yes	A & G A & G
<b>Goulding Mfg. Co.,</b> 405-4th St., Milwaukee, Wis.	Ultradyn Model 5G Port. Ultradyn Model 3G Ultradyn Model 7G	225.00 275.00 300.00	26x9½x12 22x15½x10½ 30½x49x16½	55	2 2 2	SB SB SB	No No No	3 3 3	2 2 2	Yes Yes Yes	Both Both Both
<b>Grebe &amp; Co., Inc., A. H.,</b> Richmond Hill, N. Y.	Synchrophase-Mu-1 Synchrophase-Mu-2	155.00 155.00	9½x22½x13½ 9½x22½x13½	22 22	3 3	SB DB	Yes Yes	2 2	2 2	Yes Yes	Both Both
<b>Grimes, Inc., David</b> 1571 Broadway, New York	Grimes Reflex Grimes	49 50 125.00			3	DB DB			2 3	Yes Yes	A & G A & G
<b>Haldorson Co.,</b> 1772 Wilson Ave., Chicago, Ill.	Haldorson R.F. 500	75.00	22x9x18	18	3	SB	No	2	2	Yes	A & G
<b>Hallock &amp; Watson Radio Corp.,</b> Portland, Oregon	Halowat TR-5	90.00	23½x9½x8½	23	3	Either	No	2	2	Yes	A & G
<b>Harmon &amp; Sons Co., H. W.,</b> 418 Poplar St., Grove City, Pa.	Harmonson IV-A Harmonson IV-A Grand Harmonson IV-C Grand Harmonson Unitro	80.00 110.00 130.00 175.00	14x26x10 14x26x16 14x26x16 14x14x33	25 35 35 45	2 2 2 1	Either Either Either Either	Yes Yes Yes Yes	1 1 1 2***	2 2 2 2	Yes Yes Yes Yes	A & G A & G A & G A & G
<b>Herzog Radio Corp.,</b> 718 Atlantic Ave., Bklyn., N.Y.	Herzog Automatic	310.00			1			3	3	Yes	Loop
<b>Hoag Mfg. Co., Y. M.,</b> Vernon, N. Y.	Blitzadyne	65.00	8x24	20	2	Either	No	2	2	Yes	A & G
<b>Hollywood-Yale Corp.,</b> Los Angeles, Cal.	Hollywood Masterpiece	110.00	22x17x14	20	3	DB	Yes	2	3	Yes	A & G
<b>Howard Mfg. Co.,</b> 469 E. Ohio St., Chicago, Ill.	Howard	200.00	33½x12½x10½	38	3	SB	No	2	2	Yes	A & G
<b>Hudson Terminal Radio &amp; Elec. Co.,</b> New York	Hudson	40.00	11x21x9	14	3	SB	Yes	2	1	Yes	A & G
<b>Huntington Radio,</b> Evanston, Ill.	Huntington Model 5 Huntington Model 6	115.00 145.00	26 30	23½ 27	2 3	Either Either	No No	2 3	2 2	Yes Yes	A & G A & G
<b>Independent Radio Labs.,</b> 7015 Worley Ave., Cleveland, O.	I. R. L. I. R. L. Super-4 I. R. L. 5	38 50 50.00 65.00	18x10x10 24x8x8 26x10x10		2 3	Either SB SB	Yes Yes	1 2	2 2	Yes Yes Yes	A & G A & G A & G
<b>Indiana Mfg. &amp; Electric Co.,</b> Marion, Ind.	Hyperdyne-500	65.00	8x24x12		3	Either		2	2	Yes	A & G
<b>Irving Radio Corp.,</b> Columbus, O.	Irving Irving	60.00 65.00	20x8x8½ 22x10½x12½	20 20	3 3	Either Either	No No	2 2	2 2	Yes Yes	A & G A & G
<b>Jewett Radio &amp; Phonograph Co.,</b> Pontiac, Mich.	Jewett Receiver	140.00	11½x29x14	33	2	Either		2	2	Yes	Either
<b>Kellogg Switchboard &amp; Supply Co.,</b> 1066 W. Adams St., Chicago, Ill.	Kellogg Wave Master Kellogg Wave Master Console	125.00	28x10½x9	42	1 1	SB SB	No No	2 2	2 2	Yes Yes	A & G A & G
<b>Kennedy Corp., Colin B.,</b> 2017 Locust St., St. Louis, Mo.	Model 20 Model 15 Royal 16	90.00 120.00 235.00	16x14½x9½ 21½x15½x10½ 50x58x15½	15 25 70	1 2 2	Either Either Either		2 2 2	2 2 2	Yes Yes Yes	Both Both Both
<b>Keystone Radio Co.,</b> Greenville, Pa.	Keystone Wondertone-5	65.00	22x10x12	15	3	Either	No	2	2	Yes	A & G
<b>Kings Radio Sales Co.,</b> St. Louis, Mo.	Kings R.F.-5	45.00	28x8½x8	35	3	Either	No	2	2	Yes	A & G
<b>Kodak Radio Corp.,</b> 507-11 East Pearl St., Cincinnati, O.	Gold Star Gold Star Gold Star Gold Star Reflex Logodyne Standard-5 Logodyne Unitrola Logodyne Logodyne Big-5 Logodyne Standard 5 Console Logodyne Big 5 Console	6 00 12.00 18.00 30.00 70.00 87.50 90.00 90.00 165.00 275.00	6½x4½x4 4½x5½x6½ 13½x9 11½x11½x9½ 12½x15½x7½ 23½x12x10½ 45½x13½x37½	1 2 1 1 13 11½ 19 55	1 1 1 2 2 3 3 3	Crystal SB SB DB Either Either Either Either		1 2 2 2 2 2 2 2	1 2 2 2 2 2 2	No No Yes Yes Yes Yes Yes Yes Yes	A & G A & G A & G A & G A & G A & G A & G A & G A & G
<b>Kor-Rad Co.,</b> 151 E. 58th St., New York	Lafayette K-40 Lafayette K-60	140.00 160.00	25x14x11½ 31x17x11½		3 3	Either Either	Yes Yes	2 2	2 2	Yes Yes	A & G A & G
<b>Langbein-Kaufman Radio Co.,</b> New Haven, Conn.	Elkay Super-Selector Elkay Super-Selector	70.00 80.00	11x20x11 11x20x11	20 20	2 2	Either Either	Yes No	1 1	2 3	Yes Yes	A & G A & G
<b>Leich Electric Co.,</b> Genoa, Ill.	Leich I-A	125.00	27½x13½x12	37	3	Either	Yes	2	2	Yes	A & G
<b>Los Angeles Sales Co.,</b> Los Angeles, Cal.	Lasco B Reflex	96.50	12x10x11	20	2	*				Yes	



# of Radio Receivers, Season 1925-26—Continued

Name and Address of Manufacturer	Trade Name and Model Number	List Price	Dimensions in Inches	Weight in Pounds	No. Tuning Dials	Dry or Storage Battery	C Battery	Stages R.F.	Stages A.F.	Will Set Operate Speaker	Operates On Antenna and Ground or Loop	
Lytton, Incorporated, Lytton Bldg., Chicago, Ill.	Lytton Duplex—99T	19.75	7x9x8	10	1	DB	No	2	2	Yes		
	Lytton Duplex Port.	25.00	6½x10x15	25	1	DB	No	2	2	Yes		
	Model 100	75.00	11x29x9	20	3	DB	Yes	2	2	Yes		
	Model 103-PL	160.00	9x18x14	32	1		Yes	3	2	Yes		
	Model 101-A	165.00	16x27x10½	42	2	DB	Yes	2	2	Yes		
	Model 103-A-PL	190.00	9x18x14	36	1	SB	Yes	3	2	Yes		
	Model 105	195.00	16x27x10½	48	2	Either	Yes	3	2	Yes		
	Model 201	195.00		33	2	Either	Yes	2	2	Yes		
	Standard Console	195.00			3	Either	Yes	2	2	Yes		
	Model 401-A	350.00			2	DB	Yes	2	2	Yes		
Model 305	500.00			2	Either	Yes	3	2	Yes			
Machine Specialty Co., Ann Arbor, Mich.	Arborphone Model 26-5	55.00	9½x9½x27	18	3	SB	No	2	2	Yes		
	Arborphone Highboy	165.00	18x30x47½		3	SB	No	2	2	Yes		
Magnavox Co., 2725 E. 14 St., Oakland, Cal.	Magnavox 10	110.00	24x15½x11	27	1	SB		2	2	Yes	A & G	
	Magnavox 25	145.00	23½x15½x20	33	1	SB		2	2	Yes	A & G	
	Magnavox 75	200.00	46x18x22	59	1	SB		2	2	Yes	A & G	
Mack Co., Philadelphia, Pa.	Mack Sineroflex	50.00	8x19x8½	16	2	Either	No	+	3	Yes		
Martin Radio & Electric Co., 130 W. 52nd St., New York	Packard-5	45.00	15½x9½x8½	17	3	SB	No	2	2	Yes	A & G	
Meteor Phonograph Co., Piqua, Ohio	Meteor Model 4	50.00	20x9x9	10	2	DB	No	1	2	Yes	A & G	
	Meteor Model-30	80.00	15x8x12	12	1	SB	No	1	3	Yes	A & G	
	Meteor Model-6	100.00	32x12x11	15	1	SB	No	1	3	Yes	A & G	
	Meteor Model 7	125.00	44x19x15	100	1	SB	No	1	3	Yes	A & G	
	Meteor Model-9	140.00	35x35x21	115	1	SB	No	1	3	Yes	A & G	
	Meteor Model-20	175.00	44x35x22	135	1	SB	No	1	3	Yes	A & G	
Metropolitan Engr. Service Co., Boston, Mass.	Veriphone Model B	175.00	24x12½x16	16	3	DB	Yes	2	2	Yes	A & G	
	Veriphone Model B-2	175.00	32x13x11	17	3	DB	Yes	2	2	Yes	A & G	
Миessner Radio Corp., Brooklyn, N. Y.		175.00	11x22x11	32	3	*	Yes			Yes	Both	
Minerva Radio Mfg. Co., 827 Irving Park Blvd., Chicago, Ill.	Minerva-5	60.00	20x9x9	20	3	SB	Yes	2	2	Yes	A & G	
	Minerva-5M	90.00	36x9x9	27	3	SB	Yes	2	2	Yes	A & G	
	Minerva-Elite	125.00	27x17x14	34	3	SB	Yes	2	2	Yes	A & G	
	Minerva-Serenade	200.00	37x40x18	78	3	SB	Yes	2	2	Yes	A & G	
	Minerva-Grand	225.00	37x56x18	112	3	SB	Yes	2	2	Yes	A & G	
Mississippi Valley Radio Co., 203 Pine St., St. Louis, Mo.	Lafayette TRF-5	65.00			3	SB	No	2	2	Yes	A & G	
Mohawk Elec. Co., Chicago	Information not available											
Monroe Radio Mfg. Co., Monroe, Mich.	Monrona Crystal	8.00	6½x5½x3½	2½						No	A & G	
	Monrona V	75.00	9x26x8½	16	3	SB	Yes	2	2	Yes	A & G	
	Monrona VI	100.00	9x26x8½	14	2	SB	Yes	3	2	Yes	Loop	
Mu-Rad Laboratories, Inc., Asbury Park, N. J.	Mu-Rad Transcontinental	180.00	33½x12½x14	35	1	SB	Yes	2	2	Yes	A & G	
Murdock Co., Chelsea, Mass.	Information not available											
Music Master Corp., 128 N. 10 St., Philadelphia, Pa.	Music Master Ware 50	50.00	13½x13½x11½		2	DB		1	2	Yes	A & G	
	Music Master 60	60.00	22x10½x9		3	SB		2	2	Yes	A & G	
	Music Master 100	100.00	31x13½x11½		3	SB		2	2	Yes	A & G	
	Music Master 140	140.00	21½x15½x14½		2	SB		2	2	Yes	A & G	
	Music Master 175	175.00	29½x14½x15½		2	SB		3	2	Yes	A & G	
	Music Master 215	215.00	31½x15½x44½		2	SB		2	2	Yes	A & G	
	Music Master Ware 250	250.00	24½x16x13		1	SB		4	2	Yes	Loop	
	Music Master 300	300.00	41½x24x42½		2	*		2	2	Yes	A & G	
	Music Master 400	400.00	45x25½x44½		2	*		2	2	Yes	Loop	
	Music Master Ware 460	460.00	49x29½x46		1	SB		4	2	Yes	Loop	
Musical Prods., Dist. Co., New York, N. Y.	Radio-Art Model 210	95.00	18x21½x13	28	3	SB	Yes	2	2	Yes	A & G	
Mutual Radio Co., Sterns Rd., Wellesley, Mass.	Super-Six, Type S	115.00	8x19x7		2	DB	Yes	3	2	Yes	Loop	
	Super-Six, Type-L	140.00	9x10x3½		2	DB	Yes	3	2	Yes	Loop	
	Super-Six, Type-P	175.00	18½x19½x9½	40	2	DB	Yes	3	2	Yes	Loop	
Myradio Co., Philadelphia, Pa.	Myradio Model-3 Reflex	25.00	7x18x7	6½	2	SB	No	1	2	Yes	A & G	
Neutrowound Radio Mfg. Corp., Chicago, Ill.	Neutrowound 1926	85.00	34x9x6	23	3	SB	Yes	2	3	Yes	A & G	
Northwestern Radio Mfg. Co., Portland, Ore.	Noreo	75.00	9½x20x8½	20	3	Either	No	2	2	Yes	A & G	
Nunn-Landon Co., 115-4th St., Milwaukee, Wis.	E. D. Nunn	90.00	23x8x11		3	SB	No	2	2	Yes	A & G	
	E. D. Nunn	110.00	25x9½x13		3	SB	No	2	2	Yes	A & G	
	E. D. Nunn	130.00	23x10x13		3	SB	No	2	2	Yes	A & G	
Operadio Corp., Chicago, Ill.	Operadio 1925	189.00	9x12x17	44	2	DB	No	3	2	Yes	Both	
Orator Radio Corp., 1717 Broadway, New York	Orator Popular III	45.00			2	DB				Yes	A & G	
	Orator Popular IV	58.50			3	DB				Yes	A & G	
	Orator Aristocrat III	90.00				DB				Yes	A & G	
Pennsylvania Wireless Mfg. 507-11 Florence Ave., New Castle, Pa.	Co. Reactoflex	58.50	7x21x9	16	2	Either	No		2	Yes	Both	
	Penn-C-Special	65.00	7x21x9	15	1	Either	No		2	Yes	A & G	
	Penn-C-DeLuxe-5	90.00	24x12x8½	18	3	Either	Yes	2	2	Yes	A & G	
Peerless Radio Corp., Chicago	Electradyne	110.00	15x16x13	37	3	****	Yes	1	2	Yes	A & G	
Perry Radio Supply Co., 218 Washington Blvd., River Forest, Ill.	Perasco Kewpie	25.00	8½x6½x6	4	1	Either	No	None	None	No	A & G	
	Perasco Amp. PA-111	35.00	8½x6½x6	5	1	Either	No	None	None	2	Yes	A & G
	Perasco Amp. PA-IV	40.00	9x7x6	6	None	Either	No	None	2	Yes	A & G	
	Perasco PRD-11	50.00	13½x7x6	7	2	Either	No	1	1	Yes	A & G	
	Perasco Petit Grand	175.00	26x12x11	30	2	Either	No	3	2 or 3	Yes	A & G	
Pfanstiehl Radio Co., 11 South La Salle St., Chicago, Ill.	Pfanstiehl Model 8	85.00	22x10x14	16	2	SB		2	2	Yes	A & G	
	Pfanstiehl Model 8-C	135.00	38x12x14	50	2	SB		2	2	Yes	A & G	
	Pfanstiehl Model 10	155.00	9x26x10	19	1	SB		2	1 & 2½	Yes	A & G	
	Pfanstiehl Model 10-C	450.00	48x33x18	65	1	SB		2	1 & 2½	Yes	A & G	

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Name and Address of Manufacturer	Trade Name and Model Number	List Price	Dimensions in Inches	Weight in Pounds	No. Tuning Dials	Dry or Storage Battery	C Battery	Stages R.F.	Stages A.F.	Will Set Operate Speaker	Operates On Antenna and Ground or Loop
Ports Mfg. Co., Fresno, Cal.	PRMCO—Model 1926	65.00		5	3	Either	No	2	2	Yes	A & G
Powerola Radio Corp., 1845 Broadway, New York	Powerola Type C-3	115.00	22x15½x12	25	3	**	No	2	2	Yes	Both
	Powerola Type C-3	165.00	22x15½x12	50	3	*	No	2	2	Yes	Both
Premier Radio Corp., Defiance, O.	Premier 7-B	160.00			2	SB	No	4	3	Yes	Both
	Premier 7-A	290.00			2	SB	No	4	3	Yes	Both
Q. T. Radio Products Co., East Orange, N. J.	Little Giant, Q. T.	39.50	7x18x7	15	3	Either	Yes	2	2	Yes	A & G
	Evening Hour, Q. T.	100.00	40x26x16	60	3	Either	Yes	2	2	Yes	A & G
Radio Center, Baltimore, Md.	Reinen Reflex II-5	135.00	9x28x8½	30	3	SB	Yes	2	2&†	Yes	
Radio Corp. of America, 233 Broadway, New York	Radiola III	35.00	7½x6½x6	3½	2	DB	Yes			No	A & G
	Radiola III-A	65.00	11½x7½x6	6½	2	DB	Yes			Yes	A & G
	Radiola 24	195.00	21½x16x7½	40	2	DB	Yes			Yes	Loop
	Radiola 26	225.00	14½x13x9½	40	2	DB	Yes			Yes	Loop
	Radiola Semi-Portable	269.00	35x11½x11	55	2	DB	Yes			Yes	Loop
	Radiola Super VIII	425.00	19x26½x49	93	2	DB	Yes			Yes	Loop
Radio Industries Corp., 131 Duane St., New York	Ricortrode	60.00	20x9x9	18	3	Either	No	2	2	Yes	A & G
	DeLuxe	75.00			3	Either	No	2	2	Yes	A & G
	Console	100.00			3	Either	No	2	2	Yes	A & G
Radio Receptor Co., 106-7th Ave., New York	Receptrad Multiflex Batteryless	135.00 180.00	27½x10½x9½ 27½x10½x9½	30 65	2 2	** *	No No	3 3	3 3	Yes Yes	
Radio Supply House, Moline, Ill.	Paramount—1	18.00	7x12x8		1	DB	No				A & G
	Paramount—5	78.00	8x24x9		3	SB	Yes	2	2	Yes	A & G
Radiotel Mfg. Co., Bay Shore, N. Y.	Radiotel SA 2	70.00	20x11x10½	15	3	SB	No	2	2	Yes	
	Radiotel SA 3	85.00	20x11x10½	15	3	SB	No	2	3	Yes	
Randle Radio Co., Cumminsville, Cincinnati, O.	R. F. Model 4	100.00	25x12½x10½	23	3	Either	No	1	2	Yes	Loop
Raven Radio, Inc., Coblesville, N. Y.	Raven Five	70.00	22x10x8	16	3	Either	Yes	3	2	Yes	A & G
Receptor Radio Corp., Philadelphia, Pa.	Receptor Five	60.00	9½x20x9½	16	3	SB	No	2	2	Yes	
Reichmann Co., Chicago, Ill.	Thorola Isodyne 50	85.00	21½x10½x12½	32	3	SB	No	2	2	Yes	A & G
	Thorola Isodyne 55	115.00	21½x11x13	40	3	SB	No	2	2	Yes	A & G
Rich, Geo. H., 6503 N. Uber St., Phila., Pa.	Reflex 2-T-22	35.00	19x9x9		2	Either	No	1	2	Yes	A & G
	Reflex 3-T-22	50.00	25x9x9		3	Either	No	2	2	Yes	A & G
Richards, C. W., 55 S. River St., Janesville, Wis.	C. W. R-6	150.00	23x14x14½	48	3	SB	No	2	2	Yes	
	C. W. R-7	195.00	25x14x14½	55	2	Either	Yes	3	2	Yes	
Roberts Radio Co. H. C., 112 Trinity Pl., New York	Oriole Five	47.50	8x17x10	11	3	Either	No	2	2	Yes	
Roth Radio Co. New York	Melodee	45.00	7x18		3	SB	No	2	2	Yes	A & G
Sears Mfg. Co., 5213 Windsor Ave., Cleveland, O.	Torodyne	70.00	8½x20x10½	31	3	Either				Yes	A & G
	Aeeme Reflex Model A	135.00	7x18x8½	24	1	SB				Yes	Loop
	Aeeme Reflex Model B	150.00	7x24x8½	27	2	SB				Yes	Loop
Sherman Radio Mfg. Corp., 112 Trinity Pl., New York	Clearfield De Luxe Model-D	115.00	11½x30½x10	31	3	SB	No	2	1 & 2†	Yes	
Simplex Radio Co., Philadelphia, Pa.	SR-5	57.00	7x18	15	3	SB	No	2	2	Yes	A & G
	SR-8	65.00	7x18	15	3	SB	No	2	2	Yes	A & G
Simplex Radio Co., Sandusky, O.	Simplex	120.00	9½x9½x18	21	1	Either	Yes	1	3	Yes	A & G
Slagle Radio Co., Fort Wayne, Ind.	Slagle Model IV.	110.00	29x10x8	35	3	Either		2	2	Yes	A & G
	Slagle Model V.	165.00	30x11x9	40	3	Either		2	2	Yes	A & G
Sleeper Radio Corp., 430 Washington Ave., Long Island City, N. Y.	Scout No. 57	75.00	11½x35x11½	40	2	SB	Yes	2	2	Yes	A & G
	Serenader No. 58	100.00	11½x35x16	40	2	SB	Yes	2	2	Yes	A & G
	Monotrol No. 54	130.00	18x16x9½	17	1	SB	Yes	3	3	Yes	A & G
	Super-Symphon., No. 59	150.00	11½x35x16	40	2	SB	Yes	2	2	Yes	A & G
Sonora Phonograph Co., 279 Broadway, New York	Sonora Model-C	90.00	30½x12x8	24	3	Either	Yes	2	2	Yes	A & G
Splitdorf Elec. Co., 392 High St., Newark, N. J.	Sonata—R-400	60.00	27x10x7½	24	2	SB	No	1	2	Yes	Both
	Polonaise—R-500	75.00	27½x9½x9	25	3	SB	No	2	2	Yes	Both
Square Deal Radio & Elec. Co., Fenton, Mich.	Tonaphone	18.00	12x8x9	8	2	Either	No		1	Yes	A & G
	Alestaphone	25.00	18x10x9	10	2	Either	No	1	1	Yes	Both
	Harmonyne	35.00	18x10x9	14	3	Either	No	2	3	Yes	Both
	Goldtone	45.00	21x11x11	16	3	Either	No	2	2	Yes	Both
Standard Radio Corp., Worcester, Mass.	Standardyne	60.00	20x9x9	18	3	SB	No	2	2	Yes	A & G
Standard Radio & Elec. Co., 20 N. 7th St., Ft. Smith, Ark.	Brown Teletone	100.00	12x24x10	35	2	Both	Yes	1	2	Yes	
Steinite Laboratories, Radio Building, Atelison, Kansas	Steinite	6.00	8x9x3	1	1					No	A & G
	Steinite-26-1	6.00	4x7x2½	1	2	Either				Yes	A & G
	Steinite 25-1	12.00	8x9x6	4	2	Either				Yes	A & G
	Steinite 26-2	12.50	7x7x3	3	3	Either			1	Yes	A & G
	Steinite 25-2	16.00	8x9x8	5	2	Either				Yes	A & G
	Steinite 5	60.00	30x9x9	20	3	Either	Yes	2	2	Yes	A & G
Stewart-Warner Speedometer Corp., 1826 Diversey Blvd., Chicago, Ill.	S-W Model 300	65.00			3	SB	No	2	2	Yes	Both
	S-W Model 305	115.00			3	SB	No	2	2	Yes	Both
	S-W Model 310	175.00			3	SB	No	2	2	Yes	Both
	S-W Model 315	285.00			3	SB	No	2	2	Yes	Both
	S-W Model 320	450.00			3	SB	No	2	2	Yes	Both
Stromberg-Carlson Tel. Mfg. Co., 1060 University Ave., Rochester, N. Y.	Stromberg-Carlson No. 3	95.00	15½x16½		2	DB	Yes	1	2	Yes	A & G
	Stromberg-Carlson No. 1	180.00	28½x11½x9½	41	3	SB	Yes	2	2	Yes	A & G
	Stromberg-Carlson No. 2	310.00	33½x17½x42½	150	3	SB	Yes	2	2	Yes	A & G

# of Radio Receivers, Season 1925-26—Concluded

Name and Address of Manufacturer	Trade Name and Model Number	List Price	Dimensions in Inches	Weight in Pounds	No. Tuning Dials	Dry or Storage Battery	C Battery	Stages R.F.	Stages A.F.	Will Set Operate Speaker	Operates On Antenna and Ground or Loop
Sunbeam Radio Corp., 1834 Broadway, New York	Akradyne	75.00			2	SB		2	2	Yes	
	Akradyne	90.00			2	SB		2	2	Yes	
	Akradyne	110.00			2	SB		2	2	Yes	
	Akradyne	150.00			2	SB		2	2	Yes	
	Akradyne	175.00			2	SB		2	2	Yes	
	Akradyne	215.00			2	SB		2	2	Yes	
Sun Mfg. Co., 26 Maple St., Louisville, Ky.	Sun Reflex-50	75.00			3	Either	No	3	2	Yes	
	Sun Reflex-60	140.00			3	Either	No	3	2	Yes	
	Sun Reflex-70	237.50			3	Either	No	3	2	Yes	
Sypher Mfg. Co., Toledo, O.	Super-Selector	75.00	7x18x9	15	2	Either	No	1	2	Yes	A & G
Telephone Maintenance Co., 20 So. Wells St., Chicago, Ill.	Telmaco-Portable-P-1	125.00	8x10x18	26	1	DB	No	3	3	Yes	Both
Teletone Co. of America, N. Y.	Teletone	75.00	19½x10½x11½	15	3	Either	Yes	2	2	Yes	A & G
Terlee Electric & Mfg. Co., Chicago, Ill.	Terlee A-2	55.00	14x9x9	16	2	Either	No	1	2	Yes	A & G
	Terlee Acme Reflex-L-5	150.00	34x11x11	64	2	SB	Yes	4	3	Yes	Loop
Terrace Radio Mfg. Corp., 26 Dock St., Yonkers, N. Y.	Timson	60.00	18½x8½x8½	15	3	SB	No	2	2	Yes	A & G
Thermodyne Radio Corp., 1819 Broadway, New York	Thermodyne TF-5	100.00			1	SB		2	2	Yes	A & G
	Thermodyne TF-6	150.00			1	SB		3	2	Yes	Both
	Thermodyne CTF-6	275.00			1	SB		3	2	Yes	Both
Thompson Mfg. Co., R. E., 30 Church St., New York City	Phonograph Panel	125.00	17½x14½x6½	20	3	SB	No	2	2	Yes	A & G
	Grandette Model V-50	125.00	22½x9½x10½	19½	3	SB	No	2	2	Yes	A & G
	Parlor Grand Model S-60	145.00	22½x10x13	21½	3	SB	No	2	2	Yes	A & G
	Minuet Model R-81	150.00	21½x18½x10½	25	1	DB	No	2	2	Yes	A & G
	concert Grand Model S-70	180.00	20x14x13½	29	3	Either	No	2	3	Yes	A & G
	Sup.-Thomp. Model C-61	360.00			1	SB	No	2	2	Yes	A & G
Tresco Sales, Inc., Davenport, Iowa	Trescola No. 1	22.50	7x9			Either	No			No	A & G
	Trescola No. 2	22.50	7x9			Either	No			No	A & G
	Trescola No. 3	50.00	7x18			Either	No			Yes	A & G
	Trescola No. 5	60.00	7x18			SB	No	2	2	Yes	Loop
United Mfg. & Distr. Co., Chicago, Ill.	Unidyne	75.00	14x10x11	25	2	SB	No	1	2	Yes	Both
	Super-Unidyne	125.00	21½x12x15	34	3	SB	Yes	2	2	Yes	Both
U-S-L Radio Inc., Niagara Falls, N. Y.	USL Broadcast Receptor RC-5	80.00	23½x10½x9½		3	SB		1	3½	Yes	A & G
Utica Compressor Co., 819 Hamilton St., Utica, N. Y.	UCO	125.00	9½x27x10½	25½	3	SB	No	2	2	Yes	A & G
Valley Electric Co., St. Louis, Mo.	Valleytone-5	110.00	9½x28½x9	35	3	SB	No	2	2	Yes	A & G
Vibroplex Co., Inc., New York	Martinola Type 5	85.00	9x23	15	2	Either	No	2	2	Yes	Both
Wallace & Co., K. J., 520 Centre St., Brockton, Mass.	Wallace	40.00	7x18		2					Yes	A & G
	Wallace	50.00	7x21		2					Yes	A & G
	Wallace	75.00	7x26		3					Yes	A & G
	Wallace	100.00			3					Yes	A & G
Waugh Electric Mfg. Co., Trenton, N. J.	Echo	90.00	21x12x10½	18	3	Either	No	2	2	Yes	
Wells Park Wonder Horn Mfg. Co., Chicago, Ill.	Wondertone	150.00	36x16x33	90	3	SB	Yes	2		Yes	
Wells Radio Mfg. Co., 2708 No. Ashland Ave., Chicago, Ill.	Bear Cat Model-50	95.00	20½x12½x14½	23½	3	DB	Yes	2	2	Yes	
	Bear Cat Model-5	110.00	20½x16½x14½	31½	3	DB	Yes	2	2	Yes	
	Bear Cat Model-500	110.00	9x14x18	22	3	DB	Yes	2	2	Yes	
Western Coil and Elec. Co., 313-5th Street, Racine, Wis.	Radiodyne WC15	39.50	15x7x8	11	2	Either	Yes	2	2	Yes	A & G
	Radiodyne WC14A	65.00	22x7x8	14	3	SB		2	2	Yes	A & G
	Radiodyne WC17A	75.00	22x7½x9	16	2	SB	Yes	2	2	Yes	A & G
	Radiodyne WC14B	85.00	24x15x11	27	3	SB		2	2	Yes	A & G
	Radiodyne WC18B	100.00	24x15x11	28	2	SB	Yes	2	2	Yes	A & G
	Radiodyne WC12B	100.00	24½x15x11	28	3	DB	Yes	2	2	Yes	A & G
	Radiodyne WC14C	185.00	30x37x19	48	3	SB		2	2	Yes	A & G
	Radiodyne WC12C	200.00	30x32x19	48	3	DB	Yes	2	2	Yes	A & G
	Radiodyne WC18C	200.00	30x37x19	49	2	SB	Yes	2	2	Yes	A & G
Wheeler Mfg. Co., 970 Montana St., Chicago, Ill.	Aertone-A	75.00			3	SB		2	2	Yes	A & G
	Aertone-B	95.00			3	SB		2	2	Yes	A & G
White Beauty Elec. Co., Chicago, Ill.	White Beauty	75.00	8x10x30	21½	3	SB	Yes	3	2	Yes	A & G
Wippel-Raine Co., 215 E. Pearl St., Cincinnati, O.	Wipple-Raine Five	88.00	11x8½x29½	22	3	SB	No	2	2	Yes	A & G
Windsor Radio Corp., Minneapolis, Minn.	Magnadyne XI	75.00					No	2	2	Yes	A & G
	Magnadyne XII	110.00					No	2	2	Yes	A & G
	Magnadyne XIII	175.00					No	2	2	Yes	A & G
	Magnadyne XV	175.00					No	2	2	Yes	A & G
W-K Electric Co., Kenosha, Wis.	Oriole Model-8	65.00	9½x9½x20½	11	2	SB	No	1	2	Yes	Both
	Oriole Model-5	90.00	8x9x22	11	2	SB	No	1	2	Yes	Both
	Oriole Model-6	100.00	12x10x23	16	2	SB	No	1	2	Yes	Both
	Oriole Model-60	120.00	15x12x25	20	2	SB	No	1	2	Yes	Both
Workrite Mfg. Co., Cleveland Information not available	Oriole Mod.-1-7	150.00	15x12x25	25	2	SB	No	1	2	Yes	Both
World Electric Co., Los Angeles	Plug-in	150.00	22x15x12½	40	2	*	No	1	1	Yes	
Wright Radio Mfg. Co., 1466 Selby Ave., St. Paul, Minn.	Acme Special	23.00	5½x11x7½	6	2	DB	No			No	A & G
	Wright Model VI	100.00	9x30½x8½	20	2	DB	No	1	4½	Yes	A & G
	Wright Model VI-Console	250.00	33½x46½x18½	75	2	DB	No	1	4½	Yes	A & G
Zenith Radio Corp., Chicago	Information not available										

† Push-pull amplification.  
‡ Resistance-coupled amplification.  
\* Alternating current house supply.

\*\* Direct current house supply.  
\*\*\* Bridge balanced amplification.

\*\*\*\* Takes A battery supply from house current.  
\*† Either alternating or direct current house supply.

# "To the Editors"

## Urges Formation of National Dealers' Organization

Editor *Radio Retailing*:

Just a note as to your latest edition of *Radio Retailing*. It sure is a winner. Your articles on combatting cut prices, etc., are true and the suggestions offered are the best I have ever read.

If it were possible, a national dealer organization should be formed, and its members, by their influence, could help manufacturers in a great way. If such an association of retail dealers could be organized, in the same manner as the florists' associations, etc., the radio trade could be stabilized.

We are all bound by common interest to better our conditions, and by all helping, we can be of great mutual aid. It has come to my attention that numerous cut price houses are selling old stock B batteries. It may be well to warn some of the trade accordingly.

It seems peculiar that the large manufacturers of B batteries have not put an expiration date on their batteries, as the Eastman Kodak Company does on its camera films. This would stop the flow of bankrupt stock B batteries, sold, in some cases, at 98c. each.

Hoping to co-operate with you for the betterment of radio,

LEVAN C. REBER.

Philadelphia, Pa.

*Enclosed you will find my check for one year's subscription to your wonderful magazine. I think it is the best magazine I have read in my four years of radio.*

R. C. POLLOCK.

Middle Point, Ohio.

## Too Many Manufacturers Cause of "Dumping"

Editor *Radio Retailing*:

A serious condition confronts us. By "us" I mean not particularly the manufacturer, but the distributor, the dealer, and I believe I may add the ultimate consumer, as well. There is no need of denying the fact that there is "over-production," but only over-production in a sense of "too many manufacturers producing the same kind of merchandise," which, in one sense, is the same thing.

Good manufacturers are not having any trouble in selling their product, but just the same the "unwelcome visitor," he who imitates, he who, through imitation, has been spared thousands upon thousands of dollars for research work, he who steps in by means of a lower price or a fancy carton, is obtaining a foothold just the same.

Perhaps in no other industry, with the possible exception of the "Automotive Industry," has there been such shameful waste and extravagance, with so great a variety of worthless and useless merchandise. The cause of this

condition, and the remedy, would require considerable space. The writer offers his views briefly, with no desire to be authoritative, but as a true and open opinion, subject to criticism.

Blame the consumer most of all, but be lenient too, for his loyal support of radio and his desire to have radio. Without him, none of us could exist. But blame him severely for buying blindly. Would you buy an automobile without knowing the character of the manufacturer? Would you have a doctor without knowing his reputation? Would you buy an imitation diamond and expect it to equal a real gem?

Blame the manufacturer for his wanton disregard of clean and proper distribution, but do not blame them all. Fortunately there are a few, a very few, whose practices and methods have been different, and these manufacturers are today in a splendid condition, able to sell their entire output and are constantly engaged in enlarging their facilities.

### Remedy Lies in Fewer Distributive Outlets

Now for the remedy of conditions! There is over-distribution, both on the part of the manufacturers and on the part of the distributor. What right has a manufacturer to expect his merchandise to be properly distributed when the task is given to many distributors in a given territory? What right has a distributor to promise his dealers protection when his next door competitor may upset his plans? What right has a distributor to expect a manufacturer to support him when he handles often as many as six competing lines?

Now you have the answer! It is that manufacturers should use extreme caution in selecting proper distributors. They should expect the distributors to support their lines. If a line is worthy and sought after, a manufacturer will have no trouble in securing a distributor eager to feature the line and distribute it properly.

Summing up the whole situation, it appears that there are too many distributors, which automatically results in too many dealers. It is quite a case of, "Destroy the cause and you remedy the effect."

A word in behalf of the distributor. It may, at this particular time, be unwise for a distributor to concentrate his entire efforts to individual non-competing lines, but just the same the time is coming very soon when the manufacturer will give his complete distribution to a distributor who will offer the same kind of support in return.

H. A. ABRAHAMSON,

Detroit Electric Company.

Detroit, Mich.

*"Radio Retailing" is surely a winner. It took me only ten minutes to subscribe after I received the initial copy.*

LAWRENCE A. COPPS,

Findley Electric Company.

Minneapolis, Minn.

## New Form of Radio Graft Appears

Editor *Radio Retailing*:

The following came to my attention during a dance in New Haven recently.

My wife and I met at this dance a very nice-appearing couple and while my wife was dancing with the gentleman he mentioned radio.

The music for the dance was supplied by a fine band on one side of the hall and a fine orchestra on the other side. The gentleman thought that the music of the evening should be broadcast. My wife asked him if he had a set and he said he did. He also said he had had several sets and volunteered the information as to how he had gotten these sets.

They have a set installed on trial and keep it as long as they dare to, then notify the radio dealer that they don't care for the set. After it is taken out they have another installed and by keeping this up they always have a set in the house. This party told my wife that they had enjoyed radio for the past year with not a cent of expense.

I would suggest that dealers get together and put a stop to this practice which can be done in the following manner.

Compel the prospective buyer to make a deposit of \$10 for installation and trial. If at the end of the trial they decide to keep the set the \$10 can apply to the purchase price of same. Otherwise the \$10 takes care of wear and tear on set and batteries. A signed agreement would take care of any argument.

S. A. BOYLEN.

Mystic, Conn.

*Some guardian angel handed me a copy of your publication. I have just read it and you are to be congratulated. I want it regularly—our money is enclosed.*

W. B. COXE,

Radio Products Company.

Greenville, S. C.

## Why Not Sell Sets Complete with Accessories?

Editor *Radio Retailing*:

If an automobile salesman tried to sell us a new car minus tires, spark plugs and lights, we'd tell him to go and play in someone else's back yard. Yet, radio salesmen, from those of the manufacturer on along the line to those of the retailer, are selling sets to the consumer minus tubes, loudspeaker or headphones, and batteries.

Les Fenway, a radio "troubleshooter," tells this story in the *New York Herald-Tribune*.

