

The RADIO DEALER

Vol. 9 No. 7

OCTOBER, 1926

TWO DOLLARS THE YEAR
SINGLE COPY 25c

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The Masterpiece of Masterpieces!



New and Improved **FRESHMAN MASTERPIECE**

The most perfect radio ever designed. It is massive—it is beautiful. It is just what is wanted for the home. For no matter how exquisite the furnishings are, this artistic genuine mahogany upright console will lend additional beauty.

The thing that makes it wonderful is its tone quality. The large cone speaker has been designed to exactly match Freshman's new QUALITY radio receiver. This special cone speaker easily handles the full power that this new set delivers.

Genuine R. C. A. Radiotrons

are recommended for use with Freshman Masterpiece Receivers.

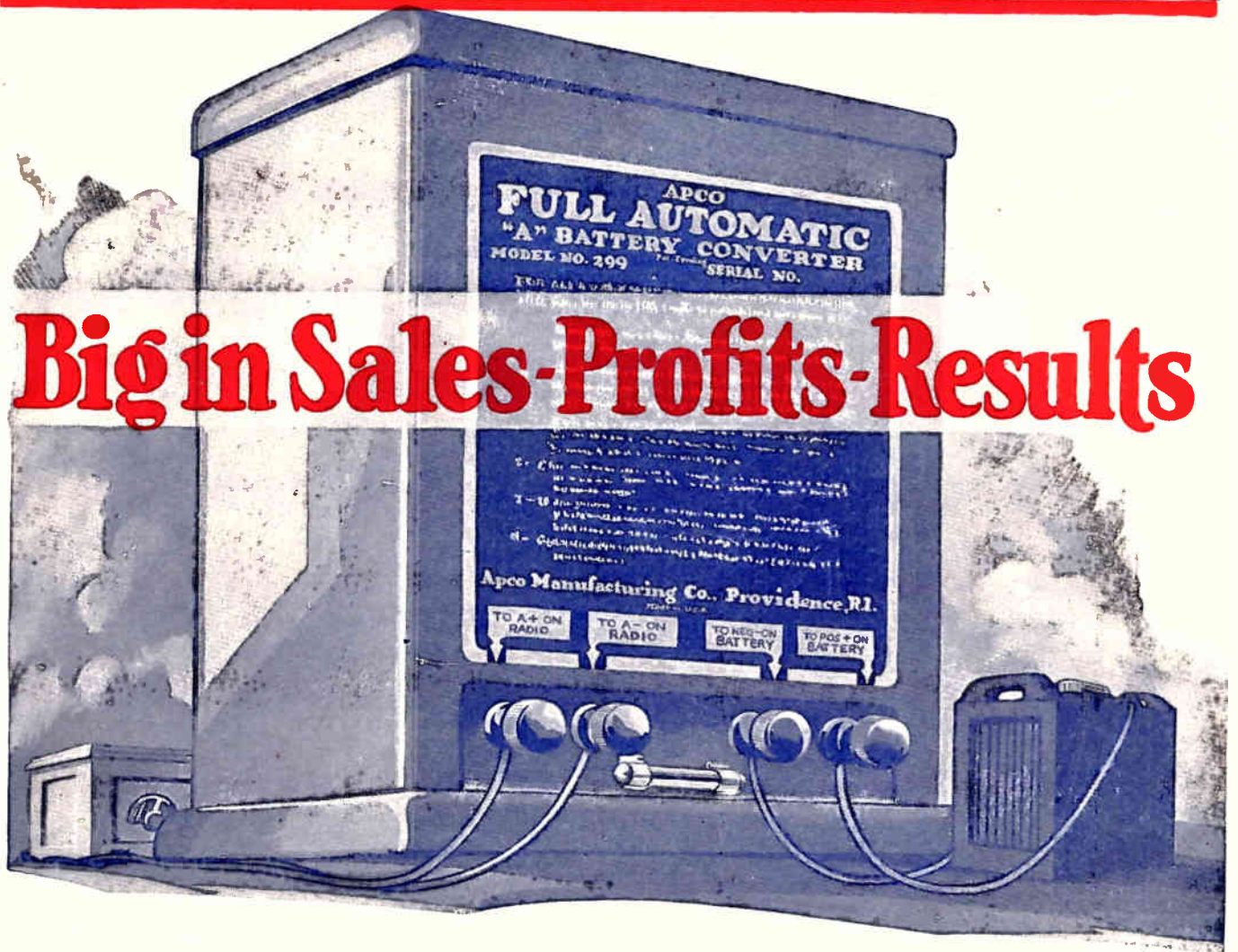
A special package containing—1 UX 112 power tube, 1 UX 200A detector tube and 3UX 201A amplifying tubes—matched and tested for the set in which they are shipped, is sold by Authorized Freshman Dealers.

\$ 119.⁵⁰
Model
6-F-11

CHAS. FRESHMAN CO., Inc.

FRESHMAN BLDG., NEW YORK
2626 W. Washington Blvd., Chicago

Worlds Greatest Radio!



Big in Sales-Profits-Results

Model No. 274, APCO Raytheon Rectodyne "B" Battery Eliminator, \$35.00

Model No. 266 APCO Rectodyne "B" Battery Eliminator \$20.50.

Model No. 233 APCO "A" Battery Trickle Charger, \$3.50.

Model No. 289 APCO Wet "B" Battery Charger, \$4.00.

THE familiar warning "The storage battery is low" can never apply when the APCO Full Automatic "A" Battery Converter is used. The "A" battery is automatically kept always at full charge, enabling set owners to enjoy the benefits of better reception at all times without trouble and battery recharge. There is nothing else in the world today like it.

Remember, there are no bulbs to burn out, no arrows to point, no flipping of switches—just complete, automatic "A" power from the lamp socket without trouble and battery starvation.

APCO'S National Advertising is paving the way for easier sales and bigger profits. Every set owner and purchaser is a prospect for APCO products. Wide-awake dealers throughout the country are taking advantage of our direct-to-dealer plan. It protects and assures full profit. APCO Radio products are sold direct only through APCO Franchise Dealers.

Territory is being rapidly allotted. Yours may be open. Write today for our proposition.

Model No. 270, APCO Twin Tube Double Filament, 201-A type, \$2.00.

Model No. 265 APCO "B" Battery Eliminator, Open Kit Model, \$22.50.

Model No. 277 APCO "A" Battery Charger, \$12.50.

Prices slightly higher for Denver and West

APCO MANUFACTURING CO.

Main Office & Factory

NEW YORK

PROVIDENCE, R. I.

CHICAGO





They last twice as long as the smaller batteries of equal voltage

THAT, boiled down, is the message that Eveready Radio Battery advertising will hammer home, month after month, beginning with October.

It is estimated that fully 80 per cent of all radio receivers sold have four or more tubes. All such sets require Heavy-Duty Batteries, yet many dealers, in their efforts to sell complete a radio outfit—receiver, tubes, "A," "B" and "C" batteries, loud-speaker, etc.—keep the initial cost down by supplying the smaller, less expensive and shorter-lived 45-volt batteries. The heavy drain of 4 or more tube sets exhausts these batteries in a short time and the purchaser becomes dissatisfied—even distrustful.

On the same set and under similar conditions Eveready Heavy-Duty "B" Batteries—either Eveready No. 770 or the even longer-lived No. 486—will last as long as *two* sets of smaller batteries of equal voltage.

You can build up invaluable good-will if you will make it a rule to sell only Eveready Heavy-Duty "B" Batteries for sets with 4 or more tubes with or without power tube.

Eveready Dry "B" Batteries give the pure, noiseless D. C. (direct current) so absolutely essential to pure tone.

Tie up with Eveready advertising. Use Eveready window and store display material and watch sales grow.

Manufactured and guaranteed by

NATIONAL CARBON COMPANY, INC.

New York

San Francisco

Atlanta

Chicago

Kansas City

Canadian National Carbon Co., Limited, Toronto, Ontario

Tuesday night means Eveready Hour—9 P. M., Eastern Standard Time, through the WEAf network stations:

WEAF—New York
WJAR—Providence
WEEL—Boston
WTAG—Worcester
WFI—Philadelphia

WGR—Buffalo
WCAE—Pittsburgh
WSAI—Cincinnati
WTAM—Cleveland
WWJ—Detroit

WGN—Chicago
WOC—Davenport
WCCO—Minneapolis
KSD—St. Paul
KSD—St. Louis
WRC—Washington

EVEREADY

Radio Batteries

-they sell faster

The RADIO DEALER

The Radio Trade Journal for the Radio Business Man

Vol. 10

OCTOBER, 1926

No. 1

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Cable Address: "RADEALER" New York

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Also publishers of THE RADIO BLUE BOOK, (formerly Radio Dealer Year Book)

The New Ferguson

MODEL TWELVE

The Gold Standard of Radio Receivers

WITH the FERGUSON Model Twelve you enjoy absolute fidelity of tone. The rendition in the distant studio reaches your living room round, full, clear—with all of the original expression of the artists. When an orchestra plays, you hear all of the notes both treble and bass—the harmony of the whole. The music rests and soothes you—as it should—because the true tone colors; all of the countless delicate shadings and overtones; reach you unaltered—in perfect timbre!

The nearest Authorized FERGUSON Dealer will be glad to let you hear how enjoyable radio can be.

J. B. FERGUSON, INC., 225 West 57th St., New York, N. Y.



Brighton

Model Twelve—a precision-built 6-tube FERGUSON, with superb cabinet of graceful lines, \$75. (Ten per cent higher West of the Rockies.)



The Two Tuning Dials Light when the Receiver is in operation.



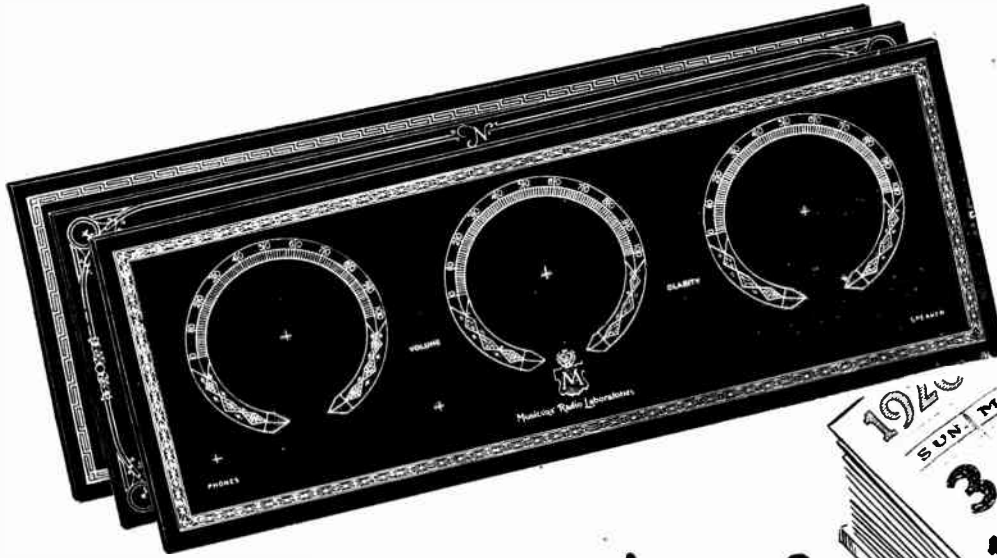
Complete shielding gives this Receiver its Marked Selectivity.

No Seasonal Models—Continually Developing Refinements

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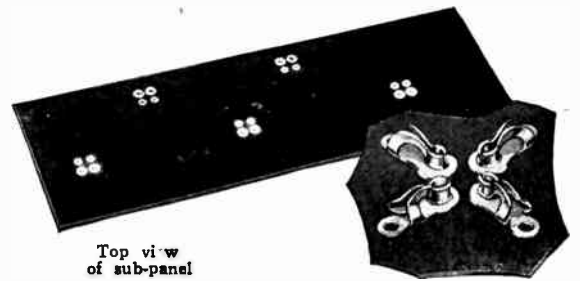
“Shipped on date promised”

WITH the season now in full swing no manufacturer can take chances on deliveries. The goods **MUST** come through on time or you lose out!

Panel orders placed with this big, dependable house are put right into the works the same day—and **SHIPPED TO YOU ON THE DATE PROMISED**. No delays—no blunders—no excuses. You get what you ordered—**ON SCHEDULE TIME!**

The goods come to you “clean”, too. Beautifully manufactured in every respect. The kind of workmanship that helps the dealer to sell **YOUR** set.

I. C. A. Panels of Insuline or Bakelite, etc. are furnished in Black or Wood finishes, drilled and engraved ready for assembly—



Top view of sub-panel

(Patent Pending)

The NEW I. C. A. SUB-PANEL AND SOCKET

Gaining in popularity every day. Simplicity—strength—compactness—economy. Five tubes can be mounted in a space of $1\frac{1}{2} \times 7\frac{1}{2}$ in. No mounting device on top of Sub-Panel—only four eyelets for each tube. Shock-proof. Non-microphonic. Greatest advance ever made in socket construction.

We guarantee quick deliveries of I. C. A. Sub-Panels of Insuline or Bakelite mounted with the new I. C. A. Socket. Send us your blue prints for quotations in any quantities.

AT PRICES THAT REPRESENT A SAVING OF 15 TO 25%

Before placing your orders let us estimate on your specifications



World's Largest Panel House

Branches in Principal Cities

INSULATING COMPANY OF AMERICA INC.
 RADIO PANEL & PARTS DIVISION
 INSULINE BLDG., 59 WARREN STREET
 NEW YORK

The facts which every radio distributor and dealer should know

PROBABLY no word in the entire radio vocabulary has greater commercial importance than the word "Neutrodyne." So let's get started right with a definition.

The word "Neutrodyne" is a registered trade-mark, owned by the Hazeltine Corporation and applied to a radio receiving set embodying certain patented inventions of Professor L. A. Hazeltine, and manufactured exclusively by fourteen licensed manufacturers.

Every genuine Neutrodyne set carries the Neutrodyne trade-mark. Unless it bears this trade-mark, and unless made by one of the fourteen Hazeltine licensees, a receiving set is not a Neutrodyne.

The birth of the Neutrodyne

Back in 1921, when music and speech began to float through the ether in really appreciable quantities, the receiving sets, so-called, were merely crude adaptations of existing radio telegraph apparatus. Without exception they were cumbersome, complicated and unsatisfactory.

Their chief characteristic was their tendency to become transmitters. Upon the slightest provocation, they filled the surrounding air with squeals, howls and hideous sound until the absolute destruction of broadcasting itself was threatened.

This was the situation in 1921 and early in 1922. And then came the change—the change that marked the first real advance—the first radio receiver designed and constructed to receive broadcast.

Professor L. A. Hazeltine, of Stevens Institute of Technology, an electrical genius who has applied his unusual talents particularly to radio, designed and perfected the Neutrodyne receiver which embodies his radio circuit.

This type of amplifier eliminates regeneration by neutralizing the inherent feed back due to undesirable capacity coupling, thereby giving high selectivity, good tone quality and simple adjustment and preventing squeals, whistles and radiation.

This radio receiver when properly constructed and adjusted could not under any circumstances become a transmitter. It could not howl or squeal. It could not radiate.

In addition, this new receiver was found to possess a higher degree of selectivity than had ever before been obtained. It was extremely sensitive and the quality of its reproduction of sound unusually fine.

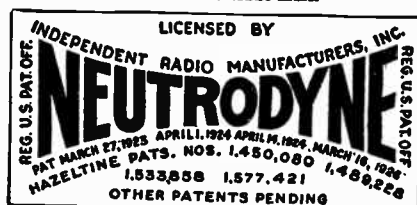
Small wonder that the Neutrodyne swept the country. Small wonder that it was widely imitated. Small wonder that all kinds of sets were sold as "neutrodynes."

Organization of the Hazeltine interests

Following the granting of patents to Professor Hazeltine—patents which have successfully stood the test of litigation—the Hazeltine Corporation was formed. This company now owns and controls these patents and inventions, and the Neutrodyne trade-mark.

It manufactures no receiving sets, but has granted

Look for this trade-mark



It is your protection against patent infringement liability

HAZELTINE CORPORATION

(Sole owner of "Neutrodyne" patents and trade-marks)

INDEPENDENT RADIO MANUFACTURERS, INCORPORATED

(Exclusive licensee of Hazeltine Corporation)

The next advertisement in this series will explain the service rendered the radio business by the Hazeltine Corporation

about Neutrodyne

an exclusive license to the Independent Radio Manufacturers, Incorporated, which in turn has licensed its fourteen member companies to manufacture Neutrodyne receivers.

The Independent Radio Manufacturers, Incorporated

The fourteen companies, who alone are permitted to use the Hazeltine inventions and to label their receiving sets with the Neutrodyne trade-mark, are these:

THE AMRAD CORPORATION, Medford Hillside, Mass.
 F. A. D. ANDREA, Inc., New York City
 CARLOYD ELECTRIC & RADIO COMPANY, Newark, N. J.
 FREED-EISEMANN RADIO CORPORATION, Brooklyn, N. Y.
 EAGLE RADIO COMPANY, Newark, N. J.
 GAROD CORPORATION, Belleville, N. J.
 GILFILLAN RADIO CORPORATION, Los Angeles, Cal.
 HOWARD RADIO COMPANY, Inc., Chicago, Ill.
 KING-HINNERS RADIO COMPANY, Buffalo, N. Y.
 WM. J. MURDOCK COMPANY, Chelsea, Mass.
 STROMBERG-CARLSON TELEPHONE MFG. CO., Rochester, N. Y.
 R. E. THOMPSON MFG. CO., Jersey City, N. J.
 WARE RADIO CORPORATION, New York City
 THE WORK-RITE MFG. CO., Cleveland, Ohio

How the companies operate

These fourteen manufacturers pay royalties to the Independent Radio Manufacturers, Incorporated, which company turns over this income to the Hazeltine Corporation, less a fixed charge which is set aside to accumulate into a fund. This fund provides the means for prosecuting infringements of "Neutrodyne" patents and trade-marks, whether by manufacturers, wholesalers, retailers or even by the ultimate purchasers of radio receivers. This fund also provides for the defense of distributors and dealers authorized to handle and sell licensed Neutrodyne radio receivers against patent infringement prosecution as far as those receivers are concerned.

Complete protection for Neutrodyne distributors

The value of this arrangement for the protection of the manufacturers, distributors, retailers and

users of Neutrodyne apparatus has already been demonstrated.

"Neutrodyne" distributors when sued have been successfully defended in the courts by the Independent Radio Manufacturers, Incorporated. And the validity of "Neutrodyne" patents and inventions has been upheld by the courts against infringers.

So that today no radio receiving sets or radio apparatus offers the distributor and the dealer a greater degree of safety than Neutrodyne.

It has won its battles in the law courts, just as it has won the hearts of the radio listeners. And it is financially able and more than willing to protect itself and its distributors. Neutrodyne will not only defend itself when attacked—it will lead the attack if its rights are invaded.

Play safe with Neutrodyne

Remembering that distributors, wholesalers, retailers and even consumers are liable under the law, in selling or having in their possession infringing radio apparatus, read the following paragraphs carefully:

The courts have recently ruled that Tuned Radio Frequency Receivers equipped with adjustable means to usefully control regeneration and prevent oscillation, infringe the Armstrong patents.

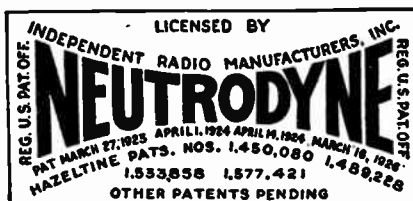
The courts have also held that receivers employing certain neutralizing schemes infringe the "Neutrodyne" patents.

Ask yourself whether the sets you handle are clear of liability; whether the manufacturers of such sets would be likely to protect you if you were sued.

If you are in doubt about your liability, consult competent legal authority.

Thoughtful, careful, conscientious distributors are today playing safe by handling licensed Neutrodyne apparatus. They have not only found such a policy safe and sound, but highly profitable.

Look for this trade-mark



It is your protection against patent infringement liability

HAZELTINE CORPORATION
 (Sole owner of "Neutrodyne" patents and trade-marks)

INDEPENDENT RADIO MANUFACTURERS, INCORPORATED
 (Exclusive licensee of Hazeltine Corporation)

Keep this important statement and file it for your future reference and guidance

FERRANTI

What does your Perfect Reception Through Perfect Through Perfect FERRANTI Are Nearly



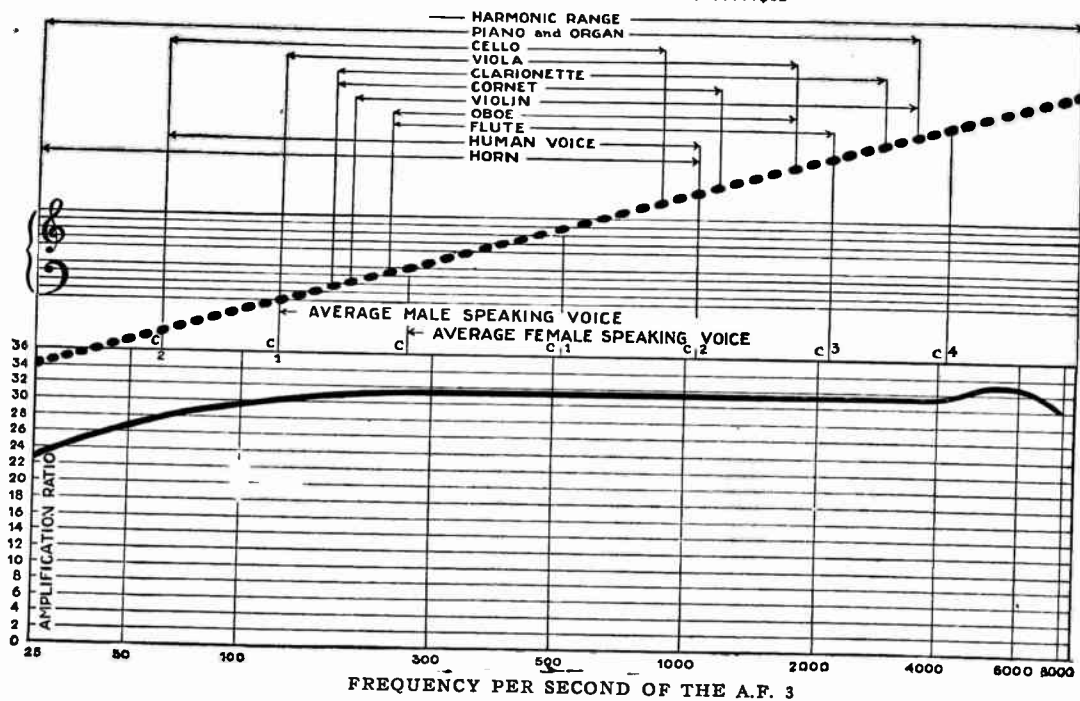
For a Ferranti far superior to the average moderate priced transformer, use Audio Frequency Transformer A.F. 4. \$8.50

For the best possible transformer results—ratio 3 1/2 to 1—Ferranti Audio Frequency Transformer A.F. 3\$12

The unfailing test

THE musical scale is the only satisfactory measure on which to base a real audio frequency transformer test. This graph shows the full gamut of audible musical and spoken reception. Note the range of the various instruments and of the human voice. Remember that the peculiarities of a voice or an instrument are due to a combination of a low tone called the "fundamental" with higher ones known as "harmonics." Only when the relative values of these are faithfully reproduced can best results in reception be obtained.

The chart also shows the evenness and fullness of amplification extending throughout the range of the organ, cello, flute and the human voice. The unattainably perfect curve would be a straight line. Note how much nearer than any other transformer made the Ferranti approaches this characteristic of perfection. That is why it is called "nearly perfect."



customer *Really* Want?

through Perfect Amplification

Transformation

Transformers! and--

TRANSFORMERS

Perfect

Let's Talk Business

AFTER ALL, you know as well as anyone that the fellow who really decides how much money you are going to make in radio this season is your customer. No matter how hard you try to sell him, he always reserves the privilege of exercising his judgment on what you say and on the product you offer.

All this is just common sense—but it is the kind of common sense which, if applied properly, makes a dealer successful.

So the real thing for you to determine is what your customer actually wants. Does he buy his parts simply to put them together without real results in reception? Of course not, for his family and his friends, to say nothing of his judgment of himself, would make him a laughing stock if the set he constructed himself did not give fair reception.

If he is a real fan, and not a tin horn sport, he will want to get the best parts—particularly those which are most important in good radio receiving.

So we offer you the privilege of selling the Ferranti Audio Frequency Transformer. We call it "nearly perfect" because the curve of its amplifications

is almost a straight line. No better transformer is available at any price.

To convince yourself, put a Ferranti in one of your sets, taking care to observe the installation directions and note the difference.

These are the sort of results which build good will, which make you enthusiastic about selling Ferranti Transformers, which help you in building large profits.

perfect reception through
perfect A.F. amplification through
perfect transformers
and—

**Ferranti
Transformers
are nearly
perfect**

We are trading through bona fide wholesalers with a minimum quantity shipment of 24.

We are preparing to supply two transformers, and two only, to any retailer who sends cash with order. If you are interested in handling Ferranti Transformers, please write in immediately and we shall supply you with information in regard to discounts and general company policy.

FERRANTI INCORPORATED



PALCONE

De Luxe

14 in. floating cone, with 16 in. resonance chamber combined with an unusually sensitive and powerful unit produce exceptional tonal results. Silk facings back and front.

LIST PRICE

\$19⁵⁰



PAL PHONOGRAPH UNIT

An efficient, reliable unit which answers all demands for high-class reproduction in conjunction with a talking machine. Fits all standard phonographs. Finely finished, uniform, guaranteed. List Price \$3.00.



These two newest cone speakers, offered right at the "break" of the season possess qualities that will make them big sellers everywhere. Like all other PAL Products, these speakers are "sound" merchandise, assuring steady sales, good profit and customer satisfaction. Each of these Cones is an outstanding value in its class, meeting every requirement in appearance — Performance—Quality and Price.

JOBBERS

These two attractive new additions to the PAL line, add to assurance of all who handle PAL products of safe and certain profits throughout the year. One quality, one price, and both right. Whether you order a dozen or a hundred gross the profit is the same. No need to overstock. Our production and shipping facilities insure prompt delivery always.

Send a trial order NOW!

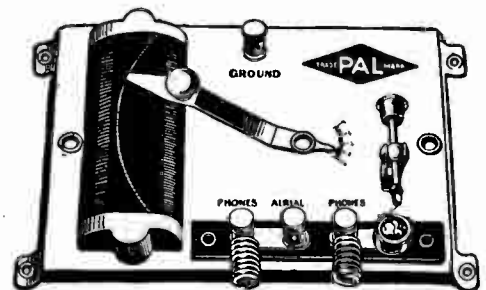
DEALERS, if your own jobbers cannot supply you, write us direct.

The Pal Radio

1204 Summit Ave.,

PAL Standard Crystal Receiver

Size of base 7 x 4½ ins. Simple, substantial efficient. Equipped with sensitive Galena Crystal. Each set in attractive colored box. Always in demand. List Price \$1.50.



