

Radio Retailing

The Business Magazine of the Radio Industry

A McGraw-Hill Publication

MAY, 1929

The
**Healthy
 Tube
 For any
 Radio
 Set**



**4-Pillar
 Construction
 Cross-Anchored
 Top & Bottom**

See pages 17-18-19-20
 for important
 Raytheon Announcement

Raytheon
LONG LIFE RADIO TUBES

RAYTHEON MANUFACTURING COMPANY, CAMBRIDGE, MASS.

NOW

*another milestone in
radio reproduction....*

Farrand

INDUCTOR

Dynamic

THE FOURTH great stage in speaker development has arrived! Now an advancement over the ordinary Dynamic speaker that is as revolutionary as was the eclipse of the Magnetic Cone and the displacement of the old-fashioned Horn. Here is not only 100% Dynamic operation and purest Dynamic performance, but the elimination of all heavy, costly, trouble-breeding features heretofore

associated with Dynamic reproduction. Field Coil, Voice Coil, Iron Pot, Transformer, Rectifier or Condenser no longer are essential to Dynamic operation... thanks to Farrand engineering skill. As a matter of fact, the Farrand INDUCTOR principle has made their usage as out-of-date as the Magnetic speaker itself. Here, indeed, is the radio reproducer of the future.

MANUFACTURERS
*write AT ONCE
for full details*

The Farrand INDUCTOR
Dynamic Speaker is just what
you have been demanding —
a quality Dynamic speaker
at a cost that exacts no pen-
alty from the purchaser.

FARRAND MFG. CO., INC.
Metropolitan Building
Long Island City, N. Y.

RAY V. SUTLIFFE,
Western Editor, Chicago
S. J. RYAN,
Merchandising Counsellor
HENRY W. BAUKAT,
Technical Editor
M. E. HERRING,
Publishing Director

Radio Retailing

The Business Magazine of the Radio Industry

O. H. CALDWELL, Editor

Editorial Staff
OVID RISO
HARRY PHILLIPS
C. GRUNSKY, San Francisco
PAUL WOOTON, Washington

MAY, 1929

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JUNE—the Big Month

JUNE is probably the most important month of the year for the radio industry. The RMA Trade Show at Chicago focusses the attention of the trade on the new lines brought out at that time. This year, a double significance is attached to the show, since it marks the official wedding of the radio and music industries.

In view of all this the June issue of "Radio Retailing" logically becomes one of the most important issues of the year. According to present indications practically all of the representative manufacturers in the radio industry will be represented in the advertising pages of the June issue, and manufacturers, distributors and dealers will want to keep it as a handy reference throughout the coming season.

Photographs of the new lines of receivers, reproducers and radio-phonographs, which the leading manufacturers plan to announce are now being collected and will be published as one of the main features of the June issue. This will give the trade a permanent pictorial record of the latest major radio products.

- Directory of Parts and Manufacturers 100

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Member Audit Bureau of Circulations and Associated Business Papers.

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CLEVELAND, Guardian Bldg.
ST. LOUIS, Bell Telephone Bldg.
SAN FRANCISCO, 833 Mission Street
LONDON, E. C. 8, Boulevard St.

ADVANCING *the* New Stromberg-Carlson No. 641

Designed to use linear power detection, necessary in reproducing 100% modulated broadcasting with true tone.

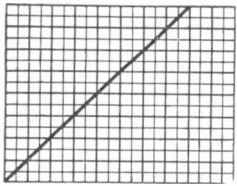
Visit the
Stromberg-Carlson
Radio Exhibit
June 3-6
at the
Drake Hotel, Chicago
Room Nos. 224-5-7



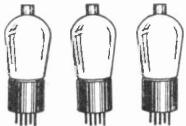
Utilizes screen grid radio amplifiers. Linear power detector with automatic grid bias. Detector directly coupled to output stage. New power output tube.

No. 641 Stromberg-Carlson. Uses 3 UY-224, 1 UY-227, 1 UX-245, and 1 UX-280 Radiotrons. Price, without tubes . . . \$155

Prices slightly higher in Rockies and West and Canada



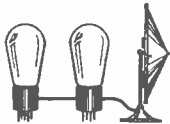
Linear Detection: supplants square law detection to minimize the harmonics caused by 100% modulation.



3 Stages Screen Grid R.F. supplies detector input ample to permit power detector with automatic grid bias [Linear Detection.]



Power Detector: because of high input and automatic grid bias [Linear Detection] has ample output for coupling direct to the new UX-245 Power Output Tube.



Direct Coupled Output: requiring no intermediate audio stage obviates A. C. hum while giving speaker tone of unequalled beauty.

THE present day 100% Broadcast Modulation demands improved detection! Just as the new electrically made phonograph records have greater power due to more vigorous cutting in the groove—so leading broadcast stations are impressing the vibrations of voice and music deeper into their carrier waves.

With the new No. 641 Receiver, Stromberg-Carlson places radio reception on a par with radio transmission. Through the use of 3 A.C. Screen Grid Tubes (enormous amplification), *linear power detection* is made possible—and all the advantages of 100% modulation are yours. To the famous Stromberg-Carlson tone is added greater distance, purer, stronger low notes, and a new degree of positive balance over the whole musical scale.

In addition to making possible linear power detection, with automatic grid bias, which adjusts the detector tube capacity to the strength of the carrier waves—the tremendous amplification of the 3 A. C. Screen Grid Tubes makes an intermediate stage of audio unnecessary. A new output tube—the UX-245—takes the signal direct from the detector.

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

FRANCHISE COUPON

Stromberg-Carlson Telephone Mfg. Co., Rochester, N. Y.

Send details of your factory to dealer merchandising plan.
Send information on your new line of Receivers.

Name _____

Address _____

Stromberg-Carlson

MAKERS OF VOICE TRANSMISSION AND VOICE RECEPTION APPARATUS FOR MORE THAN THIRTY-FIVE YEARS

The *NEW* 1929 UTAH DYNAMIC CHASSIS



New Utah Model 33-A
Shown in Illustration

An electro-dynamic unit for light socket operation with all sets and amplifiers.

Over all diameter of cone 9 inches.

New Utah Model 43-D

An electro-dynamic reproducer for field excitation from standard power pack.

Field draws 45 milliamperes at 90 volts, but can be used at higher voltage with increased volume and sensitivity.

UTAH LARGE 12 $\frac{1}{4}$ INCH STADIUM DYNAMIC *will be ready for delivery May 15th*

Built to handle large output — an all-purpose speaker, ideal for theatres, large halls and outdoor use. It is also the finest reproducer for home operation.

Utah's extensive laboratory developments insure Utah jobbers and dealers at all times the utmost in radio speaker accomplishments.

See the New UTAH SPEAKER Models Before You Buy!

UTAH RADIO PRODUCTS COMPANY, 1737 S. Michigan Avenue, Chicago, Illinois

All hum eliminated from New UTAH DYNAMIC SPEAKERS

WINNERS of the \$5,000 Trade Awards in the BOND ELECTRIC Slogan Contest



THE BOND \$10,000 Slogan Contest was a big boon to dealers everywhere. Hundreds of thousands of people went to authorized BOND Dealers to obtain contest blanks and to study the six distinctive features of BOND Flashlights and Batteries for their slogan ideas. Retail sales were greater than ever before as indicated by the high point-scores received from the thousands of dealers who rendered merchandising cooperation during the contest. Now the winners have been decided. To the lucky Dealers and Jobbers' Salesmen who share in the \$5000 cash prizes we extend our sincere appreciation and congratulations.

\$2500

*in Prizes were
awarded to these*

RETAIL STORES:

TREAT HARDWARE CORP.,
Lawrence, Mass.
PREST & DEAN RADIO CO.,
Long Beach, Calif.
MEGINNIS & CO., *Albany, N. Y.*

CARLISLE HARDWARE CO.,
Springfield, Mass.
WESTERN AUTO SUPPLY CO.,
San Pedro, Calif.
A-1 DRUG CO., *Spokane, Wash.*
GOETSCH MOTOR CO., *Fren-
ton, Iowa*
PENN DRUG CO., *San Fran-
cisco, Cal.*

1st PRIZE . \$500
2nd PRIZE . \$250
3rd PRIZE . \$200
4th PRIZE . \$150
5th PRIZE . \$100
6th PRIZE . \$75
7th PRIZE . \$50
8th PRIZE . \$25

\$2500

*in Prizes were
awarded to these*

JOBBERS' SALESMEN:

C. A. VAN HORN, *F. P. May Hdwe.
Co., Washington, D. C.*
F. G. COOPER, *Harger & Blish,
Des Moines, Iowa*
E. H. SMITH, *Smith & Pearson,
Auburn, N. Y.*
C. W. DROLL, *Drake Hardware
Co., Burlington, Iowa*
J. E. NELSON, *Faxon & Gal-
lagher, Kansas City, Mo.*
T. C. CRANLEY, *J. Russell Co.,
Holyoke, Mass.*
A. D. TURNER, *Texas Drug Co.,
Dallas, Tex.*
H. SMITH, *C. S. Mersick Co.,
New Haven, Conn.*

THE WINNERS
of the
\$10,000
in Consumer
Prizes

in the BOND "Flash-
light Feature" Slog-
an Contest will be
announced thru a
Full-Page Adver-
tisement appearing
in the May 11th is-
sue of the Saturday
Evening Post and
on May 8th in 167
newspapers.

115 Prizes of \$10.00 each were also awarded in each classification.
A complete list of the winners will be furnished you upon request.

BOND ELECTRIC CORPORATION

JERSEY CITY, N. J.

San Francisco

Chicago



Manufacturers of
Flashlights, Mono-Cells
Radio "A," "B" and "C" Batteries
Storage and Dry Batteries

**NEW...
 MERCHANDISING.
 POLICY...NEW-ADVERTISING.
 POLICY...SALES-HELP-TUNED-TO-THE.
 RETAILER'S-OWN-FREQUENCY...**

**Sales building features of the
 New Grebe**

Equalized band pass filter for sharper tuning



Combined screen grid and neutralized
 R. F. circuits



C-Bias Detector, with flat rectification



Push-Pull output using two UX-245 tubes



Large diameter, high efficiency dynamic speaker



And a dozen other vital improvements
 destined to influence radio design



A. H. GREBE & COMPANY, INC.
 Richmond Hill, N. Y.

Western Branch:
 443 So. San Pedro St., Los Angeles, Cal.

Makers of Quality Radio Since 1909

*Full details in the
 June issue of this
 publication*

GREBE
 SYNCHROPHASE
RADIO

GET IT BETTER WITH A GREBE

The
**UNITED
 REPRODUCERS
 CORPORATION**

announces

**Peerless Radio
 RECEIVERS**

to be shown for the first time at the June Trade Show. These receiving sets, built with the same exacting care and precision that feature the famous Peerless Reproducers, will be as outstanding among Radio Receivers, as Peerless Reproducers are among present day speakers.

Likewise at Chicago will be shown for the first time the latest triumph of United Reproducers Laboratories,

The New Peerless Condenser Speaker

a forward step in sound reproduction . . . on an entirely new principle . . . that achieves naturalness of tone . . . indistinguishable from the original. *See the Peerless line at the Stevens and Blackstone Hotels.*



United Reproducers Corporation is owner of Peerless Speaker Patents, Newcombe-Hawley Speaker Patents, and Kyle Condenser Speaker Patents.

Licensed under Patents and Patent Applications of the following:

Radio Corporation of America
 General Electric Company
 Westinghouse Electric & Mfg. Co.
 Western Electric Company
 Lektophone Corporation
 American Telephone & Telegraph
 Hogan & Miessner
 Hazeltine Corporation
 Latour Corporation

UNITED REPRODUCERS CORPORATION
 Rochester, N. Y.

Export Department: 130 West 42nd St., New York City

Peerless



**THE NEW
IMPROVED
SONATRON**
Set a new Standard
**FOR THE
INDUSTRY**

**NOW
A NEW
LINE OF
AC
TUBES**

RE-DESIGNED for Greatest Efficiency and Longer Life!

Here is new life for your tube business! Sonatron scores a sensation with a new and improved 1929 line of AC tubes! Millions of AC set owners will be interested in the amazing improvements which Sonatron has brought to every AC type. Already Sonatron's instantaneous heating Y227AC detector, a marvel of long life, is a nation-wide success!

Types 226, 280, 281, 210, 250, 171A and 171AC have been brought to new heights of performance. Sonatron announces also two new types—the X222AC and the X245. Broadcasting, and magazine and newspaper advertising are giving the new Sonatrons instant public acceptance. Write for the Sonatron proposition—now more vital than ever!

Have you received the Sonatron Free Life-Test Tube Offer? Write for details!

SONATRON TUBE COMPANY, 1020 S. Central Park Ave. Chicago, Ill.

16 Hudson Street
New York City

55-57 State Street
Newark, N. J.

SONATRON
**THE WORLD'S LARGEST
RADIO TUBE LINE**

Every Sunday night, 8:30 to 9:00 P. M., E. S. T., Sonatron sends a program of unusual merit over the Columbia Broadcasting System from coast to coast!



KEN-RAD

RADIO TUBES

★ Ken-Rad is supporting dealers with National Advertising, reaching 5,000,000 readers of *The Saturday Evening Post* and *Colliers*. Every other week, an advertisement is reminding radio owners of Ken-Rad Standard Quality and building new and greater sales.

Quality THAT NEVER LETS DOWN....

THE THING you hear most frequently about Ken-Rad tubes is — “they’re wonderful tubes.”

For even in the “great tube rush,” just passed, (when everyone was clamoring for any kind of tubes), Ken-Rad never relaxed on quality . . . Ken-Rad has

only one quality—and that is *standard quality*, always . . . If you want the kind of quality that builds a permanent business—plus *adequate profits* on your tube sales—you’ll tie to Ken-Rad. Write—or wire—for the Ken-Rad proposition!

THE KEN-RAD CORPORATION, Incorporated, OWENSBORO, KENTUCKY
A Division of Ken-Rad Tube & Lamp Corporation



ANNOUNCING

The **NEW**
COLONIAL
 *Radio*

with a
**NATIONAL
 EXPANSION
 PROGRAM**

**of vital interest to
 Distributors and
 Dealers!**

Dr. Fulton Cutting's
 Sensational **NEW**
INVENTION

**Cutting
 SOUND
 RADIATION**

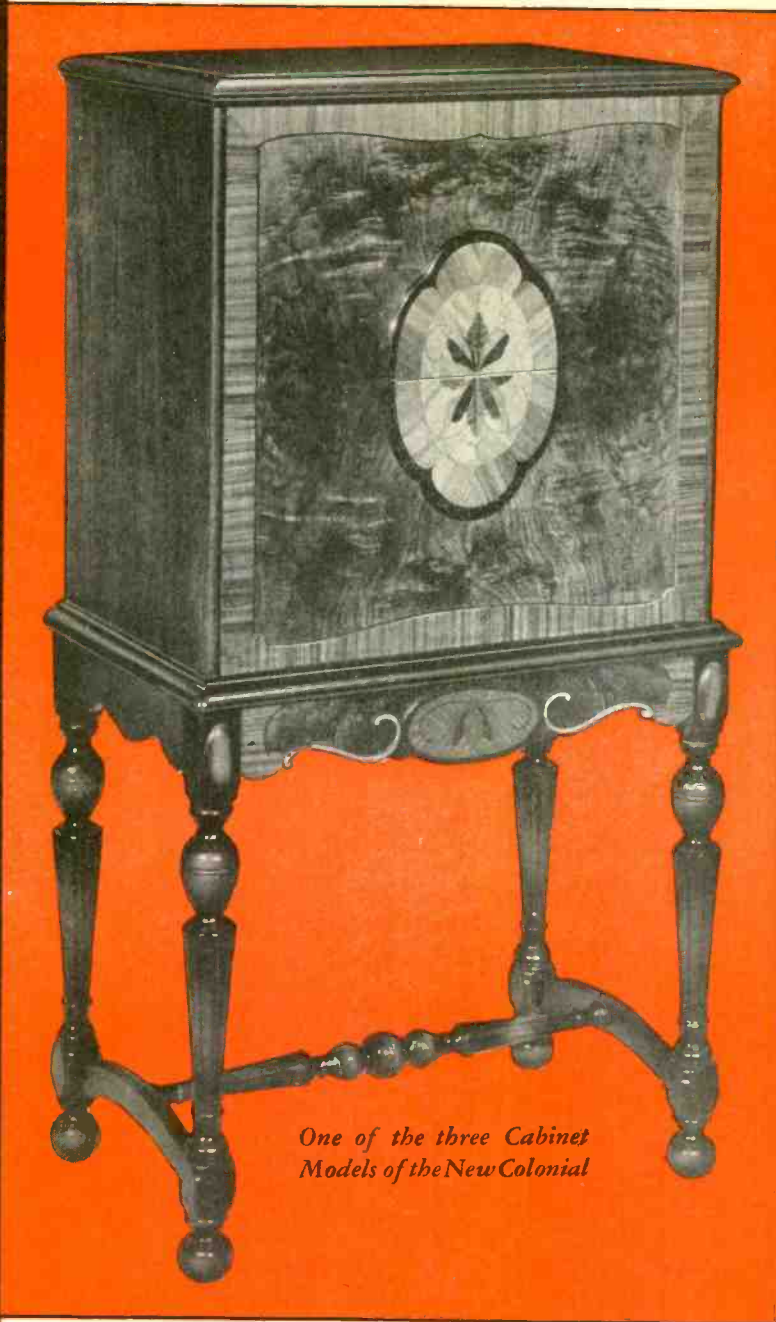
**ONE OF THE OUTSTANDING RADIO PROPOSITIONS IN NEW
 YORK AND EASTERN MARKETS NOW OPERATING NATIONALLY**

Colonial presents to the distributor and dealer an opportunity to capitalize a Product, a Record and a Service...a proposition already PROVED to be one of the most profitable in the radio industry.

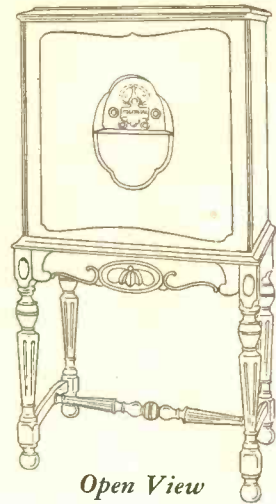
Distributor territories and retail locations are rapidly being arranged. Your inquiry ...by mail or telegraph...will bring complete details of the Colonial merchandising and service plan.

COLONIAL RADIO CORPORATION, LONG ISLAND CITY, N. Y.

The **NEW** Colonial with the **NEW** *plus*



One of the three Cabinet Models of the New Colonial



Open View

Center panel drops down revealing recessed illuminated dial. Usual front speaker grill is not used in Dr. Cutting's new principle of sound radiation.

FOUR SCREEN GRID TUBES
 *The new vitalizing element in Radio*

Four individually shielded tuned circuits... power screen grid detector... double tube shielding... two new 245 output tubes—Cutting Dynamic Speaker. What does this mean?

It means uniform amplification and selectivity over the whole broadcast band. Sensitivity three times the value recommended by the Institute of Radio Engineers, as the maximum required. This means a power reserve new to

radio. Four and a half output watts, which with the high gain Cutting dynamic, gives reproduction that "just gets you!"

Dr. Cutting says: "They will all come to it. The older tubes were an indispensable weapon for the engineer. The new tubes are heavy artillery. Their capabilities are so great that the receiver can be moulded to the designer's will. The ultimate goal can be attained."

Licensed under patents of Radio Corporation of America, Westinghouse, General Electric and American Telephone and Telegraph Companies

PROVED Principle Cutting* SOUND RADIATION

A FLOOD OF MUSIC...NOT A BEAM...CUTTING DYNAMIC REPRODUCTION PLUS CUTTING SOUND RADIATION...

... the final touch in the quest for realism



DR. FULTON CUTTING

*Cutting Sound Radiation: The new, revolutionary, and heretofore missing factor in radio reception. The scientifically correct acoustic principle discovered and perfected...after three years of research and experiment in the Colonial Laboratories... by Dr. Fulton Cutting and his staff of engineers.

What Cutting Sound Radiation Is
Cutting Sound Radiation is a scientific treatment of the sound waves emanating from the reproducer that diffuses the sound in such a manner as to recreate

the original effect. Faithful reproduction not only means reproducing the original sound itself, but also reproducing the conditions under which that sound was created.

Both sound and light waves obey the same physical laws. Unlike ordinary radio sets, the New Colonial does not focus a beam of sound at you like the rays from a spot lamp. It diffuses, distributes the sound waves uniformly over the entire room. It accomplishes for sound distribution what indirect lighting accomplishes for illumination. An uncanny result of widening the tone area to proportions which approximate those at the broadcasting studio.

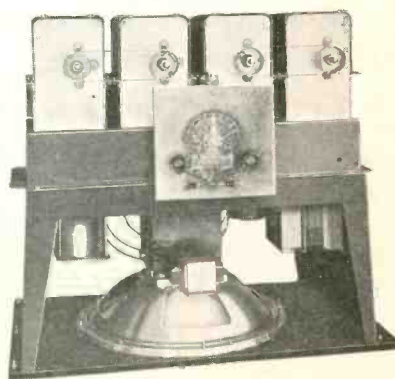
The Marvel of Cutting Sound Radiation

Instead of compressing the sound radiations of a large orchestra into the confines of an ordinary loudspeaker...and having them released only within its limited area of extension... Dr. Cutting's invention recreates those radiations in their original dimensions at the point of reception. Closing your eyes while listening to a male quartette as reproduced by the New Colonial, you get a visual image

of the exact grouping of the individual artists at the broadcasting studio.

A New Reception Era

Acoustic experts, radio engineers and the more critical of the radio audience will hail this New Colonial as the greatest achievement so far in home reception performance. It is so perfected that all of the weight, the lights, and shades... the natural substance of tone...are there, plus the final fact that the artist in the studio virtually presents himself in person to the owner of the Colonial. Make no mistake about it...A new reception era is here!



Colonial Receiver and Speaker Chassis *

COLONIAL



Radio



What Colonial has done in the East...

\$175,000.00 spent for advertising in New York last year. More than 750 successful dealers added in the Metropolitan market alone. A still greater program in 1929-30.

Colonial Knows...Thru EXPERIENCE How to Merchandise, Advertise, Service

LAST year Colonial added more than 750 dealers in New York alone, and spent more than \$175,000 in advertising in the Metropolitan district. Other campaigns have been started in Boston, Baltimore, Pittsburgh, Cleveland, Detroit and Chicago...with immediate results.

Colonial, with a complete adver-



tising, sales and service organization, understands distributor and dealer problems... knows how to cooperate for your best interests.

Colonial Radio is licensed under patents of Radio Corporation of America, General Electric, Westinghouse and American Telegraph and Telephone Companies.

Just a Few of the Major Colonial Dealer Outlets in the Metropolitan District of New York

L. BAMBERGER & CO.

BLOOMINGDALE BROS., Inc.

BROOKLYN RADIO SERVICE CO.

BRUNSWICK SALON, Inc.

CITY RADIO STORES

DAVEGA, Inc.

LANDAY BROS., Inc.

THE NAMM STORE

STERLING PIANO CORPORATION

VIM ELECTRIC CO.

WALTHAM ELECTRIC CO.

YORKVILLE RADIO CO., Inc.

...Colonial will do in Other Markets

1929-30 will be Colonial's biggest advertising year. More extensive merchandising plans, more effective dealer helps, more aggressive sales activity in behalf of distributor and dealer alike

A Strong, SOUND Institution Stands Back of Your Colonial Franchise

WITH tremendous manufacturing facilities in a large plant...with unusual engineering laboratory equipment...with ample financial resources for extensive production and operation, Colonial provides every assurance of stability and permanence.

Colonial has always been among the first in new, sound engineering developments. They were among the pioneers in practically every forward step in radio engineering; the use of fully-shielded circuits, the A. C. set, the Cutting dynamic speaker, and now, Cutting Sound Radiation.

**DISTRIBUTORS
DEALERS
WRITE
OR
WIRE
FOR THE
COLONIAL
PROPOSITION**

You can be sure that Colonial is well engineered and that any new principles in engineering applied are thoroughly tested in their application to commercial use before given to the trade and to the public. Our new developments, when presented for your acceptance, are not experiments. They are sound fundamental im-

provements that will, in turn, be accepted by others in the industry...Every item and service which helps to promote Colonial Radio...for distributor and dealer alike...will be included in our coming campaign.

COLONIAL RADIO CORPORATION, LONG ISLAND CITY, N. Y.

The **NEW**

COLONIAL



Radio



Astonishing advancement in radio reproduction

MAGNAVOX X-CORE is a new, exclusive principle of dynamic speaker construction. It assures for the first time in any speaker . . .

freedom from hum, rattles
and distortion at any volume.

Also, it enables
Magnavox to offer, for the first time in speaker history

A LIFETIME GUARANTEE
of original standard of performance

The Magnavox record is one of sustained leadership in the loud speaker field...In 1911 Magnavox made the original loud speaker. In 1926 Magnavox made the original modern dynamic speaker. And today Magnavox presents the X-core.

You will marvel at this new dynamic speaker. It is used as built-in equipment in several makes of fine radio sets . . . also sold as a separate unit under the Magnavox name. Hear it!

MAGNAVOX
X-CORE DYNAMIC
SPEAKER

X-CORE

A NEW ADVANCED
PRINCIPLE OF . . .
DYNAMIC SPEAKER
CONSTRUCTION
CONTROLLED
EXCLUSIVELY BY
MAGNAVOX

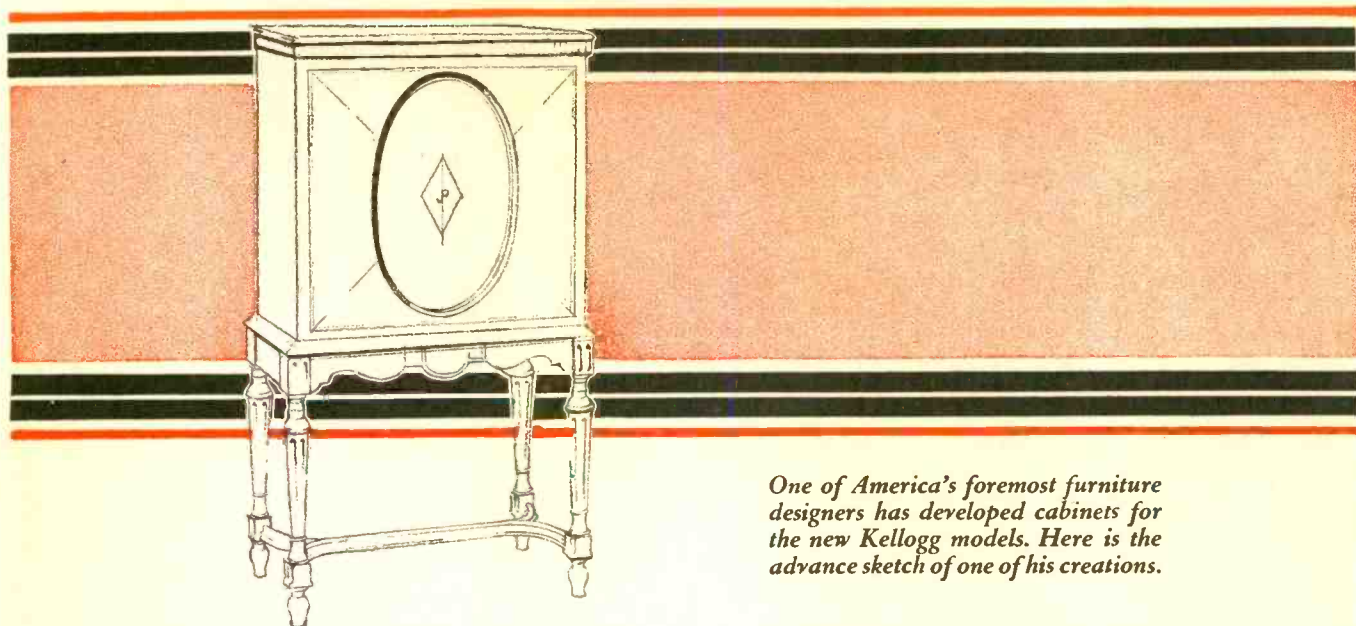
write for further facts

THE MAGNAVOX COMPANY

General Sales Office: 1315 So. Michigan Avenue, Chicago

General Offices: Oakland, California

REALISM



One of America's foremost furniture designers has developed cabinets for the new Kellogg models. Here is the advance sketch of one of his creations.

KELLOGG

enters the **MEDIUM PRICE FIELD**
with a startling array of features that mark
a distinct advancement in **Radio Design**

"A lot more value for a few more dollars"

Automatic Volume Control
Shield Grid Tubes
All Tubes Standard Base

Improved Dynamic Speaker
Condenser Tuning
Distinctive Cabinets

A limited number of new distributors are being appointed. If you are interested, we recommend making arrangements for a pre-view of the new models at our factory, prior to the trade show.

KELLOGG SWITCHBOARD & SUPPLY COMPANY

1020-1070 W. Adams St., Chicago

More Than Ever,

The **RADIO** *with the*
Cathedral Tone

AN ANNOUNCEMENT

An arrangement has been practically agreed upon, although all details have not been settled, between Raytheon Manufacturing Company and National Carbon Company, Inc., under which radio tubes and certain allied products manufactured by Raytheon Manufacturing Company will be merchandised exclusively through the distribution facilities of National Carbon Company, Inc. The latter will devote its exclusive sales efforts in the radio tube field to the products of the Raytheon Company. The Raytheon Company has a license from the Radio Corporation of America for the manufacture of radio tubes and also has other patent rights and inventions, which will insure the production of an unusually efficient tube. The tubes and other products will be sold under the trademarks "Eveready Raytheon."

This announcement takes the place of the advertising message which had been scheduled to appear on this and other pages, as noted on the cover of this issue.

THE RAYTHEON MFG. CO.
Cambridge, Mass.

Makers of

**Raytheon**
HEALTHY TUBES

Cabinets of Steel



NO. 400C. 7 1/4" x 12 3/4"



NO. 400D. 8 1/4" x 19" x 10"



NO. 400E. 8 1/2" x 19" x 12"



NO. 400A. 9 3/8" x 19" x 12"



NO. 400B. 9 3/8" x 19" x 14"



NO. 400E. 8 1/2" x 21 3/4" x 14"

The
VAN DOORN
COMPANY
211 WACKER DRIVE
Chicago, Ill.
Factories
Quincy, Illinois

~~IRON~~

to Take its
place comes

BOHNALITE

62%

Lighter than Iron

Iron is an age old metal and like many other substances used down through the centuries is going more and more out of use. This is due to the development of newer metals which have all the advantages of iron but none of its disadvantages.

Foremost among these newer alloys is Bohnalite.

The value of Bohnalite is twofold. Its use not only reduces the weight of your product, but it likewise increases its attractiveness and usefulness.

Manufacturers prefer Bohnalite because of its high uniform hardness—great density—fine grained structure—exceptional strength—excellent bearing qualities—ductility and lightness.

Many of these important refinements are due to the special processes and series of heat treatments developed by Bohn metallurgists over a long period of years.

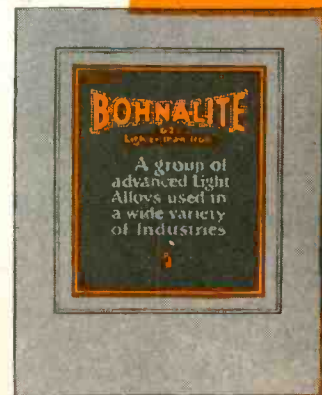
We have ready a new book about Bohnalite which explains and illustrates the wide use of this new light alloy which is so rapidly replacing iron and other heavy metals. Send for a copy today.

BOHN ALUMINUM & BRASS CORP.
DETROIT, MICH.

New York Chicago Philadelphia Cleveland Pittsburgh



Chas. B. Bohn, the authority who developed Bohnalite



Send for This Book

HIGH VACUUM

Means Higher Quality



☛ Better performance is what the Radio Public wants—and because LaSalle High Vacuum Tubes give it, you profit by greater *demand*—and less returns. Their remarkable high vacuum and precision workmanship, (*their inbuilt quality*)—are responsible for a long life—a clear reception, a performance that is outstanding.

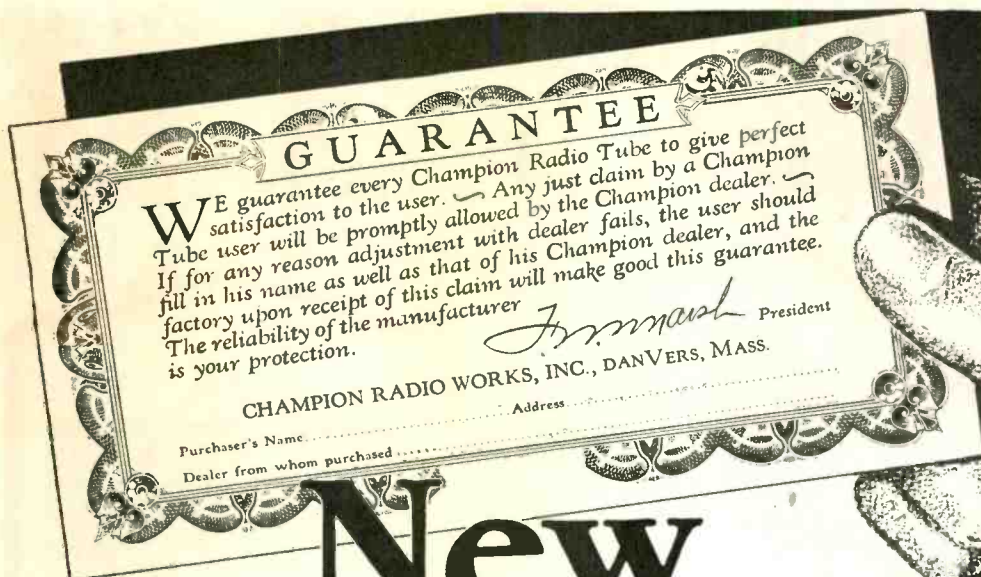
☛ In a word, LaSalle High Vacuum Tubes are business builders. Because their quality protects your customers, they protect your profits. Other dealers have proved this. You can prove it. Ask your jobber for La Salle Service.

LASALLE RADIO CORPORATION (Division of Matchless Electric Company) 1500 N. Ogden Ave., Chicago

LaSalle

HIGH VACUUM TUBES

Jobbers: Are returns eating into your net profits? If so, protect yourself and your dealers with LaSalle High Vacuum Quality. LaSalle distributors have less than half the returns of any known tube. Write for full details.



New Protection

for Radio Set Purchasers

Every CHAMPION RADIO TUBE is covered by the above guarantee, which is more *liberal*, more *specific*, and *safer* than the "guarantee" on any other make of tube. This guarantee is backed by a million-dollar manufacturer with 28 years of successful experience in electro-vacuum products.

In order to survive under such a guarantee to the jobber, dealer and householder, we as manufacturers must naturally keep CHAMPION quality to the level of excellence.

To you as a dealer this guarantee actually means—fewer service calls, less service expense, and satisfied customers.

Then, in addition, the CHAMPION line is absolutely complete and is dressed with most appealing merchandising features.

Right now is a good time to place your order for CHAMPIONS.

Champion Radio Works, Inc.
138-142 Pine Street
DANVERS
MASSACHUSETTS



Tune In!

Champion Weatherman

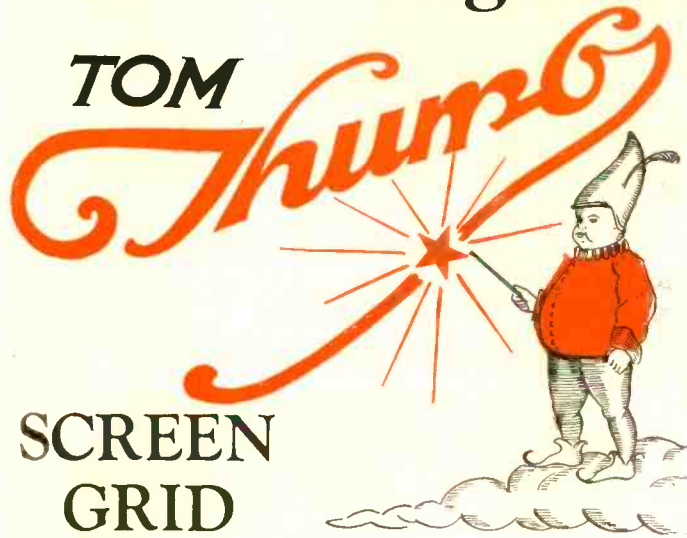
Broadcast Daily by
Westinghouse Stations
KDKA, KYW, WBZ, WBZA.

Champion



RADIO TUBES

Announcing a **NEW A-C** ALL ELECTRIC



PORTABLE

**SCREEN
GRID**

A Wonderful Sales Field

is opened to live dealers by this new addition to the TOM THUMB family. You can place it in Hotels, Bungalows, Hospitals, Clubs, Apartments—anywhere A-C is available. List price \$95 less tubes.

A New Merchandizing Plan

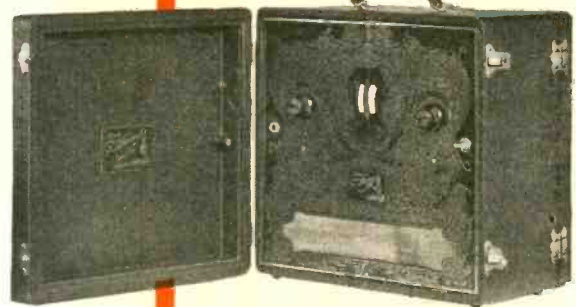
Rent-A-Portable Radio

Circularize your neighborhood. Offer to apply rent payments on purchase of set—and watch the orders pour in! Install simply by plugging into electric light socket. This idea in a group of apartment hotel buildings recently netted a dozen orders the first day! And sales follow.

A Model for Every Need

Tom Thumb Portables are furnished in three models—Self-Contained Battery Model \$57.50 less equipment—D.C. 110 volts, list price \$87.50—and the A.C. set above featured. Your jobber can furnish full information, or we will. Just write today.

AUTOMATIC RADIO MANUFACTURING CO., INC.
332 "A" Street, Boston, Mass.



Single Drum Control
"Just swing the cover open
and tune in"



Self-Contained
BATTERY MODEL

LIST
\$ 57.50
(East of Rockies)
LESS EQUIPMENT



ELECTRAMUSE

The
**FASTEST
 SELLING**
 COIN-CONTROLLED
**MUSICAL
 Instrument**

These Features Mean
Big Profit!

Easy to Sell—Unlimited
 Prospects—
 Quick Turnover



THE FAD for eating out has created a big demand for ELECTRAMUSE.

Have you been getting your share of this business—making a real profit on it?

ELECTRAMUSE is the fastest selling coin-controlled musical instrument. Drug stores—restaurants—cafes—lunch rooms—parks—in fact all places where people get together, should buy the ELECTRAMUSE from you. Creates good will—increases business 10% to 25%—earnings average \$2 to \$7 per day. Owners are enthusiastic and recommend it. ELECTRAMUSE is superb in tone—automatic—plays all makes of records continuously.

These outstanding features make it easy to sell. Cash in on these advantages in a big way—add increased profits to your business.

Attractive Discounts Mean Big Profits

The market and the merchandise are ready. Discounts to dealers are large. Minimum stock—quick turnover—increased profits. The pioneering and missionary work have been done. Every assistance is available. Put the ELECTRAMUSE franchise to every test. Let us explain our liberal dealer co-operative plan—we are ready to help you get started.

Get the News About ELECTRAMUSE

A new book has just been issued—it tells why other dealers have taken on the ELECTRAMUSE—and are prospering. There is a copy for you—free. Mail the coupon for the book, prices and discounts.

Holcomb & Hoke Mfg. Co.
 INDIANAPOLIS, IND.

Made by One of the Oldest and Largest Manufacturers

Thirty-three years of achievement has earned the well-deserved title, "The World's Largest Manufacturers of Money-Making Equipment for Merchants." This is the background of successful accomplishment behind the latest enterprise—ELECTRAMUSE.

THERE IS PROFIT IN SELLING ELECTRAMUSE

HOLCOMB & HOKE MFG. CO.
 Dept. W-505, Indianapolis, Ind.

Without obligation on my part, please send me the full data on your Electramuse Dealer Plan.

Name _____
 Address _____
 City _____ State _____

Thousands of Dealers

have discovered that the simplest, surest way to clinch a good sale is to demonstrate the set with CeCo Tubes.

It will not only help the sale of the set but invariably sell the tubes—at a very nice margin of profit for you.

CeCo Tubes sell easily. They're nationally advertised—both on the air and in leading newspapers of big cities—the CeCo story is already familiar to people in two thirds of the whole United States—and becoming better known every day.

SENSIT
THAT DRAWS IN THE FULL

*Don't Forget to see us at the
R.M.A. Show - Stevens Hotel -
Chicago - June 3 to 8!*

E.C.
SCREEN GRID
TUBE
TYPE
AC-22

TYPE
AC-22

E
Radio

FIDELITY

RANGE of the RADIO UNIVERSE

FROM the softest lullaby, the faint inflections of a whispering voice, the plaintive beauty of the violin clear down to the ringing, rollicky brass, the crash of drum and cymbal, and the shouted cadence of a red-hot blues...CeCo brings you musical reproduction of amazing fidelity.

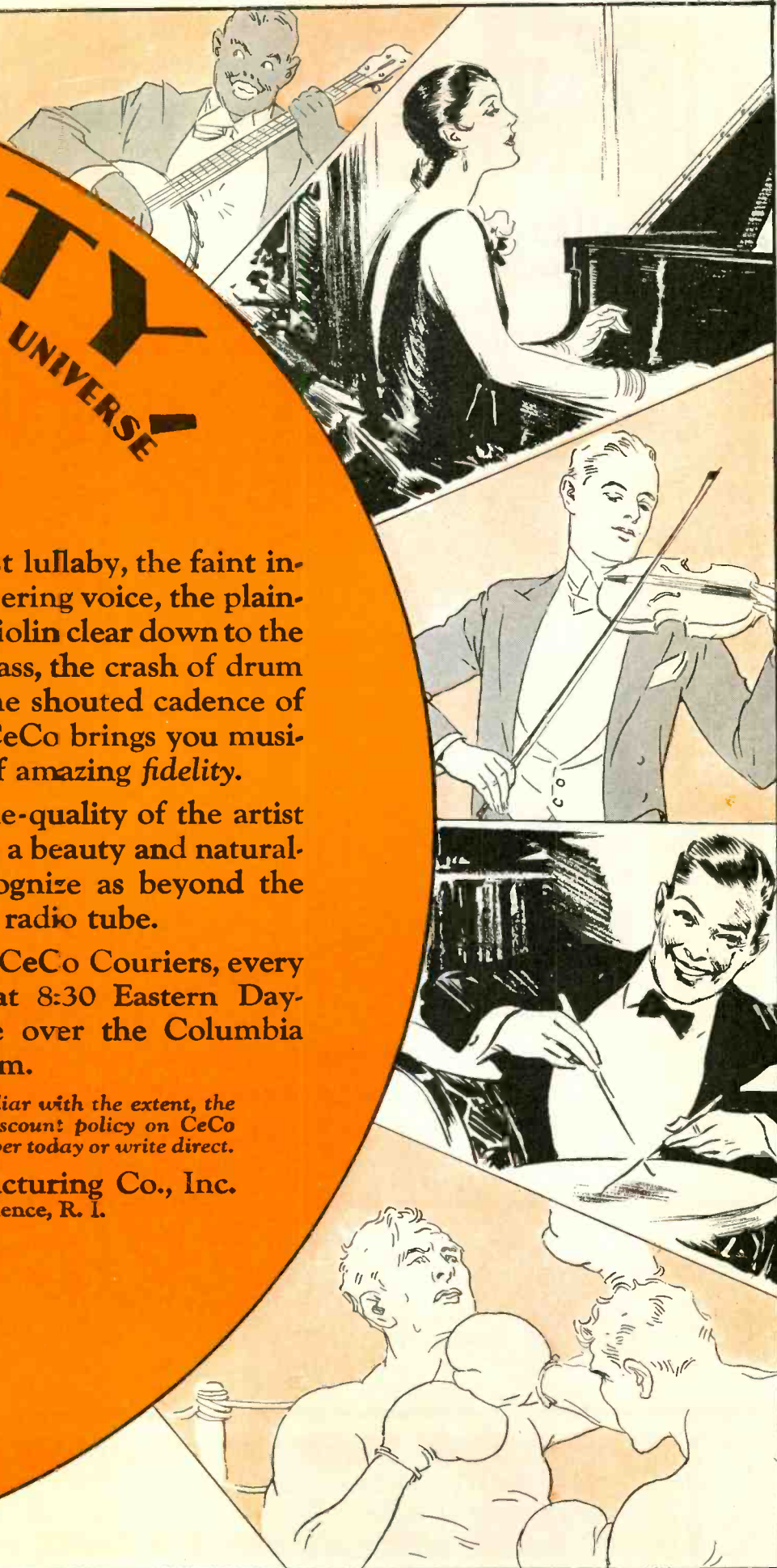
It is the true tone-quality of the artist in the station, with a beauty and naturalness that you recognize as beyond the usual capacity of a radio tube.

Listen in on the CeCo Couriers, every Monday evening at 8:30 Eastern Daylight Saving Time over the Columbia Broadcasting System.

If you are not familiar with the extent, the price range and discount policy on CeCo Tubes, see your jobber today or write direct.

CeCo Manufacturing Co., Inc.
Providence, R. I.

@ Tubes



The Baird PORTARADIO

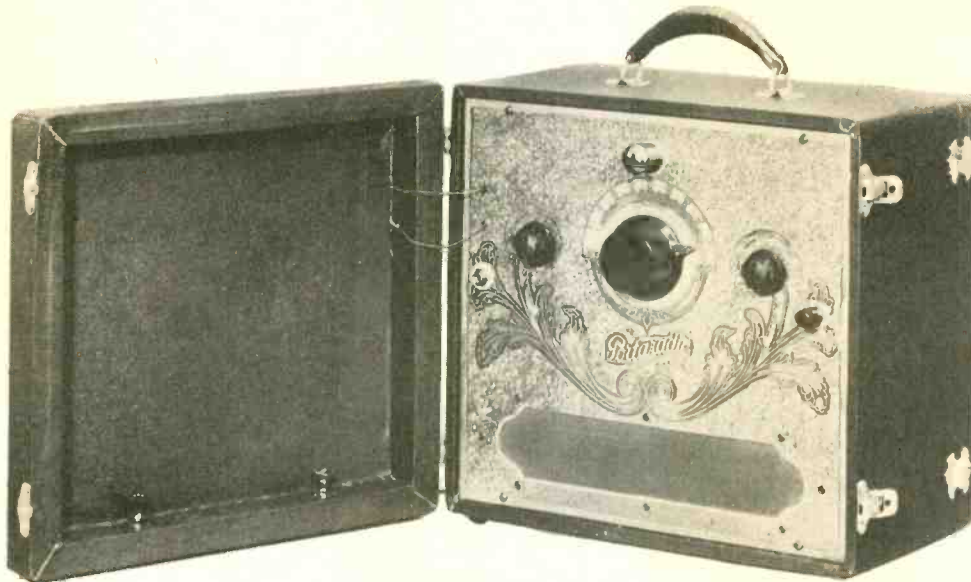
Dealers: What are you doing to stimulate trade during these summer months? Do you realize that every office—every hospital ward—every summer home—in fact EVERYBODY—is a potential prospect for a REALLY good portable radio.

Portaradio fills the bill exactly. We are the original manufacturers of a single dial shield-grid portable. The new Portaradio is the last word in compact efficiency—a quality job which will hold its own among the latest full-size sets.

Furthermore Portaradio is not merely a

summer specialty. With the three models now available you can build profitable sales and cover the entire field for compact, easily portable radio equipment.

Full protection for dealers and jobbers. Some territories still open for exclusive sales agencies. Write today for our sales plan.



All Models Weigh Less Than 25 Pounds When Fully Equipped

JUST OPEN THE DOOR AND TUNE IN

Our Sales Representatives

- Pat Kiley, 140 Liberty Street, New York City
- Byron L. Moore, 191 Starin Avenue, Buffalo, N. Y.
- Chambers & Halligan, 549 W. Washington Blvd., Chicago, Ill.
- John W. Tee, 1421 Court Place, Denver, Colo.
- H. H. Wald, 565 Westmount Drive, West Hollywood, Calif.
- Wm. E. Smith Co., Portland, Ore.

- BATTERY MODEL \$60.00**
- D.C. ALL ELECTRIC \$87.50**
- A.C. ALL ELECTRIC \$97.50**

All Prices Less Equipment

Our Sales Representatives

- H. W. Menges, 1530 Olive Street, St. Louis, Mo.
- B. B. Downs, 2504 University Ave., St. Paul, Minn.
- Wetherbee Brothers, 2208 Commerce Street, Dallas, Texas
- Hall-Pray Sales Co., 261 Franklin St., Boston, Mass.
- B. J. Fitzner, 159 E. Elizabeth St., Detroit, Mich.
- Superior Engineering Co., 120 Ninth St., Pittsburgh, Pa.

DEALER'S COUPON



Please send me Portaradio Portable (s) Model at your special introductory dealers' discount—also circulars and sales helps. I understand that the Portaradio is fully guaranteed. Credit my jobber with this sale.

Jobber's Name Address

Name

Address



PORTABLE DIVISION: SHORTWAVE AND TELEVISION LABORATORY, INC.
 104 Brookline Avenue Boston, Mass.
 A PORTABLE FOR EVERY NEED

THE VOICE OF THE WORLD

PLUG IT INTO YOUR RADIO SET

AERO-CALL

SHORT WAVE CONVERTER



SHIELDED—FILTERED—Size, only 9x5½x2¼ in.

Complete Factory-Built Short-Wave Converter Box

PLUGS INSTANTLY INTO ANY RADIO!

A. C. and D. C. Models

Made by

AERO PRODUCTS, Inc.

Pioneer Short-Wave and Coil Specialists

BOOST YOUR SPRING and SUMMER SALES

THE Aero-Call Converter Box brings to radio dealers a real opportunity to increase sales and profits for spring and summer. Here is an entirely new adaptation of the wonders of radio. Heretofore, short waves have been appreciated only by "hams." Now they are available instantly to every radio set owner by the use of the Aero-Call Short-Wave Converter Box. A compact, shielded, filtered, factory-built short-wave adapter, equipped with special short-wave coils. Designed for both A.C. and D.C. sets. Operates without motor-boating, by an auxiliary filter system control, an exclusive feature (patent applied for) that entirely eliminates the failure of most converters heretofore offered to the public. It can be plugged into any regular radio set. List of short-wave stations here and abroad, with time of broadcasts, enclosed with each set.

No change or wiring required. All complete, ready to operate, tubes and coils hidden, no apparatus in sight, except the neat, golden-brown, compact metal cabinet in crackle finish, that harmonizes splendidly with the finest radio cabinet. Cushioned feet prevent marring cabinet.

Size, only 9 x 5½ x 2¼ inches.

The only converter we know of that really works on all sets. Two models—A.C. and D.C.

Have Something to "Shoot At"

We don't guarantee that every Aero-Call owner can get Europe or Australia—but it is being done regularly—and practice makes perfect. At least, there's something to "shoot at" that you couldn't get on a regular radio set in a blue moon. There's plenty of thrills in tuning in on short waves to keep one busy for hours. And when London, Paris or Berlin is tuned in, there's something to brag about.

Every Set Owner a Prospect!

The public's interest in this remarkable new radio improvement has been nation-wide. Jobbers and Dealers will find an instant demand for it from radio users everywhere, both A.C. and D.C. Order your demonstrator now.

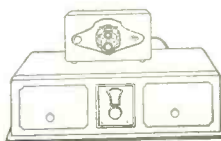
MODEL A, for A.C. Sets—
MODEL D, for D.C. Sets—

LIST PRICE

\$ 25

AERO PRODUCTS, Inc.

4611 E. Ravenswood Ave., Dept. 2159, Chicago, Illinois



Bellevue, Pa. Fan Hears Holland

An Aero-Call user in Pennsylvania writes:—"with an old 5-tube receiver—SSW (Chelmsford, England) was received at excellent telephone strength, as was also PHL, Hulzau, Holland.—GBS (Bugby, England), also received—will vouch for its ability to get Java—A fine piece of work, and you are to be complimented—recommended it to a number of my friends—in Pittsburg."

(Signed) G. E. M.

(Name and Address on file).

Other similar records have been secured on the Aero-Call, but it takes expert tuning to do it. Short-wave reception is not as good as regular broadcasts, but it furnishes a new and novel method of experimentation.

Dealers, write for literature and discounts, and name of your nearest jobber. Jobbers, stock up now.

Dealers' Demonstrator Order

AERO PRODUCTS, Inc., 4611 E. Ravenswood Ave.
Dept. 2159, Chicago

Send me one of your new 1929 Aero-Call Short-Wave Converter Boxes ready to plug into any radio set now sold by me. I want to put them on sale. Enclosed is remittance of \$25.00 less 40% dealers discount, less 2% for cash.

Dealer's Name

Street and Number

City

State whether A.C. or D.C. Model is desired.

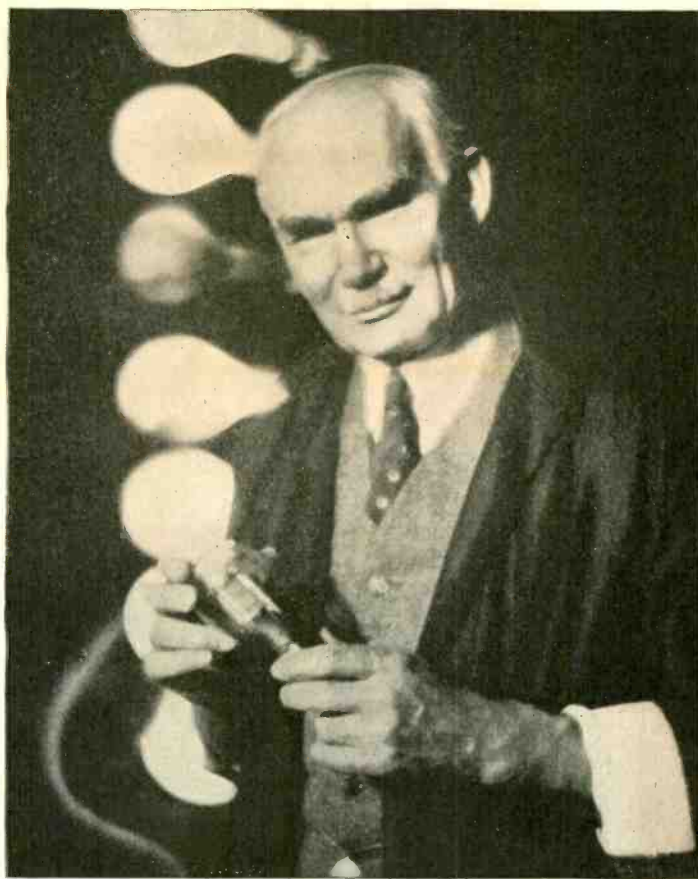
Name and Address of Jobber.....

**The new
De Forest
Audion 427
makes A. C. sets
humless..**

The perfected De Forest Audion No. 427 is a new heater tube for sets operated direct from the light socket. With this tube you can offer your customers the purity of tone that characterizes battery-operated sets, with all the convenience of A. C. operation.

Audion No. 427 not only practically eliminates hum, buzz and crackle, but heating time has been cut to one third that of similar type tubes.

Like all De Forest Audions, Audion 427 relieves the dealer of service calls and complaints of customers. When you sell a set, it stays sold when it is equipped with the proper De Forest Audions.



The million dollar De Forest Audion advertising campaign covers the country with newspapers, magazines, billboards and broadcasting. It is the greatest campaign ever devoted to radio tubes. Tune in on it and identify your store as headquarters for De Forest Audions. Write today for our dealer proposition and full details of our dealer helps.

DE FOREST RADIO CO., JERSEY CITY, N. J.

**de Forest
AUDIONS**

**EVERY CUSTOMER
ON YOUR BOOKS
IS A PREFERRED
PROSPECT FOR . .**

REQUEST FOR SAMPLE AND DETAILS

Send all details and name of nearest Jobber who will deliver sample ROTROLA upon my request.

Name.....

Address.....

*Samples sent at once to interested jobbers.



The NEW ROTROLA

This new electrical reproducing instrument is the sensation of the modern radio-music field. It is bringing Dealers and Jobbers INSTANT PROFITS because it is actually needed in practically every home which has a radio.

It takes but a second to connect the Rotrola. Then, just place the electric pick-up on the record and hear the deep, clear, melodious strains, ELECTRICALLY broadcast right through your radio. The Rotrola is powered by the compact, fool-proof Rotor synchronous electric motor, and equipped with the famous Phono-Link pick-up. Any standard pick-up will be supplied, if you have a preference!

The case is finished in rich Fabrikoid, or lustrous walnut if desired. Trimmings are bronze, and the total effect is one of harmony and beauty suited to the finest of homes.

At a retail list price of only \$35, the Rotrola offers you one of the GREATEST VOLUME PROFIT OPPORTUNITIES in the history of this business. Send today for your sample. Keep your radio organization intact . . . profitably . . . during the summer. Your sales and service men can sell the Rotrola to every radio customer on your books, and as they do so can secure many new radio prospects. The request form above is for your convenience. Act . . . NOW!



**ALLEN-HOUGH
CARRYOLA CO.**

**279 Walker Street, Milwaukee
New York, 225 West 34th Street**

World's Largest Makers of Portable Musical Instrument

THE SENSATIONS OF THE SHOW



HUGE... heavy... the symbolism of power... of undistorted energy... of beauty... That is the Best *Theatre Dynamic*.

This huge dynamic dwarfs any other on the market in performance, as well as size.

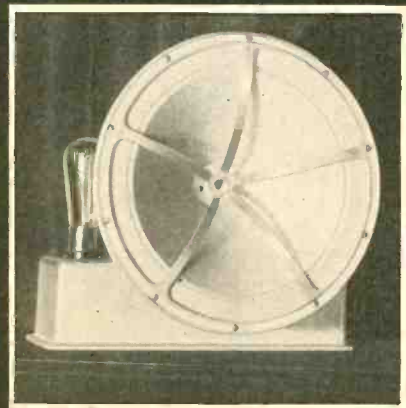
Never, in the history of radio has there been such a speaker. Never has there been so much undistorted output. Never has there been a dynamic so free from troublesome hum.

Your conceptions of speaker performance will be entirely altered by the Best *Theatre Dynamic*.

THE Best Theatre Dynamic was designed with one idea in mind—to make the finest dynamic possible, regardless of cost. Price has been the last consideration—as it should be, and is, with every truly quality product. The Best *Theatre Dynamic* is for use in the better homes and in theatre installations.

Every dealer, who has customers who want the best, and what dealer hasn't, will make an exceptional profit with every sale—and have the satisfying knowledge that he has sold by far the finest speaker ever made.

List price, chassis only, \$95.00 less the two 281 rectifier tubes. For use with 105-120 volts AC 50 to 60 cycles.



The **BEST** *Theatre* **DYNAMIC**
For Home and Theatre

ARE ON THESE PAGES



Largest Pick-up Ever Put on the Market

The Best Theatre Pick-up is the largest, heaviest and most powerful pick-up available to the general public. Naturally, to get power you must have size. And with size you must have weight. The Best Suspension Bridge Counter-Balance makes it possible to use this weight with but the weight of a feather on the delicate record.



Thunderous Volume!

Volume . . . thunderous volume . . . enough to tax the capacity of any speaker . . . and yet you can cut down the volume to the barest whisper. And without the slightest distortion!

Performance that beggars description, so much better than ordinary pick-ups, that there is no comparison.

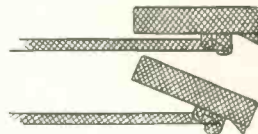
Know the Best by the Box

Individually packed in the most sumptuous display box known to the Radio Industry. To place one of these display boxes on your counter, is to sell it. Complete with volume control and adapter for four or five prong tubes (in case the set does not have a phonograph jack).

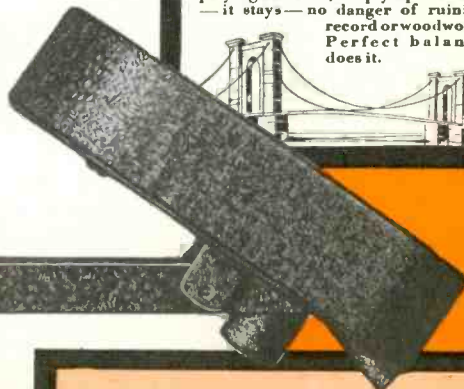
List price \$17.50

BEST MANUFACTURING CO.
1200 GROVE ST., IRVINGTON, N. J.

COUNTER BALANCED!



The Best Theatre Pick-up, is built like a suspension bridge. So delicately is it balanced, that only a feather weight is placed on the record. When finished playing a record, simply tip the head — it stays — no danger of ruining record or woodwork. Perfect balance does it.



The BEST Theatre PICK-UP For Home and Theatre

Best Manufacturing Company,
1200 Grove St., Irvington, N. J.

Send us complete information on the following:—

- Best Theatre Pick-up
- Best Theatre Dynamic

Name

Address

.....