"While testing for receiving conditions in the Bronx, a woman came out to my automobile and inquired, 'Say, mister, can you tell me what's wrong with my radio? It won't talk or sing at all.'

## "Radio Retailing's" Readers Express Their Opinions on Subjects of Vital Interest to the Radio Trade

"She points out the house and tells me, on the way to it, that the set she has is a new one, the same having been presented to her on her last birthday, which, she says, was yesterday or the day before that or last week—I forget which.

"There was no doubt about it, she did have a radio set. What was wrong with it? Practically nothing—only the person or persons who had given her the set had neglected to equip the receiver with tubes and batteries and antenna and ground wire, headphones or speaker—outside of that the set was O. K."

Maybe the person who originally bought the set didn't know any better. Who knows? At least, it points out the desirability of dealers *selling sets complete with accessories*, and, if the dealer, why not the manufacturer and jobber?

I. R. WYNNE.  
Brooklyn, N. Y.

"Radio Retailing" is a very good directory for dealers, especially at this time when so many manufacturers are changing their sales policies.

H. J. MEADER.  
Girard, Penna.

I believe "Radio Retailing" to be the best radio trade magazine available. I try to read them all to keep abreast of the subject but find the best articles in your paper.

W. VAN BENSCHOTEN,  
American Electric Co.

Chicago, Ill.

### Pleads for Harmony Between Distributors

Editor, *Radio Retailing*:

The problem presented by the so-called "gyp"—in other words, cheap cut-price stores, that have sprung up during the radio stage of the present time—is a very serious one to our mind. A way should be found of how to get rid of such dealers. We believe that this is mostly up to the jobbers who sell to such dealers.

After all, most of the manufacturers do not sell direct and in our mind the jobbers should hold their customers to a price list strictly of selling goods, which in most cases the manufacturer establishes. We believe that if an or-

ganization of some kind would be formed where the manufacturers and jobbers would work together, they could accomplish a whole lot by driving the cut-throat stores out of the radio business.

AMERICAN FABRIC CO., INC.  
Providence, R. I. J. Kermer.

There is more meat in your new magazine for the radio dealer than he can get anywhere else. And the Lord knows most of us can use some assistance. Since you have not sent me a bill for my subscription I am sending in a dollar anyway. Just send a bill to all the dealers on your list as I do not believe there is one who is not, at least mentally, a subscriber.

S. P. BEAMAN,  
Autelectric Service Company.  
Kenton, Ohio.

We have just received the June issue of "Radio Retailing" and it appeals to us as one of the best radio trade publications issued.

CANADA CYCLE & MOTOR CO., LLD.  
Winnipeg, Man., Canada.

## Conspicuous Displays Within Reach of Customers Sell Parts

If Nothing Better Can Be Said for "Radio Cafeterias," They, at Least, Have Shown Us that the Way to Sell Parts Is to Let the Purchaser Handle Them Freely



All parts are laid out in bins where they can be picked up and freely examined. Prices are marked in plain figures.

One of the glass boxes into which the customer drops the amount of his purchase of the smaller parts.

Larger parts are brought to the cashier's desk, to be checked and wrapped. Seven clerks are thus eliminated.

Bins of screws and small parts, which customers are encouraged to pick over freely, without interruption.

# The Editors Have

## ***Super "Super-Power" and Its Effect on Retailing Radio***

THIS FALL there will be at least half a dozen stations operating on 5,000 watts. And one in the East will go to 50,000 watts—or twice the power used by 2LO, London, on recent broadcasting to this country.

Super-power broadcasting is going to boost radio sales, of that there can be no doubt. It is the big thing that radio dealers can tie to next season. It will bring radio reception almost to perfection.

## ***A Slight Error May Bring Business Disaster***

EVERY manufacturer and jobber, as he sells radio to his retail trade, has a responsibility to his dealers that is beyond mere business expediency or profits. For his price policy, he must not forget, vitally affects the retailer's business and often the very existence of that business as well.

The average radio dealer is not yet over-strong financially. Just one error on the part of his manufacturer or jobber—an error which may seem small to the man in the larger concern,—may actually wipe out a dealer's business, or waste the fruits of a year or more of toil!

That is why many a dealer today is thinking mighty carefully whose goods he is going to buy, and how much of it. And it is why the supplier must make his own moves surely and carefully, remembering always that the business lives of his dealers are at stake.

## ***The "Go" Word to Radio Merchandise***

WIDE are the ramifications of modern advertising. In an address on radio distribution problems, read before the New York Electrical League recently, O. D. Street said: "If advertising, in all its forms, should cease today and not another dollar be spent on it for the next two or three years we would, at the end of that period, be confronted with a condition of unemployment the like of which this generation has never seen, and with financial failures that would shake the very foundation of our resources."

Many merchants still treat advertising as an *adjunct* of our business, instead of an *essential*,—as an expense instead of an investment. We should give more thought to it. Well-planned advertising is the "go" word to merchandise.

## ***To Increase the Dealer's Range of Selling***

TO THE radio dealer who wants to reach out beyond the customers and prospects in his immediate vicinity, "mail-order" sales of accessories, batteries and

parts would seem to offer a valuable opportunity too often overlooked.

It is a simple matter to add to one's regular newspaper advertisement, the line "Mail Orders Promptly Attended To." Immediately this opens up new approaches to the suburban and country readers of the paper. For radio by its very nature is of the greatest appeal and usefulness to those living far from retail shopping sections. The merchant's invitation coming into such a home suggests that here is a way to get the needed radio part or renewal without coming clear into town for it. And even successful set demonstrations that resulted in cash sales have been arranged through such means.

There's an appealing offer of customer service in the line—"Mail Orders Promptly Attended To."

## ***Encourage Your Customers to Make It a Hobby***

HOWEVER religiously the average family makes out a budget for the expenditure of its funds, it is observable that there is always one item which manages to receive a little more than its share. It may be antique furniture, or it may be fishing equipment, or it may be rare and valuable tulip bulbs—whatever it is, this little item represents the subject which happens to be nearest the heart of the expender of the family funds.

It is that favored child, a hobby. The great advantage which radio has as salable merchandise is that it can so readily be developed into a hobby. For this reason, anything which the dealer can do to encourage the outside interest of his patrons—radio clubs for the boys, radio programs for women's clubs, radio events for the entire community, has a definite commercial return to himself. Make your merchandise the hobby of your customers and you are sure of a share in the pay envelope, whatever else goes unpurchased.

## ***Stamp Out Price-Cutting Contagion***

THERE is no more contagious a disease than price-cutting hysteria. Let a manufacturer, a jobber or a dealer get it into his mind that price must be sacrificed in a crisis and he will lose all his price courage.

Recently a new radio device of popular appeal was put upon the market in a certain city. It is a specialty that sells way under competitive lines, because of its simplified design, and so can be sold at full price as a bargain leader. But dealers are already reported cutting the price of this natural bargain, simply because they have gotten the fever and think they must. It is a bad thing for any business and for the radio industry as a whole. Price-cutting, when it means selling almost at a loss, must be preached and guarded against until men see the light and stop it.

# This to Say—

## *The Advantage of the Part-Time Salesman*

THE high cost of "outside selling" is the bugaboo which has kept many radio dealers away from house-to-house selling and special crews for home demonstrations. For it is known that whereas a specialty can be sold in a store across a counter to purchasers who have sought out the merchandise, at a direct selling expense of say 7 per cent; the same article moved by high-pressure outside salesman will absorb 13 per cent or more in direct selling expense.

But radio is demonstrated and sold best in the evening. Unlike other specialty merchandise, it does not "go" best during daylight hours. This peculiarity is one to be regarded as a virtue and taken advantage of. For it opens up an opportunity for *part-time salesmen*, a development long ago adopted by the automobile field and by popular-magazine publishers. Such salesmen, being elsewhere employed by day are able and willing to work at a lower commission rate. Properly trained and in sufficient number, they will move the goods,—doing so at reduced expense, and prospering meanwhile.

## *Stabilizing the Business Background*

ADDRESSING the National Industrial Conference Board at New York in May, Magnus W. Alexander, president of the board, in reviewing the American economic situation, declared that we are at a turning point in our economic development and at the beginning of a new and different era. The following trends, already distinctly noticeable, are likely, in his judgment, to characterize the new period:

1. Greater economic stability.
2. Stabilization in the character and growth of population, as a result of the new immigration law.
3. Relative industrial peace, with probable maintenance of the present high wage scale.
4. Increasing mechanization of industry under increasingly efficient management.
5. Increasing integration of industry and trade by way of consolidation and more direct distribution.
6. An increasing tendency to act only after searching inquiry into the facts.
7. Expansion of foreign trade.
8. Reaping of the fruits of well developed and efficient industrial organization by the consumer through lessened cost of production and simplified distribution.

## *Be Sure They Thoroughly Understand How to Work It*

EVERY man who sells a radio set owes a responsibility to his customers and to his own future radio business, to see that each buyer *thoroughly understands* the proper operation of his set. But from the questions and complaints that now pour in upon newspaper editors and district radio inspectors' offices, it is apparent that many of the claims of interference and annoyance, result from sheer lack of "knowing how" to manipulate the receiver itself on the part of the complainant or

his neighbors. Full radio satisfaction will depend upon the public's thoroughly knowing how to operate the sets they have bought. To impart this knowledge is the dealer's responsibility—not only at the time of the original sale, but by means of one or more "follow-up calls," which can be made to pay through accessory sales.

## *Customer "Self-Service" on Small Parts*

TO SERVE the customer with small parts, without imposing an excessive charge for clerk-hire, the new idea of a "self-service" counter seems to offer a very practical solution. Open counter-bins of merchandise, and slotted glass boxes into which the purchaser drops his cash, have constituted the simple "automat" equipment.

In one store the fundamental honesty of the radio-buying public was checked up, one busy day, with some interesting results. Before opening up for business in the morning a careful inventory was taken.

Sales for that day totaled \$900. Re-inventory showed a discrepancy of only \$1.20 between the actual merchandise sold and the cash deposited in the glass boxes!

## *Wanted: \$8,000 to Complete the Farm Picture*

ON THE questionnaires of the recent United States Agricultural Census, there was included the inquiry to farmers "Have you a radio?"

The answers to this question are now in, and doubtless include market information of much value to the radio industry. But the overtaxed Census Bureau, already \$400,000 short of funds to complete necessary compilations, lacks the \$8,000 which is needed to tabulate and count the returns on the radio question. And so this information remains buried in the returns.

Cannot a way be found for the radio industry to come forward to Mr. Hoover's department with the \$8,000 needed to release this authentic data on its most important future market?

## *Putting a Stop to "Radio Joy-Riders"*

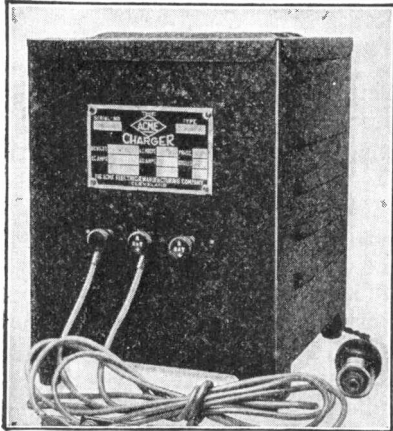
LITTLE sympathy can be extended to radio dealers who complain that customers take advantage of the "free home demonstration" plan. The dealer who thus allows himself to be "done" has no one to blame but himself. Recently a case came to the attention of *Radio Retailing* where the dealer left the set on trial a month, and was bitter because no sale resulted.

The remedy is simple. No set should be left on trial more than three days at the longest. Make that your trial limit. Determine to take the set back at the end of three days if no sale is forseen. Then we'll see the end of "radio joy-riders" who go from dealer to dealer and make arrangements for home demonstrations, with no thought whatever of buying.



# 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 on the market.

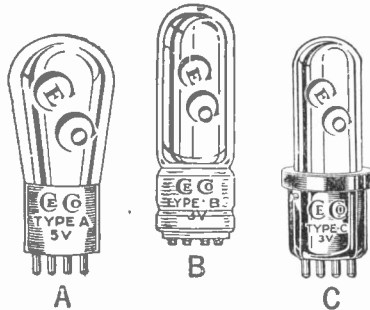
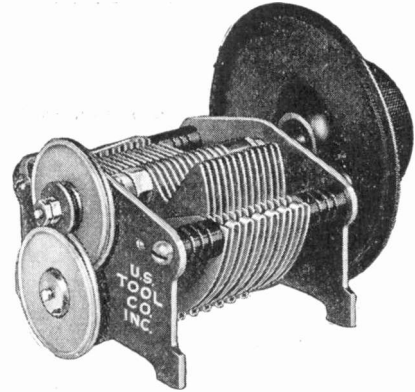


**A and B Battery Charger**  
*Radio Retailing, August, 1925*

The Acme Electric and Manufacturing Company, 1444 Hamilton Ave., Cleveland, O., has recently developed the "Universal" charger shown in the illustration. With it, it is possible to charge a 2, 4 or 6-volt battery or 48 cells of B battery. During charging the batteries do not have to be disconnected from the set as the charger has special independent windings. The case is of sheet steel, ventilated, and finished with a black crystallization lacquer. Mounted on rubber feet the charger as a whole presents a very neat and attractive appearance.

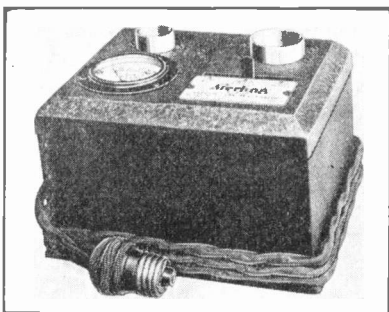
**Variable Condenser**  
*Radio Retailing, August, 1925*

Model 9 variable condenser, shown in the illustration, is one of the new series being manufactured by the U. S. Tool Company, Ampere, N. J. These are modified straight line frequency condensers featuring the one piece stator (which gives sharp tuning at the lower wave lengths, leaving tuning in the upper scale open and not crowded as in a true straight line frequency condenser). Cut from one continuous piece of metal this construction eliminates joints, seams, solder and corrosion. Each condenser is carefully tested before leaving the factory and is guaranteed against defects resulting from imperfect manufacture. This model is a vernier type, comes with the Kurz-Kasch dial and is made with capacities of .00025, .0003, .00035, and .0005 mfd.



**Tube**  
*Radio Retailing, August, 1925*

The "Ceco" radio tubes may be had in all types from the C. E. Manufacturing Company, 702 Eddy Street, Providence, R. I. The tube is of tipless construction with an impregnated thoriated wire filament, and is supplied with either a brass or a bakelite base. Efficient, steady operation and length of life, as well as careful construction are some of the commendable features of this tube. Complete instructions for the most efficient use of these tubes is packed within each tube carton.

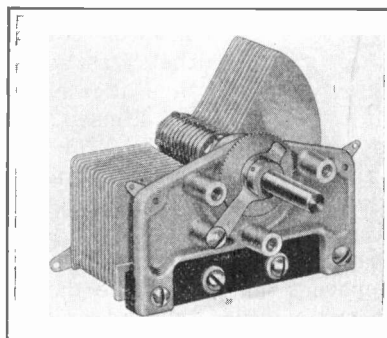
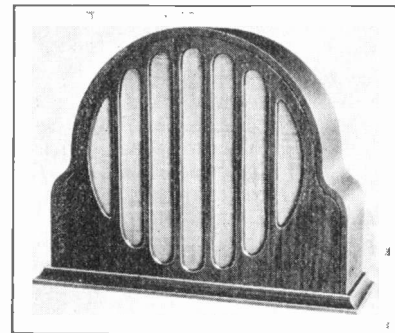


**Tube Reactivator**  
*Radio Retailing, August, 1925*

The R-403 tube reactivator, made by the Sterling Manufacturing Company, Cleveland enables the operator to know when a tube should be reactivated and to what degree its filament emission has been restored after the treatment. This is the feature of the Sterling tube reactivator which is adapted to UV-201-A, and UV-199, tubes. The incorporation of a Sterling filament emission meter in this instrument not only provides testing before and after, but is of further value in tests during reactivation thus making it practicable to modify the treatment of any tube so that the best results can be obtained. The reactivator is supplied for 110 volt A. C. 50 to 60 cycle at an intended retail price of \$12.50, and for 25 to 40 cycle at an intended retail price of \$14.00.

**Cone Reproducer**  
*Radio Retailing, August, 1925*

A DeLuxe model of the Musicone has been placed on the market by the Crosley Radio Corporation, Cincinnati, O. It consists of the cone-type reproducer installed in a mahogany clock case, with a grilled screen. This is claimed by the manufacturer to be one of the most perfect radio reproducers on the market. There is no distortion of either voice or music, it cannot be overloaded and there are no adjustments to be made. Being non-directional the reproduced notes are sent to all parts of the room. The intended retail price is \$27.50.



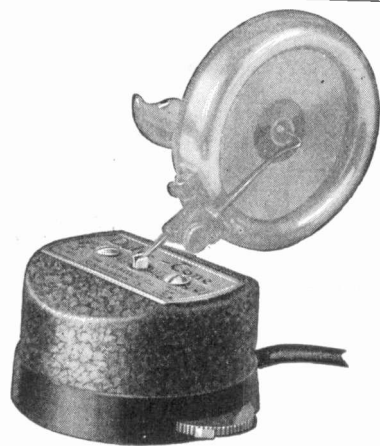
**Variable Condenser**  
*Radio Retailing, August, 1925*

A low loss condenser is being made by the Benjamin Electric Manufacturing Company, 120-28, South Sangamon Street, Chicago, Ill. The shape of the rotor plates gives definite and positive control of minute changes in condenser capacity, adapting it to both the higher and lower frequencies and causing an advantageous spread in the broadcast range, aiding sharp tuning and increasing selectivity. A friction disc on the rotor shaft permits adjustment of the turning tension without throwing the rotor blades out of alignment. The finish is unpolished silver plate, giving it a very handsome appearance and adding to its efficiency. Due to its small size, the condenser is adaptable to any type of set regardless of the crowding of apparatus on the sub-panel. Made in .00025, .00035 and .0005 Mfd.



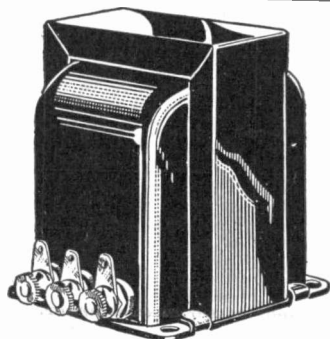
# Where to Buy It *News of Latest Products Gathered by the Editors*

*It should be noted that all announcements appearing on these pages are published without advertising considerations of any kind whatsoever.*



## Radio-Phonograph Reproducer

*Radio Retailing, August, 1925*  
The Teagle Company, 1125 Oregon Avenue, Cleveland, Ohio, has brought out a new "Universal" model Dulce-Tone. This type has an adjustment at the base by means of which the position of the armature may be regulated. This enables the clear full tones of the talking machine to be completely utilized. To operate this device one has merely to place the needle of the talking machine on the small grooved armature piece. The intended retail price is \$10.



## Low-Voltage Transformer

*Radio Retailing, August, 1925*  
The Jefferson Electric Manufacturing Company, 511 South Green Street, Chicago, Ill., has announced a transformer for lighting the new type of a.c. radio tubes. It is provided with switch and contacts for giving a series of voltage steps so as to provide for any number of tubes as used in sets of today. A flexible cord and pull-apart plug is also provided. The transformer is designed to operate on 110 volts a.c. and has a rating of 75 watts.



## Tube

*Radio Retailing, August, 1925*  
The "3 VA" vacuum tube made by the Van Horne Company, Franklin, O., is a unique development in tube manufacturing. It is a three element tube equipped with a thoriated tungsten filament and having a standard bakelite base. The unusual feature is that it takes 3 volts on the filament and draws but .12 amps. The plate voltage for detection is 20 while that for amplification is from 40 to 90. The plate impedance is 14,000, amplification constant 6.5 plus, and mutual conductance 500. This tube makes it possible to use either dry cells or a storage battery with a set, while the results are equal to those obtained by the use of storage battery tubes. The tubes are tested and unconditionally guaranteed. Intended retail price is \$3.

## All Frequency Amplifier

*Radio Retailing, August, 1925*  
The latest product of the Thordarson Electric Manufacturing Company, 500 West Huron Street, Chicago, Ill., is the "Autoformer." This according to the maker is an adaptation of capacities, impedances and resistances, and is similar in principle to the line amplifiers now in use in the latest broadcasting stations. Low notes below 100 cycles are said to be amplified as perfectly as high notes. Three stages of "autoformer" amplification give more amplification than two stages of audio transformers, and amplify with even magnitude. Intended retail price, \$5.



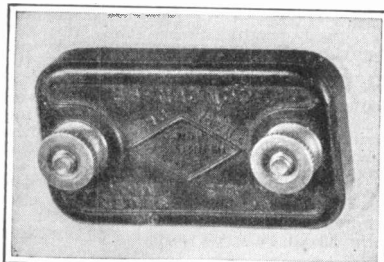
## Crystal Detector

*Radio Retailing, August, 1925*  
The California Radio Minerals, 904 Oak Grove Avenue, Burlingame, Cal., is marketing the A-1 crystal. This is a stable, sensitive crystal that comes mounted in an alloy called A-1 silversan crystal mounting. These crystals are not readily damaged by heat, are guaranteed tested and come neatly packed in cotton, together with a cat-whisker, in a sealed box. Intended retail price, 50c.



## Glass Insulator

*Radio Retailing, August, 1925*  
A well moulded, good quality glass insulator is made by M. M. Fleron and Son, Incorporated, 113 North Broad Street, Trenton, N. J. Two types are made, one of which is listed as No. 33, 3 in. long with a breaking strength of over 300 lbs., the other No. 44, is 4 in. long and its strength runs in excess of 500 lbs. The intended retail price of the former is 20c., the latter, 30c.



## Fixed Condenser

*Radio Retailing, August, 1925*  
The Forbestos Company, 110 East Forty-second Street, New York City, is placing a series of fixed condensers on the market. They are cold moulded, sealed, and are said to be unaffected by climatic conditions. Brass terminals are provided at each end. The sizes range from .001 mfd. to .0006 mfd. and the intended retail prices range correspondingly from 25c. to 60c.

## Inside Antenna Insulator

*Radio Retailing, August, 1925*  
The "Jif-E" wire supports consist of a small porcelain tube, mounted on a spring wire frame, which can be fastened securely to any picture moulding. These insulators are being made by the Z. and H. Manufacturing Company, 5568 West Van Buren Street, Chicago, Ill. They are packed in boxes of 50 and have an intended retail price of 10c. each.

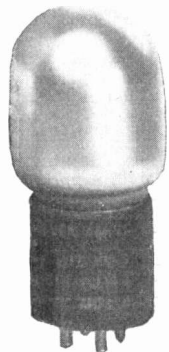
## What's New in Radio and Where to Buy It



### B Battery

*Radio Retailing, August, 1925*

The National Carbon Company, Long Island City, N. Y. has developed a new form of B battery which is fundamentally different from any form of B battery now on the market. The cylindrical zinc containers have been eliminated as well as end to end cell connecting wires. The use of flat cells makes this possible. At present this new battery is made only in the extra large size and is designated as type Number 486. It is claimed that from 30 to 50 per cent longer life is obtained from this new battery than from an old type battery of the same dimensions. The intended retail price is \$5.50.



### Tube

*Radio Retailing, August, 1925*

The Daven type MU-20 is a three-element vacuum tube designed and manufactured by the Daven Radio Corporation, 158 Summit Street, Newark, N. J. The purpose of the new tube is to increase the amplification of resistance coupled audio frequency amplifiers so that it will be equivalent to or exceed that which is obtainable with transformer coupling. It is a 6-volt tube drawing  $\frac{1}{2}$  ampere, has an amplification constant of 20, and takes up to 200 volts on the plate. The intended retail price is \$4.

### Resistor Unit

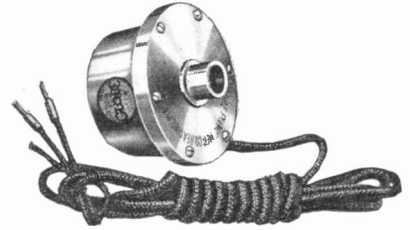
*Radio Retailing, August, 1925*

"Vitrohm" is a resistance unit made by the Ward Leonard Electric Company, Mount Vernon, N. Y. It is to be used with recent models of a.c. battery chargers, of the "Tungar" type, in charging B batteries. Taps are provided so that lamps of 25, 40, 60 and 75-watt size may be replaced by this unit. In the July issue of *Radio Retailing* on page 62 this unit was misquoted at a price of \$12.50. The correct price is \$3.00.

### Phonograph Attachment and Reproducer

*Radio Retailing, August, 1925*

The Globe Phone Manufacturing Company, Reading, Mass., announces a new phonograph attachment loudspeaking unit and also a loud speaker. Built on an entirely new principle the unit has a silicon steel diaphragm, extra large drop-forged magnet with balanced coils mounted on a sound bridge, and a special tone pocket beneath. The phonograph unit is made to accept any standard connector and has an intended retail price of \$5. The horn has an oblong base that balances with the rest of the construction. It is claimed by the manufacturer that all unpleasant overtones are eliminated as the horn itself is free from vibration. The intended retail price is \$12 complete.



### Reproducer

*Radio Retailing, August, 1925*

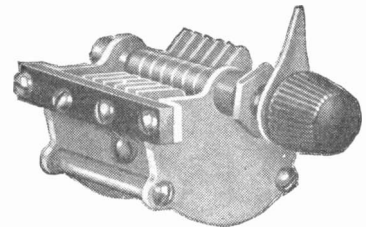
The "Tone Throat" reproducer is the product of the Astral Radio Corporation, 1237 North Broad Street, Philadelphia, Pa. The manufacturer claims that this loud speaker possesses unusual and superior features in design and construction in that it is built on the principles of the human ear. The material used is seasoned poplar and spruce, with a mahogany wax finish. This is said to insure full volume reproduction from the receiver with exceptional tone clarity. The intended retail price is \$25.



### Variable Condenser

*Radio Retailing, August, 1925*

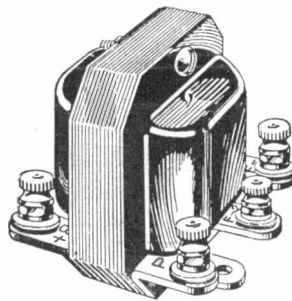
Gardiner & Hepburn, Incorporated, 611 Widener Building, Philadelphia, Pa., are manufacturing a new line of continental "Lo Loss" condensers. The type illustrated is known as "Junior," which is a miniature condenser designed with exactly the same low-loss, rigid construction and precision as the larger condensers. This is to be used as a vernier control on the larger condenser. The intended retail price of this type is \$1.25. The above concern is also making the "Unitrol," straight line wave length, double condenser, designed to be used where one control is desired. It is made in .00025, .00035, and .0005 mfd.s., with corresponding intended retail prices of \$7, \$7.50 and \$8.



### Audio Frequency Transformer

*Radio Retailing, August, 1925*

A new audio frequency transformer is being manufactured by the Ambassador Sales Company, 108 Greenwich Street, New York City. The laboratory curve of this transformer shows a voltage amplification of  $3\frac{1}{2}$  over the entire wave band up to 1,500 meters, where the curve gradually rises to 4. The primary inductance is  $14\frac{1}{2}$  henries which guarantees no distortion of the low notes. The terminals are low, making it very easy to use in a set, and they are marked so that they can be readily seen looking down upon the transformer. The transformers are incased in brass and finished in a "Duco" automobile finish of a rich, deep blue. The intended retail price is \$4.50.



### A and B Battery Eliminator

*Radio Retailing, August, 1925*

The Philadelphia Storage Battery Company, Philadelphia, Pa., has entered the field of battery eliminators. Socket power "B" replaces B batteries on any radio set; socket power "A" supplies filament current at 6 volts, and socket power "AB" is a combination filament current and plate current supply for receiving sets employing so-called dry-battery or three-volt tubes. The intended retail price of type "B" for 115 volt, 60 cycle current is \$47.50; for 115 volt, 25, 30 or 40 cycle current \$52.50. For type "A" 115 volt, 60 cycle current, \$42.50.

### Charger

*Radio Retailing, August, 1925*

The "Twin Bulb" battery charger is the latest production of the Interstate Electric Company, 4330 Duncan Avenue, St. Louis, Mo. The novel feature is that two bulbs are used. This charger will also charge B batteries up to 120 volts in series. In the event that one bulb burns out the user still has the other one left for charging purposes. The case is of metal, equipped with a handle and also an ammeter. The intended retail price for use with 110 volts, 60 cycle supply is \$14, without bulbs. For 110 volts 25 to 40 cycle supply, \$17 without bulbs.

# How Manufacturers Promote Dealer Sales

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

## Stewart-Warner Issues Elaborate Sales Book

The Stewart-Warner Speedometer Corporation, Chicago, Ill., has issued an elaborate leather-bound book, 11 x 14 inches, describing its radio products, facilities and policies. Dealers who plan to sell the Stewart-Warner line will find the book indispensable, as it gives a very complete picture of the Stewart-Warner plans for radio.

A map showing the locations of the exclusive wholesale distributors of this line throughout the United States, is included, and also the information that a radio sales manager and an expert mechanic have been appointed to help the dealers in each of the wholesaler's territory.

Also included are practical sales helps and campaigns, as well as suggestions for sales talks. Specifications of the Stewart-Warner products, and the accessories supplied, are contained in the book, as Stewart-Warner plans to sell complete equipment as a unit.

This company has also prepared a "correspondence course in radio" for its dealers, distributors and service men, the first lesson of which is incorporated in the book.

The Stromberg-Carlson Telephone Manufacturing Company, 1060 University Avenue, Rochester, N. Y. has made up, for the use of its salesmen and agents, a book containing twenty-five expressions of satisfaction. It is bound in a very attractive 9-in.x12-in. gray cardboard cover, with gold and black embossing. The pages contain facsimiles of unsolicited letters sent in by satisfied customers. A book of this kind has a sales value that cannot be actually determined in money, as it is one of the best silent salesmen that can be used.

E. T. Cunningham, Incorporated, 182 Second Street, San Francisco, Cal., has sent to its dealers a letter with an enclosed catalogue of cuts that can be had of Cunningham tubes and trade marks. These are furnished upon request in either half-tones or line cuts. Nine, seven-color oil painted window displays are also to be had without cost.



## For Your Window

Printed in orange, white, blue, and black, this card may be had by dealers, from the Jefferson Electric Manufacturing Company, 511 South Green Street, Chicago, Ill., in making up a window display of the new Jefferson tube rejuvenator. The square at the bottom folds back on three edges in order that the card may be placed over a rejuvenator, thus making up a very representative display form.

## New Series of Radiotrons Announced by R. C. A.

A new series of vacuum tubes is to be put on the market by the Radio Corporation of America about the first of September. These tubes, to be known as the UX and WX types are destined to replace the UV and WD types but the UV-199 and WD-11 will continue in production while a demand for them exists.

The new series will be known as the UX-200, UX-201-A, WX-12 and UX-199. The only difference between the old series and the new is in the base, which is of the "push" type, the announcement states, there being no change in the structure, technical characteristics or performance of the tube itself. There will be but two standard bases, large and small size.

The new large base is identical with the old UV-201-A base, with the exception that the contact pins will be longer, and the two filament contact pins will be larger than the grid and plate pins. Tubes with the large size base will be known as UX-200 and UX-201-A, storage battery tubes, and WX-12, a dry battery tube. Although these bases are of

the "push" type, they will include the bayonet pin so that they may be used in the present style large "navy" sockets.

The new UX-199's, however, will not include the bayonet pin, so that special adapters will have to be used before they will fit the present style small "navy" socket. The UX-199 base will have exactly the same pin dimensions and pin spacing as the larger base and the moulded part will be approximately the same size and shape as the UV-199. These bases, also, are of the "push" type.

Three additional models, designed solely for audio frequency amplification for use in the last stage of the receiver, will be announced when they have been fully developed. The UX-120 is among the proposed group, and is a dry battery power amplifier tube requiring 135 volts on the plate and 22½ volts grid bias. This is said to double the volume of the set.

The UX-112 is the same type of tube but designed for use with storage battery receivers.

A third super-power amplifier under study is to be known as the UX-210, which is promised to give volume far in excess of any tube yet developed. This is a six-volt tube, requiring a minimum of 150 volts on the plate. It may also be used as a 7.5 watt transmitting tube or as an audio frequency amplifier, the plate and filament current for which can be supplied by a rectifier-amplifier unit.

## Two New Rectifier Tubes Planned

Two new types of rectifier tubes for use in B battery eliminators are also in the process of development. One, known, as the UX-216-B, has an output of 65 milliamperes and is a half-wave rectifier. Another, the UX-213, with the same output, is a full-wave rectifier. All new tubes are equipped with the large or small size new UX standard base, according to whether they are storage battery or dry cell tubes.

# What the Trade Is Talking About

## Radio Manufacturers' Association to Combat Sub-standard Equipment

A committee to arrange for standardization of small parts of radio sets, with a view of protecting the buying public against inferior merchandise was appointed by the Radio Manufacturers' Association in session at Atlantic City, July 10 and 11. It was recommended that approved parts would carry the designation "R.M.A."

Paul B. Klugh, president of the National Association of Broadcasters, gave a very comprehensive picture of the broadcasting situation with reference to the copyright differences between the American Society of Composers, Authors and Publishers and the broadcasters. Following Mr. Klugh's talk, a committee was appointed to cooperate with the National Association in its effort to adjust the differences between the Society and the broadcasting stations.

R. A. Lundquist, chief of the electrical equipment division of the United States Department of Commerce, in an address to which the press was invited, outlined the opportunities for radio development in South America. Most of the other addresses and committee reports were delivered in closed sessions.

Major Herbert H. Frost was re-elected president for the coming year. Other officers chosen are first vice-president, H. Powel Crosley, Jr., Crosley Radio Corporation, Cincinnati, O.; second vice-president G. Gort, Newark, N. J.; third vice-president, E. N. Rauland, president, Rauland Manufacturing Company, Chicago, Ill.; secretary, Carl D. Boyd, French Battery Company, Chicago, Ill., and Madison, Wis.; executive secretary, Charles H. Porter, Chicago, Ill.; treasurer, S. I. Marks, treasurer, Zenith Radio Corporation, Chicago, Ill.; general counsel, E. R. Reichmann, the Reichmann Company, Chicago, Ill.

Direct radio reception in the United States of programs broadcast from Germany is the promise of David Sarnoff, general manager of the Radio Corporation of America, who returned from abroad a few days ago. It will be possible for the average set owner to hear these programs direct from Germany, Mr. Sarnoff predicts.

The Victor Company sued the Brunswick Company, so the Brunswick Company sued the Victor Company. They both lost. Victor accused Brunswick of infringing the Eldridge R. Johnson patent concerning phonograph horns used in cabinet type talking machines, owned by Victor, and Brunswick accused Victor of infringing the John Bailey Browning patent on the same idea owned by Brunswick. The Court of Appeals decided both patents were invalid, so now peace reigns (for a time) between our leading phonograph manufacturers.

The Department of Commerce, in the fall, plans to ask Congress for an appropriation of \$125,000 to establish a force of "air policemen," whose duty it will be to keep the air free from traffic jams and code interference. This is a vital need. Radio reception cannot achieve perfection until the ether lanes are cleared of "heterodyning," code interference and man-made static. And if the Department of Commerce can do anything to ease regenerative squeals and howls out of the picture, it will receive the gratitude of every set owner.

The Police Departments of the country's two largest cities, are now equipped with radio. In New York, a system of radio communication between precincts and police booths has been developed whereby headquarters can communicate with any police station without the signals being heard by any other station, or all stations may be called at once, if necessary. In Chicago, twenty-six police automobiles are equipped with transmitters and receivers which may be used even while the cars are in motion.

## Second Radio Industries Banquet Is Planned

The second annual banquet of the radio industries will be held Wednesday evening, September 16, at the Hotel Commodore, New York City. An unusual program of speakers and entertainment is being prepared under the supervision of Major J. Andrew White.

The associations which are sponsoring the banquet include the National Association of Broadcasters, the Radio Manufacturers' Association, the Independent Radio Manufacturers' Association, the National Radio Trade Association, the Talking Machine and Radio Men, Inc., the Electrical Supply Jobbers' Association, the Pacific Radio Trade Association, the Electric Club of Chicago, the Radio Magazine Publishers' Association, the American Radio Association, the Radio Announcers of America, the Radio Tube Manufacturers' Association, the Bakelite Moulders' Association, the Wisconsin Radio Trade Association, the Central States Radio Jobbers' Association, the Saint Louis Radio Trade Association, the Radio Trade Association of Michigan, the Northwest Radio Trade Association and the Radio Writers' League.

Committees are as follows:

General chairman, Paul B. Klugh.

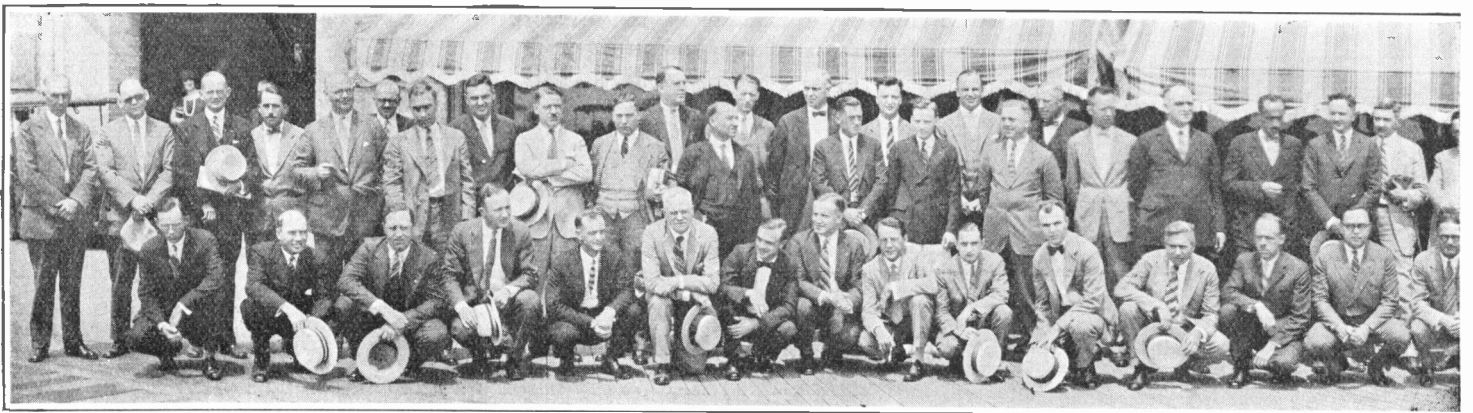
Finance: Powel Crosley, Jr., chairman; Alfred H. Grebe, treasurer; Richard Gimbel, Colin B. Kennedy, H. H. Eby, E. B. Mallory, R. T. Pierson, Herbert E. Metcalf and Frank Reichman.