SALABLE STAPLE RADIO PRODUCTS

Announcing The PALCONE



PALCONE
Easel

14 in. cone on easel stand, with provision for wall-hanging if desired. Harmonious in appearance and highly satisfactory in results.

LIST PRICE
\$12⁵⁰

*Two New Models
of Cone Speakers
of Exceptional
Merit and Salability*

Company, Inc.

Jersey City, N. J.

PAL ELECTRIC SOLDERING IRON

Designed and constructed upon principles electrically and mechanically correct, unconditionally



guaranteed on 110 volts AC or DC. Packed in attractive colored boxes and special counter display cartons containing six boxes. List price \$1.50.



PAL Standard Head Sets

Made in three types "A," over half a million in use; unconditionally guaranteed. List price \$1.95. Type "B" heavy duty model, highly sensitive, imp. tungsten steel magnets, extremely rugged. List price \$3.50. Type "C" finest made, high-finish mahogany color screw caps, 6 ft. silk cord, for those who want the best. List price \$5.00.

PAL HORN LOUD SPEAKER

heavy-duty, Beautiful in design, finish, tone. Improved adjustable unit with cushioned diaphragm. Horn practically indestructible, finished in black crystal, bases to match, solid brass nickel plated metal parts. No patent complications. List Prices \$5.00 to \$12.00.

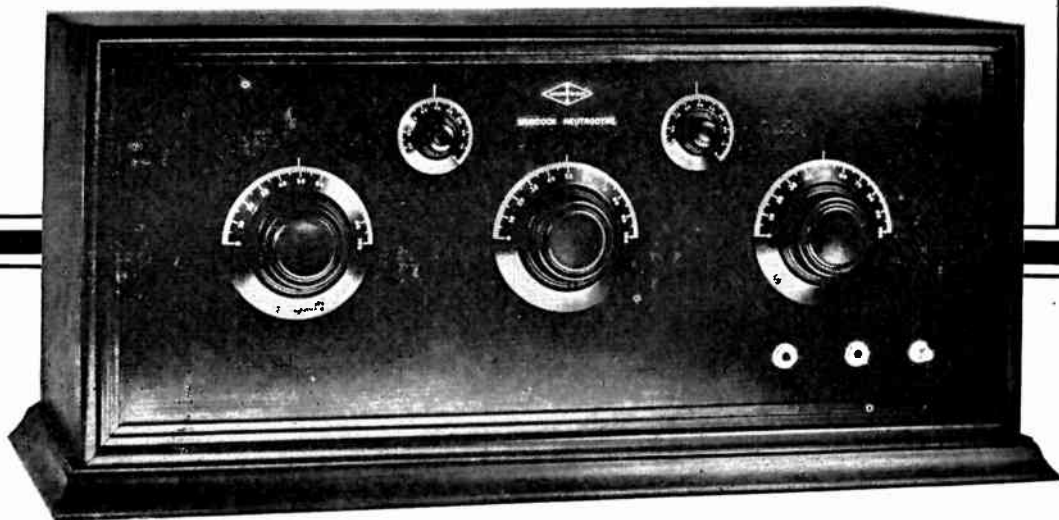


THAT ARE ALWAYS IN STEADY DEMAND

MURDOCK

Five Tube

NEUTRODYNE



Value Plus

OUR MERCHANDISING PLAN for the 1926-27 selling season gives you a proposition that should enable you to get and to beat your competition on the basis of price as well as performance.

In general, we are offering a

5-tube neutrodyne receiver built under one of the original licenses by a concern with a background of — years of manufacturing experience

A superselective receiver of exceptional range, simplicity of tuning and clarity of tone.

Write for details now—before our capacity is pledged—to

Specifically, we present:

5-Tube Neutrodyne Murdock - C-26
Mahogany Console Cabinet with built-in
cone speaker to list at

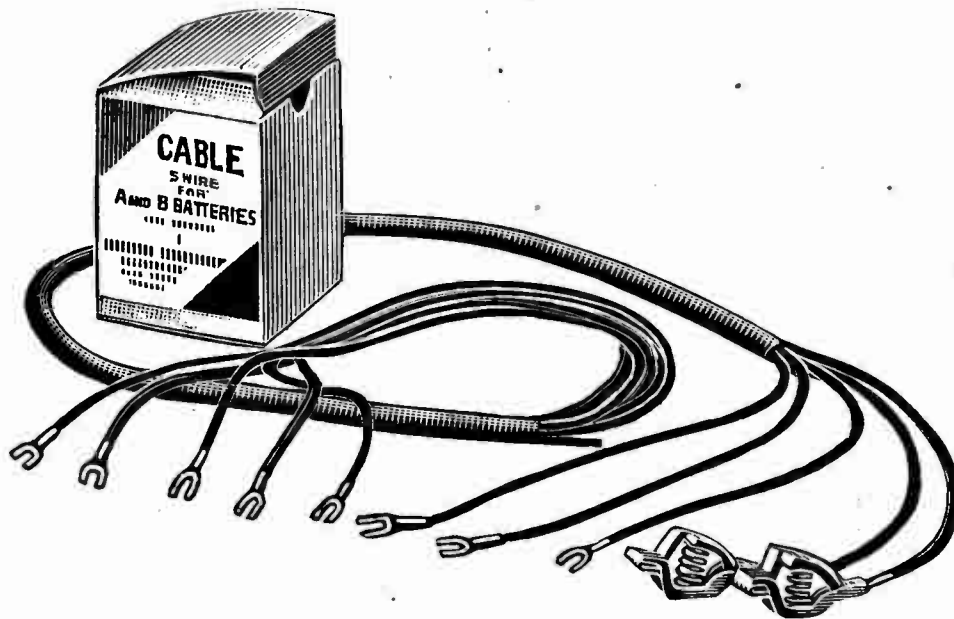
\$125.00

5-Tube Neutrodyne Murdock - M-26
Table Cabinet Mahogany Finish Without
Equipment to list at

\$60⁰⁰

WM. J. MURDOCK COMPANY, Chelsea, Mass.

American Wireless Battery Cable



LIST PRICE

\$1.00

Five wire combination Battery Cable for A and B Batteries with "A" clips. Length 5 Feet. Standard Colors. Packed in Individual Boxes as Illustrated.

<p style="text-align: center;">6 WIRE POWER TUBE CABLE</p> <p style="text-align: center;">With "A" Battery Clips. Length 5 feet. Standard Colors. Packed as above.</p> <p style="text-align: center;">LIST PRICE</p> <p style="text-align: center;">\$1.15</p>	<p style="text-align: center;">7 WIRE POWER TUBE CABLE</p> <p style="text-align: center;">With "A" Battery Clips. Length 5 feet. Standard Colors. Packed as above.</p> <p style="text-align: center;">LIST PRICE</p> <p style="text-align: center;">\$1.25</p>
--	--

Manufactured by

American Wireless Corporation

33 West 17th Street

NEW YORK, N. Y.

Distributors—Write Us for Discounts

The SONOCHORDE CONE

*Push a Speaker that Gives You
Prestige Plus Quick Profits*

Everyone is talking Sonochorde. Once you hear this superlative Cone, nothing else matters. You'll want it.

The new Sonochorde is so far superior to other cone speakers anywhere near its price, that there is absolutely no comparison.

If you don't find it so, we'll return your money.

Responsible Dealers Wanted

BOUDETTE MFG. CO. Chelsea, Mass.

HASTINGS ELECTRIC SALES CO., *Factory Sales Agents*
42 Binford St., S. Boston, Mass.



FLOOR STANDARD MODEL
A design of unusual distinction. Price with cord, \$35.00.



BACK VIEW TABLE MODEL

Note how the back of all Sonochordes is protected against possible injury. This back is integral with the Duralumin frame, handsomely finished semi-gloss mahogany.



WALL MODEL

Equipped with heavy cord and decorative tassels, protected back and all Sonochorde features. Price, \$27.



\$ 25⁰⁰

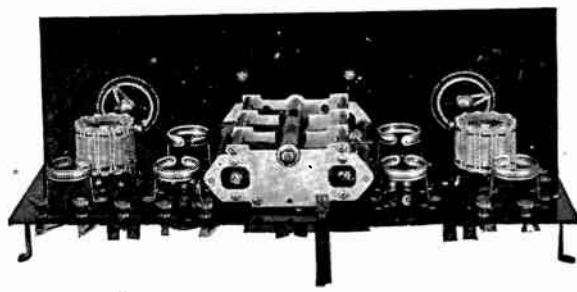
Going Big!

PIERCE



AIRO

Complete Assembly for a Six-Tube, Single-Control Resistance-Coupled Receiver



Front and Interior of Panel View

The Pierce-Airo Complete Assembly is a proven seller. In New York and other large cities it is going over big. It meets the season's demand for simplicity of operation and pure tone. There is a big field for the sale of Pierce-Airo Complete Assembly as it fits all standard cabinets and consoles now on the market.

Install the Pierce-Airo Complete Assembly in your own models and save time and expense of manufacturing. The Pierce-Airo Complete Assembly

is a mechanically and electrically perfect product, perfected by United Scientific engineers, assuring distortionless amplification combined with single dial control, which are the two big features in demand this season. Let us quote on your requirements.

Pierce-Airo Complete Assembly with a 7 x 18 Processed Bakelite Panel. Ready for Wiring. List Price **\$42.50**

DEALERS AND JOBBERS

Write for a sample Pierce-Airo Complete Assembly and full particulars regarding our proposition to the trade.

UNITED SCIENTIFIC

82 Fourth Avenue

Branch Offices:

- Boston
- Chicago
- St. Louis



LABORATORIES, INC.

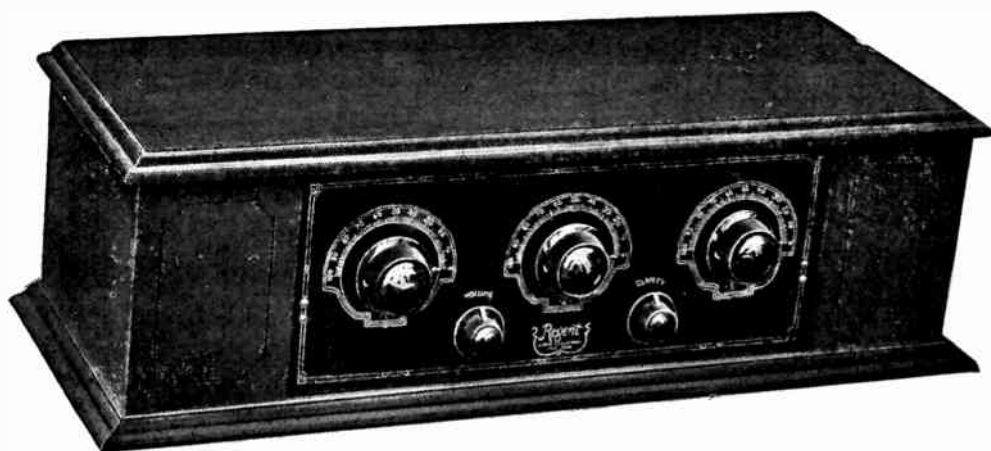
New York City

Branch Offices:

- Minneapolis
- San Francisco
- Los Angeles

Regent \$39⁵⁰ List Price

1927's Biggest Value—
The Show Proved It!



Welcomes Comparison with Sets of Far Higher List Price

Jobbers and Dealers from all parts of the Country marveled at the tremendous value represented by the Regent 1927 Receiver; its beautiful appearance, its quality materials and refined workmanship

Orders promise a big season for this improved 5-tube t.r.f. set in rich walnut finished cabinet, with ample room for "B" and "C" batteries. It is the greatest "eye value" you ever saw, and demonstration proves its outstanding quality of tone, selectivity, sensitivity and stability. All high-grade Standard parts. Provision for power tube and other up-to-date refinements. Built by precision methods by skilled workmen under supervision of expert engineers. The Regent will attract the quality trade as well as those who seek the most their money will buy.

SPECIFICATIONS:

1. Straight line frequency condensers, spacing stations according to wave length equally over the 100° spaces of the Dials.
2. Improved circuit which give razor edge selectivity, fine tone, and unusual volume.
3. Covers the wave band from 200 to 550 meters.
4. Handsome finished Walnut Cabinet.
5. Genuine Bakelite Panel and sub panel.
6. Improved UX sockets.
7. Latest type air-cooled Rheostat and volume control.
8. Pin Tip Jacks on rear of sub panel readily accessible. Loud Speaker connected through rear of cabinet to Pin Tip Jacks.
9. Adapted for use with power tube.
10. No wire visible.
11. Regent Receivers Are Guaranteed.

**GOOD TERRITORY OPEN FOR DESIRABLE JOBBERS
DEALERS—Get in touch with your jobber at once or write us for nearest jobber**

REGENT RADIO CORPORATION
62 GRAND STREET, NEW YORK CITY



arrived!

THE Sandar — the new cone Speaker — has *arrived*.

Sandar covers the whole range, it brings out each sound within the scope of the set, unblemished, unaltered, and with full value all along the scale.

Sandar is artistically designed, it appeals to those to whom attractive appearance is as essential as mechanical excellence, AND Sandar is priced lower than any other licensed speaker of its size on the market, it

retails at \$27.50! A remarkably low price for a quality product — a price that is sure to *move Sandars fast*.

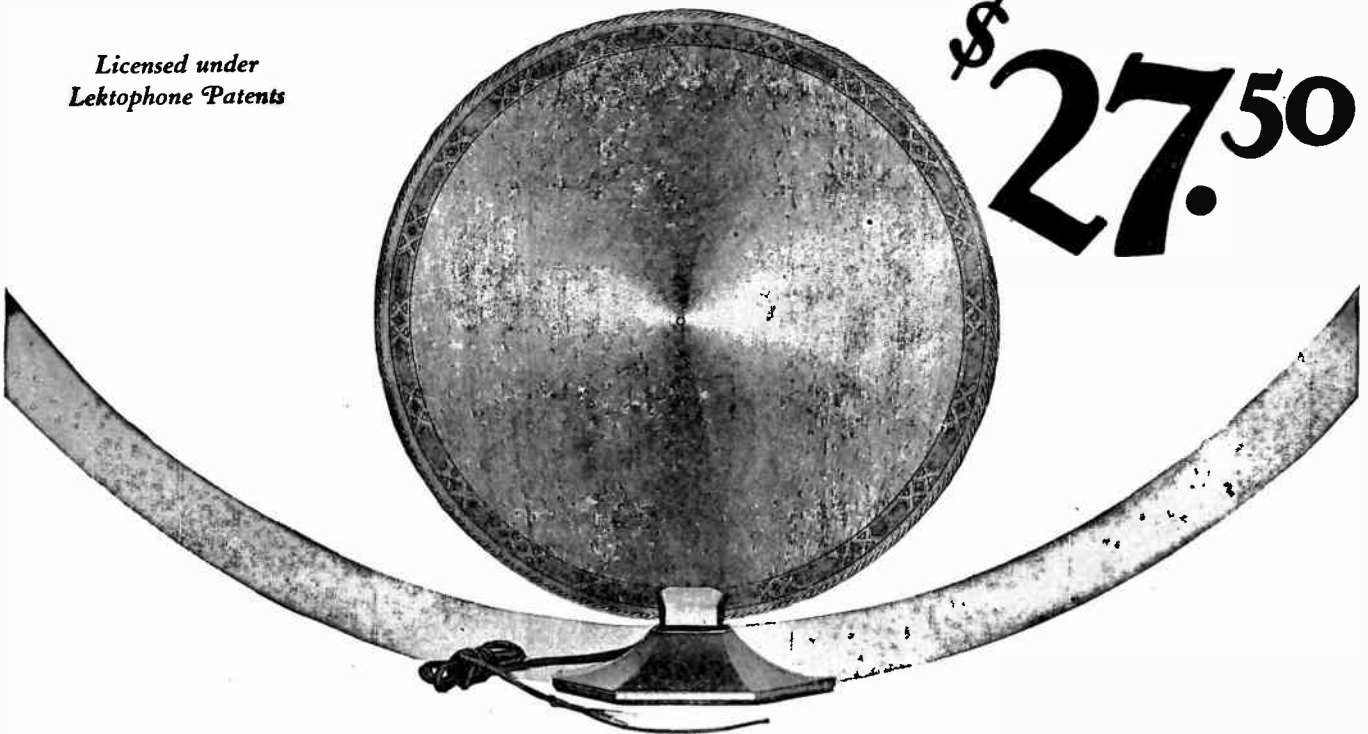
Look into the merits of the Sandar Speaker. Sandar is going to register strongly with those who are always in the market for refinements in radio reception.

A forceful, comprehensive advertising campaign is planned to back up and supplement all sales effort on Sandar. Write us for terms and full information.

SANDAR CORPORATION
Crescent Plaza Building, Long Island City, N. Y.

*Licensed under
Lektophone Patents*

\$
27.50

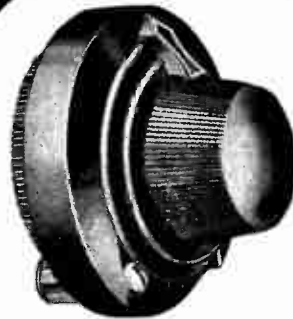


**SANDAR
S P E A K E R**



Type "XL" Low Wave Separator

Because of its compact and scientific construction, it is the ideal condenser job for manufacturers where space and panel room is limited. Can also be more quickly and easily mounted. It's a straight line, low loss job.

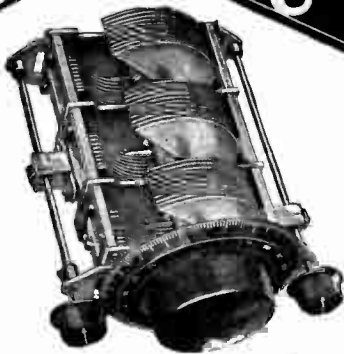


United Scientific Rheostat With New Pointer Knob

One Hole Mount. Genuine Bakelite. At no additional cost, this famous Rheostat can now be had with the new pointer style knob, which not only adds to the Rheostat's attractiveness, but also its ease in adjustment.

TRADE MARK

UNITED SCIEN. LAB INC.



Compensated Multiple Condenser

Only real and practical one dial control unit on the market. This Multiple is a straight line, low-loss unit making the sharpest tuning, quick and easy. Capacity .00035 mfd. per unit.



Type AC Air-Cooled Rheostat

Metal base, Bakelite knob. Smooth, noiseless operation. Will not heat up after hours of use. Completely exposed resistance. One hole mount.

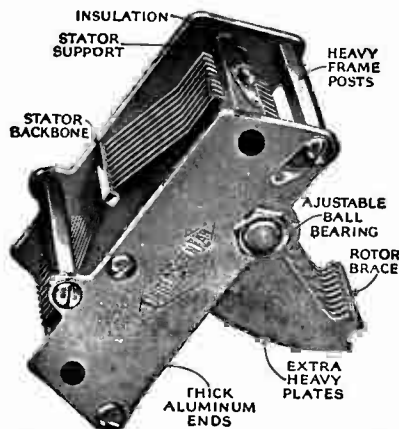
United Scientific SLF Condenser

Insulation—Radion hard rubber.
Stator Support—Extra heavy brass assuring a rigid frame.

Stator Backbone—Spaces stator plates rigidly and permanently, making possible calibration.

Extra Heavy Plates and Correct Spacing—Eliminating misalignment and short circuits.

Write or wire for samples, stating your requirements



For Perfect Tuning

Rotor Brace—Stiff brass bar aligns rotor plates and further aids calibration.

Adjustable Ball and Cone Bearings—Assure easy running and permanent accuracy.

Frame Posts—Extra heavy nicked brass.

Made in the Following Sizes and Types: .00025—.00035—.0005 MFD. Capacities. Singles — Doubles — Triples.

Branch Offices:

- Boston Chicago St. Louis
- Minneapolis San Francisco
- Los Angeles

UNITED SCIENTIFIC LABORATORIES, INC., 80 FOURTH AVENUE, NEW YORK CITY

POWERIZER PROTECTS



DEALERS' PROFITS

Eliminate Trade-In Losses
Sell

POWERIZER

REG.

Combined "B" Eliminator
and Power Amplifier

LIST PRICE

\$49.50

WITHOUT TUBES

Attaches to any set
without re-wiring

The biggest thing this year in Radio will be Powerizer—combined "B" Eliminator and Power Amplifier. Everybody wants "B" Battery elimination. Everybody will want the wonderful tone and volume made possible by the Powerizer. Powerizer offers both of these things without rewiring. Merely attach it to any set. Costs no more than a good "B" Eliminator ALONE. Don't take old sets in trade at a loss in order to give this power amplification offered in the new sets. Modernize the old sets at a profit by selling Powerizer.



Supplies up to 170 volts "B" Power for set, 350 volts for power tube, proper bias eliminating "C" batteries, and "A" voltage for last tube. Don't miss seeing and hearing it!

At the recent Radio Exhibit at the Hotel Astor in New York City, Powerizers were demonstrated on five different makes of radio sets. Hundreds of visiting dealers and jobbers from all parts of the United States expressed amazement at the marvelous tone qualities and the wealth of volume which even the lowest priced sets produced when hooked up with a Powerizer.

This will be a Powerizer Year. If your jobber cannot supply you Write, Phone or Wire direct to us.

Radio Receptor Company, Inc.

106 Seventh Ave.

New York City

POWERIZER PROTECTS



DEALERS' PROFITS

In Quality
The Highest

In Performance
Most Perfect



List Price:
\$25.

SPECIFICATIONS:
Height Over All, 20 inches;
Diameter of Cone, 18 inches;
Outer Edge Trimmed With
Heavy Gold Braid.

THE IMPROVED

CONE SPEAKER

Leaf-Burkhard

The Culminating Triumph In Acoustical Research

A distinct advance in tone reproduction is now marked by this product of master craftsmen.

The LEAF-BURKHARD Cone Speaker is handsome in appearance and attains the finest tone and widest range in performance yet recorded. These attributes will make this Speaker even a faster seller than in the past.

A SELF-ADJUSTING FEATURE is a new and exclusive improvement not found in other speakers of similar type.

Very sensitive, and clear in tone, this new and revolutionary loud-speaker covers the entire range of voice and music from the boom' boom' of the big bass drum to the notes of the upper register of the dramatic soprano.

Our Profit-Sharing Merchandising Policy is worthy of your closest investigation.

Manufactured, Guaranteed and Extensively Advertised by

THE LEAF-BURKHARD RADIO ELECTRIC CORP., 158 Greene St., New York, N. Y.

FACTORY REPRESENTATIVES

E. V. Finson & Co., 4854 N. Troy St., Chicago, Ill.
R. F. Hartley Sales Co., 99 Bedford St., Boston, Mass.
L. P. Clark, 1207 Race St., Philadelphia, Pa.
Electron Engineering Co., Whitney Central Bldg., New Orleans, La.
Frank H. Deardorf Co., 3023½ S. Grand Ave., Los Angeles, Calif.
Spokane Battery & Ignition Co., W. 1201 Sprague Ave., Spokane, Wash.
W. C. Rice Co., 623 Larkin St., San Francisco, Calif.

Factory Sales Co., 5713 Euclid Ave., Cleveland, Ohio.
Atkinson Equip. Co., 319 Atlanta Trust Co. Bldg., Atlanta, Ga.
Walter I. Ferguson & Co., Baltimore Bldg., Kansas City, Mo.
Corlear Radio Corp., 123 Wall St., Schenectady, N. Y.
Relaw Sales Co., Milwaukee, Wis.
A. L. Neurater, 364 S. Warwick Ave., St. Paul, Minn.
L. D. Tuttle Co., 2008½ Commerce St., Dallas, Texas.



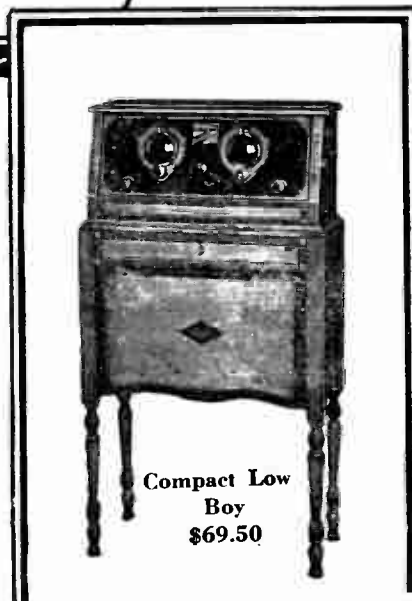
**Imperial
High Boy
\$129.50**

Harmo-Sonic*

Amplex

HARMO-SONIC* is not merely a name—it is an amplification principle that opens a whole new field of radio enjoyment. It is a revelation in sound reproduction—rich, clear, full tones—high notes and low notes—so real, so natural, as if the broadcaster were in the same room with you. It is the latest triumph of Amplex engineers, backed by scientific production methods which have brought the price down to an amazingly low level.

* A type of amplification that synchronized the over tones and the middle tones as well as the rich, sonorous beauty of the basso profundo.

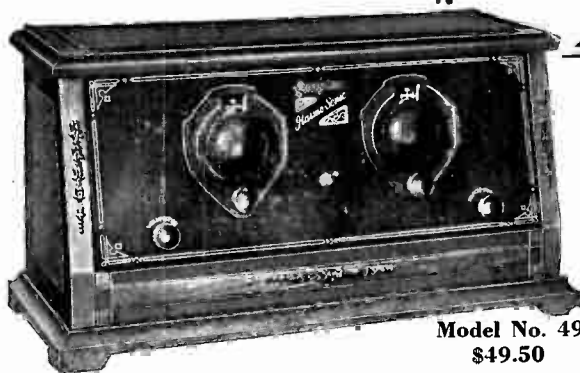


**Compact Low
Boy
\$69.50**

Setting a New Standard in Radio

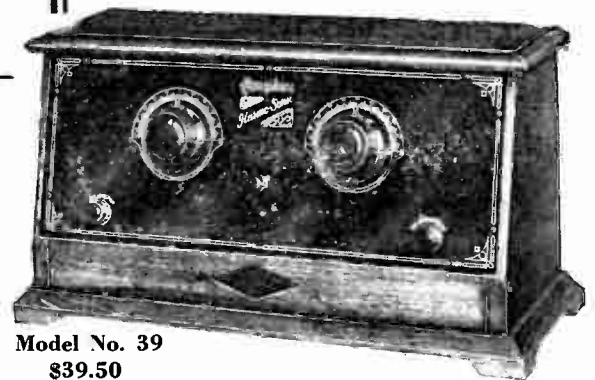
The radio expert will marvel at the technical features embodied in the Amplex Harmo-Sonic* at such low prices. Six tubes—two dial control—using tandem condensers—two stages of modified straight line T.R.F., using solenoid coils and solidly constructed condensers—three stages of resistance coupled audio frequency (Harmo-Sonic*) using metalized resistances and mica condensers. "C" Battery and power tube connections. Smooth variable controls for Clarity, Volume and Power. Long and short antennae clips. Genuine bakelite panel equipped with UX sockets and colored cable. Engineered and built employing concealed wiring and a sturdy system of riveting and flexible connections giving ruggedness, sturdiness and long life. Rich gold decorated Bakelite panel and housed in attractive cabinets at prices that

SET A NEW STANDARD IN RADIO



**Model No. 49
\$49.50**

Model No. 49 the biggest and fastest seller. The Amplex Harmo-Sonic Chassis with vernier dials and in an attractive sloping front, ornamented, walnut finish cabinet. Sturdily and "fool proofly" designed.