The excellence of the AUDAK Chromatic Pick-up goes far and away beyond mere appearance. It is as sensitive to the demands of the record as it is sturdy and handsome. It is responsive as the seismograph itself, accommodating every minutest demand with utter faithfulness . . . reproducing

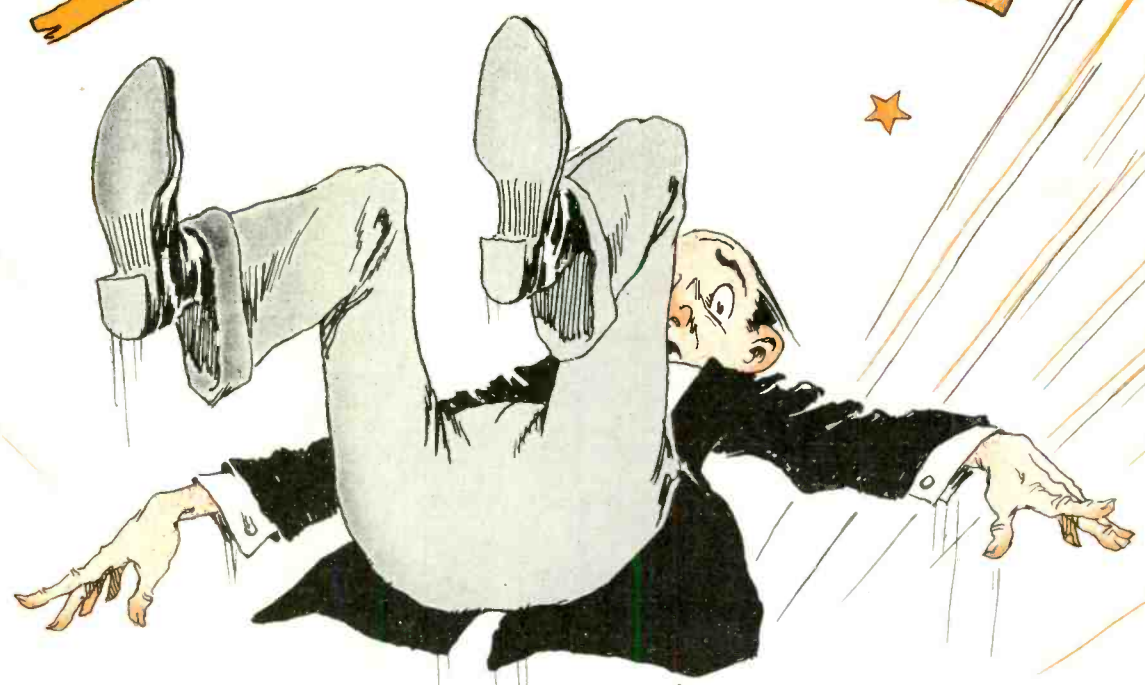
NATURALLY . . . as no pick-up has ever done before. Manufacturers who are jealous of every detail of their machines, have chosen AUDAK Chromatic Pick-up for standard equipment after careful comparisons . . . because they recognize and appreciate its absolute realism.

The AUDAK COMPANY, 565 Fifth Avenue, New York

"Creators of High Grade Electrical and Acoustical Apparatus Since 1915"

I saw down
an oo oo

BOOM!



Luigi Trigo

Line up with Temple this year and cash in on

THE 5 POINTS

1 Dependability. Temple, with factories in five countries, already has a background of remarkable achievement in radio. In designing and testing its set, Dependability has been stressed. The scientific accomplishments that have given Temple Speakers the finest tone the industry has ever known, have now put into Temple Radio Receivers the correct engineering and simplicity of design which permits of no

inherent defects, and reduces service cost to the absolute minimum. These — Plus Radio's Proudest Achievement in Tone.

2 Distinctive Style Appeal. Authentic, artistic, of the moment—yet so beautifully practical as to appeal.

3 Competitive Prices. Many a fine set has failed to get to first base through the lack of this fundamental principle so strongly stressed by Temple.

4 Proper Merchandising. More than a half million dollars being spent in the most highly concentrated areas where your sales are surest to be.... *And last but not least:*

5 R-E-S-O-U-R-C-E-S. The credit and standing of this company warrant the fullest investigation. And it is highly significant that this great credit and standing were earned through the soundness of the products Temple has built in the past, plus the ability to sell these products. That is why, today, there are Temple factories in five different countries.



AND in addition to the massed power of the great newspapers in which the Temple advertising runs—*concentrated* in the centers where your sales are surest to be.... and in addition to the great "Temple Nights" broadcasting campaign.... don't forget the "excess power" Temple magazine campaign in both the *mass* and *class* magazines above!

TEMPLE
TEMPLE TONE  *Radio*

TEMPLE CORPORATION, 5253 West 65th Street Clearing Station, Chicago, Ill.

Don't

Miss Your Share of This

MIGHTY TEMPLE SUCCESS

IN present day radio selling, when you hear about superior quality, you, as a dealer, have a right to want to know what's being done about it!

The manufacturer who means business backs you up. The Temple Franchise is being supported by over half a million dollars worth of Temple advertising and publicity.

Constant newspaper bombardment at the points where it does you most good. And *When* it does you most good.

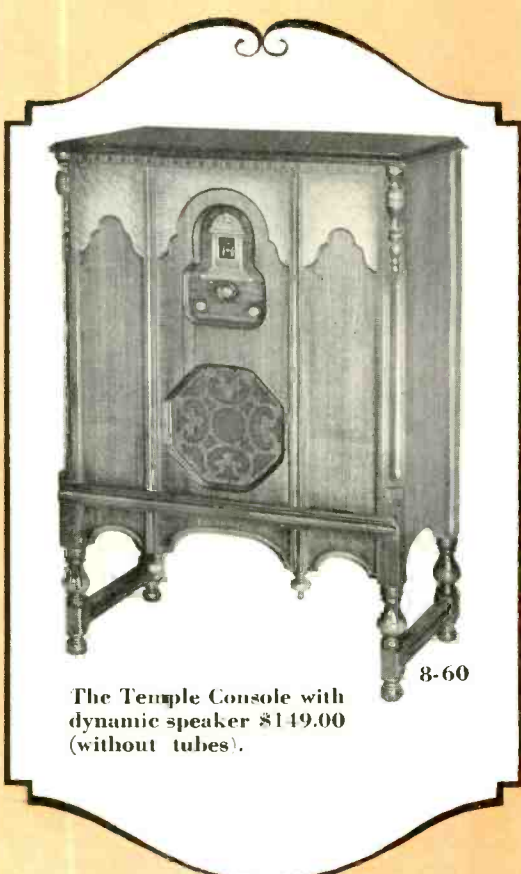
Broad-gauge magazine advertising back-

ground. Big space units that tell the complete story of Temple success.

Consumer booklets such as Radio has never seen before; Dealer ads; and Dealer aids that AID.

And—Yes, Temple is broadcasting—one of the most popular hours and days known to Radio, as proved by nation-wide check-up. "Temple Nights" go on the air over special Columbia network.

Don't be among the dealers who "fall down and go Boom" this year!



The Temple Console with dynamic speaker \$149.00 (without tubes).

8-60

All-electric—AC, of course.

Dynamic, of course—not just "also" dynamic, but instead, a newly developed dynamic speaker, especially engineered with exclusive Temple features.

Single control, of course.

Tone, of unrivalled superiority.

Selectivity and DX—Heretofore associated with only the outstanding laboratory sets. A whole advertising campaign could be built around these alone.

Eight tubes and rectifier. Six 227 tubes—push pull amplification—using the two new 245 power tubes—full wave rectification, a power supply over-sized in every respect in combination with the Temple Humless Dynamic Speaker assures matchless tone for Temple Receivers.

Prices—Large console (8-80) with 14" dynamic speaker—\$189 (without tubes). Small console (8-60) with dynamic speaker—\$149 (without tubes).

Beautiful combination phonograph and receiver, competitively priced, soon to follow.



The Temple Grand Console with 14-inch dynamic speaker \$189.00 (without tubes).

8-80

The Temple Receivers are licensed by RCA and Associated Companies. Exclusive patents allowed by U. S. Patent Office on its various special details.

TEMPLE CORPORATION, 5253 West 65th St. Clearing Station, Chicago, Ill.

SHELBY

Remember that name S-H-E-L-B-Y

A new Radio Set — outstanding in appearance — performance — and unusual merchandising possibilities



SHELBY RADIO

A marked advancement in radio engineering — new circuits — new principles.

Sold with iron-clad trade protection through carefully selected exclusive distributors.

Styled in the accepted mode.

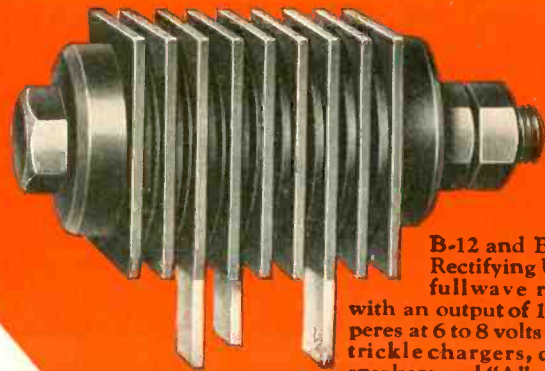
Priced for volume and profit — Backed by intensive national and local advertising.

You'll like the Shelby sales plan.

Write today for complete details.

THE SHELBY COMPANY
TRENTON, NEW JERSEY





B-12 and B-16, B-L Rectifying Units are full wave rectifiers with an output of 1 to 3 amperes at 6 to 8 volts D. C. for trickle chargers, dynamic speakers and "A" power devices. List price, B-12 \$4.50, B-16 . . . \$5.00.

Tried and Proved

B-L Rectifiers furnish smooth, unflinching, uniform power to all electrical equipment and apparatus—dynamic speakers, power devices, chargers etc.—requiring low voltage rectification. They are highly efficient and have been adopted as standard by many of the largest manufacturers.

B-L Rectifiers are Bone Dry . . . Noiseless . . . Durable and Compact. Built of Metal and Composition discs—They are long lived . . . nothing to get out of order. Install them and forget them.

Furnished in standard capacities—single or full-wave—or built to your specific needs. Outline your requirements and we will send you samples and full information.

An interesting booklet, describing the characteristics and some applications of B-L Rectifiers, is yours for the asking . . . A post card brings it.

Jobbers—Some desirable territories open . . . *Dealers*—Order from your jobber, or write us for name of nearest distributor . . . *Manufacturers*—Send for information on B-L Rectifying Elements for your power equipment.

Manufactured by

The B-L ELECTRIC MFG. CO.

Formerly Mfg. Div. Benwood-Linze Co.

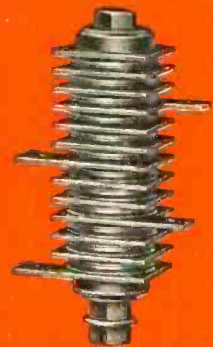
19th & Washington Ave.

St. Louis, Mo.

**Bone Dry . . . Compact
Durable Noiseless**



C-110, B-L Rectifying Unit is a single-wave rectifier for replacing charger bulbs. Furnished with either Edison or double-contact screw base. List price, C-110 . . . \$4.00, C-210 . . . \$4.00.



D-24, B-L Rectifying Unit is a full-wave rectifier for supplying direct current to excite magnetic field coils of dynamic speakers. List price..\$6.00.



A-20, B-L Rectifying Unit is to replace electrolytic rectifiers in trickle chargers and power devices. List price, A-20, 40 and 40P. . . . \$4.00 each



NEW

NEW heights in Electrodynamic reproduction are reached by this latest development of the T·C·A—a unit that offers a fidelity of tone and a rich full amplification that must be heard to be appreciated.

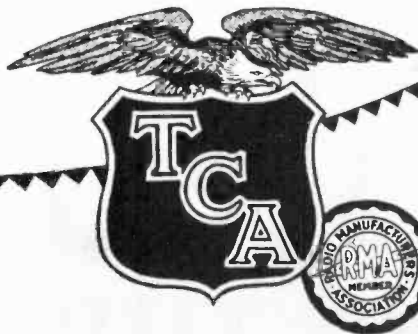
Intensive research has shown the necessity for several important modifications from common dynamic speaker practice. These improvements are offered to the industry for the first time. Details and data on request.

These refinements are possible without prohibitive cost only in a completely manufactured unit. The T·C·A Dynamic is not assembled from outside parts, but is made complete under one roof.

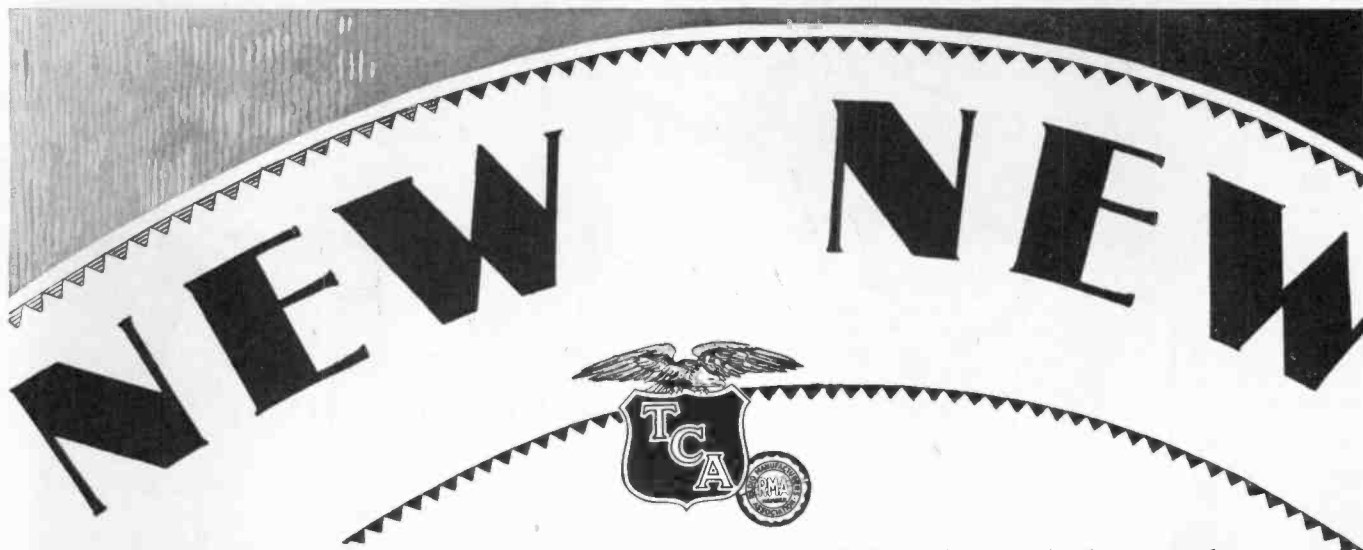
The finish of the unit is as impressive to the observer, as it is practical and protective in use. All external metal parts are cadmium plated. All terminal lugs are grouped on a rear panel of bakelite, improving appearance and making cabinet installation fast and easy.

The new T·C·A Dynamic is presented with full confidence that it will take its place side by side with T·C·A Transformers and Power Packs in the finest sets the industry offers.

Complete line of types and sizes on dependable quantity delivery.



THE TRANSFORMER CORPORATION OF AMERICA, CHICAGO, ILL.



NEW products, of which this Electro-dynamic speaker is the latest, make the T·C·A line a peculiarly helpful source of supply to the quality set manufacturer.

Concentration upon a group of closely associated products has enabled the development of specialized production methods that make possible a high degree of uniformity and precision.

Dependability in T·C·A power packs and chokes is no accident. Interchangeability in T·C·A Transformers is not a matter of luck or chance.

For every manufacturing operation has been perfected and developed through the production of thousands, and in some cases, millions of identical units.

Controlled quantity production is the key to T·C·A quality.

NEW production facilities made possible by the plant illustrated below will further emphasize T·C·A's claim to leadership.

In this magnificent plant, high-speed, controlled production can be attained to a new degree.

Here basic raw materials, such as wire and sheet steel, will be converted into finished receiver units, ready for installation in the radio set. Much of the manufacturing equipment has of necessity been developed by T·C·A For it is a fixed policy to rely on automatic precision machines rather than on variable or less reliable hand work.

The thoroughness of the T·C·A engineering laboratory has enabled it to render valuable service and assistance to many set manufacturers. Inquiries invited.



2301-2319 South Keeler Avenue
 THE TRANSFORMER CORPORATION OF AMERICA, CHICAGO, ILL.

ANNOUNCING the National Expansion of
the Most Successful Merchandising Proposi-
tion ever developed in the Radio Industry!

The NEW COMPLETE...on a Definite PRICE and

A complete unit...at a fixed, advertised and maintained price...
conceded by leading dealers to be *Radio's Greatest Value...*
the NEW Emerson unfailingly gives you VOLUME sales on a
PROFIT CERTAINTY basis. You always know where you
stand on the Emerson proposition...no competitor can
cut the price...no radio has a wider popular appeal.



One of America's
Best Known
Trade Marks for
Over 14 Years

The Emerson trade mark first made its appearance on phonograph records in 1915. Its unparalleled growth in popularity is due to Emerson's high standards in the quality of product and to the inventive genius of its engineering staff in creating improvements in the art of sound reproduction. For years Emerson was the third largest manufacturer of records in the world and has produced and sold approximately 100,000,000 records.

More than 12,000 dealers have featured Emerson products.

Emerson has *won* the public's faith by *deserving* it.



Model C

Cabinet top, sides, and front of selected striped 5-ply walnut veneer. Highlighted maple overlay on apron with spindle turned carving. Hand lacquered and rubbed walnut finish.

A complete electric set remarkably simple and efficient for operation on 110 volt, alternating current of 60 cycles.

8 tubes (including Rectifier)

4 type x 226

1 type x 227

2 type x 171

1 type x 280

(rectifying tube)

Licensed under R. C. A. and associated companies' patents

Guaranteed Satisfaction

LIST PRICE

\$ 100

COMPLETE

with 8 Emerson
ELEKTRON
TUBES



Dealers...Write or Wire for the Emerson Proposition!

Emerson Radio and Phonograph Corporation

307-309 SIXTH AVENUE, NEW YORK, N. Y.

NOW AVAILABLE to Individual Dealers on the same terms as those which achieved Sensational Results for the Largest Operators

Emerson

PROFIT MERCHANDISING PLAN

Engineered in accordance with the famous Emerson Standards... produced on a mass scale, utilizing the facilities of several entire radio, cabinet and tube factories. This manufacturing and merchandising concentration on one receiver has created such demand that we are now able to offer the individual dealer the same terms as those heretofore granted only to the largest operators.

Push-Pull Amplification

Single Dial...illuminated, highly selective, easy to operate.

Voltage Regulator... fluctuating electric current control, absolute protection for tubes and sets.

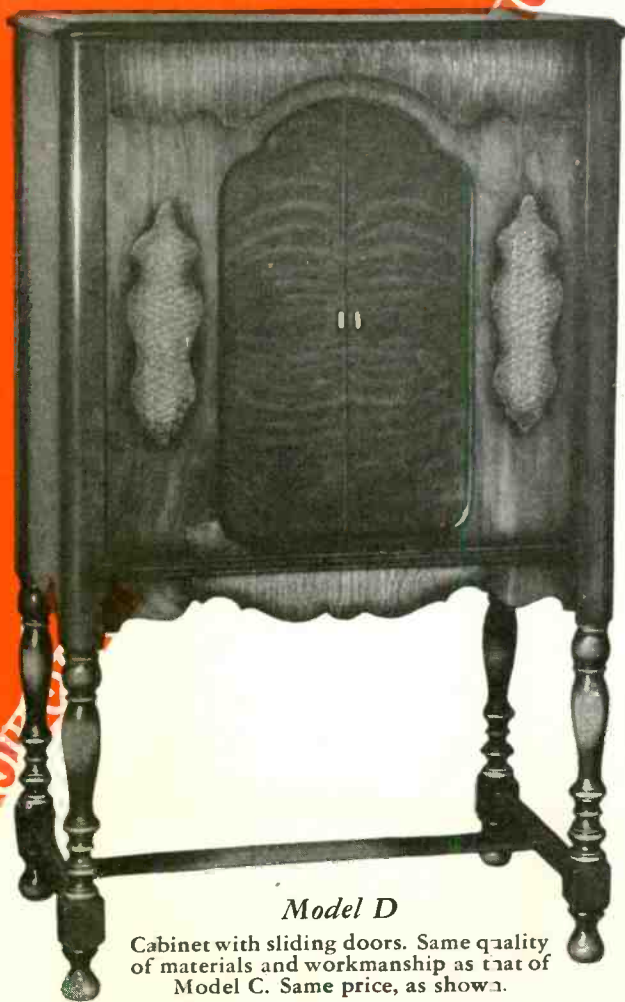
Phonograph Pick-Up

(Note: Both cabinets have same chassis.)

LIST PRICE

\$ 100

COMPLETE
with 8 Emerson
ELEKTRON
TUBES



Model D

Cabinet with sliding doors. Same quality of materials and workmanship as that of Model C. Same price, as shown.



Emerson PROVED
Advertising means
Sale and Profit
Certainty!

With sound merchandising plans perfected by the most widely experienced men in the radio business... with tested and proved advertising which is virtually automatic in its results... Emerson offers the dealer a factor of sale and profit certainty which perhaps no other proposition affords.

Strong newspaper advertising... effective dealer helps... a continuous interchange of dealer ideas... cooperation and service in every respect... and a really GREAT product... these are the inducements which Emerson offers to YOU.

Dealers... Write or Wire for the Emerson Proposition!

Emerson Radio and Phonograph Corporation

307-309 SIXTH AVENUE, NEW YORK, N. Y.

SILVER



LOWBOY only—
\$155⁰⁰

Less Tubes
 West of the Rockies, \$165.00

Model 55 Lowboy, of striped walnut in semi-Sheraton design. 43 inches high. contains the same chassis, built-in antenna, and speaker as the Highboy.

The standard SILVER RADIO Type 30 Chassis uses eight tubes: four UY224, one UY227, two UX245, and one UX280 rectifier; designed for 100 to 130 volt, 50 to 60 cycle a. c.; provision for automatic voltage regulator for territories having fluctuating line voltages; a 25-cycle model is also available.

Ask

WILL

Just ask yourself—a radio which needs NO ANTENNA OR INSTALLATION—your delivery man “installs” it as easily as a floor lamp—

Will it sell?

—a radio which introduces the only two new sensational technical features of the year—224-type A. C. SCREEN-GRID TUBES (*four* of them) and BAND-SELECTOR TUNING—

Will it sell?

—a radio having two of the new 245 tubes in push-pull, with accurately matched power dynamic speaker—plenty of volume and punch—

Will it sell?

—a radio with selectivity challenging competition at *any* price—far more sensitive than any receiver heretofore available—with tone quality utterly unsurpassed and with a new tone idea that wins your customer, be he a “bass” or “treble” fan—or both!—

Will it sell?



BUILT IN THE THIRD LARGEST EXCLUSIVE RADIO PLANT IN THE CHICAGO AREA

SILVER RADIO

yourself

IT SELL?

—a radio distributed under a policy of rigidly protected territory for the dealer, which effectively eliminates ruinous competition—

Will it sell?

—a radio carrying a larger appropriation per receiver for national and dealer-cooperative NEWSPAPER ADVERTISING than any other we know of—

Will it sell?

and last—will such a receiver, backed by a firm with five notable years of radio—and *eighteen months of screen-grid*—success, and built in one of the largest plants in the industry, into beautiful Lowboy and Highboy models at \$155 and \$195—

Will it sell?

SILVER-MARSHALL, Incorporated
6421 West 65th Street Chicago, U. S. A.



HIGHBOY only-
\$195⁰⁰

Less Tubes
West of the Rockies, \$210.00

Model 95 Highboy. 53 inches high, of beautiful striped and diamond-grain walnut, with noiseless, matched sliding doors, contains standard SILVER RADIO chassis, matched power dynamic speaker, and antenna sufficient for local and long distance reception.



*Silver on Radio
is Like Sterling
on Silver*

A New Deal

The selling and advertising plan behind SILVER RADIO is as new as the receiver. Planned on a local basis, executed on a sweeping national scale, it is aimed straight at the bull's eye of volume profits for franchised and protected dealers.

SILVER-MARSHALL, Incorporated.
6421 West 65th St., Chicago, U. S. A.

Please see that I receive promptly an invitation to attend a pre-show demonstration of SILVER RADIO.

Name.....

Address.....

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

"I'll Raise Your

*—says Dolly Dayton
of the "Navigator"*



*Consoles by Globe-Wernicke,
Cincinnati; Caswell-Runyan,
Huntington, Indiana; and
Taylor Cabinet Company,
St. Louis.*

A-C DAYTON

SALES”

—and she WILL, for she offers performance plus PERSONALITY

“EENY, MEENY, MINY, MO—which shall be my radio?” Isn’t that the spirit in which most of your customers approach the buying of a radio receiver today? Their ears tell them that, mechanically, “all sets are good sets today.” And their eyes detect equally little variance in exterior design.

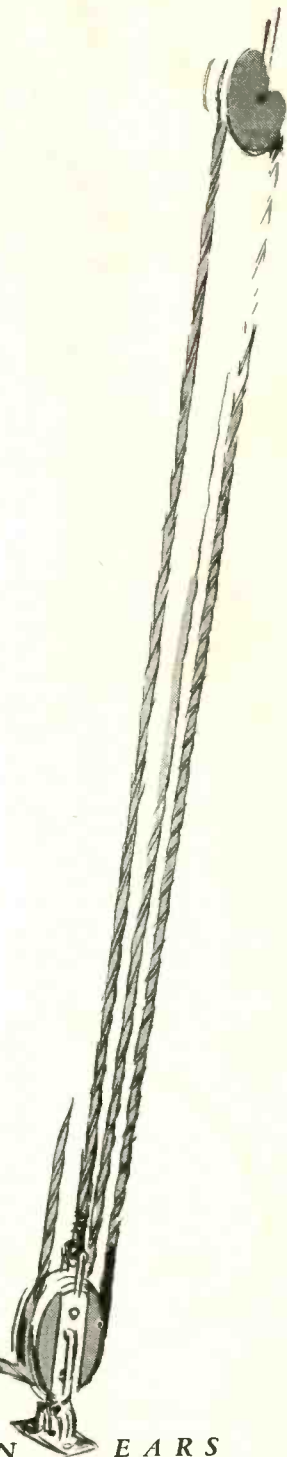
That’s where the “Navigator” comes in—that’s where A-C Dayton scores—*that’s where you profit!* Engineering-wise, this new-day radio bows to none—it uses the new Selectaphase system of complete tuning under the Technidyne circuit, has push-pull amplification, and employs NINE tubes, including rectifier and two of the giant new power-giving 245’s. And from a design point of view, it *leaves all others behind.*

The “Navigator” is not just a boxed collection of plates, tubes and wires—it’s a door to adventure . . . with a sea-captain’s locker for a cabinet, a mariner’s compass for its escutcheon plate, and a ship’s wheel for its station control. It has Personality as well as Performance to make it sell!

“Navigator” advertising and dealer helps play up this advantage powerfully—featuring the “compass” escutcheon plate, displaying the Dolly

SEVEN types: Dayton girl shown here, and talking in terms of romance, not of mechanics. The selling material, as well as the set, has

two table models, four consoles and a phonograph combination. Retail prices, \$69 to \$234, less tubes. Territory is still available—write or telegraph, the A-C Dayton Company, Dept. 2, Dayton, Ohio—TODAY!

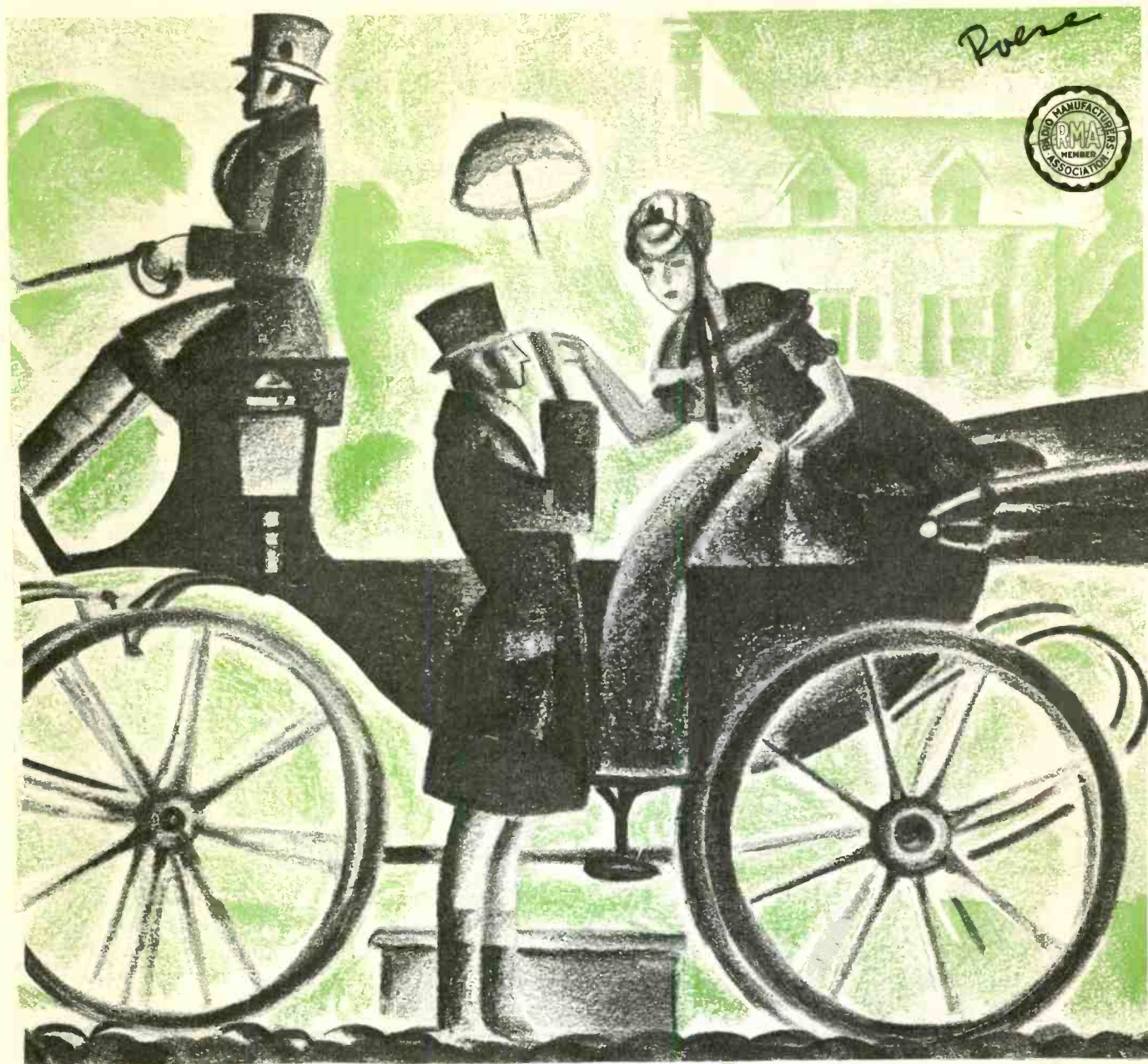


“ FOR THE MAN WHO BELIEVES HIS OWN EARS ”
NAVIGATOR



“Carriage Trade”

In the 'nineties “carriage trade” was sought after by the best merchants because it meant doing good business with the best people in society who buy quality merchandise at quality prices.



▲▲▲ Today, Kolster attracts the "carriage trade"—and a great volume besides, because today, standards of living are higher and quality merchandise is the popular demand! ▲▲▲ Kolster lays the foundation of new and enduring prosperity for every dealer, a foundation of quality merchandise and *quality profits*.

FREED

RADIO'S GREATEST



WHEN we say that the new Freed Radio represents the greatest value for 1929, this is what we mean: At prices lower than those of other sets of anything like equal quality—Freed Radio offers a performance that could not be improved upon at any price.

In those essential parts—chassis and speaker — the Freed represents all that Radio Science has to give. The reception qualities of Freed Radio are as near perfection as can be attained.

The illustrations shown here will give you an idea of the beauty and good taste of the cabinetry.

With competition what it is in the retail field today, you will find in these unusual values just the selling argument you are looking for.

\$99⁵⁰

MODEL NR 55 (less tubes)

8-Tube Neutrodyne
for house-current operation.
Push-Pull amplification.
Inductor Dynamic Speaker.
Cabinet of Walnut veneer.

THE LEADER of the line

Of all the new Freed models we have picked this one as the leader.

Here is a high-grade set in every particular, in a beautifully designed cabinet of fine wood—and selling for less than a hundred dollars!

Such a set at such a price will undoubtedly interest many customers who have hitherto considered a really first-class radio beyond their means.

PRICES SLIGHTLY HIGHER IN CANADA

“Famous Since Broadcasting Began”

RADIO

VALUE!

*"Just as the
Microphone gets it"*

THAT IS THE SLOGAN

we are using in our national advertising. It sums up in six words all that the radio user asks of his set. It tells, better than pages of technical description, what Freed Radio will give him. And give him at a price just a little lower than he would expect to pay for so flawless a performance.

IN EVERY PRICE

CLASS there is a Freed Model which represents a marked leadership in that class. And always the price is just a shade or two below what you would expect to pay for such quality.

YOU KNOW RADIO—

That is your business. We don't expect to influence you by "selling talk." But after you have heard the new Freed, judge for yourself whether it gives the kind of performance you can sell easily to your customers.

AS TO PRICE—Make your own comparisons. You know the radio market. Who is offering anything like Freed performance at a lower—or even an equal—price? Our claim that we offer radio's greatest value is not merely a claim. It is a fact you can prove for yourself.

A FREED DEALER FRANCHISE is a valuable asset. There may be one available in your territory. Write or wire us for information.

\$145.00

MODEL NR 78 (less tubes)

8-Tube Neutrodyne for house-current operation. Push-Pull amplification. Four tuning condensers. Inductor Dynamic Speaker. Walnut veneer Console, with two-tone panels. Uses 245 type tubes.



\$225.00

MODEL NR 95 (less tubes)

9-Tube Neutrodyne for house-current operation. De Luxe model, embodying many exclusive features and using 245 type tubes. Push-Pull amplification. Electro-Dynamic Speaker. Remarkable selectivity is accomplished by a special Antenna Tuning Circuit. Magnificent Highboy Console of Walnut veneer.

\$172.50

MODEL NR 79 (less tubes)

8-Tube Neutrodyne for house-current operation. Push-Pull amplification. Four tuning condensers. Uses 245 type tubes for richness of overtone reproduction. Electro-Dynamic Speaker. Self-enclosed Highboy Console of Walnut veneer.



FREED-EISEMANN RADIO CORPORATION
122 E. 42nd Street, New York City
A Division of Chas. Freshman Co., Inc.

Canada:
Freshman Freed-Eisemann Radio, Ltd.
20 Trinity St., Toronto, Ont.

WHAT'LL IT GET YOU?



WHAT'LL it get you to sell Sylvania Tubes? Fifty-two weeks of NBC network and consistent newspaper advertising and window trims and electric signs and counter displays and window transparencies and window streamers and newspaper publicity and really helpful literature. And adequate discounts. And support on replacements. And price protection. And gyp protection. And friendliness.

SYLVANIA PRODUCTS COMPANY
Emporium Pennsylvania

*Listen in this Coming Wednesday
to the Sylvania Foresters*

Sylvania
RADIO TUBES

McGraw-Hill Publishing Co., Inc.

JAMES H. MCGRAW,
Chairman of the Board

MALCOLM MUIR, President
EDGAR KOBAK, Vice-President

Radio Retailing

The Business Magazine of the Radio Industry

O. H. CALDWELL,
Editor

M. E. HERRING,
Publishing Director

Vol. 9

MAY, 1929

No. 5

Facts to Chart

The Radio Dealer's Course

Getting at the Cost of Retail Operations

AS THE lines of radio stabilize, and the trade settles down into the vigorous competition of capable merchants, the whole atmosphere of the radio retailing picture changes.

Opportunism, such as marked the early days of radio, has no place any more. The business of selling radio in 1929 must be guided by business principles, and the radio merchant's course laid upon accurate knowledge of facts, drawn from the widest possible range of experience.

The day of guess-work and hunches is gone. The contest now narrows down to the vigilant application of merchandising fundamentals. The radio merchant who wins out in today's competition, will be the one who obtains, interprets, and best applies the figures that mark the border-line between profit and loss.

FROM its first issues, back in 1925, *Radio Retailing* has brought to its readers the merchandising data with which to guide their operations. Meager at first, coming out of a new trade and industry, these merchandising figures have since grown in completeness and accuracy, until now there has been developed a complete statistical background for retail selling operations in radio.

Store operating costs, installment payments, and statistics of annual production, sales, and total sets in use, have been among the topics handled authoritatively in past issues.

In the magazine now in the reader's hand, an ex-

tremely valuable study on the subject of "trade-ins" is presented, beginning on the following page. This important survey collects the experiences and methods of hundreds of dealers in all parts of the country in handling this troublesome problem of the customer's old set when making a new sale.

BUT underlying the whole retailing structure, and vital to the prosperity of the entire industry—manufacturers, jobbers and dealers—are accurate and recent figures on *the cost of selling radio lines at retail*.

Without such knowledge, schedules of margins and discounts cannot be wisely or safely fixed. For discount schedules that do not take into strict account the dealer's cost of doing business, may be either too low, provoking retail disaster—or too high, inviting price cutting and troubles galore in its wake. And just as the most successful merchants in other lines compare their cost figures carefully and regularly, so successful radio dealers must study and compare selling costs of other dealers operating under similar conditions in other communities.

Several such surveys of radio dealers' costs have already been carried out and presented by *Radio Retailing*. And now in order that our readers may continue to have the latest and most accurate review of the ever-changing situation in radio, another and even more complete study of retail merchandising costs is under way, along new and expanded lines in co-operation with leading trade bodies, and will be presented in an early issue.

Dealers who TAKE Trade-Ins

Trade-ins are included in one-fourth of all set sales and are accepted by three-fourths of the dealers.

TO FIND out how radio dealers are meeting the trade-in problem throughout the country, *Radio Retailing* has just conducted a nationwide survey, the results of which form the basis of this article.

As long as there is a radio industry there will be the problem of trade-ins. The survey shows that 76.8 per cent of the radio dealers recognize this and are today accepting trade-ins. From this it would seem that the majority of dealers have seen the futility of sidestepping this issue and have taken the bull by the horns to see what can be done about it. There is no good reason why trade-ins should not be handled and handled profitably.

Of the 76.8 per cent of the dealers accepting trade-ins, it was found that the average number of sets taken in by each dealer for the last year was 33. This number represents, on average, 28 per cent of each dealer's new set sales. In other words, 72 per cent of the sales of new sets made by the average dealer do not involve a trade-in consideration.

This is due, in part, to the sale of equipment to people who have never owned a radio set before and to the fact that with changes in the art, thousands of sets depreciate yearly to the point where they are ready for the junk yard.

The average allowance, in trade, on an old style set is shown to be \$23. An analysis of individual methods points out that trade-in allowances range from \$5 to \$75. It is not possible to pick any certain price limit on trade-ins as there are many factors that enter into the situation. If the set is a console of modern design it is entirely possible that as much as \$100 may be a reasonable allowance. Each case



In Accepting "TRADE-INS"

- 1 Never make an allowance of more than 10% of the new-set sale price.*
- 2 Consider each trade-in on its own resale merits only.*
- 3 Don't cut into your profits on trade-in allowances.*
- 4 Mark up trade-ins at least 25%. Fifty per cent is better.*

has to be considered upon its own merits, although there are certain fundamental rules, brought out by the survey, which should be followed.

In general, it has been found that the best practice is to allow no more than 10 per cent of the new-set sale price for the trade-in. Let us consider, for the moment, just what this recommendation means in dollars and cents.

ASSUME that the new set sale in question amounts to \$200, and the dealer's discount is 40 per cent. Say the cost of conducting business is 25 per cent, then this will leave 15 per cent net profit, or, in this case, \$30. If the trade-in value is set at 10 per cent, this will amount to a \$20 allowance. Deduct this from the \$30 and we have only a net profit of \$10 left unless the trade-in can itself be sold advantageously.

It is found that the average mark-up of trade-ins is 20.9 per cent. Using 21 per cent for even

Must know How to Get Rid of 'Em



Results of survey conducted by editors of Radio Retailing among 2,500 retailers throughout the country.

per cent are just breaking even, and 26.6 per cent are accepting a loss.

Stated in another way, this means that of the 76.8 per cent of the dealers accepting trade-ins, 73.4 per cent are making money or breaking even on them. Forgetting our averages for the moment and again looking back over individual cases, it is seen that in a few instances even dealers who are marking up trade-ins are losing money. Where this happens, it is at once evident that the allowance on the old set is excessive.

If trade-ins are considered simply as a means of giving the customer a discount, profits will necessarily be cut into. This at once places the dealer on very dangerous ground and results in a loss. It is of paramount importance that every trade-in be made to stand on its own feet and only its resale merits be considered in the allowance.

Unless sets are in a fair operating condition, they should not be taken in. Trade-ins should be gone over just enough to put them in good operating condition, but otherwise, they should be sold "as is." Usually the customer does not ask for an allowance on a set which is not operating so that the repair work, in actual practice, does not amount to very much.

It should be a fixed rule, however, to accept no sets in trade

In Disposing of "TRADE-INS"

- 1 Offer them as "specials" to prospects who can't afford new sets.*
- 2 Sell to farmers without electricity.*
- 3 Have used-set department—periodic clearance sales—classified ads in papers.*
- 4 Rent them out.*

figuring, this will mean, on a \$20 trade-in allowance, that the resale price must be set at \$24.20. Thus, when and if the old set is sold, the remaining \$20 profit on the new set sale will be retrieved and a profit of \$4.20 made on the trade-in. Should any work be necessary or parts have to be replaced on the trade-in before it can be resold, this cost could be added to the set after it has been marked up. Parts should be charged for at full list and work at the regular rate charged for service. Unless this is done the sale of the trade-ins will result in a loss.

The survey also brings out the fact that only 47.8 per cent of the dealers who responded are marking up trade-ins at all. This leaves 52.3 per cent, or over half of the dealers, who do not mark them up.

The majority, who are not marking up trade-ins, are just breaking even on them and quite a few are losing money. Of the dealers accepting trade-ins, 41.1 per cent are making a profit, 32.3

except those of standard make. Home made sets, if considered at all, should be allowed for on the basis of what the parts can be sold for. Perhaps it is not generally known, but if a home made set is acquired by a dealer as a trade-in, and the set embodies a patented circuit or other features, the resale of the set by the dealer is not legal. While it is not likely that the company holding such a patent or patents,

would cause embarrassment to a dealer under these circumstances, it is pertinent to point out the facts of the case. This argument can well be used by dealers to discourage a trade-in of this type.

At this point, it might be apropos to quote a few of the suggestions made on the questionnaires in answer to the question of how best to handle trade-ins. They are:

"Restrict trading to the higher priced radios and take in nothing but standard makes."

"Compile for your men a sort of 'blue book' listing of the various models, the year of manufacture and a suggested resale value."

"Diplomatically discourage the trade-in idea—possibly, explain the cost of putting the old set in condition for resale."

"Offer to supervise the advertising of the set for the owner so that he may dispose of it. This will at least bring the unreasonable owner down to reasonable terms."

"Try to get the customer to advertise and dispose of it himself. He can usually get more for it through a private deal than will be allowed for in trade."

"We make an agreement to act as a sales agent for the customer and turn over to him whatever price we can get for his old set. This does away with the necessity of making allowance on the new sale."

"Do not take in any more battery-operated sets from now on."

* * *

Now we come to the question of what to do with the trade-in after it has been accepted. Every dealer is familiar with the "white elephant" article in stock which,

for some reason or other, will not sell. It is entirely too easy to allow trade-ins to become white elephants by putting them on the shelf and forgetting about them. Nothing is more discouraging than a large stock of second-hand sets which have been in the store so long they look like fixtures.

Viewed from the business standpoint, it is important to make a quick turnover so that the cash they represent may be released for further investment in the business. As shown in the examples at the beginning of this article, part of your profits on the new set is tied up in the trade-in and neither this nor the profit on the trade-in is realized until the old set has been sold. And, second-hand sets should always be sold for cash.

In most cases, the sales cost of the trade-in is absorbed in the new set transaction and, therefore, if any proposition other than a cash sale is considered for the second-hand set, such transaction will inevitably result in a loss unless it is simply a matter of credit for less than a week.

THE survey shows that the average mark-up of trade-ins is 20.9 per cent. This is entirely too low. Never should the mark up be less than 25 per cent and it is safer to stick to a 50 per cent mark-up. A 50 per cent mark-up will give the dealer enough margin to take care of his sales cost of the trade-in and put the entire deal on a firm footing.

There are various ways of disposing of trade-ins profitably, and each method will be taken up in the order which the survey indicates it belongs, according to its successful use. As with automobiles, the majority of customers for second-hand radio sets are those who cannot afford to buy new equipment. Practically every radio store has a few of this type of customer in every day. As soon as the salesman finds that a new-set sale cannot be made unless it is forced, on a time-payment basis, he will do much better to abandon this method and talk a good second-hand radio set to the prospect.

Should a prospect for a second-hand set come in the store at a time when there are no trade-ins available, it is an excellent plan to take down his name and address and keep it in a card file labeled, "Prospects for Trade-ins." By getting names in this manner and also by the service men keeping their ears open while on service calls, a good prospect list of this type can be built up. Then it is a comparatively easy matter to dispose of trade-ins, as they are taken in, by notifying this prospect list of their availability. It is even possible to have, on these cards, the type of equipment the prospect thinks he would like.

MANY people who would buy a trade-in are too timid to come into the store, knowing that they can't afford a new set. However, once their names are obtained, they will respond to a telephone call, a personal call, or a letter.

Then there are the rural sections, where we find many families, a large percentage of which are farmers who are not supplied with electric light service. Battery sets are the only ones that can be used in these localities and it will be found that trade-ins are preferred over new sets by the many farmer prospects. This is because the farmer in general isn't so particular about the looks of his set as long as it is in good operating condition and gives him the results that he wants. And, for every trade-in placed in the hands of a farmer, you have added another outlet for accessories, such as batteries and tubes.

Please turn to page 97

As a result of the nation-wide survey on the trade-in situation, just completed by "Radio Retailing", the following vital facts are brought to light:

Average number of trade-ins per dealer for past year 33
Average per cent of new set sales that include trade-ins 28
Average allowance for old set \$23

It is also found that—

76.8% of the dealers accept trade-ins and of this number
47.8% mark up these trade-ins an average of 20%

And—

41.1% of the dealers are making a profit on trade-ins
32.3% of the dealers are breaking even on trade-ins
26.6% of the dealers are losing money on trade-ins

If there's a **Growing Child** *in the Family—*



You Have One More Argument to Sell Radio

PRESIDENT HOOVER'S announcement of May First as Child Health Day calls public attention to the importance of building the coming generation along right lines of well-being, both physical and mental. For the shaping of the child of today is the shaping of the man or woman ten to twenty years from now.

To the growing child,—boy or girl—ten to twelve and above, a radio set is the great educator that brings to hand the world and all its teeming activities. Radio becomes the school-teacher of that vast attractive curriculum that lies outside the school-room.

Every growing youngster should have access

to a radio set in his own home. It will bring him the world's best music, the world's great personalities, the world's best thought, and the front-page news events of the day. Like a magic lens, it will focus in his own home, the happenings of the great outside world, which he is soon to enter. Without a radio set as a listening post on outside affairs the growing child is put at a disadvantage in his own training and education.

Whatever the parents' own attitude toward radio may be—there can be no argument that the growing child in their home must be provided with a receiving set.

Locate

By
H. W.
BAUKAT



The school boys go from house to house gathering information on radio ownership and receive two cents for every card filled out.

TWO years ago R. E. Geddings opened the Geddings Radio Shop. At this time the one idea that found prominence in the mind of Geddings was, above all others, to find out who in Columbia, S. C., had radio sets and who did not.

Today he realizes what a happy thought this was, for now he is in possession of the best radio prospect list in this city of 55,000 people and is conducting what is recognized as the leading radio business.

His success lies not so much in the newness or novelty of his methods of getting prospects and following them until a sale is made, but in his consistent and coordinated sales efforts. The basis of the whole thing is the continual census Geddings takes of the city.

In starting this census, the illustrated "Radio Census Report" cards were printed. Also several sections of 3x5-inch card file cases were bought.

Then the superintendent of schools was interviewed and from him were obtained the names of several trustworthy and well-appearing high-school boys to whom the chance of earning a little extra money after school might be welcome. These boys were then approached with the following proposition. They were required to spend as much time as they could between the hours of 4 to 6 p.m., going from house to house gathering information, as outlined on the cards. Each card was to be

filled out completely. Payment for the cards, as they were turned in, was to be at the rate of two cents each. This was agreeable to the boys and thus was the census started.

Now there was a very definite reason for choosing high-school students. Geddings found out that most persons would readily give information of this type to a student who was trying to earn a little extra money, while they would shut the door in the face of a regular salesman.

From forty to fifty cards per school-day can be turned in by three boys and of course this number can be boosted on Saturdays.

These cards are first arranged alphabetically in a permanent file. "Prospect" cards are then made up from the census cards. If the lead looks like a "hot" one, contact is made at once by telephone. If not, a personal call is made as soon as possible.

These prospect cards are kept up-to-date by the information brought in on the "Outside Salesman's Follow-Up and Report Card." When a sale is made, the prospect card is put away for future reference in a "Customer" file. Each salesman is kept supplied with a number of prospect cards; three salesmen are outside most of the time.

Geddings' store is very unimposing, being located one

Your PROSPECTS by a Radio Census

This Columbia, S. C., dealer has proved that a continual survey of his city, by high-school lads, gives him the best kind of prospect list.

RADIO CENSUS REPORT

Name..... Taken by.....
 Address..... Date.....
 City and State.....

Does party have Radio Set? Yes No What make?.....
 Is it a Battery Set or AC?..... Does party need set service?.....
 What type of Radio entertainment does party prefer?.....

Remarks:

OUTSIDE SALESMAN'S FOLLOW-UP AND REPORT CARD 192

Mr. O. C. Crouch,
2211 Lee St.,
Columbia, S. C.

SALESMAN *J. Park* DATE.....
 HOME PHONE.....
 BUSINESS PHONE.....
 BUSINESS ADDRESS..... POSITION..... AGE.....
 SOURCE.....
 NOW OWNS *None* WIFE YES NO NO. OF CHILDREN.....
 BEST TIME TO BE SEEN HOUR A. M. HOME OFFICE HOUR P. M.

INTERESTED IN

DATE OF CALL	OUTSIDE SALESMAN'S REPORT OF CALLS	DATE NEXT CALL
	<i>Mrs Crouch wants one but- Will have to see Mr Crouch</i>	

(OVER)

Name of Prospect.....
 Address.....
 Phone No.....
 Radio Wanted..... Terms..... Allowance \$.....
 Price \$.....
 Radio to Trade.....
 How Prospect Obtained..... Next Engagement.....
 When Seen.....
 Remarks.....
 Date..... Salesman.....

The essence of the radio census Geddings has taken is contained in these three cards. High-school lads turn in the "Radio Census Report" cards, and from these the "Prospect" as well as the "Outside Salesman's Follow-Up and Report" cards are made out. The census cards are placed in a permanent file and kept up-to-date by the information brought in by the salesmen.

block from the main street. Radio reception is not very good in the business section of Columbia, and the broadcasting service is not good in the daytime. This means that home demonstrations have to be resorted to entirely. Therefore, the store is practically nothing but an office, store room and repair shop. One advantage of this is that it cuts down the rent.

THE a.c. set has made the home demonstration a very simple problem as it can be so easily installed and taken out. Geddings has about twenty-two sets out on demonstration all the time and this represents about three-quarters of his stock. Sales are constantly being closed.

The one bug-a-boo of home demonstrations—the so-called "joy rider"—has been successfully eliminated by a co-operative plan involving all of the radio dealers in Columbia. They have agreed to limit the period of a home demonstration to three or four days.

On trade-ins, Geddings has found it a profitable rule

never to allow over 25 per cent of the gross profit on a new set for the trade-in. When it is necessary to take an old set in trade, it is re-conditioned as much as possible, marked up 10 per cent from the value at which it was taken in and sold for cash only, as a bargain.

Salesmen are paid on the basis of 10 per cent on all cash sales and 7 per cent on time sales. When a time payment runs from ten to twelve months it is financed at 8 per cent. The down payment must be at least twenty per cent of the cost price. Geddings uses a finance plan which requires him to do his own collecting.

Regular newspaper advertising is carried on. For this, and for a direct-mail program, 3½ per cent of gross sales is budgeted. The gross sales of this business for last season ran around \$18,000.

As practically no sales are made in the store, Geddings' experience shows what a profitable business can be built up and maintained by constantly making a careful analysis of one's market.

“MUSIC SERVICE”

—a *WAY* to BIG Profits

Here's a summer line to keep you busy the whole slump season. How L. W. Moore, of Palmyra, Mo., makes a gross of fifty per cent on his two-table radio-phonograph apparatus for theatres and other public places.

By Ray Sutcliffe

“SINCE installing your music-reproduction device in my theater, patronage has increased ten per cent; the quality of our musical entertainment has been immeasurably improved and the cost of providing it has been cut in half. I estimate that your apparatus will pay for itself within three months.”

This excerpt from a letter written by the owner of the Pal Theater to L. W. Moore, radio merchant, both of Palmyra, Mo., indicates the character of the new sales opportunity which the development of sound amplification has created for the alert radio dealer.

This radio-phonograph device, installed by a local dealer, is saving the owner of the Pal Theater, Palmyra, Mo., \$40 a week. It is operated from the orchestra pit. A screen hides it from the view of the audience.



Where to Sell "Music Service" This Summer

Public places and amusement resorts provide excellent prospects for two-record, radio-phonograph, apparatus. They need good music at reasonable cost, so they are glad to learn about this "music service." The summer is a good time to canvass these places, some of which are:

Movie Theatres
Skating Rinks
Amusement Parks
Dance Halls

Lodge Halls
Restaurants
Hotels
Excursion Boats

Auditoriums
Churches
Funeral Parlors
Swimming Pools

During October, Mr. Moore equipped three motion-picture houses with radio-phonograph apparatus. The special, two-table, phonograph and amplification units were assembled right in his own shop. The average selling price was \$368 and the average gross margin was 50 per cent.

But that's only part of the story. His home-town customer agreed to run screen advertising for the Moore Radio Company for one year without charge. The first week that Moore's slide was flashed on the silver sheet, he received an inquiry from the owner of a funeral parlor as to the feasibility of providing a somewhat similar system to handle the musical requirements of that establishment. Other inquiries from commercial institutions have since materialized. Many sales of sets to homes have also been traced to the publicity which accompanied his theater installation. Moore's prestige-building screen advertisement reads as follows:

"The radio-phonograph apparatus for producing the musical effects in this theater was designed and installed by the Moore Radio Company, specialists in institutional installations and quality sets for the home."

"HERE'S the situation," says Moore. "Motion-picture houses in towns of less than 25,000 have a real musical problem on their hands—they can't afford, or can't find, the grade of musical talent demanded by the film subject and the audience. The ability of the average small-town musician is usually mediocre. Furthermore, he is unreliable. Certainly, local musicians cannot compete with the recorded masterpieces of world celebrities nor can they 'cue' a feature picture satisfactorily.

"My two-table phonograph enables almost anyone to follow the cue sheet which comes with all feature productions. An ordinary operator can switch from one selection to another instantaneously and with no ap-

preciable break in the musical score. The use of electrically cut records, a special primary amplifier and a good dynamic speaker provides a quality of musical accompaniment far better, by actual opinion of the audience, than the best efforts of local talent."

The constructional and electrical details of such an installation are comparatively simple and well within the ability of the average radio technician to duplicate. The accompanying diagram shows the chief features of such a system. Note that the secret of a successful theater installation lies in the use of two phonograph-record turntables and of a double-pole, double-throw switch for changing from one musical score to another instantly according to the instructions on the cue sheet or the judgment of the operator.

Two turntables are mounted on a plain oak table. The changeover switch, volume rheostat and motor switches are also located on the table top. The special amplification unit and terminal board is slung underneath. In this case, the dynamic speakers used come equipped with the necessary amplification and rectification parts. Two record racks are built in at either end of the operating table.

Naturally a supply of suitable records must be purchased. The popular march, dance and organ selections are bought from a local music house. The special numbers are ordered from the nearest distributor as called for on the cue sheets.

An ideal operator is some local young man or woman

who is studying music. Such a person will quickly master the simple operating rules and will assume the entire responsibility for arranging the musical score and securing the proper records. As a result of his activity Mr. Moore has received many inquiries from the owners of picture houses in adjacent towns and even from distant points. Usually, they want installations at once.

"Motion picture houses in many small towns can't afford, or can't find, a satisfactory grade of musical talent. The two-turntable, radio-phonograph provides a musical accompaniment better and less expensive than the efforts of local players."

"I Plead for

IF Radio Manufacturers
Would Avoid
"Profitless Prosperity"
Let Them—

CONTROL PRODUCTION

"Voluntary restriction of production to market demands is an economic necessity of modern business."

"The law of diminishing returns cannot be flouted."

"I plead with you for sentiment in your business against this craze for business."

ERECT A PROFIT IDEAL

"Let business men be proud not of volume but of volume in which there has been a decent profit."

STOP SENSELESS PRICE REDUCTIONS

"I plead for price courage."

"Petty price cutting never produced permanent prosperity."

DEVELOP INDUSTRY PRIDE

"Individual success in an industry is dependent on the success of the industry itself."

E. J. Mehren, Editor of "The Magazine of Business" Against "Profitless Prosperity" Manufacturers Association

These were some of the vital and pertinent questions asked by Edward J. Mehren, editor of *The Magazine of Business*, during his address before the recent meeting of the Radio Manufacturers Association at Chicago. Mr. Mehren is resident vice-president of the McGraw-Hill Company, publishers of *Radio Retailing*.

"That such over-production and disaster can happen, is not without the bounds of possibility, despite a past and present record of success which has amazed the world," declared Mr. Mehren.

"The two methods for avoiding the dangers of over-capacity are these: an intelligent control of production by the individual manufacturers, and the setting up of, and adhering to, a sound profit ideal," he continued.

"Now it is quite apparent that the radio industry is not, at present, seriously troubled by over-production. Nevertheless, it is a thing that, in all probability, will have to be faced some day—perhaps sooner than anticipated.

"It would not be amiss then at this time, to give thought to the fact that voluntary restriction of production to market demands is a vital, an economic necessity, of modern business.

"**N**OW industry, even a fresh and young one like yours, with all its enthusiasm, with all its possibilities for expansion, cannot start too soon the propaganda that it is in business primarily to make money and that *profit* has got to be the first ideal and volume second.

"What do we find in most industries? We find a craze for volume. It would seem that most manufacturers would sooner run their plant at 80 per cent capacity and lose money than at 65 per cent capacity and make money. The trouble is we will not appreciate that *the law of diminishing returns cannot be flouted*.

"It is a strange thing, however, that you cannot teach that to people. You cannot teach it unless an industry itself grasps the point, and, by constant propaganda in its trade associations and among its leaders, drives home the truism that, past a certain point, as volume and national coverage increases so does the percentage of sales cost; so that the return per unit sale is less.

"Oh, I know all the stock defenses that are made for increase of production. If you increase your production you decrease your overhead per unit and theoretically should be able to make more money. The fallacy is that the maw of sales cost eats up much of that saving in production. Not alone that but it eats up a good deal of the profit—sometimes all of it.

"Business men, it seems to me, ought to be business men, and no man deserves to be called a business man who merely swaps dollar for dollar or gets only savings

WILL an eventual over-production in the radio industry create a buyers' market in which, as has so often occurred in other industries, price will virtually be dictated by the consumer? Will the radio manufacturer and his distributor associates experience an era of volume production and mounting sales costs—in other words, of "profitless prosperity?"

PRICE COURAGE

*Magazine of Business," Warns
in address to Radio Manufac-
at Chicago*

bank returns for his money or who pays for the privilege of being in business."

THE need for the establishment of a proper "profit ideal" as the second way in which real profit could be engendered was then stressed by Mr. Mehren.

Small price reductions, on specialty or semi-luxury articles, are meaningless to the consumer as well as from the viewpoint of materially increasing gross volume. They sometimes result disastrously for the manufacturer or the dealer, he stated. There is less reason for small price-cutting in the radio business than in any other line of commercial activity. As yet the public has no clear standard of radio values—other than reception and superficial appearance. The folly therefore, of weakening one's financial structure by senseless price competition is apparent. No one manufacturer has a monopoly on price-cutting—that is the trouble; the reason why this practice eventually leads to an endless and disastrous circle.

Mehren qualified this philosophy with the remark that he did not mean to include proper and permanent price reductions on new models effective because of improved manufacturing facilities or economies in the cost of distribution.

"LET men be proud not of their volume alone but let them be proud of a volume in which there has been a decent profit. I plead with you for sentiment in your business against this craze for business," he continued.

"Finally, I plead for price courage in that day which will undoubtedly come to you. It has come to everybody else. I plead with you for courage against that day when you must compete strenuously for business at the expense of volume. Get your price. The public is sold on radio. They are willing to pay the price. Remember, *no petty price cutting policy ever permanently brought prosperity or large increase in volume.*

"You fellows still have to create the standards of your industry. You are to be congratulated on the fact that you may be guided by so much experience in other industries—that have done it wrongly. I think you might very well, in addition to wanting to make profits, take a real pride in what your industry has done and what it will be in the future. It has had a magnificent past, a magnificent record for human service and for its major part in the advancement of true civilization.