Entertainment: Major J. Andrew White, chairman; William H. Ingersoll, Henry Waterson, Henry S. Conn, Arthur H. Lynch, Paul Stacy, H. J. Manchester, Don C. Wallace.

Publicity: E. F. McDonald, chairman; Fred E. Baer, acting chairman; William S. Hedges, I. M. Norr, Edgar K. James, Capt. S. L. Coles, E. L. Bragdon, Paul McGinnis, Jack Binns, Eric H. Palmer.

Broadcasting: W. E. Harkness, chairman; Dr. Alfred N. Goldsmith, Dr. Frank Elliott, Earl C. Anthony,

## Radio Manufacturer's Association in Session at First Annual Convention, Atlantic



The enthusiasm and speed of the Chicago delegation to the Radio Manufacturers'

convention at Atlantic City, July 10, was reflected in other ways than in discussions

from the floor. For example, E. N. Rauland of Chicago, using a "2 to 1 trans-

William H. Heinz, Edward H. Jewett, S. L. Rothafel, Sidney Neu, Capt. H. de Donisthorpe.

Speakers: Major Herbert Frost, chairman; John Shepard III, A. Atwater Kent, Walter L. Eckhardt, George Furness, Henry M. Shaw, Dr. Lee DeForest, Irwin Kurtz.

Seating: David Sarnoff, chairman; Leo Potter, Alex Eiseman, Gordon Sleeper, Frank H. Shaw, George A. Scoville, Clarence Wheeler, H. E. Haggerty, Herbert H. Glover.

Tickets: L. A. Nixon, chairman; U. J. Herrmann, Harold Bolster, E. N. Rauland, H. F. Willinbrinck, Robert Mowry, George L. Patterson, H. G. Gilfillan.

Arrangements: Arthur Freed, chairman; R. W. DeMott, acting chairman; L. A. Hazeltine, E. C. Raynor, Alfred Bloom, W. R. Haight, R. K. Mickey, E. T. Flewelling.

The Fourth National Radio Conference called by Secretary Hoover in Washington next month should bring forth some interesting developments. Some method of disposing of the hundreds of new applications for licenses on wave lengths that are already overcrowded, must be found. New laws are needed, it is said, to provide for limiting the number of stations.

Tests by the U. S. Navy have proven the contention of the McMillan Arctic Expedition that short waves solve the problem of daylight broadcasting. Not only have the short wave transmitters used by the Expedition been heard in this country, but 80-meter signals sent out from the Naval air station at Lakehurst, N. J., have been heard in the Mediterranean—Constantinople, to be exact—and 20 and 40 meter, two-way communication has been carried on all during last month by the U. S. Pacific Fleet and stations all over the world.

Following the successful short wave experiments, the Navy Department has authorized the installation of short wave radio equipment at Naval stations at Boston, Mass., Great Lakes, Ill., Charleston, S. C., Puget Sound, Wash., New Orleans, San Francisco, San Diego, Honolulu and Cavite.

Radio has again proven its usefulness in bringing vital economic issues

## Radio Expositions Ahead

August 22-29: Pacific Radio Exposition, Civic Auditorium, San Francisco, Cal.

August 23-September 6: Canadian National Radio Exhibition, Exhibition Coliseum, Toronto, Canada.

September 3-9: Vancouver Radio Show, Hotel Vancouver, Vancouver, Canada.

September 5-12: Third Annual National Radio Exposition, Ambassador Auditorium, Los Angeles, Cal.

September 9-20: International Radio and Wireless Exhibition, Geneva, Switzerland.

September 12-19: Fourth Annual National Radio Exposition, Grand Central Palace, New York City.

September 14-19: Second Annual Radio World's Fair, 258th Field Artillery Armory, Bronx, New York City.

September 14-19: Winnipeg Radio Show, Royal Alexandria Hotel, Winnipeg, Canada.

September 21-26: First Annual Indiana Radio Exposition, Cadle Tabernacle, Indianapolis, Ind.

September 23-27: International Radio Exposition, Steel Pier, Atlantic City, N. J.

September 28-October 3: National Radio Exposition, American Exposition Palace, Chicago, Ill.

October 3-10: Philadelphia Radio Exposition, The Arena, Philadelphia, Pa.

October 5-10: Northwest Radio Exposition, St. Paul Auditorium, St. Paul, Minn.

October 5-11: Washington Radio Show, Convention Hall, Wash., D. C.

October 10-16: National Radio Show City Auditorium, Denver, Col.

October 12-17: St. Louis Radio Exposition, Coliseum, St. Louis, Mo.

October 12-17: Boston Radio Show, Mechanics' Hall, Boston, Mass.

October 12-17: Second Annual Montreal Radio Show, Windsor Hotel, Montreal, Canada.

October 17-24: Brooklyn Radio Show, Twenty-third Regiment Armory, Brooklyn, N. Y.

October 19-25: Second Annual Cincinnati Radio Exposition, Music Hall, Cincinnati, O.

October 27-November 7: Second Wireless Exhibition, City Exhibition Hall, Manchester, England.

November 2-7: Second Annual Toronto Radio Show, King Edward Hotel, Toronto, Canada.

November 3-8: Detroit Radio Show, Arena Gardens, Detroit, Mich.

November 7-15: Cleveland Radio Show, Public Auditorium, Cleveland, O.

November 17-22: Second Radio World's Fair, Coliseum, Chicago, Ill.

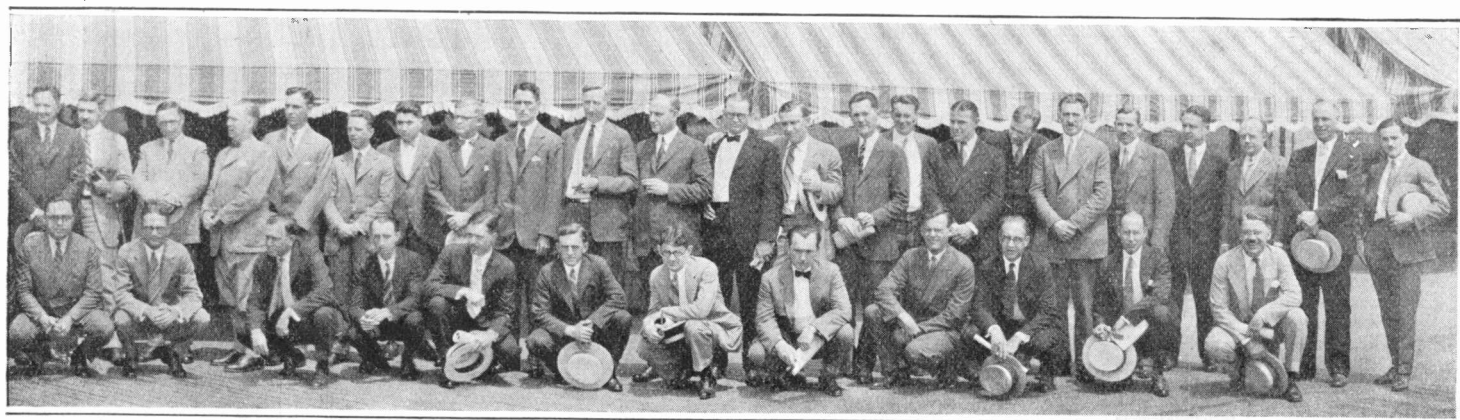
of the day to the attention of the people. Governor Smith of New York State, and ex-Governor Miller of New York, recently debated the question of whether funds needed for civic improvements should be obtained by a bond issue, or whether the expense should be defrayed from tax money. The debate was broadcast and the question presented more clearly, concisely and dramatically than could otherwise have been done.

Broadcasting from the oceanbed of

the Atlantic, at Atlantic City, N. J., 75 feet below the surface, was accomplished last month by WIP of Philadelphia. The experiment was a complete success, the diver giving vivid word pictures of underwater scenes.

The Talking Machine and Radio Men, Inc., of New York City, will hold their next meeting Wednesday, August 10, at the Café Boulevard, New York City. The annual outing of the organization will take place Wednesday, September 2.

## City, July 10-11, Discusses Trade Practices, Standardization and Broadcasting



former," managed to get photographed twice in the photograph shown above.

Instead of passing the time with the usual round of golf, banquets and enter-

tainment, practically all of the seventy delegates were in full attendance at meetings.

## Radio Corporation Shows Deficit of \$391,053 for Last Quarter

The Radio Corporation of America in its report for the quarter ended June 30 last showed a deficit of \$391,053 after expenses, depreciation, patent amortization, estimated Federal taxes and accrued reserve for year-end adjustments. This compared with net income for the preceding quarter of \$1,928,329. Gross income for the second quarter amounted to \$4,584,465 contrasted with \$15,229,923 for the similar period of 1924.

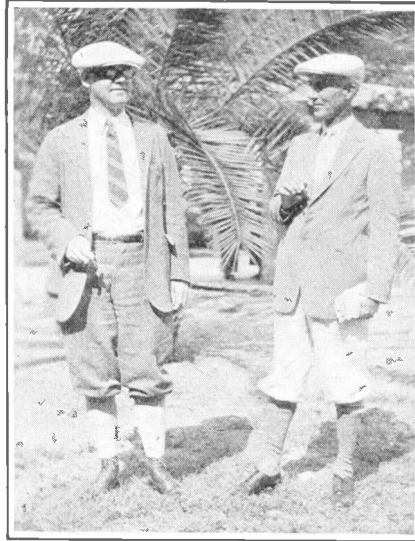
Net profits for the half-year ended June 30, according to the company's report were \$1,537,276.

Despite the unfavorable showing, Radio Corporation stock has made a small gain over last month. Fractional increases have been made by several other radio stocks which would indicate that the market depression is over and that the Fall upturn movement is commencing to gain headway.

The H. H. Eby Manufacturing Company, Philadelphia, Pa., is occupying its new factory at 4710 Stenton Avenue, where larger floor space will speed up the production of Eby binding posts.

The Jewett Radio and Phonograph Company, Pontiac, Mich., will give the inaugural program from its new station, WJR, Saturday evening, August 15 at 7 o'clock, E. S. T. The studio is in the Book-Cadillac Hotel, Detroit, the wavelength is 517 meters and the power, 5,000 watts.

The Handel-Davies Company, Cleveland, Ohio, manufacturers' representatives in that territory, have facilities



Even on their vacations in Florida last winter, C. F. Burgess (right) and W. B. Schulte (left) couldn't help discussing the affairs of the Burgess Battery Company. While both are attired in golfer's togs, this popular sport was far from their thoughts. They had just returned from a visit to Burgess Isle, Charlotte Harbor, Florida, where Don Mix, of their Station 4DM, had handed them radiograms from home telling them that Burgess Batteries were still going strong. From his modest appearance one would hardly believe that Mr. Burgess is an ex-University professor and one of the foremost chemical engineers in the country.

to represent additional radio manufacturers.

The Radio Dealers' Association of America, Chicago, Ill., has designated the week of September 28 as "Radio Week" in the Mississippi Valley. At its last meeting the association adopted a resolution requesting manufacturers to co-operate with them in getting the middle West radio season in full sway at that time.

## Association Organizes "Radio Trade Tour"

The Northwest Radio Trade Association, of Minneapolis, Minn., has hit upon a most constructive plan to benefit radio dealers. A "radio tour" has been organized and is travelling during the week of August 3 to 8 to various cities, giving miniature "sales conventions" in each city, to which radio dealers are invited.

The itinerary follows: Monday, August 3, New Duluth Hotel, Duluth, Minn.; Tuesday, August 4, Hotel Dacotah, Grand Forks, N. D.; Wednesday, August 5, The Gardner Hotel, Fargo, N. D.; Thursday, August 6, Sherman Hotel, Aberdeen, S. D.; Friday, August 7, Hotel Carpenter, Sioux Falls, S. D.

It is the association's desire to help dealers sell more radio, and with this ambition in mind, the tour carries a carload of new radio equipment of all kinds for demonstration purposes. Experts on various radio merchandising topics are also travelling with the tour and speaking at each meeting.

## Many New Stations Go on the Air

Eight 500 watt broadcasting stations have been licensed recently, according to the latest bulletin of the Department of Commerce. Eighteen smaller stations have also been given permission to broadcast.

The 500 watt stations are: KFGX, First Presbyterian Church, Orange, Tex., 250 meters; KFVW, Airfan Radio Corporation, San Diego, Cal., 246 meters; KFWI, Radio Entertainments, Inc., South San Francisco, Cal., 220 meters; KWWG, Board of City Development, Brownsville, Tex., 278 meters; WCSH, Congress Square Hotel, Portland, Me., 256 meters; WGBU, Florida Cities Finance Company, Miami, Fla., 384.4; WGHP, George H. Phelps, Detroit, Mich., 270 meters; WOWO, Main Auto Supply Company, Fort Wayne, Ind., 227 meters.

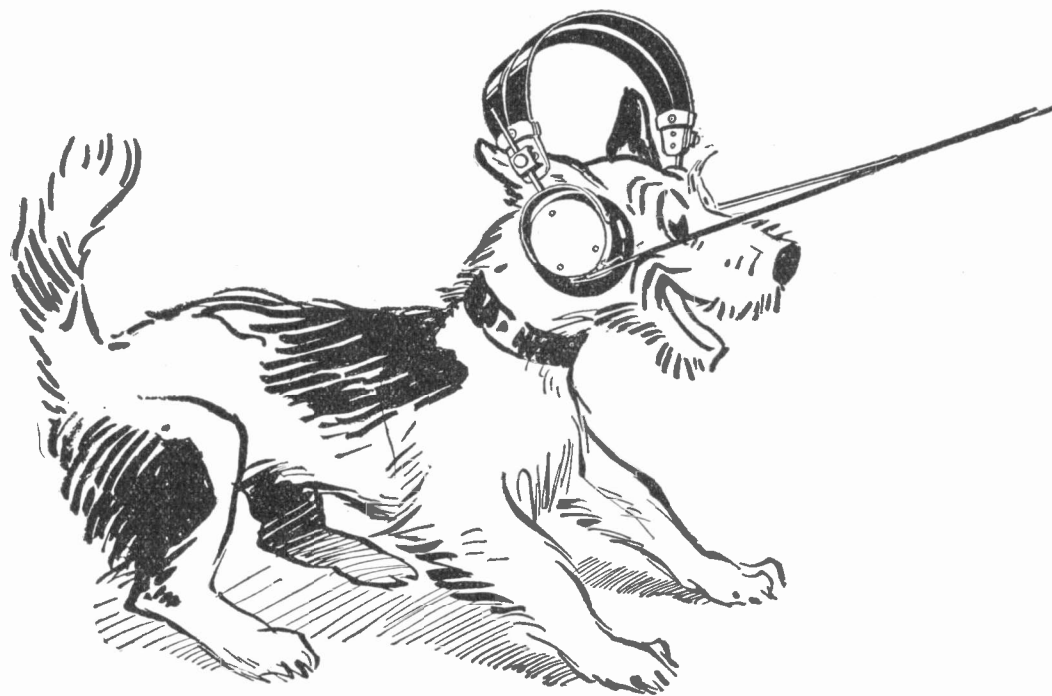
The Radio Corporation of America, New York City, announces that it has guaranteed the prices of its tubes to jobbers and dealers until December 31, 1925. At this time no change is contemplated, but should a reduction take place, proper protection will be given.

Amateur radio fans from all parts of the country will gather at the Edgewater Beach Hotel, Chicago, August 18 to 21, for the third national convention of the American Radio Relay League. Secretary Hoover is expected to make an address and C. Francis Jenkins, who has achieved the broadcasting of moving pictures and objects, is also scheduled to explain his inventions.

The Music Master Corporation, Philadelphia, Pa., has contracted for more than half the factory output of the Sleeper Radio Corporation, Long Island City, N. Y. These receivers will be manufactured and marketed as part of the regular Music Master line.

## Radio Stock Quotations

Stock	1924		1925		Current Market July 24
	High	Low	High	Low	
American Bosch Mag.	38 <sup>7</sup> / <sub>8</sub>	22 <sup>1</sup> / <sub>4</sub>	54 <sup>1</sup> / <sub>2</sub>	26 <sup>5</sup> / <sub>8</sub>	32 <sup>1</sup> / <sub>2</sub>
Apco Manufacturing Co., A	...	...	26 <sup>3</sup> / <sub>8</sub>	22	24 <sup>1</sup> / <sub>4</sub>
Brunswick-Balke Col. Co.	50 <sup>1</sup> / <sub>4</sub>	48 <sup>5</sup> / <sub>8</sub>	49 <sup>3</sup> / <sub>4</sub>	24 <sup>1</sup> / <sub>2</sub>	27 <sup>1</sup> / <sub>2</sub>
De Forest Radio	28 <sup>3</sup> / <sub>4</sub>	21	34	18 <sup>1</sup> / <sub>4</sub>	25 <sup>3</sup> / <sub>4</sub>
Dubilier Condenser	33	32 <sup>1</sup> / <sub>2</sub>	35 <sup>1</sup> / <sub>4</sub>	12 <sup>3</sup> / <sub>4</sub>	17 <sup>1</sup> / <sub>2</sub>
Duplex Condenser	12 <sup>3</sup> / <sub>8</sub>	11	17	2 <sup>1</sup> / <sub>2</sub>	6
Freed-Eisemann	33 <sup>1</sup> / <sub>4</sub>	27	33 <sup>1</sup> / <sub>4</sub>	7	11 <sup>3</sup> / <sub>8</sub>
Freshman Co., Chas.	23 <sup>1</sup> / <sub>8</sub>	21 <sup>1</sup> / <sub>2</sub>	28	9 <sup>1</sup> / <sub>2</sub>	15 <sup>3</sup> / <sub>8</sub>
Garod Radio	...	...	17 <sup>3</sup> / <sub>4</sub>	2	6 <sup>1</sup> / <sub>8</sub>
General Electric, Comm.	322	193 <sup>1</sup> / <sub>2</sub>	320	227 <sup>1</sup> / <sub>4</sub>	291 <sup>3</sup> / <sub>4</sub>
Grimes Co.	...	...	24 <sup>3</sup> / <sub>4</sub>	9	19 <sup>1</sup> / <sub>2</sub>
Hazeltine Corp.	48 <sup>1</sup> / <sub>4</sub>	13	51 <sup>3</sup> / <sub>4</sub>	14 <sup>1</sup> / <sub>2</sub>	19 <sup>1</sup> / <sub>4</sub>
Inter Ocean Radio	16 <sup>3</sup> / <sub>4</sub>	6 <sup>3</sup> / <sub>4</sub>	14	1 <sup>1</sup> / <sub>2</sub>	2
Jones, Jos. W. Co.	.95	.15	9	1	3
Liberty Radio	8	5 <sup>3</sup> / <sub>8</sub>	9	6 <sup>3</sup> / <sub>4</sub>	7 <sup>1</sup> / <sub>4</sub>
Manhattan Electric Supply	49 <sup>3</sup> / <sub>4</sub>	33 <sup>1</sup> / <sub>4</sub>	59	42 <sup>1</sup> / <sub>4</sub>	52 <sup>1</sup> / <sub>4</sub>
Music Master	...	...	21 <sup>1</sup> / <sub>2</sub>	8 <sup>3</sup> / <sub>8</sub>	16
Pathe Co., A.	49 <sup>3</sup> / <sub>4</sub>	38 <sup>3</sup> / <sub>4</sub>	92	42 <sup>1</sup> / <sub>4</sub>	82 <sup>5</sup> / <sub>8</sub>
Radio Corp. Comm.	66	19	77 <sup>7</sup> / <sub>8</sub>	48 <sup>3</sup> / <sub>8</sub>	53 <sup>7</sup> / <sub>8</sub>
Rova Radio	18	9 <sup>5</sup> / <sub>8</sub>	14 <sup>1</sup> / <sub>4</sub>	3 <sup>3</sup> / <sub>8</sub>	4 <sup>3</sup> / <sub>8</sub>
Sleeper Radio	17	15	19 <sup>3</sup> / <sub>8</sub>	4 <sup>1</sup> / <sub>2</sub>	7 <sup>1</sup> / <sub>8</sub>
Stewart-Warner	100 <sup>7</sup> / <sub>8</sub>	48 <sup>1</sup> / <sub>2</sub>	77 <sup>7</sup> / <sub>8</sub>	55	68 <sup>1</sup> / <sub>2</sub>
Thermiodyne Co.	19 <sup>1</sup> / <sub>2</sub>	12	22 <sup>1</sup> / <sub>4</sub>	6 <sup>1</sup> / <sub>2</sub>	10 <sup>7</sup> / <sub>8</sub>
Thompson Radio	21	7	25	6	8 <sup>3</sup> / <sub>8</sub>
Tower Manufacturing Co.	28 <sup>7</sup> / <sub>8</sub>	18 <sup>1</sup> / <sub>2</sub>	24 <sup>1</sup> / <sub>2</sub>	5	9
Victor Talking Machine Co.	...	...	116 <sup>1</sup> / <sub>2</sub>	65	82
Ware Radio	39 <sup>1</sup> / <sub>2</sub>	13 <sup>3</sup> / <sub>4</sub>	40 <sup>1</sup> / <sub>4</sub>	8	14
Weston, A.	...	...	26 <sup>3</sup> / <sub>8</sub>	19 <sup>5</sup> / <sub>8</sub>	24 <sup>7</sup> / <sub>8</sub>



Watch for the  
Crosley PUP!  
*“It’s a Sky Terrier”*

THE CROSLEY RADIO CORPORATION  
CINCINNATI, OHIO  
POWEL CROSLEY, Jr., President

## Jobbers Adopt Code of Service Rules

The committee on service code for distributors of the Radio Jobbers Group of the Electrical Board of Trade, New York City, has issued the following report on service on radio sets rendered by the jobber to the dealer:

We recommend that the dealer's request for service on radio sets and accessories shall be based on the fact that he has made an inspection and an effort to place the set in operation, and has been unsuccessful. Under these circumstances, on notification from the dealer, the distributor will issue return material tag for the return of the set or device for inspection and repair. If inspection proves that the set is not factory defective, the dealer will be so advised and the dealer will be charged transportation in both directions upon the return of the set.

Or, at the option of the dealer, inspection may be made at dealer's store, provided that if inspection proves that set is not factory defective, it is recommended that the distributor will charge for this service at the rate of \$1.50 per hour, plus traveling expense, if any,—time to apply from the hour when the man leaves distributor's headquarters until completion of inspection. If inspection shows factory defect, the distributor will issue return material tag for return and repair, for which the dealer will not be charged. The distributor will not issue credit for sets classified factory defective.

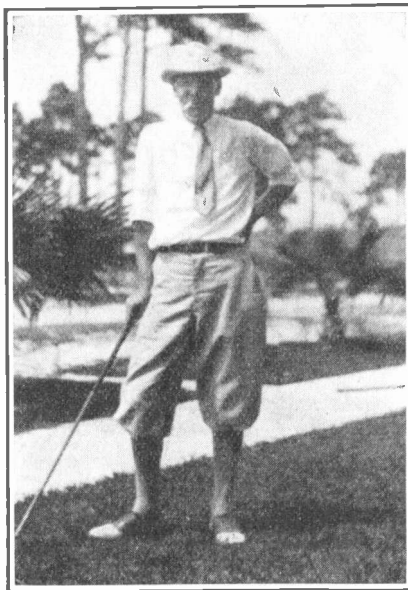
In cases where dealer claims factory defect and inspection shows tube, battery, hook-up, or other trouble, distributor will not replace defective tubes or batteries, but will notify dealer of trouble and advise how to correct same. The dealer will be expected to make necessary replacement of defective tubes or batteries.

## American Radio Sets Popular Abroad

The exportation of radio sets and parts from the United States continues to increase rapidly, according to the Electrical Equipment Division of the Department of Commerce. During the first four months of 1925 shipments totalled \$2,720,127, an increase of \$1,497,442 over the corresponding period of 1924. Thus, during the first four months of this year, exports of radio apparatus of American manufacture were 45 per cent of the total exports for 1924.

Preliminary figures for the first quarter of 1925 show that Canada maintained its position as the leading foreign market for radio apparatus of American manufacture. There was also a marked increase in shipments to European countries. Spain was the largest purchaser, during the first quarter of 1925—total exports to that country amounting to \$108,370. The United Kingdom ranked second and Sweden third in importance among European markets.

American radio exports to Latin America during the first three months



Edward A. Hanover, purchasing agent and member of the board of directors of the Stromberg-Carlson Company has earned himself the nickname of "Hap" Hanover because of his unflinching good nature. Who wouldn't be good natured after a vacation in Florida playing golf? They say "Hap" is sort of a nut about golf. You know the way people get sometimes over it. Shoots marbles at the inkwell with a pencil, when he can't get out of the office to play a round or so.

of 1925 totalled approximately \$421,000, an increase of about \$164,000 over the amount purchased during the same period of the previous year. During 1924, Mexico was the leading Latin American market, but during the first quarter of 1925, Argentina held this position. Exports to Brazil have also increased markedly and shipments to Chile, Uruguay, and Peru have grown considerably.

Far Eastern and African markets were the recipients of about \$394,000 worth of radio apparatus from the United States during the first quarter of 1925. This is an increase of over 300 per cent of the exports to these countries during the corresponding period of 1924. Australia continues to hold its position as our leading Far Eastern market. Next in order of their importance are Japan, the Philippine Islands and New Zealand.

## Victor Appoints New Sales Manager

The Victor Talking Machine Company, Camden, N. J., announces the appointment of Roy A. Forbes as sales and merchandising manager, replacing F. K. Dolbeer, who is retiring after many years of service with the Victor Company.

The Duplex Condenser and Radio Corporation, Brooklyn, N. Y., announces the appointment as factory representatives, of the following: Universal Agencies, 905 Mission Street, San Francisco, Cal.; C. M. Clifton, 505 Railway Exchange Building, Kansas City, Mo.; H. E. Haggerty, 236 Spencer Avenue, Ferndale, Mich.; B. H. Smith, 755 Boylston Street, Boston, Mass.

The Hartford Battery Manufacturing Company, Milldale, Conn., held its annual directors' meeting July 7, and declared payable its semi-annual dividend. The following officers were elected for the coming year: F. W. Barhoff, president; A. P. Parker, vice-president; J. S. Blumenthal, treasurer; W. C. Brooks, secretary; B. M. Gilman, assistant treasurer, and J. B. Perlman, assistant secretary.

Quinton Adams, of the Radio Corporation of America, New York City, was recently given a testimonial dinner at the Hotel Astor by his associates in honor of his promotion to the position of assistant general sales manager of the Radio Corporation. Mr. Adams was formerly Eastern district sales manager.

## Trade Association Defines "Dealer" and "Jobber"

Three fundamental trade policies have been adopted by the Northwest Radio Trade Association, Minneapolis. They are:

First—That the long established system of distribution from manufacturer to wholesaler, to dealer, to consumer, be strictly followed, as it is the most natural and economic.

Second—That a wholesaler be defined as: "A responsible concern that carries a stock, issues a catalog, travels at least two men in the adjacent city or country territory and sells through dealers only."

Third—That a dealer be defined as: "A responsible concern that carries a representative stock of radio merchandise, maintains an accessible place of business, is equipped to give service on the goods he sells and follows recognized merchandising practices."

## Pacific Radio Exposition

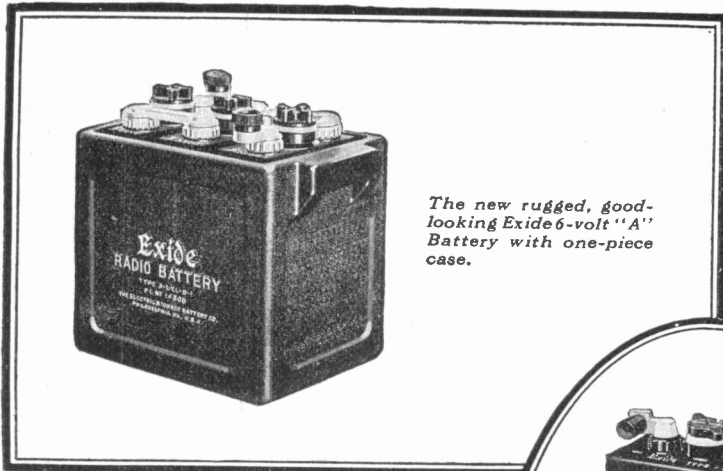
This is California's Diamond Jubilee year of Statehood, and all over the state, fiestas, rodeos, pageants, tournaments and carnivals will hold sway, starting in June and ending with the Tournament of Roses, January 1, 1926.

The principal event is the Diamond Jubilee Celebration at San Francisco, September 5 to 12, starting just eight days after the close of the second annual Pacific Radio Exposition at the Civic Auditorium, San Francisco, August 22 to 28. The booths will follow in type of construction and in color the architecture of the old Spanish missions.

The Electrical Research Laboratories, Chicago, Ill., have appointed two new district sales managers. Harry G. Jacobs will have charge of the Southwest territory, with headquarters in Dallas, Tex., and Robert C. Blume will have charge of sales in the East Central district, with offices in Cleveland, O.

The United States Light and Heat Corporation, Niagara Falls, N. Y., announces it has incorporated the U. S. L. Radio Company to manufacture and market a line of radio receivers, to be marketed through the 9,000 distributing stations of the U. S. Light and Heat Corporation.



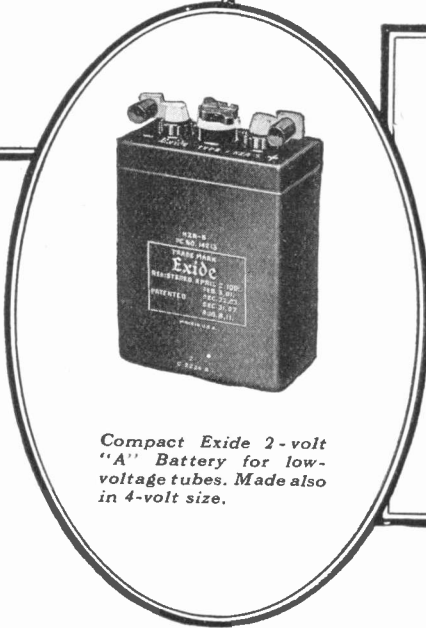


The new rugged, good-looking Exide 6-volt "A" Battery with one-piece case.

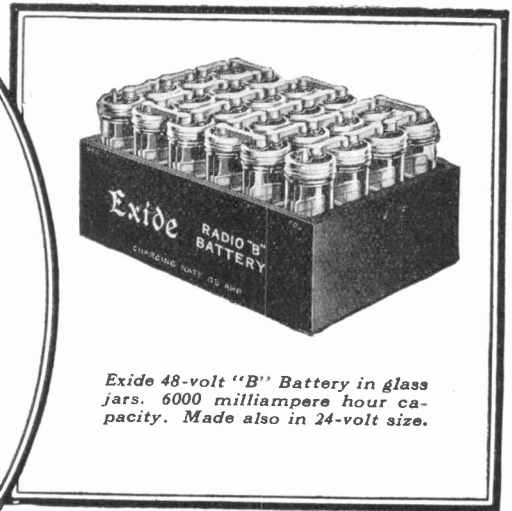
# Exide

## RADIO BATTERIES

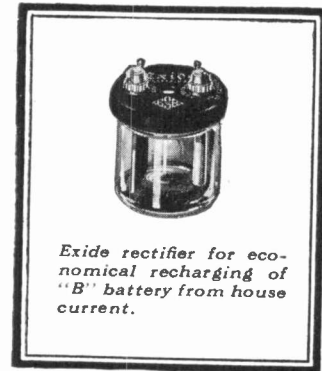
For every type of home receiving set there are capable Exide Batteries. For the fan who must have clearest reception and uniform current through a long period of discharge, there is sure satisfaction with Exide Batteries. For the merchant who seeks to reduce service hazards, who looks to the future of his business, there is prestige and profit in the Exide line.



Compact Exide 2-volt "A" Battery for low-voltage tubes. Made also in 4-volt size.



Exide 48-volt "B" Battery in glass jars. 6000 milliampere hour capacity. Made also in 24-volt size.



Exide rectifier for economical recharging of "B" battery from house current.

## To the merchant who is looking ahead

*Much of your new business this year will come from new users of radio sets. Most of these people know little about radio batteries. But when you recommend an Exide, even the novice is quick to recognize your good judgment.*

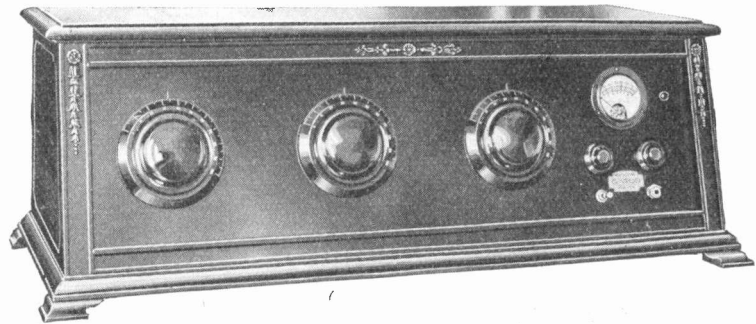
**L**ONG before the days of radio, Exide Batteries were widely used and known. For years millions of car owners have relied on them. For years people have been reminded by Exide advertising that the name Exide is the standard for judging storage batteries for every use.

W G Y, the General Electric Company's broadcasting station, and many other great radio plants on land and sea, depend for current on Exide Batteries.

Is it any wonder that even the inexperienced radio fan knows and trusts the Exide, and respects the judgment of the merchant who recommends them?

**THE ELECTRIC STORAGE BATTERY COMPANY, Philadelphia**  
*In Canada, Exide Batteries of Canada, Limited, 153 Dufferin Street, Toronto*

**THE  
GAROD  
FRANCHISE  
IS A  
BUSINESS  
INSURANCE  
POLICY**



**I**T is a pledge by one of the leading manufacturers in the radio industry, to a selected group of dealers. To each of these dealers the GAROD Corporation pledges carefully planned, active and generous cooperation to the end that each Authorized GAROD Dealer shall be insured a permanently successful, profitable business.

*In unmistakable terms it guarantees:—*

1. Territorial protection.
2. Liberal Discounts.
3. Security against depreciation of GAROD products in dealers' stocks.
4. Security against unfair competition through any act of GAROD Corporation, GAROD Distributors or GAROD Dealers.
5. An unusual type of service and guarantee of customer satisfaction, made conveniently available through Authorized GAROD Distributors.
6. Support for the GAROD Dealers' sales effort by a continuous advertising campaign which includes local newspapers, window displays, and adequate, effective consumer sales literature.

The GAROD Dealer is the leader in his community. The GAROD line with GAROD cooperation, and GAROD advertising, are proven prestige builders. GAROD RECEIVERS, conceded by the most successful merchants in the radio industry to be the finest radio products on the market, have a sales appeal that is peculiarly their own. They appeal particularly to the most discriminating class of trade—the

class that can be influenced only by superlative quality, and exceptional beauty—to whom price is secondary—whose patronage is the most valuable asset to the dealer who is building for the future.

The GAROD line is complete—four models—two entirely new this season—a model and a price to suit every buyer.

If a representative of an Authorized Garod Distributor does not call shortly to explain the GAROD Franchise to you, write us for particulars.

There are a few territories in which Authorized GAROD Distributors have not yet been appointed. Jobbers who can meet GAROD requirements are invited to communicate with us.

## GAROD CORPORATION

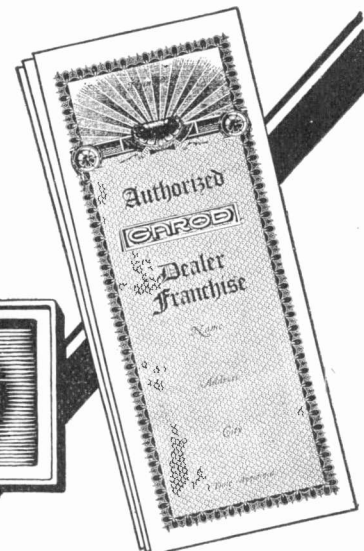
*Manufacturers of the Garod Neutrodyne Receiver  
Licensed under Hazeltine Patents 1,450,080 and 1,489,228*

124 Adams Street

Newark, N. J.

# GAROD

INDEPENDENT RADIO MANUFACTURERS INC.  
**NEUTRODYNE**  
UNDER HAZELTINE PATENTS NOS. 1,450,080 AND 1,489,228  
TRADE MARK REG. U.S. PAT. OFF.





## Now—The Jewett Receiver

Again Jewett leads the way to new and better radio reception. First the Superspeaker—Now the Jewett Receiver.

Different—Yes, fundamentally so in design—Even more startlingly so in performance.

Distortion, squeals, whistles and other self-made noises—entirely eliminated—by a new and exclusive method of audio amplification. Top efficiency insured at all points on the dial from 150 to 600 meters.

Music as it is actually played—the human voice in its natural tones.

And with it all—the Jewett Receiver is beautiful—the richest, handsomest receiver you have ever seen.

*Price*  
**\$140**

*The Receiver that meets and exceeds  
your fondest hopes for radio reception*

Read Mr. Jewett's personal message on the next page.

**JEWETT RADIO & PHONOGRAPH COMPANY**  
56% TELEGRAPH ROAD PONTIAC, MICHIGAN

Factories: Allegan, Michigan    /    /    Pontiac, Michigan

In Canada  
Jewett Radio-Phonographs, Ltd., Walkerville, Ontario

Export Sales Office:  
116 Broad Street, New York City

**JEWETT**



# A Message from E. H. Jewett

## To The Radio Dealers of America:

The Radio industry has developed very rapidly. Naturally, in order to meet production demands, it has followed the line of least resistance. Nobody has had time for original research. The demands of the public have been too insistent.

We recognized this situation two years ago when we began the development of the Jewett Receiver.

Today we are ready to present it to you with our personal guarantee that it is worthy of place among Jewett Quality Products.

We believe that it is the Receiver for which you have been waiting, and that will meet and exceed your fondest hopes for radio reception.

It is a marvelous achievement in radio engineering.

We recommend it freely to your critical inspection.

The Jewett Receiver, and all other Jewett Quality Products, will be sold henceforward only through Authorized Jewett Distributors. There will be 50 or so of these distributors in the whole country—one to each main trading center.

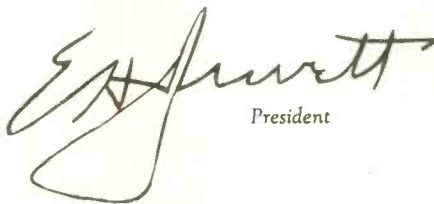
These distributors will sell only to Authorized Jewett Dealers. There will be but one of these dealers to each retailing neighborhood.