**Model No. 39
\$39.50**

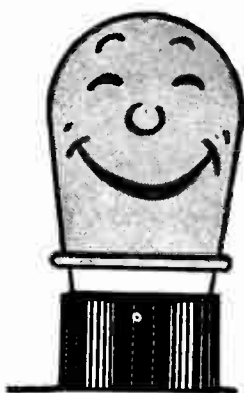
Model No. 39 the efficient Harmo-Sonic six tube, two dial control Chassis in a sloping front cabinet. Easy to tune yet giving such tone quality, selectivity and DX that can only be secured with the most expensive radio receivers.

Amplex Harmo-Sonic Chassis, 7"x18" are also available for standard console cabinets.

Some exclusive territories still open—write.

AMPLEX INSTRUMENT LABORATORIES
88 West Broadway, Dept. RD-10, New York City

One way to make a friend —out of a customer



If it's an old customer— and he says "Yes" when you ask him whether he is ever bothered by a howl in his set, hand him one of these little rubber jackets to slip over each tube that he believes is giving trouble. (They come in sizes to fit every tube.) Tell him it will take less than *one second a tube* to end this howl nuisance for once and all!

If it's a new customer— before you ship his set, put one on every tube *yourself*. In this way you insure yourself against one of the commonest complaints of new set purchases. Not only do you save him a lot of possible future annoyance, but the chances are bright that you are ducking a future service trip.

Mc DONALD HOWL ARRESTER

"It Stops that Howl"

In either case you will collect his 75¢ for each *McDonald Howl Arrester* with a clear conscience—for they do the work—they stop that howl—the biggest little annoyance in radio.

Manufactured in the U.S.A. by the SCIENTIFIC PRODUCTS CANADA, LTD., Montreal, Que.

Ask your local jobber or write

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

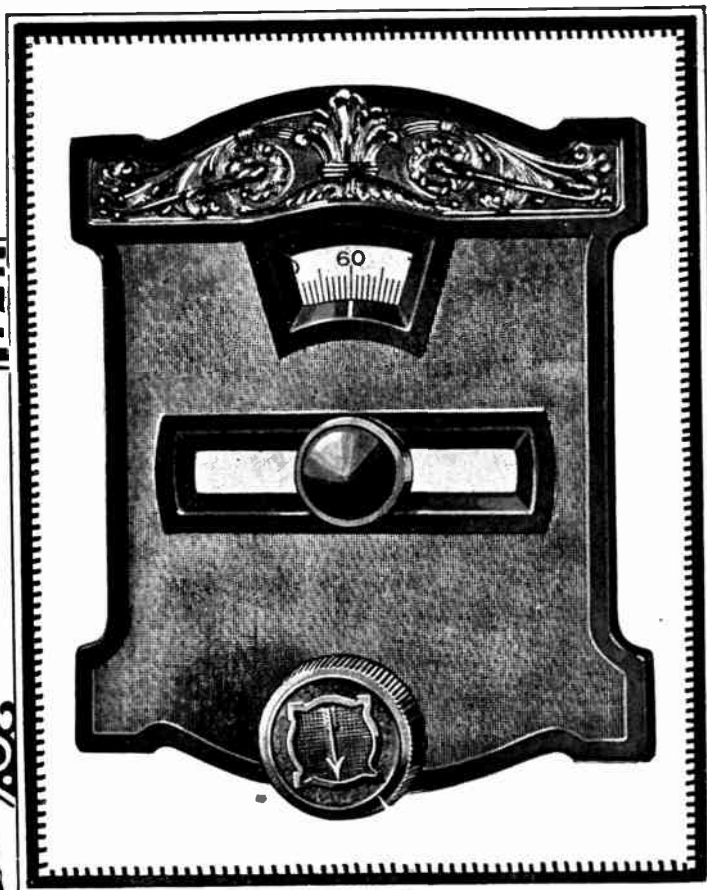
Branch Offices:

CLEVELAND, OHIO
1731 W. 25th St.
CINCINNATI, OHIO
604 Race St.
DETROIT, MICH.
Donavan Building

REVERE, MASS.
120 Beach St.
CHICAGO, ILL.
128 North Wells St.
DALLAS, TEXAS
1412 Patterson St.

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SCHENECTADY, N. Y.
207 State St.
DENVER, COL.
411 Interstate Trust Bldg.

SAN FRANCISCO, CALIF.
377 Brannan St.
LOS ANGELES, CALIF.
1111 Wall St.
MINNEAPOLIS, MINN.
601 Phoenix Bldg.



The New
B. M. S.
Bakelite
Vernier Dial

—is notable for its artistic appearance, precise mechanism and accurate tuning. Moulded of deep rich brown, black or mahogany bakelite. Furnished in either friction or gear drive.

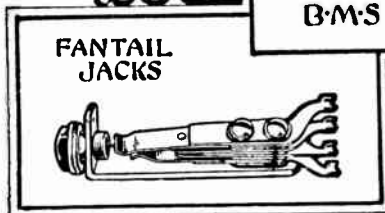
List
\$1.50



**ALL METAL
RHEOSTAT**



B·M·S PLUG



**FANTAIL
JACKS**

Just a few B. M. S. products are shown on this page. The B. M. S. line is winning popularity. If you are not familiar with our complete line we will be pleased to send you full particulars and prices.

IT is and always will be the B.M.S. policy to maintain high standard of quality.

For we know that only by consistently following such a policy can we build a permanent business through the legitimate channels of the radio industry.

We believe, also, that more important to you than price is the maintenance of quality.

It is because of quality, not price, that we have won and are holding our present enviable position with the manufacturer, the jobber, retailer and the ultimate consumer.

That high quality can always be counted upon with absolute certainty by both you and your customers.

Brooklyn Metal Stamping Corp.

718-728 ATLANTIC AVE.

BROOKLYN, N. Y.

B·M·S

PRODUCTS

THE TUBE WITH THE SENSIBLE GUARANTEE



Visible Truth!



All tubes look alike more or less—they are easily disqualified in handling.

You are told "this" is better or "that" is better—Perhaps it is true—Perhaps not.

Supertrons are different

You see a re-enforced interior construction.

You see the most expensive and best material—*Isolantite*.

You see DEFINITE QUALITY.

You are told SUPERTRON is the best—it's truth—*It's Visible Truth — and Visible Profits.*

Guaranteed by Serial Number

ALL TYPES AT PUBLIC DEMAND PRICES

SX 201 A	\$2.00
SX 199	2.25
SV 199 small	2.25
SV 199 large	2.25
SX 112 power	5.00
SX 120 power	2.50
SX 171 power	5.00
SX 200 detector	5.00
SX HiMu	3.00
SUPERTHEON Half	4.00
SUPERTHEON Full	5.00

In Canada slightly higher.

SUPERTRON MANUFACTURING CO., Inc.
Hoboken, N. J.

Branch Office—30 N. Dearborn St., Chicago
Export Dept.—220 Broadway, New York City



SUPERTRON

A SERIAL NUMBER GUARANTEE

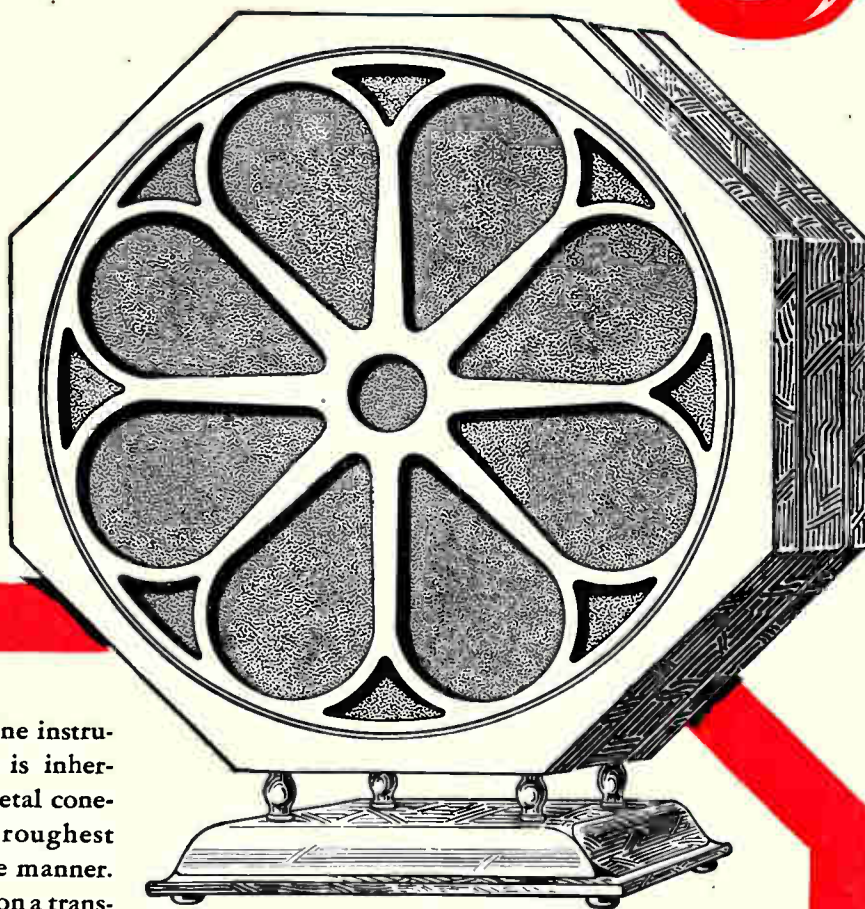
The Foremost Independent Tube In America

Sturdy

\$19⁵⁰
*Slightly higher
 West of the Rockies*

Licensed under Frank E. Millor
 Patent numbers—1,190,787
 1,220,669
 1,294,137
 Other patents pending

Octacone is built on the same principles as the most perfect reproducing instrument known to science—the human ear. It has a patented diaphragm, shaped exactly like the ear. The apex of this diaphragm is placed off center—exactly as in the Tympanic Membrane or ear drum. No wonder it's "as accurate as the human ear"!



Unlike most fine instruments Octacone is inherently strong. Its metal cone case will resist the roughest treatment in a remarkable manner. Whether it's bounced about on a trans-continental freight car or bounced on the floor by your customer's most mischievous child—it comes up smiling and singing as well as ever.

Yet Octacone is as sensitive and as accurate as the human ear. It gives a natural-

ness of tone that is truly remarkable. Let Octacone sing your praises to all your customers! Ask your jobber about it—today!

Pausin Engineering Company
 727 Frelinghuysen Ave., Newark, N. J.

OCTACONE
 PAUSIN

ZECO

(Reg. U. S. Pat. Office)

The Zeco Line comprises quality products at popular prices because our production facilities effect economies that are passed along to the trade and the public. Standard of design, material, workmanship and finish are of the highest. Any Zeco product quickly proves this. Dealers who line up with Zeco are assured satisfaction with high-class modern merchandise that means sales volume, satisfied customers and fair profits.

These Wonderful FOUR
have received the
CERTIFICATE OF MERIT
Radio News Laboratories.



Patents
Pending

New!

The Zeco Loud Speaker illustrated above is a new product of the Zeco Laboratories, where perfection in radio production has attained national recognition. Full floating diaphragm. Compares with other makes selling at far more.

List Price

\$16.50

Phonograph Attachment

An instrument of highest quality, reproducing faithfully both instrumental and vocal tones and giving volume which cannot be obtained on ordinary diaphragms.

List Price

\$3.50



ZISCH ENGINEERING CORPORATION

39 Avenue L.,

Newark, N. J., U. S. A.

Reverse Plug

Provides absolutely correct polarity for ear phones or speaker. A press of the button is all you need—eliminate need for changing wires.



Licensed under
Patent Pat. No.
1,498,196

List Price

50c

Type B Unit

A superior quality unit which gives fine tonal reproduction, faithful, clear and equal to any on the market at very much higher prices.

List Price

\$2.25





Niagara Falls—
greatest single
source of un-
failing power
in the world.

POWER

Ample, abundant power is
the newest demand in radio

YOUR customers are clamoring for more volume—for more power to operate the newer types of speakers. Ordinary tubes can't handle so much power—they choke up like a flooded carbureter.

Gold Seal high power tubes, GSX-112, GSX-171 and GSX-Hy Mu, have been developed to meet this need. They are fast sellers and mean larger profits for you. *Are you making the most of this opportunity?*

All Gold Seal tubes are made with the exacting care which has made them famous from Coast to Coast in record time—making new friends all the time. You should be sharing in their success.

If not obtainable from your jobber, write us for particulars of our attractive dealer proposition

Gold Seal Radio Tubes

Jobbers! Some desirable territories still open.
Full Protection. Write for particulars.

GOLD SEAL ELECTRICAL CO.
INCORPORATED

250 PARK AVE., NEW YORK



Type GSX-171
High power tubes
for use in last stage
of audio amplifica-
tion give increased
volume.
Price \$6.00
Look for the red box



Type GSX-112
High power tubes
for use in last stage
of audio amplifica-
tion give increased
volume.
Price \$6.50
Look for the red box



Type GXS-200A
For use as detector
only, giving super-
ior strength on
weak signals—es-
pecially desirable
for distance.
Price \$5.00



Types GSX-201A
and
GS-201A
The popular gen-
eral purpose type,
for amplifier or de-
tector. Long life and
high efficiency.
Price \$2.00
Look for the blue box



Types GSX-199
and
GS-199
For use with dry
cell batteries—ideal
for portable and
other compact re-
ceiving sets.
Price \$2.25
Look for the green box



Type GSX-120
For dry cell opera-
tion used in last
stage of audio am-
plification it in-
creases volume.
Price \$2.50
Look for the red box

All Standard Types

The Tungar line is now complete



TWO AMPERE



FIVE AMPERE



TRICKLE CHARGER

For quick turnover, assured profits and satisfied customers, stock and push the entire Tungar line. It is now complete. There is a Tungar for every radio battery charging requirement—every one a quality product made by General Electric. And two of them will charge auto batteries also.

Ask your Tungar distributor today to ship you one of each. They will sell quickly and profitably.

Tungar

REG. U.S. PAT. OFF.

BATTERY CHARGER

Tungar—a registered trademark—is found only on the genuine. Look for it on the name plate.

GENERAL ELECTRIC

GENERAL ELECTRIC COMPANY MERCHANDISE DEPARTMENT BRIDGEPORT, CONNECTICUT

Let us tell you why the VAN HORNE LINE will be a Profit Maker for you



YOU as a progressive dealer are directly interested in selling radio tubes that not only are meritorious in producing results for your customers but that produce for you a fair profit on your investment. VAN HORNE radio tubes — because they are so distinctively different are not sold on a price basis — they are bought for the improvement they make in reception.

This means your customers buy VAN HORNE radio tubes on what they will actually accomplish in bettering reception. It gives you an opportunity to ignore price competition and to make the legitimate profit you deserve.

Distinctive — and Therefore Without Competition. A Sales Advantage Meaning Profits.



WHEN you become a VAN HORNE dealer you can at all times offer to your customers the latest improvements in radio tubes. The VAN HORNE line is a progressive one —not just keeping up with the trend of developments but setting the pace. Each tube is backed by an experienced factory organization — guaranteed unconditionally by a reliable company which is headed by a man who is a recognized authority on radio tubes.

Progressive

First — a power tube that requires no change in set wiring — for clearer volume



Then — the cushion-base 5VAX — to absorb vibration and give fullness of tone



Now — the 5VD super-sensitive detector — for greater distance and volume



At the bottom of the page you will find a coupon— send it today and let us tell you what the VAN HORNE line offers to you.

Don't delay in "lining up" with the most progressive radio tube manufacturer in the field.

Superiority—Not a Claim but a Quality that can be proven by comparison.

The Van Horne Co., Inc.

110 Center Street, FRANKLIN, OHIO

THE VAN HORNE CO., Inc.
FRANKLIN, OHIO

Please tell me why the Van Horne line will make profits for me.

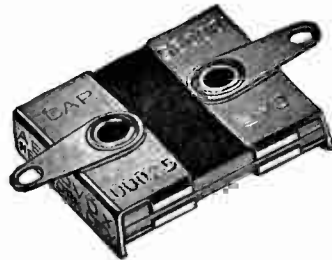
Name

Street

City State

Here it is

the



AEROVOX

"Built Better"

FIXED
CONDENSER

used in the new
LC ~ 27

by Laurence Cockaday of Popular Radio

AEROVOX fixed condensers have been approved by M. I. T. and Yale Universities.

AEROVOX Products are used by more than 200 manufacturers of Radio Receivers and "B" Eliminators.

Specified in

Raytheon "B" Eliminator by Raytheon Mfg. Co.
Ultradyn " R. E. Lacault
Diamond of the Air " Herman Bernard

and other circuits to be released soon

AEROVOX WIRELESS CORP.
489-491-493 Broome Street, New York

Branch Offices:

St. Louis, Mo. Syndicate Trust Building
Cincinnati, O. 304 Palace Theatre Building
Chicago, Ill. 53 W. Jackson Boulevard
Boston, Mass. 94 Portland Street
Los Angeles, Cal. 324 N. San Pedro Street

DIVA

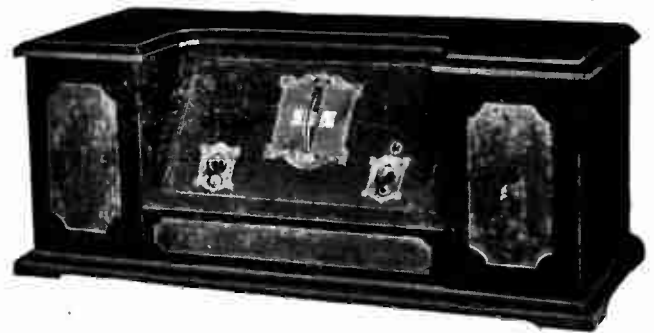
The Incomparable!

*A Masterly
Combination of
Style, Stamina
and Thrift*

**LEADING
IN DOLLAR VALUE**

Price alone identifies the DIVA as a low-priced set. In appearance, it is distinctive in any company. It is built up to a standard of workmanship ordinarily associated with high-priced sets. You owe it to yourself and your customers to investigate these quality sets and learn why they are called the world's greatest dollar-for-dollar value among receiving sets. The DIVA 45 with the interchangeable coils is a highly efficient receiver operating on all wave lengths from the amateur range to the European. Five tubes—LIST \$45.

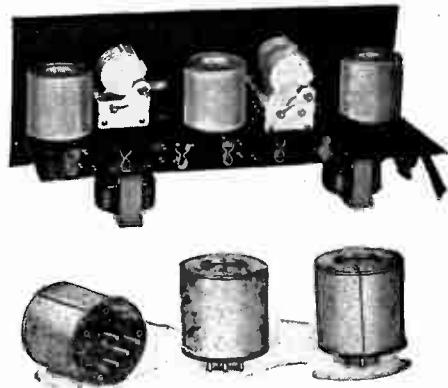
DIVA 45



The Deluxe Diva 65

An instrument noted for its extreme smoothness and ease of control, with precision adjustment on both wave length and station.

Six tubes, shielded coils, transformer coupling. The cabinet has compartments for two oversize "B" batteries. Overall size of cabinet 11x9x26. List \$65

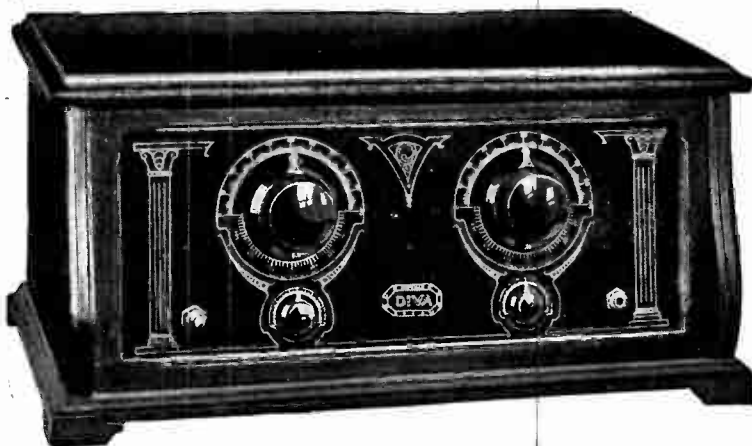


Interchangeable Coils-Shielded

The Diva 45 has interchangeable coils, which is a distinct advantage and can readily be seen by the prospective customer.

We have a sales proposition that will interest you.

Write for full particulars.



DIVA RADIO CORPORATION

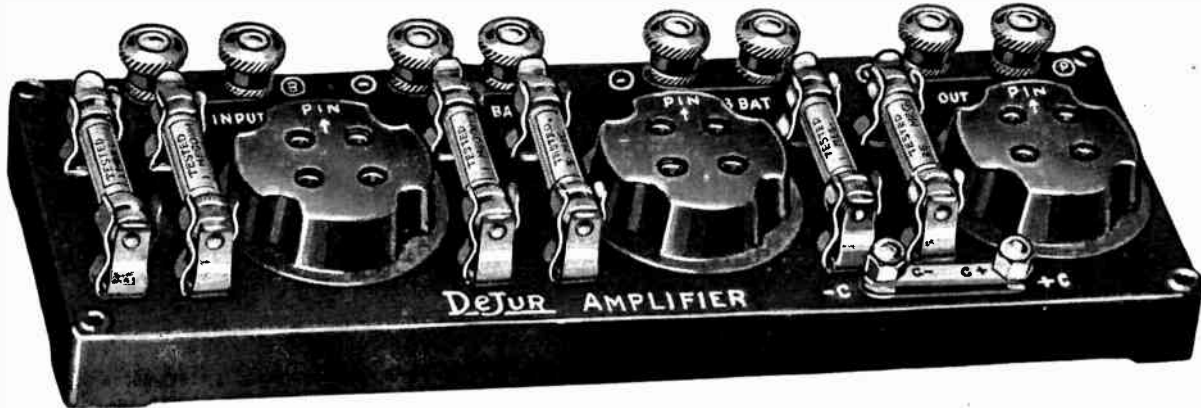
294 East 137th Street, New York, N. Y.

Represented by Howard B. Thomas 2817-31st Ave. South Seattle	Represented by Wood & Anderson Co. 915 Olive Street St. Louis	Represented by Hawthorne & Stemm 28 East Jackson Boulevard Chicago
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DeJUR "PLANOFIER"

Three Stage Resistance-Coupled Amplifier



Genuine Bakelite Moulded Base

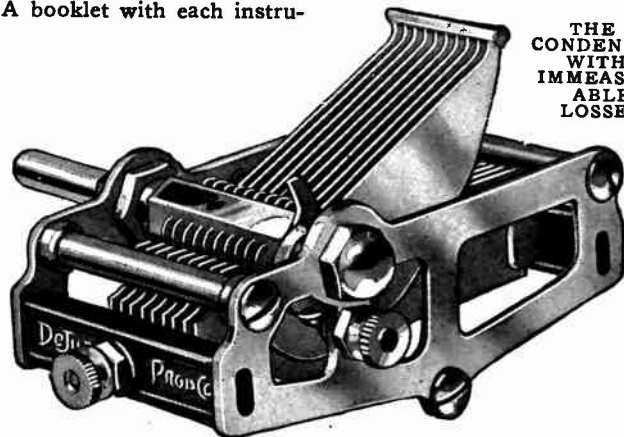
One of the biggest values and fastest selling items in radio today. Sockets adaptable to U.X. and U.V. type tubes. The condensers are of large capacity (.1 Mfd.), electrically and mechanically perfect, insuring smooth operation. Resistors are especially designed so that their electrical values remain the same, thus rendering quiet operation. No bus bar in wiring; all connections are of metal strip and riveted. No screws, nuts or bolts to lose. A booklet with each instrument explains its many uses and connections.

\$8.00
LIST

Low Loss Straight Line Variable Condenser

Rigid, light weight and compact in construction; occupies no more space than old type condensers, equally efficient on high or low wave lengths, separating and distributing all stations over the entire wave band. A scientifically constructed laboratory product that will increase the selectivity of any set. Evenly matched, insuring uniform dial readings and logging, regardless of number of dials on set. Made in all standard capacities .00025-.00035-.0005.

THE
CONDENSER
WITH
IMMEASUR-
ABLE
LOSSES



Write for new Catalog
of Complete DeJur
Line.

**ALL METAL
AIR-COOLED**
One hole mount. Operates without any noticeable temperature rise at a constant coefficient of conductivity. Sliding contact arm is adjustable and resistance is exposed on all sides. Any ohmage from 1 ohm to and including 600 ohms capacity can be incorporated.



The Original
One-Hole Mount
Often imitated but
never duplicated.
America's biggest selling
rheostat.

POWER

In order to control the C biasing on a power tube we have designed a rheostat with a resistance range of 0 to 2,000 ohms. It takes the place of the fixed type of resistance now being used in many power packs now on the market. The current carrying capacity is high enough to carry almost any load. With Bakelite knob.



DeJUR PRODUCTS Co.

Lafayette and Broome Streets,

New York City

GUIDE

to the

FIFTH ANNUAL CHICAGO RADIO SHOW

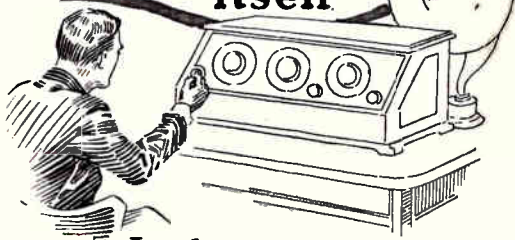
Chicago Coliseum
October 11 to 17, 1926

SUPPLEMENT

to the OCTOBER NUMBER *of*

The
RADIO DEALER

Complete automatic control of radio sets on 1 switch—the Set Switch itself



Links any Set with HOUSE CURRENT

The Greatest Invention since RADIO itself

Your set switch or rheostat ALONE can now control "B" Battery Substitute and "A" Trickle Charger automatically.

Merely adding a BRACH CONTROLIT makes any set a light power-operated set, eliminating all switches from "B" Battery substitutes and Trickle Chargers.

No added wiring; no alterations to set required.

Anyone can install CONTROLIT, and the power plant can be placed anywhere—in cellar, or closet, or shelf.

Set makers are urging the use of CONTROLIT; radio users will demand it.

Price \$6

★Leading manufacturers of socket-power units have adopted Brach Controlits as standard equipment.