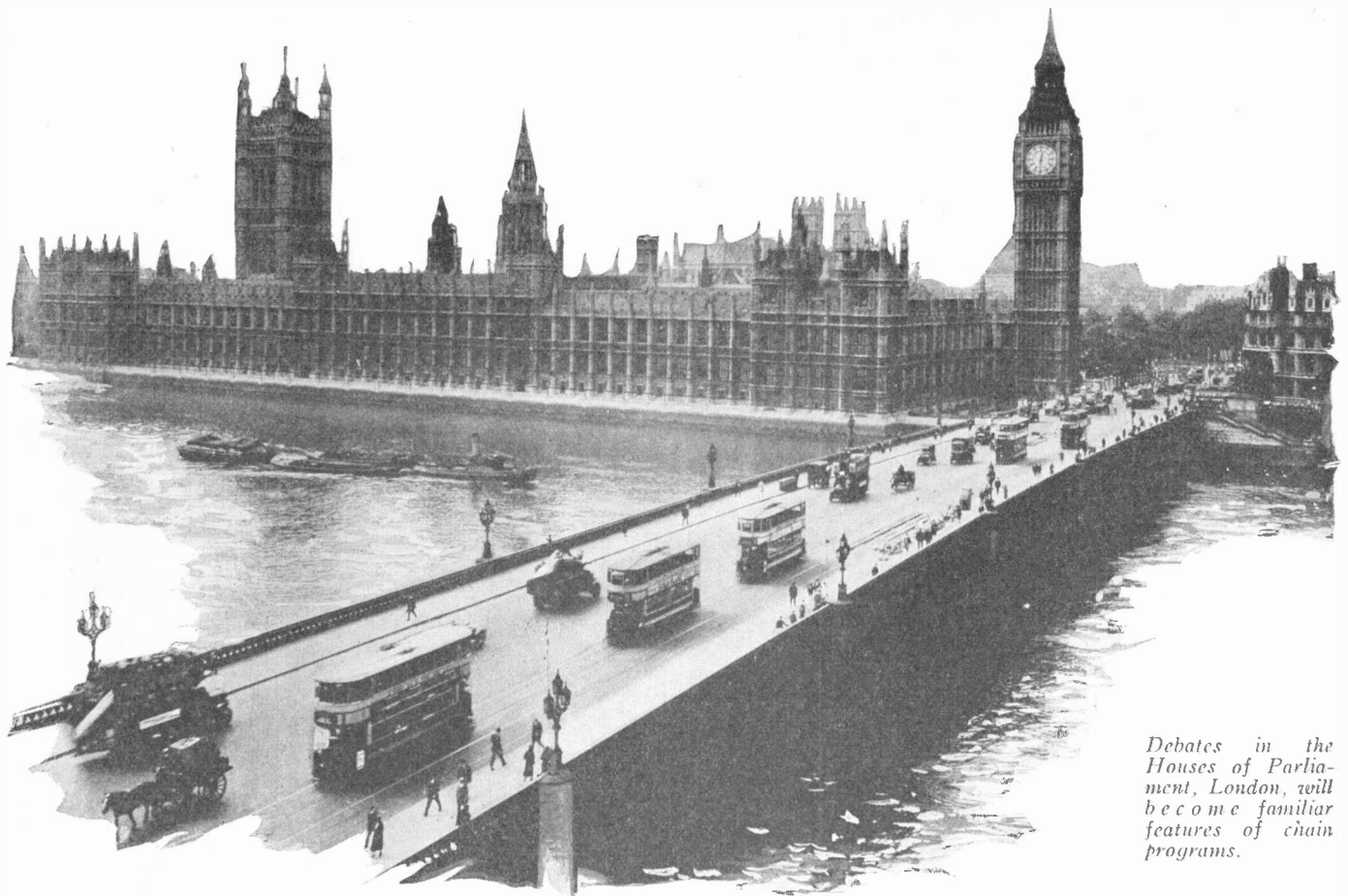
"Finally, I make no apology at all for talking about profits. Some people say, "You shouldn't talk about profits, talk about service." Did you ever find an industry whose success was made by the bankrupts in that industry? No, the success of an industry is made by the people *who have consistently made profits.* By the people



E. J. MEHREN,
Editor, "Magazine of
Business" Vice-Presi-
dent, McGraw-Hill
Publishing Company,
Inc., New York.

who are able to engage in research work, who are able every year to give the public better value for the public dollar. That is why I think we should be intensely interested in profits, not only from a selfish viewpoint but that we may be able to build up a substantial industry and year by year to improve the product and serve the public better."

“*This is* STATION



Debates in the Houses of Parliament, London, will become familiar features of chain programs.

WITHIN the year 1929—probably by Fall—American audiences will be hearing regularly, via radio, the thundering hoofbeats of the Derby racehorses, or the Prince of Wales dedicating a new London bridge. M. H. Aylesworth, president of the National Broadcasting Company, and Sir John Reith, managing director of the British Broadcasting Company, are now completing arrangements for the regular exchange of radio programs from both sides of the Atlantic.

This latest development has a definite sales meaning for the radio dealer. Trans-Atlantic programs will provide another element of interest, novel and compelling, with which to appeal to the radio prospect. Programs originating in London, and later on, in Paris and Berlin, will be the attraction that will close many a sale that might not have been made otherwise. At first, no effort will be made to broadcast symphony orchestras or other musical events because of possible defects in transmission. Affairs of state, however, as well as all kinds of sporting contests, will be regular radio features.

Americans are gradually playing more important parts in the diplomatic, commercial and financial affairs of Europe and the activities of such men as Charles E. Hughes, Owen D. Young, Hugh Gibson and Gilbert Parker serve to center the interest of the American

public on the World Court, the League of Nations, the Reparations Commission, and so on. Broadcasts of European occasions of state therefore will find, and arouse, plenty of interest on this side of the water.

As regards the sporting attractions, one need only mention the Wimbledon tennis tournaments, the contests for the “open” golf championships in which an American team led by Bobby Jones is participating at this very time, and the classic Derby and Steeplechase.

Referring to popular interest in programs coming from Europe, Mr. Aylesworth said:

“We are two peoples who not only speak the same language, but understand each other better than any others in the world. Therefore, it is natural that if King George or the Prince of Wales address the English people, we would like to listen in. And we have been told that the British public would like to hear our public men and our sporting events.” It will only be a matter of time then, before we will be listening to broadcasts from other European cities as well.

Engineers of the National Broadcasting Company have been experimenting with apparatus for rebroadcasting for the past six months. The idea of exchanging English and American programs was first considered back in 1927, when Captain P. P. Eckersly visited the

2LO, London”

England, France and Germany will soon be supplying programs to American listeners. Popular interest in foreign affairs and sporting events can be capitalized into sales by the radio dealer

United States to confer with American officials. Technical problems, however, made it difficult, at that time, to bring about a reliable transmission service.

Programs will be sent across the ocean by short-wave transmitters and will be picked up by short-wave receivers and then rebroadcast for ordinary reception. A short-wave beam transmitter is now in readiness at Rocky Point, Long Island, and it is capable of being received in England with sufficient intensity for rebroadcasting. A receiver has also been installed at Riverhead, Long Island, and it has already been used on several occasions for rebroadcasting programs coming from London. England has a short-wave transmitter at Chelmsford, twenty miles from London.

One question which will be settled by the London conference of radio executives is whether the British Broadcasting Company will permit advertising programs to be broadcast there. The English broadcasting system is operated by the government and radio listeners are taxed for its support. All artists and entertainers are paid by the broadcasting company and air advertising is not permitted. There is no doubt, however, that this will be settled to the satisfaction of both the English and American companies. Practically every American company employing broadcasting as an advertising medium has requested the privilege of being the first to have its program relayed to England.



Photos by Galloway.

Above: A typical view in Berlin; Koniggratzer Strasse seen from Potsdammer Platz. In a short while, events occurring in Berlin, London, Paris and other cities of Europe will be heard all over the United States through the medium of rebroadcasting of short-wave impulses transmitted across the Atlantic.



At the left is the Arc de Triomphe, Paris, center of many international news events in the French capital.

S. J. Ryan is well-known to our readers as the author of a series of valuable articles on merchandising subjects for Radio Retailing. In the present article, however, he deviates from his usual intensely practical style to indulge in lighter vein on the subject of business failures.

Possibly, Mr. Ryan tried to relieve the otherwise unavoidable gloom of his subject matter by a little dose of irony. Another guess might be that he has thus steeled himself against preaching on a subject which so easily brings out any tendency to moralize drearily.

At any rate, Mr. Ryan certainly has succeeded in presenting an oppressive but important subject in highly readable style.

WHY

By S. J.

Some Methods of Bringing on and Lack of Experience

SO VERY many earnest publications have devoted their efforts to advising merchants how to *succeed* in business that it seems to me we have neglected advice on how to *fail*.

While I admit *failures* are not in the majority by any means, still we cannot overlook the fact that there are more than 20,000 business failures per year in the United States and certainly we are not justified in ignoring such a significant figure.

Personally, I am of the belief we ought to be able to classify merchants more definitely into *successes* and *failures* in order to clarify the business atmosphere. This would immensely relieve the mental strain on bankers and commercial agencies and undoubtedly eliminate much of the waste that now exists when said bankers, etc., are in doubt as to the ultimate outcome of a business enterprise. If they knew for a *certainty* that a business was to be a success or a failure, would it not so simplify their operations that the cost of their services could be definitely reduced to such an extent as to bring a resultant benefit to the merchant, and through him, to the consumer? This would be in the public interest and merit the approbation even of Congress.

With that patriotic thought in mind, I want to suggest the most approved methods of business failure, as disclosed by commercial statistics, and in order to be as up-to-date as possible, we will take the year 1928. For the purposes of brevity we will group first the *less efficient* methods of business failure:

SPECULATION, EXTRAVAGANCE AND NEGLECT: These do not constitute an efficient medium of failure. Only a total of 1.4 per cent of the commercial failures in this country last year were attributed to these causes, so I do not advise adopting any of these methods. The chances against you are better than 50 to 1, and even a business failure cannot afford to play these odds.

POOR CREDITS AND FAILURES OF OTHERS: An exceedingly poor method to use in failing. The chances are about 35 to 1 against these methods working out.

COMPETITION: Probably the most abused alibi, but really not a good one. The statistics for 1928 disclose less than 4 per cent of business failures assigned to this

cause, which means a 25 to 1 odds against your succeeding. Surely no business man wants to gamble on such odds as that! The figure may be surprising, but it is the opinion of shrewd commercial judges rather than that of failed merchants. Personally I would rather seek some method that would be more acceptable, wouldn't you?

INEXPERIENCE: Well, much better in percentage (about 5 per cent). Still the odds are 20 to 1 against you and if you have any brains at all you do not have to be so inexperienced. Conditions have changed and any merchant who is willing to read and analyze can today educate himself through the medium of trade magazines and other business publications. I would not be inclined to use *that* as a cause unless I were retiring from business permanently.

LOCAL CONDITIONS: This is much better as a medium of failure. About 20 per cent of the commercial failures last year were attributed to this factor. Odds here are only 5 to 1, and you might take a chance. Any number of alibis here. Lack of growth in population, lack of employment in local industries, lack of civic spirit (whatever that is), saturation of the local market—oh, any number of plausible reasons here if you can think them up and assert them positively. Your chances are one out of five and unless you can use a better excuse, I would sort of lean toward this one.

FRAUD: Not so good. Even the financial powers only claim about 3 per cent, so I would discard this because of the odds against one, 33 to 1, unless one is a natural born crook. The aftermath is very bad, too. Frequently most unpleasant consequences follow *fraud* in business. We had better cross this one off the list altogether.

INCOMPETENCE: Now here is a really good one. I recommend this method as the second best, because nearly one-third of the business failures are chargeable to incompetence. Your odds here are only 3 to 1, and that is not so bad. No great difficulty in claiming incompetence. All you have to do in a case of this sort is to *show* some competent examiner how you have operated your business and if you reveal sufficient ignor-

Dealers Fail

RYAN

*Business Disaster, Incompetence
Are the Principal Causes*

How the 20,000
Business Failures
Total Up

Incompetence . . . 33%
Lack of Capital . . 26%
Local Conditions . 20%
Inexperience 5%
Competition 4%
Miscellaneous . . . 12%



ance of business principles and management, you should be able to get by with the failure successfully.

I would suggest, if you decide to adopt this method, that from the beginning you ignore all sound advice from bankers, trade magazines, etc., as otherwise it might seriously interfere with your failure. Just be smarter than anyone else, and I am sure you will prove a success as a failure in this respect.

LACK OF CAPITAL: This, of course, is a good bet. Here we have about 26 per cent of the cause of business failures. This method materially improves your chances of failure because the odds have shortened. The way to go about this is to enter business with an *idea* rather than with sufficient capital to see it through. Take great pains to see that you have insufficient capital at the start and it is well to use it all up in stock and fixtures at the *very beginning* if possible. This will put you in an admirable position to fail due to this reason, because you will have no reserve capital in the event of your dreams not coming true which they never do. The first year or two in business is like the mythical first

hundred years of life—they are the hardest. In order to be absolutely sure of success from this cause, I would urge that you take no counsel from any financial authority whatever—just go right ahead in your own way, certain in the knowledge that you know more about the subject than anyone else. This will be a great help to you in failing through this method.

EXTRA SPECIAL: If you can arrange to combine *incompetence* and *lack* of capital, you will almost be assured of success as a failure because the record of 1928 shows that more than two-thirds of business failures were attributable to these two causes. Hence the odds change to 1 to 2 in your favor and any business man should be well satisfied with that.

In closing I wish to emphasize, however, that none of these methods will prove as effective as it should unless you firmly adopt the policy of ignoring all advice from any source whatever as to how to *succeed*. One of the great obstacles to *failures* today is the truly amazing amount of sound advice a merchant is offered free of charge on how to *succeed*.

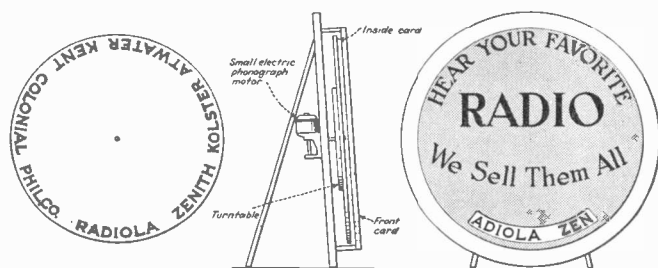
The Best SALES IDEAS

The first prize of \$5 offered by "Radio Retailing" for the best sales idea submitted during the month has been awarded to Theodore T. Levy, of Hardman, Peck and Co., 325 East Fordham Road, New York. Mr. Levy's idea follows:

Home-Made Moving Sign Gets Action Into Window Displays

"REGARDLESS of how attractive a window display may be, if it is stationary, it is not as attention-getting as one with a moving sign or display," says Theodore T. Levy, Hardman, Peck & Co., 325 East Fordham Road, New York.

So Mr. Levy constructed a simple and inexpensive, yet effective device for getting action into the window. This is how he did it: "I took an old electric phonograph motor and turntable and fastened to the turntable a round card about one and a half feet



The names of the sets handled are printed on a card fastened to a phonograph turntable which slowly revolves and displays the names through a cutout in the larger cover card.

in diameter. Around the edge of the card, at proper intervals, I printed the names of all the sets that we sell here. In front of this card, I placed another card, two feet in diameter, with a cut-out opening, as shown in the illustration. This card, of course, completely covers the other, and remains stationary. On it is printed: 'Hear your favorite radio—we sell them all.'

"By gearing the motor down to its lowest speed, and turning on the current, the names of the various sets come into view successively, through the cut-out in the larger card. The motor is then placed in position on an easel and makes an excellent home-made moving sign."

Makes Sales Through Apartment House Superintendents

TED WEISS, of the Westfield Radio Laboratories, New York, visits the superintendents of the large apartment houses, and, after introducing himself, says:

"We know that there are quite a few people in this house without radio sets. We will pay you ten dollars for every customer that you can get for us. I'll drop in to see you again in a few days."

Then Weiss pays a call on the next superintendant. At the end of the week, five out of every ten approached, have at least one prospect. When the customer buys a set, the superintendant gets his "commission."

Special Replacement Policy Sells Extra Tubes

A TUBE replacement policy that not only protects the dealer but insures the sale of an extra tube to 70 per cent of the complainants, is recommended by the Checker Motor Supply Company, Cedar Rapids, Iowa.

The groundwork for the operation of this plan is laid when the set or the tube is first sold. It is then explained that tubes carry the manufacturer's guarantee only. The decision as to free or

charge-replacement service must come from the maker, not the dealer or jobber; and then only after the tube in question has been examined at the factory.

When a tube is brought in for replacement this situation is again explained and it is suggested that the customer buy a new one with the understanding that it may be returned for full credit after the factory expert has reported on the old one.

A careful record is kept of the complete history of every transaction. This is entered in a special ledger as well as on a tag which accompanies each tube to the factory.

Although 65 per cent of the tubes thus tagged are replaced free of charge less than ten per cent of the customers return the 'loan' tube or ask for their money back.

In case the tube does not qualify as a "no-charge" replacement the manufacturer is instructed to return it with a statement, which is shown the customer, covering the reasons for such action.

"Thus," states manager E. C. Hoover, "our clients eventually own a 'spare' and we have added another tube sale to our gross volume."

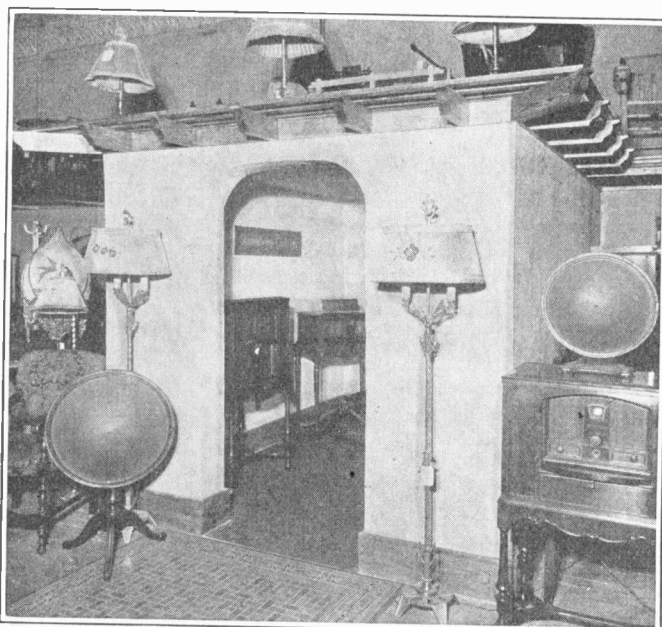
Price Leader Brought in Customers

THE quick-action sales "kick" that exists in the featuring of a price leader is again emphasized by the experience of the Ridgway Electric Company, Freeport, Illinois.

Sales manager D. H. Stover, by keeping his eyes open, made a real buy of 75 table speakers for \$8 each. The company announced that it would include, free of charge, one of these speakers with every set purchased of \$100 or more, for one month only. Thirty-eight sales resulted during the first two weeks—average selling price \$135.

"It cleaned out all our slow-movers and brought people in who ultimately purchased better console models. Our outside men went fifty-fifty on this \$8 promotional expense on all sales that cleared through them."

Builds Private Bungalow for the Radio Display



Here is how Harry S. Clayton, radio dealer in Springfield, Illinois, solved the problem of putting a radio display in a limited space and yet attract attention to it. He housed it in a tiny stucco bungalow in a corner of the store.

of the MONTH

Placed Sets in Homes While Moving

SOME time ago, the Phillips & Crew Company of Atlanta, Georgia, a leading Southern music house, discovered that the new home into which it was to move would not be ready in time. It was faced not only with a lack of storage space, but with the prospect of going for at least two weeks without display facilities.

In the face of this awkward situation, officials of the firm decided to take a bold step. They advertised in the local newspapers, as well as by direct-mail to customers and prospects, that the store would place any instrument in the home for demonstration free of charge, leaving it there until "moving day" was over.

The next day the company was swamped with requests for demonstrations, and for a week before moving, every truck was kept busy taking stock from the store into Atlanta homes.

When the time came for moving, the stock had been reduced to the point where what was left would be stored in the incomplete building with a minimum of trouble.

More than 100 radio sets were installed for demonstration as a result of this plan with a very high percentage of sales closed.



Snyder's Radio Doctors fitted up their new service truck with a special speaker and amplifying system and drove all through San Bernardino and neighboring towns on the occasion of the National Orange Show. They attracted considerable attention wherever they went.

Service Truck Ballyhoo Increased Business 100 per Cent

WHEN San Bernardino, California, held its National Orange Show, Snyder's Radio Doctors rose to the occasion by getting out their new service truck and equipping it with a radio set and power amplifier. Then on top of the truck was built an immense air-column speaker with six dynamic driving units. It had tremendous volume.

Permission was obtained from the authorities to use the device during the National Orange Show and the truck was driven through the city streets. By means of a phonograph pick-up system, announcements concerning Snyder's Radio Doctors were made between numbers.

When the truck approached a town, the volume was increased and people would gather on both sides of the streets, holding up traffic as though for a parade.

This stunt increased business for Snyder's Radio Doctors about 100 per cent and so was well worth the expense and effort involved.

Would You Take \$5 for an IDEA?

RADIO RETAILING will pay \$5 every month for the best sales idea and \$3 for every sales idea accepted for publication in this department.

All you have to do is to write us a letter telling us about that successful display, that sales-getting campaign, or any other experiences which helped to increase your business. If possible, send us a photo or diagram.

Address:

SALES IDEA EDITOR,
Radio Retailing, 36th Street and Tenth Ave.,
New York City.

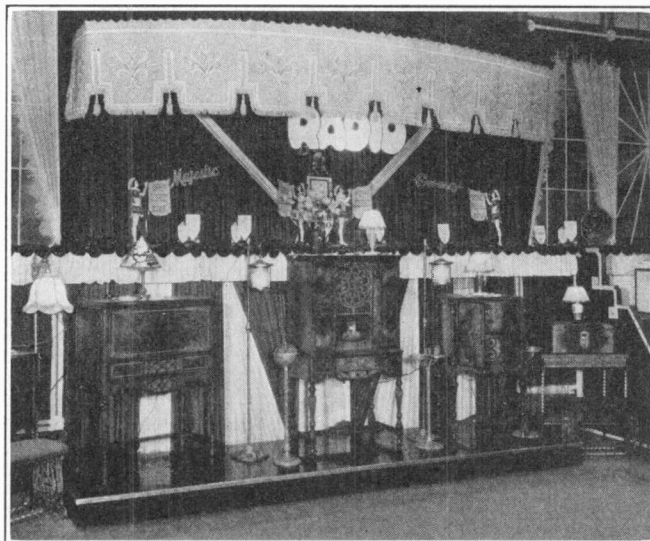
Adding Punch to the Sales Circular

"PEOPLE who are really pleased with the performance of their radio set do more to sell receivers than combined advertising of manufacturer, jobber and dealers," according to the Florence Radio Parlor, 205 Utica Avenue, Brooklyn, N. Y. Florence lists the names and addresses of a number of his satisfied customers in each district-mail circular, including in this list wherever possible, doctors, dentists and other men likely to be well known in their respective neighborhood.

This method of creating prospect confidence has aided Florence materially in the sale of radio sets. In several instances old customers have "sold" acquaintances and then sent them to his shop for a receiver. Names are always carefully selected for complete territory coverage.

Provides Attractive Background for Sets on Display

Above is the radio display in the stores of the Pep Auto Supply Company, whose headquarters are in Philadelphia. An attractive and neatly designed background is provided as the setting for the sets displayed in the store.



JUNE 3 to 7

Radio Trade Week

Joint Conventions of the Radio Manufacturers Association, Federated Radio Trades Association, Music Trades Associations and other Affiliated Associations to Be Held in the Hotels

STEVENS, CONGRESS, BLACKSTONE and DRAKE

DURING the first week of next month, June 3-7, the third annual Radio Trade Show will be held in conjunction with the fifth annual convention of the Radio Manufacturers Association, in Chicago. Morris Metcalf of the American Bosch Magneto Corp., Springfield, Mass., is chairman of the Trade Show Committee.

The show is being managed by U. G. Herrmann and G. Clayton Irwin, Jr., 1800 Times Building, New York

City, to whom all inquiries should be addressed. Admission will be limited to the trade and by invitation only. If you have not already received your invitation, write to G. Clayton Irwin, Jr., at the given address.

The June issue of *Radio Retailing* will again be the annual Trade Show Number. Its publication will be timed so as to coincide with the opening of the Trade Show. Last year all records were broken by the registration of 21,000 members of the radio trade. This

Trade Convention Programs

RADIO MANUFACTURERS ASSOCIATION

Monday, June 3

Show Hours, Opening Day, 2:00-10:00 P.M.

10:00 A.M. Board of Directors Meeting.

2:00 P.M. Committee Meetings.

Tuesday, June 4

Show Hours, Local Day, 1:00-10:00 P.M.

10:00 A.M. Joint open meeting for all members of the Radio and Music Industries, Drake Hotel.

Wednesday, June 5

Show Hours, National Trade Day, 12:00 N.-5:00 P.M.

10:00 A.M. Closed RMA membership meeting.

7:00 P.M. Annual RMA Banquet, Stevens Hotel.

Thursday, June 6

Show Hours, Music Industry Day, 1:00-6:00 P.M.

10:00 A.M. Closed RMA membership meeting.

7:00 P.M. Annual Banquet, National Association of Music Merchants, Drake Hotel.

Friday, June 7

Show Hours, Last Day, 1:00-6:00 P.M.

10:00 A.M. Meeting of the RMA Board of Directors.

12:30 P.M. Joint Luncheon meeting Board of Directors, RMA, FRTA, NAB, and MIC of C.

MUSIC INDUSTRIES CHAMBER OF COMMERCE

Monday, June 3

10:00 A.M. Board of Control Meeting.

12:30 N. Get-together Luncheon, MICC and Piano Club of Chicago.

Tuesday, June 4

10:00 A.M. Joint session open to all merchants and manufacturers connected with the Radio and Music Industries. Luncheon follows sponsored by the Chicago Piano and Organ Association, Drake Hotel.

Wednesday, June 5

10:00 A.M. Open meeting of National Association of Music Merchants. Radio men invited.

Thursday, June 6

10:00 A.M. Open session for the election of officers and routine business.

7:00 P.M. Annual Banquet, National Association of Music Merchants, Drake Hotel.

This is a tentative schedule of programs. The various committee meetings will be scheduled at the show. Also demonstration rooms will be closed Wednesday evening, June 5, at 5:00 P.M. on account of RMA Annual Banquet.

FEDERATED RADIO TRADE ASSOCIATION

Monday, June 3

10:00 A.M. Board of Directors Meeting, Radio Wholesalers Association.

2:00 P.M. Board of Directors Meeting, Federated Radio Trade Association. Also committee meetings.

Tuesday, June 4

10:00 A.M. Open Meeting, Drake Hotel, for All Members of the Music and Radio Industries.

2:00 P.M. Committee Meetings, FRTA and Affiliated Organizations.

Wednesday, June 5

10:00 A.M. Open Meeting, Federated Radio Trade Association; All Radio Tradesmen Are Invited.

Thursday, June 6

10:00 A.M. Closed Meeting, Radio Wholesalers Association.

10:00 A.M. Meeting of Radio Retailers Association.

10:00 A.M. Meeting of Radio Manufacturers Representatives Association.

Friday, June 7

12:30 P.M. Joint Luncheon meeting Board of Directors, RMA, FRTA, NAB and MIC of C.

in CHICAGO

year it is estimated that there will be at least 25,000 present and the demand for exposition space has forced the management to spread the show out taking in the Blackstone and Congress Hotels as well as the Stevens. Special trains will be run from New York, Boston, the Pacific Coast and the Southwest.

BE SURE AND GET A CERTIFICATE

The one-and-one-half fare for the round-trip to and from Chicago has again been granted by the railroads. This includes not only the delegates but also members of their families. Full fare will be paid on the going trip, and a certificate showing the purchase of the ticket must be obtained from the ticket agent. Be sure and ask for a CERTIFICATE *not* a receipt. Make sure that your home station has these certificates. Not all stations keep them.

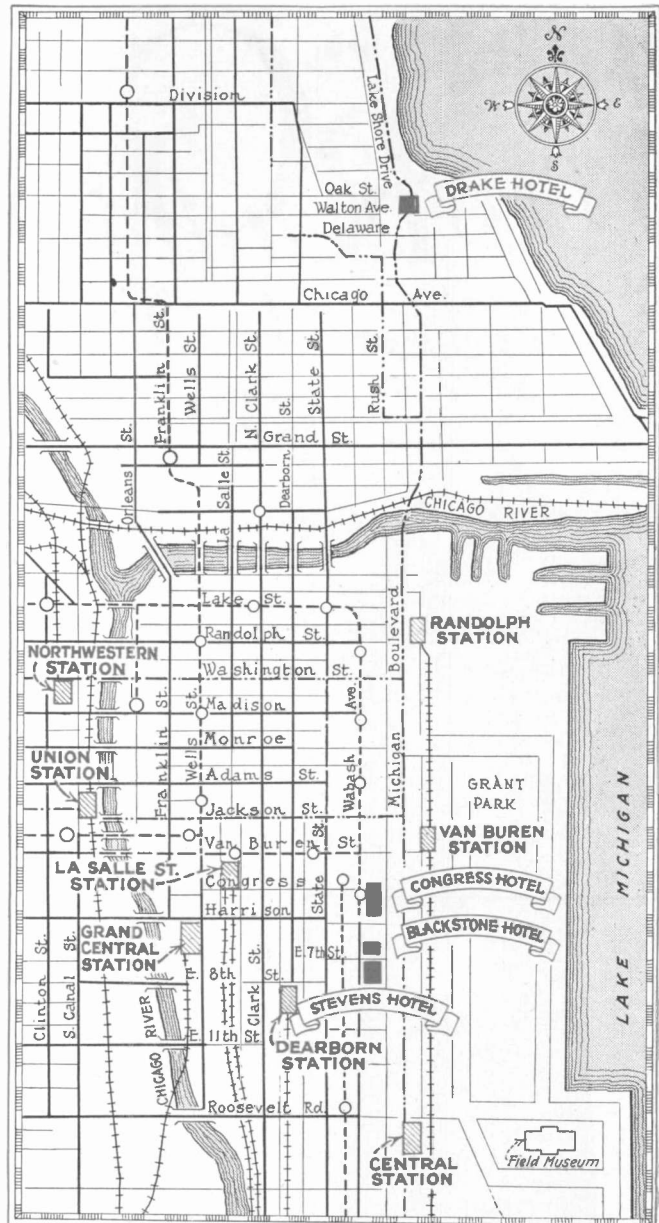
Immediately on your arrival at the Trade Show, present your certificate to the indorsing officer, M. F. Flanagan, Executive Secretary of the RMA. The reduced fare for the return journey will not apply unless you are properly identified, as provided for by the certificate.

In addition to the RMA Trade Show and Convention, the national music industry through the Music Industries Chamber of Commerce, the National Associations of Music Merchants and other affiliated associations, will also gather in the Windy City the week of June 3, for its Trade Show and Convention. A joint open meeting has been arranged for on Tuesday morning, June 4, at 10 a.m. This meeting will be held in the Drake Hotel and problems common to both the radio and music trades will be discussed by leaders in both industries.

At the annual RMA banquet, to be held in the Stevens Hotel during the evening of June 5, an all-star program will be given. It will eclipse any previous program of its kind. Through the courtesy of the National Broadcasting Company a nation-wide hook-up will carry the banquet events to every home on the continent. Several novel entertainment features to take place during the week are also being planned.

TAKE ADVANTAGE OF THIS GREAT OPPORTUNITY

Every dealer or jobber who possibly can, should attend the Trade Show this year because it will be the largest radio gathering and the largest display of radio merchandise, from which dealers and jobbers can choose their new sales line, ever held. The opportunity afforded to view new merchandise, styles and trends, to become posted on technical developments and manufacturing and to make personal contact is invaluable.



The Hotels and How to Find Them

From the Stevens Hotel to the Drake Hotel is two miles—30 blocks. By TAXI, the lawful fare is 85 cents. If you want to take a BUS, walk north on Michigan Boulevard to Jackson Avenue—5 blocks from the Stevens. From the street corner marked with a star in the above map, take any bus numbered 51, 52 or 53. The fare is 10 cents. STREET CARS can also be used. Take one running north on State Street—the street in back of the Stevens. Ride to 900 north, get off and walk to the right (east) toward the Lake. The fare is 7 cents.

In order that constant communications may be held between the three hotels so that any delegate may be instantly reached, 230 Kyle condenser speaker sections will be installed and maintained by United Reproducers, Corp., one hundred sections being placed in the Stevens, eighty in the Congress and fifty in the Blackstone. Put on from the control room on the exposition floor of the Stevens it will be possible for an announcement to be heard in all of the hotels simultaneously or in any one as desired.

And, last but not least, the official RMA Daily Newspaper to be published at the convention will again be sponsored by *Radio Retailing*.

Let the by-word from now until June 3 be—"See you at the show."

IF "GOOD PAY"

They're

Let Terms Take Care of Themselves



Do small down payments entail too much risk and too little profit? O'Loughlin, of Salt Lake City, says "No!" and tells why.

THE small first payment feature which has proved so attractive in certain branches of the music and furniture trades has always carried a tempting appeal to the radio merchant. The offer of \$1 down and so much a month has sold many a piano—why not radio instruments as well? And yet, the experience of the retailer in radio who has experimented with this form of selling using a merely nominal introductory offer has, in the main, been so disastrous that the practice is almost universally frowned upon by the radio trade.

However, H. R. O'Loughlin of O'Loughlin's Music Store, Salt Lake City, found that it is possible to reap the benefits of this method of merchandising without suffering any of the threatened losses. O'Loughlin did not enter the field of easy-payment selling with any premeditated deliberation.

The original policy which led to this development was aimed at *eliminating the expense of the free demonstration*. O'Loughlin believed that the practice of giving home demonstrations, particularly with battery-operated sets, which were then in vogue, was a serious drain on the profits of the radio store. In consequence, he announced, some three or four years ago, that sets would be sent out to the customer's home only upon a \$5 down payment. The idea was to permit demonstrations only upon the bona fide sale of the set—and this was actually accomplished, with a marked reduction in overhead from that time forward. But it had an auxiliary result as well.

The public was familiar with the O'Loughlin store as a high-class music establishment with well-appointed quarters in the heart of the main business district, carrying only the best nationally-advertised lines of radio. When it learned that it could acquire a radio set from such a firm with a down payment of only \$5, it overlooked almost entirely the demonstration feature of the announcement and took it as a real opportunity to get a radio set on easy terms. The response to this first "\$5-down" advertisement was so immediate that the O'Loughlin company was compelled seriously to consider the permanent acceptance of this feature as a part of its merchandising policy.

The solution which Mr. O'Loughlin arrived at was one which satisfied the demands of conservative merchandising and yet permitted the firm to enjoy the advantages of the new sales volume resulting from the somewhat inadvertent \$5-down offer. What he did, in brief, was to establish the small down-payment method

Does it pay to make minimum introductory offers? Is the dealer ever justified in going below "one quarter down"? The experience of the radio retailer who has experimented with such forms of selling has, in the main, been disastrous and the practice is almost universally frowned on. But—

O'Loughlin, of Salt Lake City, DOES sell radio for \$5 down, and he does it profitably.



The attractive front of O'Loughlin's Music Shop, Salt Lake City, Utah. The spacious depth of the windows, the neat and orderly display and the wide, tapering passageway combine to form a strong attraction for passers-by.

as a permanent feature of the firm's policies and, at the same time, to outline a more conservative plan which was to be the basis of the major sales effort. This required at least a 15 per cent down payment, with not more than twelve months in which to complete the contract.

The easy-payment feature has been emphasized in newspaper advertising and in windows since this time and has continued to draw business to the store. It is estimated that fully ninety per cent of the store leads credited to the firm's advertising are directly due to prospects being brought in by this \$5-down offer. In view of this fact, it is rather surprising to learn that in nine cases out of ten, these same customers elect to pay the 15 per cent and to complete their payments within twelve months or a shorter time.

What happens is this.

The customer asks on arrival at the store whether or not it is true that radio is sold for \$5 down and is assured that this is so. The subject of terms is then dropped until the sale is completed and the customer is satisfied with his selection of the set. The salesman then says to him, "I presume you wish to pay your installments monthly?" Invariably this is the case. There then follows an explanation of the store's two systems of financing.

Under one, he may pay \$5 down, with installments weekly or semi-monthly; under the other, he makes his payments in larger sums at monthly intervals. Under the monthly system, of course, it is explained, the first payment required will be larger, fifteen per cent being customary. If the customer is unable to meet this, the equivalent of one monthly payment will be accepted, the balance of the down payment being added to the note, coming due the month following maturity of the contract, but bearing no interest.

In almost every case, the customer will elect to pay the larger sum. The \$5-down offer is bona fide, however, and actually solves the problem of the customer who wishes to make the purchase but at the moment has no large cash sum available. Frequently, the contract is changed over to the other type at the end of the first month by the payment of the additional sum at this time.



Should the customer elect to purchase on the \$5-down basis, with biweekly or weekly installments, a very careful examination of his credit record is made. Such an investigation is made with the issuance of every new contract, but in the case of the small down-payment sale, the report is required to be of the highest class.

This system has entirely eliminated the "revert" problem. There are no more losses when the sale has been made on the \$5-down basis than when 15 per cent is required.

The Fable of the Dealer who

By P. A.

Here's the Sad Story of Hen Schmalz, the

WHEN Hen Schmalz decided to go into the Radio Business he was certain of Success because he believed that Old One about it requiring Three Business Failures to make a Successful Business Man and he had experienced his Three Failures, plus

Hen was Wise to Many Things. His last Venture had been founded on his being Wise to the fact that People who Sold Farm Produce at Good Prices on the roadside of auto highways really Profited from City-Purchased Fruit and Vegetables sold at a Good Mark-up.

Hen had Rented a Location only to find that his Rent and Cartage from the city to the Country Roadside Stand made his Retail Prices unprovocative of Trade. So he Passed Out of the Fruit and Vegetable Business.

Hen then debated whether to call his new radio store "Hen's Radio Shack," or "The Radio Shoppe," but finally Decided on the Class Appeal and so he Established a "Shoppe." Once Established, Hen had Plenty of Volunteer Advisors and among them was a Young Man who had "Honed Up" on window trimming. This lad could Work in Crepe Paper Decorations and he contracted with Hen to put an Original Window in and furnish the material for Trimming at \$5 a week.

The Young Man was fairly good but he turned the window into a display of Everything in the Store and as Hen had stocked up with Eight Lines of Radio in addition to Parts and Tubes, the window was an Interesting Study to Students of Radio Development, but created no Desire for Possession on the part of the Casual "Looker."

Then came a "Sales Counsellor" whose Business Card said just that; and he showed Hen how to Save \$5 a Week for two weeks by letting Him put in a Window.

The "Sales Counsellor" was Pushing an Off-Brand of tubes and the window Sold Some and was attractive as a Tube Window.

Hen liked the window until another Sales Expert pointed out that if the window sold All the Tubes there were in the Store, he would

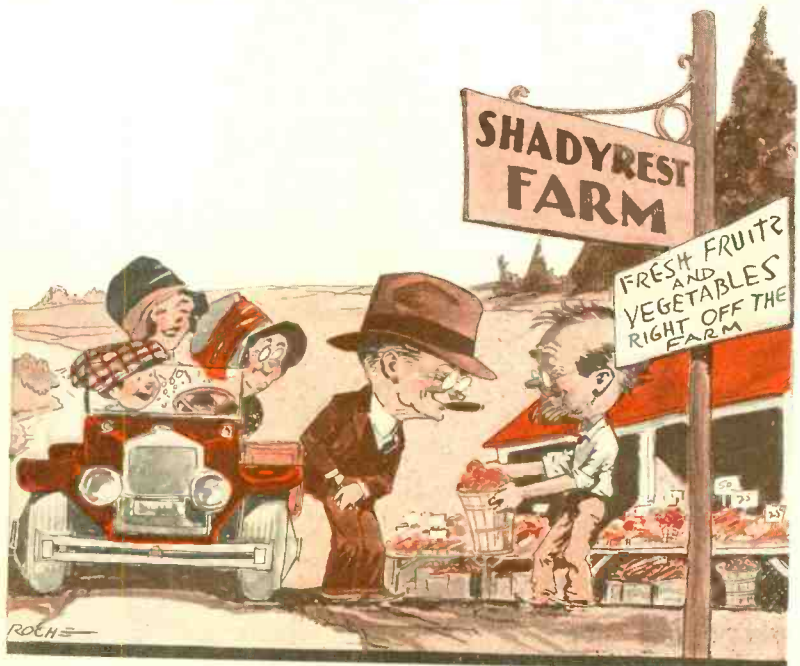
only make \$18. He convinced Hen of the Fallacy of using a window Two Weeks to earn only a Fifth of the Store Rent.

This advisor had a Better Plan. He had an Unadvertised Radio but a Fine Plan of Advertising—he Said it was. He would consign Hen a few radio sets and put up a Window with Appropriate Cards and Display Helps. It would cost Hen nothing until he Made Sales and he could Pay for The sets as he Sold them.

SOMEHOW, however, the Few inquirers who were partly talked into a Purchase were dubious about an Unknown Radio and went away to find out from a Radio-Informed Friend what the latter knew of the Set in Question.

Failing to get much information on the set, they bought a Known and Advertised Set on the advice of Someone Better Informed or because they Recognized an Advertised make shown by One of Hen's Competitors.

Hen listened when a Distributor's Salesman representing a Standard Line pointed out to him that his Window represented some 40 per cent of his Rent in Store Value. He understood the point when the Honest Salesman explained that, in Truth, the consignee really should Pay a Rental in view of the fact that Hen was Advertising



Passed Out *of the Picture*

WARE

Man Who Took All the Experts' Advice

the Product at No Profit to his business. So he said.

Hen grew Alarmed when the salesman showed him that his Acceptance of the Goods made him Responsible for Damage and Fire Loss.

Hen wanted to get on the Distributor's Salesman's Band Wagon. He was Sold on the Volume Sales Possibilities of Known Brands and National Advertising, but—when the Salesman and Hen took stock of his "Frozen" Merchandise Hen was informed that he would have to Clean House. The Salesman represented a Rapidly Moving Line and Hen's ability to Handle it depended entirely on his Keeping Up with the merry Sales Procession.

"Give our line Some Room in the Store, sell this Unknown Junk and then let us come in and dress up with Dealer Helps, Good Windows, Use Newspaper Advertising Mats to tie in to our National Advertising and let's go," said the Salesman.

Hen staged a Rummage Sale and drew the Patronage of that Ill-Advised Horde who consider themselves Sharp Buyers—the Bargain Hunters.

FINALLY, the stock was fairly clear and Hen's Father-in-Law, who was his Business Angel, could see the value in the New Program.

He came across with Another Month's Rent and an Advance for the New Stock.

Hen Advertised and some customers came, but Not Enough. The Distributor's Salesman was Puzzled. The plan he proposed had "Clicked" Before; why not Now?

He called his Sales Manager in on the Problem.

The Sales Manager knew his Vegetables before Hen had learned them at the Cross-Roads.

He pointed out that Hen, through his "Rummage Sales," had Marked his Store as a Cheap Outlet of Bargain Goods and discreet buyers were Passing him Up by instinct.

A PLAN of Salvation was proposed. Hen must put on Canvassers who would Go Out and Ring Door-Bells for Prospects. A banking company was enlisted to handle Hen's paper and Father-in-Law went Security.

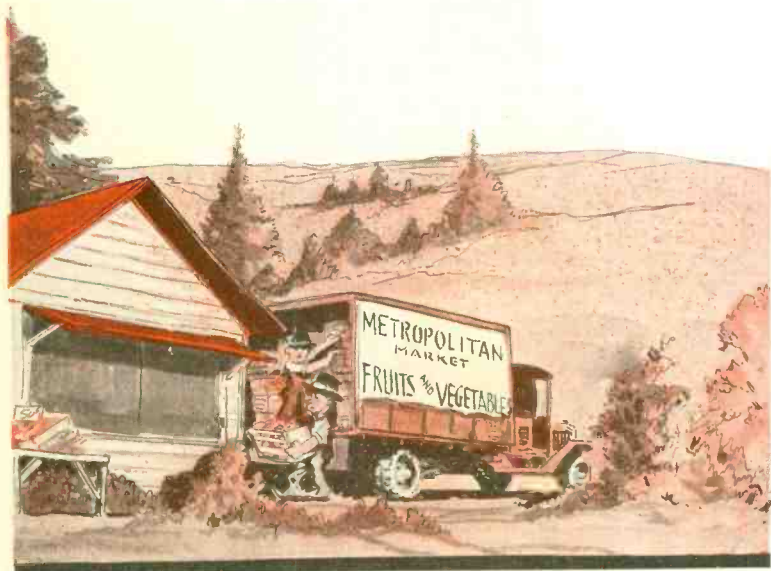
Hen got in touch with two Corking Good Canvassers who had done it Before. They agreed that if Hen would Pay them a Dollar a Demonstration instead of a Drawing Account and ten per cent Commission on Sales, they would Make things Hum.

They Did; and Hen had Forty Sets out before his Sales Advisers discovered that the Wily Canvassers were merely Reciting the Joys of a Free Radio Demonstration; collecting their Dollar a Demonstration and Going Gaily on to the Next Prospect for a Free Earfull.

The Sales Manager was an Honest Man—He advised Father-in-Law to take off his Angel Wings and get a Strangle Hold on Hen's Negotiable Assets. Hen said that if he was Hampered by an Overseer his Natural Talent for Business would be stifled and so he Retired, leaving his Father-in-Law to Hold the Bag.

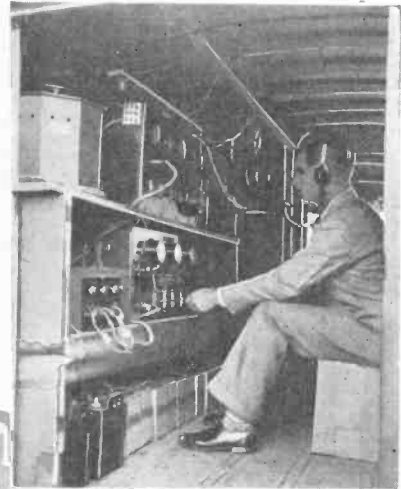
Hen says he got in the Radio Business too late and he is now looking into a Proposition to sell Roller Skates to Airplane Passengers.

Airships are the Coming Business and Hen is always Looking Ahead—he says.

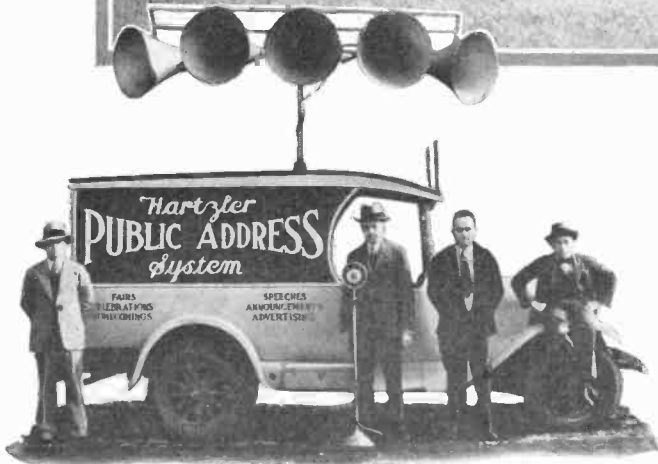


Public Address System Nets Hartzler

\$995 in 3 Months



Above: The inside of Hartzler's public address system truck. At left: The truck in use at a local gathering. Below, the truck is shown operating five horns. It can handle as many as twelve.



A profitable sales promotion adjunct for radio dealers.

THE ready acceptance of the need for sound amplification, in connection with practically every kind of public gathering, again directs attention to the opportunity facing the radio merchant who is equipped to render such a service.

From a selfish viewpoint owners of portable public address systems profit in two ways: by the direct income from this allied activity and, indirectly, because of its widespread and effective advertising value for the dealer. Furthermore, by amplifying feature programs for the townsfolk, it can be used to create a demand for radio equipment in the home.

The following figures, covering the financial angles of

such a venture, are submitted by W. L. Hartzler, Indianola, Iowa. They speak for themselves:

Total number of engagements:	
(August to September inclusive) . . .	26
First cost—truck and equipment . . .	\$2,200
Operating expenses (three months):	
Interest on investment	66
Depreciation	54
Owner's time	150
Operation—labor, oil, gas	260
Advertising	60
Pro rata store overhead	70

\$ 660

Income rentals	\$1,655
Net profit (fall season)	995

Hartzler estimates a gross increase of \$3,000 in the sale of radio receivers due to the advertising obtained from this activity. His average rental price figured \$63.32.

"Besides its Fair and other gathering uses, I also arranged with local merchants to advertise their special sales and with the movie houses, to announce their feature programs," Hartzler states. "As the truck is equipped to furnish music and voice amplification while in motion we were able to cover every important street in Indianola with this barrage type of advertising."

Operates on 450 volts, ten watts. Uses eight tubes; two 281, two 210, one 371, one 112, one 340 and one 301-A. Will handle 12 special horns and heavy duty speaker units. Kellogg "mikes," Thordarson and Silver-Marshall transformers and Western Electric small parts.

Have You Tried a FREE Service Call?

A "return" advertising idea that will get names and addresses for future sales



DO YOU know the names and addresses of the people in your town who own obsolete, battery-operated radio sets and who are prospects for the latest electric receivers? A way to get them is suggested by Sherman G. Landers, of the Aitkin-Kynett Advertising Agency.

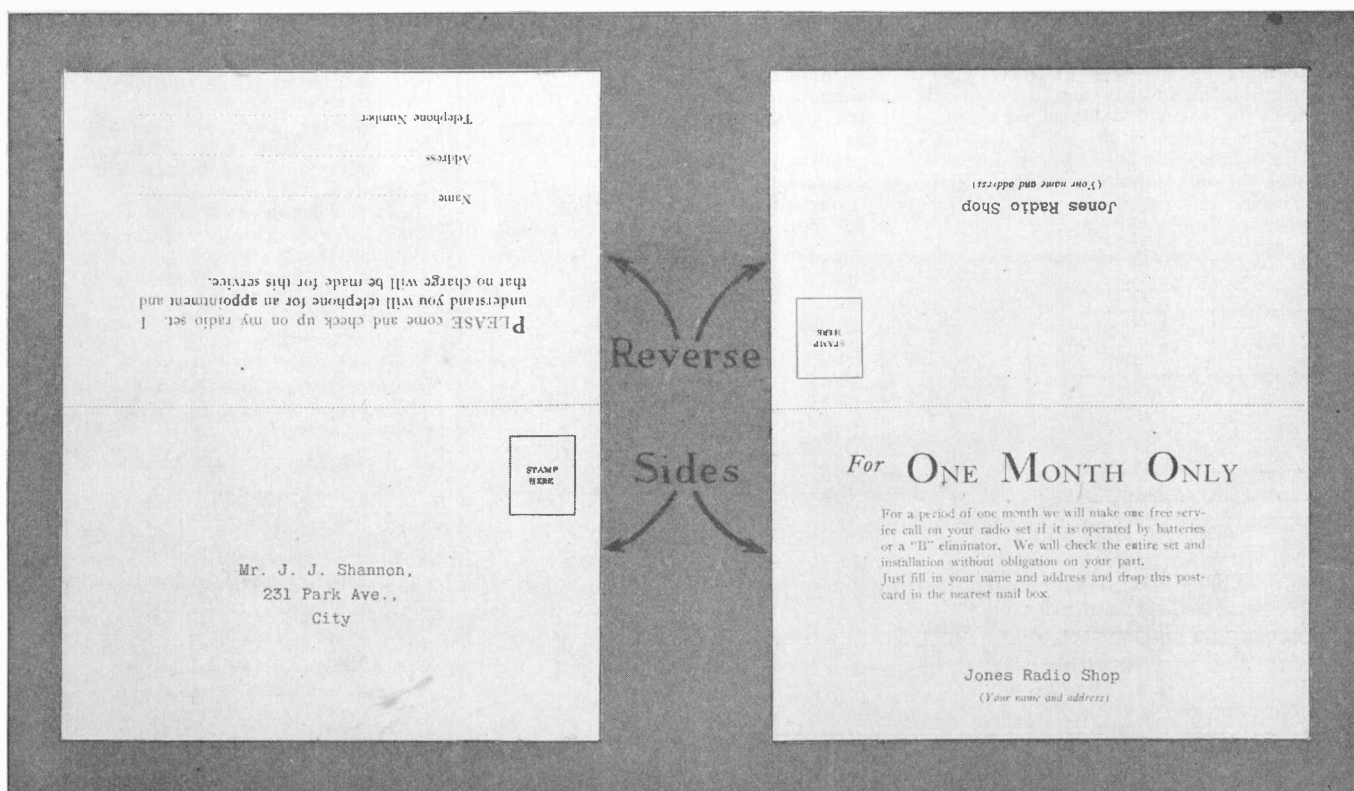
It is a newspaper and direct-mail advertising suggestion offering to make a free service call on any battery-operated set, or set using a B-eliminator, if the owner will send his name and address to the store.

At the top of the page is illustrated a typical newspaper ad, embodying this idea. The offer is made by the dealer to make a free service call, without obligation, to check up the condition of the set, batteries, aerial, ground and accessories, and recommend what is necessary to put the set and installation in perfect condition. Provision is

made for a "return coupon" for the customer's convenience.

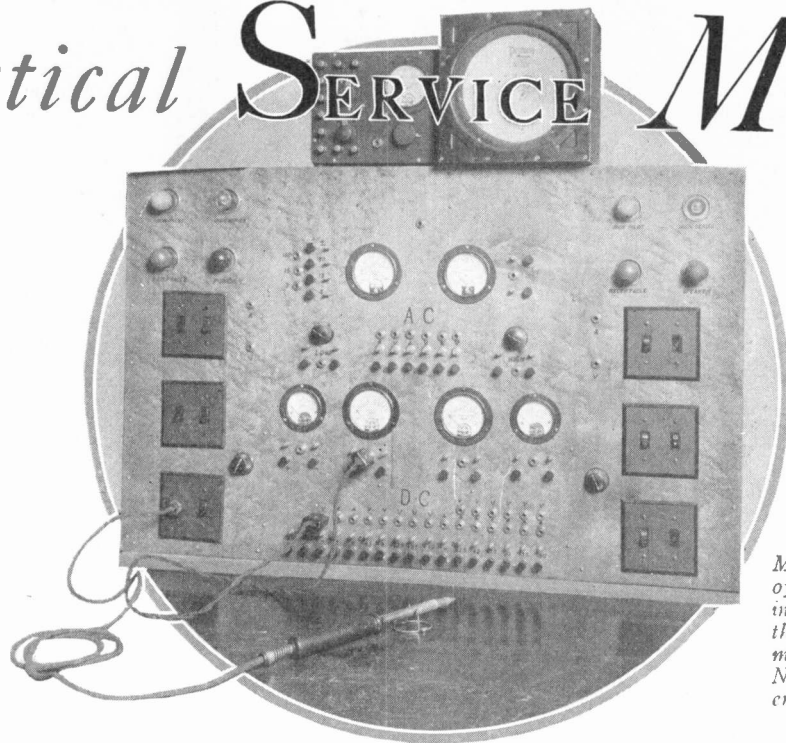
Below, a return postcard, presenting the same plan, is illustrated. These portions of the card which are presented upside down are correct, and should be followed exactly by your local printer in making up the cards. To obtain the fullest effectiveness from this return postcard suggestion, go back over your record of sales for the past five or six years, and see that every set-owner of whom you have knowledge, receives a card.

Thus, the newspaper ad, followed by the return card, will give dealers a list of old customers who are ripe for an up-to-date set. It is an idea that can be put to best use at this time of the year, when your service organization begins to find that time hangs heavily on their hands.



Practical SERVICE Methods

Conducted by
H. W. BAUKAT



How
to

Make a Test and Control Panel

Meyer recommends the use of plugs, cords and jacks—instead of switches—because this expedient is simpler, more flexible and safer. Note, also, the eight, different colored, pilot lamps.

WINSTON Meyer, service expert with the Ridgway Electric Company, Freeport, Ill., submits the following description of a combined testing and power control board which combines the essentials of simplicity, flexibility, safety and all-around utility value. Let Meyer tell the tale in his own language. He writes—

"This test board was designed to enable one to hook up any kind of a set, either a.c. and d.c. as quickly and as easily as possible. It was not designed so much to analyze the trouble in the set as to facilitate the connecting of battery operated sets and the determination of the voltage of, and the current flowing through the various circuits.

"The plug and jack system was used because it is the simplest and most flexible. Also there is not the danger of interconnecting the wrong wires as when switches are used.

"There are six meters used. The d.c. instruments are: An 0-8 low resistance voltmeter, a 0-250 high resistance voltmeter, a 0-50 milliammeter, and a 0-10 ammeter. The a.c. instruments are a 0-2½ ammeter and a 0-3-15-150 voltmeter. The a.c. ammeter might better be a double range instrument with say 0-1 and 0-5 scale. However, it happened in this case, as it usually happens, that we used what we had on hand.

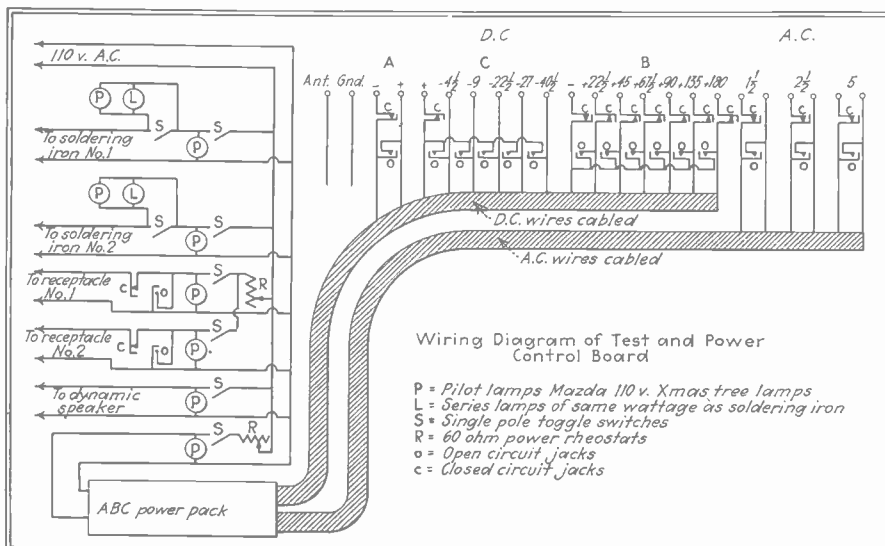
"Connections are made from the set, under test, to the board by means of

wires fitted with a small battery clip on one end and half of a Rajah terminal on the other. The clip is easily clamped to any binding post on the set and the Rajah terminal is as quickly fastened to the other half on the board. Binding posts are also provided on the board in case the set is equipped with a battery cable as many of the modern ones are. Connections are made between the meters and the batteries by means of a cord having a telephone plug on each end. The meters are also provided with Rajah terminals and binding posts so that connections may be made in that way if desired.

"Two variable resistances are also provided. A heavy duty, high resistance, one of about twenty thousand ohms maximum, is used as a load when testing "B" power units. It can also be used to cut down the voltage in the plate circuit when connected in series with the "B" supply. The other variable resistor is a low resistance rheostat used as a load in testing "A" power units or in cutting down filament current.

SOLDERING IRON CONTROL

"Receptacles are provided for two soldering irons. The ordinary electric soldering requires some little time to heat up when it is turned on. If it is left turned on it usually gets too hot and burns the tinning off. In order to overcome this the soldering irons are equipped with a series bulb and a shorting switch. When one is through using the iron but will want it again in a few minutes, simply open the switch throwing the light in series with the iron. The iron will remain warm but not so hot that it burns the tinning off. Then when one wants to use the iron again it takes but a frac-



tion of the usual time to get it hot. The series bulbs for the irons are not shown as they are concealed behind the board.

PILOT LIGHTS RECOMMENDED

"Two receptacles are provided, equipped with switches and pilot lights. They have jacks for measuring the line voltage and the current consumed by the device under test. A power rheostat is also included so that the line voltage may be cut down when it runs too high.

"Pilot lights are placed on all the circuits. The bulbs are the small intermediate base, sign or Christmas tree type. They consume but very little current and will soon pay for themselves in the current saved. Different colors are used for different circuits so that one can tell at a glance what circuits are turned on.

"The board is very easy to wire up. The only thing is that one must be careful to always connect the jacks on the d.c. part so that the meters will not be reversed. This was accomplished on this board by always connecting the sleeve of the jack to the most negative part of the circuit or to the negative side of the meter. The positive side could be used just as well but either one or the other must be used."

Hum Suppression in Dynamic Cone Depends on Proper "A" Condenser

The usual practice in most A.C. dynamic speakers today is to employ a low-voltage rectifier together with a 2,000 mfd. "A" condenser for filtering out the hum. This arrangement is reasonably inexpensive and, if the proper condenser is employed, results in a minimum of A.C. background.