The Jewett Franchise is a quality proposition for quality merchants who know values and appreciate protection.

We invite you to join us in providing the public with radio equipment upon which a permanent and profitable business can be built.

Tell us if you are interested.

Somebody near you is going to make money with this Jewett Franchise. We will appreciate a personal inquiry.



President

JEWETT RADIO & PHONOGRAPH COMPANY  
5696 Telegraph Road Pontiac, Michigan

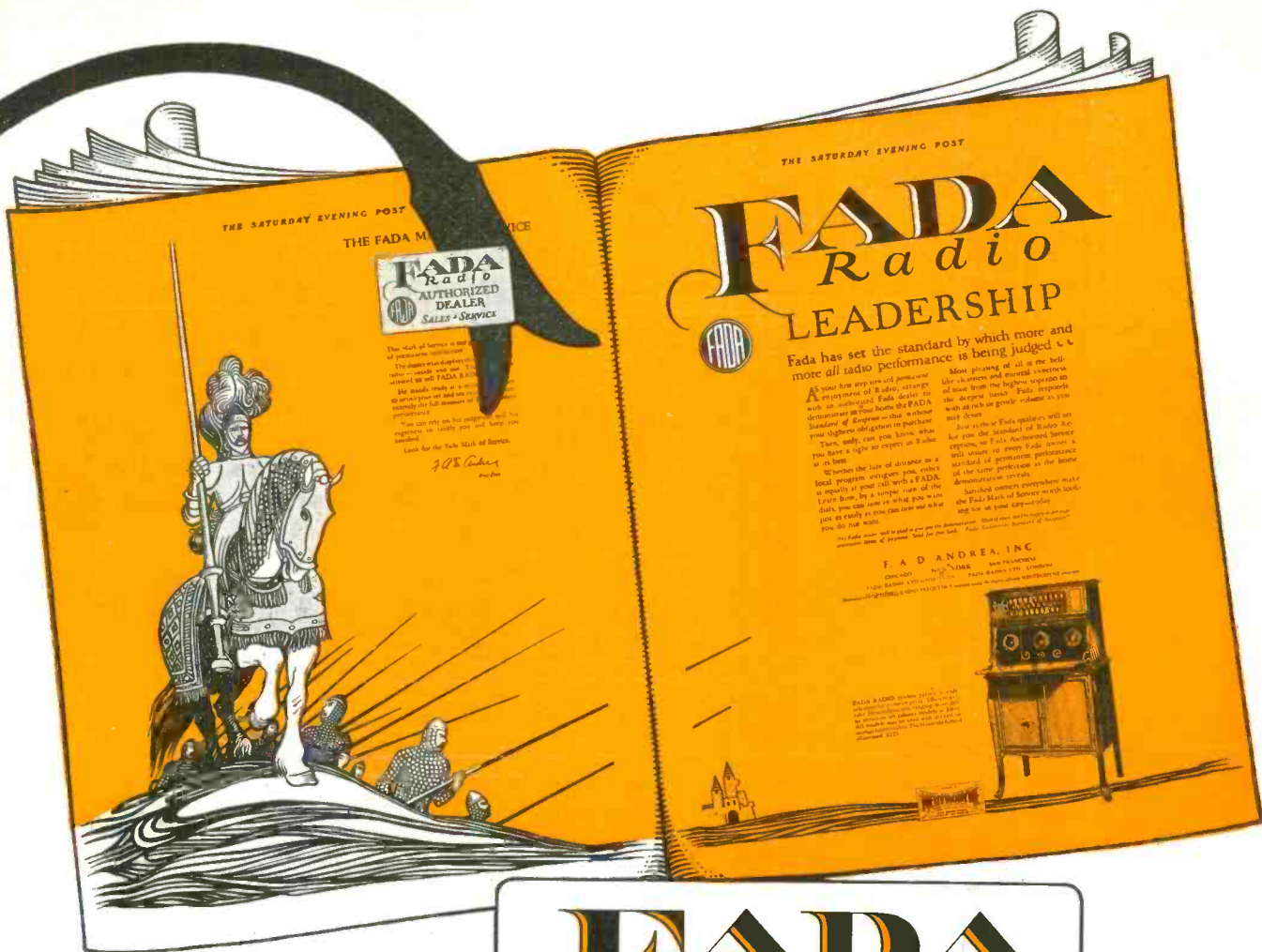
In Canada  
Jewett Radio-Phonographs, Ltd.  
Walkerville, Ontario

Export Sales Office:  
116 Broad Street, New York City

The Jewett Superspeaker  
The Jewett Vemco Unit  
The Jewett Micro-Dial

The Jewett Superspeaker Console  
The Jewett Parkay Cabinet  
The Jewett Superspeaker Highboy





**FADA**  
 Radio  
**AUTHORIZED  
 DEALER**  
**SALES - SERVICE**

## THE FADA MARK OF SERVICE

This Mark of Service is our *guarantee to you* of permanent satisfaction.

The dealer who displays this Mark knows radio—inside and out. That's why he's selected to sell FADA RADIO.

He stands ready at a moment's notice to *service* your set and see that you get consistently the full measure of Fada standard performance.

You can rely on his judgment and his eagerness to satisfy you and keep you satisfied.

Look for the Fada Mark of Service.

*J. A. S. Andrea*  
 President

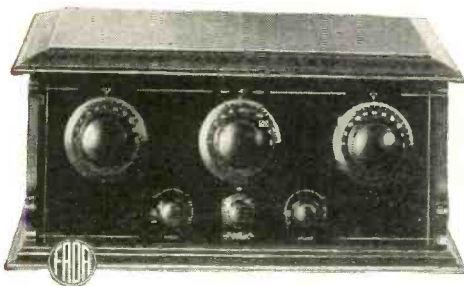
*The advertisement shown above will appear in the Saturday Evening Post on September 12, 1925.*



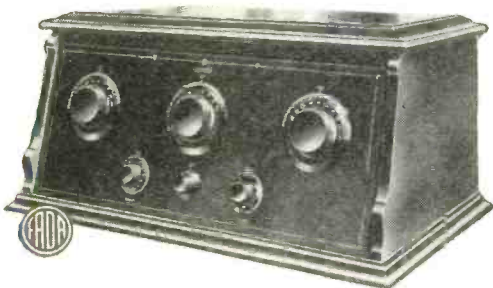
**NEUTRO-JUNIOR**  
Model 195-A  
3-Tube, 2-Dial Control, \$40



**"ONE-SIXTY"**  
Model 160-A  
4-Tube, 3-Dial Control, \$60



**NEUTROLETTE**  
Model 192-A  
5-Tube, 3-Dial Control, \$85



**NEUTROCEIVER**  
Model 175-A  
5-Tube, 3-Dial Control, \$125



**NEUTROLA**  
Model 185-A  
5-Tube, 3-Dial Control  
Self-contained loud speaker, \$175

# FADA Radio

HERE is the great Fada line:

Fada radio includes a range of models and prices to fit every taste and pocket-book. The models include three-tube, four-tube and five-tube Neutrodyne tuned radio frequency receivers in plain cabinet types, graduating up to the finest furniture period pieces. The range of prices is from \$40 to \$400.

Smashing new Art Cabinet Models—exquisite cabinet work that will appeal instantly to the class trade. Striking window display pieces.

Feature the Fada name and the Fada receivers and you'll set the pace in your own community and make your store the recognized "Radio Headquarters".

It means fast-turning stock, good volume and *real* profits.

**F. A. D. ANDREA, INC.**  
CHICAGO NEW YORK SAN FRANCISCO

FADA RADIO, LTD.—TORONTO  
FADA RADIO, LTD.—LONDON

*Manufacturers of TUNED RADIO FREQUENCY receivers using  
the highly efficient NEUTRODYNE principle*



**MODEL 190-A**  
Base Unit for 185-A  
\$50



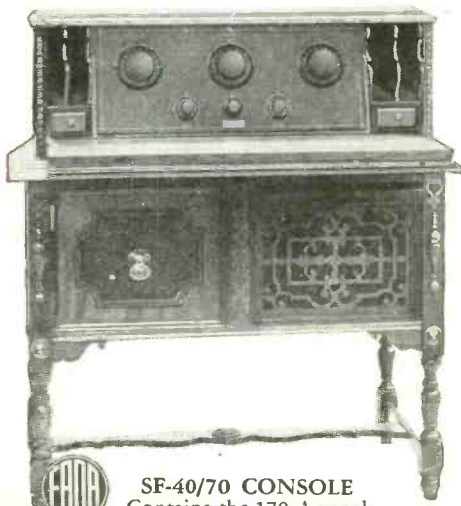
**NEUTROLA-GRAND**  
Model 185/90-A  
Model 185-A  
mounted on the  
190-A Base Unit  
\$225 complete



**SF-30/70**  
**QUEEN ANNE DESK.**  
 Contains the 170-A panel unit, 5-Tube 3-Dial Control, self-contained loud speaker.



**SF-10/70**  
**DAVENPORT TABLE**  
 Contains the 170-A panel unit, 5-Tube 3-Dial Control, self-contained loud speaker.



**SF-40/70 CONSOLE**  
 Contains the 170-A panel unit, 5-Tube 3-Dial Control, self-contained loud speaker.



**SF-20/70**  
**BEETHOVEN GRANDE**  
 Contains the 170-A panel unit, 5-Tube 3-Dial Control, self-contained loud speaker.

# Ask Bill

(Reproduced by permission of  
 The Cutler-Hammer Mfg. Co.)

In the days before the art of printing was invented, before the first sheet of papyrus was hung out to dry or the first clay tablet was molded; in the days before men had learned to blazon their achievements on the hides of animals, or carve them in stone, there was an advertising medium—the Human Tongue—and it is today still the most important medium of them all.

Many an advertising man has burned the midnight oil, and sweated blood, to insure the success of an advertising campaign; money has been poured out like water to boom a business by all the arts known to advertising and salesmanship, and yet how often the best laid plans have failed—and all because the Human Tongue wouldn't wag or, if it did, wagged the wrong way.

A theatrical manager spends \$100,000 for costumes and scenery, corrals the peachiest broilers on Broadway, blows in a small fortune on stands and window bills, buys half page spreads in all the daily papers and works his press agent to a frazzle. Influenced by the ads, the gorgeous posters, the clever press notices, you are on your way to the box office when you meet your friend Bill, who saw the show last night.

"How was it?" you ask. And Bill says, "Rotten!"

Just one word, but it's enough. Lithographs, newspaper ads and press notices are forgotten. The Human Tongue has wagged—and wagged the wrong way.

Analyze the proposition. Why is it that one word from Bill is more potent than the columns of really good advertising that headed you towards the box office? Because Bill's expression of opinion is *disinterested testimony*, and all advertising is the work of a special pleader. You knew when you read the ads that the man who paid for them wanted to sell you a ticket. You knew that it wouldn't make a cent's worth of difference to Bill whether you bought a ticket or not. So Bill's word goes.

Every man is a Bill to some other man. The knowledge that each acquires he passes on by word of mouth. If you want a good example of oral advertising, think of the stories you have heard in your time (stories which for obvious reasons never find their way into print) and consider how quickly the new ones become old, and how the old ones survive from generation to generation. The salesman is in the same boat with the advertisement. He is a special pleader, not a disinterested witness. You listen while he is trying to sell, and when he has gone you ask Bill.

Bill is the man who really sells goods. Bill knows what's what and money cannot influence his opinion—he is too numerous.

Thousands of tongues are wagging every day and great businesses are being built up or undermined by the multitude of Bills who, knowing the relative merits of competitive apparatus, declare the truth concerning each without fear and without favor.



# FADA

## Radio

### Choose your partner



AS in the development of every other great industry, so in Radio—the severe “growing-pain” period resulted in infant mortality—providing food for the Vultures. Seldom do we take experience—the past story of industry—as our guide.

Out of a year—closing with plunder selling—the industry slowly emerges, stripped of its swaddling clothes—and now looks forward to a more settled, stable course. Naturally, there may be the dissipations—the recklessness—the radical trials of youth—but surely *sober second thought* has the upper hand today.

Certain very definite business rules—such as are basic in all other great industries, are gradually being applied in Radio. Already there is a disposition to abide by the rule of Business Economics which requires a correlation between Supply and Demand. Several leaders have decided to eliminate cut-throat competition—indiscriminate dealer outlets—with all its serious evils.

Naturally, the merchant of experience and *vision*, seeing the great possibilities in wise merchandising as applied to Radio, is sure to look far beneath surface claims of rivals before making Radio connections. For, from now on, every connection will be far more permanent and ought to be, by the same token, more profitable.

Dealers will want to know—

Is the product salable at a profit?

Will it make good with the public?

Is the position as to finance—production—sales

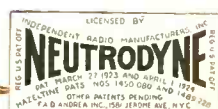
and advertising policies—dealer relations—consumer guaranty—sound, and to the best interests of all factors in the long run?

You—Mr. Dealer—have a right to secure information along these lines before you choose your *partner* in the Radio business. Naturally, Fada, as a *leader* and *pioneer* in this industry, sounds the answering Keynote. As is proper, because year after year Fada has achieved success by building on solid foundation of unsullied integrity—sane merchandising, unswerving refusal to listen to the price siren, or become the victim of the plunder Vulture.

Let Fada say then—

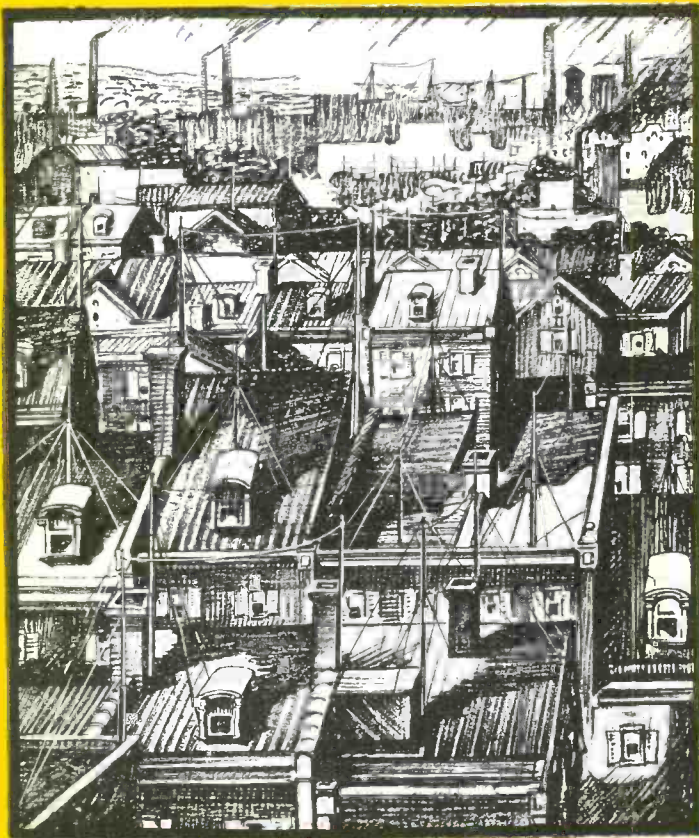
We are committed definitely to the policy of Selective Distribution, because we believe it will help establish a *stable*, permanent growth in the Radio Industry. Exclusive dealer Franchise Certificates are now being issued to successful applicants who pass the requirements of our wholesale distributors and our own organization.

If you believe in Radio standards of performance by which the public must finally learn and judge the vast differences between claims and performances in Radio reception—if you believe in actual demonstration through intensive co-operative selling and comprehensive advertising plans—if you believe in a “make-good” service to your customers who have faith in you and your product—if you feel that deferred payment plans rest upon a *stable* price policy—then we believe, in all candor and honesty, you should wire or write us for the name of our Distributor in your territory and for our proposition. Tomorrow may be too late—wire us today for information on your town.





*Phenolite does NOT expand with heat, does NOT shrink with cold, does NOT "cold flow" under pressure, does NOT deteriorate with age!*



## **—sell unvarying quality!**

**E**VERY piece of Phenolite of a given grade is precisely the same chemically and physically as every piece that has gone before and every piece that will come after—uniform to the last fraction of a degree in hardness, toughness, dielectric resistance and machining quality . . . Whether you are buying completed sets or panels and tubes, Phenolite is the standard of unvarying quality! Your jobber will supply you—or write us.



Phenolite can be sawed, drilled, bored, ground, milled, punched, tapped, turned, threaded! Radio panels and tubes of Phenolite combine perfect insulation with great physical strength and fine machining quality.

**National Vulcanized Fibre Co.**  
**PHENOLIC PRODUCTS DIVISION, WILMINGTON, DEL., U. S. A.**

We operate six great plants and maintain sales and service offices at New York, Chicago, Boston, Philadelphia, Pittsburgh, Cleveland, Milwaukee, Los Angeles, San Francisco, Detroit, Rochester, Birmingham, Denver, Seattle, Toronto, Greenville, St. Louis, Baltimore.

# PHENOLITE

Reg. U.S. Pat. Off.

**Laminated BAKELITE**  
**SHEETS : RODS : TUBES : SPECIAL SHAPES**

*Made by the makers of National Vulcanized Fibre*

# A Hearty



Kolster Eight. Single control. Internal loop. Provision for external loop or antenna. Built in, acoustically perfect reproducer.

## MEN, MONEY and Experience Behind the Kolster

F. A. Kolster, for eight years Chief of the Radio Section of the United States Bureau of Standards, is one of the foremost radio scientists in the world.

His associates, F. T. C. engineers, are a pioneer staff, having built most of the radio stations for the United States Navy. They installed the Kolster Radio Compass on battleships and passenger liners. They are building the radio stations for the Chinese government.

The company is financed and directed by Rudolph Spreckels, one of America's leading bankers.

Such a background of men, money and experience gives you a remarkable instrument and insures you sound and progressive merchandising policies.

Kolster Six. Cabinet. Dual control. For antenna. External reproducer.

## Beautiful Models

Kolster cabinet work wins the public. Expert designers—authorities on interior decoration—have housed Kolster instruments in cabinets which have a great sales value.

Thus mechanical superiority is blended with beauty, an appeal to both men and women.

Whatever feature you consider, you find in a Kolster those points which not only make quick sales but which make satisfied customers.



# KOLSTER

# Welcome

from jobbers and dealers  
greet Kolster line

The mere announcement of the Kolster brought spontaneous response from jobbers and dealers throughout the country.

By telegraph, mail and in person, progressive men sought to know more about the set itself, its sound financial backing and its sales policies.

In fact, it seems as if the trade has been anticipating and waiting for just this opportunity afforded by Kolster. Such a reception is indeed gratifying.

A preliminary prospectus is now being mailed to all inquirers. If you are interested, we will be glad to send you further information. Telegraph, write or mail the coupon on this page.



Kolster Eight. Single control. Enclosed, rotating loop. Also provision for antenna. Acoustically perfect reproducer built in.

# RADIO

## How You Can Build a Permanent, Profitable Business

You are interested in permanent profits more than quick temporary gain. That is the first consideration of every business man who is successful.

For permanent profits you must have:

- a radio that gives satisfactory service, guaranteed by the maker to the owner
- a territory which is restricted as to number of dealers so that you can operate unmolested
- stabilized models at stabilized prices
- a set widely advertised locally and nationally
- a strong company, a permanent manufacturer
- profits which are substantial and certain

Then—and only then—are you on the safe, sane road to a growing business with satisfied customers and an assured future.

It is such a relationship which you can have with Kolster Radio.

## This is A program Wise dealers Will welcome

Kolster policies were primarily created with the sound, progressive dealer in mind as one of the main factors in stabilizing the industry.

We need not review the chaotic condition now existent, nor dwell on over-production, "dumping," "gymps," rapidly changing models and prices.

Kolster Radio means stabilization. F. T. C. engineers, headed by Frederick A. Kolster, are your guarantee against profits lost in obsolete models. F. T. C. executives, headed by Rudolph Spreckels, are your assurance of sound, honest and progressive merchandising policies.

Serious minded, progressive dealers are invited to mail the coupon which will bring further details without obligation.

FEDERAL TELEGRAPH CO., RR2  
(of California)  
Merchandising Division,  
Woolworth Building,  
New York, N. Y.

I would like to be informed further as to your plans and policies.

Name.....

Street.....

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

# Ready now!

# \$35



*Backed by a comprehensive  
consumer campaign*

Unipower is being heavily advertised in the biggest radio buying months—September to February—with full pages in *The Saturday Evening Post*, *Radio News* and *Popular Radio*.

Every owner of a multi-tube radio set will see Unipower advertising and everyone will be a logical prospect for Unipower.

*Write for booklet*

# The New

# the new Unipower

*Continuous, unfailing "A" power—from a single compact unit that automatically replenishes itself*

THE Gould Storage Battery Company has perfected an "A" power plant which will be the talk of radio fans this Fall. It is already the talk of radio engineers, of prominent set manufacturers, and has the enthusiastic approval of the trade.

For the first time, the radio owner will have complete continuous "A" power supply in a single compact unit always at full voltage and completely controlled by a master switch which operates both radio set and Unipower—and all this at an operating cost of a few cents a month.

For the first time owners of R. C. A. super-heterodynes and other cabinet sets with limited battery space will have a permanent "A" battery supply which can be put inside the cabinet.

Unipower is unique. When the radio set is on, the house current is off. When the set is off, Unipower is automatically replenishing itself from the house current.

Gould Unipower is now in the hands of your jobber. He is ready to fill orders for immediate delivery.

There is a nice profit for you on Unipower, the potential market runs into the millions. Every owner of a radio set is a ripe prospect for Unipower, for now there is no excuse for "A" battery expense and inconvenience.

## *The 7 important features of Unipower*

1. *Unique convenience*—Unipower banishes dry cell renewals and charging of storage batteries. After installation Unipower requires no attention except the occasional addition of water.

2. *Superlative reception*—Unipower gives continuous, unfailing "A" power of highest quality. No hum, no noise, no fluctuation in voltage.

3. *Goes inside the cabinet*—Because of its compactness and patented gas-tight cover, Unipower is the only complete "A" power unit that can be safely installed inside set cabinets.

4. *Definite economy*—Compared with dry cell operation or the expense and inconvenience of having storage batteries charged, Unipower pays for itself over and over again. The operating cost is but a few cents a month. No tubes, bulbs, lamps or working parts that require frequent and expensive replacement.

5. *Master control switch*—Unipower's master control switch operates both the radio set and Unipower. This switch connects Unipower to the house current and the radio set. When the radio set is on, the house current is off—when the set is off, the house current is on.

6. *Charging unit*—Unipower contains a Balkite charging unit of special design. The Gould Storage Battery Company possesses the exclusive rights to this special charger when used with a battery in a single unit such as Unipower.

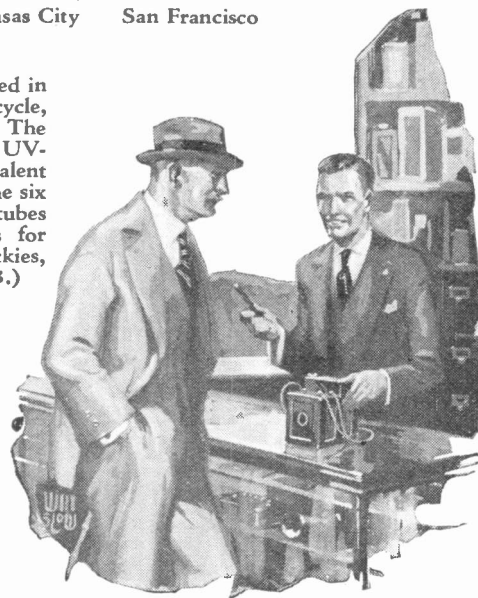
7. *Automatic Cut-off*—It is impossible to damage Unipower through the failure to add water when necessary. When this happens, the charger automatically cuts off and prevents harm to the battery unit.

## GOULD STORAGE BATTERY CO., INC.

250 Park Avenue, New York

Chicago    Kansas City    San Francisco

Unipower is supplied in two models for 60 cycle, 110-125 volt A. C. The four volt type is for UV-199 tubes or equivalent and retails for \$35; the six volt for UV-201-A tubes or equivalent, retails for \$40. (West of Rockies, prices are \$37 and \$43.)



# Unipower

*Off when its on ~ On when its off*

# How Many "Nixies" Will



Inaccurate and incomplete mailing lists  
—the greatest source of waste in  
selling by mail

**G**O INTO any of Uncle Sam's post offices and you will see a pile of "nixies." They are letters and circulars, catalogs and bulletins that have never reached the people for whom they are intended. Wrong or incomplete addresses have made "nixies" out of these pieces of mail that cost manufacturers thousands of dollars to prepare.

But although millions of "nixies" clutter up the post offices, they are only a small part of the waste that manufacturers must contend with in their mail selling.

The McGraw-Hill Company itself has a file of thousands of "super-nixies"—firms that can be reached through the mails, firms that are on many mailing lists and yet firms that have no radio buying power. In this file of "super-nixies" are men who are not in the radio business, men who once sold radio but have given it up and radio fans who have bought direct from one or two manufacturers and are now erroneously listed as dealers.

How much of your fall advertising appropriation will find its way, through "nixies" and "super-nixies" into the waste basket? How many of your circulars, letters, bulletins and catalogs—your printed salesmen—will be thrown away because they fail to reach real prospects?

Remember, clever ideas, well-written sales appeals, beautiful illustrations and expensive paper and printing will all be wasted if the mailing lists you use—the foundations of all mail selling—are not the best ones you can get.

**E**VERY name that appears on any available list of radio dealers, jobbers and manufacturers has been investigated by the world's largest publishers of radio, electrical and business magazines, the McGraw-Hill Company. As publishers not only of "The Radio Trade Directory" but of 17 other magazines and directories, this company has unequalled facilities for compiling correct lists of the radio industry. A score of expert workers check lists obtained from manufacturers, trade associations, mailing list houses and other sources. An average of fifty-thousand questionnaires are sent out each month to firms under investigation or being re-checked. Newspaper clipping bureaus read 8,000 different newspapers each month and send in all advertisements and

# You Produce This Fall?

news items about firms in the radio industry. In addition, the McGraw-Hill force of over 70 field circulation men are continually making surveys of all communities in the country. They report the names of all firms in any branch of the radio industry.

No names are added to any of the McGraw-Hill lists until they have been thoroughly investigated and verified. Extreme care is exercised to eliminate not only the "nixies" but the "super-nixies"—the firms whose mail reaches them but who have no radio buying power. Names are constantly re-checked, dead ones being removed and new ones added as they enter the industry.

As a result, the most accurate and complete lists of the radio industry are available. These lists are so accurate and complete that they are used in mailing out "Radio Retailing" which costs 25 cents a copy to print and mail and "The Radio Trade Directory"—a book whose printing and mailing cost 50 cents a copy.

Manufacturers who have used various radio mailing services and who have investigated the organizations that maintain these services agree that the McGraw-Hill Radio Addressing and Mailing Service is the most comprehensive and dependable in the industry.

**U**P-TO-DATE lists are maintained of radio parts dealers, radio set dealers, radio jobbers (classified as to their main line of business) and manufacturers of all products sold or used in the radio industry.

We are equipped to handle completely the addressing and mailing of circulars, bulletins, broadsides, catalogs, etc. and also handle the complete production and mailing of circular letters.

Complete details will be gladly furnished to radio manufacturers and distributors and their advertising agencies.

## McGraw-Hill Company, Inc.

*Publishers of "Radio Retailing" and "The Radio Trade Directory"*  
477 Tenth Avenue, New York, N. Y.

### Some manufacturers who have used McGraw-Hill's Radio Mailing Service

Alden Mfg. Co.  
Bakelite Corp.  
H. H. Eby Mfg. Co.  
Formica Insulation Co.  
Heinemann Electric Co.  
Holtzer-Cabot Electric Co.  
Stevens & Co.  
Stewart-Warner  
Speedometer Corp.  
and many others

# GRAND CENTRAL PALACE

## 4th Annual NATIONAL RADIO EXPOSITION

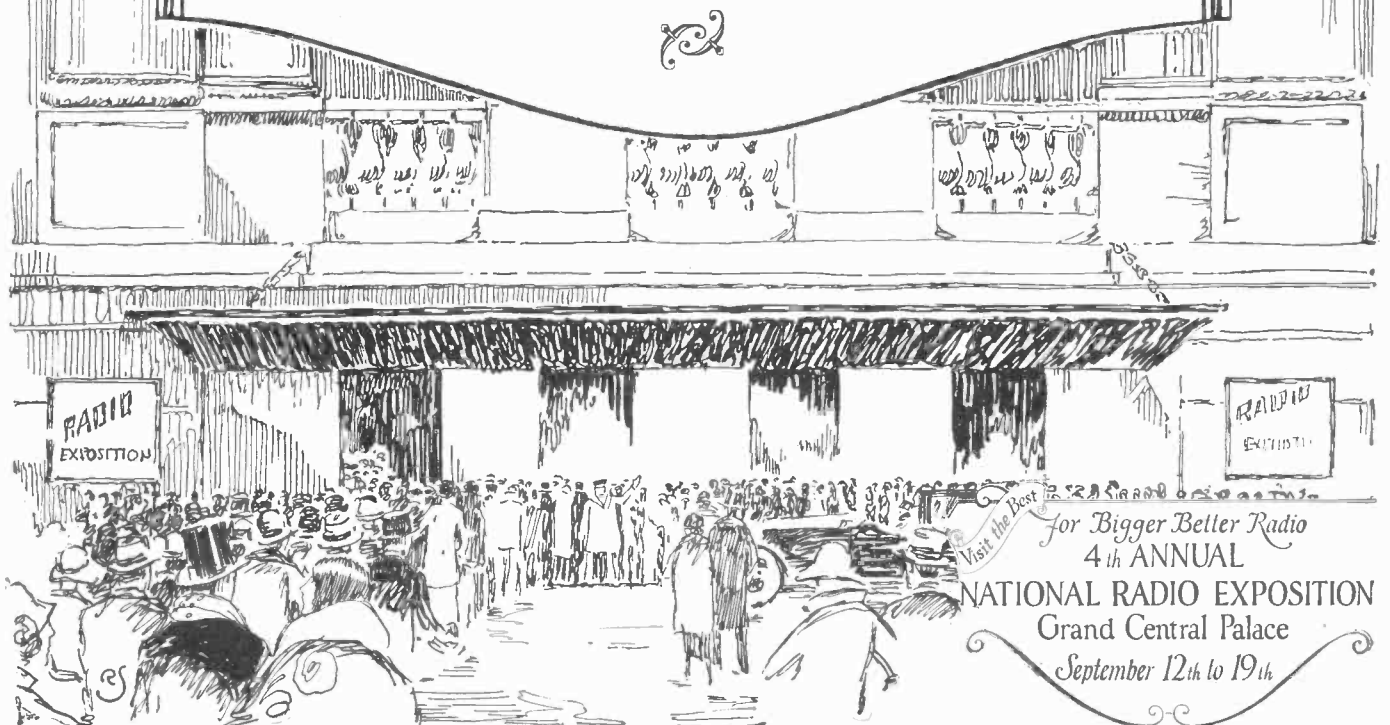
Grand Central Palace, New York  
September 12th - 19th incl.

- the fourth successive national exposition representing all the leading manufacturers of the radio industry;
- the only great radio exposition of 1925 to be held in the metropolitan center of New York;
- the greatest spectacle of the year in the scientific, industrial and business progress of radio!

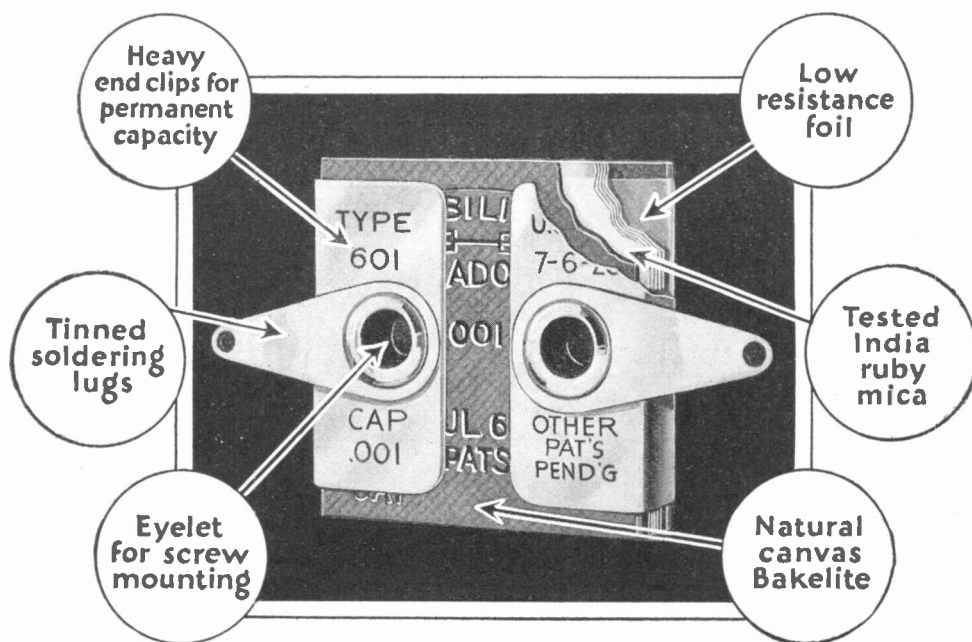
Business Office:

AMERICAN RADIO EXPOSITION CO.  
522 Fifth Avenue, New York

HAROLD BOLSTER, Director  
J. C. JOHNSON, General Manager







*This cut shows the construction of a Micadon—shows a few of its points of superiority. It is a condenser of accurate and permanent capacity.*

## Stock Micadons

Stock Micadons. They mean sales because they are the *standard fixed condensers of radio*. They are used in 9 out of 10 sets made by manufacturers and *amateurs*.

Stock Micadons—for twelve-months-a-year sales.

# Dubilier

CONDENSER AND RADIO CORPORATION

## Last Year

Freed-Eisemann proved to be the largest Neutrodyne manufacturer in the world. Study this circle, based on official figures.



This Year  
the Freed-Eisemann  
proposition assures  
even greater success.  
Study it and see why!

**D**EALERS who have seen the new Freed-Eisemann dealer territorial franchise contract say it is the last word in dealer protection.

That contract is backed up by a line which we believe to be the last word in *salability*. It is based on a careful analysis of your market. It contains no set with less than five tubes. It has two Latour receivers at \$75 and \$90—a six-tube licensed Neutrodyne receiver at \$110—and more expensive receivers embodying new ideas for the higher priced market.

Every detail of the line has been worked out from the dealer's point of view. Increased discounts make it sure that our dealers will end the season with a profit.

Last year Freed-Eisemann dominated the Neutrodyne field. The official figures in the circle tell their own story.

This year we intend to increase this dominance—by greater values—by an all-inclusive price range—by bigger discounts—and by doubling last year's advertising—all coupled with the strongest dealer protective policy contract ever known in radio.

**T**HE Freed-Eisemann franchise is strictly confined to a limited number of dealers in each territory. Once placed, it will be rigidly adhered to.

You will not be in a position to make the wisest selection of your line for this season until you know the details of the Freed-Eisemann policies and plans.

Write to the Freed-Eisemann exclusive territorial jobber, or write to us and one of our executives will reply personally.

*Freed-Eisemann Radio Corporation*  
Manhattan Bridge Plaza, Brooklyn, N. Y.

**FREED-**  
*Mastery*

**New!**



FE-15—A new five-tube storage battery receiver licensed and manufactured under a group of the Latour patents—

\$75

**New!**



NR-7—A new six-tube licensed Neutrodyne\* receiver at a greater discount than heretofore—

\$110

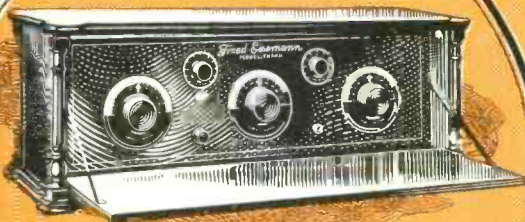
**New!**



FE-18—A new five-tube self-contained dry cell receiver, licensed and manufactured under a group of the Latour patents—

\$90

**New!**



FE-30—A new six-tube storage battery receiver, manufactured under a group of the Latour patents and incorporating special engineering features—

\$185



The famous Model NR-20, a licensed Neutrodyne\* receiver encased in a handsome cabinet of striped mahogany—

\$175

\*Licensed by the Independent Radio Manufacturers, Inc., under Hazeltine patents Nos. 1450080, 1489228 and 1533858. Other patents pending.

# EISEMANN

*in Radio*

# AERO B

The Perfected B Battery Eliminator

**W**ATCH your mail for the detailed and illustrated announcement of Aero B.

It's now in quantity production!

Professional experts and amateurs have been testing it exhaustively for seven months!

Aero B will set new standards in performance and in easy saleability.

*Watch your mail!*



Trade Mark

Behind  
"Aero B"—

is the expert engineering staff and plant facilities which delivered to the U. S. Government the world famous Martin Bombers and many other radio equipped airplanes.

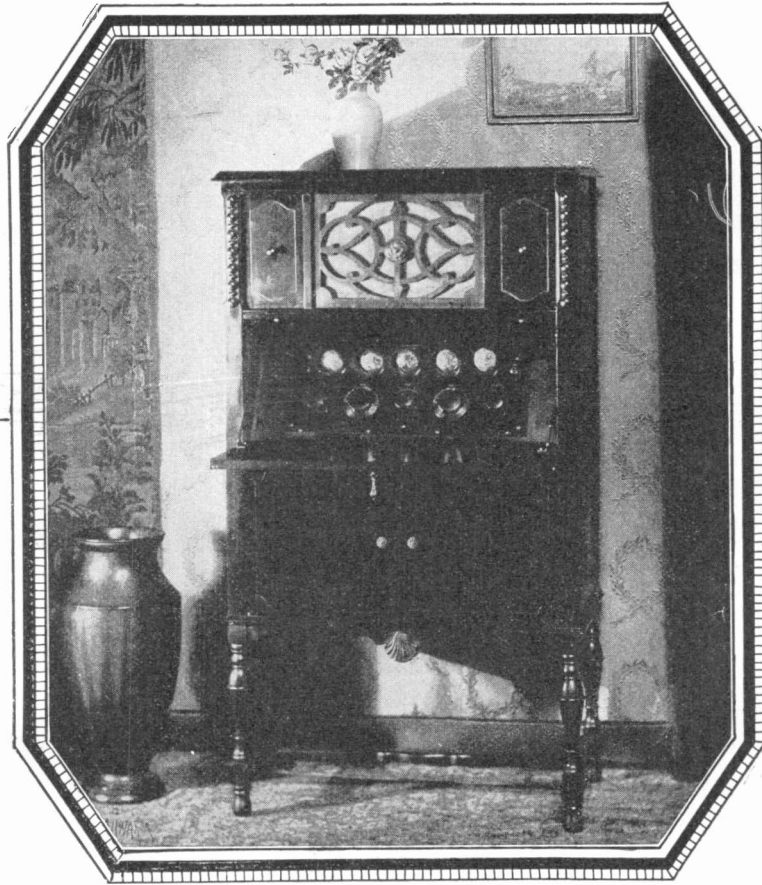
Years of intensive study of radio problems and the reputation of The Glenn L. Martin Company are squarely behind the "Aero B".