How CONTROLIT Works

When the set switch is turned on the Brach CONTROLIT automatically connects the "B" battery substitute with the 110-volt house lighting circuit obtained from the light socket. When the set switch is turned off the CONTROLIT automatically breaks this circuit thus cutting off the house current from the "B" substitute. At the same time it diverts the house current to the trickle charger which automatically commences to continuously or trickle charge your "A" Battery.

with the

BRACH CONTROLIT



Brach Lightning Arrester



Storm Guard Arrester is made of Bakelite; weather-proof and non-grounding; will stand years of exposure; operates on proven non-air-gap principle; very sensitive; takes off heavy discharges, protecting radio and home. Sold at modest price, **\$1.50.**

All Brach Arresters carry a \$100 Lightning Insurance Guarantee

Shock-Proof Radio Plug

Simplicity itself. Gives perfect electrical contact. Withstands high voltages. No exposed metal parts to shock the user. Easily connected or released. Neat, artistic and inexpensive. **Price 50c.**

Extension Cord Connector

A useful Brach device, in one piece—made of pure Bakelite—indestructible; readily connects speaker or head set cord with extension cord. Enables you to place loud speaker wherever desired. Cord tips grip automatically. **Price 50c.**

Master Aerial Outfit



The highest form of aerial obtainable—for those having room to stretch wires outdoors. The set is complete to the last screw and includes Brach Lightning Arrester—all ready for erection.

Brach Master Aerial - \$3.50
Other Aerials - \$4 to \$5.50

20 years in the lead

io ducts

L. S. Brach Mfg. Co., Newark, N. J.
L. S. Brach of Canada, Ltd., Toronto, Canada



THE CHICAGO COLISEUM.—Scene of many great events in the history of the Middle West will house the Fifth Annual Chicago Radio Show during the week of October 11-17. The edifice shown above will be transformed into one of the most attractive industrial exhibits during the week and will be marked by the latest showing of sets and accessories from every section of North America. Twelve Chicago broadcasting stations will co-operate in the transmitting of programmes from the specially constructed studio which will be located in the southern balcony.

Chicago's *Fifth Annual* Radio Show

TRADE authorities readily agree that the radio season in the Middle West is officially signalized when the Coliseum swings open its heavy oaken doors which fittingly, this year, will mark the Fifth Annual Chicago Radio Exposition. The same interests, the same manufacturers, the same staffs in many details and respects will attend the Chicago event, as participated in the recent and most successful Radio World's Fair, in New York City.

The entire Middle West has come to realize that the season is officially opened when the Chicago Radio Exposition is staged. The time-honored and historic Coliseum, the scene of many great events in western history of yesterday, seems to take on a new and rarer charm when Dame Radio enters its portals. The great arched domes blazens forth in myriads of colors, lights and gay festoons,—the newest of the world's greatest developments—that of radio science—is seen in all its glory.

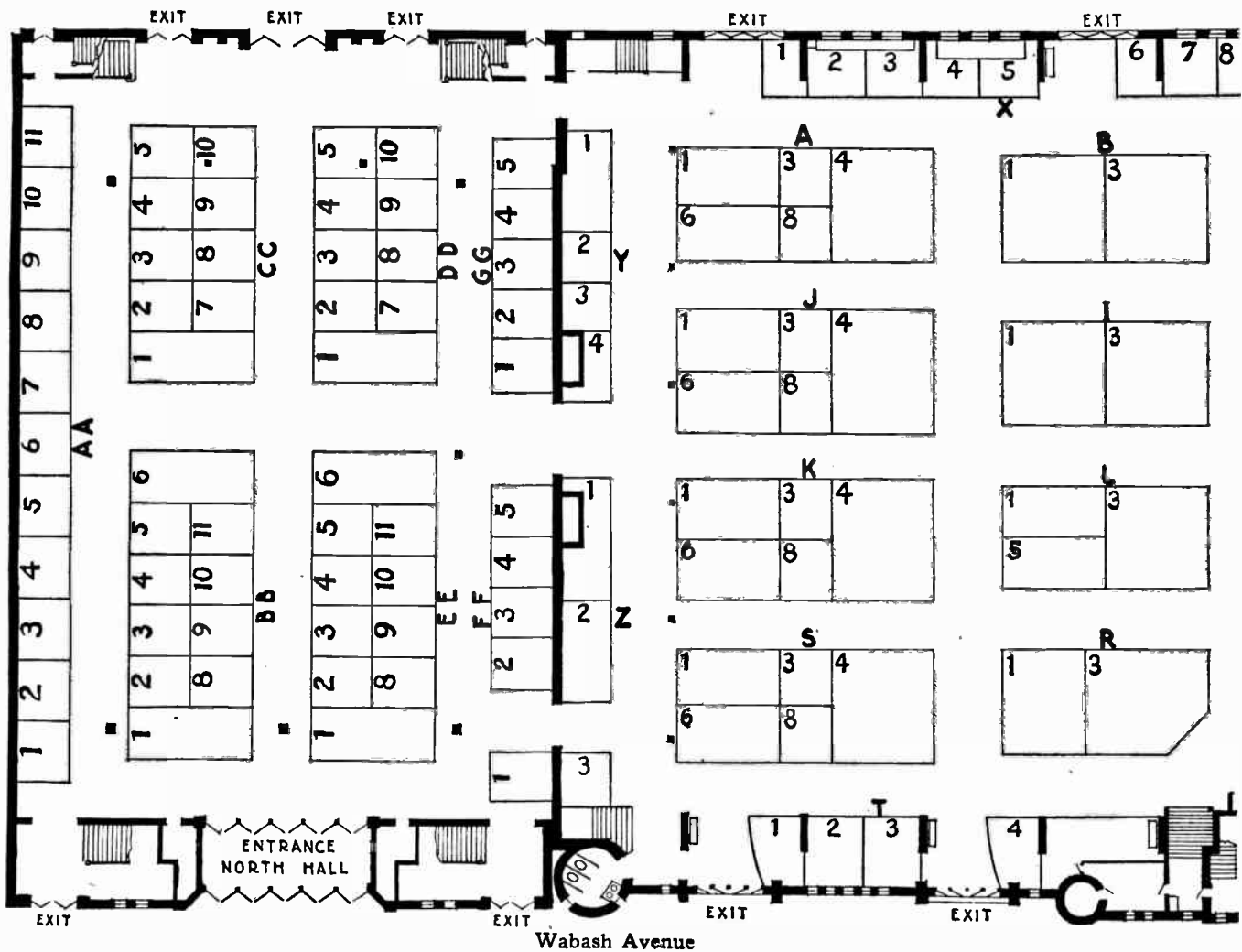
Chicago, ranked as one of the largest radio manufacturing centers in the world, fittingly and successfully retains its laurels during the Chicago show. And for that

matter during the entire year. The writer's attention was called to the fact that during the recent Radio World's Fair, New York City, of the 215 exhibitors from every section of the North American continent, forty-two were from Chicago and a total of fifty-two from the zone within a seventy-five mile radius of Chicago. The east, however, still predominates with more than fifty per cent of the radio manufacturing interests. But the facts indicate a sound state of affairs as far as radio manufacturing is concerned.

The fan reaction is a healthy one in the Chicago territory and the entire middle western area. Considering the fact that more than forty railroads and their subsidiaries arrive and depart from Chicago it is plain to be seen that it forms a real commercial center in this country.

It is naturally more than a radio hub, it will be the seat of radio activities, for the entire North American continent during the week of October 11-17 when, once again, the Coliseum will become the radio show place of the world and the trade and the vast radio loving American public will meet on common ground.

The Complete Floor Diagram



EDITOR'S NOTE—Late additions to the following list of exhibitors and failure to comply with our request for advance information EARLY necessitated one line listings covering a number of exhibitors in this directory.

Space KK-3—AALCO RADIO LABORATORIES

Space W-4—ABLE TOOL & ENGINEERING CO.

Space K-6—A-C ELECTRICAL MANUFACTURING CO.

Exhibiting the following six models of A-C Dayton receivers: XL-20 Standard, XL-25 Standard, XL-25 Console, XL-30 Standard, XL-30 Console, XL-30 Console Grand.

Representatives in charge: H. C. Bosler, and others from main office, Dayton, O.

Space E-9—ACME APPARATUS COMPANY

Free-edge single cone and double cone speakers; AC and DC "B" eliminators; transformers, chokes, condensers and transmitting apparatus. A complete radio set to operate from AC current, new model console type.

Representatives in charge: Staff of Tiedeman-Whetter-Bockius, Chicago distributors.

Space FF-2, 3, 4, 5—ACME WIRE COMPANY

"Celatsite" radio hook up wire, both single wire and stranded. "Celatsite" battery cable, Acme stranded enameled antenna, Acme stranded loop antenna, and Acme spaghetti tubing.

Representatives in charge: C. C. Hartzell, M. A. Pownall, H. B. Bassett, E. C. Winkenwerder, and B. D. Champe.

Space V-4—AERO PRODUCTS, INC.

Displaying the following Aero-Dyne products: Set in console, set in cabinet, short wave set, tuned radio frequency coils, short wave kit, frequency regenerative kit, three circuit tuner, oscillator, antenna coupler, crystal coil, wave trap.

Representatives in charge: Thomas H. Brennan, Peter C. Cordell, E. J. O'Hare, David H. Lipsey.

Space KK-31—ALA MANUFACTURING COMPANY

Showing complete line of apparatus suited to radio usage.

Representatives in charge: Members of the sales and engineering staffs.

Space E-2—ALDEN MANUFACTURING COMPANY

Displaying advanced radio components comprising sockets, dials, adapters, connectors, Truphonic amplifications and localized control condensers.

Representatives in charge: W. H. Howe, Chief Engineer, Burt B. Barsook, L. A. Eichorn, M. L. Merrill, and Milton Alden.

Space V-3—ALLADIN RADIO MFG. COMPANY

Displaying complete line of radio equipment.

Representatives in charge: Members of sales and engineering staffs.

Space H-1—ALL-AMERICAN RADIO CORPORATION

Three models of seven-tube receivers, Rauland Sovereign Console with built-in loop and speaker; Lorraine Console with loop and speaker; Forte cabinet model; all single control. Six-tube receivers, dual control, Rauland Sextette console; Duet cabinet model. Five-tube receivers, dual control, three models, including high-boy and cabinet types. Parts, accessories, including a new cone speaker, loop antenna, "B" eliminator, etc.

Representatives in attendance: E. N. Rauland, Donald McGregor, C. P. Cushway, E. K. Marshall, W. V. Gathway, H. L. Trimble, O. N. Wilton, W. F. Kelley, W. J. Morey, N. A. Jensen, and Earl Freese.

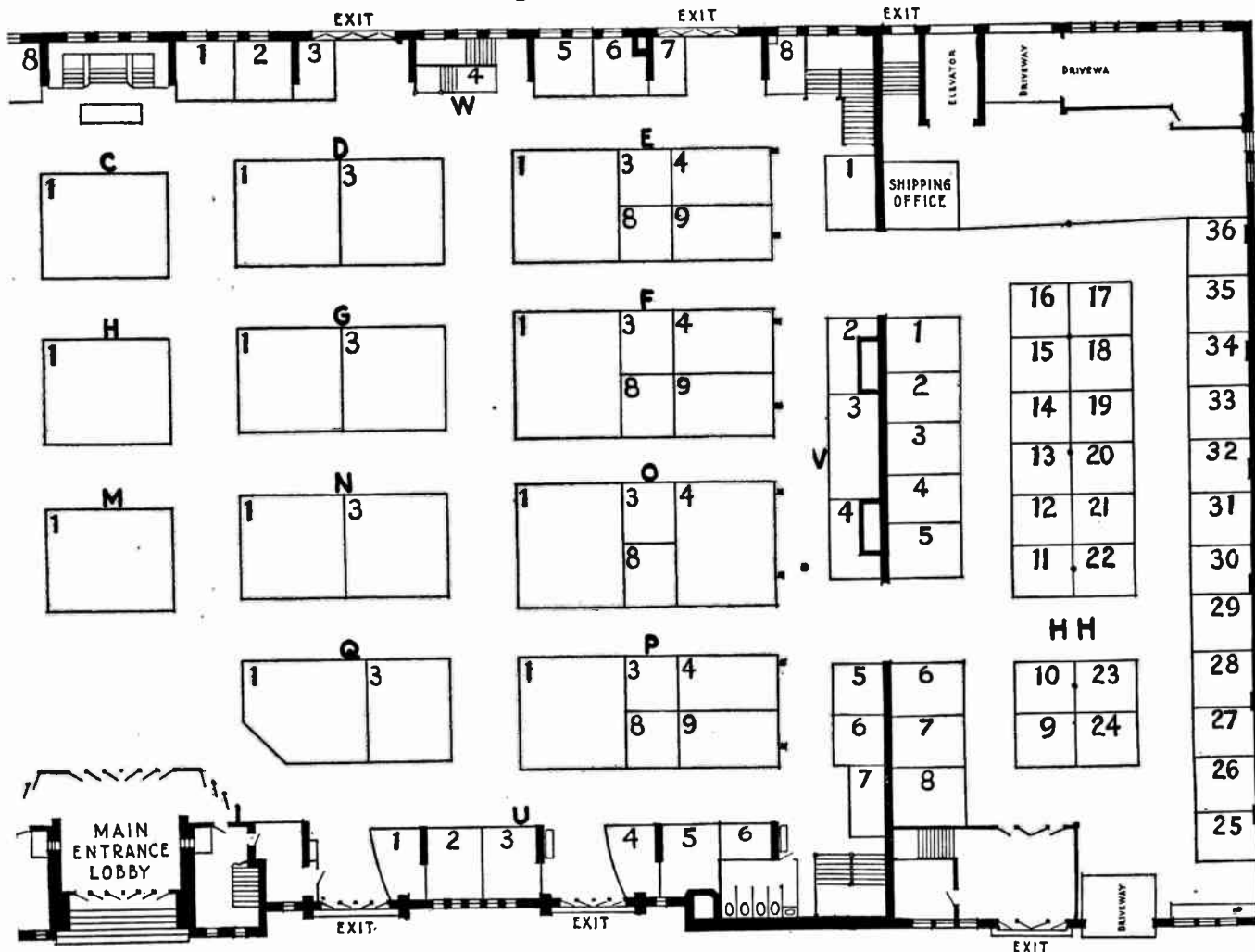
Space BB-10 and 11—ALLEN-BRADLEY COMPANY

Complete display of all parts manufactured by this company, including display of all "B" battery eliminator manufacturers who are using Allen-Bradley parts.

Representatives in charge: F. L. Gohl, H. L. O'Donnell,

(The Radio Dealer Space W-8)

Chicago Radio Show, Coliseum



Wabash Avenue

D. S. W. Kelley, Malcolm Jameson, A. J. Benner, F. F. Looock, H. L. Bradley, and L. Bradley.

Space KK-6—ALPINE PRODUCTS COMPANY

Space CC-1—ALUMINUM COMPANY OF AMERICA

Apparatus to demonstrate the value of aluminum in shielding, aluminum in practically every commercial form, including cabinets, panels, die-casting, and screw machine products. Aluminum shields for the LC27 set will be shown together with complete assortment of apparatus built by company's customers embodying aluminum.

Representatives in charge: Leroy S. Green, and consulting and development engineers from western offices.

Space KK-3—AMBASSADOR SALES COMPANY

Space DD-1, 2, 7—AMERICAN BOSCH MAGNETO CORP.

The new American Bosch line of receivers, including the "Amborola," Model RS 16; "Amborada," Model RS 27; "Cruiser," Model RS 35. Speakers, the Library "Ambotone" and the "Concert" Ambotone. The American Bosch "Nobatry" Types BDN and BAN. Display of cabinets and accessories.

Representatives in charge: C. F. Graesser, service engineer; A. H. Bartsch, general sales manager; Roy Davey, advertising manager; C. L. Curtis, chief engineer; C. L. Shedd, Chicago branch manager; E. H. Thresh, assistant branch manager; and branch salesmen.

Space P-8—AMERICAN ELECTRIC COMPANY

Displaying Burns "B" eliminator, choke, condenser blocks, loud speakers, phonograph units, transformers, and relay switches.

Representatives in charge: P. C. Burns, E. L. Brown, W. T. Curtis, W. Van Benschoten, J. J. Speed, and F. L. Middleton.

Space A-1—AMPLION CORPORATION OF AMERICA

Will display complete line of loud speakers, including horns, cones and cabinets. Featuring two new models.

Representatives in charge: F. W. Piper, of New York office, and Messrs. Stackhouse and Allen, of Chicago office.

Space U-1—AMRAD RADIO CORPORATION

Featuring Amrad lamp socket Neutrodyne.

Representatives in charge: Harold J. Powers and H. J. Tzyzer.

Space X-4 and 5—AMSCO PRODUCTS, INC.

Condensers, straight frequency line, straight tuning line, in single, Siamese, triple and quadruple types; Sockets, standard and floating types; Metaloid "Grid Gates," resistors and couplers and apparatus for testing noises; Rheostats, standard and midget; "Filatrol" ballasts for one, two, three or four tubes.

Representatives in charge: Harold R. Fletcher, director of sales; Zeh Bouck, engineer; W. E. Bourgoynne, Chas. Molzer, Chas. Hardy, Benj. H. Price.

Space JJ-1—ANYLITE ELECTRIC COMPANY

Space Z-3—APCO MANUFACTURING COMPANY

Featuring the operation of the new Automatic A battery converter, with practical demonstration. The Apco twin tube with two filaments. The Raytheon eliminator, the trick's charger. The Apco 7½ ampere charger. The Rectodyne for eliminating B batteries. Apco B charger for charging wet B batteries. The open B eliminator kit model. A main feature will be a new receiving set with special new six-tube circuit, using last stage for power amplifier. Cone speaker built in and set entirely shielded and special construction, highboy cabinet, or hophon'c style with equalized tone changer.

Representatives in charge: Howard R. Fuller, director of sales; W. B. Fuller, manager, Chicago radio division; and Howard Eastman, assistant engineer.

Space O-9—APEX ELECTRIC MANUFACTURING COMPANY

Will display a complete line of receiving sets, including the

(The Radio Dealer Space W-8)

THE RADIO DEALER'S GUIDE TO THE CHICAGO SHOW

Apex Super-Five, in six models, as well as the Apex tube ractivator.

Representatives in charge: G. Nilson, J. F. Prince, E. K. Oxner, S. Bronski, M. W. Mitchell, and W. P. Moore.

Space Y-4.—ARGUS RADIO CORPORATION

A complete line of electrical receivers operating on AC current from 105 volts upward. Two models will be on display, one table type, seven tube set; one console type, seven tubes, with built-in loud speaker. Cabinets finished in burl walnut with maple overlay.

Representatives in charge: Messrs. Hawthorne and Stemm, Motor Car Supply Co., and Central States General Electric Supply Co.

Space HH-34—THE ARMSTRONG COMPANY

Showing a complete line of Armstrong tone reproducers.

Representatives in charge: W. C. Meader, Paul B. Armstrong, W. C. Reinhold, August Kohnke, N. D. Meader, and M. Meader.

Space N-1—ATWATER KENT MANUFACTURING COMPANY

Complete exhibit of the new models of Atwater Kent receivers in table and console models, loud speakers of horn and cone types, etc.

Representatives in charge: Vernon Collamore, J. H. Bauer, members of sales and engineering staffs of factory, and local sales representatives.

Space J-3—AUBURN BUTTON WORKS

Moulded Bakelite parts of all kinds for the trade with members of engineering staff in attendance for consultation.

Representatives in charge: W. E. Newell, manager of Chicago office, and M. Wolff.

Space HH-11—AUDIOLA RADIO COMPANY

Displaying complete line of radio receiving sets.

Representatives in charge: Mortimer Frankel, president; H. E. Anderson, sales manager, and "Hal" Taylor.

Space DD-9 and 10—BAKELITE CORPORATION

Complete line of Bakelite radio products.

Representatives in charge: R. C. Shuey, F. P. Brock, and Allan Brown.

Space HH-6—NATHANIEL BALDWIN, INC.

Space KK-2—BARITONE MANUFACTURING COMPANY

Space W-5 and 6—BEACON RADIO MANUFACTURING CO.

The Trinity line of receivers, including five tube compact cabinet model, 2-T-5; the Trinity six tube table model 2-T-61, and the Trinity six tube Bio-Phonic console set of model 2-T-61 receiver installed in 5-ply mahogany cabinet, including Trinity-Reacon Bio-Phonic reproducer built in with spacious compartment for equipment.

Representatives in charge: Members of the factory, sales, engineering and executive staff.

Space HH-34—BECKER BROTHERS, INC.

Complete line of radio "B" and "C" batteries.

Representatives in charge: C. J. Becker, H. Wike, and G. Cay.

Space K-1—BELDEN MANUFACTURING COMPANY

Featuring a Bakelite press producing Bakelite shells which form a cover for the fuses attached to battery cord manufactured by the company. Fuses and shells attached to the cord at the booth.

Representatives in charge: George B. Finch, sales manager; W. H. Clough, advertising manager.

Space P-9—BENJAMIN ELECTRIC MFG. COMPANY

Extensive display of radio parts on special stands, featuring radio shock absorbing sockets. Several sets from standard hook-ups using Benjamin parts and some new forms of coils and condensers shown for the first time.

Representatives in charge: C. B. Harlow, sales manager, Central division; E. R. Peel, radio sales representative, Central division; C. E. Warner, A. R. Heitzman, D. B. Mackie, J. P. West, H. L. Cobb.

Space KK-29—BLANDIN PHONOGRAPH COMPANY

Space FF-2—BEST MANUFACTURING COMPANY

Complete showing of Best radio products.

Representatives in charge: Members of concern's local sales staff.

Space KK-24—BONG BATTERY COMPANY

Space O-7, 8, also KK-25—BORKMAN RADIO CORPORATION

Complete line of Borkman Velvet loud speakers.

Representatives in charge: (See Zinke Co.)

Space DD-3—BOSWORTH ELECTRIC MANUFACTURING CO.

Displaying Bosworth B-3 receiving set, six tube, tuned radio frequency, detector and two audio. Bosworth type B-2 set, five tubes; Bosworth table. Also exhibiting chassis of type B-3 without the cabinet.

Representatives in charge: Joseph Gerl, general sales manager, and Guy C. Kowfeldt, Minneapolis representative.

Space A-4—L. S. BRACH MANUFACTURING COMPANY

Exhibit of lightning arresters; complete aerial outfits; phone plugs; extension cord connectors; window lead-ins; low-loss crystal insulators; brachstatts; mountings for condensers, etc.; fixed crystals; hydrometers; charging rheostats; Pur-A-Tone

audio coupler; the Brach Totem Pole-Antenna; the Brach Control; solderall, alcohol blow torch, soldering flux and electric soldering irons.

Representatives in charge: L. S. Brach, Godfrey Gort, Frank T. Faeth, G. S. Pritchard, M. J. Bingham, Guy Kowfeldt.

Space R-1—BREMER-TULLY MANUFACTURING COMPANY

First local showing of the new Bremer-Tully Counterphase Eight and the new Counterphase Six, factory built sets. Also new kit set and "B" power unit. New parts together with a full line of standard parts will be exhibited. Special edition of "Better Tuning," published by the organization, will be issued.

Representatives in charge: J. C. Tully, G. Anderson, E. J. Patterson, and Roy Pietz.

Space JJ-2 and 3—BRIGGS & STRATTON CORPORATION

Radi "A" replacing "A" battery. Converts 110 volt AC 50 or 60 cycle household power into constant, uniform 6 volt "A" current of 2 to 2.3 amperes.

Representatives in charge: Lee H. Smith, sales manager; J. W. Fitzgerald.

Space CC-3—BUCKINGHAM RADIO CORPORATION

Showing complete line of radio equipment.

Representatives in charge: Members of local sales staff.

Space V-3—BUELL MANUFACTURING COMPANY

Displaying complete line of radio apparatus.

Representatives in charge: Members of sales and engineering staffs.

Space Z-1—BURGESS BATTERY COMPANY

Showing a complete line of dry "A," "B," and "C" batteries.

Representatives in charge: Ross Turner, R. H. Koehr, and Duncan Keith.

Space J-3—CANOTEX COMPANY

Displaying Univernier dials, S. L. F. dials, balancing condensers, dials, knobs, tube sockets and other radio accessories.

Representatives in charge: W. E. Newell, manager Chicago office, and M. Wolff.

Space BB-1, 2, 8—ALLEN D. CARDWELL MFG. CO.

Featuring transmitter which Commander S. J. Byrd used in his polar flight. Also a display of receiving sets employing Cardwell condensers, and samples of the new taper plate Cardwell condenser.

Representative in charge: Bert Smith, sales manager.

Space A-9 and 10—CARTER RADIO COMPANY

Displaying rheostats, jacks, plugs, switches, potentiometers, volume controls, loop aerials, adapters, name plates, and fixed resistance units. Winding machine in operation showing method of winding resistance elements, etc.

Representatives in charge: A. J. Carter, Theodore Sheldon, and H. P. Evott.

Space KK-20—C. E. MANUFACTURING COMPANY

Space G-3 and 4—CENTRAL RADIO LABORATORIES

Parts and accessories, including variable high resistances, Centralab Radiohms, modulators and potentiometers, the Centralab Modu-plug, a tone control phone plug, Centralab rheostats, Centralab variable high resistances for "B" battery eliminator circuits.

Representative in charge: H. E. Osmun. (See Ekko Co.)

Space A-1—CHELSEA RADIO MANUFACTURING CO.

Showing complete line of Chelsea Truphonic receiving sets in variety of models.

Representatives in charge: Members of sales and engineering staffs.

Space HH-25—CHICAGO NIPPLE MANUFACTURING CO.

Three models of radio receiving sets, five tube two dial control, using dry cell or storage batteries. Console, consolette, and table models.

Representative in charge: J. P. Dowd.

Space KK-23—CHICAGO SOLDER COMPANY

Space R-3—CHICAGO TELEPHONE SUPPLY CO.

Complete showing of radio accessories.

Representatives in charge: Members of sales and engineering staffs.

Space F-4—CONTINENTAL FIBRE COMPANY

Displaying complete line of panels and moulded material suited to radio usage.

Representatives in charge: Members of sales and technical staffs.

Space FF-3—CORBETT CABINET MFG. COMPANY

Radio cabinets and consoles.

Representatives in charge: Members of the sales staff from the factory at St. Mary's, Pa.

Space JJ-5 and 6—CORNELL ELECTRIC MFG. COMPANY

Showing complete line of power units manufactured by this organization.

Representatives in charge: Members of sales and engineering staffs.

Space CC-10—CORNISH WIRE COMPANY

Exhibit embracing every type of wire used in the radio industry. Special machines demonstrating manufacture of aerial wire

(The Radio Dealer Space W-8)

THE RADIO DEALER'S GUIDE TO THE CHICAGO SHOW

on one side and insulated loop aerial wire on opposite side.
Representatives in charge: W. F. Osler, Jr., vice president, and S. B. Dormstader, Chicago representative.

Space Q-1—CROSLY RADIO CORPORATION

Complete line of Crosley receiving sets, including new Model 550, single control set; the popular RFL 75 balanced circuit receiver and other models incorporating new features, and the Crosley Musicone loud speakers in a novel demonstration. The entire exhibit will consist of a comprehensive display of receivers from single tube up, built both in compact table models and console models with built in loud speakers.

Representatives in attendance: Powel Crosley, Jr., Walter B. Fulgham, general sales manager, B. H. Clark, L. A. Kellogg, Alvin Richard Plough, H. F. Jaax, J. L. Limes, Eugene Revercomb, and C. H. Carey.

Space CC-9—CROWE NAME PLATE & MFG. CO.

Displaying etched metal radio panels, name plates and dials, cable markers, and stampings.

Representative in charge: Winslow Goodwin.