However, the "A" condenser does not always eliminate the hum even if its capacity is of the order of 2,000 mfd. The trouble is obviously not due to capacity. Sometimes two "A" condensers of the exact same capacity will not perform alike with regard to hum elimination. One will work well, while the other will fail to eliminate hum.

In seeking an answer to this technical puzzle, we have asked the advice of Harry W. Houck, chief engineer of the Dubilier Condenser Corp., who has had extensive experience with chemical "A" condensers as well as with other types.

"Just why one 'A' condenser should prove a good hum filter and the other should fail, even when the capacity is the same in both cases, we do not know for certain," says Mr. Houck. "There is some peculiarity in the chemical action with which we are not altogether familiar at this time. We have noted this feature in making tests with many makes of 'A' condensers.

"It should be noted, that a filter condenser usually increases the voltage, due to the increased efficiency of the rectifier. This should be considered in designing the dynamic field coil, which must be capable of handling the full current."

Short Wave Manual

The Hammarlund Mfg. Co., Inc., 424 West 33rd St., New York City, has a paper-covered short wave manual available for 10 cents. It contains 32 pages of circuits and other very essential information in the field of short waves. A complete log of short-wave stations of the world, a time chart, and frequency conversion table are among the subjects presented.

Radio Retailing, May, 1929

How to Use the 245 Tube

When the plate voltage of a set is 180 or over it may be advantageous to use the new 245 power tube in place of a 171A. The output of a 171A is .7 watts while that of a 245 is 1.6 watts; a little over twice as much.

It is, however necessary to have a fairly high plate voltage or there will be no noticeable benefit from the use of the larger power tube. The 245 takes a plate voltage ranging from 180 to 250 with a corresponding negative grid bias of from 33 to 50 volts.

Don't forget that the filament voltage used is 2.5, the same as that used by the detector or 227 tube. In most cases the 227 filament winding will be found heavy enough to stand the drain of a 245 tube.

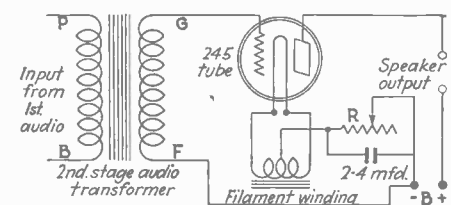
Once the filament circuit has been adjusted the next thing is the grid bias. It is recommended that this be obtained from the voltage drop across a resistance in series with the B minus return wire as shown in the accompanying illustration. This connection compensates almost completely for plate voltage changes which may occur because of line voltage variations.

In some sets it will be found that a center tap resistance is used across the filament winding; others have a center tap on the winding itself. The center tap resistance is sometimes the better plan as it allows adjustment under actual operating conditions so that the hum may be reduced to a minimum.

The by-pass condenser indicated is sometimes desirable although not always necessary for satisfactory operation.

This same circuit holds good for any type of power tube, provided of course the corresponding correct plate and grid voltages and filament voltages are used. And remember—it will do no good to change from one power tube to another of

larger capacity unless the plate voltage is increased.



To use a 245 power tube in place of a 171A, it is necessary only to change the filament circuit and grid return as indicated above.

Reproducers on Delivery Cars

The Maison Blanche department store, of New Orleans, La., advertises its radio department in the following effective, if unusual manner:

A light delivery car, liberally "plastered" with signs, has been equipped with a portable radio set, power amplifier and four loudspeakers. This car is driven through the principal streets of the city, in the evening, with the set tuned in on a local broadcasting station. Incidentally, station WSMB, the most powerful local station, is owned and operated by this company.

Jenkins Television Movie Transmission

The Jenkins Television Corp., 346 Claremont Ave., Jersey City, N. J., soon will operate on a wave length of 140 meters, with power up to 5 kw., using the call 2XCR and send out half-tone images.

Experimenters equipped with scanning discs having 48 holes, regulated to rotate at 900 r.p.m., can intercept the signals.

Service Questions and Answers

Readers who have service problems are invited to write to the Technical Editor, who will be glad to answer the questions in this column

Q.—Some time ago we saw where there was being manufactured a resistor for use with a 32-volt Delco lighting socket, enabling the owner to connect his radio set using 6-volt D.C. tubes directly to same, thus obtaining the current voltage for operating his set.

A.—The name of the company asked for is the Kato Company at 729 South Front St., Mankato, Minn.

Q.—I want to start one of my men in on radio work and would like to have you suggest the best thing I can buy for his use. Something that is not too technical but will bear on the repair and equipping of the usual radio sets.

A.—I would advise you to buy from the McGraw-Hill Book Company, Inc., 370 Seventh Ave., New York City, a book called "Practical Radio," by Moyer and Wostrel. The book retails for \$2.50, and contains all the information that a service man should know.

Q.—You speak of a 201B radio tube for battery-operated sets. Can you give us particulars regarding this tube and the manufacturer's address?

A.—The 201B tube is made by four different companies at the present time. The Ceco Manufacturing Co., Providence, R. I.; the Northern Manufacturing Co., Newark, N. J.; the Sonatron Tube Co., Chicago, Ill.

and the Sylvania Tube Co., Emporium, Pa. This tube has a five-volt filament but only draws .125 amperes. This is just half of what a 201A tube draws.

Q.—Can you give me any dope on what to use and where to get some sort of an attachment to use on a 60-cycle, 110-volt radio receiver so that same can be used on a farm lighting plant which has 110-volt D.C.

A.—You will have to have either a dynamotor or motor generator set which will run on a 110-volt D.C. and supply you with 110 A.C.

Q.—Can you give me any information as to any successful A-B power unit for 32-volt farm lighting systems which will furnish sufficient voltage for 112 tube?

A.—There is no power unit such as you desire for a 32-volt farm lighting system which will give you both A and B power that I know of. You can, however, reduce the 32 volts by means of a suitable resistance so that you can light the filament of 6-volt D.C. tubes satisfactorily. However, for the B supply, it is an entirely different question. You only have 32 volts, and for 112-A tubes you need at least 135, and inasmuch as it is D.C. current, you can't very well step it up. B-batteries are the only solution in a case such as this.



All Aboard for

Chicago,

The Trade Show and Conventions at Chicago

ALL eyes in the radio industry and trade will be turned toward Chicago the first week of next month, when three great industry conventions and the third annual Radio Trade Show will be held.

With the trade exhibition and convention sessions as the magnet, thousands of dealers, jobbers and manufacturers will journey to the Windy City for a week, to see for themselves the latest products of the radio art.

Every dealer who can arrange to leave his business, should take advantage of this opportunity. He will derive valuable information from the exhibits and meetings. But above all, he will get priceless inspiration and a new feel of the vitality and power of the radio trade and industry from his first-hand contact with thousands of the liveliest individuals in the radio field.

Fancy Financing Is a Menace to All

THE present tendency to indulge in expanded stock issues and fancy financing in the radio field, cannot be regarded as other than unhealthy and dangerous.

Seizing upon the magic in the name of radio, promoters are setting up huge capitalizations to be unloaded onto a credulous public. Every branch of the radio industry is meeting with this stock-issue mania.

Communications, broadcasting and television have all had their "get-rich-quick" offerings, already. And now, even retail dealers in some cities are in process, independent of each other, of forming stock companies and pooling assets, counting on the sale of such stock to the public for quick profits. Further, these dealer combines will endeavor to buy direct, thus curtailing distributor activities.

Unsound stock issues in radio or anything else will eventually end up in disaster for those who hold the bag. And the reaction will be felt by the whole radio industry, and particularly by the legitimate factors in the business, when legitimate financing is needed for proper industrial expansion.

The stock-selling phase we are now going through is doing no good to the real best interests of radio.

Concerted Local Action the Remedy

"IF YOU were in my place and could talk to hundreds of progressive radio merchants, what would you ask them?"

The noticeable frequency with which dealers, in re-

sponse to the above question put to them recently by a field representative of *Radio Retailing*, mentioned the free-trial evil again emphasizes the seriousness of this problem.

The answer by our editor was as follows:

"That is a matter which can only be handled by concerted local action. It's up to you. If you fellows cannot get together and agree on a common sense free-trial policy no one else can help you.

"Dealers in other places have demonstrated their moral stamina, their ability to sink selfish motives, and to work together—you can do the same. Include the chief violators in your meetings. Put this problem up to them frankly from a profit viewpoint.

"Strive to develop *business courage*—and you will be surprised at the favorable response that will come from those considered the worst offenders."

For the benefit of dealers still struggling with this situation, we direct attention to the following clause incorporated in the Code of Ethics issued by the Wisconsin Radio Trade Association and practiced successfully by that organization:

"No radio receivers will be sent out on approval but we are always glad to make a demonstration in your home at such time as you may select. If necessary to install antenna equipment, a nominal charge will be made, the antenna to remain your property. Sets on demonstration will be considered sold if not returned within three days."

Clarifying the Tube Designation of Sets

THE recent recommendation of the Radio Manufacturers Association covering the proper designation of the number of tubes in a set, is a step in the right direction.

It is recommended that manufacturers, distributors and dealers, in their advertising, classify tubes by two groups and that the number of tubes in each group be specified and separated by a dash between the numerals. In the first group would be placed those tubes used as radio-frequency amplifiers, detectors and audio-frequency amplifiers. Oscillator tubes, required in such circuits as the super heterodynes, would also be included. In the second group, would go special service tubes, such as voltage control or ballast tubes and those used for automatic volume control and rectification, either for plate or filament use.

Thus a typical set having three radio-frequency amplifier tubes, a detector and two audio-frequency tubes, would be designated by the numeral "6." If it had three

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service tubes, one for voltage control, a second for rectification and an automatic volume control, this would be represented by the numeral "3." This particular set would be designated as a "6-3 set."

If this nomenclature is universally adopted by the trade it will do much to clear up existing uncertainties in the mind of the public.

Sponsors' Names in the Newspaper Programs

THE movement recently launched by certain newspapers to curtail the space allotment and character of their broadcast program announcements, is fraught with serious consequences to the commercial future of radio and should be vigorously opposed.

Briefly, the proposal advocated recommends not only condensing the amount of space allotted to radio programs but also the omission of the names of persons sponsoring these programs.

Such action would have a far-reaching and destructive effect, both upon the radio industry and upon the radio advertising carried by newspapers.

Limited newspaper support would unquestionably be reflected in a decrease of public interest in programs and consequently in the purchase of receivers. Furthermore, much of the publicity value derived by radio advertisers whose "hours" by trade name, are so well known, would be lost. Without a proper amount of newspaper, as well as station, identification, it is quite likely that many manufacturers who now contribute to the maintenance of broadcasting would withdraw that support.

The situation calls for the interest and united action of radio dealers, wholesalers and the individual manufacturers.

Ascertain the policy of your local newspaper—with whom you are spending your dollars. Urge that it continue printing the names of those concerns sponsoring each program. See also that its description of the nature of each program means something. Such bare phrases as "Studio," "Dance Music," "Special Features," all too commonly employed, are meaningless and contribute little or nothing to the public information.

For the continuance of public interest in radio broadcasting, fight this objectionable trend toward slovenliness in program announcements. Your cause is the future of the industry itself.

Sales Volume Up—and Still Rising

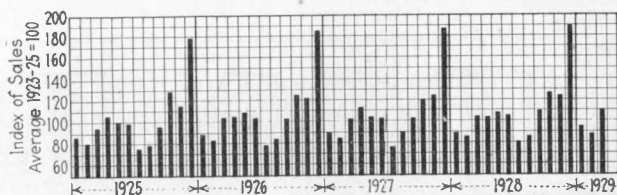
THE volume of general business in the United States continues on an unusually high plane. Current business is indeed about 4 per cent above that witnessed during last spring. Some sections of the country, however, report that local business is slightly under that at this time last year. New England is encountering rather severe conditions in some of its industrial groups; such as the leather products industry.

Every section of the country, however, reports that the expected volume of business during the next three months is materially above that of the same period last year. The Pacific States lead with an expected volume about 11 per cent over the same period last year, followed by New York State with an expected increase of 8 per cent. New England expects to do a volume about 7 per cent above the same period last year.

General retail trade throughout the country continues good. The current volume of trade is on a plane about 2 per cent above this time last year, and the outlook for the next 90 days is for a volume

about 7 per cent above the same period last year.

The favorable factors now on the business horizon may be cited in order of importance as; confidence in the new administration, favorable underlying conditions, low inventories, favorable agricultural conditions, full employment at high wages and record general construction. The unfavorable factors are the continued frenzied speculation in the stock market with its attendant money stringency, chain-store development, tendency to overproduction in some lines, instalment buying, and decreased construction of dwellings.



Department Store Trade Continues on a High Plane and Above Last Year.

RCA
RADIOLA
33

All the fine
quality guaranteed by
this famous trade mark

RCA RADIOLA

MADE BY THE MAKERS OF THE RADIOTRON



RADIO CORPORATION
OF AMERICA

NEW YORK CHICAGO
ATLANTA DALLAS
SAN FRANCISCO

RCA RADIGLA 33—Console type of tuned-radio-frequency receiver, for house current operation (A. C.)

\$77.50 (less Radiotrons)

RCA LOUDSPEAKER 100B—with the rich, mellow tone characteristic of the popular "100" type of reproducer.

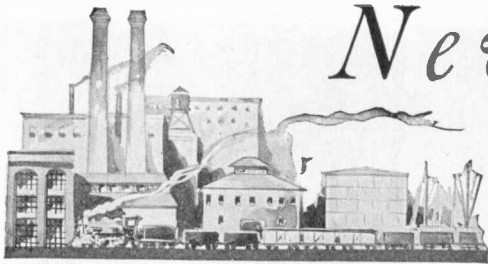
\$22.00



This sign marks the leading
dealer in every community

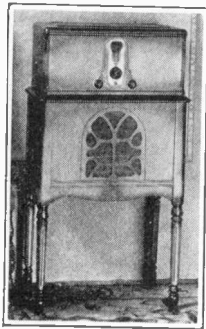
RCA RADIOLA

MADE BY THE MAKERS OF THE RADIOTRON



New Products for

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

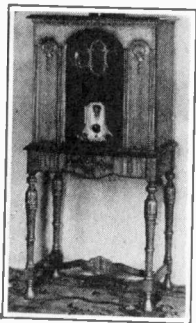


Stewart-Warner "900" Sets and Speaker

The new 245 power tubes are used in the 900 series sets just announced by the Stewart-Warner Corporation, 1826 Diversey Parkway, Chicago. The circuit is of the "balanced bridge," non-oscillating, t.r.f. type, employing three 227's in the three t.r.f. stages, one 227 in the detector, and one 227 in the first audio stage. Two 245 power tubes, in push-pull are used in the last audio stage. Each model has electric phonograph and television connections, an automatic volume control and built-in antenna. They are for operation on 105-120 volts, 60 cycles, although a 25 cycle, a 110 volt d.c., and a battery operated chassis are also available.

Model 901, a table set, is finished either in hammered gold bronze or dull jade green and lists at \$89.75, less tubes. This set in combination with the Dyphonic console reproducer illustrated above, is \$113, less tubes. With electro-dynamic reproducer, \$123.25, less tubes.

Model 58, illustrated below, is inclosed in a Sheraton cabinet



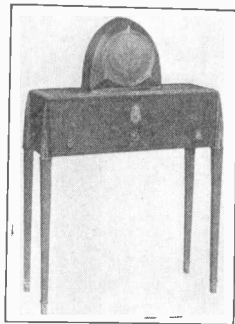
of American walnut, with sliding doors. The intended retail price, with electro-dynamic speaker, is \$165.50, less tubes.

Model 35 is a console of Jacobean design, finished in matched burl walnut. The intended retail price with electro-dynamic speaker, is \$142.50, less tubes.

A table model of the new Dyphonic speaker may be had in a hammered gold finish, model 441, or a dull jade green and ivory black finish, model 442, each listing at \$19.25.—*Radio Retailing*, May, 1929.

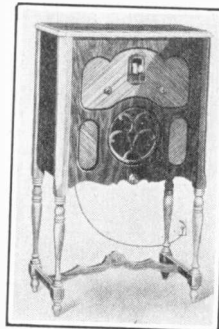
Graybar Set and Speaker

The new six-tube a.c. receiver which has been brought out by the Graybar Electric Company, 420 Lexington Ave., New York City, employs a t.r.f. circuit, with three stages of radio frequency amplification, a detector, and two stages of audio frequency amplification. The all-metal cabinet is finished in dark walnut with silver-colored cloisonne designs on the top and corner posts. The speaker, of the magnetic type, is also enclosed in an all-metal case, finished to match the receiver. The legs are demountable so that the set may be made into a table model whenever desired. The set, model 311, lists at \$77.50, less tubes. The speaker is \$22.—*Radio Retailing*, May, 1929.



Capehart Automatic Phonograph

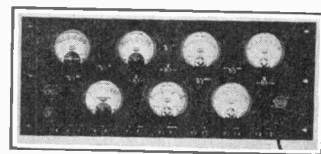
The newest addition to the line of automatic phonographs made by the Capehart Automatic Phonograph Company, Huntington, Ind., is the "Aristocrat" model. The regular Orchestrope chassis, electrically operated throughout, is used. It plays 28 records on both sides continuously, turning and changing them automatically. It has a 1/20 hp. motor, 3 stages of amplification, electric pick-up, and electro-dynamic speaker. The total consumption of watts per hour is 125. The cabinet is made of five-ply walnut veneer and measures 41 in. by 45 in. by 24 in.—*Radio Retailing*, May, 1929.



New Arborphone Sets

The illustrated console, model 430, has been added to the line made by the Arborphone Division of the Consolidated Radio Corp., Ann Arbor, Mich. An improved 99 circuit is used. The tubes utilized are three 226's in the radio frequency amplifier, a 227 detector, a 226 in the first audio and two 171-A in the last audio, push-pull, as well as a 280 rectifier tube. A hum eliminator and a phonograph pick-up jack are standard equipment. The cabinet is made of American walnut and gumwood and measures 40 in. x 24 1/2 in. x 12 1/2 in. The intended retail price with Utah dynamic speaker is \$119; with Utah magnetic speaker, \$96.

Model 425 has the same chassis. The panels of the cabinet are made of burl walnut set off by beaded moldings. It is 50 in. high by 31 in. wide by 13 1/2 in. deep. The intended retail price with Utah dynamic speaker is \$138; with Utah magnetic speaker, \$115.—*Radio Retailing*, May, 1929.



Test Bench

A service bench, with all the necessary instruments to check the circuits and general working condition of radio sets and accessories has been introduced by Jewell Electrical Instrument Company, 1650 Walnut Street, Chicago, Ill.

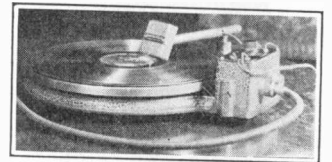
The testing panel carries seven large flush type instruments with ranges as follows: 0-7.5 volts D.C., 0-75 volts D.C., 0-150-300-750 volts D.C., 1,000 ohms per volt; 0-15-150 D.C. milliamperes, 0-4-8-16 volts A.C., 0-150-750 volts A.C., and 0-1.5-15 microfarads.

It is supplied with binding posts so that all instruments can be used individually, and with switches to cover all ranges. The 750-volt A.C. range enables testing power pack secondaries for open circuits and the capacity meter which gives direct readings at 115 volts 60 cycles. The intended retail price, complete, is \$278.50.—*Radio Retailing*, May, 1929.

Home Movie Sound Device

A device to bring talking movies into the home is announced by the Home-Talkie Machine Corporation, 220 W. 42nd Street, New York City. It attaches to the home projector and consists of the turntable, tone-arm, electric pick-up, volume control, speed regulator, connecting cable, and adaptor. It may be had for either standard 78 r.p.m. or theatrical 33 1/3 r.p.m. record speed. A "ripple killer" is incorporated to eliminate distortion and uneven reproduction by smoothing out ripples in the driving mechanism. The intended retail price is \$49.

Films and records for this device are also made by the same company and range in price from \$12 to \$24 complete, according to the length.—*Radio Retailing*, May, 1929.



Utah Dynamic Speakers

The illustrated dynamic speaker, model 65, manufactured by the Utah Radio Products Company, 1615 South Michigan Avenue, Chicago, Ill., has the same grille back and front. It is made of genuine walnut plywood, finished in antique brown, and stands 11 1/4 in. high by 15 in. wide by 10 in. deep. The intended retail price with the A100, 100 A.C. chassis is \$45; with the D200, 110 d.c. chassis, \$35.

Model X15 comes complete with Utah power motor. The cast aluminum housing has a russet gold Damascene finish. The intended retail price is \$15.—*Radio Retailing*, May, 1929.

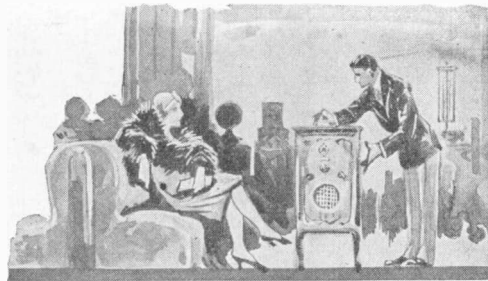


Torchieres

The Robert Findlay Co., Inc., Metropolitan and Morgan Avenues, Brooklyn, N. Y., is offering pewter-finished torchieres with modernistic ground-glass panels to be sold as companion pieces for the radio set. They are especially adaptable for use with the Radiola 33. The intended retail price per pair is \$35. For the dealer's own use in the store, with the letters RCA sandblasted on the ground glass panels, they are offered at a special price.—*Radio Retailing*, May 1929.

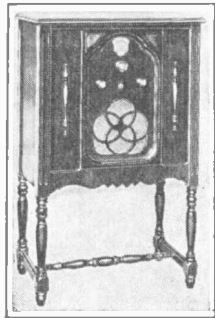
Dealers to SELL

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



Bosch Combination

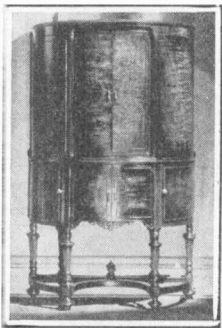
The new radio-phonograph combination just announced by the American Bosch Magneto Corporation, Springfield, Mass., has the turn-table in the top of the cabinet and the receiver in the center, both reproducing through a super-dynamic speaker in the lower part. The electric pick-up is the new and improved Bosch "Recreator." Ample record storage space is provided. The G-E brushless induction type motor operates on either 60 or 25 cycles. The receiver is the regular model 29 employing five 226's, one 227, two 281's and one 210 tube. The cabinet is 47½ in. high by 36 in. wide by 19¼ in. deep and has sliding doors. The intended retail price is \$475, less tubes.—*Radio Retailing*, May, 1929.



Freshman's New "Earl" Sets

Model 22 of the new line of "Earl" sets announced by the Chas. Freshman Co. Inc., 122 E. 42nd Street, New York City, is an eight tube set with a four-tuned neutrodyne circuit. Two 171A's are used in push-pull in the output stage, 227's are used in detector and first audio stage, with 226's in the r.f. circuits. This set with inductor-dynamic speaker, illustrated above, is \$99.50, less tubes for 60 cycle operation. The same chassis in a metal cabinet as a table model is \$75, less tubes.

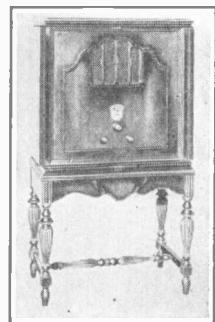
Models 31 and 32 have the eight tube neutrodyne chassis with four-tuned circuits involving a four-gang variable condenser. All 227 tubes are used except in the output stage where two of the new 245 tubes are used with about 250 volts on the plates. A 280 is used for the rectifier. Model 31 is housed in a medium-sized cabinet without doors. The intended retail price is \$139, less tubes.



Radiola 33

A console type receiver of modernistic design has been added to the line of the Radio Corporation of America, 233 Broadway, New York City. It is known as Radiola 33 and has a tuned frequency circuit, comprising three stages of radio frequency amplification, detector, and two stages of audio frequency amplification. It utilizes four UX-226's, one UY-227 and a UX-171-A power amplifier tube as well as a UX-280 rectifier. The cabinet is made of metal in a mahogany finish. The intended price is \$77.50, less tubes.

The 100-B speaker is of the improved magnetic type. It fits into a border groove on top of the set and is finished to match. The intended retail price is \$22.—*Radio Retailing*, May, 1929.



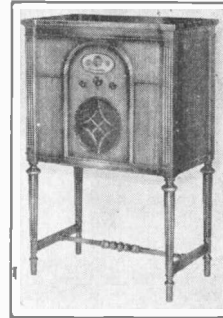
Model 32, illustrated, comes in a cabinet with grained matched walnut veneer door panels. The intended retail price is \$169, less tubes.

Model 41 has a nine-tube neutrodyne set with five-tuned circuits, a four-gang variable condenser tuning four of the r.f. circuits. It uses 227 tubes with the exception of two 245's in the output stage with about 250 volts on the plate, and a 280 rectifier. A phonograph pick-up is provided. The cabinet has two small doors of grained walnut and incloses an inductor-dynamic reproducer. This model lists at \$225, less tubes.—*Radio Retailing*, May, 1929.

A.C. Shield Grid Tube

A new four electrode, screen grid amplifier tube, Radiotron UY-224, embodying a 2.5 volt heater element which permits operation from alternating current, has been announced by the Radio Corporation of America, 233 Broadway, New York City. It is recommended for use primarily as a radio frequency amplifier in circuits especially designed for it, but may also be used in special circuits as a detector or as an audio frequency amplifier. The fourth electrode—the screen—makes possible the attainment of very high, stable amplification per stage.

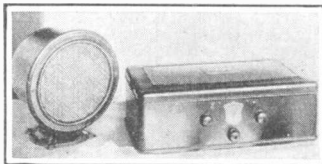
The list price is \$4.00. E. T. Cunningham, Inc., 370 Seventh Avenue, New York City, has announced a C-324 tube of similar characteristics, listing at \$4.—*Radio Retailing*, May 1929.



Silver-Marshall Sets

Silver-Marshall, Inc., 846 W. Jackson Boulevard, Chicago, Ill., is now making a line of receivers. The chassis, which is common to the first two sets to be announced, has eight tubes employed in three stages of a.c. screen grid r.f., amplification, employing a band-selector tuner together with transformer coupled r.f. stages, followed by an a.c. screen grid power detector, resistance coupled to a 227 tube. The first a.f. tube is coupled to a pair of 245 tubes in push-pull. An overtone switch which, according to the maker, extends the audio tone range, both up and down, is included.

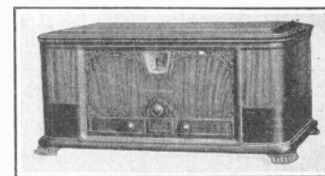
The console cabinets of these receivers are of Sheraton design, made of striped walnut, and finished in gloss lacquer. The lowboy is \$155; and the highboy, with sliding doors, is \$195.—*Radio Retailing*, May, 1929.



Atwater Kent 55 Shield Grid Set

The Atwater Kent Manufacturing Company, Philadelphia, Pa., announces its new shield grid receivers. The illustrated table model, with the A-K electro-dynamic reproducer, contains two 224 tubes, two 227 tubes, two 245 tubes and a 280 full wave rectifier. The usual metal cabinet encloses the set but with an improved control panel. A concealed illuminated dial with a control on each side enhances the appearance of the set.

Various style consoles are being produced by leading furniture manufacturers for use with this new set. The retail price will be announced later.—*Radio Retailing*, May, 1929.



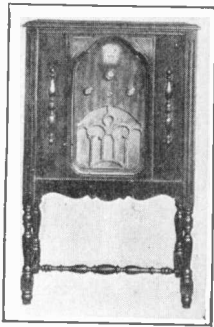
New Stromberg Screen Grid Set

The Stromberg-Carlson Telephone Manufacturing Company, Rochester, N. Y., has announced model 641. This set uses three stages of screen grid amplification, a power detector and a 245 power tube. Only one stage of audio frequency amplification is used because of the high amplification produced by the 224 tubes. This is a table model in an American walnut cabinet. It is called a "Treasure Chest" model. A jack is provided in the audio circuit so that an electric phonograph pick-up may be connected to the set. This may be left connected permanently as the volume control is so arranged that the pick-up is connected to the circuit when the volume control is turned to the left as far as it will go. The intended retail price is \$155, less tubes.—*Radio Retailing*, May, 1929.

Shelby Receivers

The Shelby Company, 10 Prince Street, Trenton, N. J., announces two consoles, a lowboy and a highboy model. The former is an eight tube set using 227 heater tubes throughout except in the last audio stage where two 171A's in push-pull are used. A 280 rectifier is employed. A new method of neutralizing and balancing the r.f. stages gives greater stability of operation, according to the manufacturer. The intended retail price, with dynamic power speaker, is \$157, less tubes.

The highboy uses four 224 shield grid tubes with four tuned circuits, power type detector and two 245 power tubes in push-pull. The intended retail price is \$197, less tubes.—*Radio Retailing*, May, 1929.



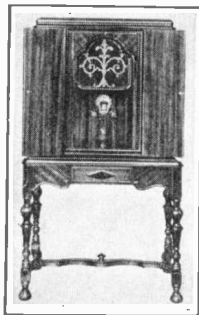
Freed-Eisemann Sets

The Freed-Eisemann Radio Corporation, 122 East 42nd St., New York City, has just brought out a new line of sets to be known as the "Freed" line.

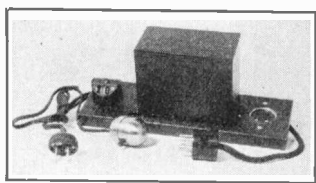
Model NR-55, illustrated at the top, is an eight tube neotrodyne receiver with four tuned circuits and a three-gang variable condenser. Two 171 tubes are used in push-pull. The cabinet stands a little over 3 ft. high. For 110 volt, 60 cycle, or 110 volt, d.c. operation, the intended retail price is \$99.50, less tubes. The same chassis in the table model is \$75, less tubes.

Models NR-78 and NR-79 have an eight tube chassis with four tuned circuits and a four-gang variable condenser. All 227's are used except in the output stage where two 245 power tubes are used in push-pull. A 280 is used as a rectifier. The intended retail price of NR-78, with an inductor-dynamic speaker, is \$145, less tubes. Model NR-79 in a tall highboy cabinet of walnut veneer with an electro-dynamic speaker, is \$172.50, less tubes.

Model NR-95, illustrated just below, is a nine tube neotrodyne set, using all 227 tubes with the



exception of two 245 power tubes in push-pull in the output stage, and a 280 rectifier. Phonograph pick-up terminals are provided. The cabinet is of Tillotson design with an electro-dynamic speaker. The intended retail price is \$225, less tubes.—*Radio Retailing*, May, 1929.

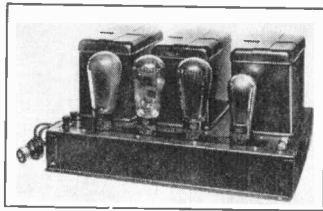


245 Tube Adaptor

The Ger-Alt Radio Laboratories, Inc., 859 Flatbush Avenue, Brooklyn, N. Y., has just placed on the market an adaptor, through the use of which the new 245 power tube may be used with any type of receiving set where 110-volt, 60-cycle current is available. It is equipped with a cord and four-prong base, which is plugged

into the last audio stage. Another cord, which is equipped with a switch, is plugged into the 110-volt outlet. If it is an A.C. set, the set may be plugged into one side of a double outlet on the adaptor and a dynamic speaker may also be used here.

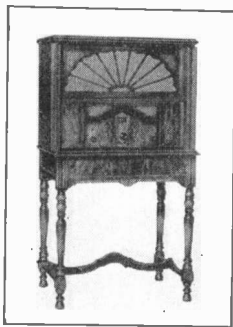
The plate voltage from the radio set is used on the 245, but the adaptor unit supplies separate filament voltage and automatic grid bias. Battery operated sets may thus be equipped with the latest type of power tube to enable them to operate a dynamic speaker satisfactorily and all models of A.C. sets using a 171-A in the last audio stage may be greatly improved. The intended retail price is \$12.50, less tube.—*Radio Retailing*, May, 1929.



Power Amplifiers

The latest "Powerizer" amplifier, model PXP-245, made by the Radio Receptor Company, Inc., 106 Seventh Avenue, New York City, uses the 245 power tube, which requires a plate potential of only 250 volts as against 425 volts for the 210 tubes. The plate impedance is lower also. The intended retail price is \$110.

Model PXP-171-250, the most powerful amplifier made by this company, is built in two sections so that if two 250 tubes in push-pull do not give sufficient power output, more PXP-250 boxes can be added, each carrying its own bank of speakers. The intended retail price is \$250. *Radio Retailing*, May, 1929.



Eight Tube A.C. Set

The new "Green Diamond" receiver just placed on the market by the Howard Radio Company, South Haven, Mich., has eight tubes plus one rectifier. There are four stages of radio frequency using 226's, a detector, one audio 226, followed by two 245 power tubes in push-pull. The genuine matched burl walnut panelled cabinet measures 48 in. by 26 1/2 in. by 18 in. deep. The intended retail price with dynamic speaker is \$199.50, less tubes.—*Radio Retailing*, May, 1929.

Power Tube

The Matchless Electric Company, 143 West Austin Avenue, Chicago, Ill., has introduced an improved 171-A tube. It is a harder tube and has longer life due to a new evacuation process, according to the manufacturer.—*Radio Retailing*, May, 1929.

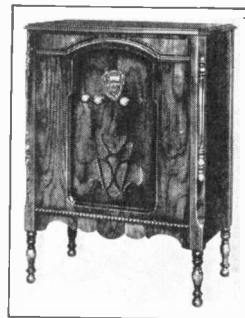


New Buckingham Line

The new sets offered by the Buckingham Radio Corporation, 440 W. Superior Street, Chicago, have eight tubes, namely, one 280, one 227, four 226's, and two 171A's in push-pull.

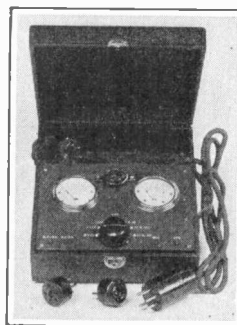
The table model, in a metal cabinet, is \$69.50, less tubes. The illustrated walnut console measures 39 in. x 26 1/2 in. x 15 in. and is \$112.50, with dynamic speaker; a smaller cabinet (37 in. x 23 1/4 in. x 13 1/2 in.) with magnetic speaker is \$89.50; and a larger model (46 in. x 26 1/2 in. x 15 in.) with dynamic speaker is \$127.50.

The "Phonotrope," illustrated at the top, is an electric turntable and pick-up ensemble in a wood cabinet, listing at \$56.50. It may be used with any of the above models to make a radio-phonograph combination.—*Radio Retailing*, May, 1929.



Tube and Set Tester

The Beede Electrical Instrument Company, Penacook, N. H., is making an a.c. tube and set tester for testing shorts, opens, grid bias, B-voltage, filament voltage, tube emission and a.c. line voltage. Price, \$18.—*Radio Retailing*, May, 1929.



Power Amplifiers

Five types of power amplifiers have been placed on the market by the General Amplifier Company, 27 Commercial Avenue, Cambridge, Mass.

GA-10 is a two stage amplifier employing one 227, one 250 and one 281 type tube. It will de-

liver approximately 4 watts of undistorted energy to either a magnetic or a dynamic speaker. The intended retail price is \$88, less tubes.

GA-20 has three stages, employing two 250's, two 226's, two 281's and one 227 tube. It will deliver approximately 14 watts of undistorted energy. Price, less tubes, \$225.

GA-30, a three-stage amplifier with two 250's, two 281's and two 227's, will deliver approximately 12 watts of undistorted energy. Price, less tubes, \$175.

Each of the above models operates on 110-120 volt, 50-60 cycles.

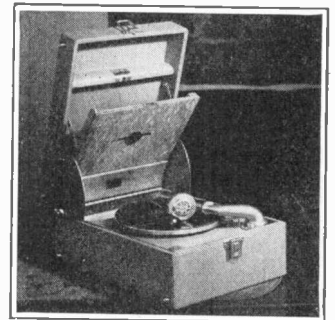
GA-40, a single stage amplifier, has four 250 power tubes and four 281 rectifiers. It will deliver about 25 watts of undistorted energy. Price, \$225, less tubes.

GA-50, a two stage amplifier, may be used either with a microphone or with the output of a magnetic pick-up. It is entirely a.c. operated and lists at \$150, less tubes.—*Radio Retailing*, May, 1929.



Columbia Portable

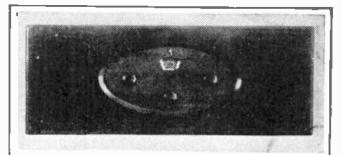
An electrically operated portable phonograph, model 175, is now included in the line of the Columbia Phonograph Company, 1819 Broadway, New York City. The motor operates on 60 cycles only. The cabinet is made of light brown pigskin grained fabrikoid with gold plated, satin finish, trim and hardware. The record compartment holds six 10 inch and three 12 inch records. The case measures 8 1/4 in. by 13 1/4 in. wide by 17 3/4 in. and weighs 32 lb. The intended retail price is \$60.—*Radio Retailing*, May, 1929.



New Ware Receivers

The Ware Manufacturing Corporation, Trenton, N. J., announces a new radio receiver embodying the "band-selector" system of tuning as designed by Dr. Frederick Vreeland. (See *Radio Retailing*, February, 1928, page 89.) A.C. screen grid tubes and the new 245 power tubes are used.

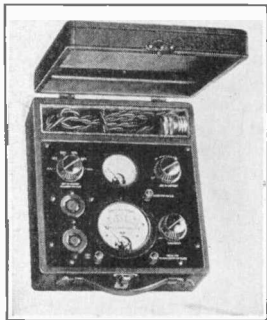
The line includes the illustrated table model, which has an intended retail price of \$195, less tubes; and a console with an electro-dynamic reproducer, which lists at \$425, less tubes.—*Radio Retailing*, May, 1929.



Tube Tester

The model 210, a.c. tube checker announced by the Jewell Electrical Instrument Company, 1650 Walnut Street, Chicago, Ill., gives direct readings and tests all tubes, including rectifiers. It operates from a.c. lines, a rheostat being furnished to compensate for line variations between 100 and 130 volts.

This instrument has an a.c. voltmeter, a direct current instrument, and a transformer that supplies filament energy of 1.1, 1.5, 2.5, 3.5, and 7.5 volts through a selector switch. Both four and five prong sockets are provided. The intended retail price is \$65.—*Radio Retailing*, May, 1929.



Audio Transformer For 245 Tube

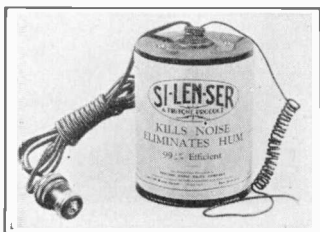
A manufacturers' model audio transformer for the new 245 power tube is being made by the Transformer Corporation of America, 2309 S. Keeler Avenue, Chicago, Ill. *Radio Retailing*, May, 1929.

Armored Condenser

The new armored type B. T. condenser, introduced by the United Scientific Laboratories, 117 Fourth Avenue, New York City, comes in single, two, three, and four gang units of .00035 mfd. capacity and lower. The frame is made of heavy drawn steel and the rotors and stators are precision spaced and soldered. Circuit adjustments are facilitated by the gradual curve on the minimum capacity adjuster.—*Radio Retailing*, May, 1929.

Interference Eliminator

The "Si-Len-Ser" a device to eliminate interference from electrical sources and stop hum has been placed on the market by the Trutone Radio Sales Company, 114 Worth Street, New York City. It is made in the form of a filter block which uses specially designed coils and employs two condensers which are grounded at the common lead. Coming out of the condensers and leading to the top is the ground wire. The intended retail price is \$12.50.—*Radio Retailing*, May, 1929.



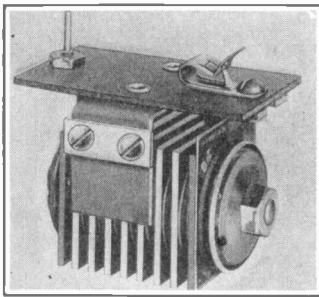
Console Table

The illustrated console table, built to accommodate Radiola 60, is made by the Robert Findlay Manufacturing Co., Inc., Metropolitan and Morgan Avenues, Brooklyn, N. Y. It is known as model 601/106 and is finished in walnut. The measurements are 38½ in. high by 31 in. wide by 12½ in. deep. The intended retail price, with the RCA 106 speaker built in, is \$107.50.

Model 601/103 for Radiola 60 with the RCA 103 speaker, is \$65; and model 601/D with a standard make dynamic speaker is \$70. Model 180/100A for Radiola 18, with RCA 100A speaker, is \$50.—*Radio Retailing*, May, 1929.

Replacement Rectifier

A new all-dry metallic rectifier designed to replace the wet jar rectifiers in Philcatron A and AA units is made by Elkon, Inc., Port Chester, N. Y. It is easily attached with only two wires to connect. The intended retail price of this rectifier, type UP-8, is \$4.—*Radio Retailing*, May, 1929.



Condenser Blocks

The PL-1120 condenser block, announced by the Dubilier Condenser Corporation, 10 E. 43rd Street, New York, is intended primarily for the Thordarson R-180 power compact but may be employed in any equivalent power supply circuit. It contains the following condenser sections: 2 mfd., 600 volts; 4 mfd., 400 volts; 4 mfd., 400 volts; and four 1 mfd., 200 volt sections.

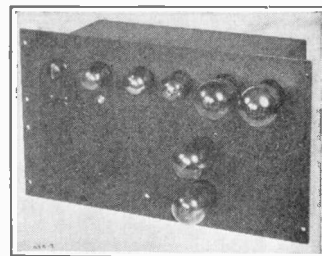
The type PL-1152 condenser block contains one 2 mfd., 1,000 volt section, two 4 mfd., 600 volt sections, and two 1 mfd., 200 volt sections, or a total capacity of 12 mfd. This block is intended for the Thordarson 250 power amplifier circuit and corresponding circuits.—*Radio Retailing*, May, 1929.

Power Tube

The Ken-Rad Corporation, Owensboro, Ky., has announced a UX-245 power tube of standard specifications. The intended retail price is \$3.50.—*Radio Retailing*, May, 1929.

Coin Operated Set

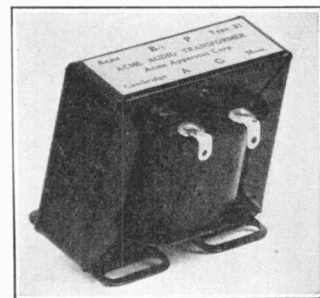
A radio set of particular interest to restaurants, ice cream parlors, road houses, etc., is the "automatic" receiver offered by the Automatic Radio Corporation, Chamber of Commerce Building, Cincinnati, Ohio. By inserting a dime in the built-in coin collector, the operator can tune in his own program and hear it for 12 minutes. The set has seven tubes, including rectifier, with a built-in magnetic speaker and may be had for either A.C. or D.C. operation. The cabinet is finished in two-tone walnut. The intended retail price, including tubes and coin mechanism, is \$200.—*Radio Retailing*, May, 1929.



Rack-and-Panel Amplifier

The type 690 amplifier made by Silver-Marshall, Inc., 846 W. Jackson Boulevard, Chicago, is designed to provide enough power when fed by a microphone, radio set, or one or more phonograph record pick-ups, to operate from two to twelve speaker units at sufficient capacity to fill a theater and auditorium seating from 3,000 to 5,000 people. Out-of-doors it will provide sufficient volume to be heard by from 10,000 to 30,000 persons.

It incorporates dual push-button amplification, full A.C. amplifier operation, a three-way selector switch, and rack and panel type of full aluminum construction. The entire amplifier, with its self-contained power supply, is mounted on a solid aluminum panel 14 in. high and 21 in. wide. One 227 tube is used in the first stage, two 226's in push-pull in the second stage, and two 250's in the push-pull output stage. The power supply employs two 281's. For operation on 105-120 volt, 50-60 cycle A.C., the price is \$245.—*Radio Retailing*, May, 1929.

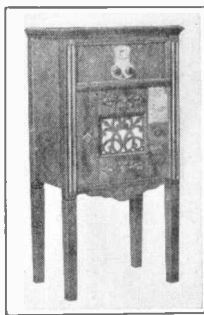


Replacement Audio Transformer

The type 31 replacement transformer, ratio 3:1, just placed on the market by the Acme Apparatus Corporation, 39 Osborne Street, Cambridge, Mass., has four oblong mounting holes to facilitate attachment to the subpanel. The coil is mounted on a shell type core which acts as a shield. The overall dimensions are 2½ in. long by 2½ in. high by 2 in. wide. The intended retail price is \$1.85. A push-pull pair in the same mounting is also available.—*Radio Retailing*, May, 1929.

Constant Input Resistance

A special type of resistor for controlling the volume of one speaker without affecting the volume of the others connected to the same amplifier, has been placed on the market by the Central Radio Laboratories, 16 Keefe Avenue, Milwaukee, Wis. Resistances are made up to match impedance of speakers. It is housed in a bakelite case with air tight metal cover and retails at \$3.—*Radio Retailing*, May, 1929.

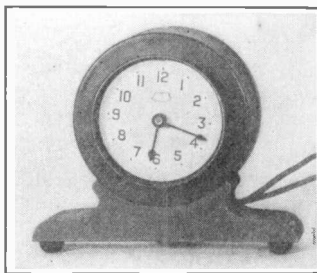


Sets and Combinations

The Schubert Tri-Harmonic Co. Inc., 139th Street and Fifth Avenue, New York City, offers model 28, a combination radio and phonograph in a Jacobean period cabinet. The radio set has four stages of t.r.f., employing three 226 and one 227 type tubes. The power amplifier uses one 226, either a 210 or a 250, and a 281 rectifier in the last audio stage. This radio-phonograph chassis may also be had in a variety of period cabinets, ranging in price from \$395 to \$3,000. The set alone is also available in a number of different cabinets.—*Radio Retailing*, May, 1929.

Radio Time Switch

A radio time switch which automatically turns the radio set on and off at any designated time is offered by the Multiple Selling Corporation, 350 Madison Avenue, New York City. It is mantle clock shape, stands 4½ in. high and will operate battery, A.C. or D.C. sets. The intended retail price is \$10.—*Radio Retailing*, May, 1929.



Correction

The Batavia and Aurora model speakers made by the Operadio Manufacturing Company, St. Charles, Ill., described on page 69 of the March issue of *Radio Retailing*, were inadvertently called dynamic reproducers. They are magnetic cones with dynamic reproduction, according to the manufacturer, and are known as "Conamics."

THIS MONTH in the Radio Industry

Symposium on Radio Problems at Radio Engineers Convention

Dr. A. Hoyt Taylor, president of the Institute of Radio Engineers, has announced the following tentative program for the fourth annual convention of the Institute to be held in Washington, D. C., May 13 to 15.

After the opening ceremonies a subject of lively interest will be in the nature of a symposium on technical problems of radio regulation, with a general introduction by Ira E. Robinson, chairman, Federal Radio Commission. Dr. J. H. Dellinger, chief of the Radio Laboratory, U. S. Bureau of Standards and formerly chief engineer of the Federal Radio Commission, will talk on "The Engineering Aspects of the Work of the Federal Radio Commission." Dr. Lewis M. Hull of the Radio Frequency Laboratories will take up the subject "Receiver Developments Affecting Broadcasting Regulations."

Other features will be:

Principles of Broadcast Frequency Allocation—L. E. Whittemore, American Telephone and Telegraph Company.

Heterodyne Interference—J. V. L. Hogan, Consulting Engineer.

Ship Radio Inspection and Frequency Monitoring—Arthur Batcheller, Department of Commerce.

The Problems Centering About the Measurement of Field Intensity—S. W. Edwards, Department of Commerce.

Transmitter Developments Affecting Broadcast Regulation—E. L. Nelson, Bell Telephone Laboratories.

The Radio Engineer's Responsibility in Coping with Man-Made Interference—Edgar Felix, National Electrical Manufacturers' Association.

Radio Coordination—M. D. Hoven, National Electric Light Ass'n.

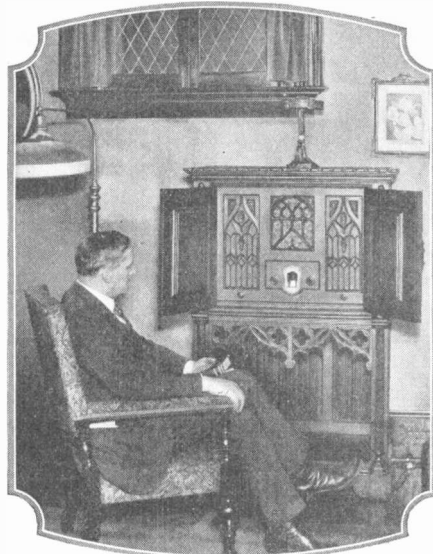
The Development of U. S. Radio Broadcasting—R. H. Marriott, Past President and Former Engineer, Federal Radio Commission.

Midwest Opens Executive Offices

F. L. Bell of Gary, Ind., has been appointed executive secretary-treasurer of the Midwest Radio Trade Association, Chicago, with headquarters at 32 West Randolph St. He will devote his entire time to developing the interests of dealers and wholesalers in this radio center. At the first meeting of the association under its new manager, Michael Ert, recently elected president of the Federal Radio Trade Association, and Henry M. Steussy, president of the Radio Retailers Section of Federated, addressed the meeting.

Stewart-Warner Holds Convention

One of the most successful conventions ever sponsored by the Stewart-Warner Corporation, Chicago, was held recently at the Edgewater Beach Hotel. Representatives of the entire distributing organization attended. The new 900 series receivers were shown to the delegates and an outline of the advertising program given. Talks by factory engineers, an inspection tour of the plant, and a banquet made up the program for the two days.



Heads Continental Board

C. M. Niezer, chairman of the board of the Continental Radio Corporation, successor to the Slagle Radio Company, Fort Wayne, Ind., found this cabinet while vacationing in Belgium last winter, and had it shipped to his home in Fort Wayne, Ind. When he returned he installed a Continental set in it.

United Reproducers to Make Sets as Result of Merger

The latest addition to the ranks of set manufacturers is the United Reproducers Corporation which has just merged with the Arborphone division of the Consolidated Radio Corporation, Ann Arbor, Mich., the latter being dissolved. The receivers will be made under Arborphone's RCA license.

In addition to Selden May, president of United Reproducers, the officers will be Jesse B. Hawley and Arthur T. Haugh, vice-presidents. C. A. Verschoor, formerly of Consolidated, becomes a member of the board.

Two Amrad Men Form Own Company

Albert B. Ayers and William H. Lyon, both of whom were recently affiliated with the Amrad Corporation, have opened the Ayers-Lyon Radio Corporation, with offices in the Statler Building, Boston, where they will act as manufacturers' representatives. The two men have a wide acquaintance in radio and electrical circles. Mr. Ayers has been an executive of the Freed-Eisemann Radio Corporation, F.A.D. Andrea, Inc., and the Chas. Freshman Company, while Mr. Lyon has held positions with the Federal Telephone and Telegraph Company and the Crown Light and Radio Company.

THE TALKING MACHINE AND RADIO MEN, INC., held its annual dinner dance at the Hotel Commodore on April 1, with a large number of members and guests present.

Balkeit Company Takes Over Fansteel Radio Business

Glenn L. Alspach has been elected president of the Balkeit Radio Company, a corporation recently organized to take over the radio business of the Fansteel Products Company, manufacturer of the Balkite line of radio receivers. The entire stock issue of the new company is owned by Fansteel.

This division of organization comes as the result of the rapid growth of the rare metals business of Fansteel, and the advisability of more independent merchandising control of the radio business. A new direct-to-dealer policy is now being formulated. It is expected the new line will be ready for the Trade Show.

The board of directors, in addition to Mr. Alspach, who was formerly treasurer and manager of Gilfillan Bros., Inc., Los Angeles, includes: J. M. Troxel, E. F. Radke, J. C. Baker, W. A. Strong, E. G. Booz, and B. V. Becker.

Electrical-Radio Magazine In Spanish Joins McGraw-Hill Group

"Electricidad en America," the only magazine in Spanish published in New York, devoted exclusively to electrical and radio interests has been purchased by the Business Publishers International Corporation, the foreign unit of both McGraw-Hill Publishing Company and United Business Publishers, Inc. The May issue comes out under the new management and with the July issue, "Electricidad en America" will pass under the editorship of Wallace Thompson, who is also chief editor of "Ingenieria Internacional," the Spanish engineering magazine.

With the purchase of this paper, which was founded ten years ago by the Gage Publishing Company, the Business Publishers International Corporation adds an important unit to its list of specialized technical and export magazines which include besides "Ingenieria Internacional" and "Electricidad en America," "El Automovil Americano" and "The American Automobile (Overseas Edition)." "Electricidad en America" is the twenty-sixth magazine to take its place in the McGraw-Hill organization.

St. Louis Ass'n Elects Officers

George H. Niekamp was unanimously elected president of the St. Louis Radio Trades Association at a meeting of the board recently. The other officers elected were Roy W. Haage, jobber, first vice-president; Walter H. Dyer, manufacturer's agent, second vice-president; and Matt Kaemmerer, dealer, third vice-president. Each vice-president was elected president of his own group. S. B. Singer received the office of secretary and W. A. Ward that of treasurer. William P. Mackle was re-appointed manager-secretary and show director.

Radio-Victor Corp. Formed To Take Over All Sales

The formation of the Radio-Victor Corporation of America, a wholly owned subsidiary of the Radio Corporation, has been announced by General James G. Harbord, president of RCA. The new company will take over the sales activities of the Radio Corporation and the Victor Talking Machine Company. The entire RCA sales organization will now be welded into a compact unit.

The wholly owned operating subsidiaries of RCA are as follows, in the order of their formation:

Radio Real Estate Corp. of Am. 1922
Radiomarine Corp. of America. 1927
RCA Communications, Inc. 1929
Radio-Victor Corp. of Amer. 1929

The following companies are partly owned by RCA and partly by affiliated companies:

Federal Telegraph Co. of Del. 1922
National Broadcasting Co. 1926
RCA Photophone, Inc. 1928
Radio-Keith-Orpheum Corp. 1928

In addition to these companies, it owns several foreign communications subsidiaries.

The officers will be David Sarnoff, Chairman of the Board; J. L. Ray, President; I. E. Lambert, Vice-President and General Counsel; A. E. Reoch, Vice-President in charge of production, service and traffic; H. C. Grubbs, Vice-President, Victor Talking Machine Division; Quinton Adams, Vice-President, Engineering Products Division; Meade Brunet, Vice-President, Radiotron Division; E. A. Nicholas, Vice-President, Radiola Division; E. C. Grimley, Treasurer and Comptroller; and Francis S. Kane, Secretary.

On the Board of Directors are representatives of General Electric, Westinghouse and the Radio Corporation. They include H. P. Davis, General James G. Harbord, J. L. Ray, Andrew W. Robertson, David Sarnoff, Edward E. Shumaker, Gerard Swope and Owen D. Young.

Triad Manufacturing Co. Formed

A complete line of radio tubes, neon tubes for television reception and photoelectric cells, is being made by the newly organized Triad Manufacturing Company, Inc., Pawtucket, R. I. A three-story building has been acquired and completely renovated. The officers are, president, George Coby; vice-president and general sales manager, Harry H. Steinle; treasurer, Ely Egnatoff; and, secretary, William Cepek, all of whom were formerly connected with the CeCo Manufacturing Company.

Show New A-C Dayton Sets

Thirty sales office managers and salesmen of the A-C Dayton Company attended a four-day sales convention held at the plant in Dayton, Ohio, recently. The new "Navigator" line of sets was shown, and the sales, advertising and production plans for the coming season were consummated. C. R. Strassner, president, presided. Among the speakers were R. W. Bennett, vice-president in charge of sales, I. Webster Baker, of Conklin, Mann, Inc., and J. W. Sands, of the Jensen Radio Manufacturing Company.

One Hundred At DeForest Meeting

The sales of conference recently held by the DeForest Radio Company, Jersey City, N. J., to explain the products and

plans of the organization at length and to discuss the advertising and merchandising campaign for 1929, opened with a tour of inspection of the two plants. At luncheon, Harry C. Holmes, director of sales, acted as master of ceremonies. Among the speakers were James W. Garside, president; Dr. Lee DeForest; William J. Barkley, assistant to the president; and Paul C. Staake, advertising director. Following the talks, an open discussion was held. A demonstration of the latest Jenkins Television set and a dinner brought the conference to a close.

Jenkins to Award Television Set in Essay Contest

For the purpose of fostering interest in the practical development of television and of determining how this new art may best be applied to every day home life, the Jenkins Television Corporation, Jersey City, N. J., has inaugurated a nation-wide prize essay contest.

The contest is open to boys and girls between the ages of twelve and eighteen. The subject is, "What television can do for the home." The essays are limited to 500 words and must be submitted by July 1. The prize will be the first Jenkins Home Television.

Dr. Lee DeForest, Summer Blossom, editor of *Popular Science*, and O. H. Caldwell, editor of *Radio Retailing*, are the judges.

THE NORTH NEW JERSEY radio dealers, manufacturers, salesmen, and jobbers will hold their fifth annual outing at Lake Hopatcong, N. J., the latter part of June. Swimming races, card games and a baseball game will be a part of the program.

Bill Alley Heads RMA Merchandise Bureau



Here we have Bill Alley, for the past two years managing editor of *Radio Retailing*, reading telegrams from his friends upon his appointment as merchandise manager of the Radio Manufacturers' Association. Bill took up his new duties April 15, with headquarters at the New York City office of the RMA, 11 West 42nd Street, where he heads the new market development and merchandising division of the association.

Mr. Alley was a member of *Radio Retailing's* staff for four years, beginning with its first issue, in 1925. Previously, he had been vice-president and advertising manager of a chain of retail radio stores around New York City.

Brunswick Takes Over Bremer-Tully Co.

The capital stock of the Bremer-Tully Manufacturing Company, Chicago, has been purchased by the Brunswick-Balke-Collender Company. Bremer-Tully has RCA, Westinghouse, General Electric, Hazeltine, Latour and Meisner licenses. It will maintain its separate identity, announcing a new line of receivers shortly.

R. T. Pierson has been elected president, and R. E. Smiley, who recently joined the company, coming from Atwater Kent, has been made vice-president in charge of sales. J. C. Tully and H. A. Bremer have retired.

Dallas Dealers Form Association

Due to the greatly increased radio activities in Dallas, Tex., the dealers in that section have formed the Dallas Retail Radio Trade Association. Plans are already under way to inaugurate a co-operative advertising campaign and to remedy such evils as cut prices, too long free trials and loose credits. The officers are: Clarence Penniman, president; Hal Corry, vice-president; J. M. Green, secretary; and Robert N. Watkins, chairman, Ways and Means Committee.

A. H. Grebe Gives Up Radio Station

On the occasion of the severance of his connection with Station WABC, New York, A. H. Grebe, president of A. H. Grebe & Co., Inc., was tendered a dinner by his associates. He organized Station WAHG in September, 1924, and WABC is the outgrowth of that original venture. It has been purchased by the Columbia Broadcasting Company. The rapid expansion of his company was responsible for Mr. Grebe's relinquishing the station. He will now devote his entire time to the manufacture of radio sets.

Starbuck Appointed to Commission

W. D. L. Starbuck, a radio patent attorney and engineer, of New York City, has been appointed to the Federal Radio Commission by President Hoover, to fill the place made vacant by the resignation of O. H. Caldwell on February 23. He will represent the first zone.

It is expected that the nominations of both Mr. Starbuck and General Saltzman, who will represent the Middle Western states, will be confirmed by the Senate, making the Commission membership complete.

Paul Ware to Make Sets Again

After a lapse of three years, Paul Ware, once the head of a radio manufacturing company bearing his name, has returned to the radio field. He has organized the Ware Manufacturing Corporation, Broad Street Bank Building, Trenton, N. J., and will make radio receivers operating on the "band" principle as developed by Dr. Frederick K. Vreeland.

Wells-Gardner Merges

Wells-Gardner & Company, Chicago, have merged with the Gulbransen Company, of the same city, and have moved their factory and offices to the Gulbransen plant at Chicago and Kedzie Avenues. The personnel of the former company remains the same, as do the manufacturing and sales policies.

New Factories Being Erected By Several Manufacturers

Many radio manufacturers are erecting new buildings or expanding their present facilities in preparation for increased production.

THE ARCTURUS RADIO TUBE COMPANY has purchased a new three-story plant in Newark, N. J. With this new factory, production will be increased to 45,000 tubes per day.

THE SONATRON TUBE COMPANY has moved into its new Chicago plant at 1020 S. Central Park Avenue. This branch will act as a distributing center for the middle and war western districts, facilitating deliveries in that territory.

THE STROMBERG-CARLSON TELEPHONE MANUFACTURING COMPANY, Rochester, N. Y., has completed its new plant. It is a single story building, divided into four units. A private siding enters the property which covers 28 acres.

THE CROSLY RADIO CORPORATION announces, co-incident with the starting of construction on a \$750,000 plant, the acquisition of 2½ square blocks of property adjoining its present plant in Cincinnati. Another building will be erected here immediately.

THE STEINITE RADIO COMPANY, Chicago, recently broke the ground for two new buildings to be erected at Fort Wayne, Ind. It is thought that part of the unit will be completed and ready for occupancy by June 1.

P. R. MALLORY AND CO., INC., of which Elkon, Inc., and Knapp Electric, Inc., are divisions, has purchased a new fireproof four-story building in Indianapolis, so that its many factories may be consolidated into one central plant.