THE

GLENN L. MARTIN CO.

RADIO DIVISION

CLEVELAND, OHIO



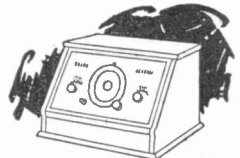
KENNEDY  
**ROYAL SIXTEEN**

Exquisite furniture plus Kennedy Royal Reception. A completely self-contained set, including superb reproducer with full-throated tone chamber, all built-in. Uses same radio unit as Model Fifteen. Walnut. Space for batteries and accessories. Lists at \$235.00 (without accessories.) Slightly higher west of the Rockies.



**Model Fifteen**

The outstanding performer in the radio field. Only two dials for tuning. Highly selective, with tone so pure, natural and lifelike that musical critics prefer it. Price \$120.00 (without accessories). Slightly higher west of the Rockies.



**Model Twenty**

A one-dial, 5-tube tuned radio frequency set that combines extreme operating simplicity with Kennedy Royal Standards. Price \$90.00 (without accessories). Slightly higher west of the Rockies.



**Royal Speaker**

**MODEL 630**

A console speaker de luxe enclosed in mahogany cabinet with beautifully grided front. Lists at \$35.00. Slightly higher west of the Rockies.



**KENNEDY  
Speakers**

Embodies the same reproducing unit used in the Kennedy Royal Speaker. Two sizes. Model 610, 12 in. bell, \$20.00. Model 620, 15 in. bell, \$25.00. Slightly higher west of the Rockies.

**A Big Year For All Kennedy Dealers**

Kennedy 1926 models are ready—find out about them, right now! The line is complete—offered in a price range that meets every pocket-book requirement of the radio buyer who this year, more than ever, appreciates Kennedy Royal quality.

**Backed by a Tremendous Advertising Campaign**

This season the Kennedy story will be "put over" with a real smash. Newspapers and farm journals will place Kennedy advertising before millions of radio prospects—in metropolitan centers, rural communities and small towns. These advertising messages are backed by real dealer helps—elaborate window displays, counter cards, signs, folders, decalcomanias—all helping you to cash in to the limit on Kennedy advertising and Kennedy Royal quality.

**The Kennedy Dealer Protective Franchise Spells Success**

Following the policy established by Kennedy three years ago, all Kennedy dealers work under a protective franchise that actually means something. This franchise gives each Kennedy dealer exclusive sales rights in his community, protects him against unfair competition, dumping, "gyp" practices and other evils that have generally menaced the radio dealer in the past.

**Right Now—Investigate the Kennedy Plan**

There's a big year ahead for all Kennedy dealers. A distinctive line of radio sets and speakers—built to a quality that is the standard of comparison—backed by tremendous advertising and the protective franchise that assures every Kennedy dealer full results of his work for years to come. Write for full information on the complete Kennedy plan.

The Royalty  of Radio

**K E N N E D Y**

Colin B. Kennedy Corporation, 2017 Locust St., St. Louis, Mo. You may send particulars of the Kennedy Protective Dealer Franchise and full information on the complete Kennedy line.

NAME..... ADDRESS..... CITY..... STATE.....

# Run your radio



For 60-cycle 115-volt alternating current. Consumer Price \$47.50

For 25-cycle 115-volt alternating current. Consumer Price \$52.50

## Philco Socket Power "B"—eliminates "B" Batteries

Thousands of radio owners have been asking—"Why can't we use our house current for radio power? Why can't we operate our radios as easily as we operate our electric lights?" Now they can!

Philco Socket Power "A" and Philco Socket Power "B" are the answer. Used together they make radio operation so simple that a *snap of one switch does everything*—turns on both "A" and "B" power and turns on the set. No more expense for dry cells. No more thought about battery charging.

Philco Socket Power "B" eliminates both dry cells and storage "B" batteries. It rectifies, filters and smooths out the house current. There's no hum—no distortion—no falling off in reception as in dry batteries. Once adjusted to a set it never needs changing. *Cost of operation less than 1/4 cent per day.*

Philco Socket Power "B" has other revolutionary features. No filaments in it to burn out—no high-voltage transformers—no ground wires running to radiators or waterpipes—no moving parts—nothing to get out of order. Assembled in an attractive Adam-brown, metal case. Can be used on any set.

Philco also builds a complete line of Philco Dynamic Rechargeable Storage Batteries for radio.

Philco Standard "B" Battery — a complete Adam-brown, mahogany-finish replacement for 90 volts of dry cells. Consumer Price—\$19.85.

Philco "A" Batteries in acid-tight glass cases—for dry-cell tubes, \$8; 6-volt tubes, \$16.

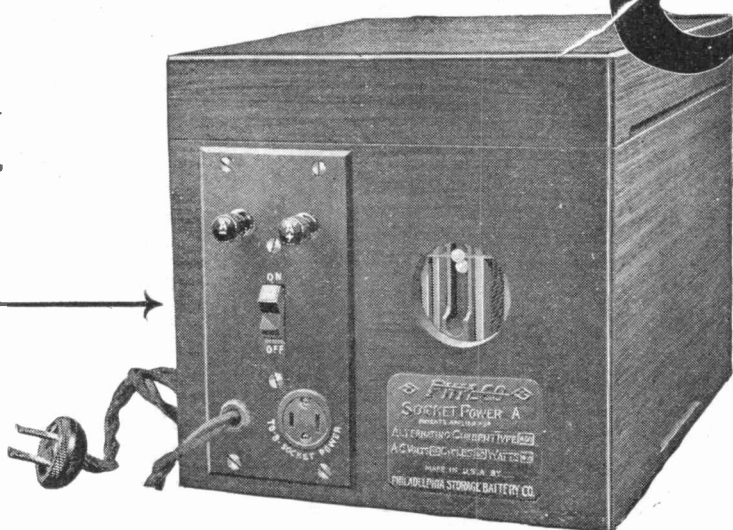
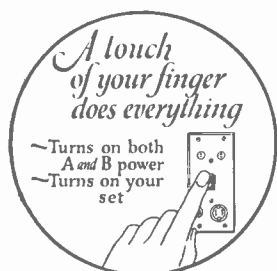
Philco "A" Batteries in panelled rubber cases—\$14.85 up.

Philco Radio Batteries are Dynamic—DRY but CHARGED. Their life doesn't start until you pour in the electrolyte. You handle them as easily as radio tubes or Victrola Records.

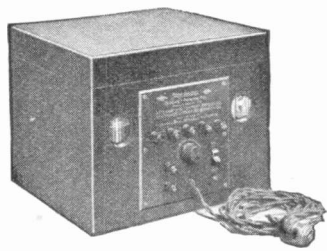
**PHILCO** RADIO "A" AND "B" SOCKET POWER

# From your house Current

Easy as  
turning on an  
electric light



Consumer Price \$42.50. For 60-cycle 115-volt alternating current.



## Philco Socket Power "AB"

For Radiola Super-Heterodyne and other sets having 3-volt dry-cell tubes

Philco Socket Power "AB" is a combination of the "A" and "B" Power Units built into one case—and also controlled by one switch. Costs only one cent per day in average service. No hum. Reception at its best at all times. Automatic in operation. A touch of a finger turns it on or off. For 60-cycle 115-volt alternating current. Consumer Price \$65.00. For 25-cycle 115-volt alternating current. Consumer Price \$68.50.

## Philco Socket Power "A"

—eliminates all thought of battery charging

Philco Socket Power "A" is a complete "A" power unit for storage battery tube sets. Plugs permanently into a light or wall socket. Eliminates dry-battery replacements—eliminates all thought about battery charging.

Snap a button and you get a strong, steady, hum-free flow of power while your set is in operation. Snap it again and your power is shut off—your radio is silent—and current begins gently feeding back into the Socket Power from your lighting system.

Everything about the Philco Socket Power "A" Unit is automatic—so simple a child can operate it. Requires no attention whatever except the occasional addition of water. Assembled in an attractive Adam-brown, mahogany-finished case.

You can buy Philco Socket Power Units—also Philco Radio Batteries—from your Jobber or Wholesaler at standard discounts. Order now—or fill out the coupon below and mail to us.

Philadelphia Storage Battery Company, Philadelphia

**RADIO DEALERS**—These sensational Philco products will be announced to the public in a two-page advertisement in color in the September 19th issue of the Saturday Evening Post and in full-page advertisements in the leading newspapers of the United States. Full page advertisements in the Saturday Evening Post and large space in the newspapers will be used regularly through the Fall and Winter. Think of the demand this powerful advertising—backing so remarkable a product—is bound to create. Order immediately from your Wholesaler or Jobber, or fill out this coupon and mail for complete details.

Name .....  
Street ..... Town ..... State .....

# MASTERS OF

**F**OR many centuries the fashioning of the finest musical instruments from wood has been an art limited to the masters of their craft.

The names of Antonius Stradivarius, of Gasparode Salo, of Andreas Amati, and of a very few others live after them. An immortal fame is theirs for their extraordinary ability to make violins with a resonance, a full, rich clarity of tone, a beauty that bespeaks the master craftsman.

Even in our own time, centuries after these instruments were made, so strong is the desire for possession that musicians pay fabulous sums for them, all because their makers, in the production of certain kind of **SOUND BOXES**, were Masters of their Craft.

This heritage of the past is ours. Master craftsmen today, using modern facilities, work with the most carefully selected and prepared woods to produce instruments with the same full, resonant, richly amplified tones of the masters.

The acknowledged visual beauty of Radio Master cabinets is matched by the rare acoustic properties of the tone chamber. Every tone vibration is faultlessly reproduced.

Long before radio was thought of as a com-

## Radio Master Corporation

*A Ward*  
BAY CITY,



# THEIR CRAFT

mercial possibility, these men were making sound reproducing instruments. Fine work in fine woods has been their life.

They, too, are Masters of their Craft.

Back of them stand the great Ward industries, with their ample resources in finance, in timber, and in production equipment. All this skill and these resources are offered to the radio industry—manufacturers, jobbers and dealers.

## Bordeaux

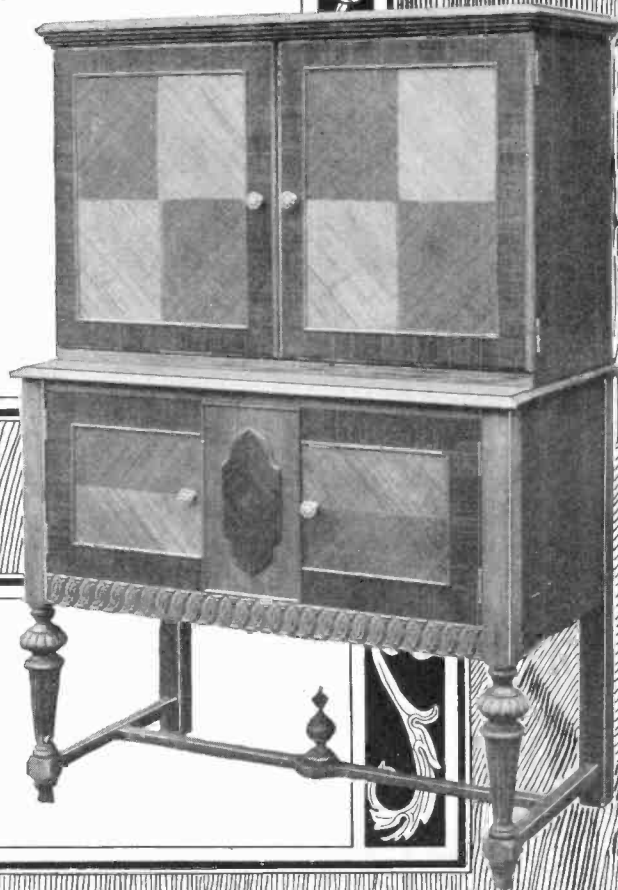
**A** LOUIS XVI period model that is one of the finest examples of the workmanship of Radio Master cabinetmakers.

Walnut and rosewood are used to achieve the beautiful tone effects those woods impart. The panels have an exquisitely matched grain that is seen in only the finest furniture. The lacquer finish, rubbed dull, brings to its highest value the beautiful tone and grain effects of the rich woods.

The graceful design, the artful handling of grains and colors, the fine perfection of every detail in construction, and the handsome, dull, rich finish all are evidence of the handiwork of Master craftsmen.

There are, besides the "Bordeaux" illustrated here, three other period models of radio cabinets and six period models of radio tables for you to choose from.

Radio Master character runs through them all.



## of America

*Industry*

MICHIGAN



*Only two models. This keeps the dealer's investment in stock down. The circuit is identical in both table and console types.*

List Prices of  
Premier Sets  
\$100.00    \$290.00  
\$160.00    \$350.00

# Here are a few things that Premier Dealers can count on — — —

Premier did not and never will "dump" stocks on the market, or do anything that will permit such fatal price-cutting as that which injured so many good dealers last year. Premier has plenty of financial backing. It can carry its own surplus stocks without resorting to "dumping." **THIS ASSURANCE PROTECTS DEALERS' PROFITS.**

Your neighboring dealer will not be selling Premier sets. We do not believe in "wildcat" selling. The Premier franchise is valuable. An exclusive franchise keeps one Premier dealer from competing with another Premier dealer in the same community. **THIS PROTECTS DEALERS' PROFITS.**

A discount that is somewhat more generous than others is allowed because dealers buy direct from us or through territorial sales agents. **THIS GIVES DEALERS A BETTER PROFIT.**

A demonstration of a Premier set usually means a sale. Dignity of the cabinet design, an uncommonly clear tone that always arouses interest, and volume reception on loop are three points that keep sales moving briskly along. **THIS MAKES THE DEALER'S STOCK TURN QUICKLY.**

If you are the kind of dealer who wants to deal with our kind of company, we want to hear from you.

*The* Premier Radio Corporation.

Defiance, Ohio



\$25

The  
**SAAL**  
 Soft **SIPEAKIER**

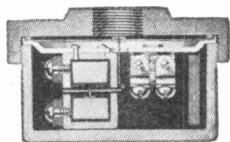
THOSE who have objected to loud speakers because of their harshness will welcome the Saal Soft Speaker. It has no blare, no blast, no metallic ring. It is not a trumpet. It is a faithful reproducer of radio programs. *It combines volume with a velvet tone.* It removes the objection to loud speakers.

with no tinny ring. The bell is of genuine *Bakelite*, the most perfect and resonant of all radio materials. There is no wood, no tin, no composition. It has nothing to warp, crack or deteriorate. It will last indefinitely.

SAAL Jr.

The same in every respect as the Saal Soft Speaker except it is smaller. Measures 18½ in. instead of 21½ in. in height.

\$20



The Saal Soft Speaker Unit is of the floating armature type exclusive with the most expensive reproducers. It automatically adjusts itself, maintains its tone with any volume, and cannot be harmed or "blasted" by the loudest receiver. It will not break down with the longest or most constant use. All metal construction—aluminum diaphragm—no rubber gaskets—nothing to deteriorate or wear out. This unit is used as standard equipment by many leading manufacturers of fine radio receivers in built-in reproducers.

The basis of Saal volume with tone quality is the reproducing unit described to the left. In appearance the Saal, with its large black bell, black stippled throat and graceful lines, is the aristocrat of horns. Also furnished with a brown bell and gold or silver stippled throat at \$5 extra.

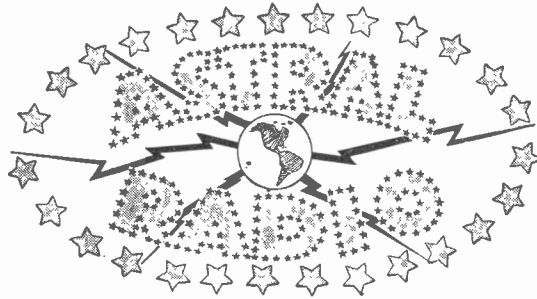
The Saal Soft Speaker is manufactured by a company long experienced in the music business. It will be thoroughly advertised throughout the season. A large plant insures prompt delivery. Order from your jobber. Jobbers write to us.

**SAAL** *Soft*  
**SIPEAKIER**  
 VOLUME WITH TONE QUALITY

Manufactured and guaranteed by H. G. SAAL COMPANY, 1800 Montrose Ave., Chicago, Ill.

## BEFORE SIGNING UP FOR YOUR TERRITORY

Don't Fail  
to see the  
**\$67.50**



Five Tube  
Tuned Radio  
Frequency  
Receiver  
**\$67.50**

### A Set and a Policy That Will Open Your Eyes

#### OUR PRODUCT:

The Astral Receiving set is built to meet the most exacting demands of the radio public.

It has no past errors to live down or costly manufacturing methods to pay for, thus making possible an exceptionally low price for a quality set. We can prove its quality to you.

The Astral receiver is made in several cabinet types. It uses two stages of radio frequency amplification; a tuned detector unit; two stages of audio frequency amplification; three dial control—an exceptional feature in a low price set, insuring most accurate adjustment and tuning; and three lattice type, hand-wound coils in the tuned radio frequency units, affording best radio reception and low loss of electrical energy. Simplicity of construction, ease and surety of operation, the use of high grade workmanship and parts, and freedom from service are characteristic of the entire set.

The several cabinet styles are shown herewith. The Astral receiver has many notable records for long distance and always reproduces with volume and perfect clarity of tone, notably free from external noises.

We are also manufacturing the Astral Tone Throat, a high-grade all-wood loud speaker, designed exclusively by us, and suitable for any make of radio receiver.

#### OUR POLICY:

To work for the best interest of our entire distributing organization:—

By building the best radio set possible to build at a price the public will recognize as exceptionally low.

By standing back of our product always.

By supporting our dealers in every way to promote sales and make money.

By building a stable sales organization that will stay with us.

By keeping every promise made—literally—not conditionally.

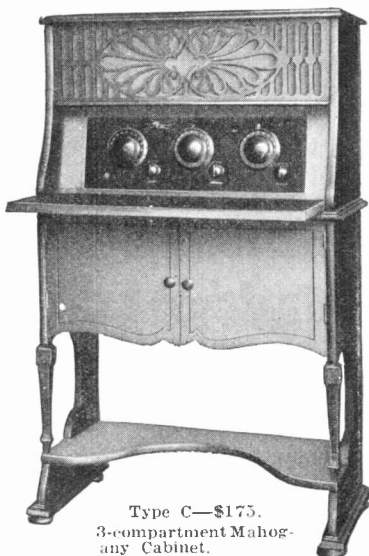
By employing only business methods we have proved in other big enterprises win permanent success.

Our ample financial resources are planned for a quick and steady expansion as needed.

We will be glad to give you details of our policy and plans upon application. Literature on request.

#### YOUR OPPORTUNITY:

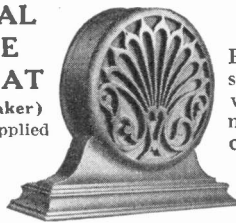
We believe we have one of the most inviting business propositions on the market today. Our product has been proved to be right. We know you will find our contract and policies fair and unusual. You'll be interested when you know them.



Type C—\$175.  
3-compartment Mahogany Cabinet.  
48-in. x 29 1/2-in. x 15-in.  
Built-in Loud Speaker

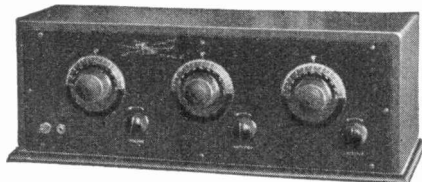
#### ASTRAL TONE THROAT

(Loud speaker)  
(Patent Applied For)

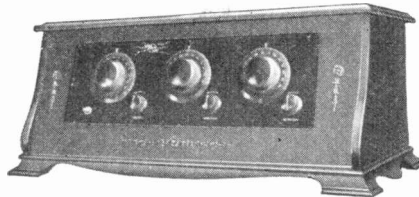


**\$25**

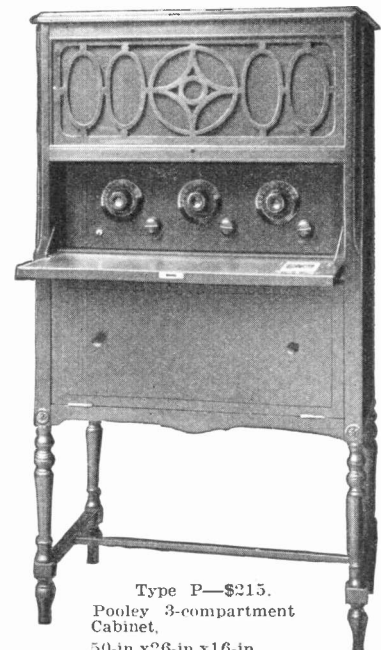
Exclusive design. All-wood for any make of receiver.



Type A—\$67.50  
Solid Mahogany Cabinet—8-in. x 23-in. x 8 1/2-in.



TYPE B—\$90.  
Solid Mahogany Cabinet, Sloping Ornamental Panel.  
12 1/2-in. x 27 1/2-in. x 14-in.



Type P—\$215.  
Pooley 3-compartment Cabinet.  
50-in. x 26-in. x 16-in.  
Built-in Loud Speaker

**ASTRAL RADIO CORPORATION,** 1237 North Broad St., Philadelphia, Penna., U. S. A.



## AIR-WAY PERFORMANCE Is a Ringing Challenge to the Radio Industry

The announcement of the new Air-Way radio receiver last month sent a country-wide thrill through radio trade circles.

There is no uncertainty about Air-Way supremacy. A comparative demonstration conclusively reveals it. The greater beauty of Air-Way design and cabinet work is instantly and unmistakably apparent. When expert or novice tests it for selectivity, range, tone quality, and volume he recognizes a new standard of radio performance.

You or anybody can operate any Air-Way model in parallel with any other receiver whatsoever, anywhere, at any time, and the Air-Way will sell itself without a word of explanation or argument from the operator.

The New Air-Way is a tuned radio frequency set with four stages of resistance coupled amplification. It is the first set to include all the features of design and performance that dealer and user have wanted, and at a price that permits the whole big market to buy.

AIR-WAY ELECTRIC APPLIANCE CORPORATION  
Toledo, Ohio  
Export Department, 220 Broadway, New York, N. Y.



*Air-Way is made by an old established manufacturer, fully equipped, operating with ample experience and abundant responsibility. Air-Way is covering the country with capable, responsible distribution.*

Find out about Air-Way. Ride on the crest of the radio wave. Use the coupon.

Air-Way Electric Appliance Corp., Toledo, Ohio  
Please send me data and prices covering the new Air-Way Radio Receivers.  
Firm Name .....  
Address .....  
Your Name .....

# Appearance, Price and Satisfaction

Order a Sample

**\$19.95**

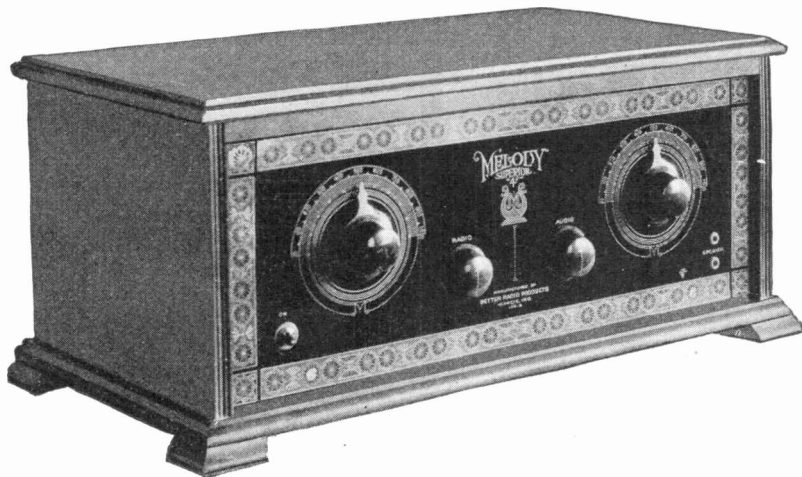
Send your check for \$19.95—we'll send the set. Try it out for five days, then if you wish, return it and your money will be refunded. Only one to a dealer at this special price.

**Money-Back  
Guarantee**

Are what we have to offer—nothing more. These three points sell sets—no matter what kind they are. That is exactly what we have built into

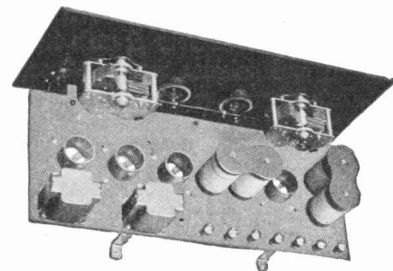
# MELODY

Proof that they are  
made right—



### Specifications

1. Circuit—Tuned Radio Frequency.
2. Binocular coils.
3. Cabinets all hand finished in mahogany finish and two-tone Genuine Mahogany.
4. Panel—"Veri-Chrome" Beauty Panel.
5. Transformers—Thordarson.
6. Condensers—High Grade Low-loss adjustable capacity.
7. Controls—Only two dials.
8. Sockets—Positive contact sockets.



## Seeing Is Believing

### ORDER A SAMPLE.

See for yourself what it is, show it to prospects. See why it sells, learn why you should sell it. There's a big demand and real honest-to-goodness profits for you. You have nothing to lose and everything to gain.

The sample offer itself is a mighty big bargain.

### ANYONE CAN SELL IT.

For it has the APPEARANCE, PRICE and PERFORMANCE—that makes sales. Dealers, distributors and salesmen who are dissatisfied with high prices, small margins, poor quality and over-crowded competition in old slow moving lines can now show a distinct, fast selling line.

### ANYONE CAN BUY IT.

We have a complete line of "4" and "5" tube models retailing from \$39.00 to \$149.00. A price and model to suit every need and pocketbook can't help but satisfy and get you the business.

The absence of new fangled "IODINES," etc., puts your customer at ease and quickly rings the cash register.

### ANYONE CAN USE IT.

Two dials—two rheostats. Logs easy on any length aerial. Simple to use. No new principles for argument. BEST materials make for good reception.

The workmanship speaks for itself, in good clear and sharp tones in loud speaker.

### YOU BE THE JUDGE.

Try the set out under all conditions—your conditions—not ours. Make comparisons. Examine the materials, look into the workmanship and study the principle. Don't take our word for a single thing—you be the judge—then, if you aren't satisfied, carefully pack and return to us for full credit.

### WHAT COULD BE FAIRER?

We have the courage of our convictions. If our sets won't meet the approval of you dealers they won't sell—that's all. If they are O. K. you'll know it and we'll get your repeat business. Let's go—we have a trade—winning, money-making proposition for you. **Order Now.**

## Better Radio Products, Muncie, Ind., U.S.A.

*Announcing—*

*The* **Bosworth**  
Air *-All Wave-* Set

**EXCLUSIVE  
DISTRIBUTORS**



**PROTECTED  
DEALERS**

*New Unusual Adaptation to Low Rebroad Cast Wavelengths*

**A** FIXED sales policy that assures territorial protection to both distributor and dealer; a fair price, guaranteed against reduction without proper notice, and allowing you a very liberal profit; designs of real eye value that will not be changed during this season; full protection against cut price competition; a guarantee of 100% satisfaction to the consumer; these are a few of the outstanding points in the Bosworth sales plan that are creating a wide interest among those distributors and dealers who desire to make radio a permanent part of their business.

**The Bosworth Air Set**

Starting with the idea that no radio receiver merited that name unless it combined (1) extreme selectivity, (2) long range, (3) ease of tuning, (4) economy in operation, and (5) loud speaker reception; our engineers spent months in the development of a radio frequency set that possessed these qualities. But we were not satisfied with a radio in which these elements alone were developed to the highest degree. In addition, we wanted to offer a receiver with unsurpassed tone quality, beauty of design and responsiveness to any wave length as low as 50 meters.

**Thoroughly Tested**

After many further months of experimenting, we have produced the Bosworth All-Wave Air Set, which fully comes up to our rigid specifications after thorough tests under all conditions and in every part of the United States.

A five-tube set, it will operate a loud speaker over the whole United States, ordinarily, with four tubes. Using the fifth tube, any station on this continent can be brought in usually with excessive volume. One of the most important features of the set is that, through a unique adjustment, it is adaptable to any wave length from 50 to 600 meters.

**Free Trial**

But let it speak for itself. We will send you, without obligation on your part, a Bosworth Air Set for two weeks' trial.

Priced at \$155.00, including "all-wave" equipment.

This is the radio that will bring you a liberal profit, offered to you under the selling conditions that you have a right to expect.

Write us today for a trial set.

**BOSWORTH ELECTRIC MFG. COMPANY**

*The Bosworth  
Sales Plan Embraces*

- 1—Territorial Protection.
- 2—Price Protection.
- 3—Design Protection.
- 4—Cut Price Protection.
- 5—Guarantee of 100% Satisfaction.

**WRITE  
FOR  
DETAILS**

*Send This Coupon*

BOSWORTH ELEC. MFG. CO.,  
Main and Lexington Aves., Norwood, Cincinnati, O.

Please ship me, without obligation on my part, a Bosworth Air Set for two weeks' trial, together with details of your protection plan.

I am a Distributor  Dealer

Name .....

Address .....



**Free to Every Radio Retailer**  
**An "Electrad" Lead-In Mounted**  
**on Attractive Display Card**

Nothing else to buy—no strings attached—write and we'll rush it to you.

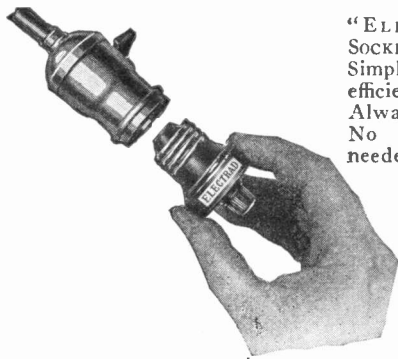
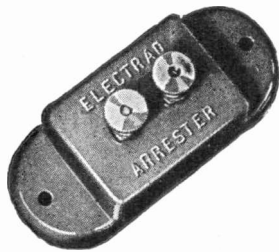
The "Electrad" Lead-In is a money maker. There is a difference—made to satisfy Electrad's standard of quality. Thousands sold daily. Simplifies set installation in the home. It fits under closed and locked windows or doors, no holes to bore. Absolutely safe.

*Send for Your Lead-In Card Today*

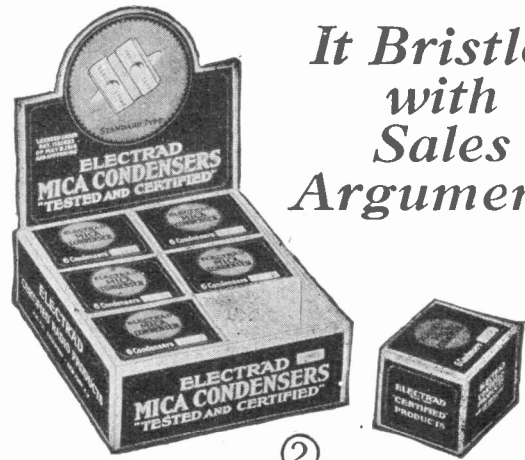
and put it to work selling lead-ins for you. Knowing this silent salesman's ability to produce results, we suggest that you ask us to include at least 3 dozen "Lead-Ins" with the free sample. Then you'll be able to fill the orders he takes.

"Electrad" Lead-Ins Retail at 40 Cents

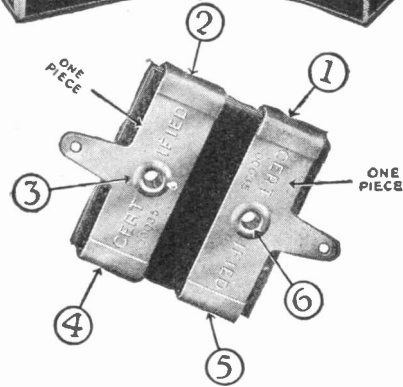
"ELECTRAD" LIGHTNING ARRESTER — A steady seller. An "Arrester" Listed under re-examination service of the National Board of Underwriters. Should fire occur from Lightning it is best to have an approved Arrester. Indoor type. List 50 cents.



"ELECTRAD" LAMP SOCKET ANTENNA—Simplest, neatest, most efficient on the market. Always a good seller. No outdoor aerial needed: List 75 cents.



*It Bristles*  
*with*  
*Sales*  
*Arguments*



**"The Six Point**  
**Pressure Condenser"**

The "Electrad" Certified Fixed Mica Condenser is a revelation in accuracy and design. Ingenious, rigid binding and firm riveting fastens parts securely at Six different points, insuring positive electrical contact. Impervious to temperature and climatic variations. Exerts even pressure upon the largest possible surface—can't work loose. Binding strap and soldering lug in one piece. Accuracy and quietness assured always. Value guaranteed to remain within 10% of calibration. Standard capacities, 3 types. Licensed under Pat. No. 1,181,623, May 2, 1916 and applications pending. In sealed dust and moisture proof individual packages, price 30 cents to 75 cents.

"Electrad" Condensers are advertised direct to your customers in their favorite radio publications. Cash-in on this widespread publicity. Profit on these superior sales features. Wire or write for samples, booklet and our proposition.

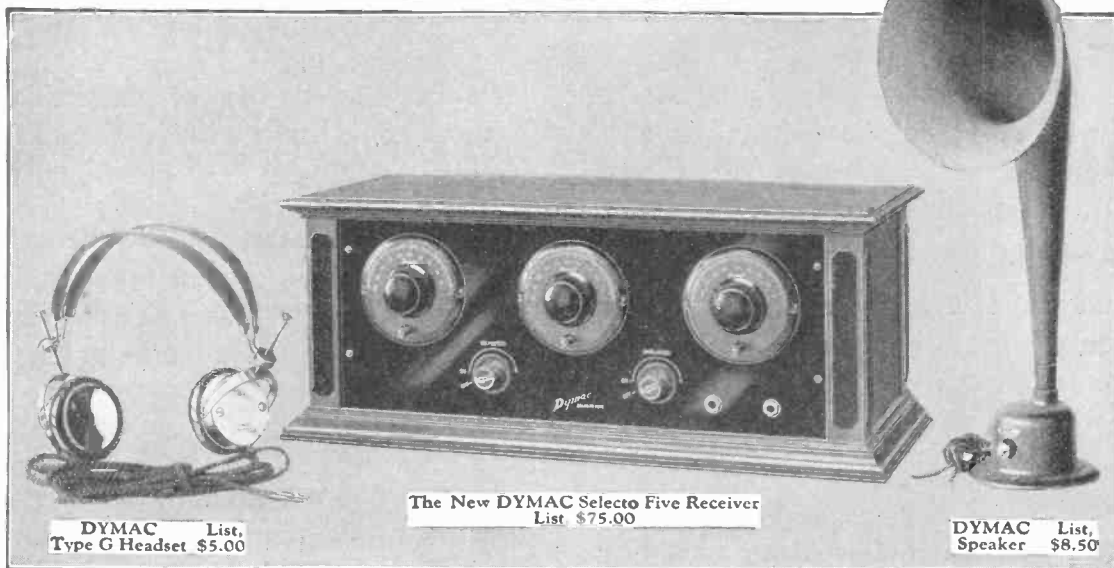
**ELECTRAD INC.,**

428 Broadway, New York City

*Also manufacturers of other profit making, standard radio essentials—Three-stage Resistance Coupled Amplifier Kits, Certified Grid Leaks, Audioids, Varioids and many others. Samples and prices on request.*



IT'S A  
**Dymac**  
PRODUCT



DYMAC List.  
Type G Headset \$5.00

The New DYMAC Selecto Five Receiver  
List \$75.00

DYMAC List.  
Speaker \$8.50

To the DYMAC Line of Guaranteed Radio Products  
We Add **The DYMAC Selecto Five**



DYMAC Type E Headset  
The same quality headset with improved headband at low price to meet popular demand. 2200 or 3000 ohms as preferred. List, \$3.00



DYMAC Vernier Dial  
Same as on DYMAC Selecto Five Receiver. Provision for both coarse and fine tuning. 4" diameter; vernier ratio 12 to 1. Easily mounted on any condenser. Adds much to the performance and appearance of any set. List. \$2.50

Other DYMAC Accessories and Parts  
Loud Speaker Unit, \$5.00  
Audio Frequency Transformers, \$2.50 to \$4.00  
Soldering Set (standard), \$2.50  
Sub-panel Socket, 75c  
Jacks, 50c to 90c

The DYMAC Selecto Five represents a new and improved principle in set construction.

A receiver you can offer your customers with this assurance--that it will out-perform any other set on the market under the same reception conditions.

It is NOT an assembled set, but is made *exclusively* of DYMAC parts which already have established a national reputation for quality construction, adaptability and dependable performance. Encased in a handsome mahogany cabinet finished in walnut, with ebony panels, the DYMAC set is a thing of beauty that harmonizes with any interior.

The DYMAC Selecto Five represents the outstanding sales opportunity in radio this season. Feature it--build the sale of the DYMAC Line around it--profit by the permanent good will already gained for the DYMAC name.

The buyer of a Selecto Five also will want a DYMAC Loud Speaker, whose wide range, perfect modulation and crystal clarity gave it such a wide sale last year. The DYMAC Speaker now lists at \$8.50.

Every set owner needs headphones for tuning distant stations. The tone-tested, lightweight DYMAC Type G Headset, listing at \$5.00, is just the thing for you to sell with the DYMAC Selecto Five and Loud Speaker.

**ELECTRICAL PRODUCTS MFG. CO.**

Providence, Rhode Island

New York Office: Metropolitan Tower

Export Office: Ad. Auriema, Inc., 116 Broad Street, N. Y. City

**DYMAC  
Factory  
Sales  
Agents**

Chicago—E. V. Finson  
Cleveland—Factory Sales Co.  
Boston—Hastings Elec. Sales Co.  
Washington—W. Lester Baker  
Atlanta—Barnes & Co.  
Minneapolis—Twin City Radio Sales Co.  
St. Louis—H. F. Bisbee Co.

Kansas City—Wm. S. Reid Sales Co.  
Denver—Schmidt Sales Co.  
Omaha—Leonard Kohn  
Fort Worth—C. B. Savage  
Seattle—Fred L. Tomlinson Co.  
San Francisco—" " "  
Los Angeles—" " "  
Vancouver, B.C.—John E. T. Yewdall

Ask nearest Factory Sales Agent for catalog of complete line of DYMAC Guaranteed Radio Equipment.