Spaces T-5 and 6—E. T. CUNNINGHAM, INC.

Cunningham tubes of all types and for all purposes.

Representatives in charge: Herbert H. Frost, Elmer T. Cunningham, and members of the company's sales force.

Space FF-1—RICHARD T. DAVIS, INC.

Displaying complete line of Mastro Artholian remote control receiving sets.

Representatives in charge: Richard T. Davis, Charles Merdo Williams and Marcus W. Hinson.

Space A-6—DAY-FAN ELECTRIC COMPANY

Miniature broadcasting station towers to carry the impression of stations throughout the country using Day-Fan receiving sets to monitor their programs. Complete display of new models.

Representatives in charge: H. D. Gibson, district manager; C. T. Lawson, vice president and sales manager; O. E. Marvel, vice president and works manager; D. I. Drucker, assistant sales manager.

Space BB-3, 4, and 5, North Hall—DeFOREST RADIO CO

Advance models of seven tube loop operated highboy radio-
phone. Six tube table model; Audio tubes for transmitting and receiving. Showing first DeForest tube invented in 1906.

Representatives in charge: H. H. Lloyd, L. M. Lurington.

Space FF-3—DE VEAUX RADIO COMPANY

Display complete line of De Veaux radio products.

Representatives in charge: Members of company's local sales staff.

Space X-2—DIAMOND STATE FIBRE COMPANY

Displaying complete line of fibre products adapted to radio usage.

Representatives in charge: Chicago sales staff and factory engineers.

Space HH-16—DIAMOND T RADIO MANUFACTURERS

Three models of receiving sets. Super Special, five tube speaker built-in; DeLuxe, six tube, speaker built-in; and Baby Grand Console, six tubes, two speakers built-in.

Representatives in charge: C. L. Smith, B. H. Gerpheide, and H. J. Tweed.

Space CC-8—DICTOGRAPH PRODUCTS CORPORATION

Featuring power radio set, six tubes, one dial control, no batteries employed. Three models of Roll loud speakers, R-5 Phono units, and R-8 switch blocks.

Representatives in charge: J. F. Stengel, vice president; Percy W. Andrews, J. R. Craig, and C. F. Vesey.

Space EE-1, 2 and 8—DUBILIER COND. & RADIO CORP.

Mica condensers, new Micadons of all tubes with the new Micadon No. 700 assembled in an aluminum case; paper condensers, including type 907 with D.C. operating voltage of 160; special filter condensers and a condenser block combining the necessary capacity; Dubilier type RL90, PL91.

Representatives in charge: W. A. Bockius, H. F. Tiedemann, W. E. Whetter, I. H. Mitchell.

Space W-3—DUDLO MANUFACTURING COMPANY

Complete display of magnet wires and windings.

Representatives in charge: W. H. Odium, N. F. McNaught, and technical staff.

Space GG-1 to 5—DURATION PRODUCTS CORPORATION

Space HH-14—DURO METAL PRODUCTS CO.

Presenting Quali-Tone speakers, Troubadour Drum speakers, speaker units, phonograph and console speaker units, and Quali-Tone loop antenna.

Representatives in charge: W. H. Odium, N. F. McNaught, and John J. Machacek.

Space G-3 and 4—THE EKKO COMPANY

Featuring exhibits of Centralab, Milwaukee; Peerless Radio Manufacturing Co., New York City, condensers; and Ekko ground clamp and phonograph connectors.

Representatives in charge: T. K. Webster, Jr., president, and H. O. Larson, sales manager.

Space K-4—ELECTRICAL RESEARCH LABORATORIES

A complete display of Erla Monodic five tube (R. F. L.) sets in both table and console models; also the new Monodic Sextette, single control set in table and console models; Erla Omnitonic cone speakers, "B" eliminators, and tubes.

Representatives in charge: J. F. Quinn, Fred Wellman, C. W. Nelson, and George A. Pearson.

Space AA-6 and 7—ELECTRIC STORAGE BATTERY CO.

Exide storage batteries. Exide radio power unit. Radio "A" batteries.

Representatives in charge: Members of local sales staff and plant engineers.

Space KK-28—EMPIRE ELECT. & MFG. COMPANY

Space HH-22—ENGLISH-WHITMAN PRODUCTS, INC.

Displaying the new type E-W loud speaker, and the "Tun-A-Loop."

Representatives in charge: James Radford English, Stewart C. Whitman, and E. V. Finson.

Space BB-9—ETCHING CO. OF AMERICA

Showing etched metal name plates, radio panels, dials, escutcheons, rules, etc.

Representatives in charge: L. W. Owens, William E. Langrill, J. W. Sanders, and E. H. Ehret.

Space G-7 and 8—FANSTEEL PRODUCTS CO., INC.

On display: Balkite trickle charger, new Balkite charger, Balkite "B" and the new Balkite combination, "3 B's."

Representative in charge: H. O. Larsen.

Space BB-6—FARRAND MANUFACTURING COMPANY

Exhibiting Farrand loud speakers, "B" eliminators, and power amplifiers.

Representatives in charge: C. L. Farrand, president; George H. Kiley, vice president.

Space HH-1, 2 and 3—FEDERAL-BRANDES, INC.

Complete line of Kolster eight- and six-tube sets in five models, three of which are of the console type; Kolster-Brandes power speaker; Brandes cone speakers and headsets; Kolster-Brandes B-eliminator; Kolster radio compass.

Representatives in charge: H. H. Southgate, O. S. Larsen, D. S. Spector, M. C. Rypinski, J. C. Stanley and Messrs. Van Ark, Algers, Farber, Thimm and Reilly.

Space I-3—FEDERAL RADIO CORPORATION

Fourteen stock models of receiving sets; four de luxe models of five, six and seven tube types; single, dual and triple controls; eight table models, with three tables designed to match. All contain Ortho-Sonic circuit.

Representatives in charge: L. E. Noble, president and general manager; C. J. Jones, assistant sales manager; A. C. Stearns, Jr., advertising manager; L. C. F. Horle, chief engineer, and Dan McKinnon, territorial representative.

Space KK-7—FERBEND ELECTRIC COMPANY

Space Y-2 and 3—J. B. FERGUSON, INC.

Ferguson model 10, six tubes; Model 12, six tubes; Model 14, ten tubes, loop operation; specially painted cabinets, and tables as well as Model 12, in glass enclosed case.

Representatives in charge: T. H. Wickwire, Jr., vice president, and M. C. Snyder.

Space FF-4—FETT & KIMMELL

Space KK-10—FLORENTINE ART PROD. CORP.

Space HH-4 and 5—FOREST ELECTRIC COMPANY

Displaying the Unitron 90 volt NoBee, 135 volt NoBee, Unitron Combination, Unitron control, Unitron trickle charger, Unitron "A" power, Unitron automot'v chargers, testers.

Representatives in charge: L. F. Woolman, sales manager; V. V. Woolman, field man; E. L. Sanders, and E. A. Stearns.

Space W-1 and 2—FORMICA INSULATION COMPANY

Panels, both decorated and undecorated. Tubes and small punched and machined parts.

Representatives in charge: J. V. O'Connor, and members of sales and engineering staffs.

Space D-3—FREED-EISEMANN RADIO CORPORATION

The entire line of receiving sets and accessories, including DeLuxe cabinets and consoles. Featured in eight tube, single control Neutrodyne with neutralized loop.

Representatives in charge: Harry Alter, and staff.

Space X-7 and 8—FRENCH BATTERY COMPANY

Complete display of radio dry, "A," "B," and "C" batteries. Special exhibits showing construction of Ray-O-Vac batteries.

Representatives in charge: G. H. Foster, G. W. Stiles, E. A. Hallen, R. J. Williams, F. Walters, O. H. Graening, and George A. Shipley, Russell Widley and "Billy" Sheehan, "Ray-O-Vac Twins."

Space S-1, 2 and 3—CHARLES FRESHMAN CO. OF ILLINOIS

Complete line of 1927 model receiving sets, Freshman Master speaker, power amplifier, ABC units, and other Freshman products.

Representatives in charge: L. E. Dorfman, W. H. Allen, M. B. Shafer, and W. S. Taussig.

Space HH-35—GARDINER METAL COMPANY

Showing complete line of metal products suited to radio usage.

Representatives in charge: Members of sales and engineering staffs.

Space J-6—GAROD CORPORATION

Complete showing of Garod receiving sets both battery and current operated.

Representatives in charge: Frank J. Lepreau, western sales manager, William H. Kelley, Frederick H. McGowan, L. Dor-

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- man, John W. Spier, and the following factory representatives: Harry E. Sherwin, general sales manager, and Ler Conover, manager field promotion division, sales department.
- Space GG-5—GENERAL INSTRUMENT CORPORATION**
Displaying Metralign SLT Condensers, Little Giant rheostat, variable audio transformer, shielded units, GI rheostats, GI battery GA-JIT, and potentiometers.
Representative in charge: A. C. Whitefield, director of sales.
- Space T-1—GENERAL RADIO COMPANY**
Scientific measuring instruments for laboratories. Complete line of G-R parts for the home set builder and special parts for transmitting amateurs.
Representatives in charge: H. B. Richmond, treasurer; H. C. Gawler, sales promotion manager; H. T. Greeley, advertising manager; C. T. Burke, engineer; F. G. Smith and R. S. MacArthur.
- Space 0-7 and 8—GLOBE PHONE MFG., Co.**
Complete showing of Globe head phones.
Representatives in charge: (See Zinke Co.)
- Space V-1—GOLDEN-LEUTZ, INC.**
The following sets: Seven and nine tube, t. r. f., with wave length range 36 to 3600 meters. Also seven tube sets, same circuit as above, entirely shielded, metal cabinet, each stage with individual control, and provision for single control.
Representatives in charge: Claude Golden, Charles R. Leutz, and Otto Leutz, and others.
- Space AA-10 and 11—GOULD STORAGE BATTERIES CO., INC.**
The Gould Unipower, "A" power supply; also Gould "A" and "B" batteries.
Representatives in charge: R. A. Klock, K. M. Smith and members of sales and engineering staffs.
- Space 0-7 and 8—GRAYNIE CORPORATION**
Complete showing of Graynie re-chargeable "B" batteries.
Representatives in charge: (See Zinke Co.)
- Space G-1—A. H. GREBE & COMPANY, INC.**
Showing Synchrophase receiving sets in both table and console models. Also CR-18 short wave receiving set.
Representatives in charge: Brothwell H. Baker, and L. C. Gray.
- Space F-6—GRIGSBY-GRUNOW-HINDS CO.**
Presenting displays of "B" battery eliminators, Majestic "B" current supply, in Standard, Super and Master models.
Representatives in charge: B. J. Grigsby, president; W. C. Grunow, vice president; F. D. Williams, director of sales; F. D. Damarin, A. C. Hirschmann, and E. W. Macke.
- Space EE-4—HAMMARLUND MANUFACTURING CO.**
Displaying new Hammarlund-Roberts Hi-Q Midline condensers, S. L. F., condensers, auto couple coils, multiple condensers, transmitting condensers, and low wave condensers and coils.
Representatives in charge: L. G. Cushing, and J. F. McCabe.
- Space HH-24—HARTMAN ELECTRICAL MANUFACTURING CO.**
All models of receiving sets manufactured by the company including pedestal speakers.
Representatives in charge: C. T. Anderson, vice president and general manager, R. B. Lacey, manager Chicago office, and B. L. Lewis.
- Space KK-22—HENNINGER CORPORATION**
- Space HH-14—HIGH FREQUENCY LABORATORIES**
Showing complete line of radio frequency transformers, long wave transformers, radio frequency chokes and audio frequency transformers, manufactured by this company.
Representatives in charge: E. Tyrman, A. Hintze, Jr., sales manager, and E. F. Duskiis.
- Space R-2—HOWARD RADIO COMPANY**
Will display new five, six and seven tube receiving sets and seven tube console model. Shielded and loop operated.
Representatives in charge: M. E. Seegmiller, J. M. Bregstone, and C. L. Sleininger.
- Space DD-8—INDIANA MANUFACTURING & ELECTRIC CO.**
Displaying complete line of Case receiving sets.
Representatives in charge: J. S. Wilson and O. R. Westfall.
- Space FF-4—INTERNATIONAL INSULATING CORP.**
Display complete line moulded products for insulation purposes.
Representatives in charge: Members of sales and engineering staffs.
- Space 0-1 and 6—JEFFERSON ELECTRICAL MFG. CO.**
Displaying complete line of radio equipment manufactured by this organization.
Representatives in charge: J. A. Bennan, president; J. C. Daley, treasurer; A. R. Johnson, sales manager; C. P. Kob, W. C. Samuels, C. R. Hanson, R. Benson, A. A. Flicke, Jr., E. Goddard, E. Banigan and V. E. Lee.
- Space KK-1—JENKINS & ADDAIR**
- Space F-3—JEWELL ELECTRICAL INSTRUMENT CO.**
Displaying electrical measuring instruments, special types for radio work.
Representatives in charge: J. T. Keeney, general sales manager, and J. H. Miller, chief engineer.
- Space F-9 and 10—HOWARD B. JONES**
Exhibits contain a complete layout of the five types of Multi-Plugs manufactured by this concern as well as exhibits showing the construction and materials used in this item.
Representatives in charge: Howard B. Jones, J. W. Regan and staff.
- Space F-1—KARAS ELECTRIC COMPANY**
Featuring Karas Equamatic five tube set embodying Karas products.
Representative in charge: Frank A. Ryder.
- Space GG-1 to 5—KAY ELECTRIC COMPANY**
- Space Q-3—KELLOGG SWITCHBOARD & SUPPLY CO.**
Display will feature new models 507 Table and 508 Console six tube sets. New reproducer. Five tube Wave-Master set, table and console types and a full line of accessories and parts.
Representatives in charge: R. K. Smith, radio sales manager; R. P. Cunningham, H. C. Spaak, F. A. Bremer, E. Thompson, and R. W. Mounteer.
- Space E-4—KING-BUFFALO, INC.**
Three models of King TRF sets, six models of King-Hinners Neutrodyne sets.
Representatives in charge: Arthur T. Haugh, vice president; Burt G. Close, sales manager, F. A. Hinners, president King-Hinners Co., and the following salesmen: R. R. Talbot, O. J. Shields, J. H. Mable, J. G. Crowe, Joseph St. Maris, L. W. Smith and S. P. Addy.
- Space FF-5—KNOX PORCELAIN COMPANY**
Displaying complete line of products for radio usage.
Representatives in charge: C. C. Hartzell and sales staff.
- Space KK-15—KOKOMO ELECTRIC COMPANY**
- Space S-6, 7 and 8—KODEL RADIO CORPORATION**
Displaying a complete line of Kodel receiving sets, speakers, chargers and radio accessories.
Representatives in charge: J. F. Bichl, Clarence E. Ogden, J. R. Coole, C. S. Palmer, O. P. Smith, Clem Riesenback.
- Space KK-2—LAKESIDE SUPPLY COMPANY**
- Space KK-19—KURZ-KASCH COMPANY**
Showing complete line of mounted Bakelite specialties, adapted for radio usage. Featuring the new type dials marketed by this organization. Presenting "Log Book" to visitors at show.
Representatives in charge: Chris. C. Kurz, Jr., Mrs. Cecilia Kurz, H. F. Kasch, L. F. Bauman, John M. Redell, E. T. Flewelling, and members of the sales and engineering staffs.
- Space GG-1 to 5—LIBARKIN & SONS**
- Space HH-27—LANE MANUFACTURING COMPANY**
Displaying complete line of apparatus suited to radio usage.
Representatives in charge: Members of sales and engineering staffs.
- Space KK-28—LIBERTY TRANSFORMER COMPANY**
- Space FF-5—LECTRODIO CORPORATION**
Displaying Elektron Radio tubes.
Representatives in charge: Clyde C. Hartzell and staff.
- Space FF-4—LIGNOLE CORPORATION**
Lignole radio panels in plain and lacquered finishes. Also inlaid panels.
Representatives in charge: A. M. Gibson, C. C. Hartzell, R. E. Stanton, E. H. Striegel, Miss Bertha Champe.
- Space 0-2 and 3—THE MAGNAVOX COMPANY**
Model No. 75 and Berkeley Model Highboy receivers; No. 25 and Piedmont table model receivers with built-in speakers; Junior, Eteon and H-10 table models, all single dial sets. Cornell, Stanford and Belvedere models in cone speakers. Types "A" and "X" tubes.
Representative in charge: Leon Golder, manager Chicago office.
- Space HH-12—MARTIN-COPELAND COMPANY**
Presenting Mar-co controls, dials, parts and accessories.
Representative in charge: John A. Lassau.
- Space X-1—MINERVA RADIO COMPANY**
Complete display of eight models of six tube sets, seven consoles, and one table model.
Representatives in charge: E. R. Schultz, president, and A. L. Billings.
- Space KK-30—MID-WEST RADIO SPECIALTY CO.**
- Space CC-4 and 5—MOHAWK CORP., OF ILLINOIS**
Showing complete line of Mohawk one dial sets.
Representatives in attendance: Gustave Frankel, president, Douglas DeMare, chief engineer, Louis Frankel, treasurer, Otto N. Frankfort, general sales manager, and members of sales and engineering staffs.
- Space X-6—MONTROSE-HAST RADIO LABORATORIES**
Displaying three models of chassis under the Naturelle trademark.
Representative in charge: Nate Hast.
- Space W-7—JJ-24—MUSIC MASTER CORPORATION**
- Space GG-2—MORRISON RADIO COMPANY**
Demonstrating Morrison Tri-tube tester.
Representatives in charge: C. N. Hawthorne and G. B. Morrison.
- Space HH-18—A. J. MUSSELMAN, INC.**
Displaying radio tubes and Musselman Certified electron tubes.
Representatives in charge: M. M. Musselman and J. P. Reid.
- Space J-9—LESLIE F. MUTER COMPANY**
Exhibiting lightning arresters, fixed mica condensers, fixed grid leaks, aerial kits, panel switches, phone plugs, antenna

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lean-in insulators, ground clamps, fixed rheostats, audio transformers, baby knife throw switches, grid leak mountings, resistance amplifiers, resistance amplifier units, Bakelite base throw switches, aerial plugs, variable high resistances, variable rheostats, special resistances, variable grid leaks, variable balancing condensers, ad variable grid condensers, filter and by pass condensers, eliminator blocks and windings.

Representatives in charge: Leslie F. Muter, president, A. A. Dailey, sales manager, and J. W. Ruzicka.

Space S-4—NATIONAL CARBON COMPANY

Dry cell "B" batteries. Demonstrations board and attendants to answer questions in connection with battery maintenance.

Representatives in charge: J. M. Spangler, district manager; Alvan Zinkan, J. M. Hickey, advertising department; C. R. Howell, and D. L. Gardner.

Space 8-E—THE NATIONAL COMPANY, INC.

Showing National Equi-cycle condensers, Browning-Drake tuning units, velvet vernier dials, Impedaformers, "B" eliminators, and power amplifying units.

Representatives in charge: George O. Hill, sales manager; Harlan P. Walker, and members of Chicago distributors of sales staffs.

Space HH-20—NATIONAL LEAD BATTERY COMPANY

A complete exhibit of the new National Hompower units ("A" power supply) and various types and sizes of storage batteries suited to radio purposes.

Representatives in charge: A. P. Wood and Neil Burchard.

Space HH-6—NEWCOMBE-HAWLEY, INC.

Showing new console speaker containing Baldwin unit, also seven foot horn.

Representatives in charge: Crawford Duntley and Whitfield Pressinger.

Space GG-44—NILES MANUFACTURING COMPANY

Showing Niles battery chargers in 10 amperes, 2 amperes, and direct current types.

Representatives in charge: C. E. Schaffmaster, C. N. Hawthorne, Royal Stern, and J. M. McConnell.

Space JJ-1—NORTHERN MANUFACTURING COMPANY

Space P-1—THE OPERADIO CORPORATION

Complete showing of all models, including the new seven tube portable Operadio. Also showing first portable Operadio built by J. McW. Stone in 1909; the first commercial model Operadio built in 1922, and the subsequent models, showing the development of the type up to its present form.

Representatives in charge: J. McW. Stone, president; W. B. Ricketts, vice president and sales manager; L. A. King and A. W. Schoenberger.

Space E-7—PACENT ELECTRIC COMPANY, INC., AND PACENT RADIO CORP.

The exhibit will consist of the Powerformer, a "B" battery eliminator and power amplifier, the new Pacent cone speakers by the Pacent Radio Corp. The exhibit of the Pacent Electric Co. will consist of the complete line of input and output transformers and chokes, a new Bakelite cushion socket, condensers, rheostats, jacks, etc.

Representatives in charge: W. R. Davis, general sales manager, Edgar K. James, L. A. Bauman and J. J. Day.

Space GG-4—G. W. PENN MANUFACTURING COMPANY

Space G-3 and 4—PERLESZ RADIO MFG. CORPORATION

Complete showing of Perlesz sets in cabinet, semi-console and full console models.

Representatives in charge: (See Ekko Co.)

Space E-3—PERRYMAN ELECTRIC COMPANY

A complete showing of Perryman radio tubes.

Representatives in charge: H. B. Foster, Robert Laasy, A. H. Bachr and S. H. Lynch.

Space J-4—PFANSTIEHL RADIO COMPANY

Presenting table and console models of receiving sets manufactured by the company.

Representatives in charge: J. W. Dewhurst and F. L. Knudsen.

Space N-3—THE POOLEY COMPANY

Exhibiting Pooley radio cabinets and Pooley cabinet speakers equipped with At-water-Kent receiving equipment.

Representatives in charge: B. R. Stauffer, H. P. Humphries and G. D. Phillips.

Space HH-9—PRECISION PRODUCTS COMPANY

Showing complete line of new model Arborphone, loud speaker and consoles.

Representatives in charge: C. A. Verschoor, C. H. Dunlap, W. K. Jackson and Paul Becker.

Space KK-28—POTTER MANUFACTURING COMPANY

Space HH-27—PRATT RADIO PRODUCTS CO.

Space O-7 and 8—PRESSED METAL MFG. CO.

Complete showing of Redi-Mast and Wave-X antennas.

Representatives in charge: (See Zinke Co.)

Space Z-4—THE PREST-O-LITE COMPANY, INC.

Prest-O-Lite Radio, "A" and "B" batteries and parts.

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Representatives in charge: Henry Knippenberg, sales promoting manager; C. H. Wells, special representative and members of local sales staff.

Space J-1—PRIESS RADIO CORPORATION

Exhibit will consist of console model straight nine receiving set; table model straight eight set; table model straight nine set; and evolving table showing parts used in construction of Priess sets.

Representatives in charge: F. Clifford, Estey, general sales manager; J. D. Lynn, and M. D. Curtiss.

Space KK-4—PATHE PHONO. & RADIO CORPORATION

Showing complete line of Pathe radio receiving sets, in table and console models. Also speakers.

Representatives in charge: Members of local sales staff and factory engineering corps.

Space O-4—Q. R. S. MUSIC COMPANY

Q. R. S. "Red Top" radio tubes; Q. R. S. aerial boosters.

Representatives in charge: Earl Holland, L. Sutton, D. W. Lester and C. M. Fletcher.

Space HH-13—RADIO APPLIANCE CORPORATION

Display of the Fiat bank wound loop antenna, featuring the latest model Type "C" loop.

Representatives in charge: M. W. Stavrunn, A. Romello, Alfred E. Peterson and Harry Barrett.

Space B-1—RADIO CORPORATION OF AMERICA

This exhibit will include a full line of the Radiola receiving sets; Radiotron vacuum tubes of all types. R. C. A. loud speakers and power speakers.

Representatives in charge: Pierre Boucheron, E. E. Bucher, C. T. Wandres and George H. Clark.

Space W-8—RADIO DEALER PUBLISHING COMPANY

Reception booth for the radio trade.

Representatives in charge: William B. Rogers, Jr., publisher; George B. Ansbro, Chicago, territorial manager, and Walter A. Schilling, managing editor.

Space HH-28 and 29—RADIO-MASTER CORPORATION

An elaborate display of radio cabinets, consoles, etc.

Representatives in charge: H. S. Hyde, F. B. Ward and F. S. Griffs.

Space DD-45—RAYTHEON MANUFACTURING COMPANY

An exhibit of various types of "B" power units, manufactured by seventeen customers of the company. Raytheon engineers will be present to give full information on new applications of Raytheon rectifiers for eliminating "A" and "B" batteries. There will also be on display an A.C. operated set using 199 type tubes connected in series with both "A" and "B" power supplied by the new 85 milliamphere rectifier, Raytheon Type BH.

Representatives in charge: D. E. Replogle and L. K. Marshall.

Space L-3—THE REICHMANN COMPANY

Full line of 1927 model receivers, including Model 57, table model, five tube receiver with two dial control. Model 58, console model five tube receiver with built-in Thorola speaker and tone chamber and in handsome walnut cabinet. Model 59, console model with two spacious tone chambers, built-in Thorola 4 and Thorola cone speaker in series. Also the Thorola cone speaker, Thorola horn speaker, Thorola Junior horn speaker and Thorophone power speaker.

Representatives in charge: Frank Reichmann, president; E. S. Riedel, sales manager; Carl D. Boyd, director of sales promotion; H. L. Bixby, Lester Kelsey, Marshall Fox, William Schnell and Edward Wiggins.

Space V-2—ROBERTSON-DAVIS COMPANY

Exhibiting the Meloformer audio frequency transformer. Demonstration of machine winding cores of Meloformer. Latest feature shown will be Melocoupler, a radio frequency transformer.

Representatives in charge: G. W. Robertson, D. W. Davis, M. W. Heald, and J. P. Davis.

Space R-3—RUNZEL-LENZ ELECTRIC COMPANY

Complete line of materials suited to radio usage.

Representatives in charge: G. W. Lenz, and members of sales and engineering staffs.

Space K-8—H. G. SAAL COMPANY

Presenting complete line of radio speakers, including home, pedestal and new Ec-centric cone types.

Representatives in charge: Carl J. Sharp, H. C. Rolle, and George Eagan.

Space K-3—SAMSON ELECTRIC COMPANY

Complete line of audio units, also RF chokes, inductances, units, variable condensers, etc.

Representatives in charge: R. W. Cotton, sales manager, and Ralph S. Drummond.

Space GG-1 to 5—SERENADA COMPANY

Space GG-1—SHAMROCK MANUFACTURING COMPANY

Complete line of perfected single dial control sets, including Shamrock DeLux table type, console, and console grand.

Representatives in charge: Herman R. Rose, Royal Stemm, and Carl Hawthorne.

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Space HH-30, 31—SHOWERS BROTHERS COMPANY
Radio consoles and speakers.
Representatives in charge: Members of sales, factory and engineering staffs.

Space KK-5—SID RADIO "B" BATTERY CO.
Displaying radio "B" storage batteries.
Representatives in charge: Members of the sales staff and engineering corps.

Space HH-15—SILVER-MARSHALL, INC.
Complete line of S-M products. Featuring No. 630 six tube shielded kit.
Representatives in charge: S. J. Thompson, H. Welcher, T. R. Staehle, K. Clough, and C. Preston.