THE AMERICAN BOSCH MAGNETO CORPORATION, has purchased 93,000 additional square feet of land adjoining its plant at Springfield, Mass.



On the Boardwalk

A. Irving Witz and his fiancée, Miss Sophie Abrams of Philadelphia, stop in their stroll along the Boardwalk at Atlantic City. Mr. Witz is a member of the firm of Witz and Polikoff, national sales agents for the Ebert Furniture Company.

Majestic to Finance Dealer Paper

The formation of the Majestic Corporation, with offices at 120 S. LaSalle Street, Chicago, has been announced by the Grigsby-Grunow Company, to finance the paper of its authorized dealers on installment sales of Majestic sets. The stock is owned by the Grigsby-Grunow Company.

THE VAN DOORN COMPANY, Chicago, has moved to 211 Wacker Drive.

Personnel Changes

RUSSELL S. DAVIS is now sales manager of the jobber division of the Federal Wood Products Corporation, New York City.

R. F. LOVELEE, who has been with the Federal Radio Corporation for seven years, has been promoted to assistant sales manager.

WILLIAM H. FOGERTY has joined the Pierson Company, Rockford, Ill., to take charge of the midwest territory, with headquarters in the Lytton Building, Chicago.

LEON L. ADELMAN was recently elected vice-president and general sales manager of A. M. Flechtheim & Co., Inc., New York.

M. B. SLEEPER has severed his connection with the Pilot Electric Company, Brooklyn, N. Y., to become president of the M. B. Sleeper Research Corporation, New York City. This company is engaged in the development of a new kind of radio entertainment.

ALEXANDER EISEMANN, formerly chairman of the Freed-Eisemann Radio Corporation, has formed the firm of Alexander Eisemann and Company, New York City, investment bankers.

J. E. COOMBES, formerly advertising manager of Thordarson, is now connected with the Dubilier as sales manager of the western division with headquarters at 330 S. Wells Street, Chicago.

MARTIN COHN is now with the Troy Radio Tube Corporation, New York, as chief engineer and general manager.

ARTHUR ROCKE, formerly export manager of CeCo, has been made district manager of the metropolitan New York area.

FRANK S. PURVIANCE, who has been with Sparks-Withington for two years, has been made district sales manager of the Michigan-Indiana territory.

JOHN McC. PRICE has been appointed district manager in charge of the Chicago office of Allen-Bradley.

DAVID KAHN has been appointed as distributing sales manager for the metropolitan New York area by the American Reproducer Corporation.

EDWARD FORSHAY, who will cover the metropolitan New York area, is the most recent addition to the Federal Radio Corporation's sales staff.

FLOYD L. RAY, formerly with Crosley and Atwater Kent, is now a member of the field force of Grigsby-Grunow, with headquarters in Nashville.

SAMUEL BIALEK, New York, and R. H. STEWART, Detroit, have been added to the sales staff of the Imperial Electric Corporation, Chicago, covering their respective territories.

R. F. GARRETT and MILTON BEREL are now members of the Fada sales force covering the Middle West and Philadelphia territories, respectively.

A. C. DOM has been appointed manager of the Sonora branch office in Cincinnati.

ROBERT H. BALL has joined the Sonatron sales organization in charge of the eastern Canadian territory.

REGINALD A. FESSENDEN has been engaged by Grigsby-Grunow as consulting engineer. His work will be directed mainly towards the development of television apparatus.

H. A. SHERIDAN is now a member of the sales staff of Federal Radio Corporation. He has been with the company for two years as production engineer.

Radio Shows and Conventions

May 20-25: NEMA Annual Meeting. The Homestead, Hot Springs, Va.

June 2-8: NELA Annual Convention, Atlantic City, N. J.

June 3-7: RMA Trade Show and Convention, Hotel Stevens, and Annual Convention of the Music Industries Chamber of Commerce, Hotel Drake, Chicago.

June 10-13: Sixth Annual Music-Radio Trades Convention, Hotel Utah, Salt Lake City, Utah.

June 11-13: Western Radio & Phonograph Exposition, Auditorium, Salt Lake City, Utah.

August 3-25: The American Fair, New Atlantic City Auditorium, Atlantic City, N. J.

August 17-24: San Francisco Radio Show, Civic Auditorium, San Francisco, Calif.

August 31-September 7: Indianapolis Radio Show, Manufacturers Building, State Fair Grounds, Indianapolis, Ind.

September 1-7: Seventh Annual National Radio Exposition, Ambassador Auditorium, Los Angeles, Calif.

September 16-21: Fifth Annual Southwest National Radio Exposition, New Coliseum, St. Louis, Mo.

September 23-28: Sixth Annual Radio Worlds' Fair, Madison Square Garden, New York City.

September 24-28: Eighth Annual Northwest Radio and Electrical Show, Minneapolis Auditorium, Minneapolis, Minn.

September 30 - October 5: Pittsburgh Radio Show, Duquesne Garden, Pittsburgh, Pa.

October 7-12: Ninth Annual Boston Radio Exposition, Mechanics Hall, Boston, Mass.

October 21-26: Detroit Radio Show, Convention Hall, Detroit, Mich.

October 21-27: Seventh Annual Chicago Radio Show, Coliseum, Chicago, Ill.

News of Jobbers and Distributors

Three Stewart-Warner Distributors Hold Meetings

Three distributors for the Stewart-Warner Corporation, Chicago, recently held sales conventions for the dealers in their respective territories.

More than 200 retailers assembled at the Nicollet Hotel, for the meeting held by the Stewart-Warner Sales Corporation, Minneapolis. The new "900" series sets were unveiled with fitting ceremonies. C. A. Winne and F. A. Forster presided. Luncheon was served both days and on the second night a banquet was given in the Gold Room.

An unusually successful meeting was called by the Friday Brothers of Pittsburgh. Short talks were given by Walter and Ralph Friday and by O. S. Jester from the factory. In the evening several prominent members of the industry were present. A program of entertainment was provided.

At Baltimore, the Stewart-Warner Sales Corporation held a sales convention for its 200 dealers. In addition, several buses brought dealers from the Washington, Richmond and Norfolk territories. Luncheon was served at the Rogers Forge Country Club, where the new receivers were shown. Following a business meeting on the second day, many dealers played a few holes of golf.

Gustin-Bacon Co. Calls Meeting

Spartan dealers in the Kansas City, Mo., area recently gathered at the President Hotel as the guests of the Gustin-Bacon Manufacturing Company, Sparks-Withington distributor. The purpose of the convention was the completion of the plans for the 1929 season. E. R. Brower, assistant sales manager of Sparks Withington, addressed the group of over 150 dealers.

THOMAS A. EDISON, INC., has opened two new branches of the Edison Distributing Corporation, one in Boston, Mass., at 96 South Street, and the other in Minneapolis, Minn., at 608 First Avenue North. T. J. Fallon has been placed in charge of the branch at Seattle, Wash.

LAMBERT FRIEDL, who is well known in both music and radio circles, has completed negotiations with the American Bosch Magneto Corporation, Springfield, Mass., to become exclusive jobber in northern Ohio.

THE BACKMEIR SALES CORPORATION, Cincinnati, Ohio, is now handling distribution for the Day-Fan Electric Company, Dayton, Ohio, in the southeastern section of the United States.

Temple Corp. Host to Its Jobbers

One hundred and fifty distributors from all parts of the country were the guests of the Temple Corporation, Chicago, at the Hotel Stevens. The meeting opened with a luncheon and the remainder of the afternoon was given over to visiting the factory. Alfred Marche, president, welcomed the distributors. Among the speakers were: Gordon D. Sleeper, sales manager; Lou De Garmo, advertising counsel; William Morley, chief service engineer; Cliff Bettinger,

sales promotion director and Fred W. Piper. In the evening P. W. Farnham of the Dakota Electric Supply Company, the first distributor to sign a franchise, was presented with a leather toilet case.

Sonora Executives Speak At Sprague Meeting

Sonora dealers and prospective dealers from a wide radius were entertained recently at dinner at the Stratfield Hotel, Bridgeport, Conn., as the guests of the Sprague Electrical Supply Company of Waterbury and Bridgeport.

After dinner the group went to the Sprague establishment to hear the new sets. Starbuck Sprague, president, called the meeting to order and introduced the following speakers from Sonora: P. H. McCulloch, assistant sales manager for the eastern district; Harry Spencer, Boston district manager; Leo Chadeayne, advertising manager; Joe Fried, service engineer; and J. D. Mugford, director of publicity.

THE WATERHOUSE-WEINSTOCK-SCOVEL COMPANY, San Francisco, at the annual conference of its sales staff, announced that it had been appointed northern California distributor by the American Bosch Magneto Corporation. The new line was exhibited and George W. Stackman, Pacific Coast division manager for American Bosch, reviewed briefly his company's merchandising plans.

THE BADGER RADIO CORPORATION, Milwaukee, Wis., has appointed Warren Iserning as service contact man. Mr. Iserning is well versed on the technicalities of radio, and will use his knowledge to further aid service for Majestic dealers.

THE K. W. RADIO COMPANY, INC., New York City, has added Dudley H. Cohen to its staff as sales manager. Mr. Cohen was formerly with the Musical Products Distributing Company, New York, and is well known throughout the trade.

THE EMPIRE ELECTRIC MANUFACTURING COMPANY, Milwaukee, Wis., is now distributing Freshman products in central Wisconsin. The appointment of distributors by the Chas. Freshman Company is a new policy dating from its recent reorganization.

THE GARDNER RADIO AND ELECTRIC CORPORATION, St. Louis, Mo., has been appointed distributor by the Premier Electric Company, Chicago.

THE SANFORD MOTOR SUPPLY CO., INC., Williamsport, Pa., has become wholesaler for the Federal Radio Corporation, Buffalo, N. Y.

Hieb Co. Sponsors Special Train to Majestic Plant

A trip to the Grigsby-Grunow factory in Chicago was made recently by nearly one hundred Majestic dealers from all parts of South Dakota. A special train was chartered by the Hieb Radio Supply Company, Marion, S. D.

Two days were spent in Chicago, the first being devoted to a trip of inspection through the six Majestic plants and a sight seeing tour of the city. A banquet was held in the evening at the Hotel Stevens, at which many executives were present. Tuesday was given over to the dealers for personal business.

Van-Ashe Co. Gives Up Retail Line

The sale of radio merchandise at retail by the Van-Ashe Radio Company, St. Louis, Mo., has been discontinued in order that all its resources may be devoted to the wholesale distribution of the new Bremer-Tully line. An enlarged wholesale counter has been established at 10th and Pine Streets, and the stockrooms have been enlarged so that the company now occupies approximately 8,000 ft. of floor space. An elaborate studio and display room is maintained in the downtown district for the convenience of dealers and their customers.

THE PENNSYLVANIA RUBBER & SUPPLY COMPANY, Columbus, Ohio, is now Steinite distributor. Jack Leban, Steinite district manager, and Paul J. Stern, assistant district manager, are assisting the sales force of this company in calling on the trade.

THE TWENTIETH CENTURY RADIO CORPORATION, Brooklyn, N. Y., recently opened its new sales floor and showroom at 104 Flatbush Avenue, Brooklyn, N. Y., with a housewarming.

THE EASTERN ELECTRIC SUPPLY COMPANY, Newark, N. J., has completed arrangements with the Freed-Eisemann Radio Corporation, New York, to represent it in northern New Jersey.

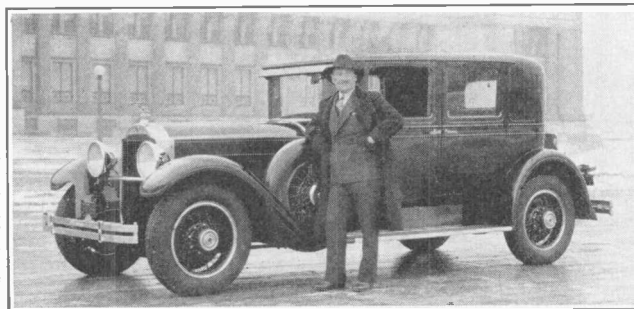
THE NORTH AMERICAN RADIO SALES COMPANY, Cleveland, Ohio, Majestic distributor, recently held a house warming party at its new quarters at 4608 Prospect Avenue.

THE BENWOOD-LINZE COMPANY, St. Louis, Mo., Majestic distributor, has added W. T. Noss to its sales force, covering the North St. Louis territory.

THE KEPS ELECTRICAL SUPPLY COMPANY, Pittsburgh, Pa., is now distributor for the Temple Corporation, Chicago.

A Packard, No Less!

An eight cylinder Packard club sedan was recently presented to Robert Himmel, president of Hudson-Ross, Inc., Chicago, by the Crosley dealers he serves as a token of their regard for him. We wonder what kind of super-service Mr. Himmel gives to deserve all this?



Phonograph-Record "BEST SELLERS"

The following phonograph-record "best sellers" have been compiled from lists submitted by the leading record manufacturers and distributors. Next month, they will be brought up to date.

Brunswick

- 4274 Mean to Me
My Castle in Spain Is a Shack in the Lane—*Ben Bernie and His Hotel Pennsylvania Orchestra*
- 4204 Button Up Your Overcoat
I Want to be Bad—*Ben Bernie and His Orchestra*
- 4207 Button Up Your Overcoat
I Want to be Bad—*Zelma O'Neal*
- 4033 Sonny Boy
There's a Rainbow 'Round My Shoulder—*Al Jolson*
- 4231 You Were Meant for Me
Broadway Melody—*Los Angeles Biltmore Orchestra*
- 4216 Lover Come Back to Me
One Kiss—*Louis Katzman and His Brunswick Orchestra*
- 4238 Tiger Rag, Parts 1 and 2—*Jungle Band*
- 4249 Precious Little Thing Called Love
Kewpie—*Jesse Stafford and His Orchestra*
- 4246 Wedding Bells Are Breaking Up That Old Gang of Mine
Deep Night—*Bob Haring and His Orchestra*
- 4273 Weary River
Some Sweet Day—*Bob Haring and Orchestra*

Columbia

- 1778-D I Kiss Your Hand, Madame
Yours Sincerely—*Fred Rich and His Orchestra*
- 1780-D The Wedding of the Painted Doll—*Leo Reisman and His Orchestra*
Nobody's Fault But Your Own—*The Knickerbockers*
- 1789-D Roses of Picardy
Limehouse Blues—*Ted Lewis and His Band*
- 1769-D Lover, Come Back to Me
You Wouldn't Fool Me, Would You—*Annette Hanshaw*
- 1762-D Button Up Your Overcoat
Mean To Me—*Ruth Etting*
- 1754-D A Precious Little Thing Called Love
Caressing You—*Oscar Grogan*
- 1719-D Carolina Moon
If I Had You—*Ben Selvin and His Orchestra*
- 1736-D My Lucky Star
Button Up Your Overcoat—*Paul Whiteman and His Orchestra*
- 1731-D Lover, Come Back To Me
Marianne—*Paul Whiteman and His Orchestra*
- 1755-D My Angeline
Coquette—*Paul Whiteman and His Orchestra*
- 1709-D Glad Rag Doll
When The Curtain Comes Down—*Ted Lewis and His Band*
- 1756-D Mean To Me
The One That I Love Loves Me—*Ted Wallace and His Campus Boys*

Edison

- 52477 Sweetheart of All My Dreams
Along Came Sweetness—*Golden Gate Orchestra*
- 52484 Me and The Man In The Moon
Happy Days and Lonely Nights—*Al. Friedman's Orchestra*
- 52506 Sweethearts On Parade
I'll Never Ask for More—*Golden Gate Orchestra*
- 52527 Weary River
Susanna—*Piccadilly Players*
- 52531 Fioretta
If I Had You—*B. A. Rolfe and His Orchestra*

- 52536 Carolina Moon
My Angeline—*B. A. Rolfe and His Orchestra*
- 52538 Deep Night
Sugar Is Back In Town—*Landau's Oakland Terrace Orchestra*
- 52547 A Precious Little Thing Called Love
Dream Train—*Golden Gate Orchestra*
- 52513 Button Up Your Overcoat
I Want To Be Bad—*Golden Gate Orchestra*
- 52465 Sonny Boy
Love's First Kiss—*Charles Harrison*

Okeh

- 41215 The Wedding of the Painted Doll
The Toymaker's Dream—*Smith Ballew—Sam Lanin and His Famous Players*
- 41216 Some Sweet Day
When the World Is at Rest—*Southern Melody Artists*
- 41210 Button Up Your Overcoat
Mean To Me—*Dorsey Brothers and Their Orchestra*
- 41211 I Wonder If You Miss Me To-Night?
My Mother's Eyes—*Noel Taylor With Orchestra*
- 41202 Dream Train
Caressing You—*The New York Syncopators*
- 41196 A Precious Little Thing Called Love—*Smith Ballew*
Mia Bella Rosa—*Milt Shaw and His Detroiters*
- 41194 If I Had You
Carolina Moon—*Smith Ballew*
- 41188 If I Had You—*Sam Lanin and His Famous Players*
My Kinda Love—*Dorsey Brothers and Their Orchestra*
- 41209 Futuristic Rhythm
Raisin' the Roof—*Frankie Trumbauer and His Orch.*
- 3521 Little Mother
Polenblut—*Dajos Bela and His Orchestra*

Victor

- 21868 Weary River
Deep Night—*Rudy Vallee and His Connecticut Yankees*
- 21861 Button Up Your Overcoat
My Lucky Star—*Waring's Pennsylvanians*
- 21886 You Were Meant for Me
Broadway Melody—*Nat Shilkret and the Victor Orchestra*
- 21880 Lover Come Back to Me
Coquette—*Rudy Vallee and His Connecticut Yankees*
- 21863 Button Up Your Overcoat
I Want To Be Bad—*Helen Kane*
- 21869 Sweet Suzanne
Honey—*Rudy Vallee and His Connecticut Yankees*
- 21856 Weary River
The Song I Love—*Gene Austin*
- 21847 When Summer Is Gone—*Shilkret and Victor Orchestra*
Carolina Moon—*The Troubadours*
- 21832 I Faw Down an' Go Boom
A Precious Little Thing Called Love—*Geo. Olsen and His Music*
- 21833 Carolina Moon
I Wish I Had Died in My Cradle—*Gene Austin*
- 21867 If I Had You
All By Yourself in the Moonlight—*Aaronson's Commanders*
- 21735 A Gay Caballero
I Learned About Women from Her—*Frank Crumit*

Show the Customer How to Pick the Cabinet

The American Public Is Style Conscious

Editor, *Radio Retailing*:

The importance of advising the purchaser as to the proper type of radio cabinet to select for his home is not being sufficiently emphasized.

There is no doubt that the American public is today more style-conscious about its furniture than ever before. It sees and reads magazines devoted to beautifying of interiors. It notes carefully the settings of rooms shown in the moving pictures. It looks closely at the displays featured by furniture stores and department stores. Thus it has gained a better appreciation of the proper elements that go into the furnishing of a beautiful home.

We find in checking up, however, that this appreciation of the proper type of furniture does not manifest itself so much when it comes to the choice of a radio cabinet. While people are careful to note the quality of the cabinet work and the beauty of its finish, they are prone to look upon the cabinet merely as an individual piece and not in its relationship to the rest of the furniture in the room where the cabinet will be placed.

We advise our dealers to stress this matter carefully to the customer who is interested in buying a radio. Dealers are being educated to go into detail with the customer as to the furniture in the home at present and to advise him as to which type of cabinet will be most suitable for it. As a result, there have been many cases where the customer was fully determined to purchase a console type, but after talking it over with the dealer, it was found that, beyond question, the highboy model was better adapted for the particular setting into which the set would be placed.

As a matter of fact, there seem to be more homes in which the highboy cabinet is preferable over the console than vice versa.

HERBERT FINK, President,
North Ward Radio Company.
Newark, N. J.

"Come to the Music Industries Convention"

Editor, *Radio Retailing*:

The Music Industries Convention that is to occur at Chicago from June 3 to 6 inclusive undoubtedly will be the greatest in the history of our trade in many respects. Frankly recognizing the need within our trade of making the convention an instructive, stimulating and entertaining affair, the executives of the various allied bodies and the splendid committees have bent every effort to bring this about.

Realizing that no matter what division of the trade a member is directly identified with, he is also interested in all other divisions to some extent at least, arrangements were made for the Music Trades Convention to be held at the Drake Hotel at the same time that the Radio Industries Convention and Exhibitions are held at other hotels. A general meeting of the com-

bined industries will be held at the Drake Hotel under the auspices of the Music Industries Chamber of Commerce on Tuesday morning June 4 when able speakers will discuss many phases of the industries represented.

The meetings of the merchants that will follow will be of unusual interest, as in addition to matters pertaining strictly to our trade that will be discussed by trade leaders, eloquent and forceful speakers from other fields will address us on subjects applicable to our business and of great general interest. Among formal matters that are to be taken up will be the adoption of our new Constitution and By-Laws.

The banquet is certain to be the most brilliant and interesting in our history.

I urge all members who can possibly attend to do so and I cordially invite all non-member merchants and others connected with our trade to come and promise all an interesting, enjoyable and profitable occasion. All members who have not yet responded to the spirit of the "Resolution" in regard to new members are reminded that it is not too late to do so and that all co-operation of members in this regard will be deeply appreciated.

Come to the great Convention and, if possible, bring a new member with you!

C. J. ROBERTS, *President*,
National Association of Music Merchants
New York City.

Suggests Receiving-Condition Reports as an Aid to Retailer

Editor, *Radio Retailing*:

You, no doubt get bushels of suggestions about radio and the radio business. Here is one that, if properly exploited, should help radio dealers in selling with less explanations and the new radio owner should be saved many an hour of bad temper. The thought perhaps does not apply so much to a metropolitan district as to towns like Utica, that are some 200 or more miles from good broadcasting stations, when, on a night of poor reception, the new owner will hang on the telephone and complain of the radio not working.

Now, if the radio stations or certain key stations throughout the country would announce over the radio what reception conditions are for the particular night, the fan hearing it direct through the radio and not through the salesman (who is always suspected of evading the issue) would feel satisfied that his set was all right and so leave a much troubled dealer with some spare time in which to get the rest or recreation that he is rightfully entitled to.

I would very much like to have a word from others on this thought.

FRED O. SCHWENDER, Manager,
S. & S. Music Company, Inc.
Utica, N. Y.

SEES MANY BENEFITS from Radio Patent Interchange

In the campaign of the Radio Manufacturers Association's Patent Committee to secure adoption of its radio patent cross-licensing plan, many benefits, in addition to the interchange of patents, are described in another pamphlet now being distributed to RMA members.

A summary of the scope and operation of the RMA patent interchange plan, submitted by LeRoi J. Williams of Cambridge, Mass., Chairman of the Association's Patent Committee, outlines the proposed cross-licensing plan as follows:

What It Does:

1. Covers United States patents only.
2. Covers wire and wireless entertainment and educational field only; includes phonographs, address systems and television; does not include commercial communication or transmission and reception of power.
3. Does not cover fields other than entertainment and education.
4. Does not include patents involving "inventive effort of high order."
5. Does not disturb present obligations to third persons.
6. Provides against exclusive licenses.
7. Releases all claims for damages and profits.
8. Operates until December 31, 1933, subject to possible extension for five years more.
9. Becomes operative between signers by action of majority of members.

What It May Be Expected to Do:

1. Will reduce patent threats and litigation.
2. Combined patent value received greater than any individually given.
3. Covers future developments in fast moving art.
4. Will encourage interchange of patent information.
5. Will stimulate competition and development.
6. Will tend to improve products, reduce costs and increase production.
7. To have the same notable success as in the automobile and aviation industries.

"The situation in the radio industry today is a close parallel to that of the automobile industry when it considered the cross-licensing agreement in 1914," says Chairman Williams of the RMA Patent Committee. "The challenge and the opportunity are the same."



PHIL SPITALNY
talented conductor of the C. A. Earl
Orchestradians—broadcasting
Tuesdays over a coast-to-
coast hook-up—on WJZ
and Associated N. B. C.
Stations

THE SMILE YOU MISS Song
WORDS BY WM. CARY DUNCAN
MUSIC BY **RAYMOND HUBBELL**
COMPOSER OF "POOR BUTTERFLY" "LADDER OF ROSES"
"JUST MY STYLE" "SOMEBODY ELSE" ETC.

BROADCAST IN THE PROGRAMS OF CHAS. FRESHMAN CO., INC.
MANUFACTURERS OF EARL RADIO SETS AND FREED RADIO SETS
AND SPEAKERS, OVER STATION WJZ AND A COAST TO COAST NET
WORK ASSOCIATED WITH THE NATIONAL BROADCASTING CO.

Earl Radio **Freed Radio**
PUBLISHED BY
CHAS. FRESHMAN CO., INC.
122 EAST 42ND ST. N.Y.C.

A New Good-will Builder

for C. A. Earl Radio Dealers

You know "The Smile You Miss"—the beautiful waltz that is the musical signature of the C. A. Earl Orchestradians?

It was written especially for the Orchestradians by Raymond Hubbell, composer of "Poor Butterfly" and many other successes. In answer to fan letters requesting words and music of "The Smile

You Miss" we have already distributed many thousands of copies of this popular radio hit.

Would you like to build some real good-will among a selected list of prospects by sending them a copy with *your* compliments? Then let us have the attached coupon *now* before the edition is exhausted.

CHAS. FRESHMAN CO., Inc.

C. A. EARL, President

122 East 42nd Street New York

Branch Offices—CHICAGO

SAN FRANCISCO

LOS ANGELES

KANSAS CITY

ATLANTA

Canada—Freshman Freed-Eisemann Radio, Ltd., 20 Trinity Street, Toronto, Ont.

CHAS. FRESHMAN CO., Inc.
122 East 42nd Street, New York
Please send me without charge,
..... copies of "The Smile
You Miss" for distribution among
my prospects.

Name.....
Address.....
City..... State.....

Timetable of Principal Evening Chain Programs

Use this chart in tuning in for demonstrations—A timetable of morning and afternoon programs will be published next month

	Chain	6.00 P.M.	6.30	7.00	7.30	8.00	8.30	9.00	9.30	10.00	10.30
SUNDAY	NBC (WEAF)	Continental (operatroupe)	Continental (Continued)	Old Co. Songalog	Capitol Family	Capitol (Continued)	Capitol (Continued)	9.15-Atwater Kent Hour	A. K. (Continued)	Studebaker Champions	10.45-Sunday at Parker's
	NBC (WJZ)	Dr. Harry Emerson Fosdick	Whittall Anglo-Persians	Nomads	At the Baldwin	8.15-Collier's Hour	Collier's Hour (Continued)		Utica Jubilee Singers	National Light Opera	National Light Opera (Continued)
	Columbia			Howard Fashion Plates		La Palina Hour	Sonatron Program	Majestic Hour	Majestic (Continued)	De Forest Hour	Around the Samovar
	NBC (PACIFIC)	6.15-Atwater Kent Hour	Atwater Kent (Continued)	7.15 Studebaker Champions	7.45-Enna Jettick Melodies						
MONDAY	NBC (WEAF)	Dinner Music	Dinner Music (Continued)	Park Central Orchestra	James G. MacDonald	Voice of Firestone	A & P Gypsies	A & P (Continued)	General Motors	General Motors (Continued)	Empire Builders
	NBC (WJZ)	Palais D'or Orchestra	Palais D'or (Continued)	South Sea Islanders	Roxy's Gang	Roxy (Continued)	White House Concert	Edison Recorders	Chesbrough Real Folks	N.B.C. Concert Bureau	Manger Dance Orch.
	Columbia				Uncle Don	Musical Vignettes	CeCo Couriers	Phys. Culture Magazine	Vitaphone Hour	Robert Burns Pageant	Night Club Romance
	NBC (PACIFIC)	Edison Program	General Motors	G. M. (Continued)	Empire Builders	Seiger's Symphonists	Symphonists (Continued)	Voice of Firestone	Plantation Echoes	Slumber Hour	
TUESDAY	NBC (WEAF)	Sport talk and Dinner Music	Dinner Music (Continued)	Voters' Service	Soconyland Sketches	Genia Fonariava	Prophylactic Hour	Eveready Hour	Eveready Hour (Continued)	Cliquot Club Eskimos	"Harbor Lights" 11.00—R-K-O Hour
	NBC (WJZ)	Old Man Sunshine	Savannah Liners Orchestra	Smalle and Robertson	Neapolitan Nights	Stromberg-Carlson	Michelin Men	Mediterranean	Dutch Master's Minstrels	Williams Syncomatics	Freshman-Freed-Eisemann
	Columbia					F. W. Wile and U. S. Navy Band	Wile and U. S. Band (Continued)	Old Gold-Whiteman	Old Gold-Whiteman (Continued)	Curtis Institute	Curtiss Candy Hour
	NBC (PACIFIC)	Eveready Hour	Eveready (Continued)	Cliquot Club Eskimos	Freshman Orchestra	Radio - Keith Orpheum					Trocaderans
WEDNESDAY	NBC (WEAF)	Sport talk and Dinner Music	Dinner Music (Continued)	Synagogue Service	La Touraine Concert	The Gossipers	Wonder Bakers	Ipana Troubadors	Palmolive Hour	Palmolive Hour (Continued)	Gold Strand Orchestra
	NBC (WJZ)	Poetry and Music	Dance Orchestra	Rosaie Wolf Soprano	7.45-The Political Situation	Yeast-foamers Orchestra	Sylvania Foresters	Flit Soldiers	Master Musicians	Musical Travelogue	11.00 Slumber Music
	Columbia					Hank Simmon's Showboat	Showboat (Continued)	Van Heusen Program	La Palina Smoker	Kolster Hour	Kansas Frolickers
	NBC (PACIFIC)		Palmolive Hour	Palmolive Hour (Continued)	Gold Strand	Road to Romance	Hill Billies				Trocaderans
THURSDAY	NBC (WEAF)	Dinner Music	Dinner Music (Continued)	Midweek Hymn Singing	Coward Shoe Hour	"Buck and Wing"	Hoover Sentinels	Seiberling Singers	Drama	Halsey, Stuart Program	NBC Concert Bureau
	NBC (WJZ)	Old Man Sunshine	Park Central Dance Orchestra	Breen & de Rose	Retold Tales	Lehn and Fink Serenade	Mennen Men	Veedol Concert	Maxwell House Hour	Voices of the Evening	Palais d'Or Orchestra
	Columbia				Nickel Cinco-Paters	Daguerreotypes	U. S. Marine Band	Marine Band (Continued)	Sonora Hour	Arabesque	The Columbians
	NBC (PACIFIC)	Seiberling Singers		Halsey, Stuart	Standard Symphony	Symphony (Continued)	Memory Lane	Mem. Lane (Continued)		10-12 Trocaderans	Trocaderans (Continued)
FRIDAY	NBC (WEAF)	Dinner Music	Raybestos Twins	Hotel Manger Orchestra	Hotel Manger (Continued)	Cities Service Orchestra	Cities Service (Continued)	Evening in Paris	Schrader-town Band	Lew White Organ Recital	Half Hour at the Senate
	NBC (WJZ)	Dinner Music	Dinner Music	Lopez Dance Orchestra	Lopez (Continued)	8.10-Old Man Donaldson	Armstrong Quakers	Interwoven Pair	Phileo Hour	Hudson-Essex Hour	Phil Spitalny's Music
	Columbia					Story in Song	Then and Now	True Story Magazine	True Story (Continued)	Kodak Hour	Doc West
	NBC (PACIFIC)	Wrigley Review	Phileo Hour	Hudson-Essex	Half Hours with Senate	RCA Hour	RCA Hour (Continued)	Borden Farm Program	Footlights	10-12 Trocaderans	Trocaderans (Continued)
SATURDAY	NBC (WEAF)	Dinner Music		Phil Spitalny's Music	Phil Spitalny's (Continued)	Salon Singers	Mildred Hunt	General Electric Symphony	General Electric (Continued)	Lucky Strike Orchestra	Lucky Strike (Continued)
	NBC (WJZ)	Dance Orchestra	Gold Spot Orchestra	Hotel St. Regis Orchestra	7.45-Dr. Julius Klein	Puroil Band	Pickard Family	New Yorkers	The Seven-Elevens	Melodrama	11.00 Slumber Music
	Columbia								Temple of the Air	National Forum	U. S. Navy Band
	NBC (PACIFIC)	G. E. Symphony	G. E. (Continued)	Lucky Strike Orchestra	Lucky Strike (Continued)	The Singing Peaches		Golden Legend	Legend (Continued)	School Days	Big Show (Continued)

In first column at left, NBC-WEAF indicates the National Broadcasting Company chain with WEAF as key station. NBC-WJZ indicates the chain of which WJZ is the key station.

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Note—Time figures are for Eastern Daylight Saving Time, except for Pacific Coast programs. Time figures then indicate Pacific Coast Standard Time.

Directory of All Types of Radio Receiving Tubes

This comprises a complete list of all radio tube manufacturers and the various types of tubes, used for broadcast reception, that they make. Standard code numbers are used to indicate the various types as these are best known. Some manufacturers vary these slightly but in every case the last two numbers are the same. This is an editorial service rendered at no cost to the manufacturers represented. Additions and corrections to this list are welcome at all times. Standard prices of the tubes listed are as follows: 226-\$2; 227-\$3; 224-\$4; 112A-\$2.50; 171A-\$2.50; 245-\$3.50; 210-\$9; 250-\$11; 201A-\$1.40; 200A-\$3.50; 222-\$6.50; 240-\$2; 199-\$2; 120-\$2.50; 11-\$2.50; 12-\$2.50; 280-\$3.50; 281-\$7; 874-\$4.75; 876-\$6.50; 886-\$6.50

Name and Address of Manufacturer	Trade Name	A. C.										D. C.					Rect.	Code Numbers of Other Types of Tubes Made		
		226	227	224	112A	171A	245	210	250	201A	200A	222	240	199	120	11			12	
Allen Mfg. Co., 102 N. 5th St., Harrison, N. J.	Vogue, Nonpareil, All-tron	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	280	281	22, 28, 30, 32, 40, 48, 071
Arcturus Radio Tube Co., 220 Elizabeth Ave., Newark, N. J.	Arcturus	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	512, 371, 201
Argon Tube Corp., 102 Livingston St., Newark, N. J.	Armor	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	171
Armstrong Elec. & Mfg. Co., Inc., 187 Sylvan Ave., Newark, N. J.	Speed	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	K, AC222, J71, L15
Cable Supply Co., Inc., 84 N. 9th St., Brooklyn, N. Y.	CeCo	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	Super-Rex
Champion Manufacturing Co., 702 Eddy St., Providence, R. I.	Champion	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	374, 376, 386
Chambers Electric Co., 140 Pine St., Danvers, Mass.	Magnatron	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	AC71, Mu20, Mu6
Consensus Electric Labs., 406 Jefferson St., Hoboken, N. J.	Duval	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	471B
Consolidated Vacuum Tube Co., 222 Washington St., Hoboken, N. J.	Duval	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	171, 112, SP29
Cunningham, E. T., Inc., 370 Seventh Ave., New York, N. Y.	Shield-Permatron-Silver	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	171, 112
Davenport Radio Corp., 158 Summit St., Newark, N. J.	Dursaco - Monotron	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	112, 171
DeForest Radio Co., Central Ave. & Franklin St., Jersey City, N. J.	Audion	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	
Diamond Vacuum Products Co., 4049 Diversey Ave., Chicago, Ill.	Duval	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	
Duval Radio Corp., 360 Furman St., Brooklyn, N. Y.	Shield-Permatron-Silver	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	
Duratone Prod. Corp., 409 38th St., Union City, N. J.	Dursaco - Monotron	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	
Emerson Radio & Phono. Co., 307 6th Ave., New York, N. Y.	Elektron	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	
Gold Seal Electrical Co., 250 Park Ave., New York, N. Y.	Gold Seal	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	
Hygrade Lamp Co., Salem, Mass.	Hygrade	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	171, 112
Hytron Corp., 10 Oakland St., Salem, Mass.	Hytron	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	171, 112
Jaeger Research Labs., 250 Park Ave., Weehawken, N. J.	Jaeger	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	
Kellogg Switchboard & Supply Co., 1066 W. Adams St., Chicago, Ill.	Kellogg	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	
Ken-Rad Corp., Owensboro, Ky.	Ken-Rad	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	
LaSalle Radio Corp., 1500 N. Odgen Ave., Chicago, Ill.	LaSalle	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	401, 403, McCullough
Neonlite Corp. of America, 500 Chancellor Ave., Irvington, N. J.	Neonlite	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	LS 17A
Northern Mfg. Co., 371 Ogden St., Newark, N. J.	Marathon	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	X401
Perryman Electric Co., 33 W. 60th St., New York, N. Y.	Perryman	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	MX, 608, 608A, 608R
Radio Corp. of America, 233 Broadway, New York, N. Y.	Radiotron	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	PAC 401, PA 201A
Raytheon Mfg. Co., 238 Main St., Cambridge, Mass.	Raytheon	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	874, 876, 886
Schickler Products Corp., 401 Mulberry St., Newark, N. J.	Raytheon	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	Photo Cells, Kino-Lamps
Sonatron Tube Co., 1020 S. Central Park Ave., Chicago, Ill.	Sonatron	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	BH, BA RayX, 866 Rays
Sunlight Lamp Co., 76 Coit St., Irvington, N. J.	Crusader	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	112, 112 AC, 484, SH85
Sylvania Products Co., Emporium, Pa.	Sylvania	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	171, 171 A.C., 222A.C., 401
Tetron Radio Corp., 1270 Broadway, New York, N. Y.	Televoal	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	112A.C., 171A.C., 112, 171
Triad Manufacturing Co., Inc., Triad Building, Pawtucket, R. I.	Triad	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	SY222 A.C.
Tung Sol Lamp Co., 95 8th Ave., Newark, N. J.	Tung-Sol	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	A.C. 222S, 112, 171
Universal Electric Lamp Co., 24 Treat Place, Newark, N. J.	Buck	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	TAC 222, T71
Zetka Labs., Inc., 67 Winthrop St., Newark, N. J.	Zetka	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	171, 112

Dealers Who Take Trade-ins Must Know How to Get Rid of 'Em

(Continued from page 56)

It is an excellent idea also for the dealer to fix up a portion of the store specifically as a used-set department. Keeping the obsolete sets by themselves gives the store a much better appearance and is an aid in making new set sales. Otherwise the dealer is liable to create the impression that he is a buyer of old sets instead of a seller of new ones. This is also a very important point to remember in talking to a customer. Keep him thinking in terms of a new set and talk about the old one as little as possible. Otherwise, he will lose sight of the fact that he came in to buy new equipment and end up by selling you his old set.

One or two of the best-conditioned trade-ins should be displayed at all times in one corner of the store window. This will catch the eye of the passing public and bring many into the store who otherwise would not have thought of entering.

DAILY advertisements should be carried in the classified columns of the local newspaper pointing out in attractive terms the wonderful bargains available in second-hand sets. Now and then, clearance sales should be held and widely advertised the week before. This sales campaign of second-hand sets can be carried on at all times in such a manner that it will not disturb the sale of new equipment.

At the clearance sales, it is suggested that the sets be arranged in groups according to price, one group of say \$10 to \$15, a second group from \$15 to \$20, etc., in order to make it easy for the customer to pick out the particular set he wants, within the limit of his pocketbook.

Then, too, it has been found possible in some instances, to rent trade-ins. Very few dealers can be found who will take a chance on renting new equipment. Some damage is

always done which makes the set "second hand" by the time the dealer gets it back in the store, and the charges for the rental come nowhere near offsetting the depreciation which has taken place. With a trade-in set, the proposition is entirely different. Profit can be made by renting trade-ins. Many times they give rise to a prospect for a new set. Perhaps a member of a family is in the hospital and it is desired by other members of the same family or a friend to rent a set in order to entertain the patient. Should the patient not own a radio set, it is pretty certain that by the time he is well enough to leave the hospital, a good prospect for a new set has been developed.

OBSOLETE sets which are taken in for a few dollars should never have any time wasted on them for repair work. They should be taken entirely from the market by junking them. Whatever parts may be in good working condition can be used by the repair department. If other parts are in good condition, both electrically and mechanically, they can be placed on a bargain counter and sold to experimenters.

A novel plan of disposing of trade-ins used by several dealers is that of making an arrangement with a local dealer of second-hand automobiles. The two lines seem to combine very well and the arrangement serves to keep the radio dealer's store free and clear of old sets. The automobile dealer in each case takes over the trade-in for the exact amount of the cash allowance made. This relieves the radio dealer of any possible loss and, at the same time, allows the automobile merchant to make a profit.

Thus it is seen that there are numerous plans that may be profitably employed in disposing of trade-ins. Also, the results of this survey point that trade-ins are not so dangerous if they are properly handled. The general rule for the proper method of handling trade-ins is 10 per cent of the new set sale price as an allowance for all trade-ins and marking them up 50 per cent.

His Best Advertiser Is Lowly Postal Card

Belying the testimony of many dealers that direct-by-mail advertising is too costly and "doesn't pull any longer" is the experience of the Modern Electric Company, St. Louis, Mo. Using the ordinary garden variety postal card as its chief publicity medium, sales during Oct., Nov. and Dec. averaged three to every 1,000 printed messages sent to a list of unknown prospects selected from the telephone directory. As the total cost per thousand of this publicity was but \$15.50 (included typing of names and addresses) the cost per live lead was \$5.17.

"This promotional 'stunt' is so obvious and simple that it is, for these very reasons, overlooked by the average dealer," declares President C. O. Burklin. "Yet, in addition to its low cost, it enables me to contact thousands of prospects personally unknown to me and otherwise not directly reachable.

"The Modern Electric Company is a neighborhood store. The typist is instructed, therefore, to select, in alphabetical order, only the names of persons on a given list of streets within a radius of three miles from 3641 So. Grand Boulevard. She devotes approximately four hours a day to this work. I try to circularize each prospect once a month."

The message on these cards stresses value and terms. Inquiries are followed up the day received with a personal call from the outside salesman. The postal card, as employed by Burklin, gives him maximum direct contact coverage at minimum cost.

Exchanging Silent Pianos for Radio Sets

Because there is always a sale for second hand pianos, the Falk Mercantile Company of Boise, Idaho conceived the idea of replacing a few unused pianos in Boise homes with active radio sets. The music department hit upon the catchy phrase, "Have you a silent piano in your home?" which they used in advertising over a period of some weeks. The question was followed, of course, by the suggestion that it might be exchanged for a radio set. The response was prompt and gratifying.

It was surprising how many people there were who harbored unused pianos in their homes and who were glad to turn them into something which would bring them more immediate returns in enjoyment. On the part of Falk's the transaction was particularly attractive because it was possible to make a profit on the pianos as well as on the radio sets, with the result that the returns were better even than straight selling of radios.

YOUR TERRITORY

still may be open! Last month we told you of an opportunity for distributors. Many have acted—have you?

Protective Franchise!

Co-operative Advertising!

Assured profit awaits the right distributor who will receive a protective territorial franchise, backed by a generous co-operative advertising policy. Every possible protection will be extended the distributor in confining the merchandising of these amplifiers to such clean-cut channels as will prove mutually beneficial to dealer, distributor and ourselves.

Licensed!

License arrangements have been completed. Thordarson Power Amplifiers will be sold under protective licenses issued by the Radio Corporation of America.

Trade Recognition!

In the field of audio and power amplification, the enviable position of Thordarson is already nationally recognized. In fact, it is difficult to find a single dealer who does not boast of at least one make of Thordarson equipped receivers among his quality models. Dealers will welcome Thordarson Power Amplifiers as a real money maker in bringing old receivers up to present standards of musical performance with a minimum of effort on the part of their service departments.

Price!

Due to the extensive and complete production facilities of the Thordarson plant, these quality instruments will be priced sufficiently low to meet competition, and will be well within the means of the average set owner.

Requirements!

The type distributor we seek must be financially able to carry an adequate stock to supply the trade in the territory which will be assigned to him. He must have a reputation among the dealer group in his territory for dependability of service and discrimination in the type of merchandise he handles. He must have had experience in distributing radio sets and accessories. He must be acquainted with the details of handling co-operative distributor and dealer advertising, and must have an operating service department. He should have a few popular, good selling items rather than a long list of "slow movers." Above all, he must have an energetic selling organization capable of actually pushing the lines he represents. We are looking for selling organizations, not just "order takers."

THORDARSON ELECTRIC MANUFACTURING CO.

Transformer Specialists Since 1895

Huron, Kingsbury and Larrabee Streets, Chicago, Ill.

This is a real money-making proposition for the right distributor

Write Today for Complete Distributor Franchise Proposition

⎓ The distributor arrangements on assembled power amplifiers will not alter the sales policy on radio parts. Thordarson transformers will continue to be sold through recognized parts jobbers as in the past. ⎓

THORDARSON POWER AMPLIFIERS

S U P R E M E I N M U S I C A L P E R F O R M A N C E



Keeping in touch with **RADIO MANUFACTURING**



RCA to Increase Vacuum Tube Production 150 per Cent in 1929

PRODUCTION of vacuum tubes for the Radio Corporation of America in 1929 will exceed the output of 1928—a record breaking year—by 150 per cent, according to an announcement made by J. L. Ray, vice-president in charge of sales.

To handle this increased production, factory facilities at Bloomfield, N. J., Newark, N. J. and Cleveland, Ohio, are being enlarged and reorganized. Plant additions will bring the total floor space employed in tube production alone to 18.6 acres when the maximum schedule is reached.

Five thousand and eighty men and women are now engaged in the manufacture of vacuum tubes for RCA, exclusive of the laboratory forces. Four plants have a total of 18.6 acres of floor space. New and improved machinery is being installed which will not only speed the production of tubes but will reduce the variable human factor and increase the accuracy and precision of manufacture.

"The year 1928," Mr. Ray said, "developed a demand for vacuum tubes that exceeded the fondest expectations of the trade. During November and December

our reserve inventories were wiped out, and a tube shortage developed.

"We are planning our tube production program from 1929 to prevent any recurrence of that situation. In the first six months of 1929 we expect to produce as many vacuum tubes as we did in the entire year of 1928. From July 1 on to the end of the year, we plan to produce approximately 150 per cent of last year's output.

"The object of this increased production is to build up our reserve inventories. This surplus, distributed to our warehouses in New York, Chicago, San Francisco, Dallas, Texas and Atlanta, Ga., will give us a margin above the current demand, and insure efficient distribution to the trade.

"We are often asked whether increased production and the improvement of tube manufacturing methods will result in further reductions in RCA tube prices. In the past the Radio Corporation of America has made a practice of passing on to the consumer the benefits of factory economies and increased sales, voluntarily reducing the retail price of vacuum tubes which are in general use from \$7.50 to \$1.50."

for additional services, such as battery elimination or automatic volume control, the Engineering Division of the Radio Manufacturers Association has recommended that these two classes of tubes be divided into their respective groups and that their numbers be separated by a dash. Thus 6-3.

In the first group would be placed those tubes used as radio-frequency amplifiers, detectors, and audio-frequency amplifiers. Oscillator tubes required in such circuits as the superheterodyne would be included. In the second group would go the special service tubes, such as voltage control or ballast tubes, those for automatic volume control, rectification either for plate or filament use.

If manufacturers will take heed of this and follow it conscientiously in their advertising it will go a long way toward clearing up the confusion created by statements declaring that sets have a certain number of tubes, without informing the reader as to their use.

Marconi Rights Go to "Master's Voice"

It was officially announced in London, England, recently, that His Master's Voice Gramophone Company and Marconi Wireless Telegraph Company have concluded an agreement by which the His Master's Voice Company has acquired the Marconi-phonograph Company as well as the right to use the existing Marconi patents and inventions in all fields of public entertainment and education. The His Master's Voice company also acquired the exclusive right in these fields to the Marconi trade marks, including the trade marks "Marconi" and "Marconiphone," and certain factory facilities.

The Marconi company receives cash and shares in the His Master's Voice company, thereby becoming interested in the prosperity of the combined gramophone and wireless broadcasting industry.

Federal Trade Commission Ruling

Radio cabinets, tables and chairs offered for sale by a manufacturing corporation were described as "Mahogany" and "Walnut," when in fact this furniture was not made from wood derived from the mahogany and walnut trees but was of woods other than mahogany and walnut. The company signed a stipulation agreement (No. 320) with the Federal Trade Commission to cease and desist from this misbranding.

Change in Polish Broadcasting

In consequence of the revised broadcasting resolutions adopted by last year's Radio Congress held in Washington, which resolutions became effective January 12, 1929, the wave length of the Polish broadcasting station at Warsaw has now been changed from 1,111 meters to 1,415 meters. Cracow broadcasting has also been changed from 422 meters to 315 meters.

Silver-Marshall Using Chain Store Outlet

From Silver-Marshall, Inc., Chicago, Illinois, comes the information that they have just completed arrangements whereby they will produce, for the S. S. Kresge Company, a variety of kits and parts to be marketed through Kresge's stores, under the trade name of "Senator." These are special parts built from Kresge's specifications. Standard Silver-Marshall merchandise will, at no time, be handled by the Kresge stores.

Secret Price Privileges Are Illegal

The Supreme Court's decision in the American Can case is considered one of the most important interpretations of anti-trust laws in recent years. In substance, the Court held that a manufacturer or distributor may not give better prices to one customer than to another when the quantities ordered and the service obligations are the same, and that any price discrimination is a violation of the Clayton act.

Thus a manufacturer may not give lower prices to a chain store organization than to independent wholesalers, providing quantity and other circumstances are equal, and vice versa. Competitors have the right to buy at the same price. Secret prices or price privileges are illegal. These are rough statements of probable effect of decision.

The question of price discrimination has been most active in the past year or two in connection with fight between independents and chains, and also is involved in many other lines of trade. Rules against price discrimination have been adopted by Federal Trade Commission in trade prac-

tice conferences, and this Court decision strengthens the principle. *New legislation against price discrimination had been contemplated, but is now unnecessary.*

German Automatic Tuning Control

A device for the automatic regulation of different wave lengths for radio receivers has been designed and patented both in Germany and the United States. It is the invention of Friedrich Wilhelm Maximilian Ludwig Scheerbarth, of Atona-Bahrenfeld, Germany. The apparatus has for its object the adjustment of a large variety of wave lengths from one place or point to permit any one of a number of transmitters being heard without the trouble of obtaining a certain adjustment or by regulating the tuning means.

The automatically tuned radio receiver of Commander E. F. McDonald, of Chicago, and the cam-actuated gang condensers of F. W. Dunmore, of the Radio Laboratory of the Bureau of Standards, in some particulars bear resemblance to this automatic German invention, which causes the respective tuning devices of a receiving set to ride on cam tracks.

How Many Tubes Has a Set?

So many new tubes for different purposes have been developed that the public should be advised of the functions of the various types in the modern receiver.

In order to tell the purchaser of a set how many tubes he must buy or maintain, and at the same time to inform him how many tubes are "radio tubes" as formerly thought of and how many are special tubes

ATWATER KENT RADIO

America's
Finest Designers
*will make cabinets
expressly for*

ATWATER KENT
RADIO

ATWATER KENT RADIO

Radio—6 years old, cooperates with furniture industry, 6000 years old, to provide cabinets of quality, beauty and variety

THE ATWATER KENT MANUFACTURING COMPANY will continue to concentrate on the making of radio—the job they know.

Cabinets to house this radio worthily will be supplied by the men whose life work is the making of fine furniture—the job *they* know.

Design of the cabinets is in the hands of the furniture manufacturers, *with the collaboration of the same engineers who design Atwater*

Kent Radio. Thus the best brains of the six-year-old industry, radio, are combined with the best brains of the 6000-year-old furniture industry to surround Atwater Kent receivers and speakers with cabinets of beauty, distinction, quality, convenience and variety.

Details of this new cabinet policy will be placed in the hands of Atwater Kent dealers by their distributors.

Among the manufacturers whose cabinets are made for Atwater Kent Radio

Among the manufacturers—all of the highest reputation—whose whole-hearted cooperation means greater business and easier business for every Atwater Kent merchant are:

SHOWERS BROS. CO.	Bloomington, Ind.	STARR PIANO CO.	Richmond, Ind.
FEDERAL FURNITURE CO.	Asheville, N. C.	ST. JOHNS TABLE CO.	Cadillac, Mich.
CASWELL-RUNYAN CO.	Huntington, Ind.	KNOXVILLE TABLE & CHAIR CO.	Knoxville, Tenn.
RADIO MASTER CORP.	Bay City, Mich.	EBERT FURNITURE CO.	Red Lion, Pa.
BAY VIEW FURNITURE CO.	Holland, Mich.	CHILLICOTHE FURNITURE CO.	Chillicothe, Mo.
GULBRANSEN CO.	Chicago, Ill.	CONRADES FURNITURE CO.	St. Louis, Mo.
RADIO CABINET MFG. CORP.	Chicago, Ill.	ROBERT FINDLAY METAL PRODUCTS	Brooklyn, N. Y.
ADLER-ROYAL MFG. CO.	Louisville, Ky.	BUSH & LANE	Holland, Mich.
POOLEY FURNITURE CO.	Philadelphia, Pa.	CHICKASAW FURNITURE MFG. CO.	Memphis, Tenn.
RED LION FURNITURE CO.	Red Lion, Pa.	THE CONNER FURNITURE CO.	New Albany, Ind.
		UNION FURNITURE CO.	Jamestown, N. Y.

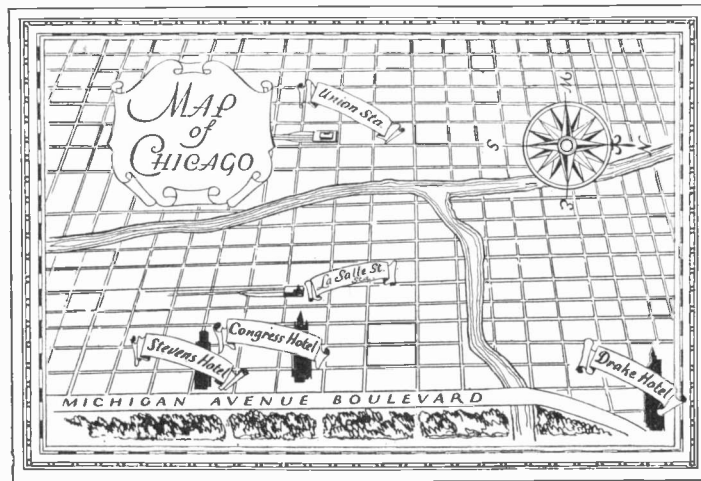
ATWATER KENT RADIO

How *the new plan benefits* Atwater Kent dealers

- 1. *Variety.*** From the simplest designs to the most elaborate of period reproductions—the widest possible choice, to suit individual tastes or local preferences. And every cabinet of the highest quality in its field.
 - 2. *Complete price range.*** Cabinets for Atwater Kent Radio for the thrifty, cabinets for Atwater Kent Radio for the family that need not count the cost.
 - 3. *Convenient handling.*** Every receiver intended for cabinet installation is supplied in a standard size to fit all cabinets. The receiver slides into the cabinet as easily as you would slide a drawer into a bureau—and there it is! Every speaker intended for cabinets is supplied in chassis form, for instantaneous installation by means of a hanger which is a permanent part of the cabinet. No screws or clamps; no tools required. *Anyone can place a complete Atwater Kent in a cabinet in 30 seconds.*
 - 4. *Ease of servicing.*** Receiver and speaker can be removed just as quickly as installed.
 - 5. *Lower freight rates.*** Because rates on cabinets shipped separately are lower than on cabinets containing radio sets.
 - 6. *Convenient sources of supply.*** Cooperating factories are scattered all over the country.
 - 7. *Nationally advertised.***
 - 8. *More and easier sales—more and easier profits***
-

ATWATER KENT RADIO

Meet us at Chicago



STEVENS HOTEL
Suite 2200

CONGRESS HOTEL
Suite F1
English Room
Trade Show Display, Booth 7

DRAKE HOTEL
Suite 425

Members of our sales organization will be at all of these points at all times to greet you

THREE points of contact will be maintained by the Atwater Kent sales organization at the Chicago convention of the Radio Manufacturers Association and the Music Industries during the week of June 3.

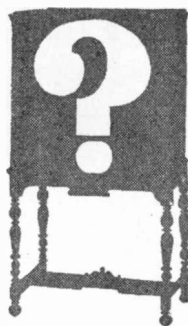
At the Trade Show there will be men from both our sales and service departments who can explain the selling advantages of the latest achievements in Atwater Kent Radio and the great new furniture cabinet program.

ATWATER KENT MANUFACTURING COMPANY

4733 Wissahickon Avenue

A. Atwater Kent, President

Philadelphia, Pa.



ANNOUNCING

ATWATER KENT *cabinet by* ADLER-ROYAL

ADLER-ROYAL realizes that there is more to a successful radio cabinet than the assembly of lumber and panels—more than mere artistry of design. . . To be successful—to yield distributor and dealer a profit—a cabinet must *sell*. To sell, it must offer striking beauty at an attractive price.

*Successful Cabinet Makers for a
Quarter of a Century*

For more than a quarter of a century Adler-Royal has been building value into fine musical instruments of cabinet design. Adler-Royal cabinet work and *finish* are already well known to the trade and to enthusiastic owners. They will be made known to millions of prospective owners in 1929 through a new and original program of consumer advertising.

You and your customers will recognize the new Atwater Kent Cabinet by Adler-Royal as a distinctly *de luxe* product. When the price is revealed the evident value will complete the sale.

*Look for the New Atwater Kent
Adler-Royal Cabinet at the Show*

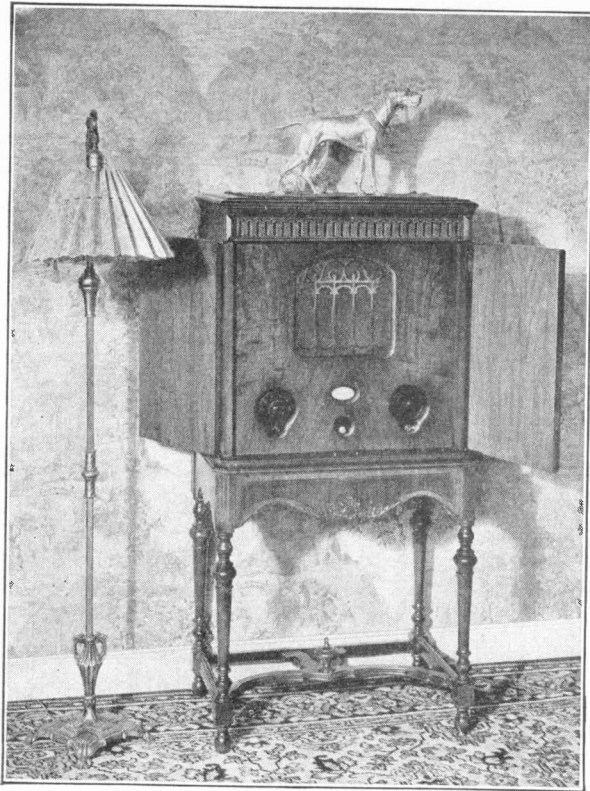
Atwater Kent in cabinet by Adler-Royal will be more than ever a fast-moving, sure-profit line. Initial deliveries will be made late in May. *May we respectfully suggest an early order?*

ADLER MANUFACTURING CO., Incorporated, Louisville, Ky.



The Furniture for All ATWATER KENT Radios

Two fast-selling new models—



Model 4700—Open

Red Lion Cabinet No. 4700

A most recent model—designed and built to provide a perfect setting for the new Atwater Kent Radio, Model 47, and the Atwater Kent Electro-Dynamic Speaker. It is equipped with a special five-ply, extra heavy baffle-board especially adapted for use with this speaker.

An exceptional value—combining the beauty of a fine piece of furniture with the utility of a radio cabinet.

Price of Cabinet

\$50.00

Model 4700
Closed

Red Lion—Atwater Kent

(COMPLETE ENSEMBLE)

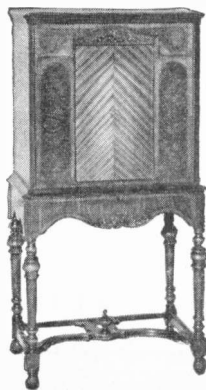
A complete ensemble whose exceptionally fine, all-around value has caught the public fancy.

This Red Lion Cabinet Model 155 is especially designed to accommodate Atwater Kent receiving sets and Atwater Kent Electro-Dynamic Speaker—being fitted with a five-ply, extra heavy baffle-board which serves to emphasize the marvelous tone-qualities of this speaker.

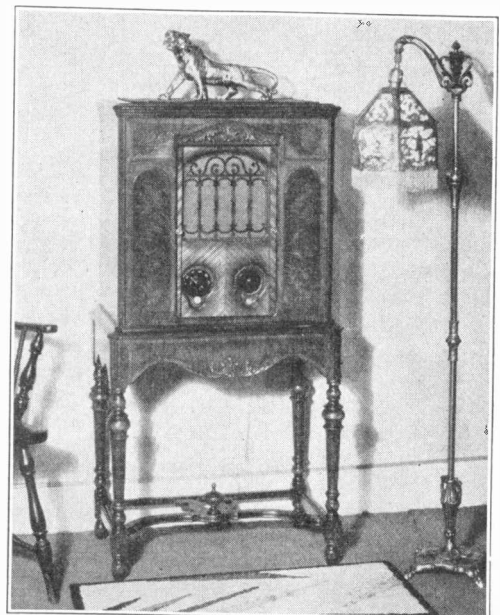
Complete ensemble includes Red Lion Cabinet Model 155, Atwater Kent Model 46 Radio and Electro-Dynamic Speaker.