EVERY **Dymac** PRODUCT  
GUARANTEED FOR ONE YEAR

## Straight Talk to Radio Dealers on Radio

**H**OW would you like to sell a radio set so exact in its operation that when your customer comes in and says "Let's hear WGN" you say "Dial 31 and pull the switch!"?

That's Day-Fan.

How would you like to have your customer say "Can you cut out a big nearby station and bring in one far away?" and be able to do it, every time, with either a single or a three dial control set?

That's Day-Fan.

How would you like to have your customer say "Let's test it for tone quality" and then vary for his admiration from the high silver flute to the deep organ bass?

That's Day-Fan.

How would you like to have half a dozen more people come within a week saying "I heard that set you sold — let me look over the models."?

That's Day-Fan.

How would you like to be able to meet all your trade wants, in range of models, in low price, in beauty of cabinet and beauty of sound, in selectivity, in volume, in

distance, in every newest advance in radio, and have no come-backs with trouble to fix?

That's Day-Fan.

How would it seem to be the only dealer in your district selling these remarkable sets? To be protected on price as well as territory? To be helped by powerful advertising in newspapers and magazines?

That's Day-Fan.

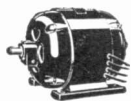
How would it seem to be building a radio business on a sound and solid foundation, with a proven and reliable company behind you, protecting you and protecting the public with service and highest quality?

That's Day-Fan.

Write, phone or wire for name of distributor controlling your territory if you can qualify for the valuable Day-Fan franchise. Act fast. Several million dollars' worth sold in last year's short season on performance. The new line is even better—thanks to radio progress.

This business is stabilized at last.

That's Day-Fan.



THE DAYTON FAN & MOTOR CO.  
DEPT. R. R., DAYTON, OHIO

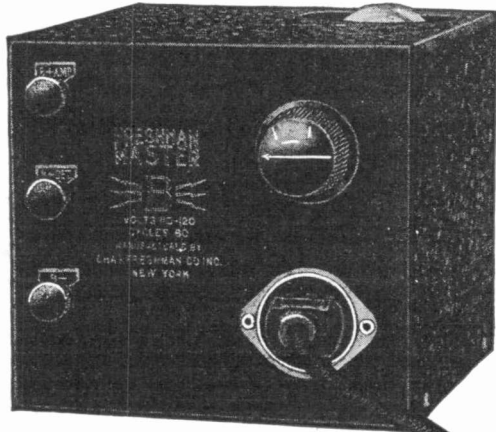
*For More Than 36 Years Manufacturers of High Grade Electrical Apparatus*



# Day-Fan

## RADIO

# FRESHMAN MASTER "B" Battery Eliminator



MODEL A.C.

The Master "B" Eliminator is of perfect mechanical and electrical construction and provides a power supply that furnishes a constant uniform plate or "B" current, thus eliminating the snap and crackle due to chemical action in "B" batteries.

Accurately designed parts are used in the filter circuit to eliminate hum and assure the highest operating efficiency. The Master "B" is approximately 6 in. square and weighs but 7½ lbs. Encased in genuine bakelite and neatly grained black metal.

Plugs into any electric light socket of 110 to 120 volts A.C. and rectifies it into D.C.—costing less than 1/10th of a cent per hour to operate.

MODEL A.C.

Price

**\$20**

MODEL D.C., Price \$17.50

# One Piece Console

MODEL 5-F-7

New and Improved  
**FRESHMAN  
MASTERPIECE**

Encased in a rugged inlaid console cabinet—desk type. It stands 42 in. high, front length 34 in. Drop lid allows 12-

in. deep writing space. This model contains a wonderful built-in loud speaker of great volume and superb tone. In the lower compartment there is plenty of room for batteries, eliminator and chargers—not a wire is visible.

This massive console model of conservative and stately appearance will attract more attention, displayed in your window together with our beautiful display sign, than any other radio on the market. It is just what people want for their homes—a necessary luxury in these radio days of progress and refinement.



Sold to Authorized  
Freshman Dealers only

**\$89<sup>50</sup>**

And  
how!

Write for complete literature illustrating and describing our entire line of receivers, ranging from \$39.50 to \$115.

Chas. Freshman Co. Inc.  
Radio Receivers and Parts  
FRESHMAN BUILDING  
240-248 WEST 40TH ST.—NEW YORK, N.Y.  
CHICAGO OFFICE — 327 S. LA SALLE ST.

# AUDIOLA

## Announcing

New improved models of recognized quality at new low prices.

**"Big Six" \$90**

A six tube tuned radio frequency set with power amplification. Designed especially to bring in distant stations with maximum volume. Efficient in operation, beautiful in appearance and reasonable in price.

**"Sealed Five" \$60**

A medium priced tuned radio frequency five tube set. A quality instrument—the kind that will give satisfaction and stand up under the use and abuse given the average radio set.

*"Audiola Protects Jobbers"*

## AUDIOLA RADIO COMPANY

430 South Green Street  
CHICAGO

Jobbers: send now for our catalog and for electros of both these new models for your catalog.

## WHOLESALE DISTRIBUTORS

Radion	Pacent
Cunningham	Premier
Balkite	Howard
Brandes	Utah
Remler	Allen-Bradley
All-American	Weston
Frost	Dulce-Tone
Dubilier	Burgess
Benjamin	Jefferson
Rasla	Keystone Arresters
Acme	Erla
Carter	Signal

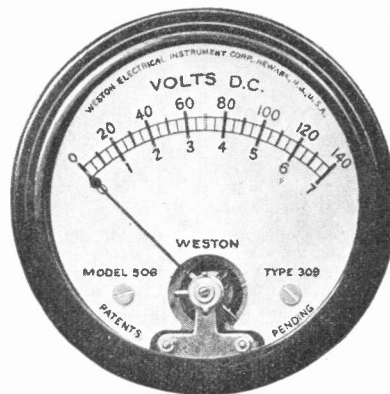
And many other well-known products

### SUPERIOR SERVICE PLUS PRICE AND QUALITY

Sometimes you get a good price, sometimes it's the quality that appeals to you and sometimes you receive your order promptly. Why not deal with HARRY ALTER and get all "three-in-one"?

Write us for a copy of Harry Alter's "POCKETBOOK", the "convenient-to-carry" reference book. It's FREE and tells you what's what in the radio trade.

**THE HARRY ALTER CO.**  
OGDEN at CARROLL AVE. CHICAGO, ILL.



A New 2-in.  
Radio Panel  
Voltmeter  
of  
Weston  
Standard  
Quality

THESE Model 506 instruments fill a long felt need for small Panel Voltmeters for radio receiving sets. They have all the precision, craftsmanship of assembly and ruggedness of the famous Weston line.

Made in single and double ranges for measuring filament and battery voltages, they have an exceptionally high internal resistance—125 ohms per volt. Regularly made with a black finish and narrow flange type of case; fastened to the panel with a special type of clamp supplied with each instrument.

For Further Information Address

WESTON ELECTRICAL INSTRUMENT CORP.  
25 Weston Avenue, Newark, N. J.



STANDARD THE WORLD OVER

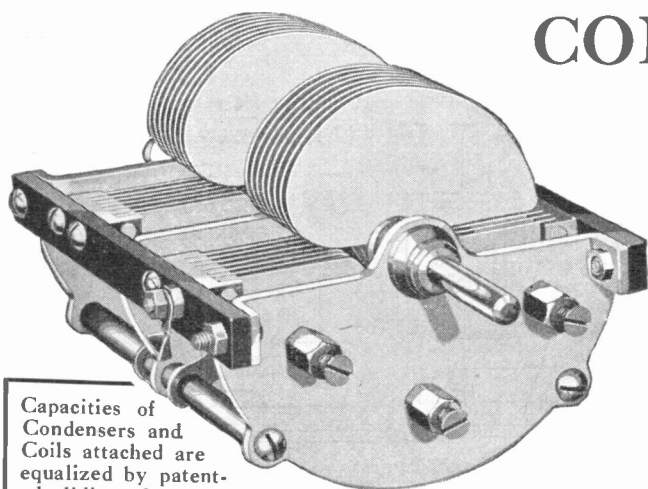
**WESTON**

Pioneers since 1888



# CONTINENTAL CONDENSERS

*Nationally Advertised  
in the leading  
Radio Magazines*



Capacities of  
Condensers and  
Coils attached are  
equalized by patent-  
ed sliding plate.

## New UNITROL Condenser

(Licensed under Hagan Patents)

The new UNITROL is a Straight Line wave length double condenser that is designed to separate low wave length stations and simplify the operation of quality receiving sets. It will operate a four-tube set with one control.

Notice the patented balancing plate feature illustrated above. This ingenious device is found only in Continental Unitrols.

### UNITROL List Prices

14 Plate	.00025 Capacity	.....	\$7.00
18 Plate	.00035 Capacity	.....	7.50
25 Plate	.0005 Capacity	.....	8.00

Continental "Lo Loss" Condensers in your store mean that you have a line of nationally advertised products, made by a manufacturer whose sole business is making radio condensers of the highest quality.

Radio is a highly specialized industry. The condenser is today and always will remain the most important part of a receiving set.

We, as condenser specialists, manufacture more styles, types and sizes of condensers than any other manufacturer in America. Such radio experts as Arthur Lynch, editor Radio Broadcast, M. B. Sleeper, McMurdo Silver and Brainard Foote recommend and use Continental Condensers.

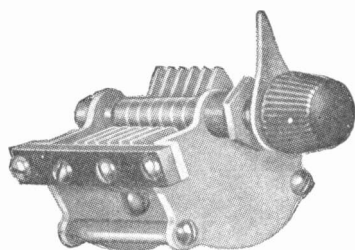
When you stock Continentals you have the advantage of a complete nationally advertised line, and the satisfaction of knowing that the products you sell are scientific laboratory instruments.

Sold all over the world. If your favorite jobber can't supply you write to us, sending his name.

*Condenser Headquarters*

**GARDINER & HEPBURN, Inc.**

611 Widener Building  
PHILADELPHIA



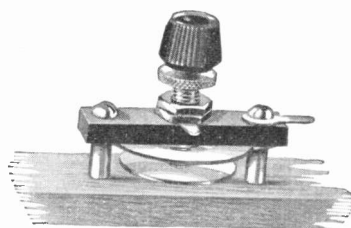
## JUNIOR

the Perfect Vernier

Continental "Lo Loss" Junior does away with all friction and geared vernier devices. It is a miniature condenser designed with exactly the same low loss, rigid construction and precision workmanship as all Continental Condensers.

Shunted across standard condensers, this little Junior gives amazing results. We sold thousands and thousands of them last season in spite of the fact that they were not placed on the market until January.

List Price \$1.25



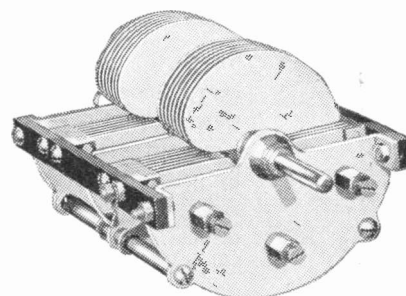
## CONDENSERETTE

the Neutralizing Condenser

This new product has a minimum capacity slightly less than the internal capacity of a vacuum tube and a maximum equal to twice or three times its internal capacity.

It has been found to be an excellent neutralizer in taking the squeal out of the Neutrodyne, Superhetrodyne and other high frequency circuits.

List Price 50c.



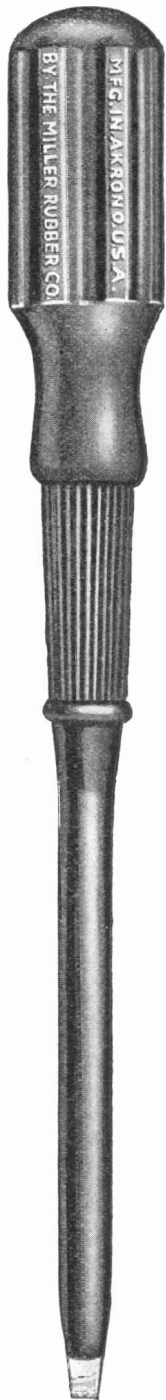
## QUAKER

made in single, double and triple,  
under the Hagan License.

The Quaker is a high quality straight line wave length condenser. It is especially designed for manufacturing purposes. Prices upon request only.

# A New Product for Radio Fans

*That will sell quickly and Pay big profits*



An insulated screw driver designed for use on radio sets. Eliminates shorts. Made of finest tempered steel imbedded in quality hard rubber. Insulated to within 1/4 in. of the tip, it may be dropped among the wires of a radio set without the least fear of damage.

## Ra-Driver (Insulated)

Although this screw driver was made especially for radio use, it is equally good for electricians and ordinary household purposes. And you can sell it for a lower price than other screw drivers of equal quality steel—and net a real margin of profit.

Here is your opportunity to get in on the ground floor. The "Ra-Driver" is a NEW product. Nothing else like it on the market. Radio fans everywhere will receive it with enthusiasm. Sells easily and quickly. You can get the cream of the sales by getting in early. Don't put it off. Ask your jobber today—or write us direct for prices and complete information.

**The Miller Rubber Co.**  
of N. Y.  
Akron Ohio

**Another Miller Product**

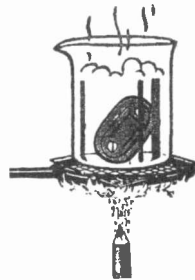
*Solidly molded in smooth brown Bakelite*  
*Accuracy guaranteed within 10 per cent.*

## Sangamo Mica Condensers

**NOT HURT**

by boiling

or freezing



An engineer engaged in important research work for a large company needed accurate, durable condensers. So he took a Sangamo Mica Condenser, and boiled it in water for several hours. Then he froze it in an ice cake. Upon testing the condenser afterward, he found that even this severe treatment did not change its capacity.

When you sell the parts for a receiver, include Sangamo Mica Condensers, for the success of the whole job may depend upon accurate fixed condensers.

Even the intense heat of soldering has no effect on the accuracy of Sangamo condensers, and they are impervious to dampness, salt air and temperature changes. All nationally recognized radio laboratories approve Sangamo condensers. Many of these condensers are now being used in the new developments of radio, because they are absolutely dependable in accuracy.

Sangamo condensers sell wherever shown because of their neat appearance and the guarantee of sustained accuracy.

This guarantee is given by a firmly established company with a world-wide reputation as makers of precision electric metering devices.

Made in all capacities from .00025 to .01, also with resistor clips.

Pamphlets and counter display card free. Your wholesaler has stock or can quickly get it



**Waterproof**

**Heatproof**

**Fumeproof**



THIS display card is now ready. It holds an actual condenser.

Ask your jobber

**Sangamo Electric Company**  
Springfield, Illinois

RADIO DIVISION, 50 Church Street, New York

OFFICES IN  
PRINCIPAL CITIES  
For Canada—Sangamo Electric Co. of Canada, Ltd., Toronto  
For Europe—British Sangamo Co., Ponders End, Middlesex, Eng.  
For Far East—Ashida Engineering Co., Osaka, Japan

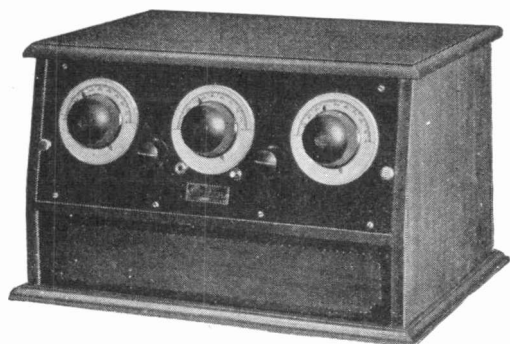
# Now Solved—

*The service problem of the dealer—  
The battery problem of rural and urban homes*



The "Bear Cat" Model 5  
Price \$110.

With Built-in Loud Speaker.  
Size 20 1/2 x 16 1/2 x 14 3/4 inches



The "Bear Cat" Model 50  
Price \$95.

Same as Model 5, except without built-in Loud Speaker.  
Size 20 1/2 x 12 3/4 x 14 3/4 inches

The success of the Wells Bear Cat 5-tube Dry Cell Radio Frequency Receivers brings a new radio sales success to jobbers and to dealers. Radio Engineering skill has enabled us to design these sets around the dry tube, obtaining in an exceptional way, tonal quality, selectivity, volume and performance. The Wells Bear Cat models appeal to the rural and city fan alike, who find it inconvenient to care for a storage battery.

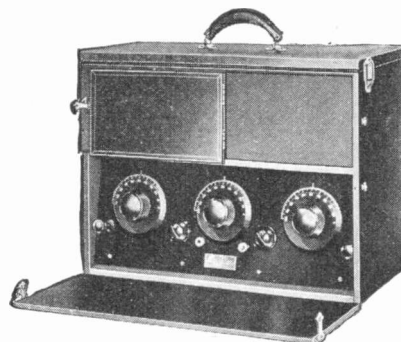
The profit made by the dealer stays in his own pocket and does not go out in servicing calls. It is a simple matter for the user to bring his Wells Bear Cat set to the dealer, completely hooked up, for replenishing Batteries and for inspection.

Here is extreme compactness—each set being complete in its own case. Here is easy operation and decided economy in battery cost.

We offer a particularly desirable franchise to jobbers and dealers. Exclusive distribution.

Write or wire for details. Some very fine territory open for proper representation and handling.

**The Wells Radio Mfg. Co.**  
2710-12 N. Ashland Ave., Chicago, Ill.



MODEL 500  
Portable  
Price \$110.

With Built-in Loud Speaker  
Size, 9x14x18-in.  
Weight, 36 1/2-lbs. complete  
Ground and Antenna furnished on reel



*The Wells*  
**BEAR CAT**

THE DRY TUBE SUCCESS

# Announcing *Premier Jr*

**A Popular-Priced  
Extension Cord  
for Loud Speakers!**

PREMIER, JR. comes complete, with connecting plug. He's of tough, wearable braid. And every owner of a loud speaker needs him.

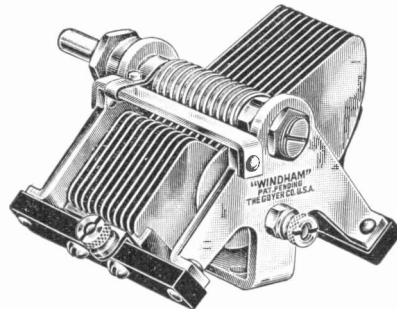
25 ft. length . . . . . List \$1.50  
35 ft. length . . . . . List 1.75  
50 ft. length . . . . . List 2.00

**PREMIER  
"Blue Ribbon"  
20-ft. Extension Cord**

—is the highest grade extension cord made. Tightly braided, won't kink or fade. List \$1.75.

**Grescent Braid Co., Inc.**  
Providence, Rhode Island  
*Makers of Extension Cords, Battery Cables and Phone Cords for head-sets and loud speakers.*

# The "Windham" Variable Condenser



**small—durable—rigid**

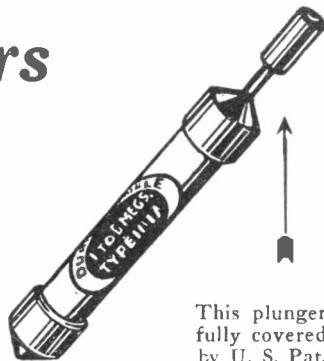
This small, rigid instrument is built by highly skilled mechanics and has electrical and mechanical features which will mean bigger sales and more profits for you.

It has adjustable bronze cone bearings, adjustable brake independent of the bearings and straight line plates. Its small, compact construction is a big advantage to set builders everywhere.

Ask us about this superior radio condenser. Also, let us tell you about the desirable territory still open.

**THE GOYER COMPANY**  
Willimantic, Conn.

**Plungers  
make  
money  
with**



This plunger fully covered by U. S. Pat.

**DURHAM  
Variable High  
Resistors**

Plunger adjustment, sealed in glass—that's where high profits come from high resistance units. What's more, the profits are backed by our guarantee of satisfaction. Take stock now and tell your jobber you must have the patented plunger DURHAM.

*Write for New Fall Sales Plan.*

**DURHAM & CO., Inc.**  
1930 Market St., Philadelphia,

Canadian Distributors: De Forest Radio Corp., Ltd., Toronto

# RADIO (H&H) PARTS

*"The Line Complete"  
from Insulator to Ground Clamp*

DEALERS see stable profits in this complete, standardized line. It's the one way out of a duplicated, disjointed stock. With a smaller investment it means better service to set owners—in parts that work perfectly together.

**Loud Speaker Units  
Transformers—Audio and Radio  
Rheostats and H. R. Leaks  
Condensers—Variable and Fixed  
Potentiometers and Switches  
Sockets—Bakelite and Porcelain  
Headsets, Plugs, Jacks, etc.**

*They are  
all stan-  
dardized.  
interchange-  
able,  
radio-elect-  
rically  
balanced.*

Every one of substantial Quality; every basis for growth and stability in your parts-business. Catalogue 4W will inform you fully.

**HART AND HEGEMAN**  
HARTFORD CONN. U.S.A.





The Show You  
Can't Afford to Miss!

# PHILADELPHIA RADIO EXPOSITION

October 3<sup>rd</sup> to 10<sup>th</sup> 1925

**T**HE first Radio Exposition in Philadelphia, which carries the whole-hearted support of the entire Philadelphia Radio trade, sponsored by the Philadelphia Radio Jobbers and under the direct auspices of Philadelphia's leading Radio newspaper — the PUBLIC LEDGER. A show whose success is already assured.

*Full information regarding space and rates  
may be obtained from G. B. Bodenhoff,  
Manager, care of*

**PUBLIC**



**LEDGER**

Independence Square

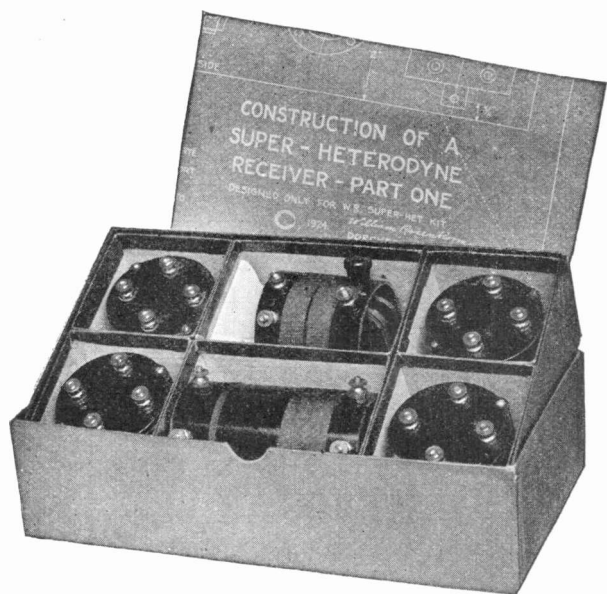
Philadelphia

# "The Best Bet in a Superhet"

**BECAUSE** it has the Selectivity, Sensitivity  
Quality and Reliability of a \$200 Outfit!

**But it Sells for Only \$10.00**  
RETAIL

The final word for the thousands who will build a super this fall! You only need to show them the W. R. Kit—its quality performance and price make the sale!

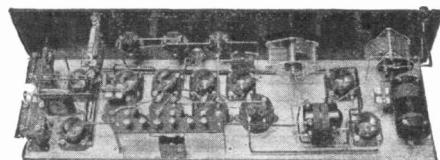


### What They Think of W. R. Supers—

- have made seven of your W. R. Super-Hets and they all work splendidly—W. C. B., Ohio.
- best set I ever owned—Scannell, Boston.
- Gentlemen: Please rush 100 W. R. Kits, they go like hot cakes—Dealer, Chicago.

*Names furnished upon request.*

**JOBBERS**  
Get in touch with us for discounts and sample order.



Finished Model W. R. Super

**WILLIAM ROSENBLOOM CO.**  
11 Deering Rd., Mattapan, Mass.

"A"	"B"	"C"
Filament Volts. . . 5.0	3.0	3.0
Filament Current. . . 0.25	.06	.06
Plate Voltage. . . 20 to 120	20 to 80	20 to 80

Made with Brass and Bakelite Bases

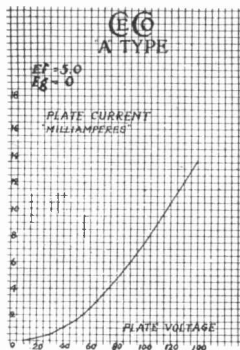


Chart shows plate current (CeCo A-201A Type) in Milliamps at a filament potential of 5 Volts and at plate potential between 0-140 Volts.

## Best by Test

**Three types—one quality—the BEST!**  
"CeCo" Tubes prove their worth by performance! Clarity of tone, rich volume, long life—CeCo has them all to a degree that will surprise you.  
Serve equally well as radio frequency amplifiers, detectors, oscillators and audio frequency amplifiers.  
CeCo Tubes make any good circuit better.  
Every tube backed by a guarantee that's backed by a company of established reputation and responsibility.

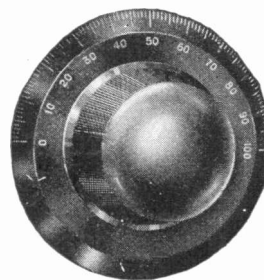
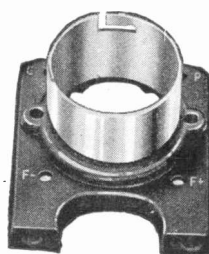
**C. E. MANUFACTURING COMPANY, Inc.**  
702 Eddy Street, Providence, R. I.

Trade Supplied thru Jobbers Only!

Jobbers—write for details and prices.  
Set Manufacturers, ask us about our SPECIAL MATCHED tubes.



## Molded Bakelite for Radio



Bakelite and Condensite knobs, dials, socket bases, rheostat bases, condenser end plates, and other parts, produced by our large and experienced Molding Organization.

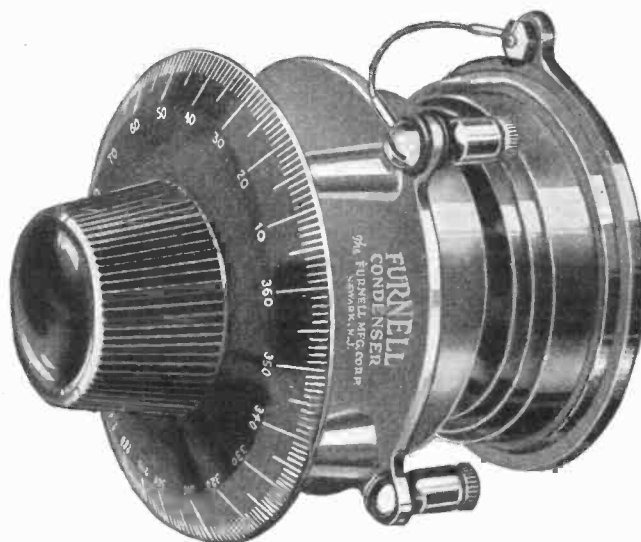
**American Insulator Corp.**  
52 Vanderbilt Avenue, New York City

# FURNELL

360° TAPER COIL  
CONDENSERS

## A Remarkable Achievement In Condenser Design

Embodies  
a principle  
never used  
before in  
condensers



Set Mfrs.  
interested  
in testing  
FURNELL  
— Write —

**A**FTER two years of scientific research by one of America's leading experts in condenser engineering, old standards in design have been swept away by a new and advanced principle.

Never before in radio history has a more valuable and important condenser achievement been offered. No plates, gears or racks to get out of alignment. No solder. No washers. Nothing to become loosened or to get out of order. Nothing to wear out.

Through its unique design, the Furnell 360° Taper Coil Condenser eliminates the confused crowding of so many stations in the lower half of the dial. As a result the set owner hears—clearly and sharply—stations which *he could never hear before*, because of lack of efficient selectivity in the ordinary type of condenser.

The entire 360° dial is absolutely usable, affording the accuracy of the finest vernier adjustment.

And another amazing thing about the Furnell Condenser is that it completely eliminates "static" and other air interferences so common to the ordinary condenser.

Radio experts praise the Furnell Taper Coil Condenser because it represents the finest condenser workmanship available today—because it gives to radio reception a degree of tuning perfection heretofore unattainable.

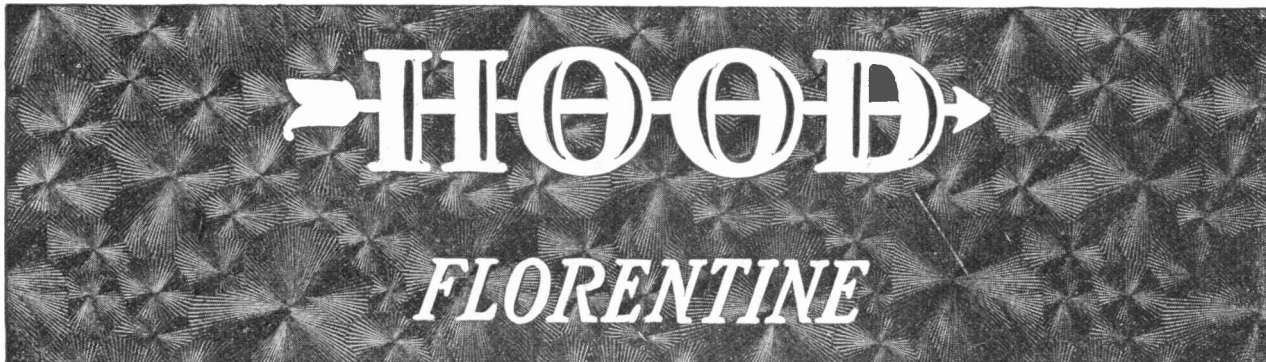
*Write for Interesting Folder*

Furnell dealers will be backed by a National Advertising Campaign in the leading fan magazines and in newspapers throughout the country.

### WIRE OR WRITE TODAY

Send in your name immediately so that you may be the first in line to show this remarkable condenser in your territory. Wire or write for full particulars.

THE FURNELL MANUFACTURING CORPORATION  
Main Office, 889 Broad St., Newark, N. J.



**A High Quality Hard Rubber Panel with Individuality**

*All Panels no longer look alike*

THE HOOD FLORENTINE PANEL has all the properties required for best Radio results (low dielectric constant, phase angle difference, etc., very easy to drill and engrave) but also has a rich and distinctive finish which decidedly improves and beautifies any set and blends with any cabinet or scheme of furniture or interior decoration. This finish also means

*No more finger prints, smudges or scratches*

These points make a strong appeal to the set buyer or set builder and are important sales aids to both manufacturer and dealer.

One side has Florentine finish, other plain black or Mahogany—meaning two panels in one, resulting in

**Increased Sales and Quicker Stock Turn**

HOOD PANELS also made in plain black and Mahogany.

ALL HOOD PANELS ARE PACKED IN INDIVIDUAL HOOD ENVELOPES—your guarantee of Hood quality. Write for samples and name of nearest distributor.

Hard Rubber Dept.      **HOOD RUBBER CO.**      Watertown, Mass.

**The Great  
Manufacturers'  
Exposition.**  
  
**Attended by  
Leading  
Jobbers and  
Dealers**

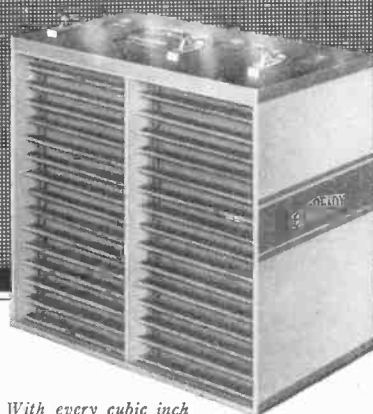
*The Official*      1925      *R.M.A. Show*  
**THE SECOND**  
**RADIO WORLD'S FAIR**  
**NEW YORK CITY**

U. J. HERRMANN, MANAGING DIRECTOR  
**SEPTEMBER 14<sup>th</sup> to 19<sup>th</sup>**  
MONDAY NOON TO SATURDAY MIDNIGHT  
**ENTIRE EXHIBITION ON GROUND FLOOR  
IN THE LARGEST HALL IN THE WORLD**  
**258<sup>th</sup> Field Artillery Armory**

NEW YORK OFFICES  
1500 TIMES BLDG.  
NEW YORK CITY



NEW! *Radically different!*



No. 486 Eveready Layerbilt "B" Battery, 45 volts. Length, 8 3/16 inches. Width, 4 7/16 inches. Height, 7 3/16 inches. Weight, 14 1/4 pounds. Price, \$5.50.

It's all battery. With every cubic inch packed to capacity, it contains about 30 per cent more electricity-producing material. All chance of loose or broken connections avoided by contact of full area of carbon plate against zinc plate. The scientifically correct construction.

## Announcing the greatest improvement ever made in "B" Batteries

WE HAVE perfected, and will announce to the public in September, the new Eveready Layerbilt "B" Battery, absolutely new in construction, developed through years of research—as superior to the old type "B" Battery as a tube set is to a crystal.

Heretofore, all dry "B" Batteries have been made up of cylindrical cells—no one knew how to make them any other way. The new Eveready Layerbilt is made of flat layers of current-producing elements compressed one against another, so that every cubic inch inside the battery case is completely filled with electricity-producing material. Layer-building heightens efficiency by increasing the area of zinc plate and the quantity of active chemicals to which the plate is exposed.

After the most rigid laboratory tests, more than 30,000 of these new Eveready Layerbilt "B" Batteries were manufactured, and tested by use under actual home receiving conditions. These tests proved that the new battery is far superior to the famous Eveready Heavy-duty Battery No. 770, which up to now we have ranked as the longest lived "B" Battery obtainable.

On 4-tube sets, 16 mil drain, it lasts 35% longer.  
 On 5-tube sets, 20 mil drain, it lasts 38% longer.  
 On 6-tube sets, 24 mil drain, it lasts 41% longer.  
 On 8-tube sets, 30 mil drain, it lasts 52% longer.

The new Layerbilt principle is such an enormous stride forward in radio battery economy that we will bring out new sizes and numbers in this Layerbilt form as fast as new machinery is installed. For the present, only the extra-large 45-volt size will be available. As other sizes are produced, you will be advised, well in advance of the public announcement. We suggest that you place your order with your jobber at once and participate from the start in the tremendous new fall business in this best of all batteries.

*Manufactured and guaranteed by*

NATIONAL CARBON CO., INC.  
 New York San Francisco  
 Atlanta Chicago Dallas Kansas City Pittsburgh  
 Canadian National Carbon Co., Limited, Toronto, Ontario

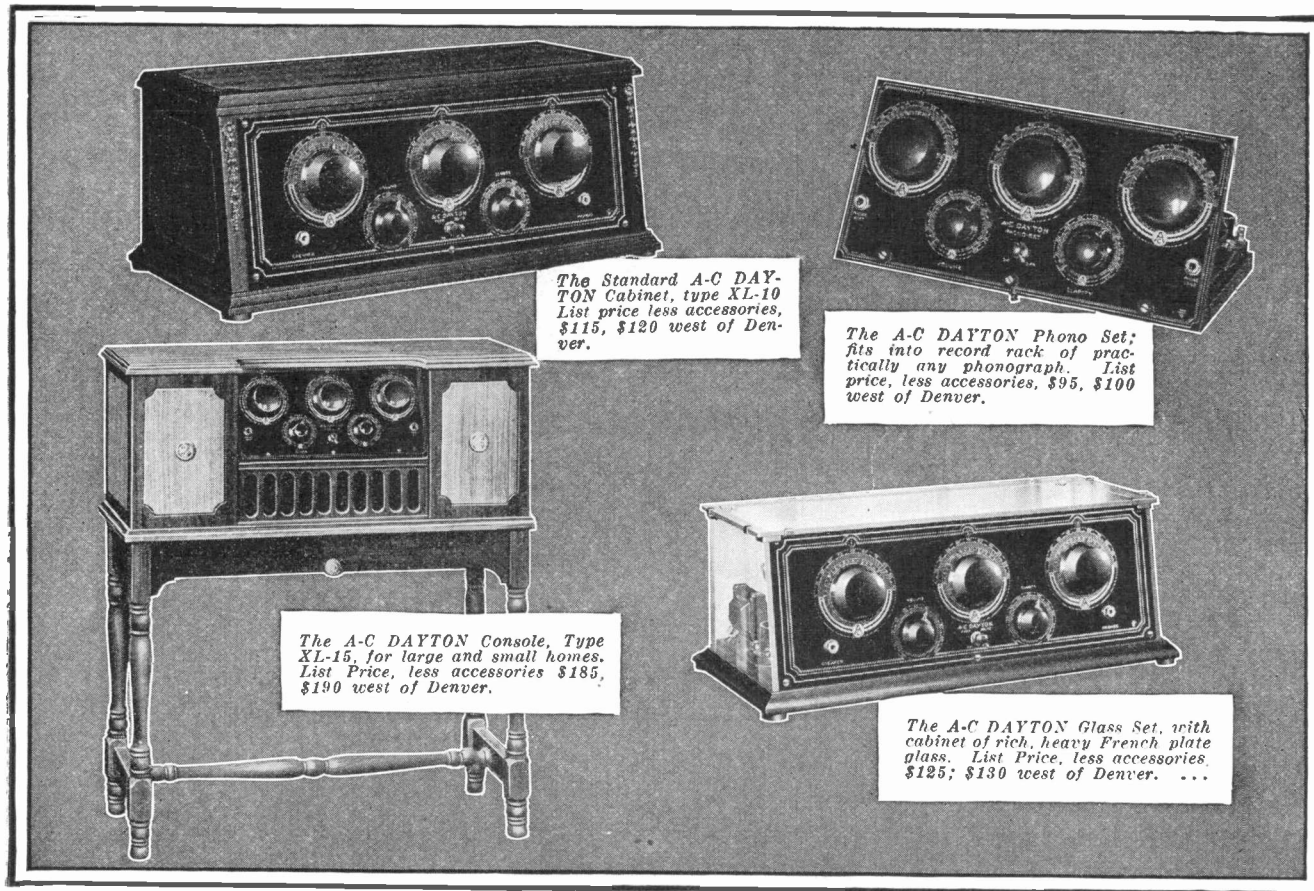
EVEREADY HOUR EVERY TUESDAY at 8 P.M.  
 (Eastern Standard Time)  
 For real radio enjoyment, tell your customers to tune in the "Eveready Group." Broadcast through:

WEAF New York	WGR Buffalo	WWJ Detroit
WJAR Providence	WCAE Pittsburgh	WCCO Minneapolis
WEEI Boston	WEAR Cleveland	St. Paul
WFI Philadelphia	WSAI Cincinnati	WOC Davenport

# EVEREADY

## Radio Batteries

*- they last longer*



*With this line—  
Make More Money from Radio*

The Hardware merchant who is stocked with the 1925-26 A-C DAYTON line is prepared to realize the utmost from radio in the coming season.