Space KK-10—SIMPLEX RADIO DEVICES

Space KK-14—SLAGLE RADIO COMPANY
Showing complete line of radio sets and cabinets.
Representatives in charge: Sales staff and members of factory organization of Fort Wayne, Ind.

Space HH-21—SLEEPER RADIO CORPORATION
Featuring complete line of radio apparatus manufactured by this company.
Representatives in charge: Gordon C. Sleeper, and members of sales and engineering staffs.

Space HH-39—SONATRON TUBE COMPANY
Showing twenty-five distinct types of radio tubes, each adapted to its particular use. Demonstrating Sonatron amplifier resistance coupled unit complete with three matched power tubes.
Representatives in charge: Harry Chirelstein, D. J. Quinn, A. E. Rodriguez, G. Walker, and I. Field.

Space B-3—SONORA PHONOGRAPH COMPANY
Presenting Sonora radio receiving sets.
Representatives in charge: C. S. Tay, Ray Reilly, G. W. Marquis, C. M. Holloway, George Pierson and J. Mauck.

Space AA-8,9—THE SPARKS-WITHINGTON COMPANY
Showing complete line of Sparton radio products. The 110-AC model will be featured. Operates directly from lighting circuit.
Representatives in charge: Capt. William Sparks, H. G. Sparks, sales manager; E. Brower, sales department; W. L. Krouse, sales representative, and V. A. Searles, advertising manager.

Space I-1—SPLITDORF ELECTRICAL COMPANY
Complete line of radio sets, loud speakers, and radio tables. Sets are five and six tube types, both plain and in console models. Horn and cone type loud speakers.
Representatives in charge: W. S. Neate, W. A. Turgeon, W. O. Ekdahl, H. G. Walter, I. Valentine, W. L. Kaiser, Edward Roach, A. H. Bauer, and O. W. Smith.

Space AA-3—STEINITE LABORATORIES
Showing Model Six, table top six tube, TRF set, console model, No-Battery set, crystal sets, interference eliminators, aerial eliminators, and crystals.
Representatives in charge: Fred W. Stein and Oscar Getz.

Space Z-2—STERLING MANUFACTURING COMPANY
Demonstration of meters, tube testers, tube reactitors, "B" battery eliminators, and other radio products manufactured by the company.
Representatives in charge: W. W. Dowdell, sales manager; L. E. Honeywell, advertising manager; and others.

Space CC-2—STEVENS & COMPANY, INCORPORATED
Stevens Conoidal speakers in three models. Also radio cabinet horns made of Burtex and many other articles of this material.
Representatives in charge: J. B. Price, Clifford E. Stevens, Ross Stevens.

Space HH-7—STEWART BATTERY COMPANY
Displaying radio "A" storage batteries, Unit "A" power, trickle chargers.
Representatives in charge: E. S. Fisher and E. J. Stewart.

Space C-1—STEWART-WARNER SPEEDOMETER CORP.
Stewart-Warner matched unit radio sets. Tubes and reproducers.
Representatives in charge: R. H. Woodford, O. F. Jester, R. M. Garvey, M. Gotten, W. L. Stensgaard, L. Stone, and L. E. Parker.

Space EE-5, 6, 11—STROMBERG-CARLSON TELEPHONE MANUFACTURING COMPANY
Complete line of radio receivers and apparatus, including five and six tube shielded model sets, cone speaker, battery eliminator, transformer, head set, radio cabinet table, audio filter, etc.
Representatives in charge: P. D. Myers and Virgil Graham.

Space HH-26—STUART PRODUCTS CORPORATION
Complete showing of radio "A," "B" and "C" batteries.
Representatives in charge: I. C. Friedman, sales manager; Messrs. Spolane and Rosenwald.

Space O-7 and 8—STURDY ENGINEERING COMPANY
Complete display of Sturdy radio vacuum tubes.
Representatives in charge: (See Zinke Co.)

TO THE CHICAGO SHOW

Space HH-36—TECTRON RADIO CORPORATION

Space FF-4—TELERADIO ENGINEERING COMPANY
Displaying complete line of radio products.
Representatives in charge: Sales and engineering staffs.

Space E-1—THORDARSON ELECTRICAL MFG. CO.
Displaying amplifying transformers, power supply transformers, "B" eliminator transformers, radio transmission equipment, broadcasting equipment, modulation microphone, line input and line output transformers.
Representatives in charge: C. H. Thordarson, G. R. Blackburn, O. A. Pearson, W. J. Leidy, E. Knight and J. Oblivion.

Space HH-9—TIMBRETONE MANUFACTURING COMPANY
Displaying loud speakers (all wood), violin-horn, lo-cabinet, hi-cabinet, smoking stand, and grand types.
Representatives in charge: L. Marsh Willey and W. Keene Jackson.

Space EE-9 and 10—TIMMONS RADIO PRODUCTS CORP.
Complete showing of new Timmons accessories, including power amplifier, combination power amplifier and "B" supply, Timmons "B" eliminator, Raytheon tube type and Timmons cones.
Representatives in charge: C. A. Malliet, sales manager, and "Hal" Taylor.

Space AA-4 and 5—TOWER MANUFACTURING COMPANY
Showing two head sets, three horn type loud speakers, and two cone speakers. The new Tower Meistersinger cone speaker will also be on display.
Representative in charge: E. S. Pumphrey.

Space J-8—TRIMM RADIO MANUFACTURING CO.
Complete line of reproducers, including cone speakers, horns, units and head sets.
Representatives in charge: W. H. Trimm and P. A. Pfeiffer.

Space I-C—UNITED CABINET MFRS., CORP.
Complete line of radio cabinets.
Representative in charge: W. C. Perkins.

Space F-8—UNIVERSAL BATTERY COMPANY
Displaying radio "A" and "B" batteries, "A" and "B" power units, and "B" eliminators.
Representatives in charge: R. D. Mowry, R. S. Mowry, Howard Sams, C. A. Silberman, H. E. Cleveland, and W. Thomas.

Space D-1—UTAH RADIO PRODUCTS COMPANY
Featuring complete line of Utah speakers and units.
Representatives in charge: Henry C. Forster and sales staff.

Space U-2 and 3—VALLEY ELECTRIC COMPANY
Featuring three types of Valleytone radio receiving sets, "B" power unit, battery charger, speaker table, and Valleytone console grand set.
Representatives in charge: Dave Halliday and C. L. Krentz.

Space HH-32 and 33—VESTA BATTERY CORPORATION
Displaying complete line of Vesta Tubes, Radio "A" Batteries, Vesta "A" Unit, Battery and Trickle charger in one, Trickle Charger and other radio products.
Representative in charge: Ward S. Perry, president, factory and sales staff.

Space GG-2—VOLTON BATTERY COMPANY
Showing complete line of radio batteries.
Representatives in charge: Members of sales and engineering staffs.

Space L-1—WALBERT MANUFACTURING COMPANY
Showing eight models of Walbert receiving sets, Isofarad assembled and unassembled kits, Penetrolas and kits, condensers, battery charging switches, lock switches and panelites.
Representatives in charge: E. N. Hurley, Jr., W. H. Huth, J. M. Dorband, R. E. Norcine, R. B. Minnum, and W. W. Harper.

Space FF-3—GEORGE W. WALKER COMPANY
Displaying complete line of Victoreen radio products.
Representatives in charge: George W. Walker, J. A. Victoreen, and E. A. Benson.

Space F-4—WALNART MANUFACTURING COMPANY
Complete display of parts suited to radio usage.
Representatives in charge: Members of sales and engineering staffs.

Space HH-18—THE WEBSTER COMPANY
Exhibiting complete line of "B" and "C" power units.
Representatives in charge: R. E. Blash, president; Henry Shafer, J. E. Barrett, and E. R. Shulty.

Space KK-6—WILLIAM WELTY & COMPANY

Space HH-8, South Annex—WELLS RADIO MFG. CO.
Five and eight tube receiving sets. Various types of cabinets and consoles.
Representatives in charge: A. S. Wells, G. M. Gardner, Frank Dillbahr, A. L. Bahr, and Ralph De Jong.

(The Radio Dealer Space W-8)



Our Biggest Improvements —Your Biggest Season



Model 58 \$125
Standard Console

When you can offer Thorola technique and Thorola console style at such a price you dominate the best radio market. All the Thorola betterments are included, in circuit, instruments, speaker, panel and console design.

Model 57 \$60
Standard Cabinet

Thorola Performance!—Popular Priced Radio that is so much better for so much less money that sales records are being smashed with this receiver. 5 tubes with extra power. Duo-Dial control. Positively selective Doughnut Coils. Golden Tone Transformers. Matchless advancement in every feature except the price!



Model 4 \$25, Horn Type Speaker

Today thousands will accept no speaker but this Thorola horn type, with its slender grace and flawless reproduction. You know that the Controlled Mica Diaphragm, Separix and other Thorola developments brought musical recognition to radio. Now Thorola 4 is better than ever, in artistic rendition, and in sales.

For finest possible speaker performance at moderate price the Thorola Junior horn type is supreme \$15.00



Model 9 \$20
Cone Type Speaker

For the first time the cone type provides artistic reproduction of both high and low notes. Only the Double Range Diaphragm of the Thorola Cone makes it possible. Only Thorola talent produces such advancements. Judged by ear or eye, you outclass competition with this rich, walnut and gold cone speaker at this competitive price.



Thorola Doughnut Coils, with their patented indented wiring and true low-loss construction, go far beyond other type theories in improving reception \$2.00 each (set of 3) \$6.00



A whole list of things nobody else can talk about puts punch into Thorola sales efforts. And a far higher type of performance, that nobody else can demonstrate so consistently, is the Thorola dealer's unbeatable closer.

Big betterments by Thorola are your biggest assurance of 1927 success. The complete Thorola line of receivers and speakers includes the only receiver with *both* horn and cone type speakers, reproducing every shade of every tone with accuracy never before possible. This de luxe radio, without a de luxe price, out-distances competition for you. Still more moderately priced are the standard Thorola console and cabinet models, all with perfected Duo-Dial Control, Thorola Low-Loss Doughnut Coils, Golden Tone Transformers and other Thorola advancements. You are sure of surpassing performance in each sales classification. You have a price advantage. And your Thorola receivers are the first with *provable* upkeep economy!

When it comes to speakers Thorola strength is overwhelming. There could be nothing better than the famous Thorola 4 with its Controlled Mica Diaphragm and all the superiorities which make it the "pipe organ of speakers". There is also a junior model to open every purse to you. And now comes the Thorola cone-type with Dual-Range diaphragm, the wanted combination of Thorola tonal art and latest speaker style.

Exclusive radio ability, exclusive technical betterments and exclusive furniture designs are bound to build leadership for Thorola stores. Thorola national advertising also works for you. And the exclusive franchise for Thorola receivers is the fairest sort of profit protection. Get in on it now, and get a whole season of Thorola selling power.

REICHMANN COMPANY, 1725 West 74th Street
CHICAGO, U. S. A.
Member R.M.A.

Thorola

THE RADIO DEALER'S GUIDE TO THE CHICAGO SHOW

Space A-3—WESTERN COIL & ELECTRIC CO.
Showing complete line of receiving sets manufactured by this company.
Representatives in charge: Gail Murphy, and members of sales and engineering staffs.

Space AA-1 and 2—WESTINGHOUSE ELECTRIC AND MANUFACTURING COMPANY
Displaying Micarta in various finishes for radio panels; meters for radio use, and battery chargers.
Representatives in charge: Members of sales and engineering staffs.

Space EE-3—WESTON ELECTRICAL INSTRUMENT CORP.
A display of electrical measuring instruments. A six sided cabinet showing mounting of various types of small panel meters for both receiving and transmission work.
Representatives in charge: Clive Gray, A. Thielke, and J. F. Inman.

Space P-3—MAJOR J. ANDREW WHITE
Presenting the Andrew White "B" radio power supply unit for service up to 135 volts; "B" super power units for service up to 200 volts; also complete showing of Cheltenham radio cabinets.
Representatives in charge: Major J. Andrew White, Victor A. Edwards, and Joseph A. Rubenstein.

Space L-5—WILLARD STORAGE BATTERY CO.
"A" and "B" power units, and radio storage batteries.
Representatives in charge: L. G. Baldwin, director of radio sales, and staff.

Space I-5—WINDSOR FURNITURE COMPANY
Showing complete line of sets and radio cabinets.
Representatives in charge: Members of sales engineering staffs.

Space O-7 and 8—W. K. ELECTRIC CO.

Complete display of Oriole radio receiving sets.
Representatives in charge: (See Zinke Co.)

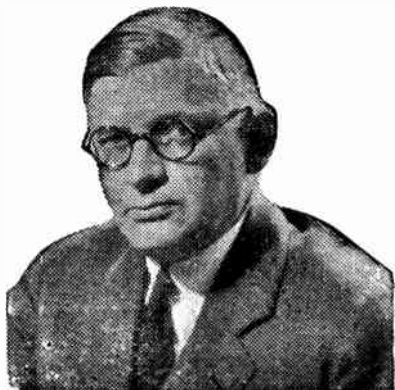
Space HH-17—WORKRITE MANUFACTURING COMPANY
Featuring Workrite super-Neurodyne radio receiving sets in various models.
Representative in charge: Walter K. Badger, sales manager, and L. C. Wisswell, president, Wisswell Radio Co., Chicago distributors for Workrite Co.

Space CC-7—YAXLEY MANUFACTURING COMPANY
Showing complete line of radio parts as well as accessories recently developed by this company.
Representative in charge: Ray F. Sparrow, sales manager.

Space M-1—ZENITH RADIO CORPORATION
The 1927 Zenith line, consisting of five models, of ten tube DeLuxe sets, all operating without antenna or loop. The Standard Super Zenith shown with various cabinet mountings, as well as table model and all types will be shown both for battery operation and also purely electric off ordinary lighting circuit. The Zenith battery eliminator.
Representatives in charge: E. F. McDonald, Jr., president; Paul B. Klugh, N. E. Fegen, Messrs. Mead, Robertson, Callahan, Kimberly, McCarthy and Reilly, vice president, and members of sales and factory staffs.

Space KK-17—ZETKA LABORATORIES

Space O-7 and 8—THE ZINKE COMPANY
As sales department for following companies will feature: Oriole sets, W-K Electric Co., Kenosha, Wis., Borkman Velvet loudspeakers, Borkman Radio Corporation, Salt Lake City, Utah; Sturdy vacuum tubes, Sturdy Engineering Co., Chicago; Redi-Mast and Wax-X Antennas, Pressed Metal Manufacturing Co., Globe headphones, Globe Phone Mfg. Co., Reading, Mass.; Graynie Rechargeable "B" batteries, Graynie Corp., Chicago.



CARL D. BOYD
First Vice President, The Reichmann Co., Chicago, Ill.

Prominent Officials of the Radio Manufacturers Associations Which Is Sponsoring the Fifth Annual Chicago Radio Exposition



Walinger Studio.
EUGENE F. McDONALD
Director-at-Large, Zenith Radio Corp., Chicago, Ill.

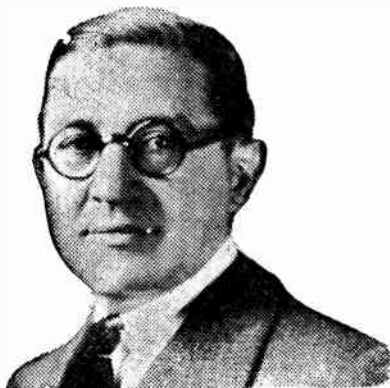


Photo by Moffer.
GODFREY GORT
Director, Eastern Division L. S. Brach Mfg. Co., Newark, N. J.



ARTHUR T. HAUGH
President, King Quality Products, Inc., Buffalo, N. Y.



Photo by Bill Cincinnati.
POWEL CROSLLEY, Jr.
Director-at-Large, Crosley Radio Corp., Cincinnati, O.



Just
plug
In



ARGUS ELECTRIC RADIO

PATENTED MAY 15TH 1923 - OTHER PATENTS PENDING

Not an experiment but an accomplishment of three years' standing

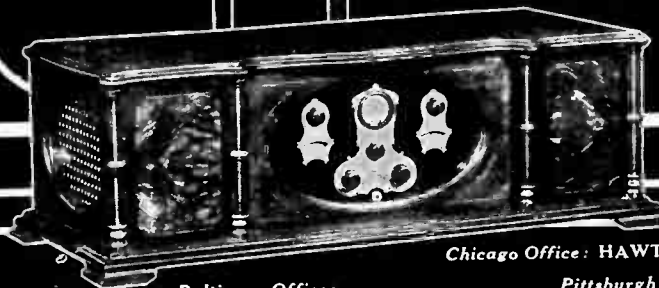
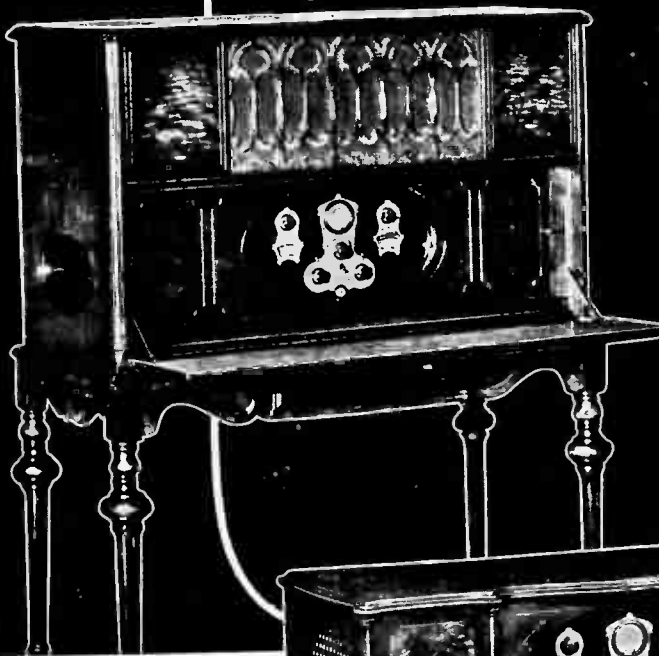
Not an ensemble of A, B and C battery eliminators, trickle chargers, etc., but a real electric receiver without attachments of any kind.

Not an apology to the demand of 13,000,000 A.C. wired homes for a truly foolproof, real electric receiver, but an advance in radio engineering that "Marks an era in Radio as distinct as the discovery of electricity itself."

Not an advance in radio engineering alone but an advance in the Science of Acoustics as well; for the reception attained by the Argus Electric Radio Receiver is so crystal clear and chromatically perfect in tone that it is—well, why attempt to exhaust the adjectives of the dictionary?—it is like being present in the broadcasting studio while the artists are before the microphone.

In justice to yourself ask your jobber for an Argus demonstration.

ARGUS RADIO CORP.
257 WEST 17th STREET, N. Y. C.



ARGUS
TRIED
AND
TRUE
SINCE
1923

Chicago Office: HAWTHORNE & STEMM, 28 East Jackson Boulevard

Baltimore Office:
HERMAN A. SMITH, Greenspring Ave. & South Road
Mount Washington

Pittsburgh Office:
W. A. BITTNER
422 First Ave.

St. Louis Office:
N. DAVID THOMPSON
308 Central National Bank Bldg.

Personalities In the Chicago Radio Trade



HARRY ALTER

Popular head of the Harry Alter Co., Ogden at Carrol avenues, has been listed among the radio great from the first days of the industry. Harry was among the pioneers to visualize the possibilities of jobbing radio apparatus of the better class which finds a fitting reward in the concern recently celebrating its fifth birthday anniversary.



J. M. STONE

Portable radio sets were at first regarded lightly and purely intended for children. Under the direction of J. McWilliams, president of the Operadio Corporation, 8 South Dearborn street, have developed into instruments of beauty and general mechanical efficiency. The tradename "Operadio" is one of the oldest in the industry.



HERBERT H. FROST

Life is just one reception after another for Major Herbert H. Frost, former president of the Radio Manufacturers Association, of this city, and of E. T. Cunningham, Inc., New York City. The Major is certain to receive an enthusiastic reception during the Chicago show fully in keeping with the one marking his departure Eastward.



M. E. SEEGMILLER

Well and widely known throughout the trade, Brother Seegmiller, now finds considerable to keep him busy in all sections of the country as general sales manager for the Howard Radio Co., 469 East Ohio street. He was formerly in the jobbing end of the business and also as a manufacturer's representative gained a thorough knowledge of the entire industry.



JOHN M. REDELL

Every function of any consequence in the radio trade of Chicago invariably lists down in a corner of the programme the name of "Happy Jack" Redell, of the Kurz-Kasch Co., with offices in the Transportation Building. Out of the fullness of a generous heart he has actively participated in leading trade functions and aided materially in pushing them on to victory. Armed with a trusty portable typewriter he fears no enemies and has a world of friends.



E. NORMAN RAULAND

As president of the All-American Radio Corporation, on Belmont avenue, "Norman" commands a wide and varied view of matters pertaining to the radio trade. "All-American" under his direction has prospered and also is regarded as one of the real pioneers in radio fields. He is deeply interested in WENR, owned and operated by his company.



Why the Model-7 is the Greatest Operadio Ever Built

The new Model-7 Operadio brings radio entertainment to a point far in advance of anything in the past, offering not only radio in its most convenient form, but also a perfection of performance that challenges sets costing several times its price.



THE PORTABLE

A powerful, rich-toned seven tube receiver. The loud speaker, large battery supply and all parts are fitted into a beautiful carrying case. To operate the set, the loop aerial built into the demountable cover, is simply plugged into the top of the instrument. The set may be closed for carrying—and in less than a minute's time, it can be opened and put in operation.

Here is the crowning achievement by the pioneer manufacturer of self-contained sets—with—

- Seven tubes!
- Remarkable volume and punch!
- Full round tone that faithfully reproduces the actual broadcasting!
- Quiet, simple tuning!
- Exceptional selectivity!

Operadio is the quickest selling radio on the market today—the simplest to demonstrate and the easiest to service. We urge you to place your order NOW for immediate requirements. Get in touch with us today and secure our liberal dealer proposition. Catalog on request.



TUDOR CABINET

When a furniture model is desired for the home, the Model-7 Operadio may be housed in the handsome Tudor Cabinet of matched stump-walnut pictured here. A special loop is supplied with the cabinet. Thus, for a small additional cost, one may have both the beauty of the Tudor Cabinet and the unique convenience of the portable set.

OPERADIO

The Operadio Corporation

8 So. Dearborn St.

Chicago, Illinois



BOSCH

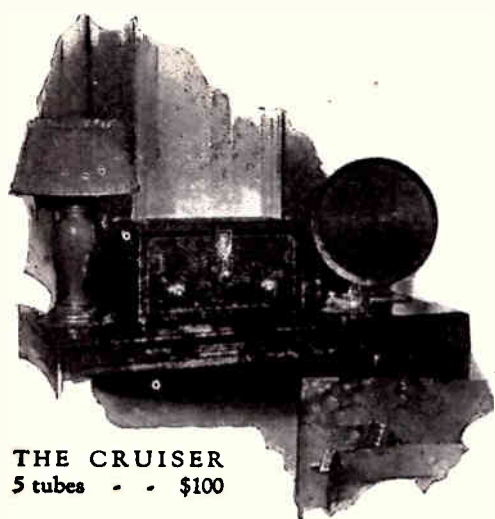
Item number seven of Bosch Radio Policy states "The Bosch Franchise is a man sized, two fist opportunity for one merchant in a locality" The new Bosch ARMORED LINE of Balanced Radio substantiates that claim—receiving sets which show a remarkable advancement in radio engineering. Bosch Radio has engineering features which make it the outstanding sales opportunity of the year. Perfected radio and quality furni-

ture are united in the new Amborada—a completely armored and shielded seven tube receiver of unique simplicity. Two controls only—station selector and volume regulator. It has ample space for batteries, charger or power units.

The Cruiser—a five tube Armored and Shielded set with its "Unified Control" shows great progress in simplified operation. Single station selector for most tuning and two dials for "cruising the air". See for yourself the new operating simplicity, the steel chassis construction, the trouble proof design, the clean cut mechanical appearance and learn the electrical perfection of Bosch Radio.

Are you the man to sell Bosch Radio? Tell us in confidence about yourself—your business, financial strength and experience. We will tell you the direct benefits of the new BOSCH RADIO PLAN.

All prices slightly higher, Colorado and west and in Canada.



THE CRUISER
5 tubes - - \$100



The Bosch Nobattry is a power unit to supply B current. Thousands of enthusiastic owners are creating a big market through their voiced satisfaction.

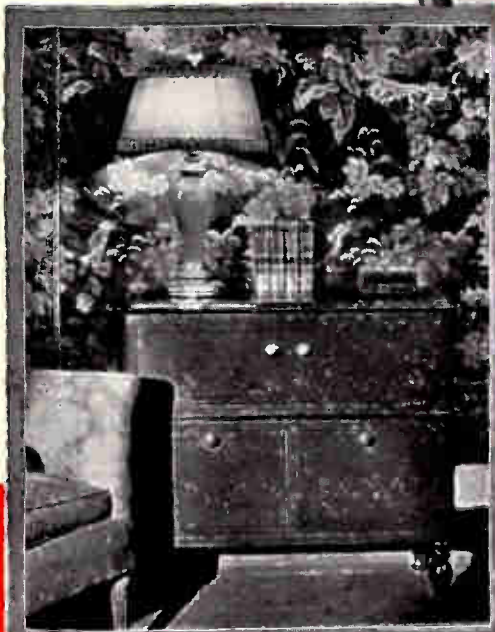
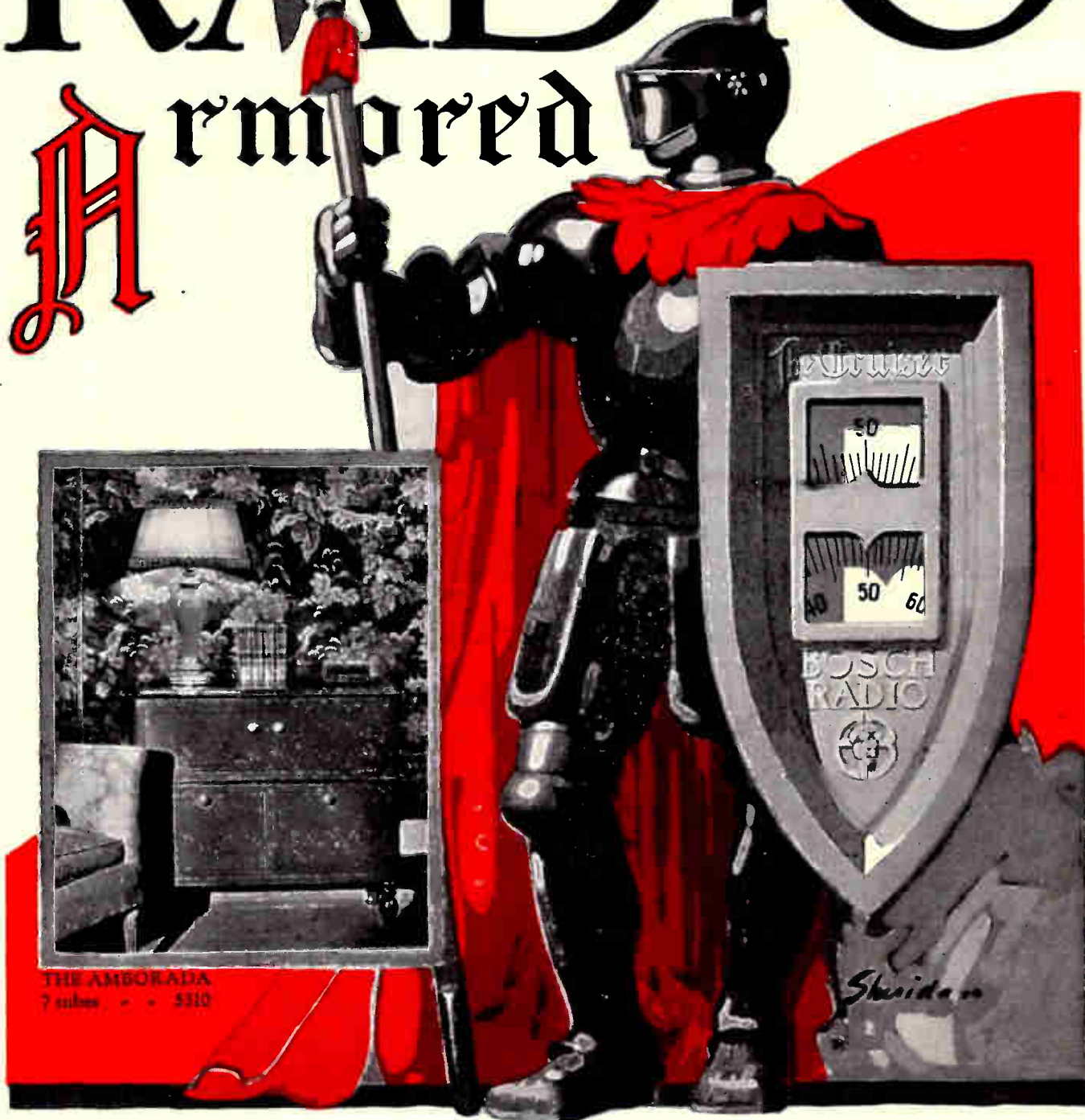
The Bosch Radio Line is a complete dealer's line—popular priced 5, 6 and 7 tube receivers—power units—two reproducers—a full line of accessories and radio furniture designed to build dealer's volume.