PRICE COMPLETE
(Except Tubes)

\$157.50



Model 155—Closed



Model 155—Open

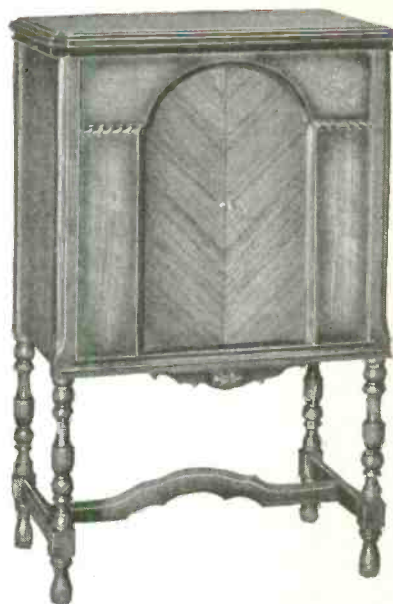
RED LION CABINET COMPANY

RED LION, PA.

MORE sales and
BIGGER profits
 for **ATWATER-KENT** dealers



The Patrician



The Vestal

VISIT

The St. Johns Display Booth 3, and demonstration Rooms (Suite D1, 2 and 4) at the Congress Hotel, when you attend the June Radio Show in

CHICAGO and see our complete line of Radio Cabinets.

WITH each improvement in the famous Atwater Kent receiving set there is an accompanying increased success for A-K Dealers. Now comes the biggest news of all.

Beginning at once you can offer your customers A-K receivers of any model installed in any of several superb St. Johns Console cabinets of special A-K designs.

These beautiful cabinets conform to the high quality standard of the Atwater Kent Radio and the St. Johns Table Company, world's greatest manufacturers of tables and radio furniture.

Other radio manufacturers fatten their own

profits by compelling you to buy from them both set and cabinet at fancy prices.

The Atwater Kent Manufacturing Company permits you to purchase direct from your distributor at rock bottom prices genuine St. Johns Consoles approved by them and guaranteed by us. Think of the tremendous advantage this gives you over all competition. Compare the value you can offer in these cabinets complete with A-K receiving sets and speakers with the prices asked for other radios.

Then take advantage of this opportunity. Write quick for prices and terms.

ST. JOHNS TABLE CO., CADILLAC, MICH.

Specially designed for and approved by the ATWATER-KENT Manufacturing Co.

ST. JOHNS CONSOLE CABINETS
 for **ATWATER-KENT** Receivers

TO ATWATER KENT
RADIO DEALERS
who have sold over
600,000

POOLEY CABINETS

The new Pooley cabinet models for Atwater Kent Radio are designed for today's market—

And the prices are right

Pooley quality, sales-making style and utility are conspicuous in them—

And the prices are right

600,000 Pooley cabinets now in use—cabinets that don't come back on dealers who sell them—are a guarantee that you are wise in handling Pooley merchandise.

Pooley's 5 years' leadership in radio cabinets—and 47 years in designing and making fine furniture—are your assurance that Pooley knows the radio cabinet business.

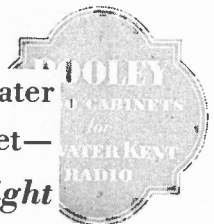
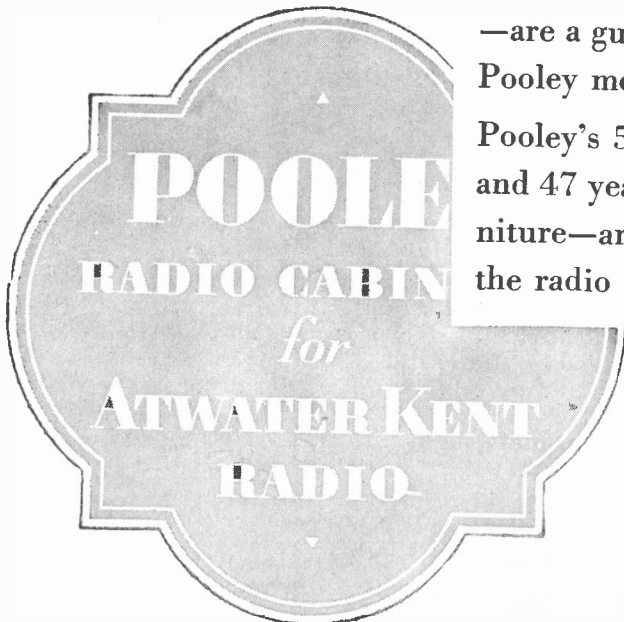
—the models are right

—the prices are right

—see them

THE POOLEY COMPANY

1600 Indiana Avenue Philadelphia, U. S. A.
 Canadian Pooley Radio Cabinets are manufactured
 by Malcolm & Hill, Ltd., Kitchener, Canada.



POOLEY

**THE UNIVERSALLY ACCEPTED FURNITURE
 FOR ALL ATWATER KENT RADIO**

ATWATER KENT RECOMMENDS



Radio Master Cabinets

The Atwater Kent Manufacturing Co. recently selected cabinets of certain manufacturers, and are recommending their use with Atwater Kent Radios. Radio Master Cabinets, including the two illustrated, were among those recommended.

These two are built especially for A. K. sets. Others of the same series will be announced later.

Beautiful with the artistry of one of America's foremost furniture designers, Radio Master Cabinets are sturdy with the craftsmanship of master cabinet makers, working with perfect materials, and best equipment.

There are cabinets in the Radio Master Line for every set—each is a splendid piece of furniture.

Cabinets for Atwater Kent Radios may be obtained from any Atwater Kent Jobber. Inquiries may be directed to them, or to Radio Master Corp., Bay City, Mich.

Radio Master's distribution policy will be one of complete cooperation with the jobber in his territory.



RADIO MASTER CORPORATION, Bay City, Mich.
One of the Ward Industries

Radio Master Cabinets THE SETTING BEAUTIFUL FOR ANY RADIO

EXCLUSIVELY YOURS—if you can Qualify!



Only One Dealer in Your Trading Area will sell the New Bush & Lane Radios

Having built the finest of radios, Bush & Lane is determined to make that fact known to the public. No radio will be more effectively advertised, nationally or locally. The campaign is now under way; watch it grow in scope and strength. One phase of this advertising holds especial interest for you. It is a clause which always says, in effect:

"Bush & Lane Radio can be purchased only from specially appointed dealers who, through their enviable service, enjoy the confidence and patronage of those who buy with perfection in mind."

In words more specific, only one dealer in your trading area will be privileged to sell Bush & Lane Radio. *If you should be chosen, a binding contract will assign exclusive agency rights to you.* It will give you absolute control of your immediate market. It positively assures you of

100% returns on our combined efforts. There can be no unfair competition, no splitting of sales volume.

Never has such an outright generous franchise been offered in radio; never such assurance of maximum profits. Indeed, it has remained for a comprehensive line of radios of Bush & Lane character to justify a merchandising plan of such liberality.

Can You Qualify?

Valuable as it is, potentially worth a price of your own making, this exclusive agency franchise is free to those who can qualify. These qualifications are clearly indicated by the high character of the product,—a radio conscientiously built like a fine piano. Are you the type of dealer who can best capitalize the opportunity presented by Bush & Lane Radio? If so, tell us at once. The safest course is to wire for full particulars. One of the fifty Bush & Lane territorial directors is now on his way to close with some dealer in your town. Will you be that dealer?

**BUSH & LANE
PIANO COMPANY
HOLLAND
MICHIGAN**



*This Shield
Identifies the
Exclusive Bush
& Lane Dealer*

An Exclusive Radio Franchise so good that it is Available to only the Best Dealer in Your Trading Area—Are you that Dealer?

SPEED



1929's OUTSTANDING RADIO TUBE



At the Chicago Show, Speed to Booth No. 11. See us—see the line Speed with SPEED.

SPEED with the SPEED Tube Line. It's right—right in quality, right in price. Each sale induces repeat business. **¶** SPEED Tubes incorporate new developments—months ahead of competition.

The fastest operating 227 A.C. detector. Newest developments in 224 A.C. shielded grid tube.

A Smashing advertising campaign of full pages in Saturday Evening Post, leading magazines and newspapers throughout the country will Speed SPEED sales. **¶** Get all details at once. It's a great proposition and now's the time for the ringside seats!

CABLE RADIO TUBE CORP.
80-90 NORTH 9th STREET :: :: BROOKLYN, N. Y.



The New Pacient Super Phonovox No. 106-B lists at \$15.00

A GAIN PACIENT leads with a startling advance in Pick-up design. A new *Super PHONOVOX* even finer—more beautifully toned, more gracefully and efficiently designed than any that has gone before. Never has the tremendous possibilities of the pick-up market been made so easily available—so open to profitable development.

With the PACIENT *Super PHONOVOX* you now have a piece of radio phonograph merchandise that has no equal. Read the details on the following page.

PACIENT
Super Phonovox



IN ADDITION to its astonishing beauty of tone and all around flawless performance, the New PACENT *Super* PHONOVOX offers many structural improvements which lengthen its long serviceable trouble-free life.

The new model, for example, uses no rubber bearings which avoids variations due to wear.

The tone arm is scientifically balanced insuring perfect contact with the record, and the proper center of gravity preventing resonance and rattle.

Unusually sensitive, the new model also covers the entire frequency range found on phonograph records—something no other pick-up can do.

A built-in mechanical filter eliminates peaks—no electrical scratch filter needed. Fold-back hinge permits easy insertion of needle, makes rest unnecessary.

Genuine 36% English Cobalt Magnets—the finest pick-up magnets available.

*See or write your jobber about the Pacent Super Phonovox today.
It comes beautifully finished in 3 models—\$12—\$15 and \$25
Prices slightly higher west of the Rockies*

PACENT ELECTRIC COMPANY, INC.

91 SEVENTH AVENUE ♦ ♦ NEW YORK CITY

*Pioneers in Radio and Electric Reproduction for Over 20 Years
Manufacturing Licensee for Great Britain and Ireland: Igranic Electric Co., Ltd., Bedford, England
Licensee for Canada: White Radio Limited, Hamilton, Ont.*

Note how the *Super* PHONOVOX head hinges backward to allow Easy insertion of the needle—and eliminates need of rest.



**TODAYS
GREATEST
RADIO
VALUE**

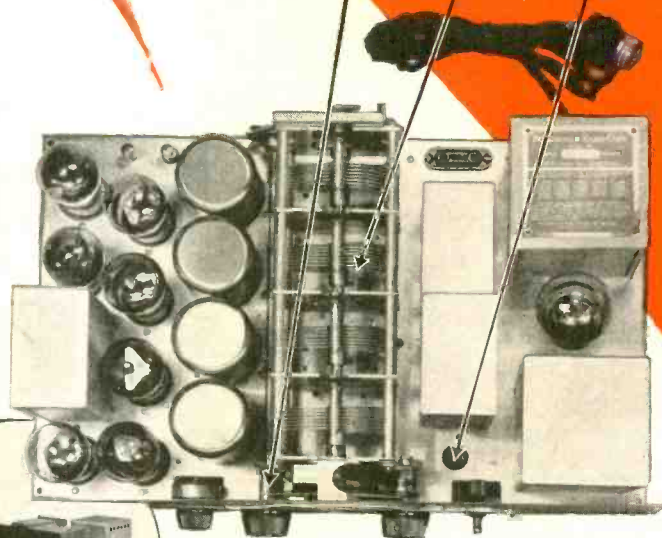
**Just what the
Radio World
is Waiting For!**

Buckingham
8 TUBE
PUSH-PULL
RCA LICENSED
ALL ELECTRIC
CHASSIS
with
DYNAMIC
Speaker
and
Beautiful Cabinet

TUNED ANTENNA
CIRCUIT

4-GANG CONDENSER

HUM CONTROL



ALL FOR
\$112⁵⁰

West of Rockies, List Price \$10 Higher

DEALERS!

Buckingham radios are the greatest values on the market! Read these two pages carefully. See what we offer your radio customers! Here are values that are revolutionary. Here is a real profit line for you that is unequalled! Send us your order for samples at once!

Wire or Write for Exclusive Territorial Franchise

Buckingham

RADIO CORPORATION

440 W. Superior Street

CHICAGO, ILL.

DEPT. RR-2

TODAYS GREATEST RADIO VALUES !!!

Buckingham

with
**DYNAMIC
SPEAKER**

**RCA
LICENSED**

*Tuned Antenna
Circuit*



**8 TUBE
PUSH-PULL**

**ALL
ELECTRIC**

\$ 112.50

West of Rockies —
List Price \$10
higher.

Here is the best buy ever seen in radio! An eight-tube, push-pull Radio Corporation of America licensed, A.C. electric radio, with Dynamic Speaker, in a luxurious big walnut finished cabinet, for only \$112.50! A beautiful piece of furniture with a charming modern touch. Size: Height 39", width 26 1/2", depth 15". A radio that gives you volume, selectivity, distance, and natural tone quality. Come in and hear it!

PRICE *Less Tubes*

RADIO'S LATEST!

Makes a
**RADIO-PHONOGRAPH
COMBINATION**
Out of any
RADIO SET

The Buckingham Phonotrope converted to Buckingham \$112.50 model gives you a radio-phonograph combination for only \$169.00. Magnificent tone. Handmade cabinet. Available famous Buckingham Pick-Up. Works with any radio set. Very easy to connect. Phonotrope alone, \$26.50.



\$169.00

\$56.50

The Buckingham
PHONOTROPE

TWO OTHER MODELS

Model Number One



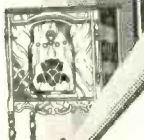
The same wonderful chassis as the \$112.50 Model with the exception that the cabinet is smaller and is equipped with Magnetic Speaker. Height 37", width 25 1/2", depth 13 1/2". Antique Walnut finish. Outstanding value at \$89.50.

\$89.50

Model Number Three

Beautiful semi-high boy console. Height 48", width 26 1/2", depth 15". Built walnut front panel with bird's eye maple panel inlays. The crest of the new Buckingham line. Same fine 8-tube, push-pull, A.C. electric chassis and Dynamic Speaker. A wonderful buy.

\$127.50



**DEALER'S NAME
GOES HERE**

COME IN AND SEE THEM TODAY

**THIS AD IN YOUR LOCAL PAPER
WILL BRING YOUR CUSTOMERS A'RUNNING!**

Victoreen

**IN A
NEW
ROLE**

And Now—A Revolutionary New SUPER HETERODYNE Built Complete by Victoreen

As the logical development of years of experience in designing and manufacturing Super Heterodyne parts, Victoreen Engineers have developed a new Super Heterodyne *Receiver* embodying many unique and exclusive features. It represents a radical departure from previous ideas of Super Heterodyne construction, and is even a tremendous improvement over the old Victoreen Super Circuit, scores of thousands of which are in operation throughout the world.

Here are just a few of its many wonderful features.

1. Single dial control.
2. Simplified tuning with but two panel controls.
3. Compact and sturdy construction.
4. One spot reception.
5. Extreme sensitivity and selectivity.
6. Tone quality with true reproduction.
7. Volume controlled from a whisper to a shout without distortion.
8. Adjusted and aligned at factory ready for immediate service.
9. Drum dial calibrated in kilocycles.
10. Artistry in cabinet designs.

A real distributor and dealer opportunity to merchandise a high grade receiver, one that will stay sold and make thousands of new friends.

The construction of this receiver practically obviates necessity for service. Rugged structure and generous safety factors. Exclusive high grade cabinets with built-in dynamic speaker.

Available in three standard models, two console types and one combination phonograph type.

Dealer and distributor franchises are now available. See the new Victoreen at the Chicago Trade Show, Booth No. 62.

The Geo. W. Walker Company

Merchandisers of Victoreen Receivers

2825 Chester Ave., Cleveland, Ohio





A Message—To Old Friends and New

The formulation of the Triad Manufacturing Company is the result of our conviction that better radio tubes could be made. We sincerely believe that we have reached a quality standard in manufacture never before achieved! The location of our plant is your assurance of prompt deliveries—its splendid equipment of modern, new-process machinery means an unlimited production volume. Well acquainted with the demands of the trade through our years of intimate contact and experience, we have anticipated your every demand—first and above all, for *quality*, a quality you have never before been able to offer your customers. We have provided too an easily accessible, uninterrupted supply, and thoroughly satisfactory price arrangements.

GEORGE COBY, President

ELY EGNATOFF, Treasurer

HARRY H. STEINLE, V. P. and Gen. Sales Mgr.

WILLIAM CEPEK, Secretary

“Quality—Service—Durability”

See our announcement in the June issue.

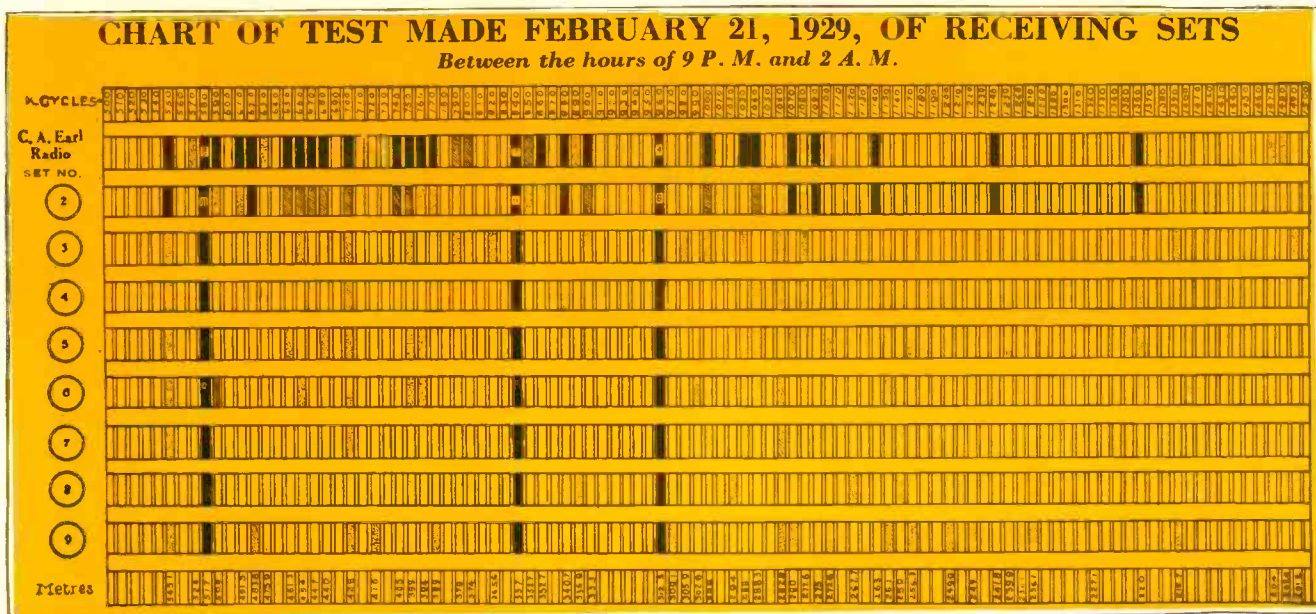
TRIAD MANUFACTURING COMPANY, INC.

PAWTUCKET, RHODE ISLAND

See us at the R.M.A. Trade Show, Chicago, June 3rd

Booth S, Exhibit Hall, Stevens Hotel

A Road-Tested Radio



Figures in black areas indicate number of degrees on the dial necessary to completely detune a local station at full volume.



This chart shows the results of tests for Range, Selectivity, Sensitivity and Tone—made in Toronto, Canada, under adverse weather conditions. These tests, conducted before a committee of the most prominent dealers, distributors and technicians in Toronto, show the Super-Selectivity and generally excellent performance of the C. A. Earl Radio.

LOUD
FAIR
FAINT

AS a proof of our confidence in the new C. A. Earl Radio we submitted it to a series of gruelling tests before impartial judges, such as no radio set has heretofore undergone.

Eight different sets, representing all price ranges, were entered by dealers and distributors in competition with the C. A. Earl Radio. Two of these sets sell for \$100 to \$200 more than the C. A. Earl. Each of them is featuring selectivity, sensitivity, range and tone. Yet on every count C. A. Earl Radio out-performed them all!

These tests were conducted in every section of the United States and Canada—in good reception areas and bad. On the basis of these tests we promise you a quality of performance that could not be improved upon if the C. A. Earl Radio had been specially designed for service in *your* locality.

What any particular make of radio did last year—what it will do this year in some other locality—counts for little in selling sets to people who are buying 1929 radios in *your* city.

But—if you are looking for a radio that will sell on the basis of what it will do right now, right in your own home town—let us commend C. A. Earl Radio to your serious consideration.

Write or wire for information regarding C. A. Earl Franchises still available—and where you may hear C. A. Earl Radio

CHAS. FRESHMAN CO., Inc.

C. A. EARL, *President*

122 East 42nd Street, New York, N. Y.

CHICAGO SAN FRANCISCO LOS ANGELES KANSAS CITY ATLANTA
Canada—Freshman Freed-Eisemann Radio, Ltd., 20 Trinity St., Toronto, Ont.

--- Selling on These Points

- 1 Super-Selectivity—**
that picks the particular station you want out of the thickest "traffic jam" on the air.
- 2 Sensitivity—**
that brings in a program with a lifelike fidelity never attained in radio until this season.
- 3 All Neutrodyne
Four Tuned Circuits**
- 4 Antenna Variometer**
for increased selectivity on short waves and increased sensitivity on long waves. This is an exclusive feature.
- 5 Single Control with
Illuminated Dial**



Model 32 (less tubes) \$169
All Electric 8-Tube Set
Complete with tubes \$194.50
Dynamic Speaker. Walnut cabinet with contrasting panels



Model 31 (less tubes) \$139
All Electric 8-Tube Set
Complete with tubes \$164.50
Inductor Dynamic Speaker. Walnut finish skin type open cabinet

- 6 Phonograph Pick-up**
is a feature of all console models with the exception of Models 21 and 22.
- 7 Push-Pull Amplification**
using the latest development of audio amplifiers—the 145 tubes.
- 8 Artistic Cabinets—**
each a really beautiful example of the cabinet-maker's craft—will prove particularly appealing to your feminine customers.
- 9 Light Socket Antenna**
with all sets except Model No. 22.

The Price Range of C. A. Earl Radios is
\$75 to \$225 (less tubes)
Prices slightly higher in Canada

C.A. Earl Radio






MADE BY EVEREADY IN
AN EVEREADY FACTORY

THE
NEW

EVEREADY RADIO SETS

have everything needed
for unusual salability

-  *Beautiful and exclusive cabinets . . .*
-  *Superlative performance . . . lifetime chassis*
-  *The power of the great Eveready name*

HERE, in the new Eveready Radio Set line you will find a tremendously valuable combination of features that have great sales value.

Remember that a radio set must be a piece of furniture, and then see the unusually beautiful rich walnut finish of the cabinets, in designs that are exclusive with Eveready.

Remember that a radio set must perform today with convincing realism, and then listen to the astonishing fidelity of Eveready tone.

Remember that a radio set must

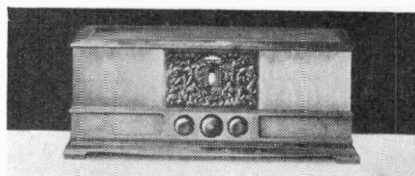
be reliable, trouble-free, and then inspect the heavy, sturdy Eveready chassis. See the provisions made against the jars of shipment, and against temperature and humidity changes.

Remember that a radio set must bear a famous name, and then consider that Eveready for years has stood for the best in a wide range of home electrical goods, including Eveready Flashlights, Eveready Radio Batteries, Eveready Dry Cells, and other nationally advertised merchandise. 33 years of



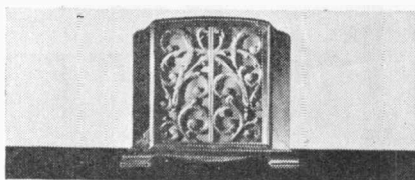
Model 32, small console, in a cabinet of rich walnut finish that fits in any decorative scheme whatever. Dynamic speaker built in. Chassis has seven radio tubes and one rectifier, eight in all.

LIST \$175
Without tubes



Model 31, table type. Cabinet in rich walnut finish with contrasting carved grill. Same radio chassis as the consoles. Will operate either dynamic or magnetic speaker.

LIST \$115
without tubes



Eveready Speaker, Model 6. A sensitive and powerful dynamic, accurately matched with the Eveready Radio Set for the utmost fidelity.

LIST \$50



Model 33, a larger and more luxurious console, in walnut finish with decorative carvings. Same all-electric chassis as Model 32. All cabinet designs are exclusive with Eveready.

LIST \$210
without tubes

EVEREADY'S year-ahead improvements

Sensitivity more than doubled, giving reserve power for unusual distance.

New and unique variometer tunes the first circuit.

Antenna tuning control needs little attention--this is a real one-dial set.

Built-in dynamic speaker in all console models.

Sealed against humidity, so damp days will not alter either sensitivity or selectivity.

Adjusted for temperature, so per-

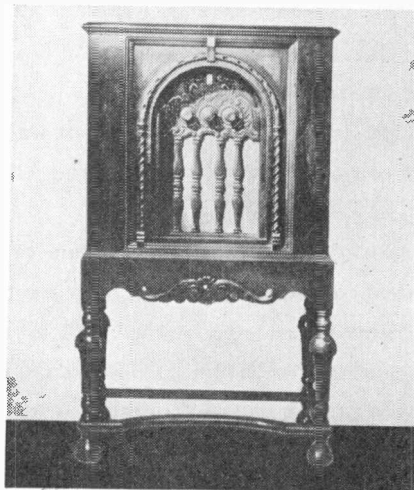
formance will not change with the thermometer. Built like a fine watch or clock.

All parts heavier, stronger, more rigid. Proof against the jars of shipment. Reaches you as perfect as when it left the Eveready factory.

Luxurious cabinets created exclusively for Eveready.

Low prices made possible by scientific control of all manufacturing processes.

EVEREADY
TRADE MARK REG.
Radio Sets



Model 34, a de luxe console in the grand manner, for the most luxurious homes. Will harmonize with any background. Walnut finish in rich grain, with delicate carvings. A triumph of craftsmanship.

LIST \$225
without tubes

manufacturing experience lie back of the name Eveready. These new sets are made by us in an Eveready factory.

Remembering these things, you will see at once the great popular sales appeal of the new Eveready Sets. Line includes the famous Eveready Battery Set which enables you to serve the unwired home.

Write for details of our unusual service and merchandising plan, including our extensive newspaper advertising program.

NATIONAL CARBON CO., INC.
New York, N. Y.

Branches: Atlanta, Chicago, Kansas City
Long Island City, San Francisco



Unit of Union Carbide and Carbon Corporation
Licensed under patents and applications of RCA and RFL

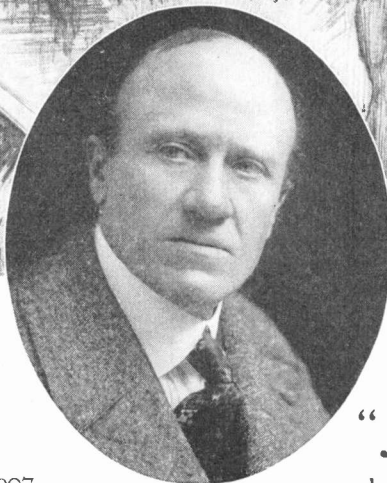


Standing in the Conductor's stand, a certain evening back in 1907, Louis F. Gottschalk created a sensation that theatre goers and music lovers of New York City are never apt to forget. It was the introduction of the "Merry Widow" to the American public.

Louis F. Gottschalk now stands as one of the world's greatest composers and orchestra directors.

The first composer selected by the Griffith Films to write original scores, Louis F. Gottschalk produced many beautiful musical compositions, such as those accompanying "Broken Blossoms," "The Four Horsemen of the Apocalypse," "The Three Musketeers," and the "Prisoner of Zenda."

Orchestration scores for a musical movie "The Rainbow Man," not yet released, have just been completed by Mr. Gottschalk.



LOUIS F. GOTTSCHALK
World Famous Composer and Director

"Just what I hear when I stand in the conductor's stand."

I can give no greater praise.

I wanted to write you ever since your

remarkable treat of "The Evening of Music."

So you see, if a hard-boiled, distinctly hostile musician like I am can listen to this Wright-DeCoster reproducer with a great thrill, it is uncanny.

Just how on earth any mechanism can transport a full hundred artist orchestra through the air and reproduce it in a distant place with all the richness and clarity of the complete ensemble, with the very "personality" of each instrument perfectly reproduced.—that, to me, is a miracle.

Louis F. Gottschalk

"Your Radio Can Be Only As Good As Its Speaker"

Write for descriptive matter and address of nearest branch office.

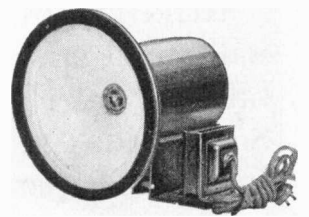


TRADE MARK

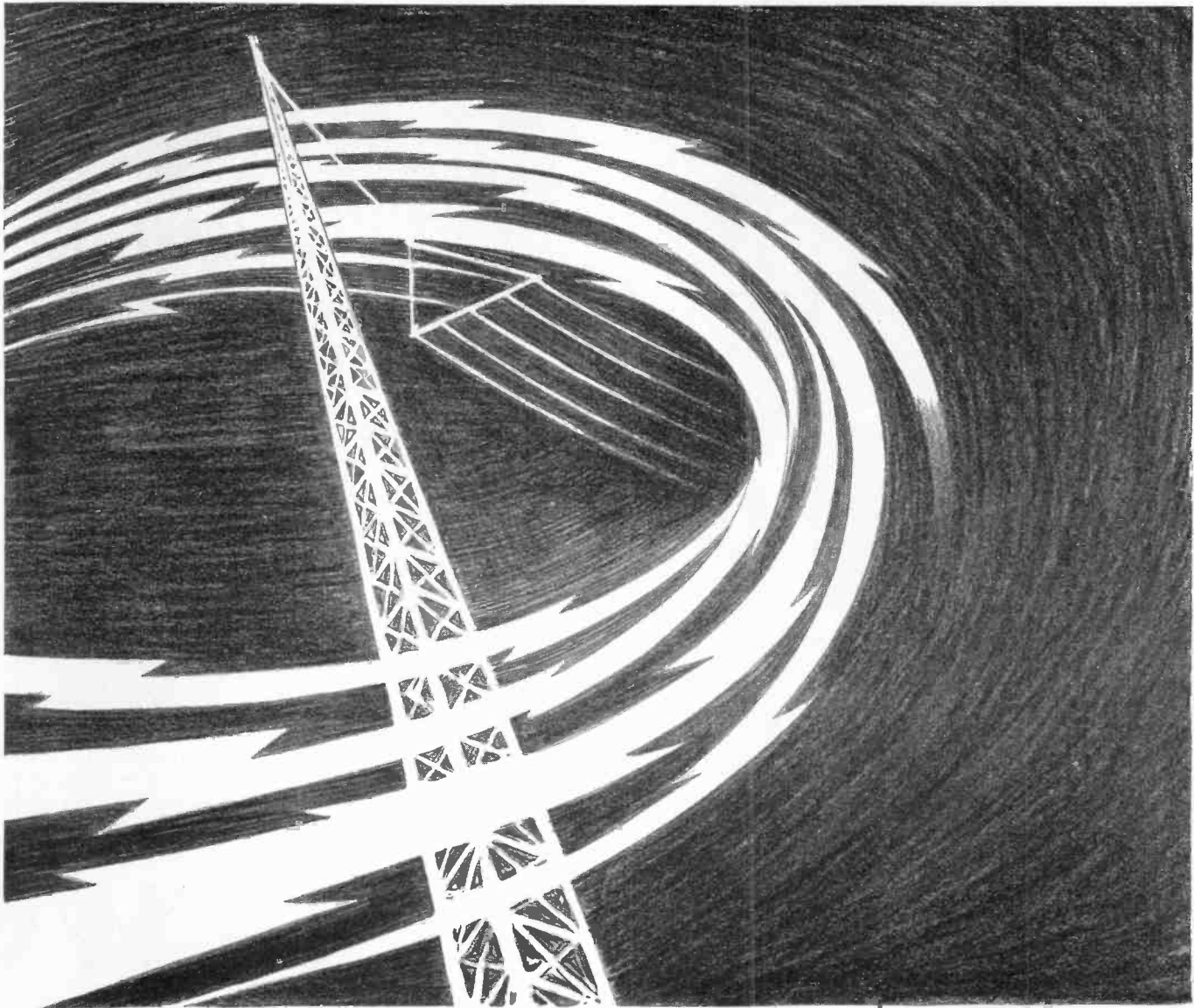
WRIGHT DECOSTER, INC.

MAIN OFFICE AND FACTORIES

ST. PAUL, MINN.



THE SPEAKER OF THE YEAR



The Brunswick Secret Test for Tone *New . . . Startling . . . Revolutionary!*

Within a few weeks Brunswick will show a new receiving set—conceived in the spirit of Brunswick craftsmanship and dedicated to the highest standards of the music industry. Each model is encased in a cabinet of rare beauty. Each model represents—in the musical fidelity of its performance—the attainment of new heights of excellence. And the price of each will be a miracle of modesty.

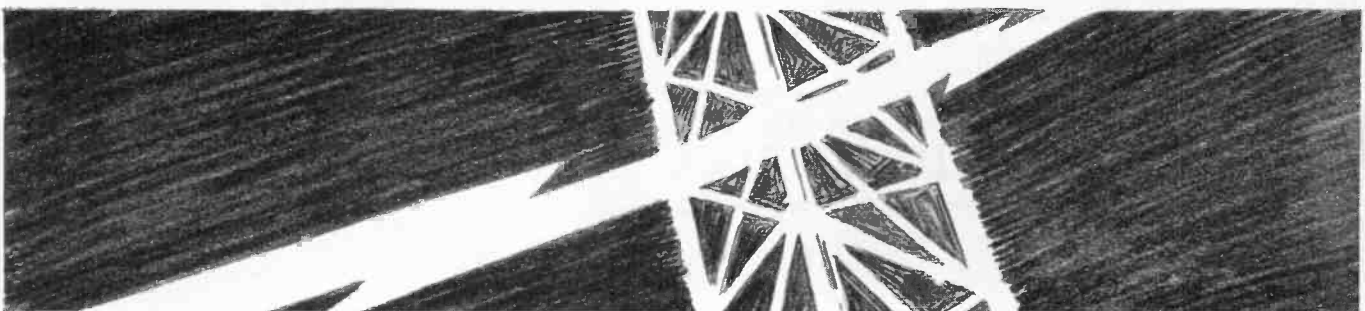
But more—Brunswick has devised a scientific, a secret and a startling test to prove definitely and conclusively

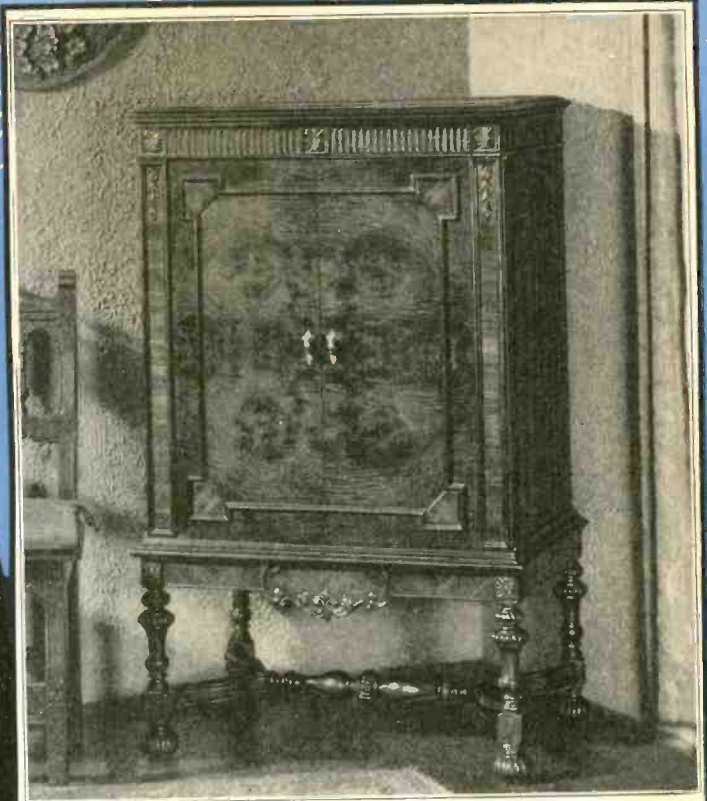
that Brunswick receiving sets alone can do full justice to the superb radio programs that are now broadcast.

Brunswick offers you the opportunity right in your own store, in your very home, to reproduce the results of this intensely interesting and entertaining test—and thus to prove to your unquestioned satisfaction the tone-supremacy of the new Brunswick Radio Receiving Sets. Write today for full particulars.

THE BRUNSWICK-BALKE-COLLENDER CO., Chicago, New York, Toronto

BRUNSWICK RADIO RECEIVING SETS





Star-Raider model R-30 nine tube straight radio. Cabinet of Elizabethan period design in Genuine Australian Walnut, Burl Maple, Acacia, and Zebra-wood. \$525.00 less tubes.

TWO

Write for further information to:

CONTINENTAL RADIO CORPORATION
(Formerly Slagle Radio Company)
 Fort Wayne, Indiana

Please send me detailed information on the Star-Raider

Name

Street Address

City State

B



Star-Raider model RP-40 nine tube combination radio and phonograph. English Renaissance period cabinet of American Walnut using Imported English Pollard Oak, American Butt and Burl Walnut embellishments. Four record albums of hand tooled Italian leather. \$725.00 less tubes.

OF THE INDUSTRY'S OPPORTUNITIES

Now Continental offers a companion to the Star-Raider straight radio . . . Continental offers the peer of them all . . . The Star-Raider combination radio and phonograph.

It is the industry's *second* opportunity. For radio is no longer a "play-toy." It is no longer purchased solely by the price tag.

Quality . . . of performance and appearance . . . is fast crowding Price from the center of the stage.

And therein lies the industry's opportunity.

Star-Raider *wings* listeners . . . smoothly, surely, *sweetly* . . . down whichever of the myriad starland ways

they fancy. Star-Raider's *power* . . . pushes back the frontiers of radio land to the farthest reaches of the far-flung melodies.

Star-Raider can surpass all others because of its hand-wrought care of construction . . . which mass production never, never equals.

And . . . that appearance may match perfect performance . . . Star-Raider has cabinets of the richest, rarest woods, finished by artist designers.

Indeed, Star-Raider is the industry's opportunity.

Profit problems for this and many seasons can be solved by Star-Raider. For Star-Raider is all that they have ever hoped for in radio performance and appearance.

CONTINENTAL RADIO CORPORATION, FORT WAYNE, INDIANA
(FORMERLY SLAGLE RADIO CO.)

the STAR-RAIDER

America's Finest Radio Made Finer

© C. R. C., 1929

THE unusual enthusiasm shown by the many distributors already lined up with Kennedy, points unquestionably to the most brilliant and successful period in the history of "The Royalty of Radio".

The newest Kennedy Radio is by all odds the most distinguished receiver ever designed and perfected by Kennedy...Add to this Kennedy's protective distributor-dealer policy...a reputation kept brightly polished since the pioneer days of radio...a model 8-acre plant...a strong financial structure...a keen and alert distributor organization...a complete and sound merchandising plan...and the reason for Kennedy's commanding position is obvious.

The few important distributing centers still open will be assigned as rapidly as qualified distributors present themselves...Before the show...write, wire or 'phone for complete details.

COLIN B. KENNEDY CORPORATION
SOUTH BEND, INDIANA



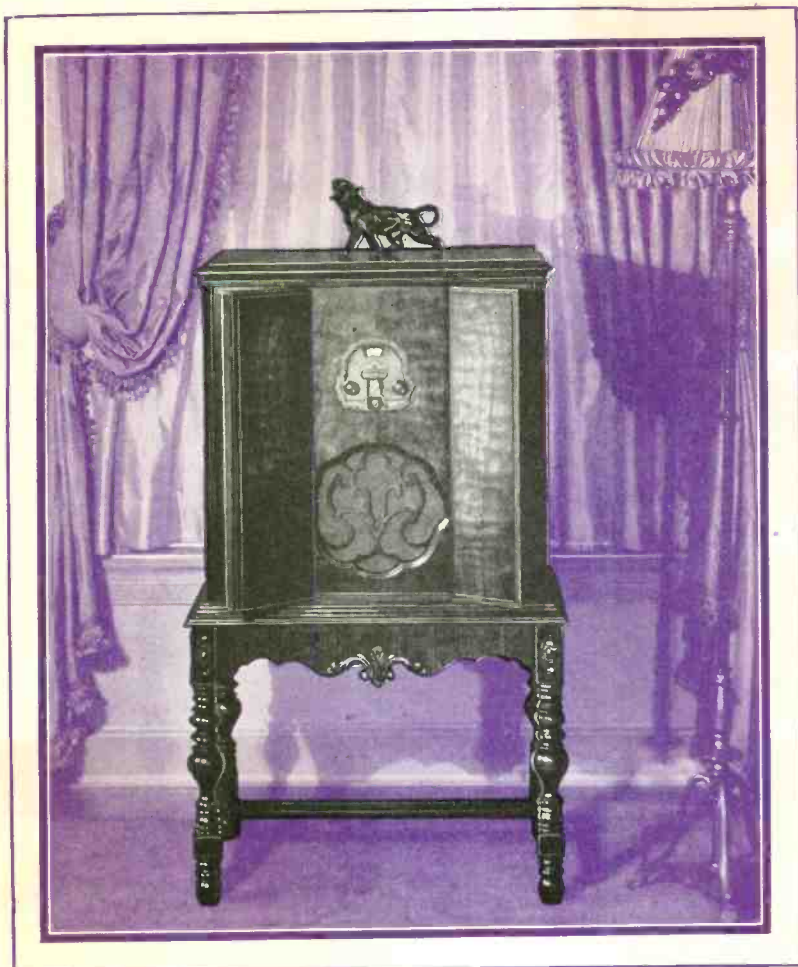
AT THE R. M. A. SHOW
Visit the Kennedy Display
Booth No. 11, Congress Hotel, Chicago.



KENNEDY

The Royalty of Radio

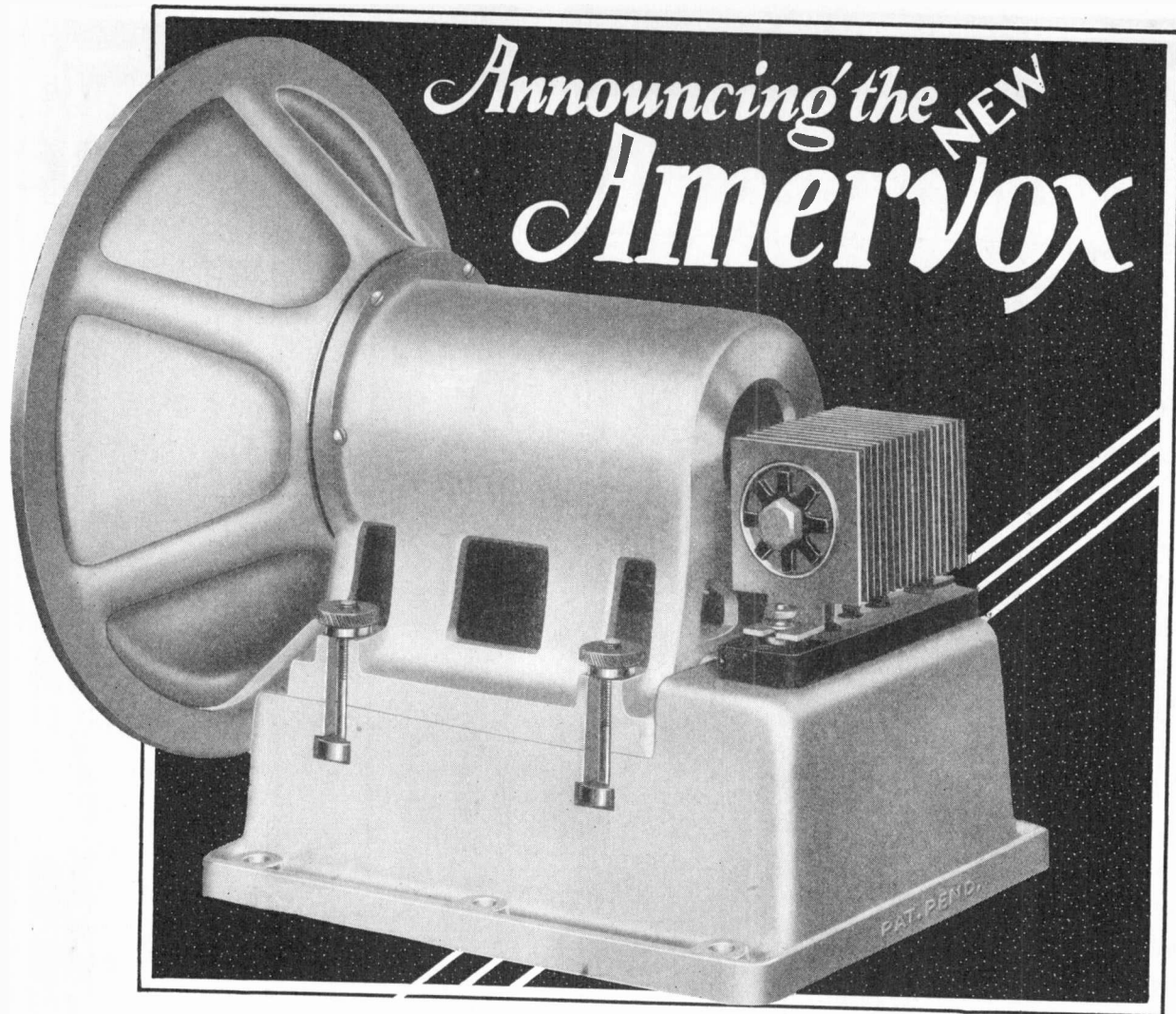




K Kennedy DeLuxe Model *B*
ROYAL 330
Using new Type 245 power tubes in push pull

KENNEDY

The Royalty  of Radio



the Electro Dynamic Reproducer
that is sure to create a sensation!

In tone volume and quality of reproduction, the new Amervox Dynamic Speaker is the ultimate in radio development for the year 1929. It will take some new and revolutionary discovery in sound reproduction to better it. All who have listened to the Amervox are captivated by its absolute fidelity in reproducing all the rich and varied tones of speech and music.

The Amervox has been developed by an organization with long experience in radio reproduction. The combined knowledge, skill and experience of over thirty experts from many separate and distinct arts, crafts, pro-

fessions and trades have been drawn upon in producing the Amervox. It is truly the supreme expression of pure quality production.

Quality reproduction is to be the outstanding consumer demand this year. We urge manufacturers of radio sets and cabinets, also jobbers to investigate the new Amervox, which is sure to become one of the leaders in a remarkably short time.

The list price will surprise you. Write for full details and discounts.

Pronounced as radio's most perfect reproducer—acoustically, mechanically, and electrically by America's foremost radio engineers.

PRODUCT OF

American Reproducer Company

1204 Summit Ave., Jersey City, N. J.

Are you ready for the Vacation Market?

The Trav-Ler Portable Receiver is a made-to-order sales stimulus for summer - New Trav-Ler Batteries assure satisfactory service

DON'T worry about a slack summer selling season! Get on the Trav-Ler band wagon and make real money selling this portable receiver for vacation use while the demand is at its height.

This compact one-dial receiver is completely self-contained. It has its own loop and needs no outside connections and is instantly portable.

Trav-Ler advertisements, selling the vacation, week-end and outing use of this

receiver are appearing in Field and Stream, American Weekly and the large metropolitan dailies. A wide assortment of dealer helps and display material is available.

The 1929 Trav-Ler line is built by the world's largest manufacturer of portable receivers. Our sales policy extends you full protection.

If you are interested in profits write or wire today for full details.

Trav-Ler Mfg. Corporation
1818 Washington Ave., St. Louis, Mo.
Chicago, Ill. New York, N. Y.



The new Trav-Ler A and B Batteries give longer life and more power than ordinary dry cells. They are made especially for portable receiver operation. They mean profit to you . . . and more satisfaction to your customers.

5750
STANDARD

\$75 DE LUXE
\$100 ARISTOCRAT . .

ALL PRICES LESS ACCESSORIES

[Slightly higher west of the Rockies]

TRAV-LER



When Major Segrave shattered all records with a speed of 231 miles an hour, his feat was hardly more astonishing than the new Stewart-Warner's performance in wiping out existing standards of radio reception.

A NEW CHAMPION IS HERE!

—an all-'round champion that combines selectivity, tone, volume and distance-getting ability never before known.



\$14250*
less tubes

Approved Jacobean Cabinet No. 35 with Model 900 Stewart-Warner Radio, illustrated above. 8 tubes, including rectifier. Uses 2 UX-245 power tubes together with five 227's. "Balanced Bridge" circuit. Plug-in for Television—an exclusive Stewart-Warner feature. 22-carat gold-plated connections. Illuminated visible angle dial. New Stewart-Warner Electro-Dynamic Reproducer. Cabinet of American Walnut with African Walnut ornamentation. Height 38", width 27", depth 15".

Approved Sheraton Cabinet No. 58, with Model 900, of Walnut and Australian Lacewood, with silent sliding doors, embodies all features listed above. Height 52½", width 25½", depth 17". \$165.50, less tubes.

**All prices slightly higher west of Rockies.*

THE NEW STEWART-WARNER RADIO

Out-featuring anything at any price being shown this season:

Foremost tube equipment: First in the field with the most powerful tube equipment known—2 new UX-245 power tubes in "push-pull" with five 227's—and 280 rectifier.

New "Balanced Bridge" Circuit: An entirely new "balanced bridge" circuit that eliminates oscillation without use of suppressors—brings distant stations booming in with lifelike volume and lifelike realism of tone.

STEWART-WARNER RADIO

"The Voice of Authority"

Five years ahead: First and only radio receiver to provide plug-in connections for *Television* reception—putting it five years in advance of the industry right now.

Gold: And the only one to use 22-carat gold for plating all electrical connections—the supreme refinement.

Beauty Champion, Too! Out-smarting in outward beauty everything within miles of its price field—in the rich, handsome walnut and lacewood cabinets of period design—in the blended lacquer finishes of Consolettes and Table Models—with decorative bronze escutcheon plate, and illuminated visible angle dial.

The Complete New Stewart-Warner Line—includes *Table Models* in either hammered gold bronze or blended jade green and ivory black—with built-in aerial and connections for long or short antenna; *Consolettes*, complete with either new Stewart-Warner Dyphonic Speaker or Stewart-Warner Electro-Dynamic Reproducer—in same finishes as *Table Models*; *Approved Jacobean and Sheraton period Consoles* Nos. 35 and 58 with Stewart-Warner 900 Series Radio—in matched burl walnut and Australian Lacewood; and the new Stewart-Warner Dyphonic Reproducer.

“The Set with the Punch”—that knocks out all former standards of *performance and value*. Look at this price range: \$89.75 to \$170.50 (less tubes). And the *Franchise with the Punch*—the most liberal, most profitable in the industry—and *you are the boss*. Get the details.

STEWART-WARNER CORPORATION
Diversey Parkway · Chicago



Consolette Ensemble, combining Model 900 Stewart-Warner Table Cabinet Receiver with new Stewart-Warner Dyphonic Reproducer to match. 8 tubes, including rectifier. Uses new UX-245 power tubes with five 227's. Height 39", width 22", depth 13½". Finished in hammered gold bronze or jade green and ivory black. With Electro-Dynamic Reproducer, \$123.25.

Table Model 900 in either finish, \$89.75, less tubes, and *Table Model Dyphonic Reproducer* to match, \$19.25.

Stewart-Warner Radio comes in 60-cycle and 25-cycle AC, 100 to 130 volts, models for any current. Also DC and battery operated.

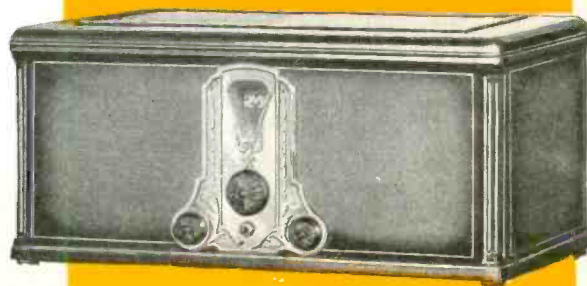


Table Model with built-in aerial and compensation for long and short antenna; in either hammered gold bronze or blended jade green and ivory black, \$89.75 (less tubes).

New Stewart-Warner Dyphonic *Table Model Reproducer*, in either finish, \$19.25.

**All prices slightly higher west of Rockies.*

STEWART-WARNER RADIO

“The Voice of Authority”

An open letter and an open pledge

The Radio Industry is no longer an Infant. It is entering a period of vigorous development, with the lusty, healthy expansion of a comparatively young industry. In 1929 many foundations will be strengthened, many trade relations, both at home and abroad definitely established. Those firms that today ask for their share of this development on a sound, ethical basis will be, I believe, the firms leading the Industry to new heights in years to come.

With a keen desire for your present patronage, and the hope that such relations may continue and develop,—it gives me pleasure as President of the Gold Seal Electrical Company to pledge our Company to the following policy.

“To make the finest tube that human ingenuity can develop—to make the most uniform tube that scientific methods can produce—to meet our market with fair, equitable methods looking neither to right nor left but actuated only by sound business practice in which there is profit for all—to treat large and small buyers with like consideration and rest our case on the final judge—the Gold Seal User to whom we pledge many happy carefree radio hours.”

The Gold Seal tube is a crystallization of that policy—you will make profit in handling it—the public will take pleasure in using it.

James S. Luff
PRESIDENT
The Gold Seal Electrical Co., Inc.

Gold Seal
RADIO TUBES
250 PARK AVE., NEW YORK CITY

• • • • *The* evidence
is in **our possession!**

A recent investigation proves that over 83% of the people who buy a Fada radio have had it recommended



83%

to them by other Fada owners. These

satisfied owners are great producers of added sales for

Fada dealers. Every Fada radio you sell automatically

creates more sales for you—it's like a rolling, ever growing snowball.

SELL THE SET THAT SELLS ITSELF

Now is the time to start building for future profits with Fada—the radio

that is growing fastest in public favor. For Fada's outstanding reputa-

tion plus these constant recommendations by Fada owners, means a

sound, profitable, *permanent* business for Fada dealers. Write or wire

for complete details regarding our valuable franchise in your territory.



FADA
Radio

F. A. D. ANDREA, INC., LONG ISLAND CITY, NEW YORK

Let the SONORA Five Minute Test increase YOUR PROFITS



Sonora dealers throughout the land are making this 5-minute test for their customers: they simply demonstrate Sonora, point by point and side by side with other makes—then let the customer compare . . . for tone . . . for performance . . . for beauty . . . for value. And almost invariably Sonora wins the verdict!

These self-same dealers once before spent five little minutes or less of their time to ask about Sonora's merchandising policies. And almost invariably they asked for a Sonora franchise!

Sonora
CLEAR AS A BELL
(Acoustic Products Company)

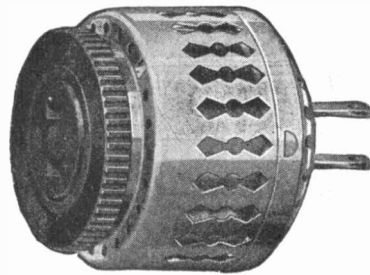


If you do not already stock the Sonora line we'd suggest that you, too, spend five little minutes (or less) and write for particulars of Sonora's liberal dealer plan. Study it carefully and you'll agree that the Sonora franchise is an unusual opportunity.

SONORA PHONOGRAPH CO. INC., 50 W. 57TH ST., NEW YORK CITY

— NOW —

variable voltage regulation for all A. C. radio sets



This new 211-B Voltage Regulator for sets with dynamic speakers

Every A. C. radio needs a Wirt Voltage Regulator. No. 211, the small size, is for sets using up to 65 watts; 211-B—the big boy—for sets consuming up to 150 watts, sets having 7 tubes or more, and sets with dynamic speakers, etc.

With Wirt Voltage Regulators in stock you are prepared to safeguard any set anywhere against current surges, overloads, and sudden rises in line voltage,

due to distant summer storms, as they may affect transmission lines.

The Wirt Voltage Regulators are packed 10 to a display carton. The small size retails at \$2.25; the larger size retails at \$3.25. Both give adjustable or variable control.

Any jobbers' salesman will gladly take your order for Wirt Regulators—or fill in and mail the coupon below and we will bill through any jobber you name.



You've heard of Dim-a-lite and you'll hear of it again. Nothing can give the artistic lighting effects, the wide range of light flexibility that Dim-a-lite gives. And right now, nothing like it appeals to women as much as Dim-a-lite. It varies the intensity of light from any bulb. It is a luxurious economy. Modern—smart. You just can't help selling Dim-a-lites along with your radio parts and supplies, if you'll put our handsome display card on your counter. And you are sure to sell lots of them! Every home is a market for at least three—bathroom, hallway, nursery, etc. No. 23 (for 25-40 watt bulbs) sells for only \$1.00; No. 23-A (for 50-60 watt bulbs) sells at \$1.25. Liberal discounts. Use the coupon today!

WIRT COMPANY, 5221 Greene St., Philadelphia, Pa.	RR5-29
Please ship me by return mail	
.....cartons of 10 Voltage Regulators, No. 211	
.....cartons of 10 Voltage Regulators, No. 211-B	
.....display cards of 10 No. 23 Dim-a-lites	
.....cartons of 10 No. 23-A Dim-a-lites	
.....boxes of 10 Wirt Lightning Arresters, No. 200	
Bill through.....	(jobber)
Name.....	
Address.....	

AUTOMATIC TUNING

only ZENITH has it

**Has swept the field of
Radio as Four Wheel
Brakes swept the
Automobile field**

Mark another milestone in radio progress! Mark another triumph for Zenith pioneering! *Automatic Tuning* has not only been instantly acclaimed the world over . . . it has become the accepted pattern for all future radio. Like the first four-wheel brakes marked a turning point in auto design . . . from the old to the new . . . Zenith *Automatic Tuning* spells a new era in radio operation and radio enjoyment.

And the point of interest to radio dealers is that *only Zenith has it!* Write today to learn how to share in *Automatic Tuning* profits.

ZENITH RADIO CORPORATION



**The Zenith 37A
Automatic**

All-electric phonograph combination with Zenith *Automatically* tuned radio. 1930 radio at its best.

Zenith Receivers
are priced from
\$100 to \$2500

ZENITH

TRADE MARK REG

AUTOMATIC

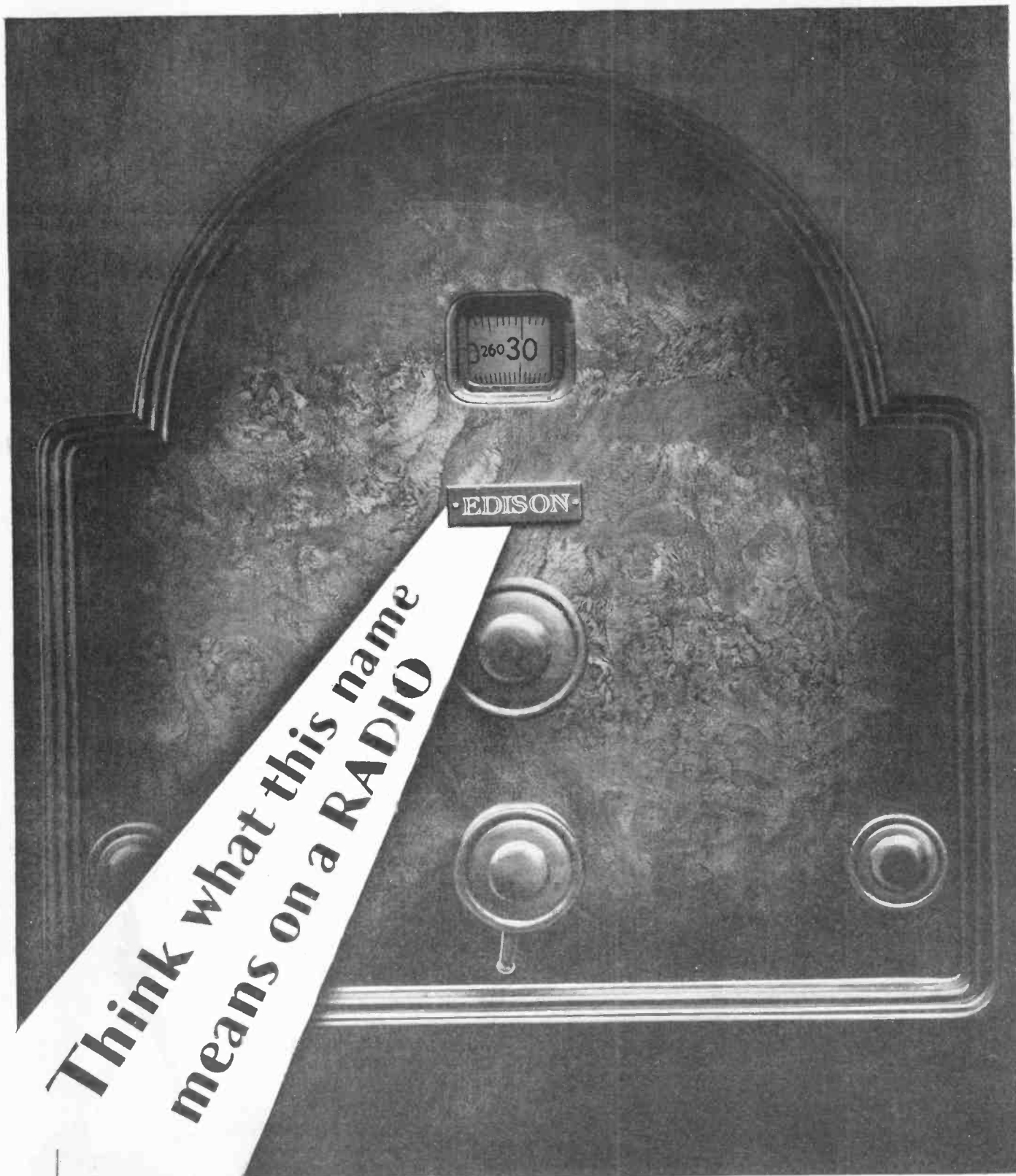
3620 IRON STREET

CHICAGO, ILLINOIS

"Automatic Radio" Owned and Controlled by The Zenith Radio Corp., Chicago, U. S. A., under the following patents — Vasselli 1581145, Re-issue 17002, Heath 1638734, Marvin 1704754, Canada 264391, Gt. Britain 257138, France 607436, Belgium 331166. Also under other U. S. and foreign patents pending.