He has, first of all, an established receiver, proven by performance. He is prepared to reach the whole market—the farmer or the city dweller, the man who wants performance or the man who wants a handsome instrument—the man who can afford the best or the man who can pay the least. He can carry the

full line—for with four models he can meet any normal demand for complete radio performance without carrying an overburdening inventory.

More than that, he has a line of maintained price, and complete protection against cut prices as a result of stock dumping, in his community. Those prices, ranging from \$95 to \$185 (slightly higher west of Denver) cover thoroughly the field of greatest demand—the medium price field.

*If you look upon radio as a means of building a permanently profitable business—send in the coupon today!*

THE A-C ELECTRICAL MANUFACTURING COMPANY  
Dayton, Ohio

Makers of Electrical Devices for More Than Twenty Years

**A-C DAYTON**  
**RADIO**

*“for the man who believes his own ears”*

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

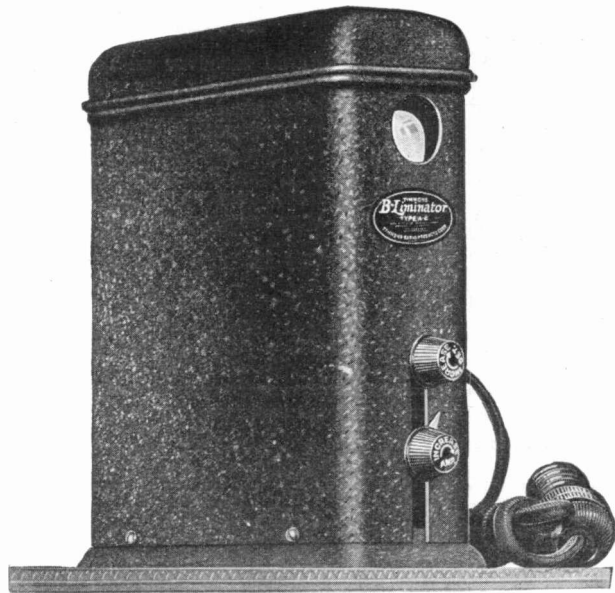
Please send me full prices and discounts on the 1925-26 A-C DAYTON line. Also put my name on the mailing list to receive information concerning your complete selling plan for this season.

Name .....

Address .....  
R-R-8

Now  
\$28.50  
list  
(Including Special Tube)

Slightly Higher  
West of the  
Rocky Mountains



Patented May 15, 1923

## The new price of \$28.50 will bring a tremendous demand for *B-Limitors*<sup>TIMMONS</sup>

Last year, B-Limitors were new—they were revolutionary—yet people at once saw their convenience and economy, and thousands upon thousands were sold at \$35.00. At that, the market was hardly scratched. As has been demonstrated conclusively by recent surveys, Timmons B-Limitors occupy now a position of leadership in this field.

At new  
increased discounts  
a larger profit  
on every one you sell

*Ask your jobbers*

Since they were put on the market, radio editors of newspapers most everywhere have officially endorsed B-Limitors. Popular Mechanics, Radio Broadcast, Radio in the Home, and the American Radio Journal have tested B-Limitors and approved them unqualifiedly. Add to this the praise of thousands of B-Limitator users, Saturday Evening Post advertising and newspaper advertising which we have done, and you can see the tremendous sale coming for B-Limitors at the new price of \$28.50.

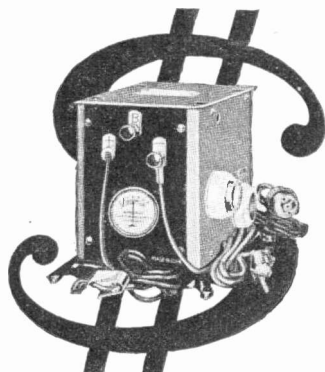
With the opening of the new radio season, there are thousands of sets that will need new B current supply. Make a drive in your neighborhood with the B-Limitator and cash in on your opportunity with this new price reduction.

We'll help with folders and literature of many kinds as well as window and store display cards. Tell us your needs. Remember there are also B-Limitator Kits, list \$20—another money maker.

Timmons Radio Products Corporation  
Germantown, Philadelphia, Pa.

# TIMMONS *Radio Products*

## Money in your pocket—the Master Fore Battery Charger



Rapid turnover with a handy margin of profit for you. For your customers, a dependable and economical battery charger for practically every requirement. The Master Fore Battery Charger charges any 6-volt Radio or Automobile Battery, also Radio "B" Batteries up to 48-volts in series and up to 120-volts in multiple. Easily operated by anyone—a big sales builder for you.

Fill in, clip and mail the coupon now—**TODAY**

Manufactured by **Fore Electrical Mfg. Co.** 5255 N. Market Street, St. Louis, Mo.  
 Sales Department **The Zinke Company** 1323 S. Michigan Ave., Chicago, Ill.

### RADIOGRAM

Fore Electrical Mfg. Co., St. Louis, Mo., Manufacturers The Zinke Company, Chicago, Ill., Sales Department.

Send me free of charge complete information on how to make more money with the Master Fore.

Name .....

Address .....

City .....

State .....

Sell this special antenna with every set!

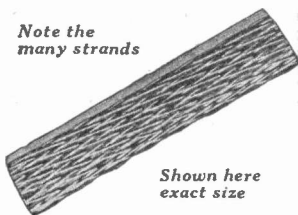
Greatest possible capacity and conducting surface, with less resistance, it actually increases range and volume.

It makes an excellent indoor antenna too! Made in copper, tinned copper, enameled copper. Put up in coils of 100 and 150 feet.

Ask your jobber for literature and sales-pulling prices!

**ROSS WIRE COMPANY**  
69 Bath Street, Providence, R. I.

Note the many strands



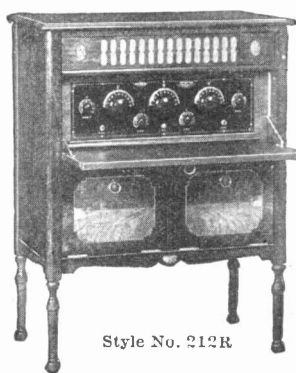
Shown here exact size



## Quality Radio Cabinets

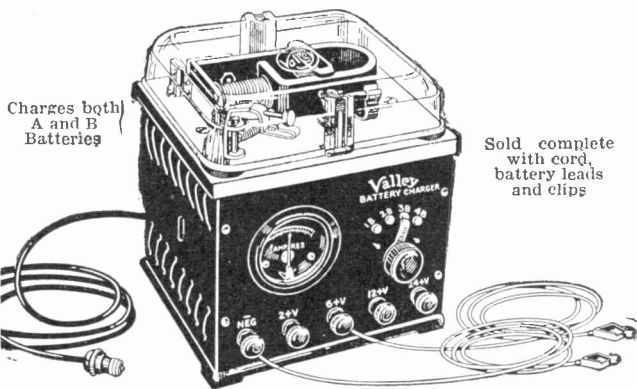
Our line of radio cabinets is complete. Our designs are original and the workmanship and finish of the best.

Write for Catalogue and Prices



Style No. 212R

THE ART NOVELTY CO., GOSHEN, IND.



Charges both A and B Batteries

Sold complete with cord, battery leads and clips

## Sell a Winner

It's just a small margin — that difference between profit and no profit. In radio chargers, sell a winner and be sure of that margin.

The Valley is the radio battery charger with ten points of superiority — ten selling points which move it for you. That's why it's a winner.

If you are not handling Valley Chargers you are missing sales, that's all. But that's enough for the progressive radio retailer. Order from your jobber or write us for information.

VALLEY ELECTRIC COMPANY  
3157 S. Kingshighway—Saint Louis, Mo.

# Valley Battery Chargers

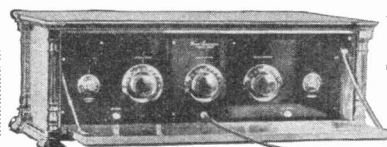
## Dulce-Tone Radio Talking Machine Speaker



Talking machine TONE and talking machine VOLUME now linked to radio

**H**AVE you heard radio with full loud speaker volume? Probably—but have you heard this volume with the same clearness and fidelity of tone and pitch you get from a good talking machine record?

The new "double volume" Dulce-Tone Radio Talking Machine Speaker has this remarkable combination! Hear it. Order a sample today for conclusive proof.



The TEAGLE Co.  
1125 Oregon Avenue  
CLEVELAND, OHIO



# Better *Because It's* Practical

## The Greatest Loud Speaker Value Today

Considered only as a piece of furniture or only as a loudspeaker the Console Master Speaker is worth the money. But as a combined cabinet and speaker it is the greatest loudspeaker value today. The loudspeaker is concealed behind the silk covered grill and has a beautiful natural tone of great volume.

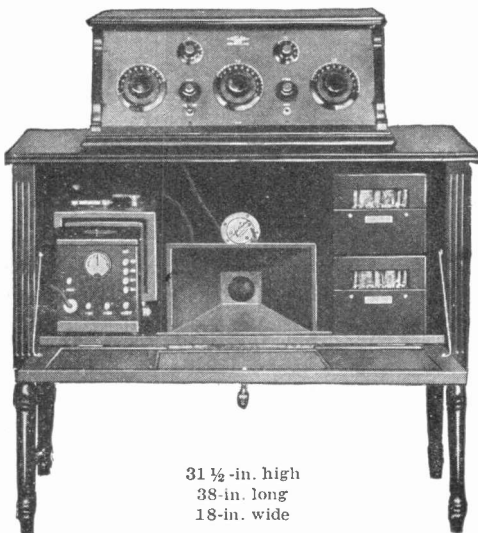


## An Unusual and Exclusive Feature

The Console Master Speaker with a front that may be opened to give convenient and quick access to batteries and speaker. This is our own exclusive origination, and strong patent claims protect it.

In Walnut or Mahogany. Either way a fine piece of furniture.

Retail Price \$49.50  
Complete with Loudspeaker  
(Adjustable Unit)



31 1/2-in. high  
38-in. long  
18-in. wide

*The Console Master Speaker*

with the opening front, showing the exceptionally spacious battery compartment, which will hold an "A" battery, a charger, and 2 dry or wet "B" batteries, besides the built-in loudspeaker.

## The Console Master Speaker

for any Radio Set



*The Console Master Speaker*

showing the front let down, allowing convenient and quick access to batteries and speaker, using the front as a shelf or tray.

## THE MOST PRACTICAL CONSOLE SPEAKER

Just a pull of the handle and ALL the batteries, charger, and loud speaker unit are within immediate reach.

ORDER FROM YOUR JOBBER

FULL TRADE DISCOUNTS

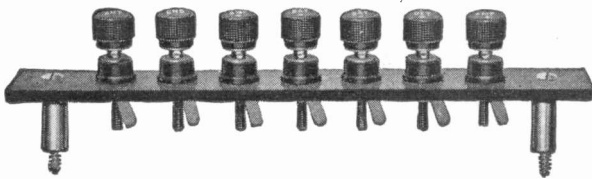
CONSOLE MASTER SPEAKER CO.

15 East 40th Street, NEW YORK

## National Advertising?

Certainly! Much of the popularity of EBYP posts is due to consistent advertising in such national radio magazines as

**Popular Radio—Radio Broadcast  
Radio Engineering  
Q. S. T. Radio  
Radio in the Home**



**This Strip Retails Profitably for \$1.25**

Seven posts engraved in the most popular markings, mounted on a polished composition strip with mounting brackets included, is an EBYP special which amateur set-builders will want this season. Each strip is packed in an individual carton.

The H. H. EBYP MFG. COMPANY, Philadelphia, Pa.



## BINDING POSTS

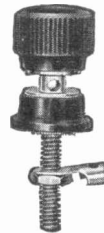
**T**HE EBYP line of quality Binding Posts is absolutely *complete*. It includes three types of insulated posts, three types of metal posts and a mounted strip.

Every binding post customer can find the markings he needs for his hook-up among the twenty-five different engraved tops in which EBYP posts are furnished.

**The Tops Don't Come Off!**

The Bases Are Clearly Marked

**EBYP**



Unvarying, built-in superiority secured their adoption as standard equipment by over 150 manufacturers.

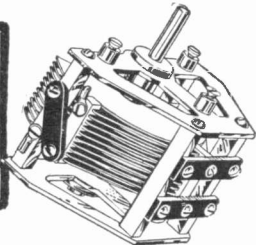
They are properly packed and priced to sell quickly and profitably.



# DUPLIX

### DUPLIX STANDARD CONDENSERS

Made to Bureau of Standards specifications. Latest low-loss design. All standard capacities. Plain and vernier models.



### Duplex Matched Condensers

ALWAYS  
READ  
ALIKE

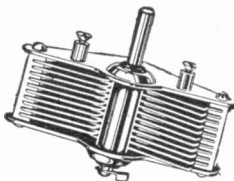


ALWAYS  
MAKE  
A SALE

Specially tested, matched and packed in sealed cartons of three. For uniform dial settings and simplified logging in all tuned radio frequency circuits.

Sold on a price-protecting guarantee. Write for details.

**DUPLIX CONDENSER & RADIO CORP.**  
34 Flatbush Ave. Extension Brooklyn, N. Y.



"Best at the Price"

### DUPLIX JUNIOR CONDENSERS

A good, low-priced condenser. Die-cast rotor. Bakelite insulation. Many other features.



## Radio Owners Buy RAY-O-VAC Batteries

Thousands of radio owners have convinced themselves that Ray-O-Vac Batteries are the most satisfactory for radio. They *should* be—they're designed by expert radio engineers and built for specific radio jobs. They're backed by almost a quarter century of successful battery building. Ray-O-Vacs are made right, advertised nationally and are profitable for all who handle them.

**FRENCH BATTERY COMPANY, Madison, Wisconsin**  
ATLANTA DALLAS KANSAS CITY CHICAGO NEW YORK MINNEAPOLIS

**FRENCH RAY-O-VAC**  
Radio's Best Batteries



# Sell the **ELKAY** Super-Selector

## The Biggest Value of Them All

### We Give You Exclusive Territory

We are now assigning exclusive territory to reputable representatives for distribution of our improved ELKAY five-tube Super-Selector and other apparatus during the coming season.

This set is a genuine triumph! It compares favorably in appearance, selectivity, volume, distance and tone quality with any set on the market at any price. It lists for only \$80.00. Yet you need have no hesitation in testing it out beside sets selling at twice the price.

This new set consists of one stage of RF, detector, one stage of transformer coupled amplification and two resistance coupled amplifiers. There are only two dials, the station logging is exact and there is perfect control over oscillation. In addition, a radio frequency choke permits the same smooth operation on the low wave lengths as on the high. There is also a control over the degree of selectivity. *This is a distinct departure—an ELKAY invention*—and is of extreme importance to dealers selling in territories close to B. C. centers.

We guarantee to maintain prices and discounts during the winter of 1925-26. We discourage overstocking. We sell on quality, not price. Our policy is "Constant improvement of product, but no new models."

We stand back of our product and guarantee satisfaction. As in the past, we shall advertise extensively.

We refuse to deal with the gyp or cut price houses. We believe in the square deal!

If interested, fill out the coupon or write on your letterhead.

**The ELKAY Line includes:**

- Type 4-S—Four tube set ..... List price, \$70.00
- Type 4-K—Four tube kit ..... List price, 60.00
- Type 5-S—Five tube set (with resistance coupled amplification) ..... List price, 80.00
- Type 5-K—Five tube kit ..... List price, 65.00

**The Langbein-Kaufman Radio Co.**  
511 Chapel St., Dept. M., New Haven, Conn.

- Resistance Coupling
- Control of Selectivity
- Low Retail Price
- Masterly Cabinet Work
- Price Maintenance Guarantee
- A Square Deal For All

**MAIL THIS COUPON—or write**

The Langbein-Kaufman Radio Co., Dept. M.,  
511 Chapel St., New Haven, Conn.

Gentlemen:

Without obligating ourselves, we wish to negotiate for the following exclusive territory in which to sell the ELKAY SUPER-SELECTOR:

.....

.....

.....

.....

Firm Name .....

Street Address .....

City .....

State .....

An L+K Product



Just like George W—

# Ayanbee

**Radio Battery Testers**  
Can never "tell a lie"

HERE is what you have to offer your trade—a battery tester made with the precision of a watch—that's the reason for its scientific accuracy, and why AYANBEE Radio Battery Testers have proved the biggest selling instrument of their kind on the market. No dealer can afford to take a chance with an inaccurate instrument—perfect register is the only thing that assures perfect battery protection. Every

## Ayanbee Radio Battery Tester

For "A" and "B" Storage Batteries

is scientifically gauged by laboratory precision—every part made interchangeable—the patented float will not stick to the barrel or lean, either of which would mean great inaccuracy, and cause possible harm to the battery. The process of testing each AYANBEE Radio Battery Tester, by three different and distinct methods for the most minute accuracy, leaves no doubt as to its scientific construction.

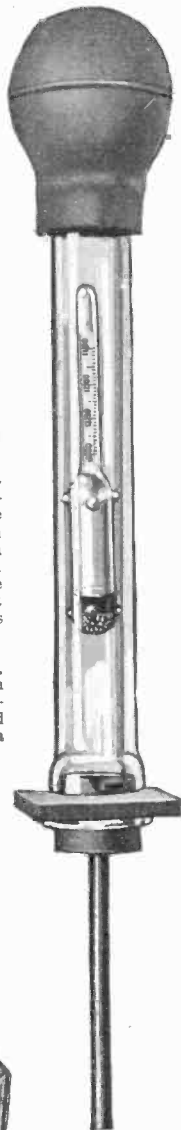
The list price is 75c.—it rolls up profits, keeps customers satisfied. The jobber in your vicinity will supply you—stock up—be prepared for the season's demand and remember that AYANBEE cannot "tell a lie."



LIST  
75c

"Unless the Float  
is Right,  
the Reading  
is Wrong"

The Scranton Glass Instrument Co., Inc.  
Scranton, Penna.



## A Trail-maker worth knowing

Do you know the company  
with this record?

It led in the development of Automotive Ignition.

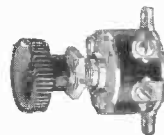
It played a big part in the development of the Telephone.

It is the leading developer and manufacturer of Inter-communicating Telephones and Signalling Systems.

Among the first to enter the Radio field, it was identified with some of the most essential and basic developments in the Radio industry.

If you are well posted on the progress of the electrical industry in the United States you will know the answer:

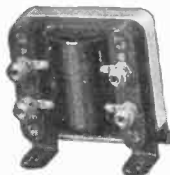
## "Connecticut"



**Connecticut Telostat**  
Can be used as rheostat or variable grid leak. Stabilizes control.



**Connecticut Triple Range Condenser**  
A combination of three ranges in one small, compact unit. 360 degree dial, low loss. Very popular.



**Connecticut Universal Transformer**  
Unusually good tone quality, volume without distortion. Unaffected by climatic conditions. Individually cartoned.

Head Sets—Radio Switches—Battery Switches—Single Hole Mounting Switches—both in push-and-pull and toggle types.

## Connecticut TELEPHONE & ELECTRIC Company

MERIDEN, CONN.

Achievement built on thirty years of experience



# A New Table With Brand New Features

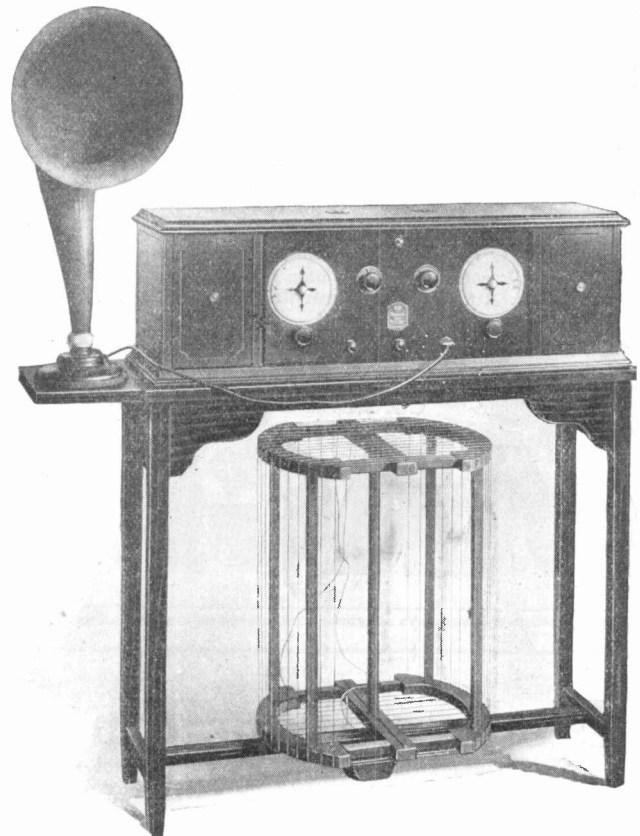
Everything accessible,  
yet out of the way

The novelty of this new table makes it particularly well adapted to window display purposes. Its very evident usefulness and good appearance will follow through with the sales.

The loud speaker shelf is at the side, instead of behind the table. With this arrangement the table may be placed directly against the wall and will accommodate any type of speaker. Since the front and back are finished exactly alike, the table may be turned to bring the loud speaker shelf to either side, according to convenience or preference.

Loops up to 24 inches high can be accommodated. The pivot of the loop is placed in a socket provided in the crosspiece under the table and the loop is permanently out of the way.

The sales opportunity here should be even greater than any the Jesse line



has offered, and the Jesse line is known for its saleability. The price is very reasonable. The discounts worth while. Dealers and jobbers should get their inquiries and orders in right away to insure getting delivery when wanted.

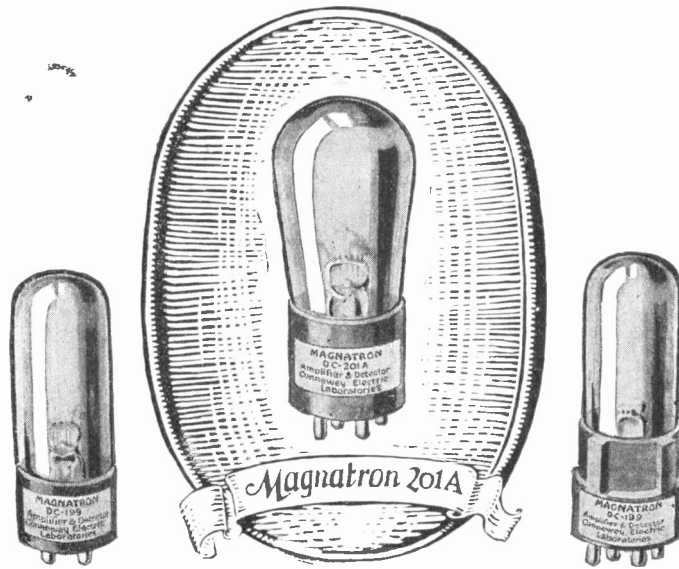
## The John O. Jesse Mfg. Co. Bryan, Ohio

*Manufacturers*—Cabinets designed and built especially for you, at the right price, and with deliveries on the date when delivery dates are specified—this is the service we offer you.

### DISTRIBUTORS:

The Jack L. Hirsch Co., 1641 Stout St., Denver, Colo.  
Northwest Sales Co., 364 So. Warwick Ave., St. Paul, Minn.  
Frank N. Jones, 845 So. Wabash Ave., Chicago, Ill.  
E. J. Beckley, 154 Nassau Street, New York, N. Y.

Nelson-Rude Co., 16 California St., San Francisco, Calif.  
Marshank Sales Co., 926 Insurance Exchange Bldg., Los Angeles  
H. E. Haggerty, 236 Spencer Ave., Ferndale, Michigan  
Horace A. Fuld, P. O. Box 128, Trenton, N. J.



**W**ILL it net me a profit?—that is the question to ask yourself about any line which you are going to buy. And when you ask that question about Magnatrons, the answer is “yes!”

Magnatrons will net you a greater profit than any other line of vacuum tubes. First of all, Magnatrons sell easily

and stay sold. They give absolute satisfaction in any circuit. They are backed by a policy which has for its watchword that the customer must always be satisfied.

*It will pay you to look into the Magnatron proposition. Write us at once. A national advertising campaign is now breaking.*

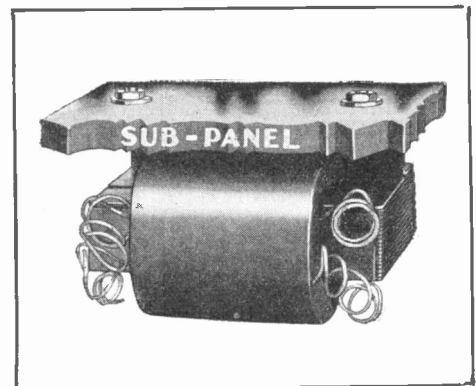
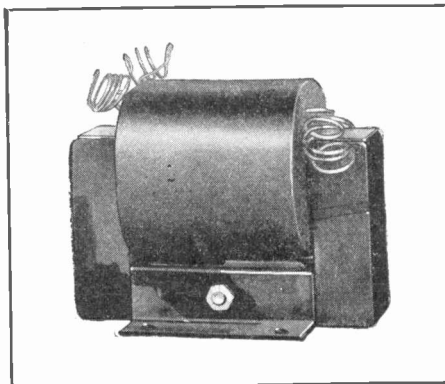
CONNEWEY ELECTRIC LABORATORIES, Magnatron Building, Hoboken, N. J.

# MAGNATRONS

## Modern Transformers for Set Manufacturers

The results of a serious effort to give set manufacturers a high-grade transformer with a core of generous size and ample windings, compactly designed, made of the best materials obtainable, yet at a price to compare favorably with “cheap” transformers.

Modern transformers have 25% more windings and a much larger core than any other transformer available in quantity to set manufacturers. It will pass higher and lower notes.



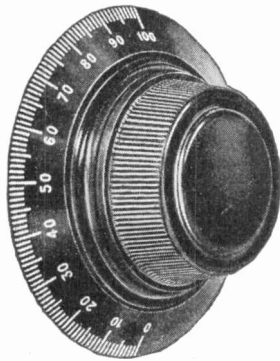
In short, it is the ultimate as demanded by the public for better amplification, “undressed” and designed for two space-saving styles of mountings.

It is a much better transformer in every way than set makers have been able to get before. It will improve your product. Prices in any quantity upon application.

**The Modern Electric Mfg. Co.**

1231 Summit St., Toledo, Ohio

# A New Vernier and a New 5-inch Dial



No. 6044

**Every "turn" of this Vernier brings enthusiasm and profits**

LET a radio user turn the knob of this new Na-Ald Vernier. He will put it on his set if he has any need of Vernier accuracy. His friends will want it. Months of engineering and practical experiments have preceded this ultimate Vernier.

It looks like the standard Na-Ald Dial. You can use a Vernier on the critical condenser and plain dials on the others and all will match, improving the appearance of the set. Every desirable feature is included in this new Vernier—the most modern on the market. You can well be enthusiastic about it.

### Why Concentrate on the Na-Ald Line

The Na-Ald name is known everywhere.

The Na-Ald line of sockets and dials is complete.

The Na-Ald line offers unique features found in no other sockets or dials.

The Na-Ald line is skilfully designed to give you completeness within the smallest possible stock requirements.

You can properly standardize on Na-Ald because Na-Ald is already standard in the minds of the radio public.

Stock investment in Na-Ald is like money in a good security—sound, on all the markets, and readily salable.

### Simple, Positive Mechanism

THE mechanism is enclosed in the dial itself and is simple and sturdy. Extremely smooth and positive operation. No gears. Even turning the dial farther than it should go cannot injure it.

This Vernier is an Alden processed bakelite dial with only a minimum amount of metal. The metal is not "live" so does not carry the hand capacity to the panel.

### Fits All Condenser Constructions

THIS new Na-Ald Vernier fits all the various condenser constructions. It is attached quickly and satisfactorily, without the possibility of backlash under any conditions. It is one of the few Vernier dials that can be used on a condenser with one hole mounting.

### Splendid Value—Low Price—Big Sales

THE handsome appearance, positive operation, ease of mounting and unusual value insure big sales for this dial. You can sell it with a good profit for \$1.50.

### The New Na-Ald 5-inch Dial

HERE is another thing "fans" will appreciate—a big massive dial. This Na-Ald is the biggest on the market—5 inches in diameter, and built in proportion!

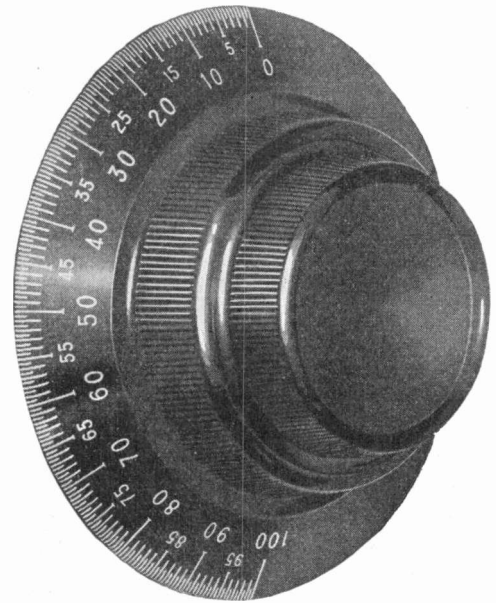
Note the double knob. It means a man-sized grip without covering up the numbers on the bevel.

And those numbers—there are two hundred graduations instead of the usual 100! And because of the size of the dial it has been possible to arrange them for easier, quicker reading.

With that big knob and the two hundred graduations it is possible to swing from station to station—surely, quickly, accurately. It is generally preferred to the vernier on sets that do not have critical tuning, such as the neutrodyne.

### Handsome New Colors Never Before Obtainable

IN appearance, there is nothing to compare with this 5-inch Dial—it is literally "knob and bevel" above the rest. It will greatly enhance the appearance of any set and in particular a one-dial set. Moderately priced to the consumer



—\$1.50, No. 3054. In colors: garnet, malachite-green, brilliant tortoise, or mahogany, \$2.00.

These two products typify the forward policy of the Alden Company. This policy is one of the reasons why it pays to concentrate on the complete line of Na-Ald Sockets and Dials. Send the coupon for full information.

We are prepared to make immediate shipment of ten new Na-Ald Vernier Dials and ten new Na-Ald 5-inch Dials to you direct. These will be billed through your jobber. Send coupon for immediate shipment.

Send the coupon for further information

ALDEN MFG. CO.,  
Dept. A8, Springfield, Mass.

Please send me immediately, rush shipment of ten Na-Ald Vernier Dials and ten Na-Ald 5-in. Dials. Also full information on Na-Ald line of sockets and dials. Send to:

Name .....

Firm .....

Street .....

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

Mail through my jobber whose name and address is:

Name .....

Street .....

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

# V

For Very Fine  
Tuning



**\$1<sup>00</sup>**

## Vernier effect without expensive back-gearing

**U**SING a principle technically known as the "viscous drag" effect, we can offer a high grade bakelite dial for close tuning at a price only slightly greater than a plain dial.

The viscous effect is produced by a special substance coated upon the disc back of the dial. This substance exerts a "viscous drag" upon the contact ends of polished steel springs which are rigidly fastened to the dial.

This effect is NOT ordinary friction. It is a definite control of dial movement and gives a velvety smoothness of motion that allows the most extremely delicate tuning. There is no back lash, no wobble, and broad or fine adjustments are instantly available.

Visco dials are easy to install, mounting in the same manner as a standard dial over a center bushing.

The retail price is only \$1.00. Discounts upon request.

As illustrated 3¼ inches 0-100  
Large size reading 100-0

# VISCO DIAL

The Monosmith Brothers Co.  
Spencer, Ohio

## GENERAL RADIO Tandem Condensers



### for Multiple Tuning Type 248

The tendency in radio today is to simplify the operation of a receiving set by reducing its number of controls. The most popular and effective method of doing so is by the use of tandem condensers for the simultaneous tuning of two or more circuits especially in tuned radio frequency sets.

The General Radio Type 248 Tandem Condensers are assembled of rotor and stator units identical to those used in the well-known Type 247 Condensers and good inter-plate conductivity is assured through solder sealed contacts. The Type 248 Tandem Condensers are available in .00025, .00035 and .0005 MF capacities and sell at \$5.75, \$6.15 and \$6.50. Ask your jobber or write for our new price sheet which contains full information and prices of all new instruments.

## GENERAL RADIO

Cambridge, Mass., U. S. A.





### Crowe Metal Cable Markers

Every set owner will appreciate the safety and convenience afforded by these markers.

Crowe markers are quickly and easily attached to cables with a pair of ordinary pliers.

Supplied in all standard markings.

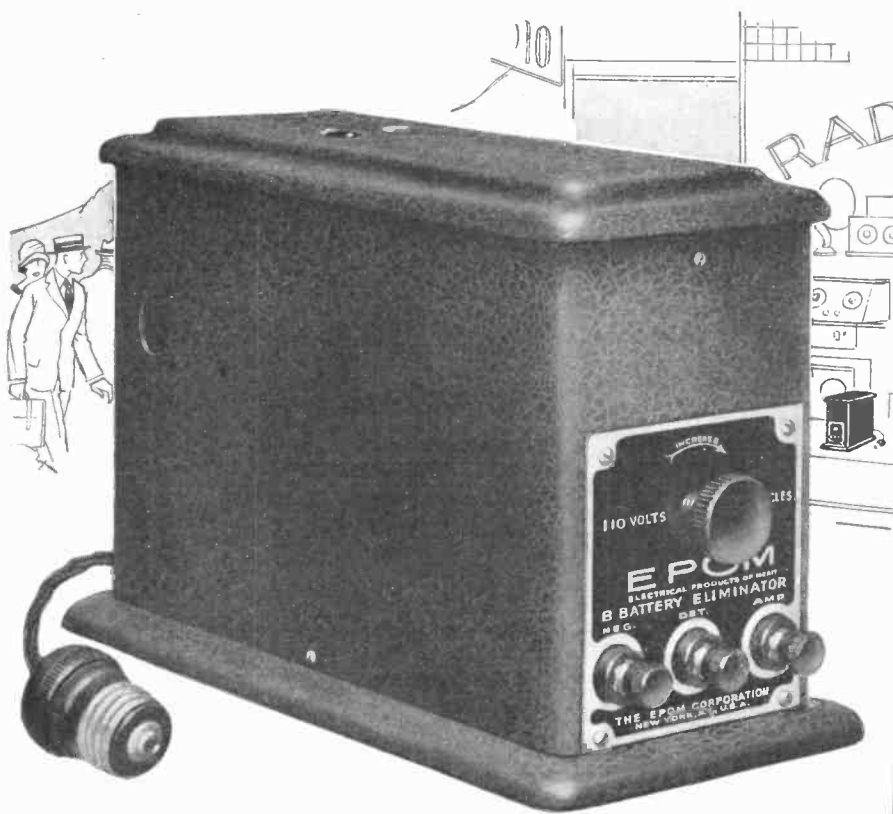
*Dealers and Jobbers are invited to  
ask for samples and prices.*

**Crowe Name Plate & Mfg. Co.**  
1749 Grace St., Chicago









## —These Definite Advances in "B" Eliminators

Note these five features. They represent a definite achievement. They mean more than merely the elimination of the "B" and the substitution of current from the lighting circuit.

They bring to radio a smoothness of operation never before attained. The EPOM is noiseless.

Attach the coupon below to your letterhead and mail to our nearest distributor—or direct to us. Get the full details of the Epom, and see how great an improvement it actually represents.

# EPOM

ELECTRICAL PRODUCTS OF MERIT

## "B" Battery Eliminator

These distributors after exhaustive tests have approved the Epom "B" Battery Eliminator

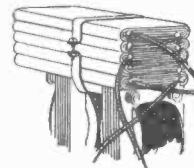
NEW YORK CITY, Sibley-Pitman Elec. Co.	INDIANAPOLIS, Indianapolis Elec. Supply Co.
NEWARK, Tri-City Electric Co.	CINCINNATI, Post-Glover Elec. Co.
HARTFORD, Southern New England Elec. Co.	KANSAS CITY, B-R Electric Co.
BOSTON, Pettingell Andrews Co.	COLUMBUS, Erner & Hopkins
BALTIMORE, Southern Electric Co.	MILWAUKEE, J. Andrae & Sons Co.
RICHMOND, Southern Electric Co.	ATLANTA, Carter Electric Co.
DETROIT, Electrical Specialties Co.	CLEVELAND, Erner Electric Co.
PITTSBURGH, Union Electric Co.	PHILADELPHIA, F. H. Stewart Electrical Co.
CHICAGO, Commonwealth Edison Co.	

**EPOM CORPORATION (Dept. R. R.)**  
114 East 47th Street, New York City



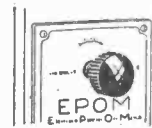
### No Filament to Burn Out

The Epom Rectifier tube has no filament. The elimination of the filament assures longer life. This tube rectifies both sides of the wave. Does not require the use of injurious acids.



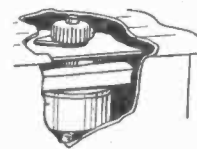
### 2 Stage Filter Eliminates All A. C. Hum

The two stage filter used, eliminates the 60 cycle hum and line disturbances even if used in conjunction with head set for the reception of weak signals.



### Smooth Adjustment of the Detector Voltage

The adjustment for Detector voltage is located on the front plate, and is a compression type Rheostat allowing the continual adjustment of Detector voltage from 10-40 volts on any standard Detector tube.



### Amplifier Tube Voltage Adjustment

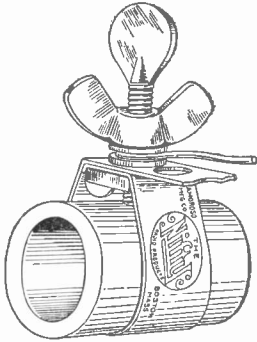
The amplifier tube voltage adjustment is mounted within the case directly underneath the cover and is provided with a scale which enables the user to make an approximate setting, determined by the number of amplifying tubes in his receiving set.

EPOM CORPORATION, (Dept. R. R.)  
114 E. 47th Street, New York City

Please send me at once—  
Literature and full details on the EPOM (quantity) EPOM "B"  
Battery Eliminators at regular discounts.

Name .....

Address .....



**The Nifty Lead-In**  
 Completely weatherproof—pliable—thoroughly insulated with high grade rubber. Simple and easy to use.

**The Nifty Ground Clamp**

No tools required—no soldering necessary. This ground clamp is made of tinned copper and brass. Easily adjusted to diameters from 1/2 inch to 1 1/8 inches.



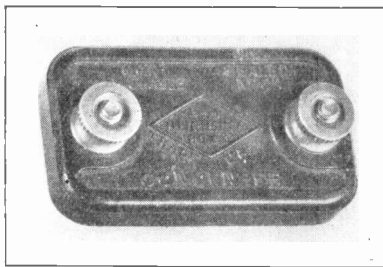
**Attractively Packed**

Both Ground Clamp and Lead-In are conveniently packed, 50 in each attractive display carton. Standard package 10 cartons. Dealers and jobbers should learn about our attractive proposition for new and bigger radio sales.