The Bosch Ambotone sets a new standard of radio reproduction. Its patented wood cone and art bronze finish makes it sell on appearance as well as on its performance.



RADIO

Armored



THE AMBORADA
7 tubes - 5310

AMERICAN BOSCH MAGNETO CORPORATION
 MAIN OFFICE AND WORKS: SPRINGFIELD, MASSACHUSETTS
 BRANCHES: NEW YORK CHICAGO DETROIT SAN FRANCISCO

Manufactured under patent applications of the American Bosch Magneto Corporation and licensed also under applications of the Radio Frequency Laboratories, Inc.

Retail

\$36⁵⁰



Size 22 inches long, 12 inches High 10 1/4 inches deep.

BLUE RIBBON Receiving Sets

Destined to be the Sensation of the Year!

A MERCHANDISING plan and sales policy that offers wonderful opportunity for large sales and handsome profit to the dealer. The immediate appeal of these handsome models, their splendid performance; their quality construction, combine to place Blue Ribbon Receivers beyond comparison except with the finest and beyond any others of near the price..

*Tie up with a
Winner Wire
or Write—*

TO-DAY!



Table Model with Speaker

Retail

\$59



An Amazing Announcement



Where could the radio fan find a value to equal this one. A console type, with loud speaker of improved design. New wiring design providing true tone and extraordinary selectivity. Beautiful mahogany, velvet finish cabinet, with spacious battery compartment. Buyers versed in comparative radio quality will appreciate this wonderful value.

Retail \$ 72

HERE is something new, unsurpassed from a value standpoint. A high quality five tube set with a perfect two dial control, and greater selectivity. Vernier effect on dials. New wiring design. Operates on dry cell or storage battery tubes. Splendid results, with ground only. Fine quality tone, and a beauty in appearance with its gold dials and velvetone finish. The season's greatest value. A line that dealers can sell with supreme confidence not only in performance but of the solidity and performance of the maker.

Outstanding Features—

1. Two-Dial Control
2. Vernier Effect on Dials
3. Exceptional tone quality due to improved design in speaker.
4. Gold Plated Dials
5. Battery Compartment
6. New wiring design that provides perfect balance of set, insuring better results
7. Operates unusually well on ground connection only
8. Equally good results with dry cell or storage battery tubes
9. Beautifully and substantially built by an old, well known manufacturer
10. Priced lower

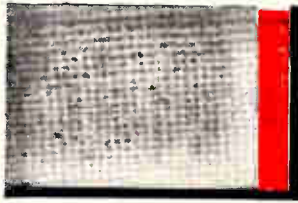
IMPORTANT

Dealers can sell Blue Ribbon Receivers with complete confidence.

After all, the big thing wanted by every radio buyer is results—not for just an evening, not for just a month, but always. This means that the intelligent buyer will consider the reputation of the house behind the product. Reputation of manufacturer affords the foundation on which such results are established. The Chicago Nipple Manufacturing Company has been in business a great many years and expects to be in business a great many years in the future. Therefore, it cannot afford to associate its name with any product that will not continue to add to the reputation and good-will built up in the past. It stands behind every set and guarantees results. Every buyer of radio equipment knows how much this means in ultimate satisfaction which, after all, is what his money buys. Blue Ribbon Receiving Sets have an entirely new wiring design, developed to give better results than were considered possible previously. They operate unusually well on ground connection only. Dry cell or storage battery tubes may be used. Each set has battery compartment. Authorities pronounce this Blue Ribbon achievement an important step in radio history.

Manufactured By

CHICAGO NIPPLE MFG. CO., CHICAGO, ILL.



KOLSTER PLAN WELCOMED BY DEALERS EVERYWHERE

OUR offer to let Kolster Radio and Brandes Speakers prove their own superiority has met with great success.

We showed our supreme faith in our products. We made no sensational claims. We simply said, "Satisfy yourself by hearing these instruments."

Progressive dealers everywhere have accepted our offer of a personal demonstration as outlined on the next page. These wise dealers are giving their customers the results of their comparisons. The opinion is unanimous—Kolster Radio and Brandes Speakers prove their outstanding superiority.

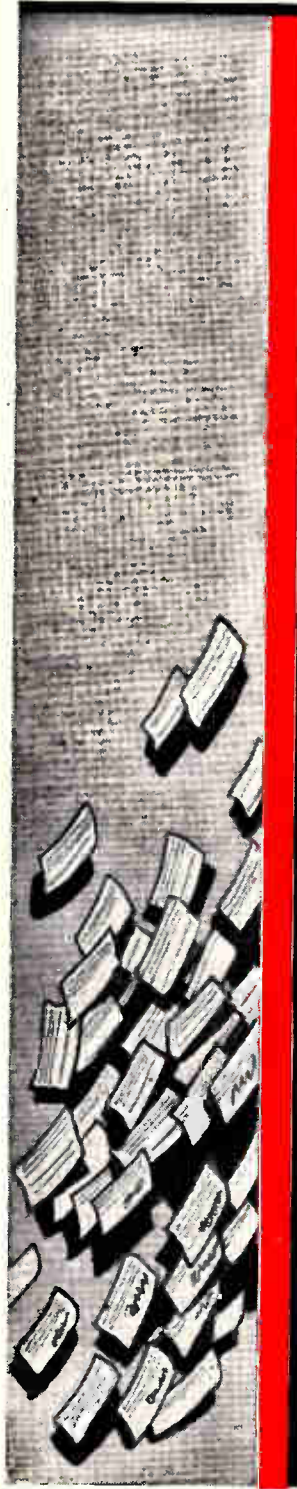
Dealers Everywhere Send in the Coupons Asking to Hear Kolster Radio and Brandes Speakers

There's a Coupon for You to Send to Us

OUR OFFER

WE don't ask you to read a lot of specifications. We don't make a lot of boisterous claims. For neither you nor we are selling specifications or claims. But we do say, "Have a demonstration on us." Our jobbers are cooperating with us.

All we ask is for you to be open-minded and willing to let a Kolster Radio and Brandes Speaker prove their supremacy. It doesn't cost you a cent. It doesn't obligate you. Your Kolster-Brandes jobber will loan you our instruments for a demonstration in your own store or home. Listen. Operate. Put yourself in the frame of mind of a customer of yours. Compare.





Then you'll see why our confidence is so great. But in case you shouldn't, there's no harm done—you've not committed yourself in the slightest. Our "show me" plan is for careful dealers. We know you've listened to every possible claim. Our job is to show you and we welcome the opportunity.

Almost everyone who hears a Kolster Radio and Brandes Speaker is instantly enthusiastic. Tone!—well, hear for yourself. Simplicity!—well, operate a Kolster. Beauty!—have a look. Workmanship!—lift the lid. Sensitivity and selectivity!—we leave them to you.

Price!—lowest, you'll agree, for such superfine instruments—which will attract trade, make quick profit for you and enthusiastic customers.

Here's a picture of the Set (6-D) and Cone you can have for demonstration. They're bound to be nation-wide favorites.



How to Satisfy Yourself First

YOUR Kolster-Brandes jobber will be glad to loan you a Kolster Set and a Brandes Reproducer. Give yourself a comparative demonstration, in your own store or home.

Make our products prove their superiority. Let them prove that they are easy selling—that they present outstanding values for your customers.

All you have to do is to mail us the coupon below. We'll notify your Kolster-Brandes jobber that you'd like to hear a Kolster Set and a Brandes Reproducer. In the meantime we'll send you descriptions and pictures of our entire line. To mail the coupon does not obligate you in the least.

Federal-Brandes, Inc. 12
Woolworth Building, New York, N. Y.

Please arrange a Kolster-Brandes demonstration. It is understood that this does not obligate me.

NAME.....

STREET.....

CITY..... STATE.....

Kolster-Brandes



Q·R·S Redtop Radio Tubes are Better

Super Detector \$5.00 Power Tube \$5.00 201A Type \$2.00 Full Wave Rectifying Tube \$6.00

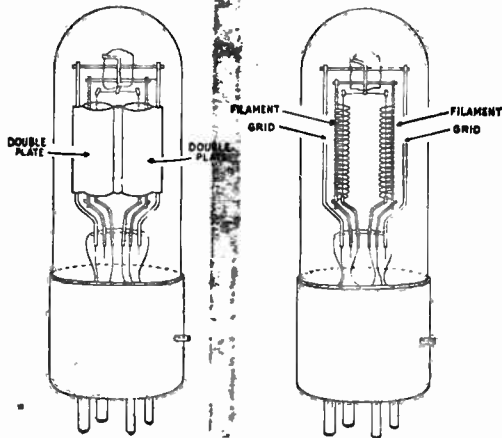
EVERY TUBE ABSOLUTELY GUARANTEED

Have You the Mistaken Idea?

Read This and See!

Note the Difference

Two tubes in one bulb—
Consumes no more current



Clearer Reception—Better Tone Quality

*You will never know how good your set is
until you use better tubes*

Many dealers have the mistaken idea that they are not concerned about the financial standing of the manufacturer whose goods they sell.

No retailer can reach the maximum of his profit possibilities unless the financial standing of the manufacturer insures him a continuance of the merchandise on which he builds his trade.

We did not inherit our good will or capital—we started 26 years ago with less than \$35,000 capital. Today we have over Two Million net capital. (See Dun or Bradstreet.)

We do business with over 9000 dealers and our Q·R·S player rolls are in over two million homes. This position could not have been achieved unless our merchandise were right and our policy fair.

Is it not important that the dealer sells a trade mark article nationally advertised, the perpetuation of which is insured not only by the financial standing of the manufacturer but also by the record of growth and good will earned by progressive methods and the maintenance of policies, fair alike to the dealer and the buying public?

The Q·R·S Music Company

306 South Wabash Ave.
Chicago, Illinois

Factories at: CHICAGO NEW YORK SAN FRANCISCO TORONTO, CANADA SYDNEY, AUSTRALIA



No Speeches ~

just Plain Facts!

Did you ever listen to a spellbinder? He's usually long on talk and short on performance.

In Radio, especially, it's necessary to get down to cold, clear facts—based on performance alone. Test every set you plan to put your good name behind, yourself—play with it in different territories and under varying conditions. Then you'll be sure that you are giving value to your customers.

Here's a fact about Shamrock that will be readily verified at a trial.



Under the same conditions it will perform as well as the best of the high-priced sets. It is by all odds one of the finest values on the market today—it's the *perfected one Dial Set!* Ask us to prove it! Box model \$95—other models \$130 to \$275—6 tubes—Tuned Radio Frequency—One Dial Control.

SHAMROCK RADIO SETS

Pioneers in Manufacturing Perfected One Dial Sets

SHAMROCK MANUFACTURING CO.

Main Office and Factory: 196 Waverly Avenue, Newark, New Jersey

All Sales Records Smashed!

Log
Book

free!



Aristocrat
Vernier Port Dial

NEVER before in our history have we experienced the demand aroused by the announcement last month of our amazing new sales plan! Our huge factory is working night and day to keep up with orders! The entire country demands Aristocrat Vernier Port Dials!

Every radio fan wants a copy of our beautiful, practical, 48-page Log Book which we are giving FREE with every set of 3 Aristocrat Vernier Port Dials! If you have not tried this sensational sales stimulating plan you are missing a golden

opportunity—an extraordinary chance for quick turnover and amazing big profits.

Even without our FREE Offer, the Aristocrat Vernier Port Dial would outsell any other Window Dial on the market, for it is the finest looking, finest tuning dial on the market.

If you haven't seen a copy of our Log Book, if you haven't learned the details of our amazing sales plan that will triple your profits, order a set of Aristocrat Vernier Port Dials from your jobber, and get full details from him.

THE KURZ-KASCH COMPANY, DAYTON, OHIO

Moulders of Plastics

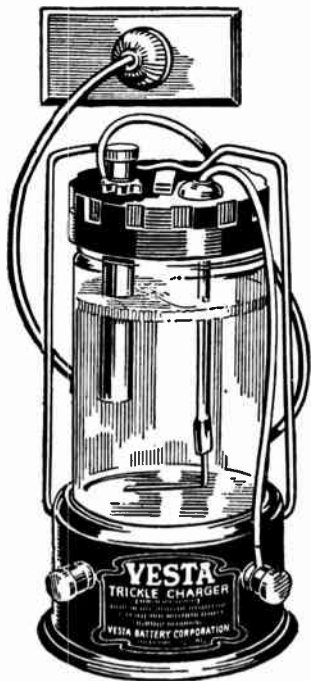
OFFICES: New York, Chicago, San Francisco, Los Angeles, Portland, Spokane, Denver, Toronto



KURZ KASCH

Aristocrat Dials and Knobs

Ride in on the Vesta Line



Vesta Trickle Charger
Keeps the "A" Battery fully charged — always

\$10
(Pacific Coast \$10.50)

Now six million Radio owners with two million new Radio owners to be added this season—

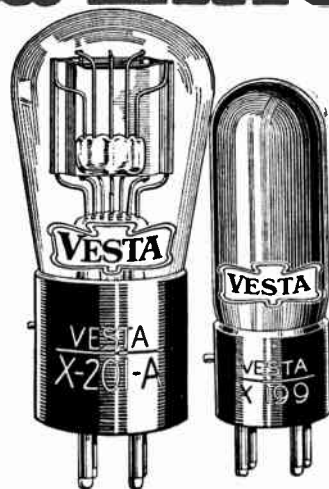
Vesta comes out with the very products the Radio public have been hoping for—

These products will sell like "hot cakes" to this great eager throng. "Double our last order." "They're a wonder." "Superior to anything we've had." "Be sure and ship at once." These and a host of other letters from dealers who have already started—and going strong.

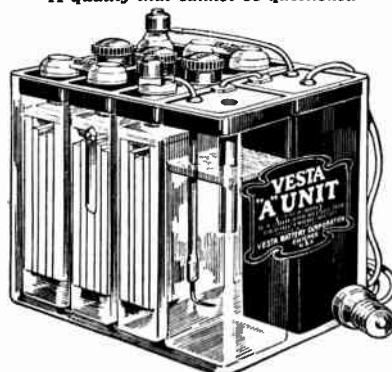
Big national advertising campaign — Big newspaper campaign — and many dealer helps—will make Vesta the big seller among Radio products this season.

Get aboard! Ride in on the Vesta Line!

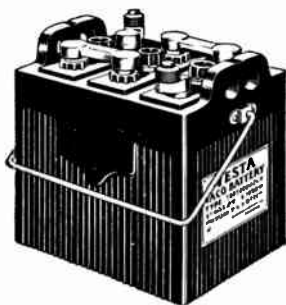
VESTA BATTERY CORPORATION
2100 INDIANA AVE., CHICAGO, U. S. A.



\$2.00 \$2.25
VESTA QUALITY TUBES
A quality that cannot be questioned



VESTA RADIO "A" UNIT
Three-in-one—"A" Battery, Trickle Charger and Built-in Hydrometer, all in a clear glass case. See solution and water level at a glance.
With 25 amp. Battery, \$25.00
With 50 amp. Battery, \$27.50
(Pacific Coast, add \$1.50)



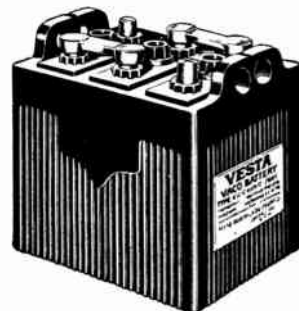
VESTA VACO "A" BATTERY
Dependable — Low Price



VESTA RADIO "A"
The Highest Quality



VESTA ISOLATOR
Auto Battery
Isolator Construction
High Quality



VESTA VACO
Auto Battery
Standard Construction
Low Price

VESTA

AUTO-RADIO PRODUCTS
Vesta for Vitality

WRITE HERE
VESTA BATTERY CORP., 2100 Indiana Ave., Chicago, Ill. R.D.—Oct.
Please have your Central Distributor near me present the Vesta

Radio Line Auto Battery Line

Name.....
Address.....
City..... State.....

SEE THE VESTA EXHIBIT AT THE RADIO SHOW—CHICAGO, Oct. 11-17, Booths 32 and 33, Section HH

WORKRITE RADIOS WORKRITE



MODEL 16
LIST \$80.00

Real Value for your Customers Real Profits for You!

WORKRITE MODEL 16

6 tube Neutrodyne receiver with new 2 dial control. Straight line broadcast condensers. Beautiful walnut cabinet with panel to match, gold trimmed. Will outperform many sets selling for much higher price. Price \$80.00

WORKRITE MODEL 26

The same circuit and control as the Model 16, mounted in a handsome walnut console cabinet. 3 way switch—"Off, Soft, Loud," gives wonderful volume control. 20" built-in cone speaker gives deep, full tone. Best value console on the market today. Price \$145.00

WORKRITE MODEL 36

6 tube transformer and resistance coupled Neutrodyne circuit. 3 way switch. TWO-IN-ONE dial operates all three condensers from one control. Large built-in cone speaker 24" wide. Beautiful walnut cabinet, is a most pleasing piece of furniture. Price \$210.00

DEALERS

Some exclusive territory is still available for the WorkRite line. Wire for information about your territory.

The day of the fly-by-night set manufacturer is over. The demand for reliable well known sets has put him out of business. Your customers want a set that is made by a reputable company because they feel more certain of getting full value for their money.

The line of WorkRite Super Neutrodyne Radios is made by a pioneer radio manufacturer and has a standardized circuit,—the Neutrodyne.

Quantity production by experienced workmen has reduced the cost of WorkRite radios and enables us to quote them at the remarkable prices listed.

Every WorkRite radio is excellent value because of the wonderful volume, fine tone and easy tuning of the set and the beautiful cabinet in which the set is housed.

These radios will please your customers because of their performance and high quality. They will make money for you because they are easy to sell and require practically no servicing.

WorkRite dealers are given exclusive franchise. Your territory may be open. Write today.

The WorkRite Manufacturing Co.
1817 E. 30th St., CLEVELAND, O.

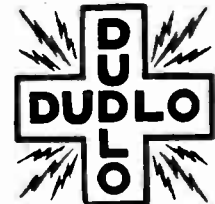




Long-Lived Windings



make
Long-Lived
Motors



The life of any motor is measured by the durability of its windings. The life of DUDLO Windings is insured through the durability of the wire, particularly the insulation, upon which winding efficiency depends. Manufacturers of fractional horse power motors for all kinds of domestic and industrial equipment will insure the longest possible life for their motors through the use of Dudlo Magnet Wire and Field Coils.

The Dudlo experimental and engineering departments are at the service of any manufacturer, fully and freely, without obligation of any kind.

DUDLO

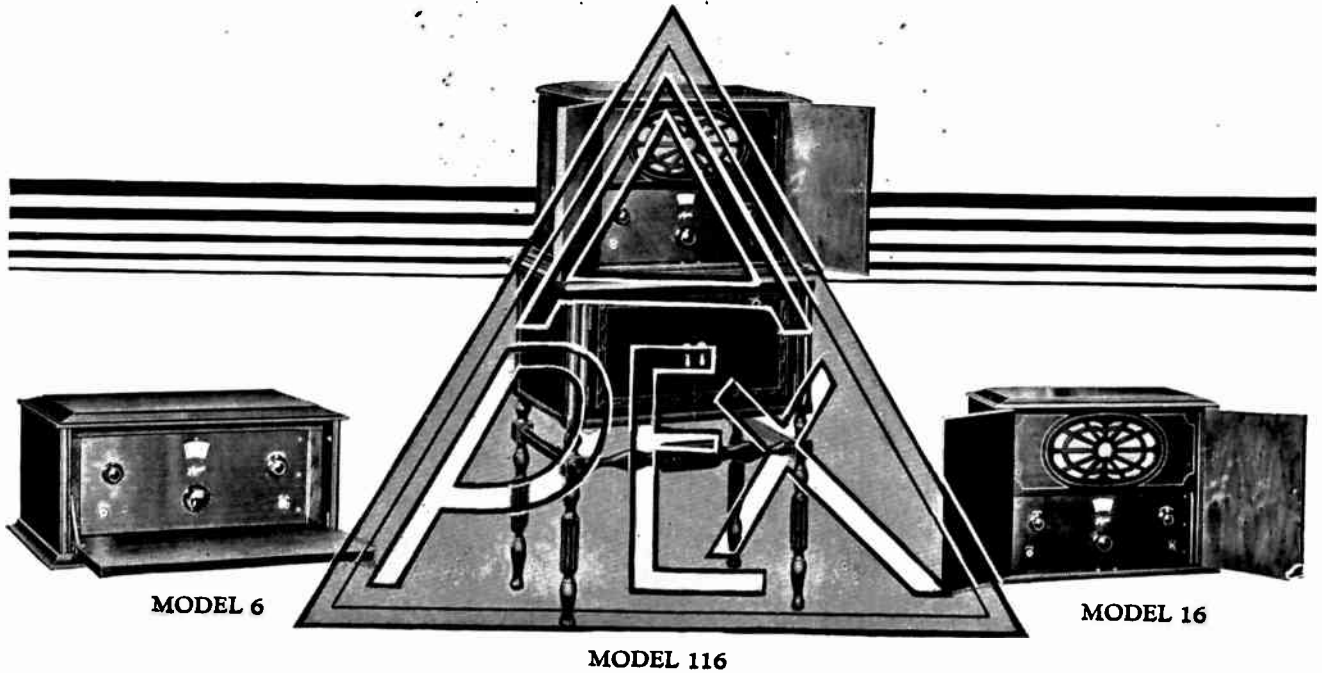
DUDLO MANUFACTURING CORPORATION, FORT WAYNE, INDIANA

412 Chamber of Commerce Bldg.
NEWARK, N. J.

160 North La Salle Street
CHICAGO, ILL.

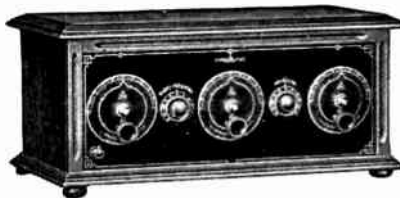
4153 Bingham Ave.
ST. LOUIS MO.

274 Brannan St.
SAN FRANCISCO, CALIFORNIA



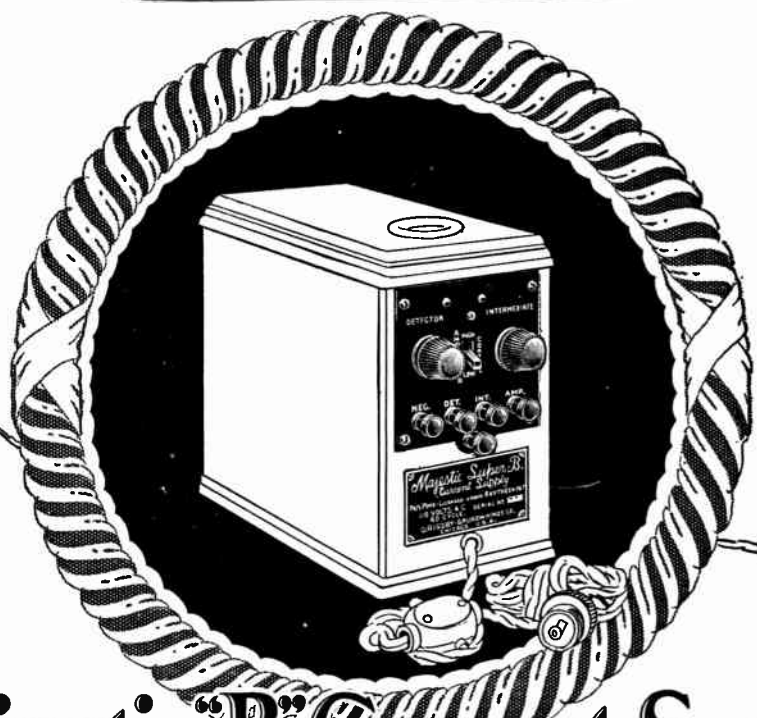
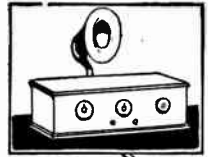
Apex today has attained both artistic and mechanical pre-eminence in the creation of the New Model "Six"—a perfected unit that offers command of the air at the turn of a single dial. Every progressive dealer in America should welcome this opportunity to present to the radio public, a set which attracts on sight and sells on performance.

There are tremendous profits to be received. Because quality products are always certain of quantity sales. May we give you the details? A letter or a card will do.



APEX SUPER FIVE
 A nationally recognized set of extraordinary proven performance. A profit-maker, for past seasons, acknowledged by APEX dealers to be one of the most appealing units ever offered.

Apex Electric Manufacturing Company
 1410 West 59th Street • Chicago



Majestic "B" Current Supply

delivers pure direct current—From your light socket



Sell Radio's Most Popular Accessory

This is a B Current Supply year! And the season is already into its full stride. That's why you should act quickly to supply your customers with the most popular and most efficient B Current supply unit of all—the Majestic B! Take a Majestic to your customer's home. Plug it in the light socket. Leave it seven days and on account of its wonderful performance, you will have no trouble receiving time payments.