Licensed only for Radio amateur, experimental and broadcast reception. Western United States prices slightly higher

WORLD'S LARGEST MANUFACTURERS OF HIGH GRADE RADIO



Think what this name
means on a RADIO

EDISON DISTRIBUTING CORPORATION

ATLANTA, 155 So. Forsyth St. . . . BOSTON, 96 South St. . . . CHICAGO, 3130 So. Michigan Ave. . . . DALLAS, 500 Elm St. . . . DENVER, 1636 Lawrence St. . . . KANSAS CITY, 1215 McGee St. . . . MINNEAPOLIS, 608 First Ave., N. . . . NEW ORLEANS, 128 Chartres St. . . . ORANGE, N. J. . . . PITTSBURGH, 909 Penn Ave. . . . RICHMOND, 1204 East Main St. . . . SAN FRANCISCO, 1267 Mission St. . . . SEATTLE, Volker Bldg.

CLEVELAND, B. W. Smith, Inc., 2019 Euclid Ave. . . . DETROIT, E. A. Bowman, Inc., 5115 John R. St. . . . LOS ANGELES, H. R. Curtiss Co., 727 Venice Blvd. . . . NEW YORK, Blackman Distributing Co., 28 West 23rd St. . . . OGDEN, Proudfit Sporting Goods Co., 2327 Grant Ave. . . . PHILADELPHIA, Girard Phonograph Co., Broad and Wallace Sts. . . . ROCHESTER, Alliance Motor Corporation, 727 Main St., East. . . . ST. LOUIS, Silverstone Music and Radio Co., 412 North 12th St.

PAM Breaks Another Record

All Chicago records for 100% leasing broken by PAM-equipped apartment



Lake Lane Apartments Chicago



An apartment in the Lake Lane

RADIO CONTRACTORS

DESIGN—INSTALLATION—SERVICE
2029 N. Spaulding Avenue
CHICAGO

ESTIMATES FURNISHED
WORK GUARANTEED

February 5, 1929.

Samson Electric Company,
Canton, Massachusetts.

Attention of Mr. R. W. Cotton, Sales Mgr.

Gentlemen:

Enclosed are a few photographs of the radio system which we installed at the new Lake Lane Apartment Hotel at 6214 Winthrop Avenue, here in Chicago, for which we had you build the special power amplifiers.

Everyone who listens to this installation marvels at the perfect tone quality. The reproduction in every apartment is equal to that of a latest model \$300 receiving set. What greater tribute can be paid to the quality of your Samson Amplifiers?

Combined with this tone quality is power. For instance, a few days ago in mid-afternoon we tuned in WLW, Cincinnati, through our barrage of local broadcasters and furnished this program to all the rooms. We are also proud to have completely eliminated cross-talk, usually found on installations with a choice of programs.

Radio was featured in advertising the Lake Lane Apartments, and the speed with which the Hotel was 100% leased, is without precedent.

Thanking you for your co-operation, and with all good wishes, I am

Yours very truly,

RADIO CONTRACTORS

Roy Baumann

RB, AE

RADIO SERVICE TO EVERY ROOM THRU MASTER CONTROL SET—CHOICE OF PROGRAMS
ALSO PUBLIC ADDRESS SYSTEMS

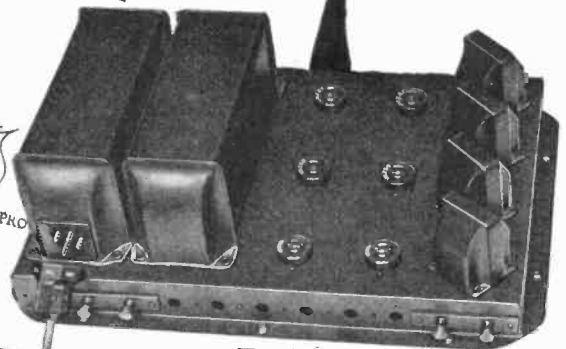
Samson Electric Co.

MEMBER RMA

MANUFACTURERS SINCE 1882

Main Office:
CANTON, MASSACHUSETTS

Factories at
CANTON & WATERTOWN



PAM 19
Price, without tubes, \$175.00

Federal Radio

Again a Pioneer!

New "M" Models using
two new
245 Tubes in Push-pull

A Radio for Those
who seek Perfection

FEDERAL'S new A. C. Tube "M" models are not built to compete in the moderate price field—they are intended for those willing to pay a little extra for a superlative radio.

Nothing can be said to describe this remarkable set, that has not been claimed for other radios. The difference, however, is that here, *for the first time*, is a radio that will actually fulfill all claims, no matter how enthusiastic, which might be made for it.

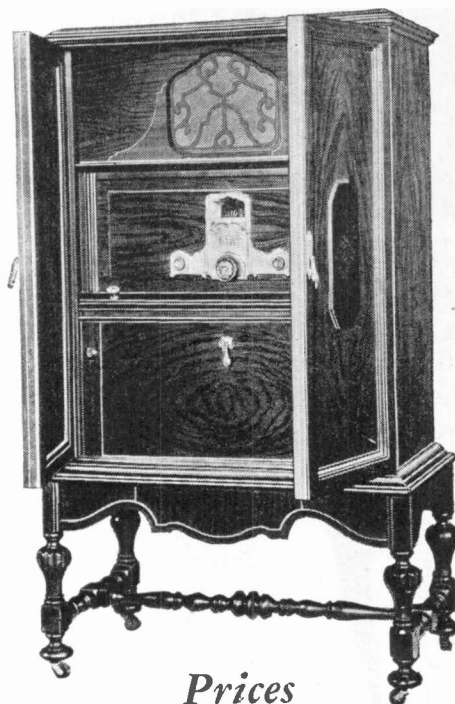
Two new 245 tubes in push-pull giving auditorium volume and, with Federal's exclusive principle of Ortho-sonic reproduction, startling fidelity and clearness of tone . . . patented balanced tuned r. f. circuit, identical to that holding world's distance record, and employing five 227, two 245 and one 280 (eight tubes in all) . . . complete copper shielding of every unit, including the individual tubes providing sharp selectivity, especially adapted to metropolitan areas . . . super d. c. dynamic speakers . . . phonograph jack . . . single dial calibrated in kilocycles . . . exquisite cabinet craftsmanship . . . and many other outstanding features contribute to the sales appeal of this radio. Its superiority will be clearly apparent when you test it.

Federal's new "K" models, the first licensed radios using the sensational A. C. Shield Grid Tube—and Federal's new "M" Models, among the first radios using new 245 tubes, offer the outstanding values today in both the moderate priced and finer field. Phone, wire or write for complete details.

FEDERAL RADIO CORPORATION

BUFFALO, NEW YORK

Federal Ortho-sonic Radio, Ltd., Bridgeburg, Ont.



Prices

With built-in dynamic speakers

M-45 . . . \$295

Console as Illustrated

M-40 . . . \$295

M-35 . . . \$245

Open face console

Prices do not include Tubes and are slightly higher in West

FEDERAL RADIO CORPORATION,
Buffalo, N. Y.

Please send me complete details of the Federal Proposition.

Name _____

Address _____

DAY-FAN

A manufacturer's refusal to rush into print on developments arouses keen anticipation

Promises New Model that's **WORTH WAITING FOR**

*Cartoon Counsels
 Patience Until
 Announcement
 Next Month*

THE question as to why Day-Fan Electric Co., Dayton, Ohio, has so far withheld information concerning new Day-Fan models for 1929-1930, will be answered to the complete satisfaction of every one interested within the next 30 days.

The Day-Fan organization, according to officials, has been progressing deliberately toward a greatly improved receiver and a policy that will put its dealers in a most enviable position.

Fully conscious of a leadership in quality won during the past season, the company, determined to set the pace in performance and style again, desires to give dealers and public the benefit of every last development of its engineers and furniture designers.

During the past season, with a set of exceptional merit, Day-Fan dealers did a very substantial volume of business with profit. The set they sold established, in the minds of owners, an unreserved confidence in the quality of Day-Fan Radio. In the best sense of the term, 1928-1929 was "a Day-Fan Year."



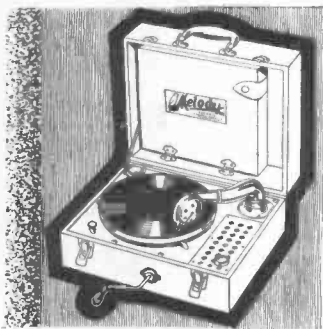
This cartoon in the "Day-Fan Dial," picturing the new Day-Fan set in the last stage of incubation, caused many dealers to appeal to the factory for advance information. "Be patient," was the only answer, however.

See

RADIO RETAILING for JUNE

DYNAMIC

tone and volume



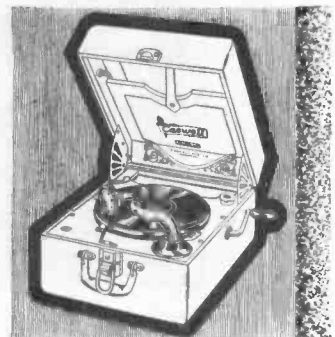
Melody—\$15.00



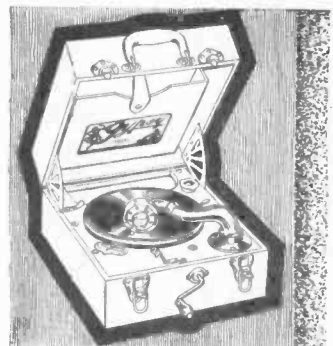
No. 12—\$12.00



Monarch—\$25.00



Aristocrat—\$35.00



Gypsy—\$20.00

HERE'S real tone—that deep, rich dynamic quality of tone—the equal of which you've probably never heard before in a portable phonograph. Here's volume—full-rounded and with great carrying power—comparable to that of a fine dynamic radio.

This dynamic tone and volume is Caswell's latest achievement. It is the result of a special air column tone chamber perfected by Caswell under a new theory of mathematics. Those who have heard it declare it *amazing!* Sensational! Absolutely NEW!

Put the Caswell line on display and *watch it sell.* It presents beautiful new colored models in every price class—colors that bring customers in and sell them on the spot.

Jobbers . . . dealers! Write for details of the most remarkable line of quality portables ever offered to the trade.

Caswell Manufacturing Company
10th and St. Paul Ave.
Milwaukee, Wisconsin

CASWELL





Peter L. Jensen, President and in charge of Research and Development, Jensen Radio Manufacturing Co.

The Imperial

The Imperial, Concert Grand of Reproducers, equipped with the Auditorium Dynamic Speaker Unit, Peter L. Jensen's latest achievement.



Experience that means **QUALITY, QUANTITY and DEPENDABILITY**

Since 1912 Peter L. Jensen has stood as an acknowledged leader in the field of acoustics and in the development of the dynamic principle in the reproduction of voice and music.

Today he is surrounded by a working personnel whose experience in the design, manufacture and distribution of reproducers dates back seven years—to the very beginning of broadcasting.

This group made Jensen history in 1927 and 1928. And now facilities for five times greater production than ever before are provided by this organization and a completely new plant.

This seasoned organization includes the following specialists: A. Leslie Oliver, *Vice Pres. in charge of Finance*; Thos. A. White, *General Sales Manager*; R. T. Sullivan, *Factory Manager*; Karl Jensen, *Production Manager*; C. J. Gardner, *in charge of Mechanical Design*; Martin T. Olsen, *Superintendent Testing and Inspection*; George Olsen, *Engineer*.

The new Jensen Imperial, the Auditorium and Standard Dynamic Speaker Units are now being produced and delivered from the new Jensen plant. Write today for the Jensen Distributor or Dealer proposition.

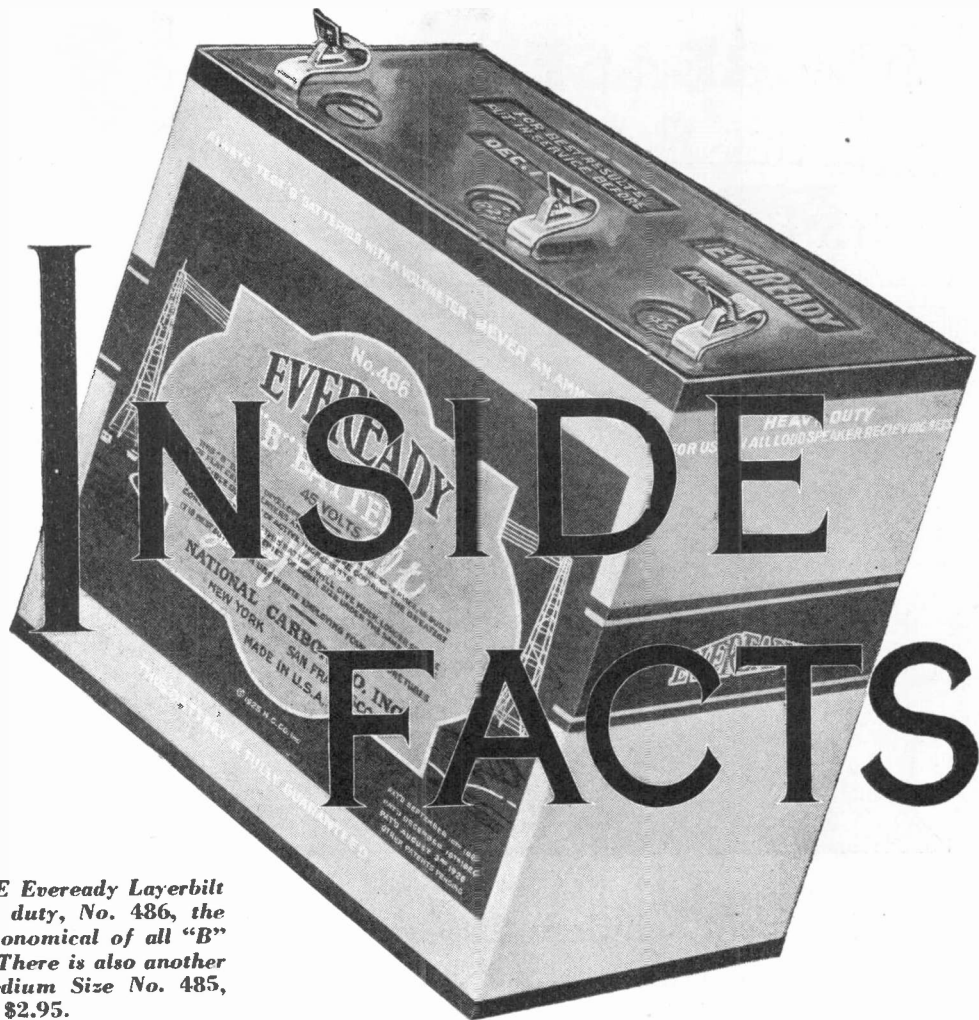
Jensen Radio Manufacturing Company
6601 S. Laramie Avenue Chicago, Illinois 212 Ninth Street Oakland, California

Jensen

DYNAMIC SPEAKERS

Jensen Patents Allowed and Pending
Licensed Under Lothrop's Patents

THERE'S
SELLING
POWER
IN
THESE



This is the LARGE SIZE Eveready Layerbilt "B" Battery for heavy duty, No. 486, the longest lasting, most economical of all "B" Batteries. List, \$4.25. There is also another Eveready Layerbilt, Medium Size No. 485, listing at \$2.95.

IT MATTERS a lot what is inside a "B" battery, for what is inside determines how long it lasts and how much satisfaction your customers will get out of it. That's why we are revealing all the inside facts about the Eveready Layerbilts, and also showing you how cylindrical cell batteries are made.

In the Eveready Layerbilt the flat cells make connection with each other automatically. These cells are not independent, but interdependent. Only five solderings are needed to complete the assembly, and only two broad connecting bands, each $\frac{3}{8}$ inch wide.

In "B" batteries assembled of separate, individual cells, be they cylindrical, square, hexagonal or any other shape, 60 solderings are needed, and 29 fine connecting wires—39 chances for trouble. Compare this with the common sense Eveready Layerbilt way and you will see why the Eveready Layerbilt is so much better, so much more reliable and trouble-free.

Eveready Layerbilt flat cells also pack more material in a given space, and so of course they last 25% to 30% longer, depending on the size. Thus they are not only more reliable but more economical.

Tell these inside facts to your customers, and your sales of Eveready Layerbilts will increase.

NATIONAL CARBON COMPANY, INC.

New York

Atlanta

Chicago

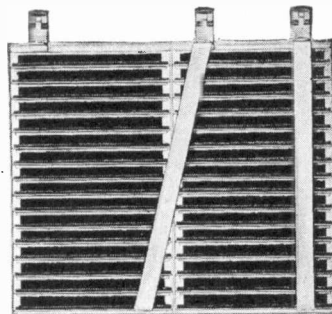


Kansas City

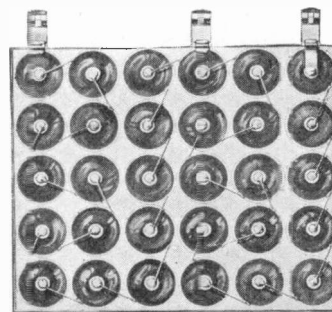
San Francisco

Long Island City

Unit of Union Carbide and Carbon Corporation



Here is the inside story of the Eveready Layerbilt—flat, space-saving cells making connections automatically. Only five solderings, only two broad connecting bands. Maximum reliability, maximum active materials, greatest life. Layerbilt construction is an exclusive Eveready feature. Only Eveready makes Layerbilt Batteries.



Here is the inside story about every "B" battery assembled of separate, individually sealed cells—29 fine connecting wires, 60 solderings, and lots of waste space.

INCREASE your tube **SALES** with this **DISPLAY**



Here's the window display that will help you increase your tube sales. Bright, attractive, modern, printed in six colors and silver—it will keep your Perryman tubes moving surprisingly fast. It is a real eye-catcher...a powerful silent salesman...reselling old customers...winning new ones for you.

You can recommend Perryman tubes with confidence. Tell your customers about the patented Perryman Bridge and Tension-spring. Let this window display tie up your store with the wide merchandising plan of Perryman Tubes.

Write today for the Perryman Display

TWO NEW TUBES

P.A.C. 224—Screen grid type for A. C. operation as a radio frequency power amplifier.

P. A. 245—A new power tube for A. C. operation giving greater undistorted output and even longer life.

WHOLESALEERS GOING TO THE RADIO SHOW

Be sure to see the Perryman Tube Exhibit in Hotel Stevens, Demonstration Headquarters, Suite 1405.

There are several attractive territories open to responsible wholesalers. Ask about our 1929 proposition.

PERRYMAN ELECTRIC CO., INC.

33 West 60th Street

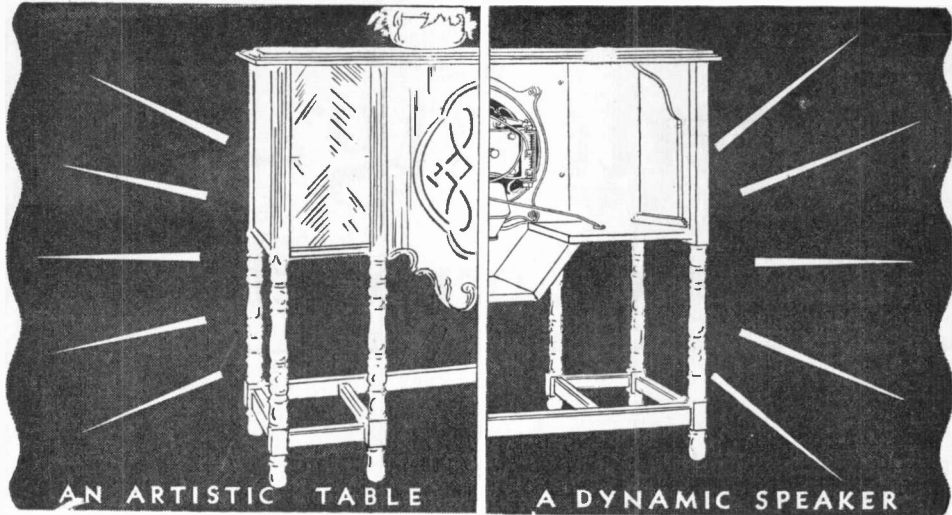
New York, N. Y.

Laboratories and Plant, North Bergen, N. J.



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





A Better Dynamic Speaker and a Finer Table . . . *both* *for the price of one!*

Some speakers are beautiful pieces of furniture. Some are good speakers. This is BOTH! Some good speakers get the high notes. Some get the low. This gets BOTH!

And ninety dollars is the price your customers would expect to pay for just this supremely good electro-dynamic speaker alone or just this marvel of furniture excellence alone.

And there's little need to *convince* a customer. The name "Graybar," with its 60 years' electrical experience, takes the place of a thousand words in any discussion of quality. . . . We'll be glad to tell you the rest, via the coupon below.

Offices in 72 principal cities



Graybar Electric Co., Graybar Bldg., New York, N. Y.

Gentlemen: Please send us the story of Graybar Speaker Table 33.

Name

Address

Graybar



RADIO

Announcing— The Majestic Corporation

Faith in Majestic Radio products and our desire to render better service to consumers, our dealers and our distributors, have caused us to form The Majestic Corporation, owned and operated by this company, for the purpose of financing installment sales of Majestic Receivers.

The Majestic Finance Plan makes it possible for the dealer to dispose of his installment paper at the lowest discount rates prevailing, to maintain his business on a cash basis and to greatly increase his sales volume.

The offices of The Majestic Corporation are at 120 South La Salle Street, Chicago.

Majestic
ELECTRIC-RADIO

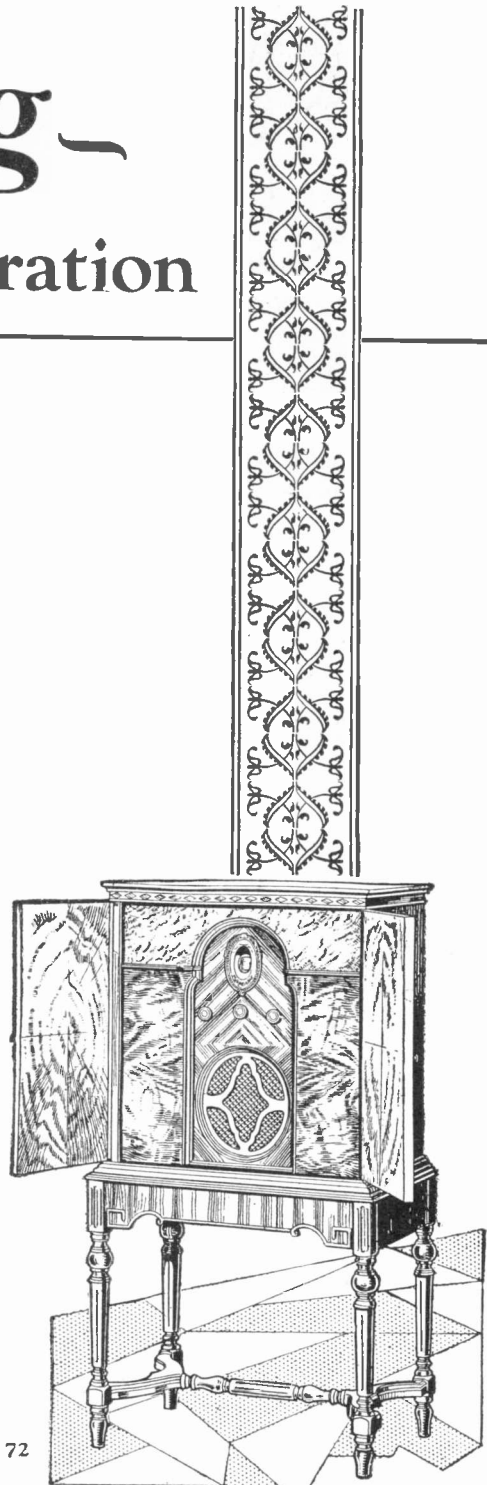
Majestic Radio is still sweeping the country as no other product has ever done. 4000 complete console receivers daily do not begin to meet the demand, and new factories are nearly completed to raise the production to 5000.

There are still a few good franchises open. Get in touch with the Majestic distributor for your territory... or with the factory... at once.

Beautiful Louis XVI walnut cabinet with doors of diamond matched oriental walnut having genuine inlaid marquetry border. Instrument panel also of diamond matched oriental walnut framed with butt walnut and bird's-eye maple panel. Seven tubes completely shielded, using R. F. L. balanced circuit. Majestic Super-Dynamic Speaker. Volume control instantaneous in action. **\$16750**
Single dial tuning LESS TUBES

Prices slightly higher West of the Rockies

MODEL 72

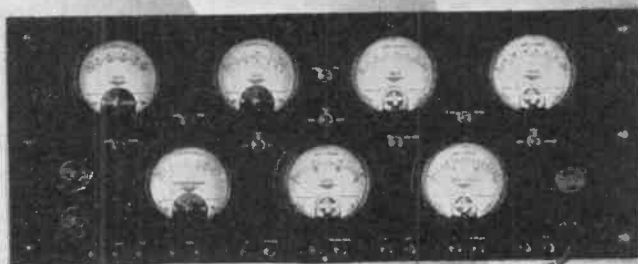


Licensed under patents and applications of R. C. A. and R. F. L., also by Lektiphone, Lowell & Dunmore and Hogan License Associates

GRIGSBY-GRUNOW COMPANY... CHICAGO

**FOR
EFFECTIVE
SERVICE**

**USE THESE
JEWELL
INSTRUMENTS**



**THE
JEWELL No. 581
TEST PANEL**

provides a remarkably high degree of speed and accuracy in radio set testing. The large instruments with their long scales are easy to read rapidly. The panel can be mounted at eye height for easy reference. Every accessory needed for accurate and rapid testing of radio receivers in laboratories is provided.

The seven large instruments provide the following ranges: 0-7.5 volts D. C.; 0-75 volts D. C.; 0-150-300-750 volts D. C.; 1,000 ohms per volt; 0-15-150 D. C. milliamperes; 0-4-8-16 volts A. C.; 0-150-750 volts A. C.; and 0-1.5-15 microfarads.

It will pay you to investigate the time and labor saving features of the Jewell 581 Test Panel, and the Jewell Method of Set Analysis.

Mail the coupon to-day for complete information.

**THE JEWELL 199
SET ANALYZER**

has been built to the exacting specifications of practical radio servicemen. No trick apparatus is included. The unit is made as compact as possible for convenient portability.

Every requirement is provided for rapid and accurate testing of radio receivers in homes.

The case, instruments, and other materials used in the 199 are the best obtainable. Parts are made and assembled in the clean, well-lighted Jewell factory, by workmen who take pride in their skill.

When 199 Set Analyzer readings are recorded on the Jewell Analysis Chart and compared with data on the set furnished in the Jewell booklet, "Instructions for Servicing Radio Receivers," no chance is left for error, because guesswork is eliminated. In addition the Jewell Analysis Chart serves as a permanent record of the test.

Ask your jobber for a demonstration.



Jewell Electrical Instrument Company
1650 Walnut St., Chicago, Illinois

Of course we want to make our radio servicing more effective. Send your book, "Instructions for Servicing Receivers," and information about the 199 Set Analyzer and the 581 Test Panel.

Name

Address

JEWELL
29 YEARS MAKING GOOD INSTRUMENTS
JEWELL

199 Set Analyzer

Don't Fire Your Salesmen in Summer!

If summer means laying off your salesmen or keeping them idle, perhaps the letter reproduced on this page is the answer to your problem, too. Read it.

All business establishments catering to the amusement of the public do a big summer business. Music gives them the opportunity to attract more trade and make more money. The Orchestrope enables them, for the first time, to offer *good* music to their patrons on a profitable basis.

Dealers Wanted

The Capehart Orchestrope is sold only thru dealers. Some of these have added as much as \$2000 to \$5000 a month to their gross profits. The Capehart franchise is becoming more valuable each month thru the extensive advertising and direct mail campaign which is being conducted. Lucrative territories

are still open—we would like to hear from reliable energetic dealers. The coupon brings full details.

Plays 28 Records on Both Sides Without Attention

The Capehart Orchestrope extends the usefulness of the commercial instrument far beyond what has ever before been offered. It plays 28 records on both sides, 56 selections, changing and turning them automatically. It will play 24 hours a day, if desired, *without a single moment's attention or effort from the operator.*

Three stages of electro-dynamic amplification gives an unbelievably life-like tone that is the delight of the most critical listener. Volume may be adjusted to the smallest room or largest auditorium. Supplied with or without coin attachment.

Gentlemen:

There is no doubt but that the Orchestrope is by far the finest machine on the market today. There is no competitive product which, to our mind, even faintly compares with the Orchestrope. We are also impressed that the Orchestrope will have its biggest sale in the spring and summer months, when the balance of one's radio-phonograph business is at low ebb. It thus not only proves very satisfactory in itself, but helps fill out the yearly sales curve.

The biggest prospects for machines of this character are undoubtedly restaurants, cafes, clubs, etc.; but you will be interested to know that we have found well over a thousand prospects in Baltimore City, whom we are both canvassing and circularizing with direct-by-mail literature.

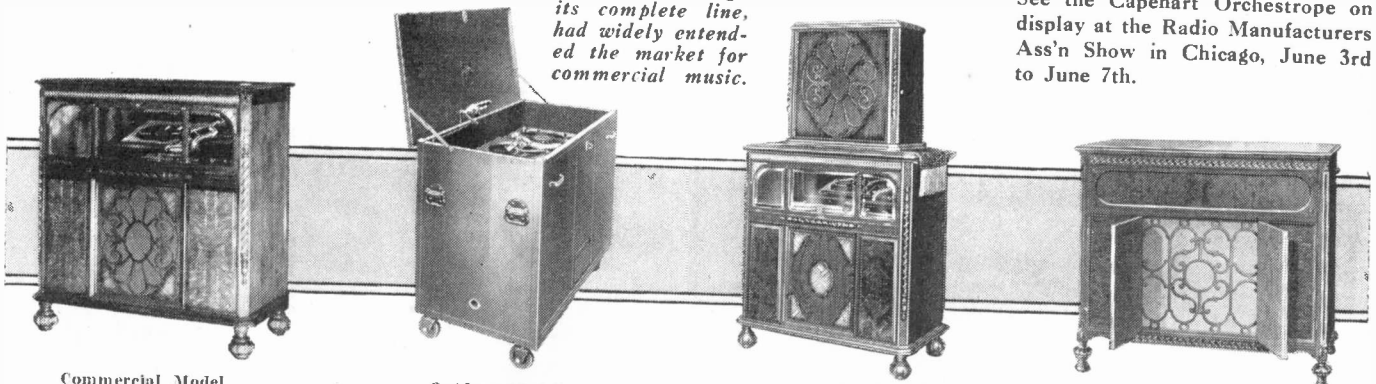
COLUMBIA WHOLESALERS, INC.
Baltimore, Md.

THE CAPEHART Orchestrope

Sold Exclusively Through Dealers

Capehart, through its complete line, had widely extended the market for commercial music.

See the Capehart Orchestrope on display at the Radio Manufacturers Ass'n Show in Chicago, June 3rd to June 7th.



Commercial Model
For the average size store, lobby or hall.

Outdoor Model
For amusement parks and outdoor auditoriums. Tremendous volume. Weather-proof and fireproof.

Auditorium Model
For public auditoriums, dancing academies, etc. Great volume and superb tone.

Aristocrat Model
For exclusive homes and clubs. Exquisite cabinet suitable to finest surroundings.

Mail the Coupon

Investigate the Capehart proposition. Perhaps you are the dealer we are looking for to cash in the profits which lie in your territory. The coupon brings full details—facts and evidence—entirely without obligation. Mail it now.

CAPEHART AUTOMATIC PHONOGRAPH CORP.
HUNTINGTON INDIANA
Export Department: 549 West Washington Blvd., Chicago, Illinois
Cable Address: Willplatka, Chicago

CAPEHART AUTOMATIC PHONOGRAPH CORP.,
Dept. 4855, Huntington, Indiana.

Gentlemen:

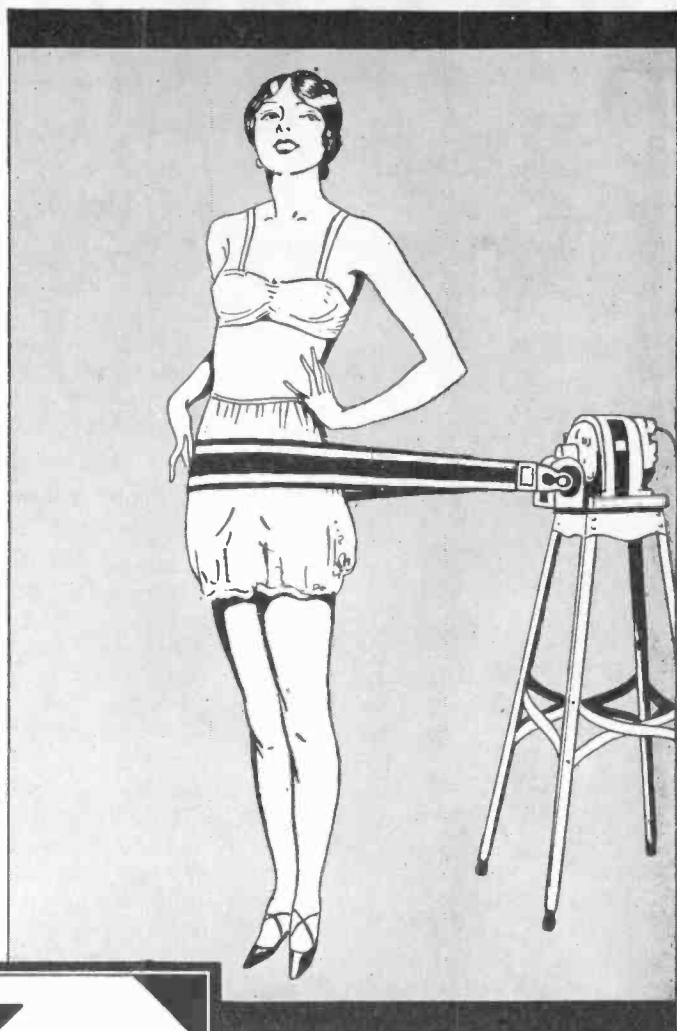
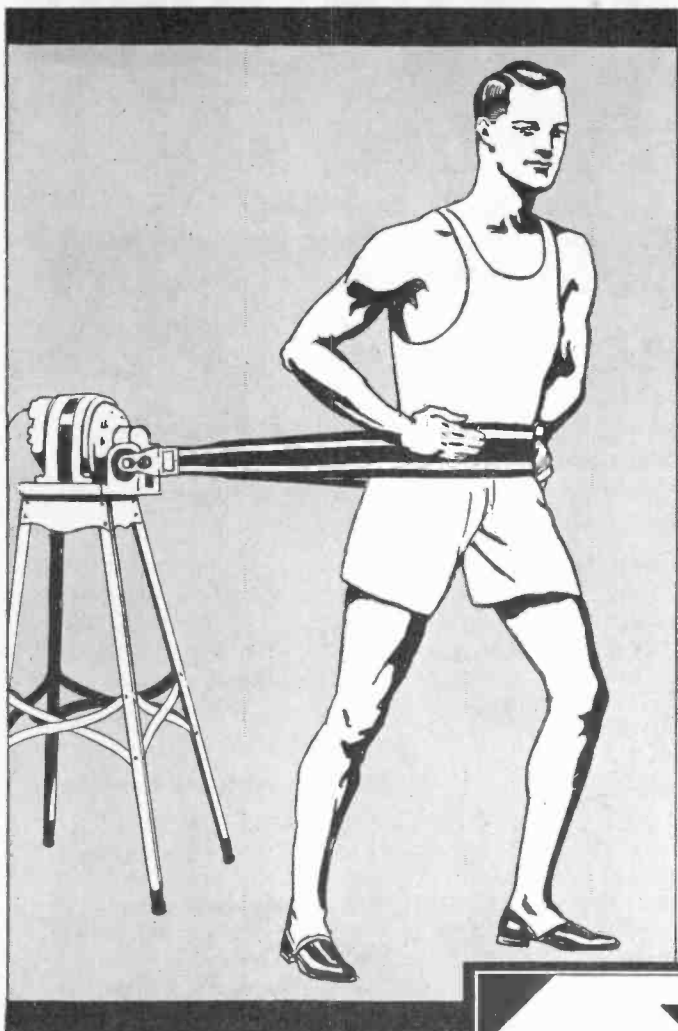
Please send me without obligation, full information on the new Capehart Orchestrope and details regarding your dealer franchise.

Name

Address

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

TWO MARKETS BUILD DOUBLE PROFITS



Nation-Wide Demand

Men and women the country over are using the Tower Exerciser and Reducer! Here are two tremendous markets—with every person a prospective customer. Daily the demand grows greater for this *better* health machine. You will appreciate the reason for it after a single glance at its trim compactness, its sturdy construction, its ease of operation and its many other superior features. Get on the easier road to sales, satisfaction and profits—stock the Tower Exerciser and Reducer! Write us today for complete information on our dealer's discount plan. It brings greater profits to you.

Send coupon *today* for complete information regarding our profitable merchandising plan. Our liberal dealer's discount arrangement will mean attractive profits to you!

TOWER
EXERCISER
& REDUCER
\$79.50
 COMPLETE with STAND
 FULLY ADJUSTABLE

Extra Tower Features

Can be used on its own stand (furnished without extra charge) or on any convenient desk or table. Vibration is controlled to speed most soothing to the nervous system. Fully adjustable—allows gentle or vigorous massage. Equipped with two belts for use on various parts of the body. Sanitary slip cover for belts assures cleanliness always. Quiet, compact, portable, made of the finest materials throughout.

TOWER MANUFACTURING CORP.
 122 Brookline Ave., Boston, Mass.

Please send me complete information regarding your dealer's merchandising plan.

Name

Street

City and State

My Jobber is

TOWER MANUFACTURING CORPORATION

SEE US AT THE
 R. M. A. SHOW

122 BROOKLINE AVENUE, BOSTON, MASS.

SEE US AT THE
 R. M. A. SHOW

MARATHON

Radio Tubes - *The Hit of the* Chicago Radio Show

June 3rd to 7th, 1929



ENTERTAINMENT

Many surprises await you—ask for Marion, the beautiful "Marathon Girl."

Every show has its star. At the Chicago Radio Show, the shining light will be the Marathon Radio Tube—the tube that's earned such an enviable position in the industry by unsurpassed performance.

Look for the Marathon Booth—Booth 119—in the Hotel Stevens Exhibition Hall. Dealers and jobbers! A special demonstration awaits you showing what actually is being done to make Marathon Tubes the most profitable for you to carry.

See the new tubes—MY 224 and MX 245 destined to be the most popular tubes next season. Also see the new construction of the MX 227, the wonder tube that brings programs in less than 7 seconds! All the other famous tubes will be shown, too.

Learn about the Free Tube day

held in April when dealers and jobbers furnished Marathon Radio Tubes free with all makes of radio sold that day. The result of this cooperative program will amaze you!

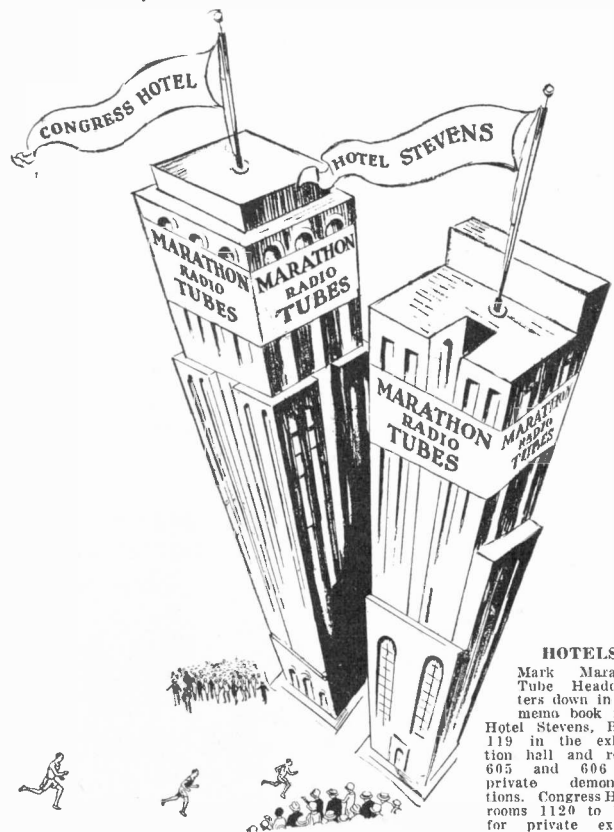
Be Our Guest at Private Demonstrations, Too!

Come to Rooms 605-606 in the Hotel Stevens and Rooms 1120-1124 in the Congress Hotel—their private demonstrations will reveal the secrets of Marathon popularity and how you can profit most from the steady demand for these tubes.



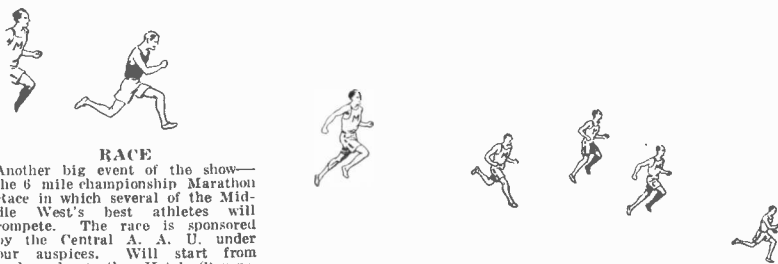
REFRESHMENTS

Your time will be valuable at the show. Don't bother eating in restaurants. Be our guest at noon in the demonstration rooms where our chef will prepare many good things to eat. No charge!



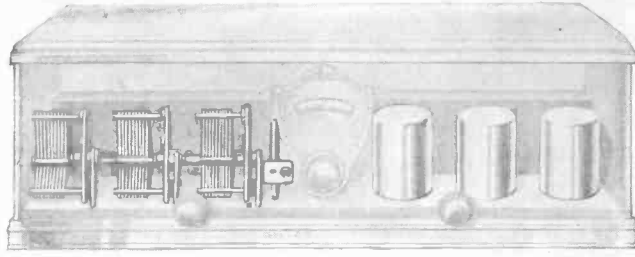
HOTELS

Mark Marathon Tube Headquarters down in your memo book now: Hotel Stevens, Booth 119 in the exhibition hall and rooms 605 and 606 for private demonstrations. Congress Hotel, rooms 1120 to 1124 for private exhibitions.



RACE

Another big event of the show—the 6 mile championship Marathon Race in which several of the Middle West's best athletes will compete. The race is sponsored by the Central A. A. U. under our auspices. Will start from and end at the Hotel Stevens. Rain or shine, Wednesday, June 5, 2:30 P.M.



TWO NOTABLE CONTRIBUTIONS TO RADIO DESIGN

Aluminum Condensers

THE perfection of a special Aluminum Radio sheet to meet condenser blade specifications as to gauge and flatness has been very generally welcomed by Radio producers.

A reliable, dependable source of supply of Aluminum condenser blade stock is now available—with variations in thickness within a single sheet of less than .0005" and gauge tolerances from sheet to sheet of $\pm .001$ ".

Aluminum is the logical material for the heavy condenser blades now required in sets that are housed in the same cabinets with powerful loud speakers. Aluminum Blades do not vibrate and produce microphonics.

Aluminum Shielding

SINCE the beginning of 1929, five more prominent manufacturers have adopted Aluminum Shielding. Twenty-seven leading sets are now designed for Aluminum Shielding—an almost universal acceptance.

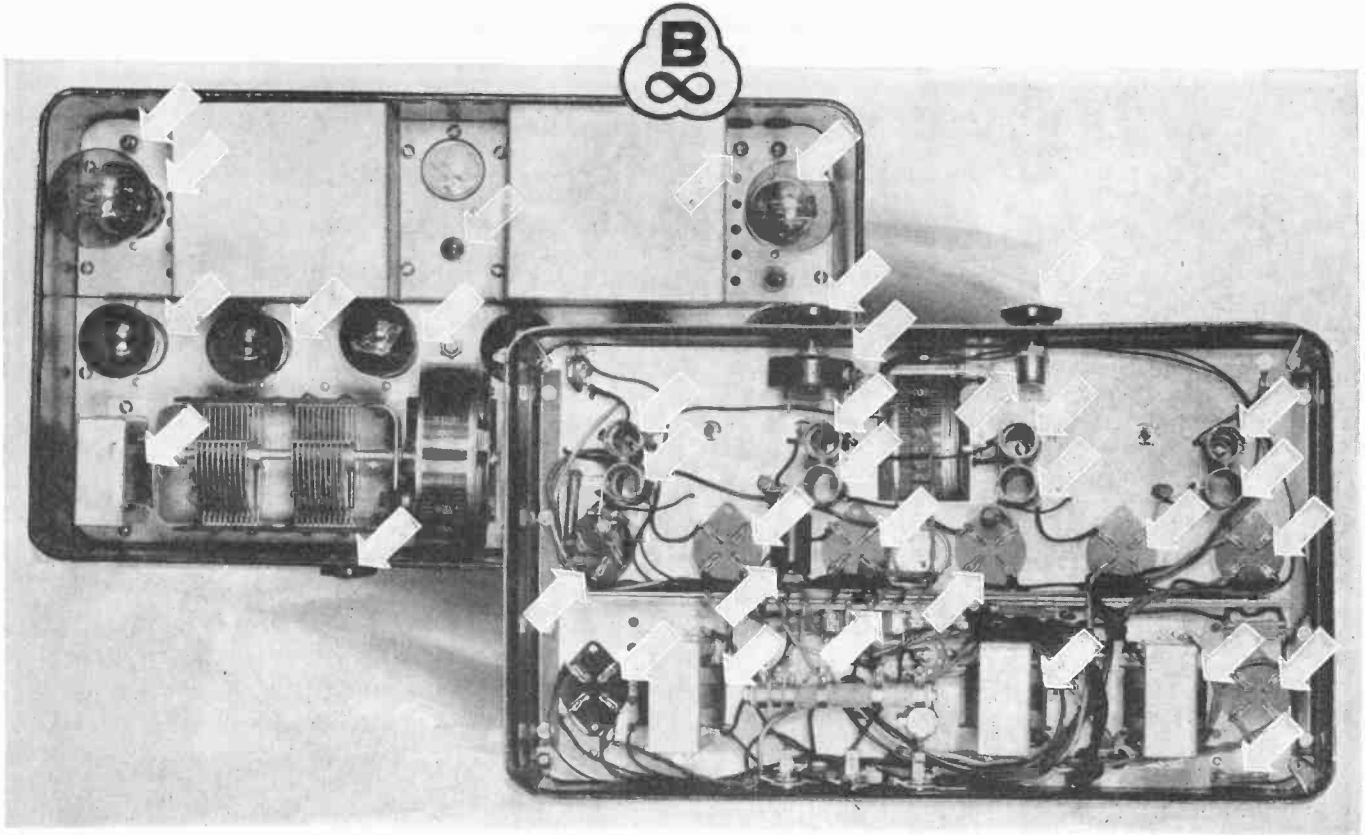
The reason is evident. Aluminum is highly efficient electrically—especially at radio frequencies. It works easily and well in the shop. It appeals to both purchaser and producer—because it is attractive in appearance, light in weight and non-corrosive.

And Aluminum Shields are economical, from the standpoint of first cost—in production—and in finishing. We solicit your inquiries.

Inquiries are solicited for Aluminum foil, sheet, wire, rod, tubing, stamping, die-castings, sand castings, extruded shapes, screw machine products, strong Aluminum alloys, Aluminum wood grain panels, and magnesium products.

ALUMINUM COMPANY OF AMERICA
2462 Oliver Building, Pittsburgh, Pa.
Offices in 18 Principal American Cities

ALUMINUM
The mark of quality in Radio



Chassis of the Simplex Receiver, showing parts made of Bakelite Materials.

Simplex—a 650 volt radio receiver uses Bakelite Insulation

IN THE Simplex A.C. receiver the house current is stepped up to 650 volts, a fact which makes the selection of insulating materials a matter of more than ordinary consequence. In this ultra-modern set, as in practically all leading makes, Bakelite Materials in both molded and laminated forms, provide the dependable insulation so essential to clarity and volume.

The photograph of the Simplex

chassis, reproduced above, indicates the variety and the importance of the functions performed by Bakelite Materials. They also suggest how desirable it is for the radio dealer to make sure that the sets and parts which he sells have Bakelite Insulation. The use of this superior insulation is reflected in customer satisfaction.

Write for Booklet 39—"Bakelite In Radio."

BAKELITE CORPORATION

247 Park Avenue, New York, N. Y. Chicago Office, 635 West 22nd Street
BAKELITE CORP. OF CANADA, LTD., 163 Dufferin Street, Toronto, Ont.

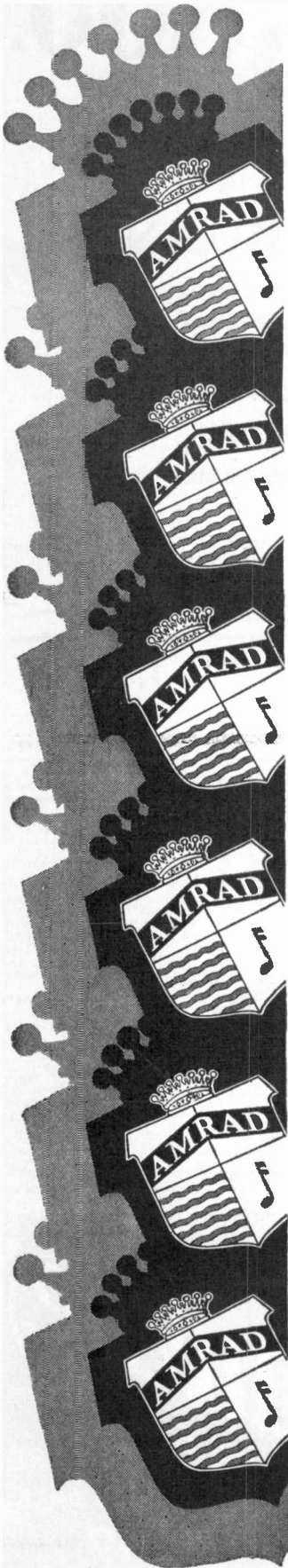
BAKELITE

REGISTERED

U. S. PAT. OFF.

THE MATERIAL OF  A THOUSAND USES

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



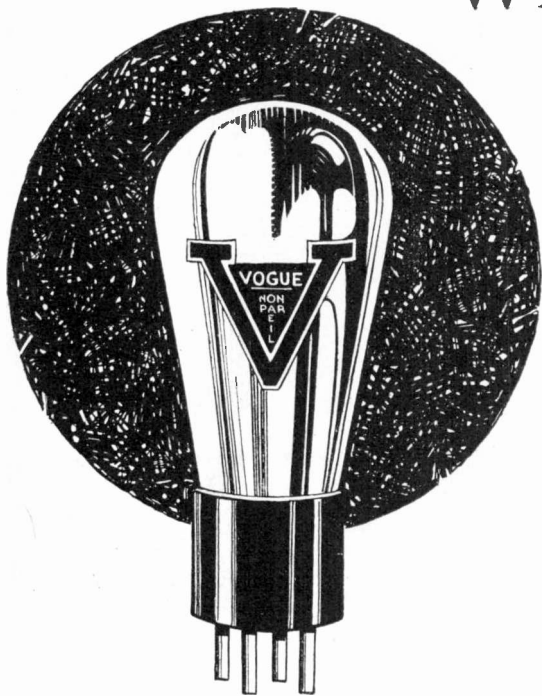
AMRAD DEALERS

Rarely in any business is an opportunity offered such as that which Amrad presents to its dealers in a new and brilliant line of radio receivers and radio-phonograph combinations. In appearance, in workmanship, in performance, no finer radio line has ever been built. Plus an amazing value to the consumer. Write if you want complete details.

THE AMRAD CORPORATION
Medford Hillside, Mass.

J. E. HAHN
President

POWEL CROSLY, Jr.
Chr. of the Board



What Part

of that

\$100,000,000.

worth of

TUBE BUSINESS

Will You Enjoy?

VOGUE
NONPAREIL

Take a Tip

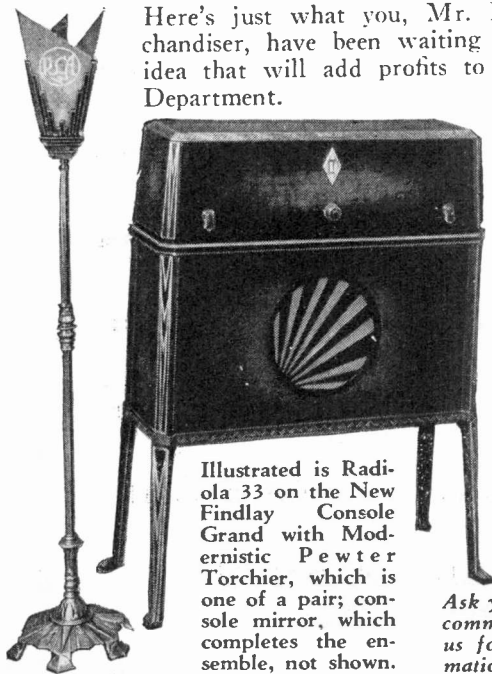
Write for Full Details on Vogues
A Real Good Tube Plus—

ALLAN MFG. CO., HARRISON, N. J.

Los Angeles—407 East Pico St.

Findlay Radio Accessories make dealer profits grow!

Here's just what you, Mr. Radio Merchandiser, have been waiting for—a new idea that will add profits to your Radio Department.



Illustrated is Radiola 33 on the New Findlay Console Grand with Modernistic Pewter Torchier, which is one of a pair; console mirror, which completes the ensemble, not shown.

Console Grand with R. C. A. 100 B Speaker, List \$39.50

ROBERT FINDLAY MFG. CO., Inc.
Metropolitan and Morgan Avenues
BROOKLYN, N. Y.

Findlay Radio ensembles are profit builders that your customers will appreciate. There are other ensembles by Findlay. Every Standard Make of Radio Set is represented.

Ask your Jobber or communicate with us for more information.



BUD ANTENNA ELIMINATOR AND SELECTOR

Radio's Latest Contribution

The unsightly and troublesome aerial is at last replaced by the NEW BUD ANTENNA ELIMINATOR and SELECTOR. This device will bring in distant stations on Electric Radio Sets with equal volume of a fifty foot Aerial. Will also improve the SELECTIVITY and cut down INTERFERENCE.

\$3.50

BUD GROUND CLAMP

Attaches to water pipe by slipping the open jaws over pipe and screwing up on the bolt. No need of removing paint, rust or dirt from pipe as the jaws and the cone pointed bolt imbed themselves into pipe making a PERFECT ground connection.

25c.



BUD RADIO, INC.
Erie Building, CLEVELAND, OHIO

CORWICO

Braidite

HOOK-UP WIRE
"THE BRAID SLIDES BACK"

LORNISH WIRE Co

30 Church Street New York City

BREMER-TULLY

will announce on May 15th new
models and a most interesting
marketing plan for 1929-30

Write for details

BREMER-TULLY MANUFACTURING CO.

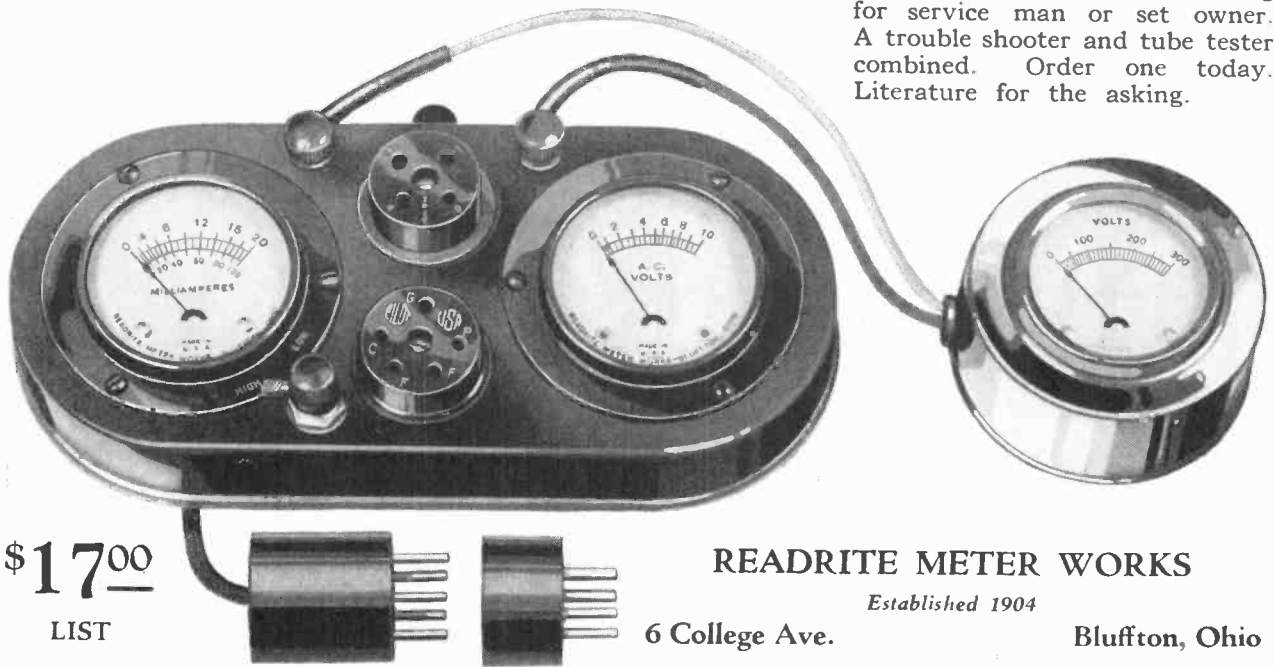
**656 West Washington Boulevard
Chicago, Ill.**

Readrite

Universal Test Set

Complete Outfit, Shown One-Half Scale

Operates equally well on A. C. or D. C. circuits. Just the thing for service man or set owner. A trouble shooter and tube tester combined. Order one today. Literature for the asking.



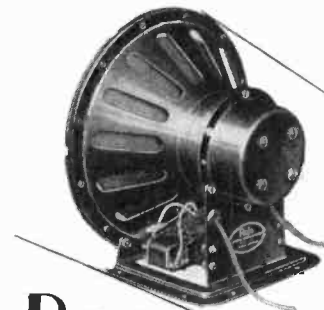
\$17⁰⁰
LIST

READRITE METER WORKS

Established 1904

6 College Ave.

Bluffton, Ohio



ROLA REPRODUCERS

Above is the Rola electro-dynamic unit Model J-90 for field excitation from standard power pack. This unit combines high efficiency and high safety-factors with the compactness and simplicity typical of the new J line. Field draws 45 milliamperes at 90 volts, but can be used at higher voltages with increased volume and sensitivity.

LOOK for this Speaker in GOOD Radio Sets

IN selecting your merchandise during 1929, remember that recent loudspeaker refinements enable you to demand much better performance, than in the past.

You can now insist, not only that the speakers in your sets give *accurate* performance, but also that they give *reliable and consistent* performance, free from *maintenance troubles*.

In the design and manufacture of its new 1929 "J" line models, Rola has achieved a distinct engineering triumph — practically eliminating service demands usually made upon the dealer. Rola introduces new simplicity of construction, greater dependability, brilliant performance — features combined in no other loudspeaker.

Many of the leading radio sets and electric phonographs contain Rola reproducers as standard equipment. Give your customers the utmost in modern speaker reliability and assure yourself of permanent customer satisfaction. Insist that your sets be *Rola-equipped*.

Write for further information on Rola-equipped receiving sets or upon the complete Rola line of Electro-dynamic and Magnetic units and cabinet models.



The
ROLA
COMPANY

CLEVELAND, OHIO
2570 E. Superior Ave.

OAKLAND, CALIFORNIA
Forty-fifth and Hollis Sts.

In Again—Out Again!

NATIONAL advertising moves goods out of the dealer's store only when that *national* advertising has intensive *local* strength—when it is powerful enough in the dealer's community.

After all, true national advertising is a multiplication of intensive local advertising nation-wide.