AMOROSO MANUFACTURING CO., 14 Sears St., Boston, Mass.

**Designed for Manufacturers**



and for the trade to meet the need for a condenser of fixed capacity, unaffected by climatic conditions.

Only the best of materials, sealed absolutely tight so that there can be no variation, are used to produce a condenser of unusual merit.

List prices range from 25 to 65 cents.  
 Sizes from .001 to .0006 mfd.

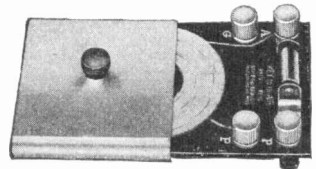
THE FORBESTOS CO., 110 E. 42d St., New York City



**SCORES AGAIN!**

**A Complete Radio Receiver \$2, List**

Pyradiolin Panel, Key to the Air Low Loss Coil, Clever and Sharp Tuner, Westinghouse Type Binding Posts, Key to the Air Permanent Detector. (No cat-whiskers.)

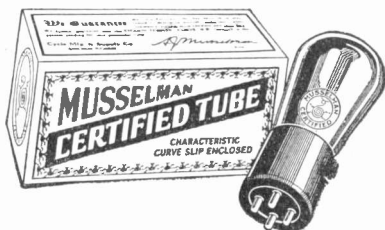


The lowest priced Receiver in the world equipped with this standard Detector. A real little wonder.

Usual Key to the Air Guarantee.

STAFFORD RADIO CO., 3R, Medford Hillside, Mass.  
 Jobbers and Dealers. Send for sample Receiver

**"THE TUBE WITH A PEDIGREE"**



THERE is only one way to measure the value of a radio tube, regardless of who made it, and that is by the characteristic curve reading. In this way, and no other, can its value as a tube be determined in advance. All MUSSELMAN TUBES have a characteristic curve slip inclosed at the factory and certified when the readings are above the standard set by leading radio engineers as to what constitutes an unusually good tube.

Jobbers, manufacturers, and dealers are invited to write for details as to sales franchise.

Manufactured by

The Van Horne Co., Franklin, Ohio

SALES OFFICE

A. J. MUSSELMAN

606 Machinery Hall

CHICAGO

**"Read'em" Binding Posts Taken off the market**

Our patent attorneys have advised us that Read 'em Posts infringe many of the broad claims in patents controlled by The H. H. Eby Manufacturing Company.

Recognizing the validity of these patents, we have decided to immediately discontinue the manufacture and sale of Read 'em Posts and are going out of the Binding Post business entirely.

Our customers are referred to The H. H. Eby Manufacturing Company of Philadelphia, with whom we have arranged for the completion of our unfilled orders.

We take this opportunity to thank our friends for their many courtesies.

THE MARSHALL-GERKEN CO.  
 Toledo, Ohio



# Sell 'em Radio

on the Meyer-Kiser Plan

## A Straight Talk About Radio Time Payment Sales

**M**ERCHANDISING is one thing and banking another. No one firm can successfully do both. The dealer's business is selling merchandise, our's is financing—and if you will write us direct we will tell you how very easily the two can work harmoniously together.

It doesn't require a college education to figure out how many more radio sets can be sold on time payments than on a cash basis. Very few player pianos are sold for cash. How many talking machines would be bought on a straight cash basis? Less than 15 per cent of the automobiles are sold for cash. Do these facts mean anything to you as a radio dealer?

Generally speaking, the radio business has been good, particularly in the so-called selling season. Many manufacturers have been oversold during the winter months and dealers have had a rather easy time of it. However, this condition will not last always. While radio sets are being bought—and not sold, in the true sense of the word, the time is at hand when radio dealers must get down to brass tacks and sell their wares. The use



of a well-known, recognized finance plan is an aid to sales that cannot be denied. The thinking dealer either has a set financing connection, or is now making definite arrangements for the use of such a plan in anticipation of the coming selling season.

The Meyer-Kiser Plan embodies all of the good points to be desired and details of it will be sent upon request. Write today.

**MEYER-KISER CORPORATION**  
Meyer-Kiser Bank Building  
INDIANAPOLIS, INDIANA

# JEFFERSON TRANSFORMERS

*Would you be satisfied to have your butcher make you a suit of clothes?*

**W**E ask this question as a parallel to an existing situation in radio. We refer to radio transformers.

Transformers—*vital* to successful radio reception—are one of the most highly specialized of all radio products.

Naturally, you prefer to sell your customers equipment that will give them utmost service and satisfaction; you like to recommend equipment with the knowledge that it is right.

But how are you going to know? Here is a safe way to judge transformers: Since they are a *specialized* product, be sure they are made by *specialists*—by someone with a dependable background of experience.

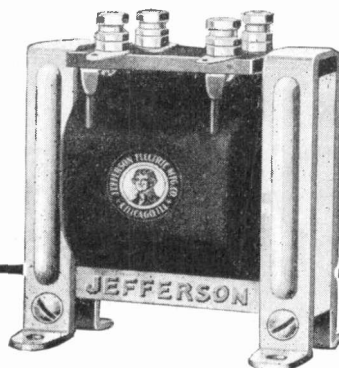
Long before radio was born, the Jefferson Electric Manufacturing Company specialized in transformers. Today we are the world's largest manufacturers of small transformers. . . . That is **EXPERIENCE!**

Is it any wonder that Jefferson Radio Transformers should excel in the quality of their performance? Is it any wonder they should be preferred by those best qualified to know?

You can sell and recommend Jefferson Radio Transformers with full assurance that they will *deliver*—that they will hold customers to you and add to your good reputation. *Order them from your jobber.*

**Jefferson Electric Mfg. Co.**  
501 S. Green St., Chicago, Ill.

*Makers of Jefferson Radio, Bell Ringing and Toy Transformers; Jefferson Tube Rejuvenators; Jefferson Spark Coils for Automobile, Stationary and Marine Engines; Jefferson Oil Burner Ignition Coils and Transformers.*





IT isn't possible to estimate how big is the market for the Cooper A-n-B. Right in your own community hundreds are ready to buy the device that does the work of A and B Batteries—without wearing out or running down—without acid or noise. And there never is need for recharging or re-adjusting.

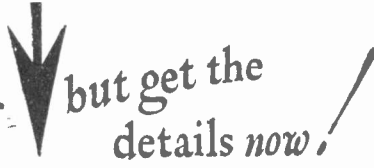
Radio never had a product that held such timely interest for everybody, such eagerness to buy.

The dealer with vision has long expected an efficient successor to radio batteries. He knows its immense possibilities—its certain profits.

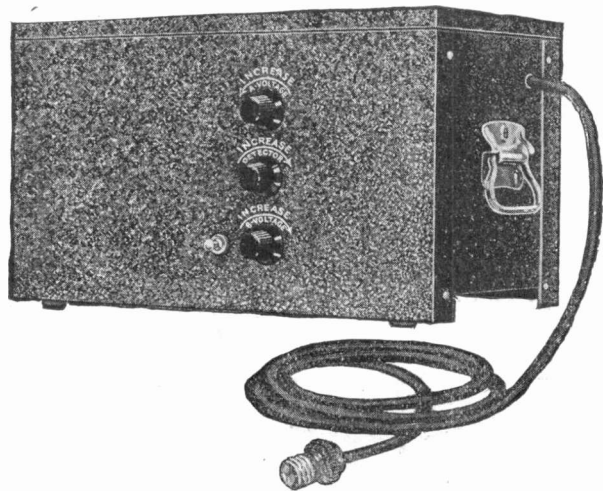
If you are such a dealer write to us. You'll find a splendid dealer deal.

The Cooper Corporation, Cincinnati, Ohio  
Founded—1904

You may want to think it over



but get the details now!



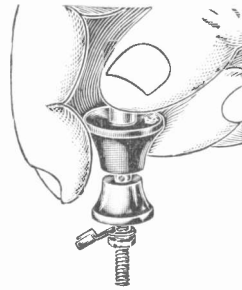
**COOPER**  
**A-n-B**  
Radio Battery Eliminator

ADV. EDWARD-SOHN, INC., N. Y.

## The Preferred Binding Post

You owe it to yourself to stock the post that sells quickest.

Highly Polished Nickel-Plated Post



Genuine Bakelite Knob

### When we built the G-K Spring Cap Binding Post

We did not merely build another Post like those already on the Market. We eliminated the inconvenience of the post which must be screwed together. To make a proper and permanent connection simply lift up the knob, insert the wire and release the knob. No fumbling with cap—no turning down knob in narrow place, no crossing of threads. The BAKELITE knob is built into the post and cannot come off. It is neatly and plainly engraved with usual markings—easily readable.

15 Cents Each

THEY COST NO MORE BUT—COMPARE THEM.

Jobber and Dealer information on request.

**GANIO-KRAMER COMPANY, Inc.**  
238-40 West 53d Street, New York City

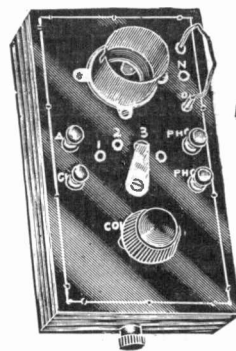


*"They Satisfy"*

### Burns Speakers

Distinctive in Design. Remarkable tone production. Instantly attracts attention. A Speaker you can afford to push. Backed by a factory of 30 years' experience in the building of high grade telephone apparatus. Write now for trade prices.

Manufacturers  
**American Electric Company**  
State & 64th Sts., Chicago, U. S. A.



**Steinite**

Nationally Known Popular Priced Sets

**\$6 ONE TUBE SET**  
1,500 Mile Range

Easy to Sell—Stay Sold

5-Tube Set ..... \$60.00  
Long Distance Crystal Set... \$6.00  
Interference Eliminator ..... \$1.00  
**STEINITE DISTANCE CRYSTALS**  
Jobbers and Dealers Write for Wholesale Prices and Discounts

**Steinite Laboratories**

Regenerative Licensed Under Armstrong Patent No. 1113149

General Sales Office  
504 South State Street, Chicago, Ill.  
Factory, Atchison, Kansas

## They May Brag About Distance, but It's the Cabinet That Attracts Them

Before a man buys a set he doesn't know very much about how it's going to perform. BUT HE DOES KNOW HOW IT LOOKS. That's what attracts him.

Right now, with the vogue of substantial Walnut radio furniture, there is no cabinet that can make a stronger bid for volume sales than the beautiful Harp-O-Radio Model 145.

Gracefully designed, yet solidly built of Walnut, with matched-grain Walnut panels, it is a cabinet that will attract attention which can be turned into sales.

The cabinet may be had with a Federal Super-Selective Five-Tube Receiver and Speaker, or it may be had bare—without radio equipment—modified to take Atwater-Kent, Fada, or practically any set you sell.

*Full Specifications and Prices Upon Request*

**The Harponola Company**  
Celina, Ohio

*Cabinets*

*Phonographs*

*Radios*



THE TUBE WITH A SENSIBLE GUARANTEE

REG. U.S. PAT. OFF.  
**SUPERTRON**  
A GOOD TUBE



# Buy Safe

All Types  
\$2.00  
Canada  
\$2.75

Supertron is the **FIRST** tube to sell at the public demand price of \$2.00 and is the **FIRST** to apply a sensible guarantee.

Each **GENUINE** Supertron is serial numbered for your protection.—For everybody's satisfaction.

Dealers who buy from the best jobbers sell Supertrons.

*Factory Branches thruout the United States*

**SUPERTRON MFG. CO.**  
222-228 Washington St.  
Hoboken, N. J.  
Export Division, 220 B'way, N. Y. City

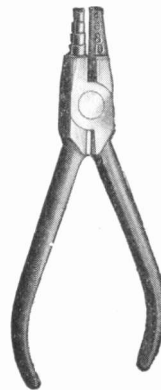


**SUPERTRON**

A SERIAL NUMBER GUARANTEE

## Here's a Handy Tool with handy profits for you

The  
"Windham"  
Wire Former

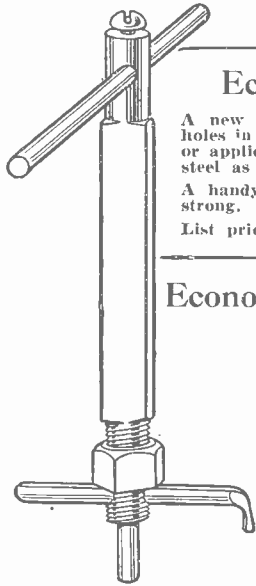


Dealers—jobbers—here's a small, rugged tool that will open new sales and handsome profits for you. It not only makes accurate loops or eyes for No. 4, 6, 8 and 10 screws but also makes either sharp or easy radius right angle bends. It will cut the toughest kind of wire with great ease.

Made of a high quality drop forged steel and carefully tempered in oil.

Radio fans, electricians, etc. will be interested in this simply constructed tool. Let us give you more complete and valuable data on our proposition. There's still some desirable territory available for wide-awake dealers and jobbers. Write us.

**THE GOYER COMPANY**  
Willimantic, Conn.



**Economy Fly Cutter**

A new adjustable cutting tool for cutting holes in panels. Can be used as a hand tool or applied to brace or drill press. Will cut steel as well as insulating material.  
A handy radio tool. Designed right, made strong. You can sell many of them.  
List price \$1.00.

**Economy Soldering Terminals**

Made of tinned brass, uniform and in two sizes. Twenty cartons like the one below are packed in a large carton. Each little carton contains 50 soldering terminals. Easy to display and handle. Our great output makes the price lowest. A really profitable seller.

Jobbers, dealers, write and get our attractive selling proposition.



**Economy Screw Corporation**

Manufacturers of Machine Screws, Nuts, Washers and Soldering Terminals  
5215-17-19 Ravenswood Ave., Chicago, Ill.



**A Revelation in Tone—Volume—Clarity**

The Kellogg Symphony Reproducer brings the broadcasting studio into your very room, so realistic is its reproduction.

Piano music, the most difficult to reproduce sounds so natural that you are completely carried away by its beauty.

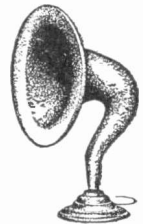
Vocal selections retain all of the tone colorings of the artist.

Orchestra music is indeed a recreation, every instrument can be heard, clear and full.

Magnetic diaphragm control—used exclusively in the Kellogg unit—is the new principle that performs wonders in radio production.

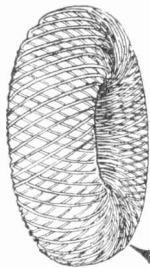
Nothing like it at twice the price.

For attractive proposition ask your jobber's salesman or write direct to us.



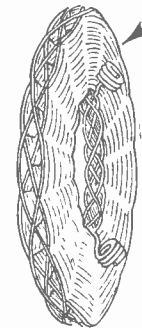
"Not Merely a Loud Speaker."

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



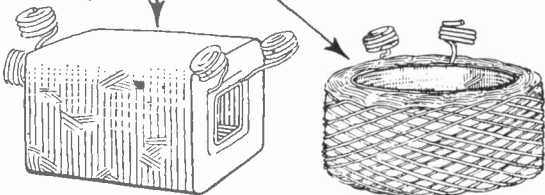
**COILS for RADIO**

- Balloon Honeycombs
- Wave Wound Spirals
- Transformer Windings
- Honeycomb Inductances

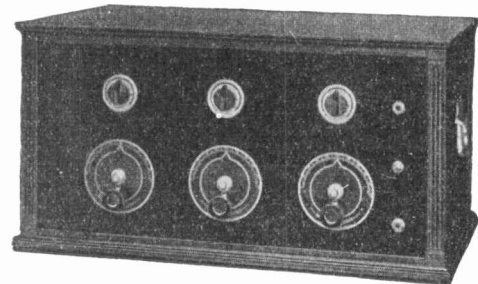


We Wind For The Manufacturer Only

**COTO-COIL CO.**  
PROVIDENCE  
R. I.



**Neutrodyne de luxe**



(PATENTS PENDING)

**Veriphone**  
True TRADE MARK Tone  
**Model B**

Exclusive Franchises are being granted to responsible dealers who can convince us of their ability to handle one of the most efficient Neutrodyne sets produced to date. It operates entirely on dry batteries all contained in a beautiful solid mahogany cabinet. Extreme sensitivity, selectivity. Tone quality unequalled.

Radio Frequency Transformers, our own design. Patented.

Communicate with us at once

**Metropolitan Engineering Service Co.**  
CARNEY BUILDING, BOSTON, MASS.

Quality Products



Liberal Discounts

# NEW! Ask your jobber

*Superadio Vacuum Tube Dynamometer. It measures the power of your tube. Capable of perfectly matching 2 or 3 tubes a minute.*

Tells whether a tube is a good radio frequency amplifier, a good detector or an audio frequency amplifier.

Tells how good it will work in the radio set.  
Full details in September issue, Radio Retailing.

## Superadio Reactodyne

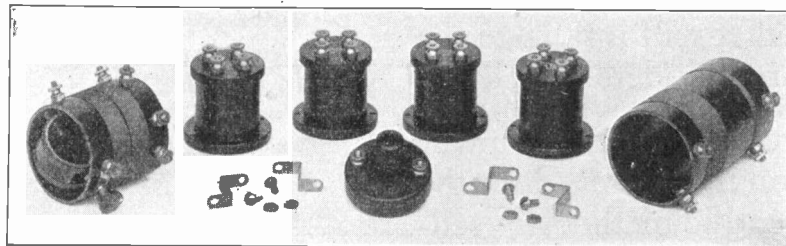
A 5 and a 6 tube set. The new reactodyne circuit employing inductive reaction, ready soon. Only 2 tuning controls. Reserve power for receiving distant stations.

*Straight line frequency condensers.*

Full details in Sept. issue Radio Retailing.

## also—SUPERADIO SUPERHETERODYNE KIT

Matched Transformers—  
Tuned Input.  
Easy to Build.  
Easy to Operate.  
Unsurpassed  
Distance, Volume  
and Selectivity.  
Wonderful Tone.  
\$17.50



Kit Consists of:  
1 Antenna Coupler  
1 Oscillator Coupler  
1 Special Variable Condenser  
1 Filter Transformer  
3 Matched Intermediate Transformers  
Hardware for Mounting Couplers  
Booklet, With Diagrams and Full Layouts and Information

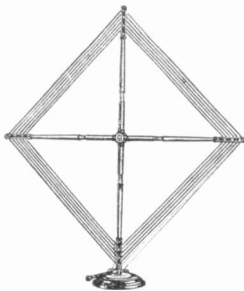
DEWITT-LAFRANCE Co., INC., 54 Washburn Ave., Cambridge, Mass.

Sales Representatives:

MARTIN, HARTLEY & FOSS CO., 99 Bedford St., Boston, Mass.

## Eliminate Interference

A loop aerial gives you perfect control over your set, permits sharper tuning, improves reception and reduces static. It does away with unsightly wires inside and outside the home. Because of the new and exclusive features in its construction radio experts prefer the



When set up, the Bodine Folding Loop is two feet square. The wire is double-wrapped in green silk and the frame is a beautiful brown mahogany finish. The Bodine easily folds into a box measuring only 3 1/2 x 6 x 18 inches.

There is a Bodine Loop especially designed to give perfect service with all sets suitable for loop reception. Excellent for Remler Super Het; Special models for Grebe Synchronphase and Radiola Super Het. Prices \$8.50-\$10.

**BODINE ELECTRIC CO.**  
2250 W. Ohio Street, Chicago, Ill.

## INDIANA HYPERDYNE RADIO



No. 500-A Receiver—Retails \$65.00.

Hand Rubbed Solid Mahogany Cabinet.

Our Own Sterling Parts.  
Many Exclusive Features.

Write for information and prices on full line.

Sold through Jobbers and Dealers.  
**INDIANA MFG. & ELECTRIC CO.**  
MARION, IND., U. S. A.

Dept. 7

# Can You Sell Industry

**S**ELLING to industry is no game of blind man's buff. Reaching out blindly to sell every factory, offers no assurance either that you will find the real buyer, or that the prospect will be worth while.

To ignore the known facts of how industry buys and what will influence the buyer, is but putting blinders on selling.

With the widespread demand for lower costs of distribution there is need for the application of scientific methods in selling. No longer can the efficient and the

inefficient both meet profitably the competitive conditions ahead.

The dividends of the future will be wrested from savings effected by the use of more efficient methods.

Truly this is no time to be blindfolded by past performances or present profits. Smug complacency is commercial ether.

## *The Direct Road to the Industrial Buyer*

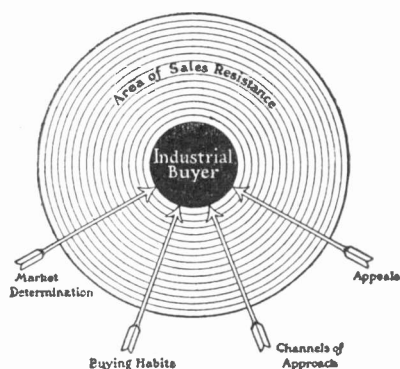
In no field of marketing is the opportunity for efficient selling more certainly present than in the industrial field. The possible buyers for any product sold to industry are comparatively few and are definitely located.

To reach them efficiently four basic facts—the four principles of industrial marketing—should be determined: (1) The potential market should be analyzed (2) The buying habits of the market should be ascertained (3) The most direct channels of approach should be employed (4) The appeals most effective should be developed.

Any manufacturer who will organize his selling and advertising upon these four fundamentals will place himself in a fair position to meet competitive conditions ahead.

No great difficulty need attend the gathering of specific data on any given market, provided properly informed sources of information are consulted.

To the McGraw-Hill Company, industry is an open book. For fifty years it has been a vital part of industry itself.



## *The Four Principles of Industrial Marketing*

### 1 Market Determination

Markets should be analyzed, worth while prospects located and effort concentrated on them.

### 2 Buying Habits

The buying habits of industry are definitely known. Sales and advertising plans should take these buying habits into account.

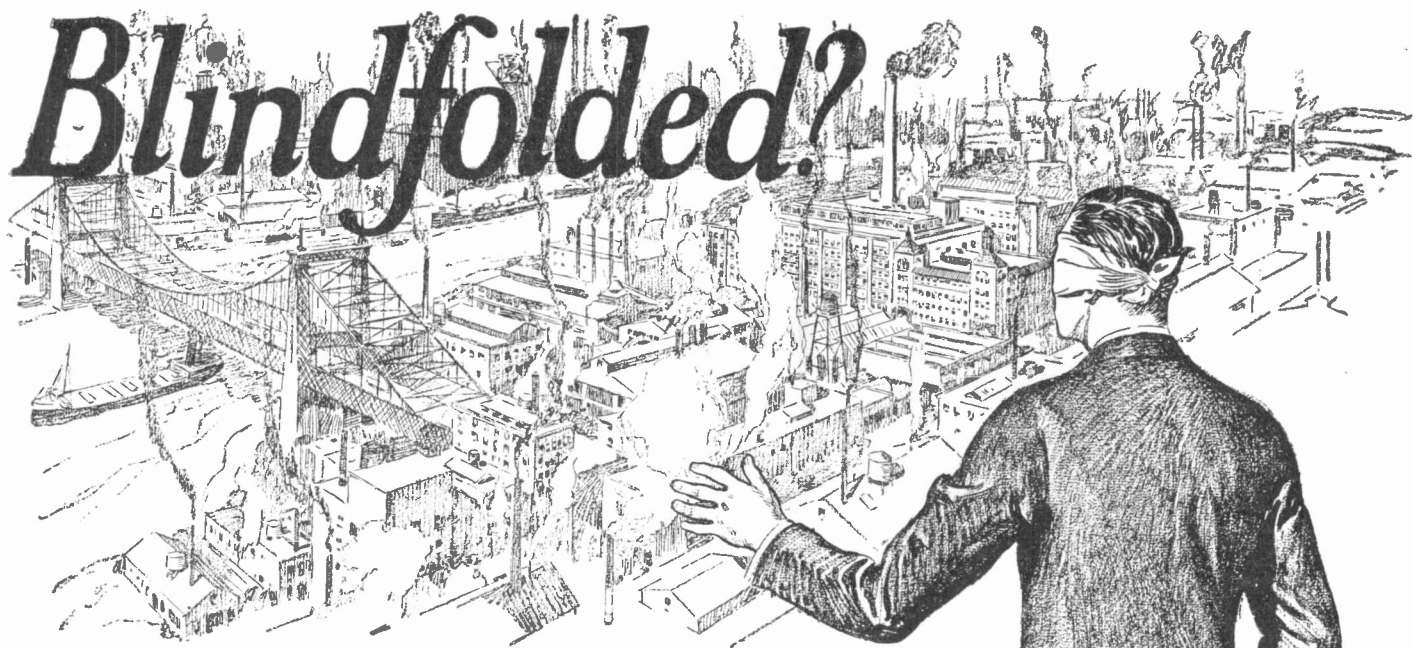
### 3 Channels of Approach

There are direct means of reaching the industrial buyer which can be used effectively and economically.

### 4 Appeals that Influence

The industrial buyer is influenced by certain known appeals. He should be approached through these appeals.





Ever its interpreter, at times its critic, always its friend, the McGraw-Hill Company has acquired through continuous, close contact an intimate knowledge of industry—its needs and its reactions.

*A Unique Service  
to Industry*

This knowledge, kept current by McGraw-Hill through the publishing of fifteen publications essential to industry, is available to manufacturers in formulating their sales and advertising plans. It will be a pleasure to assist manufacturers and their advertising agents in their efforts to lower costs of distribution.

*Selling to  
industry is  
no game of  
blind man's  
buff.*

As a preliminary, it would be well to read "Industrial Marketing," which graphically covers the results of a recent survey of the buying habits of industry. This will be sent upon request to any manufacturer whose market embraces any of the industries covered by the McGraw-Hill Publications.

This advertisement is the fourth of the series which is appearing in the following newspapers—*New York Times, Philadelphia Public Ledger, Pittsburgh Gazette-Times, Cleveland Plain Dealer, Detroit Free Press, Chicago Tribune* and *New York Herald-Tribune*; in the following advertising papers—*Printers' Ink, Advertising and Selling Fortnightly, Class*, and in the McGraw-Hill Publications. The purpose of these advertisements is to arouse a national appreciation of the need for improving industrial sales efficiency, and to awaken a keener interest in the correct principles of industrial selling.

McGraw-Hill Company, Inc., New York, Chicago, Philadelphia, Cleveland, St. Louis, San Francisco, London, Publishers of

# McGraw-Hill Publications

REACHING A SUBSTANTIAL MAJORITY OF THE POTENTIAL BUYERS IN THE INDUSTRIES THEY SERVE

*Mining*  
ENGINEERING & MINING JOURNAL PRESS  
COAL AGE  
*Radio*  
RADIO RETAILING  
RADIO TRADE DIRECTORY

*Electrical*  
ELECTRICAL WORLD  
JOURNAL OF ELECTRICITY  
ELECTRICAL MERCHANDISING

*Industrial*  
POWER . AMERICAN MACHINIST  
CHEMICAL & METALLURGICAL  
ENGINEERING  
INDUSTRIAL ENGINEER

*Overseas*  
AMERICAN MACHINIST  
(EUROPEAN EDITION)  
INGENIERIA INTERNACIONAL

*Construction & Civil Engineering*  
ENGINEERING NEWS-RECORD  
*Transportation*  
ELECTRIC RAILWAY JOURNAL  
BUS TRANSPORTATION



# 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

### POSITIONS WANTED

THOROUGHLY experienced radioman wants position with well established firm. Wide experience salesman, licensed operator, government inspector, store manager. Excellent references. Capable taking complete charge store, station. Other merchandising, executive experience. Full details upon request. Outline your requirements. PW-6, Radio Retailing, 883 Mission St., San Francisco, Cal.

### \$ CASH PAID \$

We buy for cash, all electrical and radio goods, surplus stock, radio sets, parts, loud speakers, electric fans and motors, etc. We buy any quantity—No stock too large for us. Manufacturers and jobbers send us your close out lists.

10 STUART STREET BOSTON RADIO SURPLUS CORPORATION BOSTON

Your Overstock is a Dead Investment—Move it at a Profit!!

## Use the Radio Dealers' Overstock Exchange in Radio Retailing

What have you to turn into cash NOW? Get it into the "EXCHANGE" of the next issue of RADIO RETAILING.

The cost will be small.

## Cash for Radio Merchandise

Jobbers and Manufacturers open to buy all Radio parts, large quantities. Can use obsolete goods. Send us your lists of Surplus.

Radio Market, Inc.  
 183 Greenwich St., New York



## says Bill Jones

coming into your store, "I'm building a set and I want a plug, some jacks, a couple of rheostats, a transformer and some other parts. What kind do you think I ought to get?"

\* \* \* \*

If you are in business to make money and are going to be in business five years from now and still making money, here's about what you'll tell Bill Jones:

\* \* \* \*

"There are a whole lot of different makes, Bill, but don't bother with cheap stuff. Use Pacent Parts and play safe. They're the best in the market. It's a fact. And on top of that, the country's biggest manufacturers—40 of them—have standardized on Pacent Parts. That's proof enough. So don't improvise, Bill, Pacentize!"

Get in touch with your jobber, or write us for catalog and dealer's discounts. Trade Mark



Pacent Electric Company, Inc.  
 91 Seventh Ave., New York

Washington  
 Chicago  
 Buffalo  
 Minneapolis  
 Birmingham  
 Jacksonville

## Pacent

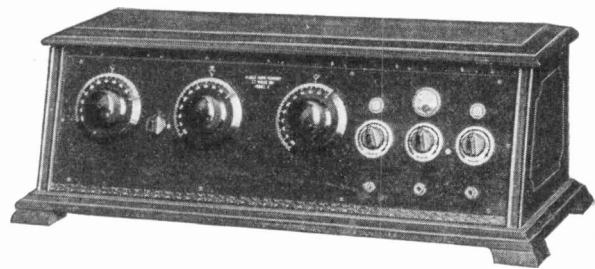
RADIO ESSENTIALS

Boston  
 Philadelphia  
 Detroit  
 San Francisco  
 St. Louis  
 Pittsburgh

Canadian Licensees: White Radio Limited, Hamilton, Ont.

DON'T IMPROVISE - PACENTIZE

Wait—Till You've Heard the Slagle



## Is There a Best Radio Receiver?

ONLY DELIBERATE COMPARISON of various receivers can determine. The ideal receiver is a musical instrument—that's a Slagle.

Its vast reserve of power is controlled by one simple control. Hear the Slagle. It will mark the end of your quest for the best in radio achievement, and by the same token the end of your quest for the best in radio to sell.

SLAGLE RADIO COMPANY  
 Fort Wayne, Indiana

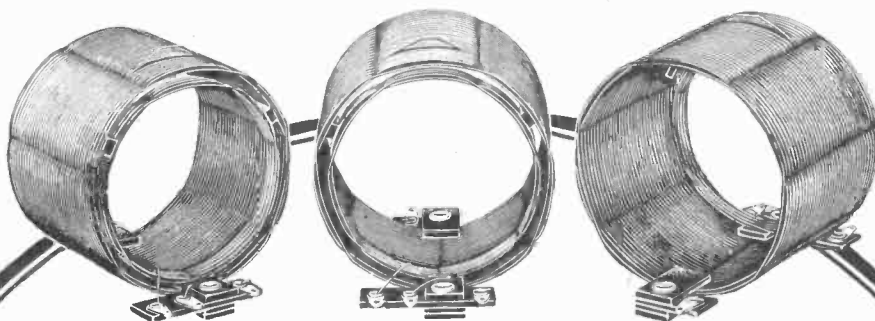
# Vital Parts of Leading Radio Sets

Nowhere is the axiom "an article is no better than the parts it contains" more true than in the radio world. So it is not surprising that leading manufacturers of radio sets choose the accessories for their hookups only after gaining a full technical knowledge of their make-up and the results they give.

In full consideration of this, the choice of Benjamin Radio Products, above all others, by the manufacturers of many of the finest modern radio sets, bespeaks eloquently of their worth as practical radio parts made by one of the oldest manufacturers of electrical goods.

Each has been made a *super* radio part—to secure for the owner of the set the purest, loudest and clearest radio signals possible. Used together, their total efficiency spells the acme of selectivity, tuning range, the elimination of disturbance and distortion, and the reduction of radio losses. And, the logical total of these many worthy features is "Better Radio."

**Benjamin  
Electric  
Mfg. Co.**



120-128 S. Sangamon  
St., Chicago

241 W. 17th Street  
New York

448 Bryant Street  
San Francisco

Manufactured in Canada by  
the Benjamin Electric Mfg.  
Co. of Canada, Ltd.,  
Toronto, Ontario

## BENJAMIN Tuned Radio Frequency Transformers

*Low Resistance—Low Distributed Capacity*

Wires are space wound, adjacent coils are parallel, air insulated and so separated that while capacity is reduced to a minimum, inductance is maintained at a high point of efficiency.

*Greater Tuning Range—Greater Selectivity*

These coils are very uniform, both in inductance and distributed capacity, so that if desired they may be geared for single control of the three tuned stages. A minimum amount of material is used in the field of the coil, and an anti-capacity cement is used only where the wires cross. Coils are coupled so as to reduce capacity coupling to a minimum. Green double silk covering provides high insulation and gives a fine appearance to the coil.

### Benjamin Cle-Ra-Tone Sockets

Benjamin Cle-Ra-Tone Sockets prevent the transmission of outside vibrations into microphonic disturbances. Four delicately adjusted double springs support the socket—"float" it above the base—and absorb all jars and shocks. An absolute necessity in portable sets. Used by leading manufacturers and recommended by radio engineers in their most popular hookups. There are no rubber parts to deteriorate. Bakelite is used wherever possible to insure sturdiness, long life and high insulation. Handy lugs make soldering easy. Stiff bus wiring does not affect the flexibility of the Cle-Ra-Tone springs. Furnished also in gangs on Bakelite sub-panels for compact set building, as when mounted on Benjamin brackets there is plenty of space underneath for mounting accessory equipment.



SPRING SUSPENDED  
SHOCK ABSORBING

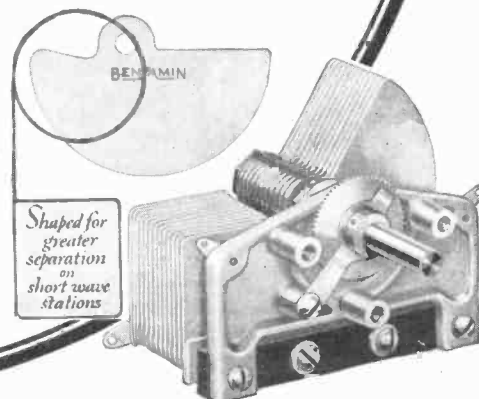
### Benjamin Low-Loss, Long-Range Condensers

Straight line type. Definite and positive control of minute changes in condenser capacity. Spreads the broadcast range on the higher frequencies, and eliminates bunching of stations on the lower side of the dial. Aids sharp tuning and increases selectivity. Minimum insulation is used and leakage must go through long paths outside of strongest field. Unpolished silver plate finish. Small size of condenser makes it adaptable to any set, regardless of crowding of apparatus on sub-panel. Friction disc on rotor shaft adjusts tuning tension without throwing rotor plates out of alignment. Drilling template furnished with each condenser. Made in three sizes:

13 plate for .00025 Mfd.

17 plate for .00035 Mfd.

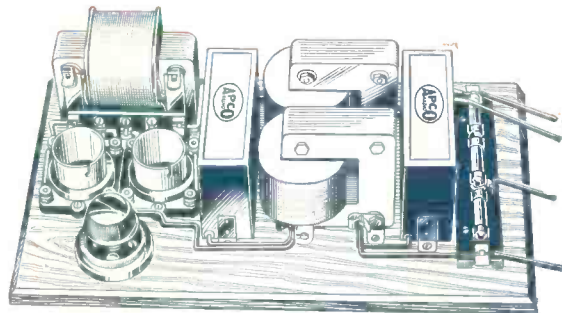
25 plate for .0005 Mfd.



Shaped for  
greater  
separation  
on  
short wave  
stations

# The APCO "B" Kit

## The Only "B" Eliminator That Has Made Good!



No. 65—Large

Radio fans have predicted for some time a device that would furnish "B" current direct from lamp socket to set. And a number of such devices have been placed on the market.

But under the stiff test of the past twelve months the APCO "B" Kit alone has made good. We have received hundreds of enthusiastic letters telling of the satisfaction it is giving.

The parts of the APCO "B" Kit come completely mounted, ready to wire. Ten feet of lamp cord, four feet of wire and two 201-A or 301-A tubes are the only extras needed.

Your customers can wire the APCO "B" Kit in an hour and then forget "B" Batteries altogether. The "B" Kit operates at negli-

gible cost with ample current for the largest set.

As the only successful "B" Eliminator, the APCO "B" Kit offers an unusual sales opportunity for you. Stock it. Tell your customers about it. They will be glad to buy and the sale of an APCO "B" Kit means a worthwhile profit in your pocket. **List Price \$30.00.**

Sell those who prefer a "B" Eliminator complete in case and ready to wire, the APCO Rectodyne. It is made up of the parts of the APCO "B" Kit. **Price \$44.00.**

## APCO MANUFACTURING CO.

Providence

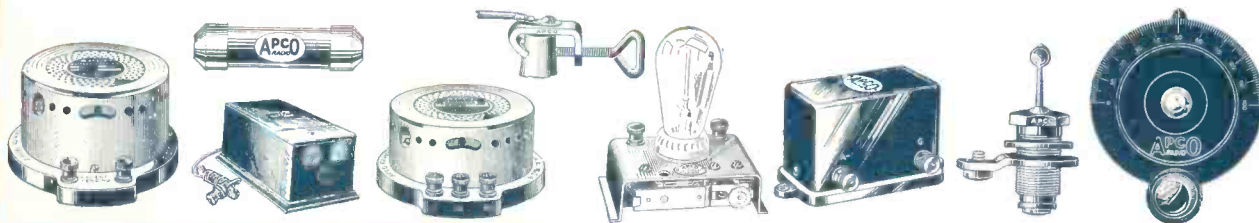
Apco Mfg. Co., Electrical and  
Export Office,  
154 Nassau St., New York.

RADIO DIVISION

Apco Mfg. Co.,  
1438 S. Michigan Ave.,  
Chicago.

Rhode Island

Apco Mfg. Co.,  
2005 E. 15th St.,  
Kansas City, Mo.



Build  
your business  
on the basically  
*sound* foundation  
of public confidence  
in RCA  
*leadership*

Radiotron



Radiola  
Loudspeaker



Radiola Super-Heterodyne



**Radiola**

REG. U.S. PAT. OFF.

AN RCA PRODUCT

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