There is only one advertising medium in all America that offers the opportunity to the manufacturer to move his goods, and for the dealer to turn them quickly into profits—and that is THE AMERICAN WEEKLY. It has nearly double the circulation of its nearest competitor, outdistancing in consumer influence every national medium in America.

Too many manufacturers use the term "nationally advertised" as a means of selling to the dealer, disregarding entirely its value in moving goods for the dealer. It's high time dealers studied *advertising* lists with the same thoroughness that they study *price* lists. Wide-awake merchants do that.

What is The American Weekly?

The American Weekly is the magazine distributed through seventeen great Hearst Sunday newspapers from seventeen principal American cities.* It concentrates and dominates in 485 of the Nation's 784 towns and cities of 10,000 population and over.

In each of 153 cities, it reaches one out of every two families.
 In another 119 cities, it reaches from 40 to 50%.
 In an additional 108 cities, it reaches from 30 to 40%.
 In 105 more cities, it reaches from 20 to 30%.

And in thousands of other populous areas, almost 2,000,000 additional families buy and read The American Weekly—making a colossal national total circulation of 5,646,898, the greatest and the most responsive circulation of any publication in the world!

THE AMERICAN Greatest Circulation in the World WEEKLY

- * Albany
- Atlanta
- Baltimore
- Boston
- Chicago
- Detroit
- Los Angeles
- Milwaukee
- New York
- Omaha
- Pittsburgh
- Rochester
- San Antonio
- San Francisco
- Seattle
- Syracuse
- Washington

Main Office: 9 East 40th Street, New York City

Branch Offices:

- Wrigley Bldg., Chicago
- 5 Winthrop Square, Boston
- 753 Bonnie Brae, Los Angeles
- 222 Monadnock Bldg., San Francisco
- 1138 Hanna Bldg., Cleveland
- 101 Marietta St., Atlanta
- 12-231 General Motors Bldg., Detroit

The American Weekly
 9 East 40th Street
 New York City

MAIL THIS COUPON

Please send me a copy of the American Weekly and a statement of its circulation in my trading territory.

Name.....

Address.....

Town..... State.....



LIST - - - - \$20.00
DEALER'S PRICE
\$10.80

BEEDE

introduces
an ideal instrument!

It's the new combination tube and set tester which every dealer, serviceman and set builder has been waiting for. It makes all ordinary tests on tubes and receiving sets—quickly and accurately.

There are real profits in selling this new Beede combination tube and set tester—a liberal discount—a healthy customer demand.

Every radio dealer, serviceman and set builder needs this instrument for his personal use.

Write for further information.

Beede Electrical Instrument Co.

*Manufacturers of Quality Battery Meters,
 Meters for Radio Use, Etc.*

PENACOOK, NEW HAMPSHIRE

Chicago Representative

S. B. DARMSTADER

326 West Madison St., Chicago, Ill.

A. C. Tube Checker

Tests all AC and DC Receiving Tubes. Equipped with Genuine Weston or Jewell Milliammeter.



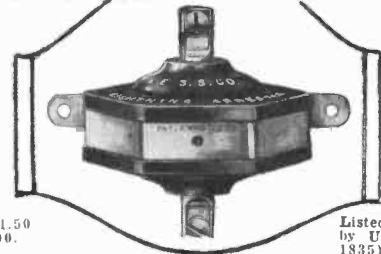
List Price **\$26.50**

Approved by Leading Tube Mfgs. Used by U. S. Government. Attractive Bakelite Carrying Case

Watch for announcement of radio set analyzer

The RADIO PRODUCTS CO., Dayton, Ohio

KEYSTONE



Retail price \$1.50
 In Canada \$2.00.

Listed as Standard by Underwriters (E-1835).

Sell one with every set!

Every time you sell a radio set or some antenna material, you can easily sell the purchaser a Keystone Radio Lightning Arrester.

This proven protective device is made of genuine Bakelite and heavy brass and provides maximum protection always. It is reliable, safe and stays sold.

Manufactured by a company having more than thirty years' experience in design and manufacture of lightning arresters.

Jobbers and retailers—send for complete details of our attractive proposition.

ELECTRIC SERVICE SUPPLIES CO.

Home office and plant at 17th & Cambria Sts., PHILADELPHIA; District Offices at 111 N. Canal St., CHICAGO; 50 Church St., NEW YORK; Bessemer Bldg., Pittsburgh; 88 Broad St., Boston; General Motors Bldg., Detroit; 316 N. Washington Ave., Scranton.

RADIO LIGHTNING

ARRESTERS

MARING

"The Nation's Finest Value In Magnet Wire"

Plain Enamel	Single Silk Enamel	Double Silk Covered
Single Cotton Enamel	Double Silk Enamel	Single Cotton Cov'd
Dbl. Cotton Enamel	Single Silk Covered	Dbl. Cotton Cov'd

MARING WIRE COMPANY
 MUSKEGON, MICH., U. S. A.

Branches in Principal Cities

Symbol of



Quality

MAGNETWIRE

A Monumental Triumph!



Two-purpose DUO-CONCERTO

A remarkable two-purpose instrument that is years ahead . . . a great profit-building opportunity for dealers who have the valuable Erla franchise . . .

The Duo-Concerto is more than a radio. It combines both radio reception of the highest order and perfect electrical reproduction of phonograph records.

A snap of the switch on the dial instantly transports the listener from any broadcast program to his favorite record on his own phonograph. Words fail to describe the remarkable fidelity with which phonograph music is transmitted through the chassis and speaker of the Duo-Concerto.

Guarantee

This double utility instrument is guaranteed to surpass any 8-tube radio set in selectivity, sensitiveness, range and tone quality, regardless of price.

The Duo-Concerto retails for \$187.50. There is an excellent profit for you in every sale. This double utility instrument sells itself on sight and demonstration.

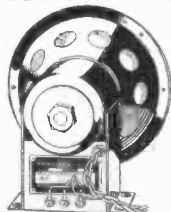
Place yourself in the fortunate position of all Erla dealers who are finding quick and worthwhile profit in the new Duo-Concerto. Write today for details of the valuable Erla franchise.

**ELECTRICAL
RESEARCH
LABORATORIES**
2500 Cottage Grove Ave.
CHICAGO

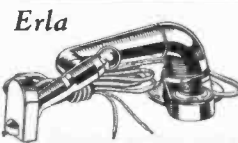


Erla Duo Dynamic Cone Speaker

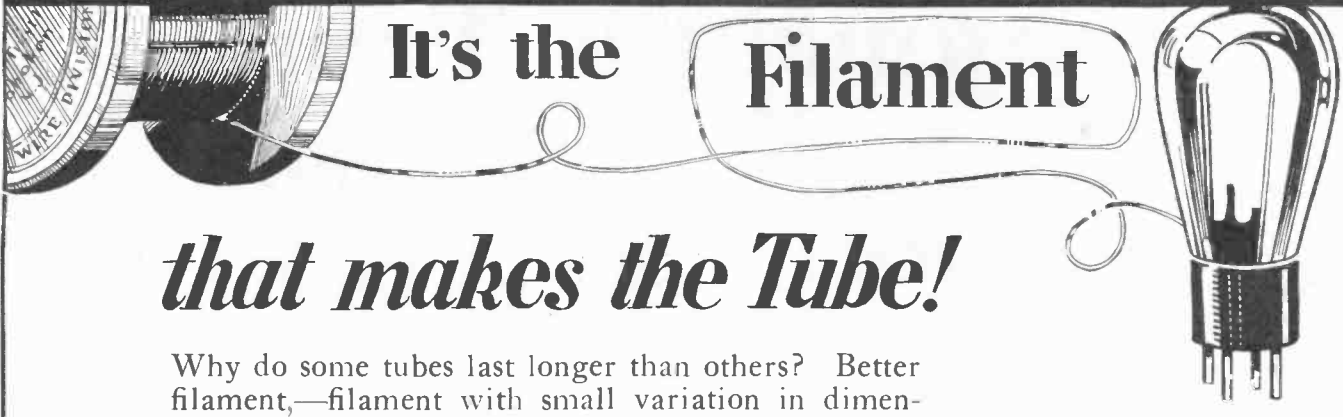
A major scientific advancement in sound reproduction. Actual comparative demonstration invariably proves its superiority and makes a profitable sale. Write for further information.



ANOTHER Erla triumph, the one electric-magnetic pickup that assures perfect sound reproduction, uniform purity of tone without extraneous noises. Model P-16, with built-in volume control, replaces tone arm of any phonograph. Model P-19 is for attachment to standard tone arms in place of mechanical producer. Write for illustrated descriptive literature today.



*Erla
Electro-Magnetic Pick-up*



It's the Filament

that makes the Tube!

Why do some tubes last longer than others? Better filament,—filament with small variation in dimensions and weight, with greater purity of the oxide coating.

Vacuum Tube Products specializes in the manufacture of better filament, with accurate dimensions. We also make the oxide coating under the strictest supervision to obtain maximum purity.

These are the factors that determine tube-performance, and tube-life. Comparative tests will quickly show you the difference.

We also manufacture all other tube parts, and act as consulting engineers for tube manufacturers.

VACUUM TUBE PRODUCTS CO.


219 Bloomfield St., Hoboken, N. J.

Your Coil Problem Solved!



Install a group of "Universal" Coil Winding Machines and insure uniform production of dependable coils at surprisingly low cost

or



Purchase these safe coils from us, carefully wound to your specifications and ready for application to your product

UNIVERSAL WINDING COMPANY
Leesona
BOSTON

GENERAL AMPLIFIERS

for
Faithful Sound Projection



Model GA-15
Price (less tubes)—\$85

A SELF-CONTAINED, two-stage power amplifier operating direct from your convenience outlet, 110-120 volts, 50 to 60 cycle, alternating current. Readily adapted for use with either radio set or electric phonograph pick-up. Employing one UY-227, two UX-245's in push-pull and one UX-280. Will deliver approximately 4.5 watts of undistorted energy to the reproducer which may be either of the magnetic or of the dynamic type.

The frequency characteristic, as in all General Amplifiers, is essentially flat over a wide range, assuring pleasing reproduction of both voice and music while tone remains true at any desired volume.

Bulletin RR-2, describing this and other General Amplifiers, will be sent on request. Write for it today.

GENERAL AMPLIFIER COMPANY
27 Commercial Ave., Cambridge, Mass.
Makers of High Grade Power Amplifiers



Actual dial Setting
in New York Area

New! SELECTOR TUNING!

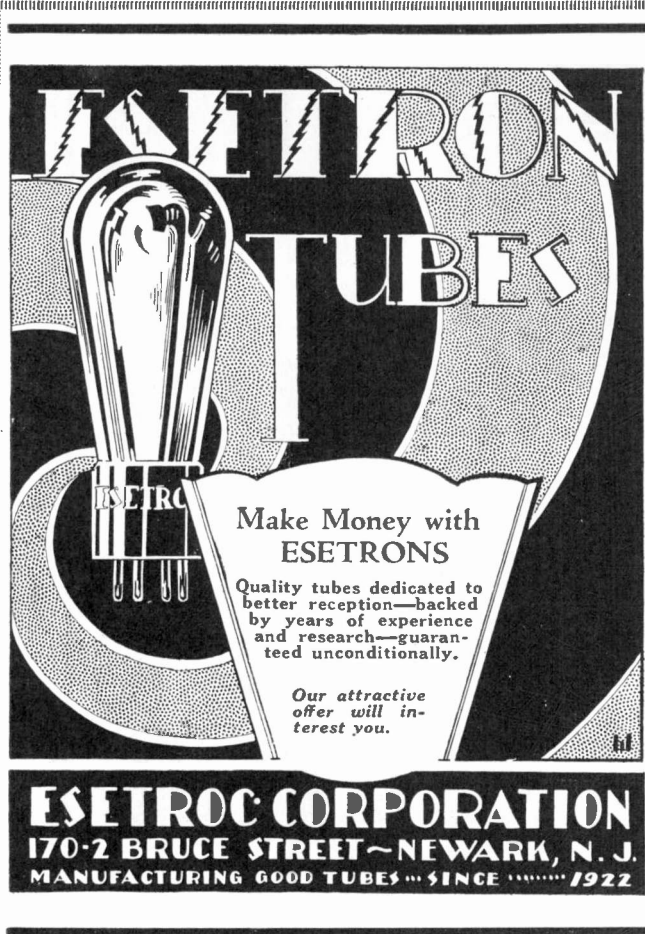
“Get your station perfectly!”

It's exclusive with Brandes—this Selector Tuner! It eliminates the never-ending hunt for a station—works simply, speedily, easily! . . . You tune in *once*—adjust the button—and forever after, you get the station *perfectly!* . . . Another new feature of a radio which already has more background, more history than any other set in the world!

- Selector tuning
- Dynamic reproducer
- Heater type tubes
- Improved power supply unit
- Sturdy chassis
- Four condenser tuning
- Push-pull amplification

The NEW Brandes Radio





ESETRON TUBES

Make Money with ESETRONS

Quality tubes dedicated to better reception—backed by years of experience and research—guaranteed unconditionally.

Our attractive offer will interest you.

ESETRON CORPORATION
 170-2 BRUCE STREET—NEWARK, N. J.
 MANUFACTURING GOOD TUBES SINCE 1922

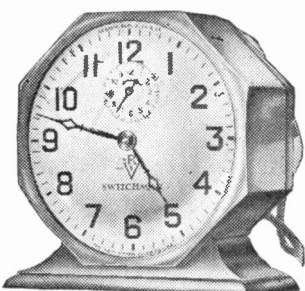


Exhibit at
RMA
 Trade Show
 Room 421-A
 Booth 136-D
 Stevens Hotel

An ASTON Favorite

A rare treat for the discriminating purchaser. With an air of another period, it is nevertheless modern in feeling. Beautifully figured Burl Walnut doors with artistically colored center overlays. Entire cabinet 5-ply walnut lacquer satin finish. An ornament in any setting.

Write for Catalog
ASTON CABINET MANUFACTURERS
Originators and Designers of high grade Radio Cabinets
 1223-1229 W. Lake St., Chicago, Ill.



\$7.50

Liberal Discount

The RADIO SWITCHMAN
 Brings JOY to set owners—
 and PROFITS to you!

The R-V "Radio Switchman" makes set owners proud and happy. Imagine—retiring and gently falling asleep to the tunes of rhythmic music—or awakening at the sound of a snappy 1-2-3-4!

This small, attractive electric time-switch clock will turn on, or turn off, at any desired moment, radio, electric-fan, night light, heating-pad, etc. Its electrical rating is 200 watts, 110 volts, any frequency. Has six-foot cord with receiving receptacle and plug attached; no wiring required—"just plug in"! Finish dark brown; unbreakable crystal. Its good looks, and low price, and many uses should put more than one in many homes.

DEALERS, connect one on your demonstrator set and watch it go!
 Radio isn't up-to-date without this "self-starter!"

R.-V. Mfg. Co., Marshfield, Mass.

FLEWELLING



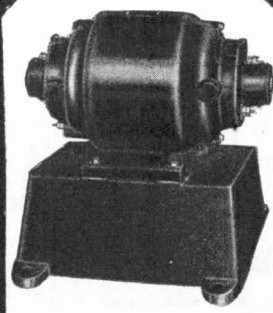
SHORT WAVE ADAPTOR

Converts any Broadcast Receiver for Low Wave Reception. No other accessories needed.

List Price **\$22.50**

The only Device of its kind used by big stations to Re-Broadcast European Programs

The RADIO PRODUCTS CO., Dayton, Ohio



IN D. C. DISTRICTS
 operate your A. C. Radios with
 with
JANETTE
 Rotary Converters

Obtainable in capacities to operate from 1 to 6 A. C. sets simultaneously

WRITE FOR BULLETIN 129-C

JANETTE MFG. CO., Dept. R
 556-58 W. Monroe Street
 CHICAGO, ILL.

Type CB-12-F
 Operates 2 A.C. sets at once.

Singer Bldg. 140 Broadway NEW YORK
 Real Estate Trust Bldg. PHILADELPHIA

ROLA *less servicing* *More sales*

ADVANTAGES in selling, equalled by no other loudspeaker, are offered to dealers by Rola. Here is why Rola sales are increasing so rapidly:

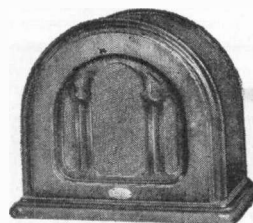
- 1 **Realistic Reproduction.** Rola loudspeakers reproduce, with life-like realism, every delicate tone shading from the deepest bass to the highest treble. They bring your customers the utmost in modern fine sound re-creation.
- 2 **Consistent Performance.** Rola reproducers give consistent high-quality performance with *any radio set*. This enables the Rola dealer to standardize on one speaker line, carry a smaller stock, and enjoy faster turnover.
- 3 **Simplified Construction.** In its new 1929 "J" line Rola has achieved amazing simplicity and compactness—reducing, as no other loudspeaker, the service demands upon the dealer. A distinct engineering triumph, resulting in more profits on each sale and greater customer satisfaction!
- 4 **A Complete Line.** There are Rola cabinet speakers and units—electro-dynamic or magnetic—at prices for every installation.

The
ROLA
COMPANY

◆ ◆ ◆
*Ask your jobber for full details on the 1929
loudspeakers or write to the nearest Rola factory*

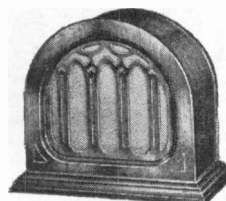
CLEVELAND, OHIO: 2570 E. Superior Avenue OAKLAND, CALIF.: Forty-fifth and Hollis Sts.

Rola
Electro-
dynamic
Model
Thirty-J



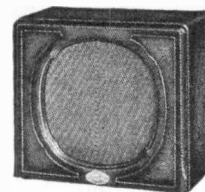
Equipped for light socket operation with any set or amplifier. ▲ ▲ List price \$60

Rola
Model
Twenty



In performance, eye-value and dependability, a recognized leader among magnetic speakers. ▲ ▲ ▲ List price \$30

Rola
Model
Fifteen



Furnishing high quality performance at a moderate price; a rapid seller and an unusual value. ▲ List price \$22.50



BUCKEYE Radio Furniture *is beautiful!*

JOBBERS and Dealers everywhere have found Buckeye Radio Furniture a distinct sales asset. Its beauty of design and sound value have made it a standard in the trade.

Buckeye Mfg. Company, Springfield, Ohio

National Sales Representatives
STUDNER BROS., Inc.
67 West 44th St., New York City
28 E. Jackson Blvd., Chicago, Ill.

Buckeye
RADIO FURNITURE

SHORT WAVE POPULARITY

WILL GIVE YOU

INCREASED PROFITS

If you handle a short wave adapter which is not sold at cut-rates! Radio talks and magazine ads., during the past three years, have done the missionary work.



When you sell

THE SUBMARINER

you have

COMPLETE PROTECTION

The "Submariner" is not a cut-rate catalog item. This is the pioneer short wave adapter, having been nationally advertised and sold throughout the world since June, 1926. Two years ahead of anything of its kind. Complete shielding and slow motion dial, ratio 64 to 1, was adopted over a year ago.

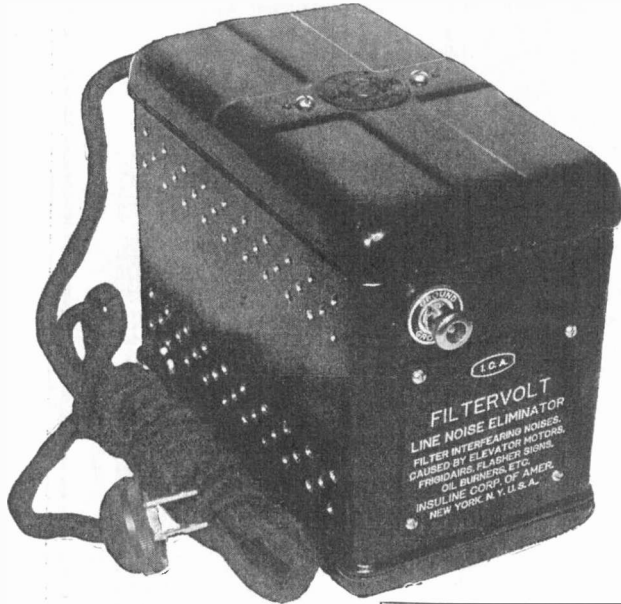
The "Submariner" will prove its superiority in direct competition with any short wave receiving system. A.C. and D.C. models for every requirement.

The "Submariner" is simple to attach and operate. It requires no batteries or wiring changes. The tube socket is at the top. The coils for the interchangeable coil model are plugged in at the back. This is a first quality short wave adapter which will harmonize with the finest receiver. Its construction eliminates the need for extra controlling knobs. List prices \$17.50 to \$27.50. Write for attractive dealer proposition and latest data on the "Submariner" with the "J" feature. Patents Pending.

J.-M.-P. MANUFACTURING CO., INC.
3330 FOND-DU-LAC AVE., MILWAUKEE, WISCONSIN

FILTERVOLT

LINE NOISE ELIMINATOR



... is the line noise eliminator that has taken the electric radio market by storm.

FILTERVOLT filters out the buzz and hum of motors and generators operating on the same trunk power line as the radio set.

FILTERVOLT filters out the drum beat of the flashing sign, the rattle of electric switches, the crackle of elevator controls, and the many forms of distressing noises caused by vacuum cleaners, washing machines, electric refrigerators, etc., which are operated in or near the home.

FILTERVOLT has brought back the clear, pure reception of battery-set days to the light socket radio.

FILTERVOLT has taken the market by storm because it lives up to every claim made for it.

FILTERVOLT plugs into the wall socket, the radio set plugs into FILTERVOLT. For A.C. Tube sets or any type eliminator; A.C. or D.C. current; 25 to 60 cycle, 110, 220 and 32 volt farm system.

LIST PRICE **\$15**

RESISTOVOLT

AUTOMATIC VOLTAGE CONTROLLER

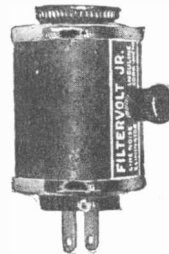


Automatically protects A.C. tubes from blow-outs caused by line surges and overloading.

It also acts as a fuse in case of a short circuit thus protecting expensive set wiring as well as tubes. A boon to over-burdened Service Dept.—A "Tube Insurance" to the electric set buyer.

LIST PRICE \$1.75

FILTERVOLT, Jr.



For eliminating minor line noises caused by electric toasters, electric grills, small motors, switching on and off of lights, etc. Very effective as a light duty eliminator. Installs in the same simple manner as does large FILTERVOLT.

LIST PRICE \$3.00

ANTENNAVOLT

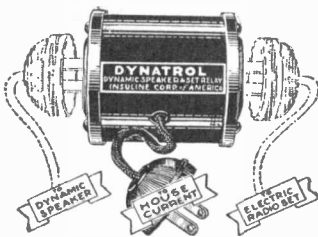
COMBINATION SOCKET ANTENNA AND VOLTAGE CONTROLLER.



It protects costly A.C. tubes and set wiring from damage by overloading and at the same time gives all the advantages of the socket antenna: decreased static, sharper tuning, enhanced reception.

LIST PRICE \$2.25

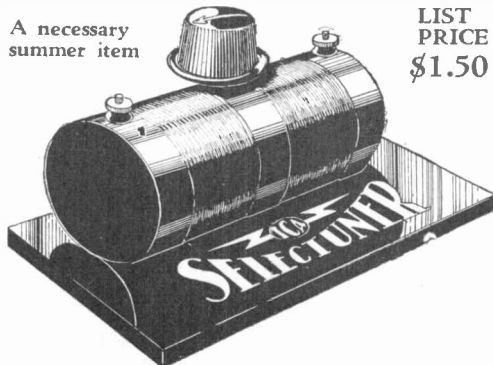
DYNATROL



A handy device that automatically controls the dynamic speaker from the set switch. Only one switch to start or stop the radio and speaker. Simple to install.

LIST PRICE \$2.50

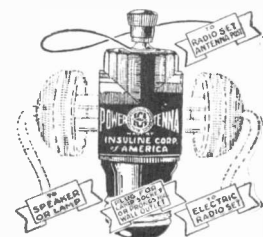
A necessary summer item



LIST PRICE \$1.50

Reduces Static Interference . . . Separates Stations over the entire wave band . . . Cuts right through the locals . . . Enhances quality of reproduction . . . Installed without tools or circuit changes . . . For any set, anywhere . . . Write for details . . . This is a real seller.

POWER TENNA



A socket antenna with two current outlets, one for the set current and the other for the dynamic speaker or electric lamp. Does away with outdoor aerial.

LIST PRICE \$1.25

these products are manufactured and unconditionally guaranteed by

INSULINE CORPORATION of AMERICA

"QUALITY RADIO PRODUCTS SINCE 1921"

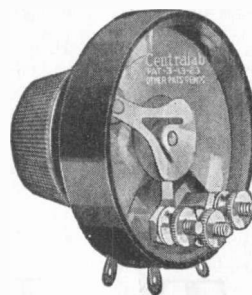
78-80 Cortlandt St., New York City

Be Sure of This Point on the Receivers You Sell

The bane of the radio business is service. If you can put a radio in a home and forget about it . . . knowing the customer is satisfied, you can make money . . . BUT . . .

There is nothing more annoying to a listener than a volume control that fails to give adequate control on all stations . . . and develops noises with use.

There is really only one way to eliminate this grief. Be sure the radio receivers you handle are equipped with Centralab volume controls. Because of their exclusive rocking disc construction Centralab controls are always quiet and turn with a smooth, "velvety" feel.



Send for interesting, technical booklet, "Volume Controls and Voltage Controls . . . Their Use."

CENTRAL RADIO LABORATORIES

30 Keefe Ave., Milwaukee, Wisconsin

Centralab
CENTRAL RADIO LABORATORIES

YOU LIVE RADIO DEALERS!

You dealers who are in the Radio Game to stay, will be interested in our BULLETIN . . .

"DEALER PERSONALITY *Versus* COMPULSORY TRADING"

A plan that will enable the Radio Dealer to make the profits to which he is entitled.

THIS Bulletin was originally written for our own salesmen—but so many dealers wanted copies that we have made an extra run. You have the time now to fully study it and apply it.

A copy is **FREE!**

It will tell you how to combat Price Cutting Competitors—How to Beat the Chain Store—How to know your Costs and

Profits and How to Build and Finance your business on a sound basis.

Ask For Your Copy Today

Address: **The Pierson Company** 831 Cedar Street
ROCKFORD, ILLINOIS

It Takes FOUR

...and the most impressive Show

The Biggest Radio Show

ON June 3, 1929, the greatest Radio Trade Show ever held will open at Chicago, in conjunction with the Third Annual Convention of the Radio Manufacturers' Association. It will occupy three hotels—the Stevens, the Blackstone and the Congress, while the Music Industries Chamber of Commerce will occupy a fourth . . . the Hotel Drake.

Manufacturers, jobbers and retailers from all parts of the country will be there. The newest products of the industry will be exhibited and discussed. New reputations will be made and old ones strengthened. Policies and practices will be outlined for the coming year. New models, new parts, new accessories, new prices will be announced.

Every manufacturer now actively participating in the race for popular approval, for reliable distribution units, for a high standing with the various kinds of retailers who sell radio merchandise—will exhibit at Chicago, will be there personally, or will be represented there by the most important members of his personnel. And as many jobbers and retailers as can possibly get there will attend.

But many thousands, of course, will be unable to attend and they will have to rely for their picture of the Show, its exhibits and new features, upon the "Show Number" of *Radio Retailing* (June issue) and the fine array of manufacturers' advertisements it will contain—the largest and best array of such advertising that we have ever carried.

3rd Annual
RADIO TRADE SHOW
Chicago
June 3-8, 1929

Hotels This Year!

Issue *Radio Retailing* has ever published

Get a PERMANENT Effect From It

THE best feature of these annual shows is the opportunity for personal experiences. You personally see the new models; meet other manufacturers, jobbers and dealers; have the benefit of personal give-and-take discussions.

But the Show lasts only five days. Then it is over, gone, vanished. All you have left are your memories of it—EXCEPT your copy of

The JUNE Issue (3rd Annual Show Number) of *Radio Retailing*

That is permanent. You read it over, take it home, keep it for reference. So do the others who attend the Show. And those who *don't* attend the Show will depend entirely on this Show Number. It will be mailed to them June 1st, and while admiring throngs are viewing your exhibit at Chicago, these dealers, jobbers and manufacturers who can't attend, will be viewing your advertisements in this Show Issue.

Twenty-seven thousand will get that issue (*Radio Retailing* for June) — active dealers, jobbers and manufacturers.

If you exhibit at Chicago you must advertise in this Show Number to reach those who *cannot attend* the Show. Your advertisement can be included in our

"Exhibitors' Section" on special coated stock with handsome page heads containing your space number. (Make reservations at once!)

If you do *not* exhibit, then *Radio Retailing's* Show Number (June Issue) is your **ONLY** chance to get your selling story to the trade and industry as a whole at this most important time when all are interested in selecting the products they will carry during the coming year. We can give you excellent display space on special coated paper at very slight extra cost. (Write at once for full particulars!)

—and the JULY Issue

The annual SPECIFICATIONS ISSUE of *Radio Retailing* (July) will contain accurate specifications of radio receiving sets, reproducers and radio-phonograph combinations.

Every worthwhile dealer, jobber and manufacturer in the radio field will receive this issue and keep it for reference. **THE ADVERTISEMENTS IN THIS ISSUE** will have a much longer life than usual.

An impressive advertisement in **BOTH** these issues is the best one thing you can do this year!

Send copy early. First forms close May 20th, last color forms May 21; last black and white forms May 27.

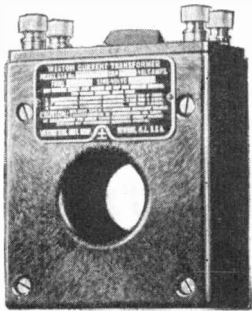
Radio Retailing

McGRAW-HILL PUBLISHING CO.
Tenth Avenue at 36th Street, New York

The Only Radio Trade Publication That is a Member of the ABC and ABP

A Remarkably Small, Light and Efficient Combination

for A.C. Current Measurements
0.2 to 200 Amperes



Model 539 Miniature Current Transformer



Model 528 Miniature A.C. Ammeter

These two instruments constitute a miniature testing set for a wide range of current measurements. Exquisitely made and unusually sensitive—fully in keeping with highest Weston standards. Hand-somely encased in mottled red and black bakelite.

These instruments will be found especially useful in electrical repair shops, research and industrial laboratories, educational institutions and particularly in radio and electrical manufacturing plants and commercial service organizations where relatively high current values must be determined with a reasonable degree of accuracy.

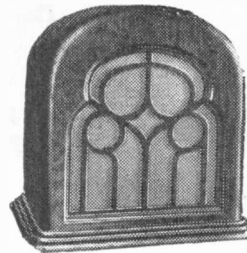
Summary of Transformer Characteristics

Ranges: self-contained—2, 5, 10, 20 amperes; inserted primary—50, 100, 200 amperes. Secondary, one ampere. Secondary burden, 2 volt-amperes maximum. Accuracy, 1% from 25 to 150 cycles. Weight, 2 $\frac{3}{8}$ lbs. Self-contained ranges are changed by means of a unique range-changing switch—fool-proof, positive and easy of operation.

WESTON ELECTRICAL INSTRUMENT CORPORATION
581 Frelinghuysen Ave., Newark, N. J.



Full, True, Rich Tones Without Distortion



Davis
DYNAMIC

Reproduces perfectly all the tones of the seven octaves of the orchestra range, without blare or distortion—mechanically and acoustically correct, whether the volume be adjusted to a whisper or to its maximum.

D. C. 6 volt
D. C. 90 to 120 volt
A. C. 105 to 120 volt

1930 Models

Manufacturer's Types

Designed for installation in all standard cabinets and suitable for all types of receivers. Our construction assures unequalled reproduction.



Write for circular and prices.

DAVIS INDUSTRIES, INC.

Radio Division
314 W. 43rd St. CHICAGO, ILL.



Our
Engineers Insisted

on including several more

New Features

Just Developed

in the

Totally New 1929

ACME Receiver

See and hear it at the Chicago Radio Show, Booth No. 35. Read about it in the June issue of this magazine.

The Acme Electric & Mfg. Co.

1440 Hamilton Ave., Cleveland

SEARCHLIGHT SECTION

SURPLUS STOCKS—BUSINESS OPPORTUNITIES

UNDISPLAYED—RATE PER WORD:

Positions Wanted, 8 cents a word, *minimum* \$1.25 an insertion, payable in advance.
Positions Vacant and all other classifications, 12 cents a word, *minimum* charge \$2.50.
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 inch \$7.50
 2 to 3 inches 7.25 an inch
 4 to 7 inches 7.00 an inch
 Rates for larger spaces, or yearly rates, on request.
 An *advertising inch* is measured vertically on one column, 3 columns—30 inches—to a page. Radio Retailing

SALESMEN WANTED

Wanted

Salesmen on commission to sell radio cabinets. In your reply please state territory covered and lines carried. Premier Cabinet Corporation, Jamestown, N. Y.

RADIO CABINET SALESMEN

One of the oldest and best known manufacturers in the Radio Cabinet field has certain territories open to men who know how to sell merchandising as well as cabinets.

Must have good standing and clean reputation with Radio manufacturers, Jobbers, and Department Stores.

Give in full detail experience, connections, and ability.

Your Confidence Will Be Respected.

SW-94, Radio Retailing
 7 So. Dearborn St., Chicago, Ill.

SALESMEN WANTED

Salesmen

To represent one of the largest radio cabinet companies in the country selling direct from factory to dealer. We are now adding to our present large selling force, and have some very valuable territories available in all parts of the country. Straight commission with full protection. Large earnings can be expected from all available territories and should attract the highest type of salesmen. Can be handled as straight or side line. State past accomplishments and territory desired. Address all replies in confidence to Wood Cabinet Corporation, 196 Lexington Avenue, New York City.

BUSINESS OPPORTUNITY

ORGANIZATION wanted to promote automatic tuning device with new principle. American Apparatus Co., Richmond, Indiana.

LEGAL NOTICE

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912

Of Radio Retailing, published monthly at New York, N. Y., for Apr. 1, 1929.
 State of New York }
 County of New York } ss.

Before me, a Notary Public in and for the State and county aforesaid, personally appeared C. H. Thompson, who, having been duly sworn according to law, deposes and says that he is the Secretary of the McGraw-Hill Publishing Company, Inc., publishers of Radio Retailing and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 411, Postal Laws and Regulations, printed on the reverse of this form, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business managers are: Publisher, McGraw-Hill Publishing Company, Inc., 10th Ave. & 36th St., N. Y. C. Editor, O. H. Caldwell, 10th Ave. & 36th St., N. Y. C. Managing

LEGAL NOTICE

Editor, William Alley, 10th Ave. & 36th St., N. Y. C. Business Manager, M. Clements, 10th Ave. & 36th St., N. Y. C.

2. That the owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding one per cent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a firm, company, or other unincorporated concern, its name and address, as well as those of each individual member, must be given.) McGraw-Hill Publishing Company, Inc., 10th Ave. & 36th St., N. Y. C. Stockholders of which are: James H. McGraw, 10th Ave. & 36th St., N. Y. C. James H. McGraw, Jr., 10th Ave. & 36th St., N. Y. C.; James H. McGraw, James H. McGraw, Jr., and Malcolm Muir, 10th Ave. & 36th St., N. Y. C. Trustees for: Harold W. McGraw, James H. McGraw, Jr., Donald C. McGraw, Curtis W. McGraw, Curtis W. McGraw, 10th Ave. & 36th St., N. Y. C. Donald C. McGraw, 10th Ave. & 36th St., N. Y. C. Harold W. McGraw, 10th Ave. & 36th St., N. Y. C. Joseph H. Bradgon, 10th Ave. & 36th St., N. Y. C. Anne Hugus Britton, 10th Ave. & 36th St., N. Y. C. Mason Britton, 10th Ave. & 36th St., N. Y. C. Edgar Kobak, 10th Ave. & 36th St., N. Y. C. Grace W. Mehren, 2440 Lake View Ave., Chicago, Ill. J. Malcolm Muir & Guaranty Trust Co. of New York, 140 Broadway, N. Y. C. Trustees for: Lida Kelly Muir; F. S. Weatherby, 271 Clinton Road, Brookline, Mass. Edwin S. Wilsey, 10th Ave. & 36th St., N. Y. C.; Goldman, Sachs & Co., 30 Pine Street, N. Y. C., a Partnership, Partners of which are: Waddill Catchings, 30 Pine Street, N. Y. C. Arthur Sachs, 30 Pine Street, N. Y. C. Walter E. Sachs, 30 Pine Street, N. Y. C. Howard J. Sachs, 30 Pine Street, N. Y. C. Sidney J. Weinberg, 30 Pine Street, N. Y. C. Henry S. Bowers, 30 Pine Street, N. Y. C.

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5. That the average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the six months preceding the date shown above is (This information is required from daily publications only.)

McGRAW-HILL PUBLISHING COMPANY, INC.
 C. H. THOMPSON, Secretary.

Sworn to and subscribed before me this 29th day of March, 1929.

[Seal.] H. E. BEIRNE,
 Notary Public N. Y. Co. Clk's. No. 97,
 Reg. No. 1B84, Kings Co. Clk's. No. 646,
 Reg. No. 1089.
 (My Commission expires March 30, 1931.)

FACTORY REPRESENTATIVES

Chicago receiving set manufacturer desires factory representatives that are experienced in sale of sets and set chassis, for the following cities: New York City, Philadelphia, Atlanta, Buffalo, Pittsburgh, Detroit, Cleveland, Dallas, Omaha and Denver.

RW-95, Radio Retailing
 7 So. Dearborn St., Chicago, Ill.

“Think SEARCHLIGHT First”—

To Find Men or Employment

Technical or Skilled, Plant or Office, Executive, Operative or Selling

To Locate Business Opportunities

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To Sell, Rent, Exchange or Buy

Plants, Properties, Factory Buildings, Industrial Sites, Patents, Inventions or Miscellaneous Items.

Buy at 90% off List!!!

FERGUSON and HOMER BATTERY SETS

FERGUSON
The Gold Standard of Radio.

All models are completely shielded and in beautiful walnut cabinet.

Model 14
List, \$225.00

\$22.50



Only 8 of the Model 14

Ten tube loop set in walnut cabinet. Technidyne Circuit. Truphonic Amplification. Single illuminated dial, calibrated in meters. See illustration. Packed in wooden cases.

List, \$225.00—DEALER PRICE, \$22.50

Only 8 of the Model 12

This six tube Table Model set in walnut cabinet with two illuminated dials is a fine bargain. Uses 3 stages audio—one transformer and two resistance coupled audio for fine tone.

List, \$125.00—DEALER PRICE, \$17.50

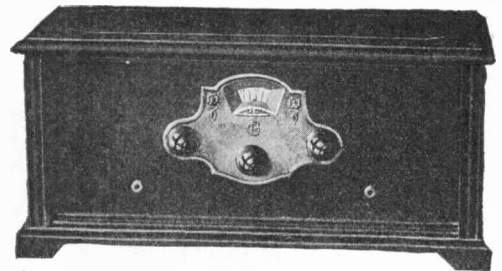
Only 5 Seven tube all electric

Set uses 1—227, 4—226, 1—280 and 1—171 with full 180 volts on plate. Acme power supply unit and C. R. L. volume controls.

DEALER NET PRICE \$25.00

All the above models are fully shielded.

Take advantage of these "buys."
Not another one to be had.



The GRUEN SIX TUBE BATTERY RECEIVER

3 stages R. F., Detector and 2 stages audio. Totally shielded with heavy gauge aluminum. Jack for phonograph pick-up or Home Broadcaster.

Jack on first audio for head phones or power amplifier. Wired for any power tube. Battery cable attached.

Dealer Price \$14.50

JACKSON RADIO COMPANY

66-68 Patterson Ave., Long Island City, N. Y.

Terms: 3% discount on full remittance, or 20% with order, balance C.O.D.

CHELSEA TREASURE CHEST

Uses 4—UX 226, 1—UY 227, 1—171 A and 1—UX 280 rectifier tube. One knob control, illuminated drum dial, Pressed Steel Chassis.

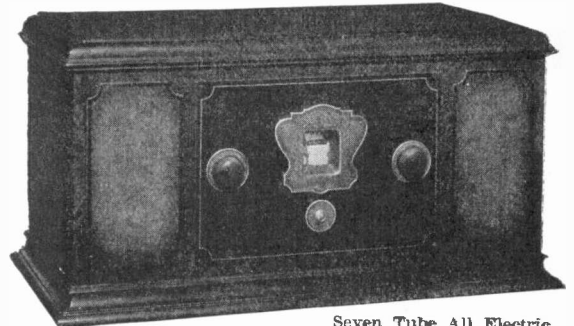
Exceptionally beautiful Cabinet made of selected woods, with Genuine Maple Burl panels. Lacquer mahogany finish.

Dealer Price, \$35.00

Send for Circular

Bradley Table with Built-in Kolster 104-A Speaker, Length 21 in.,—depth 12½ in.,—height 27 in. Makes an excellent combination with the Chelsea Set.

\$13.50



Seven Tube All Electric

\$100,000

Ready for cash buys

Radio Sets Eliminators
Accessories Speakers, etc.

Write or Wire

Perry Radio Corporation
79 Cortlandt St., New York City

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RADEX calibrates any set. Just enter dial readings and you can see at a glance the wavelength you are tuned to. Users say it doubles their satisfaction. Sells everywhere 25c. Dealers' \$2.00 a dozen.

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Write or wire us what you are interested in.

THE A-C DAYTON COMPANY
300 E. First St., Dayton, Ohio

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41 Retail Radio Stores thruout the country. We are now in a position to buy any quantity of surplus merchandise, large or small lots. Unlimited cash

on hand for immediate action. We are the largest users of Job Lot Merchandise in the country and on account of our Retail Stores can afford to pay best prices.


Phone, write or wire our nearest representative.

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504 South State St.,
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Joseph Frank,
227 Fulton St.,
New York City

Harry Pitkow,
611 Market St.,
Philadelphia, Pa.

American Radio & Television Stores Corp.
227 Fulton St. New York City

See three pages following 

GOING!

K O L S T E R

Radio Sets and Dynamic Reproducers

*at slashing reduction
in*

PRICES

~~LIST PRICE \$175.00~~

\$33.50

~~LIST PRICE \$185.00~~

\$35.50

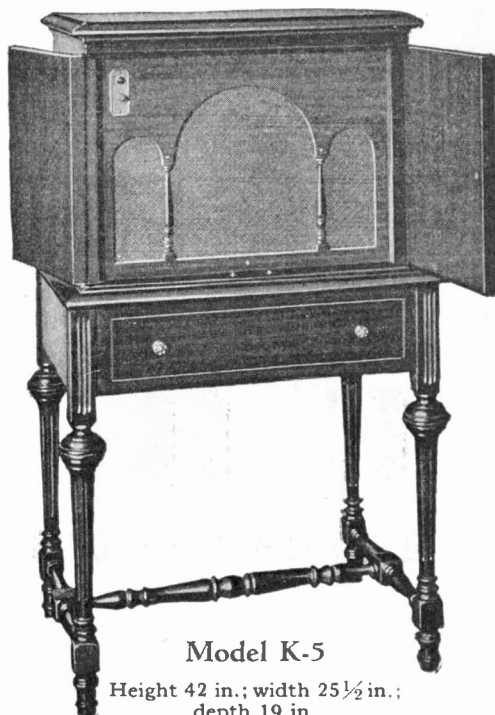
~~LIST PRICE \$295.00~~

\$48.50

AMERICAN SALES COMPANY, 19-21 Warren St., New York, N. Y.

See three pages following 

Going fast—buy now!



Model K-5

Height 42 in.; width 25½ in.;
depth 19 in.

List Price \$175.00

Without Tubes

\$33.50!

FEATURES

1. Electro-Dynamic Reproducer (10¼-in. dia.)
2. 210 Power Amplifier. Fine tone quality.
3. Supplies "B" voltage, if desired.
4. Can be used with any electric or battery set.
5. Complete A.C. Electric operation.
6. Beautiful pencil-striped walnut cabinet.

NOTE

All units offered in this advertisement are BRAND NEW, packed in original factory sealed carton and fully guaranteed.

TERMS: 20% cash with order, balance C.O.D. f.o.b. New York. (2% Discount for Full Remittance with order.)

This radio equipment is KOLSTER built, packed in the original Kolster cases and cartons, shipped direct to us from the Kolster factory.

Every Set and every Electro-Dynamic Reproducer is BRAND NEW; each bears the Kolster guarantee tag and original serial number.

Our ability to buy these world-famous KOLSTER RECEIVERS and REPRODUCERS for cash, enables us to offer them at remarkably low prices.

K O L S T E R ELECTRO-DYNAMIC REPRODUCER

Combined with 210 Power Amplifier and "B" Supply Unit

THIS finely matched, rugged unit comprises a complete heavy duty Electro-Dynamic Reproducer, including a 210 Power Amplifier with "B" supply unit, all self-contained on a steel frame. It weighs 45 pounds without the cabinet. The cabinet itself is of pencil-striped walnut, beautifully designed with Cathedral grille. It is equipped with switch for control of house current to reproducer, power unit and amplifier. A pilot light indicates when the Reproducer is in operation.

If desired the 210 Power Amplifier will also supply 22, 67 and 90 volts "B" current, sufficient for any set using up to 8 tubes. An automatic voltage regulator tube, UX-874, maintains the "B" voltage silent and steady.

This Electro-Dynamic Reproducer can be used with any battery or A.C. set, replacing the last audio stage or be used with all tubes of the set. Wherever used, it will bring out every shading and range of tone; every note is reproduced with utmost faithfulness, pure and undistorted. It will modernize any radio receiver.

The following tubes are required for its operation: 2-UX-281 (for full-wave rectification); 1-UX-210 (for super power amplification); 1-UX-874 (for voltage regulation). For use with phonograph pick-up, one additional audio stage is recommended between the pick-up and this Reproducer.

A 20-ft. cable is included with each instrument. Operates direct from 50-60 cycle, 110-120 volt A.C. current.

Licensed Under Patents of the Radio

AMERICAN SALES COMPANY

See following page

Get your share of the profits

—a fraction of their original cost. And we control the exclusive sale of this merchandise as we have bought the entire stock.

Dealers from every corner of the country are enthusiastically responding by saying it with orders and reorders.

They are cashing in on the advantages we are able to pass on to them. We urge you to get in now—today—for the sooner you start the quicker real profits come rolling in to you.

K O L S T E R SIX TUBE CONSOLE RECEIVER

With Built-in Kolster Electro-Dynamic Reproducer

THE entire set can be operated direct from the A.C. light socket, 50-60 cycle, 110-120-v., by simply adding any "A" supply unit and a small 4½-volt "C" battery. The built-in Electro-Dynamic Power Reproducer furnishes the "B" supply current to the set. A switch snaps the receiver in or out of operation and a pilot light tells instantly when set is in operation. The single dial control makes this the simplest of receivers to operate.

This receiver employs the famous Kolster T.R.F. circuit. It operates on either indoor or outdoor antenna using three stages of R. F., detector and two stages of A. F. The three point tap switch aerial adjuster operated from panel gives hairline selectivity. A loose coupled coil in conjunction with tap switch increases the distance getting value of the receiver. In addition, the 210 power amplifier built into the model K-5 Dynamic Reproducer, achieves remarkable tone quality. In this receiver is embodied everything looked for in modern radio.

The combination Kolster Set and Electro-Dynamic Reproducer is housed in a beautiful console of burled walnut with maple overlay. Full swinging doors found only in the finest cabinets add to its beauty.

The receiver uses 6-UX 201-A tubes and the Electro Dynamic Reproducer uses 2-UX 281, 1-UX210, and 1-UX 374 tubes.

Corp. of America and Lektophone Corp.

19-21 Warren St., New York City



Model 6-H

Height 53 in., width 27 in., depth 18½ in.

List Price \$295.00

Without Tubes

\$48.50!

FEATURES

1. Beautiful highboy console of burled walnut with maple overlay.
2. Kolster K-5, Electro-Dynamic Reproducer with built-in 210 Power Amplifier included for fine tone quality (see opposite page).
3. Famous Kolster 6-tube T.R.F. circuit.
4. Hairline selectivity. Distance Reception.
5. Single dial control—simple to operate.

MANUFACTURERS AND JOBBERS

We are prepared to offer cash for surplus stocks of Radio Merchandise. This means of course stock in first class condition and in such volume that insures a good value to our many established buyers. Send details of your offerings for quick action.

See following page

See three preceding pages

The final page of real money makers

KOLSTER SIX TUBE CONSOLE RECEIVER With Built-in Magnetic Cone Speaker (for Battery operation)

This receiver employs the famous Kolster T.R.F. circuit. It operates either on indoor or outdoor antenna, employing three stages of R. F., detector, and two stages of A. F. The three point tap switch aerial adjuster operated from panel gives hair-line selectivity. A loose coupled coil in conjunction with tap switch increases the distance getting value of the receiver.

Either a 112-A or 171-A Power tube can be used in last audio stage.

This is the famous Kolster's battery outfit. It has won world-wide fame for selectivity, distance and tone quality. Single dial control makes this Receiver simple to operate.

Uses 5-UX-201A tubes and 1-UX-112A or 171A power tube.

The Kolster double magnet powerful Magnetic Cone Speaker built into this set insures wonderful tone quality.



Model 6-G

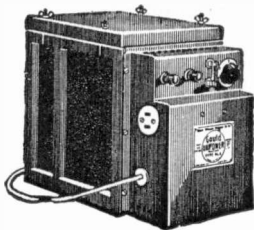
FEATURES

1. Beautiful walnut highboy console.
2. Powerful Magnetic Cone Speaker. Fine tone quality.
3. Remarkable selectivity. Distance reception.
4. Famous Kolster six-tube T.R.F. circuit.
5. Uses a power tube (112-A or 171-A).
6. Single dial control; simple to operate.

List Price \$185.00
Without Tubes

\$35.50

THE NEW GOULD KATHANODE



Unipower (With Built-in Relay) AUTOMATIC

Radio "A" Power
From Light Socket

Model A.C.,—6 K (Six Volt)

Furnishes rich, smooth, unflinching "A" current, without any trace of hum. No rewiring necessary in your set. Equipped with a new noiseless Balkite Charging Unit which has four graduated charging rates and in addition one booster rate (1½ amperes) for an emergency charge, which enables it to properly take care of all sizes of sets and conditions of operation. Operates on 110-120 V., 50-60 cycle A.C. current. Complete with extra fuse.

Can be used with Kolster Sets.

LIST PRICE \$30.50 EA.

Special \$9.75 Ea.

Lots of three, \$8.50 Ea.

Lots of six, \$7.50 Ea.



Dubilier

High Voltage Filter Condensers

These Dubilier Filter Condensers are tested from 3 to 5 times their rated value. Widely separated soldering lugs are provided to insure long leakage paths.

Each Condenser brand new and packed in individual carton.

Type No. 902, Rated D.C. Working Voltage 400 V.

Capacity	List price	Special
1	\$2.50 ea.	
2	3.50	\$0.50 ea.
4	5.50	

Type No. 903, Rated D.C. Working Voltage 600 V.

Capacity	List price	Special
1	\$3.00 ea.	
2	5.50	\$0.60 ea.
4	9.50	1.10 1.90

Genuine  UX200

These excellent Radio Tubes draw one amp.



List Price \$1.75 ea.

SPECIAL PRICE 16c. ea.
\$8.00 per Carton

Sold only in Carton Lots of 50

Due to the extreme low prices of these tubes, we cannot allow replacements. However, every tube is brand new and packed in the original factory sealed carton, we having purchased them direct from the Radio Corporation of America.

NOTE

All units offered in this advertisement are BRAND NEW, packed in original factory sealed cases and fully guaranteed. TERMS:—20% cash with order, balance C.O.D., f.o.b., New York. (2% Discount for Full Remittance with order).

POWERIZER



PXY-1 MODEL R-20

Complete "A B & C" Eliminator

It is a 210 Power Amplifier furnishing "B & C" current to the entire Radio Set, also a Super Power Amplifier furnishing "A, B & C" current to the 210 power amplifying tube. Simple to connect, no re-wiring necessary in the set. Comes equipped with an adapter plug which is inserted in the last audio tube socket. Has filament windings which will also supply A.C. current for the A.C. tubes, if desired. Uses the UX-210 super power and the UX-280 full wave rectifying tubes. Using this Powerizer with any Battery or Electric Set will bring out the finest tone reproduction and volume, comparable with the results obtained from any of the best modern receivers.

Operated direct from light socket: 110-120 V., 50-60 cycle, A.C. current.

LIST PRICE \$59.00 EA.

Special \$16.50

AMERICAN SALES COMPANY, 19-21 Warren St., New York City

See three preceding pages

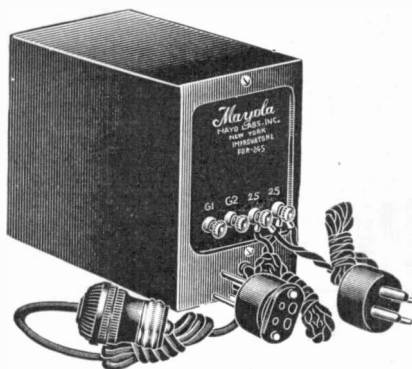
Get a Start on Your Summer Profits

Mayola Improvatore 245 Adapter

Will convert any electric or battery set into a modern receiver — the results of which will be the same as any of the new sets that are being put on the market at the present time.

The 245 tube will produce more volume and better tone quality and outlast any 171 or 112 tube.

Dynamic Speakers require more power to operate them efficiently, even more than the 112 or the 171 tube



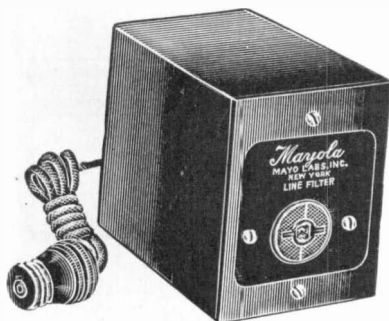
Net \$7.50

will deliver. The new 245 Super Power tube is the last word in tube construction.

The Mayola Improvatore 245 adapter makes it possible to replace the present 171 and 112 tubes. The Improvatore delivers the correct filament voltage and automatically regulates the C biasing.

Modernize your customers sets with the Improvatore and make extra profits during the summer months.

Mayola Line Filter



Takes the noises originated in the electric lines out of any electric or electrified set. It can be connected to the

set and will greatly improve reception, but if connected directly to the source of trouble such as oiled condensers, electric refrigerators, motors, etc., it will completely kill all noise. Line filter is a result of long months of experimenting, and is designed along the lines devised by the Bureau of Standards.

Net \$6.85

Mayola Majestic Eliminator Replacement Condenser Block



A replacement block for Majestic eliminators, which is guaranteed by the Mayola Laboratories for a period of one year.

The condensers in this block are all composed of high voltage condensers, and you can be assured that once this block is replaced it will last indefinitely.

Net \$4.50 In lots of 6 \$25.00

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A National Organization Serving Over 10,000 Retail Merchants

16-22 Hudson Street, New York, N. Y. Telephone Barclay 7583 7584

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 Name
 Address
 Quote us on:

COMING!

NEW 1930



All Electric Receiver for A.C. or D.C.

It will be a revelation in design, in construction, in appearance, and in performance.

Watch for full details in show number.

PIERCE AIRO, INC.

113-R Fourth Avenue, New York City

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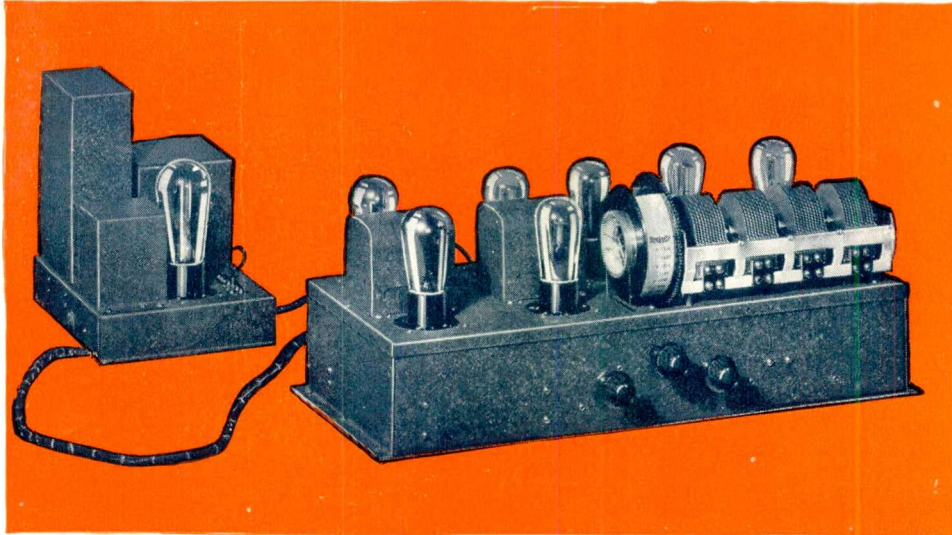
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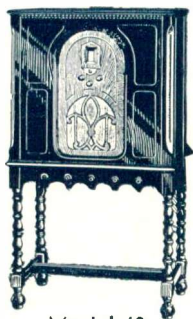
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SPEAKING OF THE CHASSIS-

what other moderate priced radio can match this one?

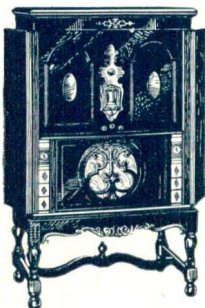


Models 40 and 45



Model 40

Using two 171 tubes in push-pull. Electro-Dynamic Speaker . . . \$135 less tubes



Radio-Phonograph Combination

Uses two 250 tubes in push-pull. Electro-Dynamic Speaker . . . \$250 less tubes

THE CHASSIS of the new Steinite is not matched by that of any other moderate priced radio—nor excelled in any radio at any price. It belongs in this sensational set—a fitting companion to the rich cabinets and marvelous electro-dynamic speakers of the new Steinites.

Coils are shielded in copper—and the entire chassis in steel. The famous Steinite battleship construction makes it rugged beyond belief. Heavy, oversize audio transformers, four condensers and five 227 tubes bring superlative performance . . . What moderate priced radio can match this chassis? Write for Steinite's proposition. Steinite Radio Co., 506 S. Wabash Ave., Chicago, Illinois.



Model 45

171 tubes in push-pull. Beautiful cabinet with sliding doors. Electro-Dynamic Speaker . . . \$165 less tubes

Model 50

Same cabinet as above, using two 250 tubes and 2 rectifiers . . . \$185 less tubes

READ THESE DETAILS!

- 1—Latest Power Tubes
- 2—Push-Pull Amplifier
- 3—Electro-Dynamic Speaker
- 4—227 Tubes for Clarity, Tone and Distance
- 5—New Low Prices

Steinite

ELECTRIC RADIO

A Radiotron
for every purpose

- RADIOTRON U K-201-A
Detector Amplifier
- RADIOTRON UV-199
Detector Amplifier
- RADIOTRON UX-199
Detector Amplifier
- RADIOTRON WD-11
Detector Amplifier
- RADIOTRON WX-12
Detector Amplifier
- RADIOTRON U K-200-A
Detector Group
- RADIOTRON UX-120
Power Amplifier
- RADIOTRON UX-222
Screen Grid Radio Frequency Amplifier
- RADIOTRON UX-112-A
Power Amplifier
- RADIOTRON UX-171-A
Power Amplifier
- RADIOTRON UX-210
Power Amplifier Oscillator
- RADIOTRON UX-240
Detector Amplifier for Resistance-coupled Amplification
- RADIOTRON JX-245
Power Amplifier
- RADIOTRON JX-250
Power Amplifier
- RADIOTRON JX-226
Amplifier (A. C. Filament)
- RADIOTRON JY-227
Detector Amplifier (A. C. Heater)
- RADIOTRON JX-280
Full-Wave Rectifier
- RADIOTRON UX-281
Half-Wave Rectifier
- RADIOTRON UX-874
Voltage Regulator Tube
- RADIOTRON UV-876
Ballast Tube
- RADIOTRON UV-886
Ballast Tube

The standard by
which other vacuum
tubes are rated



Look for this mark
on every Radiotron



RAY H. MANSON
Chief Engineer, Stromberg Carlson Telephons Mfg. Co., Inc.



"Experiment with every type of vacuum tube has convinced us of the superiority of RCA Radiotrons. We not only use them for testing the performance of Stromberg Carlson instruments, but recommend them for use in all of our sets."

Ray H. Manson

When you purchase a quality receiving set be sure it is equipped with genuine RCA Radiotrons. If you will replace all of the tubes in your set with RCA Radiotrons once a year at least, you will get the finest reception the instrument affords.

RCA RADIOTRON

RADIO CORPORATION OF AMERICA - New York - Chicago - Atlanta - Dallas - San Francisco

"Never out of stock on RCA Radiotrons —we carry the complete line." This is the kind of dealer advertising that builds tube business, brings in steady profits, and gives the radio dealer a reputation for dependability. Radio customers choose the stores that are known to carry the full line of RCA Radiotrons—all the time.

Superior resources of research and manufacturing guarantee to RCA Radiotrons the finest possible quality in vacuum tubes. They are the standard of the industry—and so accepted by both the trade and the public.



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