Majestic B Current Supply Units deliver uniform power at the low cost of about one-tenth cent an hour. No acids. No hum. No fuss. No worry. *They are guaranteed to give better radio reception because they deliver constant, unvarying power direct from the light socket!*

The Majestic sells itself. Hundreds of dealers over the country are making sales in this easy, satisfactory way.

See your old set owners. They are your best Majestic prospects. Sell Majestics on easy time payments. You can guarantee that each unit will make good or we, the manufacturers, will. Write or wire for details.

CHICAGO SHOW, BOOTH 6, SECTION F

GRIGSBY-GRUNOW-HINDS CO.

4552 Armitage Avenue :: Chicago, Illinois

No Filament to Burn Out

All the Majestic "B" Current Supply units are manufactured complete in our factory and are equipped with the famous Raytheon Tube, (endorsed by numerous radio engineers and editors) which as a non-filament tube with full wave rectification, no acids or back surge. Tests of the Majestic "B" on the oscillograph demonstrate that all A-C hum is eliminated.

Majestic Standard-B

Especially adapted for sets having not more than seven 201-A tubes, or six 201-A plus one 135-150 volt power tube. Popularly priced for the average set. Improves tone—better reception.

Price\$32.50
West of Rocky Mts.\$35.00

Majestic Super-B

Capacity 1 to 12 tubes, including the use of 135-150 volt power tubes. Complete with switch to control current from light socket.

Price\$35.00
West of Rocky Mts.\$37.50

Majestic Master-B

Rating 60 mls at 150 volts. Particularly adapted for Radiola 25, 28 and 30 and Super heterodynes. Will operate all power tubes, also the new super-power tube UX-171 (180 volts). Unequaled for sets having a very heavy current draw.

Price\$42.50
West of Rocky Mts.\$45.00

Now—2 New Electric Power Garods!
Both marvellously richer in tone, sounding new low notes

GAROD *ELECTRIC* POWER RADIO

YEARS AHEAD!
Startling New Advanced Units of Design!

GAROD-*EA*



Simply—
Plug into
light socket
at cost of ¼c
per hour.



No Batteries! No Eliminators!
No Chargers! No Attachments!

*NEW POWER INCREASES TONE RANGE
AND RICHNESS*

POWER is the absolute essential for the deeper and finer tones in radio. And new Garod-EA now reproduces *entirely by electric power!*

Five elements in new Garod-EA contribute to this unparalleled quality of tone. First, the House Current... equivalent in power to 10 "B" Batteries. Special Power Tubes... 100 times more powerful than standard tubes. The Power Unit... that steps up the house current to 450 volts. The Super Audio Transformer that, together with the power tubes which never overload, amplifies tone *without distortion*. Neutrodyne, that silences all "squeals" and guarantees world's finest selectivity.

Price \$310

Only Loud Speaker and Tubes to be added

GAROD-*EC*



—Simply
Plug into
light socket
at cost of ½c
per hour.

No Outside Antennae! No Batteries!
No Loop! No Battery Substitutes!
(unless preferred)

COMPLETELY SHIELDED
ONE-DRUM-DIAL Tuning Control
SEVEN TUBES :: ELECTRIC POWER
INDUCTANCE-TUNED
RADIO FREQUENCY TRANSFORMER
(Replacing Variable Condensers)

INSURING —

- 1—Accurate, permanent synchronization of multiple stages.
- 2—Extreme sensitivity and selectivity due to high ratio of inductance to capacitance.

Presented in "The Robin Hood," a fine period chest, made of three rare woods from the forests of Robin Hood.

CUSTOM BUILT BY GAROD LABORATORIES
(Made to Order Only)

Price \$750

Only Loud Speaker and Tubes to be added.

DEALERS' ATTENTION!

Garod-EC illustrated above was one of the outstanding features of the Radio World's Fair at Madison Square Garden, New York, September 13th to 18th. This remarkable achievement represents the very finest receiver that can be built. It is custom-made. Complete details will be sent upon request.

Garod-EA today has put the factory into night and day production.

If your territory is not yet covered by a Garod wholesale representative write us at once for complete details of "The Garod Franchise" which protects exclusive Garod dealers in every desirable way when a territory is allotted. The big thing in radio today is *ELECTRIC POWER*. Get acquainted!

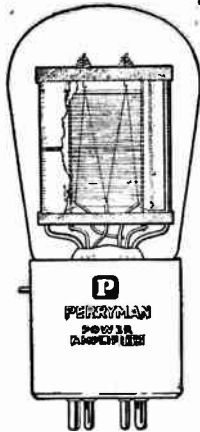
GAROD CORPORATION : : : : Belleville, New Jersey



PERRYMAN P RADIO TUBES

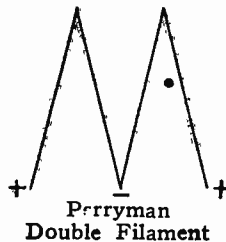
"Distance without Distortion"

Double Filament! Extra Capacity!



(Patented June 22, 1926)

Above is the clear glass demonstrating tube showing the patented Perryman Bridge which holds the elements in place at the distance of greatest efficiency. Ordinary jars or jolts do not affect Perryman Tubes. Notice the double filament which distributes the electron emission over the full area of the plate, giving greater capacity without overloading. You get natural tone for the life of the tube and the life of the tube is exceptionally long.



The filament of Perryman Radio Tubes with the patented Perryman Bridge is doubled to form a letter M. This twin construction not only exposes a greater area of filament surface, but it doubles the area of electron emission and increases the capacity of the tube. The real result is a tube that does its appointed work more easily, giving greater volume without distortion. Its longer life is a distinct economy.

Perryman authorized distributors carry ample stocks and can service dealers on sales helps and advertising material. The dealer who anticipates his requirements will greatly assist his distributor in making timely deliveries. This will be a big Perryman year.



Type R. H. 201-A Amplifier-Detector New Standard Base with long pins

Type P.D. 200-A Super-Sensitive Detector New Standard Base with long pins

Type P.A. 171 Power Amplifier New Standard Base with long pins

Type P.A. 210 Super-Power Amplifier New Standard Base with long pins

Type P.R. 213 Full Wave Rectifier New Standard Base with long pins

Type R.H. 199 Amplifier-Detector New Standard Base with long pins

Type P. A. 120 Power Amplifier New Standard Base with long pins

Type R. H. 190 Amplifier-Detector Adapter Base with short pins



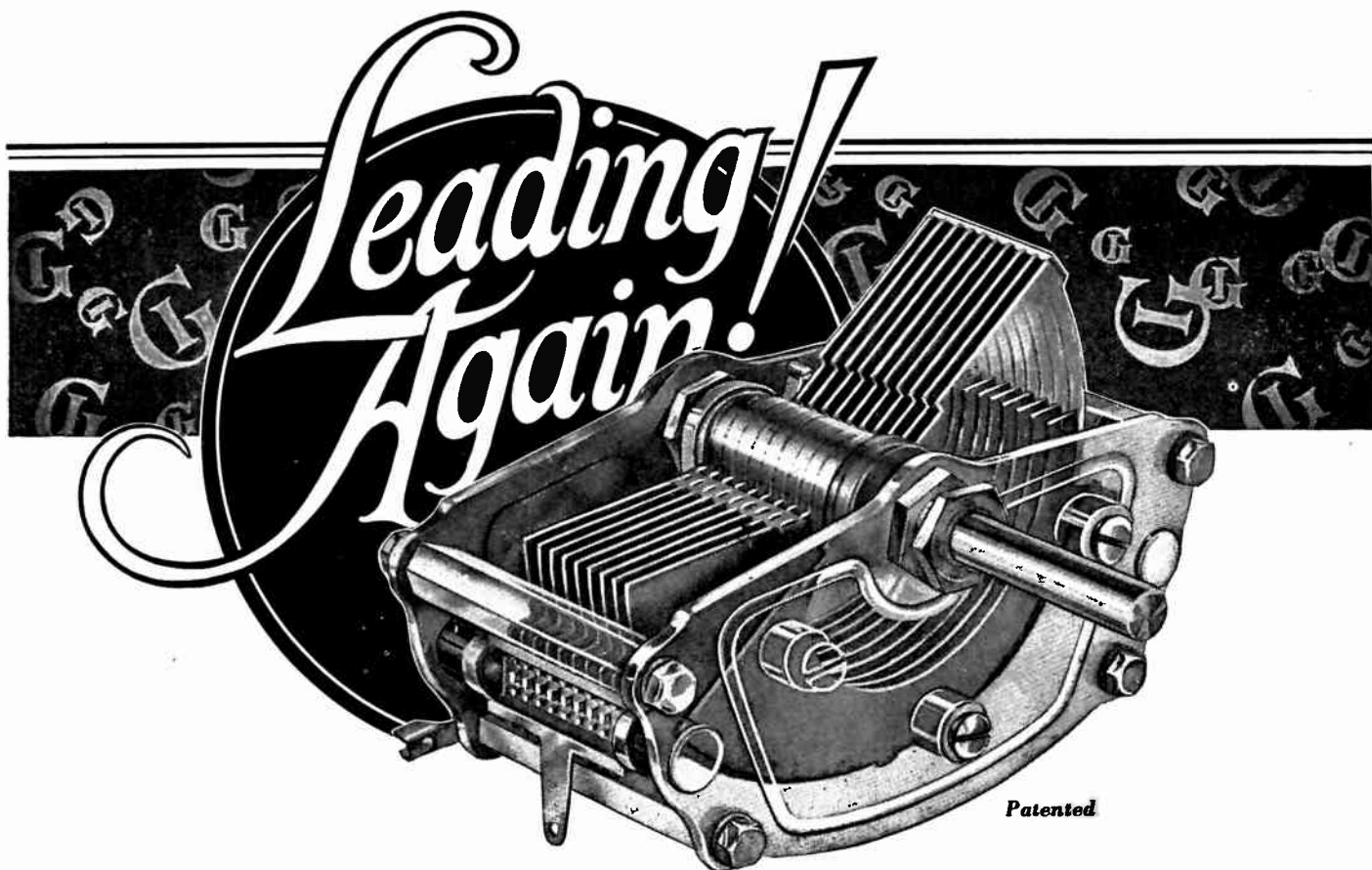
This Perryman catalog "Just off the Press" lists and illustrates the complete line of Perryman Tubes, giving all characteristics, sizes, etc. Send for your copy.



PERRYMAN ELECTRIC CO., INC.
33 West 60th St., New York, N. Y.
Dept. R. D.

Gentlemen: Kindly send me a copy of your latest catalog.

Name
Address
My distributor is



Patented

From the start of radio broadcasting, General Instrument pioneered every development of variable condensers. General Instrument engineers developed the first low loss condenser, introduced the first true full straight line frequency condenser and for the 1926-27 season introduced the ultimate tuning condenser,

METRALIGN SLT STRAIGHT LINE TUNING

METRALIGN SLT is the only condenser embodying Straight Line Frequency on the low wave lengths, Straight Line Wave Lengths for the middle band and Straight Line Capacity for the high wave length stations, thereby making it possible to separate and bring in any station no matter on what wave length, low, intermediate or high.

*Stock Metralign SLT Condensers NOW. If your jobber cannot supply you, write us direct
What do you know about shielding? Write for our new book covering this subject*

"Little Giant" Rheostat All The Name Implies

The only rheostat which definitely eliminates the possibility of burnt out or broken resistance units. Perfect, and velvet silent action. Bakelite insulated throughout. One hole mount. 6 to 30 Ohms. List 75c.

G. I. Variable Audio Transformer

Only Variable Transformer on the market today. Designed for use in any type set. All that's necessary is to turn the knob until reception is clear and sharp. Result—Perfect co-ordination between transformers and tubes, assuring absolute absence of all squealing and howling.

General Instrument Corporation

477 Broadway, New York City
Makers of "Bureau of Standards" Variable Primary Condensers



NEW

MUTER

Dependable Products

-for the 1927 Season

Used by leading set builders—
Quality with a Popular Price

If your jobber has not furnished you with the new complete MUTER catalog—we'll be glad to send you one direct.

Write Dept. R. D.

LESLIE F. MUTER CO.

76th and Greenwood Avenue
CHICAGO, U. S. A.



Knife Throw Switches

Moulded Bakelite base—Spring brass contact—Moulded insulated handle.



Single Pole, Double Throw
Base 2 1/4" x 1/8"
Stock No. 2010.....70c list



Double Pole, Double Throw
Base 2 1/4" x 1 3/4"
Stock No. 2020.....\$1.00 list



Triple Pole, Double Throw
Base 2 1/4" x 2"
Stock No. 2030.....\$1.50 list

Five Pole, Double Throw
Base 2 1/4" x 3 3/4"
Stock No. 2050.....\$2.50 list



Antenna Plug
Black moulded Bakelite. 2 1/4" long.
Stock No. 2600.....60c list



Resistance Amplifiers

Completely wired, ready for installation. Individually packed, with instructions.
Stock No. 1410 (2 stage).....\$6.00 list
Stock No. 1400 (3 stage)..... 8.00 list



Standard Complete Aerial Kit

Contains all necessary parts to erect. Attractive individual cartons.
Stock No. 250.....\$3.50 list



Audio Frequency Transformers

Highly efficient—popular price—fully shielded in an enameled metal case.
Stock No. 1500—
3 1/2 to 1 ratio.....\$2.25 list
Stock No. 1550—
5 to 1 ratio..... 2.50 list



Variable High Resistance

Controls oscillation and regulates quality and volume. Highly nickel plated metal shell with moulded Bakelite knob.
Range 0 to 200,000 Ohms
Stock No. 2120.....\$1.25 list
Range 0 to 500,000 Ohms
Stock No. 2150.....\$1.25 list



Interference and Static Eliminator

Moulded Bakelite case with insulated adjusting screw.
Stock No. 1800.....\$2.50 list



Variable Condensers

Moulded Bakelite case.
Balancing condenser .000003 to .00005 M. F.
Stock No. 1900.....\$1.00 list
Variable grid condenser .00015 to .0005 M. F.
Stock No. 1950.....\$1.00 list



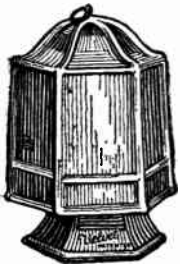
Fixed Condensers

Highly polished metal end plates with adjustable soldering lugs. Bakelite plates—mica insulation—brass electrodes—gives maximum results.
Used by leading set builders.
All popular sizes—from 30c to 85c list.



*Velvet
Radio
Speakers*

No. 21
"The
Jewel
Case"
\$45



No. 9
"The Lantern"
\$12.50

Such quaint charm to please the eye — and rare power to please the ear! Full and faithful tone recreations of beauty. Priced low.



No. 18 ---\$27.50
"The Chinese Cone-Flex"

"Just as if you were there!"

*The Ultimate in
Radio Recreation*

THE trappings of laboratory are gone. In its rich, quiet beauty, the Velvet "Jewel Case" Speaker is at peace in company with your richest furnishings---a rarely precious possession for any home.

For it is not merely beautiful. It is living Radio Recreation itself when it brings in the full round tones of the whole orchestration. Tonal beauty that matches its outward delightful dignity. You must hear it---see it---to fully appreciate the long step ahead which Velvet brings to Radio.

Dealer-Jobber Franchise sales plan unusual---write or wire for details. It will bring you new satisfaction in selling Radio.



No. 12--\$16.00
No. 15--\$23.50
Borkmanite Horn—
Velvet Double
Stylus Unit

Sales Department
THE ZINKE CO.
1323 S. Michigan Ave.
Chicago, Ill.

Manufactured by
THE BORKMAN RADIO CORP.
Salt Lake City, Utah
Kalamazoo, Mich.

With Rare Beauty, Volume, Power!





Every Good Radio Set Deserves a Good Cabinet!



MODEL 19-D
Butt Walnut
Doors. Overall
dimensions are 46
in. high, 23½ in.
wide, 13 in. deep.
Ample room for
both A and B
batteries in com-
partment. Sliding
arm rest.

A Delightful Console by

Radio Master

Corporation of America
One of the Ward Industries
Bay City, Michigan

Radio Center
Bush Bldg., New York

1500 Republic Bldg.
Chicago

1442 Majestic Bldg.
Detroit

Let Our Free Service Bureau Help You Supply Your Needs

Tell us your needs and we'll put you in touch with reputable firms to the end that you will receive information on the latest and best equipment. A post card will do or use the coupon below.

- | | | | | |
|------------------------|--|-----------------------------|--------------------------------|---------------------------------------|
| 1 "A" Batteries | 61 Condensers, filter | 125 Hinges | 182 Panels, engraved | 236 Solder |
| 2 Adapters | 62 Condensers fixed (paper, grid or phone) | 126 Honeycomb coil adapters | 183 Panels, fibre | 237 Soldering irons, electric |
| 3 Aerial insulators | 63 Condensers, variable air | 127 Hook ups | 184 Panels, hard rubber | 238 Soldering paste |
| 4 Aerials | 64 Condensers, variable grid | 128 Horns, composition | 185 Phones | 239 Spaghetti tubing |
| 5 Aerials, loop | 65 Condensers, variable mica | 129 Horns, fibre | 186 Phone connectors, multiple | 240 Spark coils |
| 6 Aerials, patent | 66 Condensers, vernier | 130 Horns, mache | 187 Phonograph adapters | 241 Spark gaps |
| 7 Aerials, socket plug | 67 Contact points | 131 Horns, metal | 188 Plugs, coil | 242 Spark gaps, quenching |
| 8 Amplifiers | 68 Contacts, platinum | 132 Horns, wooden | 189 Plugs, telephone | 243 Stampings |
| 9 Amplifying units | 69 Contacts, silver | 133 Hydrometer syringes | 190 Pointers, dial and knob | 244 Stators |
| 10 Ammeters | 70 Contacts, switch | 134 Hydrometers | 191 Poles, aerial | 244 Stop points |
| | 71 Cord tips | | 192 Potentiometers | 245 Switch arms |
| | 72 Cords, for head sets | | 193 Presses, molding | 246 Switch levers |
| | 73 Couplers | | 194 Push-pull switches. | 247 Switch points |
| | 74 Crystal alloy | I | | 248 Switch stops |
| | 75 Crystal holders | 135 Inductances | R | 249 Switches, serial |
| | 76 Crystals, rough | 136 Instrument brackets | 195 Reactivators | 250 Switches, battery |
| | 77 Crystals, synthetic | 137 Insulation, molded | 196 Receiver caps | 251 Switches, filament |
| | 78 Current supply | 138 Insulation material | 197 Resistance leaks | 252 Switches, ground |
| | | 139 Insulators, aerial | 198 Resistance units | 253 Switches, inductance |
| | | 140 Insulators, composition | 199 Resistors | 254 Switches, panel |
| | | 141 Insulators, fibre | 200 Rheostat bases | 255 Switches, single and double throw |
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| | | 144 Insulators, porcelain | 203 Rheostats, battery | 256 Tables |
| | | 145 Inventions developed | 204 Rheostats, dial | 257 Terminals |
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| | | | 206 Rheostats, potentiometer | 259 Transformers, audio frequency |
| | | | | 260 Transformers, heterodyne |
| | | | | 261 Transformers, modulation |
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| | | | | 266 Transmitters |
| | | | | 267 Tubes, vacuum—rectifier |
| | | | | 268 Tubes, vacuum—two element |
| | | | | 269 Tubes, vacuum—three element |
| | | | | 270 Tuners |
| | | | | |
| | | | | V |
| | | | | 271 Variocouplers, hard rubber |
| | | | | 272 Variocouplers, molded |
| | | | | 273 Variocouplers, wooden |
| | | | | 274 Variometers, hard rubber |
| | | | | 275 Variometers, molded |
| | | | | 276 Varnish, insulating |
| | | | | 277 Verniers |
| | | | | 278 Voltmeters |
| | | | | |
| | | | | W |
| | | | | 279 Washers |
| | | | | 280 Wave meters |
| | | | | 281 Winding |
| | | | | 282 Wire, aerial |
| | | | | 283 Wire, braided and stranded |
| | | | | 284 Wire, copper |
| | | | | 285 Wire, insulated |
| | | | | 286 Wire, Litz |
| | | | | 287 Wire, magnet |
| | | | | 288 Wire, platinum |
| | | | | 289 Wire, tungsten |

Note the number of the item you want to buy—then check the corresponding number in the coupon below and mail to us.

TEAR OFF HERE

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21
22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42
43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60	61	62	63
64	65	66	67	68	69	70	71	72	73	74	75	76	77	78	79	80	81	82	83	84
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Service Bureau The Radio Dealer
10 East 39th St., New York City

We are interested in buying radio equipment and have circled the numbers on this coupon of the items we are ready to buy now. Please have manufacturers of these lines quote us prices.

Name

Address

.....
 We are
 —Retailers
 —Jobbers
 —Manufacturers
 —Importers

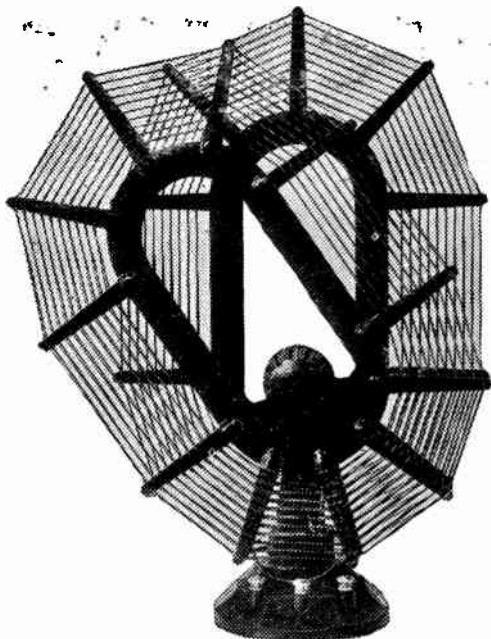


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English - Whitman coneless and hornless speaker, using a double compound unit, a different principle in speaker construction and action.



PATENT PENDING



English - Whitman Tun-A-Loop, all wave, tunes to the peak, something no other Loop on the market will do, moulded of genuine Bakelite, will cut out second harmonic. This is also a feature that no other Loop or Aerial will do. A Loop eventually, why not the best?

ENGLISH - WHITMAN PRODUCTS, Inc.,

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BOSTON

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You want D. X.

GET IT WITH
Duratron Type
200-A
Super-Detector
VACUUM TUBE

TELEGRAPH FOR PRICES

Some territory still open for Manufacturer's Agents

Duratron Products Corp.

Manufacturers of a Complete Line of Radio Tubes

UNION CITY, N. J.

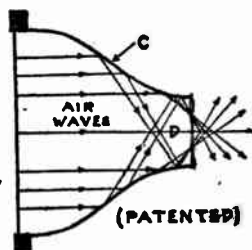
Resonata

The Fourth Great Development in Radio



Fully Patented
Under Resonance
Laboratories' Patents

List Price \$25⁰⁰



The principle of RESONANCE is the amplification of sound waves by concentration. It is a well-known fact that if two phases of condensation of a sound wave can be made to travel together the sound will be amplified four times. For four phases the amplification is sixteen, etc.

In the RESONATA, a portion of the sound waves, instead of traveling straight out, are deflected and led to travel over a longer distance (as shown in the above diagram, point C). Those waves which travel straight out, meet the deflected waves at a common point of concentration D, at or near the outlet of the speaker, and travel together as one amplified wave.

A great volume of amplification is thereby obtained with only a moderate swing of the diaphragm, thus eliminating the greatest cause of distortion.

is not just another speaker nor even another good speaker. It is in a class by itself—new in principle—revolutionary in theory.

It reproduces with vivid naturalness the entire range of voice and instrument—the low notes in their proper proportion, the high notes in all their delicacy and beauty.

The three foot horn with its shrillness and distortion and the two foot cone with its booming over-emphasis of the low notes, sound false and look ugly in comparison.

RESONATA employs the natural principle of sound amplification—RESONANCE. The principle by which, in the human voice producing mechanism, the weak vibrations of the vocal chords are amplified to a volume that can fill a large auditorium far better than any horn or cone.

By following this principle closely

Dr. FLOYD S. MUCKEY

The Greatest Authority on Acoustics

Maj. HENRY G. OPDYCKE

The Foremost Vibration Engineer in this Country

have been able to perfect a reproducer of a tone quality and volume unequalled by any other speaker on the market although measuring only 6x6x8 inches.

The RESONATA is made entirely of bakelite, not easily breakable and unaffected by weather conditions.

The diaphragm is conical in shape, seamless and moulded of bakelite .006 of an inch in thickness. The lightness of the diaphragm makes it sensitive to the slightest vibration without imposing any strain on the unit.

JOBBERS—Several territories still open for live distributors. Write for details

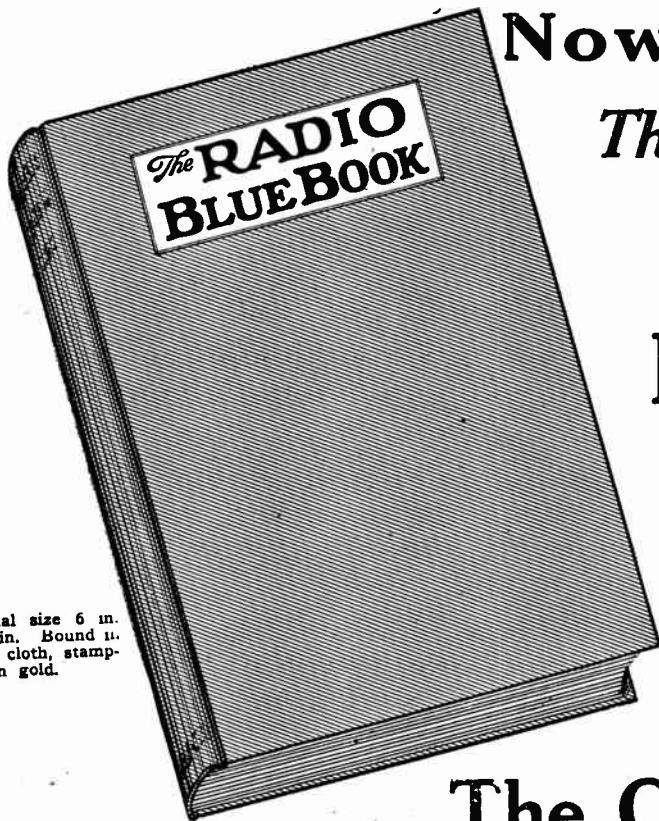
RESONATA CORPORATION OF AMERICA, Mfrs.

TECTRON RADIO CORPORATION

SOLE SALES AGENTS

1270 BROADWAY

NEW YORK, N. Y.



Actual size 6 in. x 9 in. Bound in blue cloth, stamped in gold.

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WRITE FOR ADVERTISING RATES AND FURTHER INFORMATION

RADIO DEALER PUBLISHING COMPANY, Inc.

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ORDER YOUR COPY NOW—USE THIS BLANK

RADIO DEALER PUBLISHING COMPANY
 10 East 39th St., New York, N. Y.

You may enter our order for The RADIO BLUE BOOK for (one, both) editions to be delivered upon publication for which we agree to pay \$..... upon receipt of invoice.

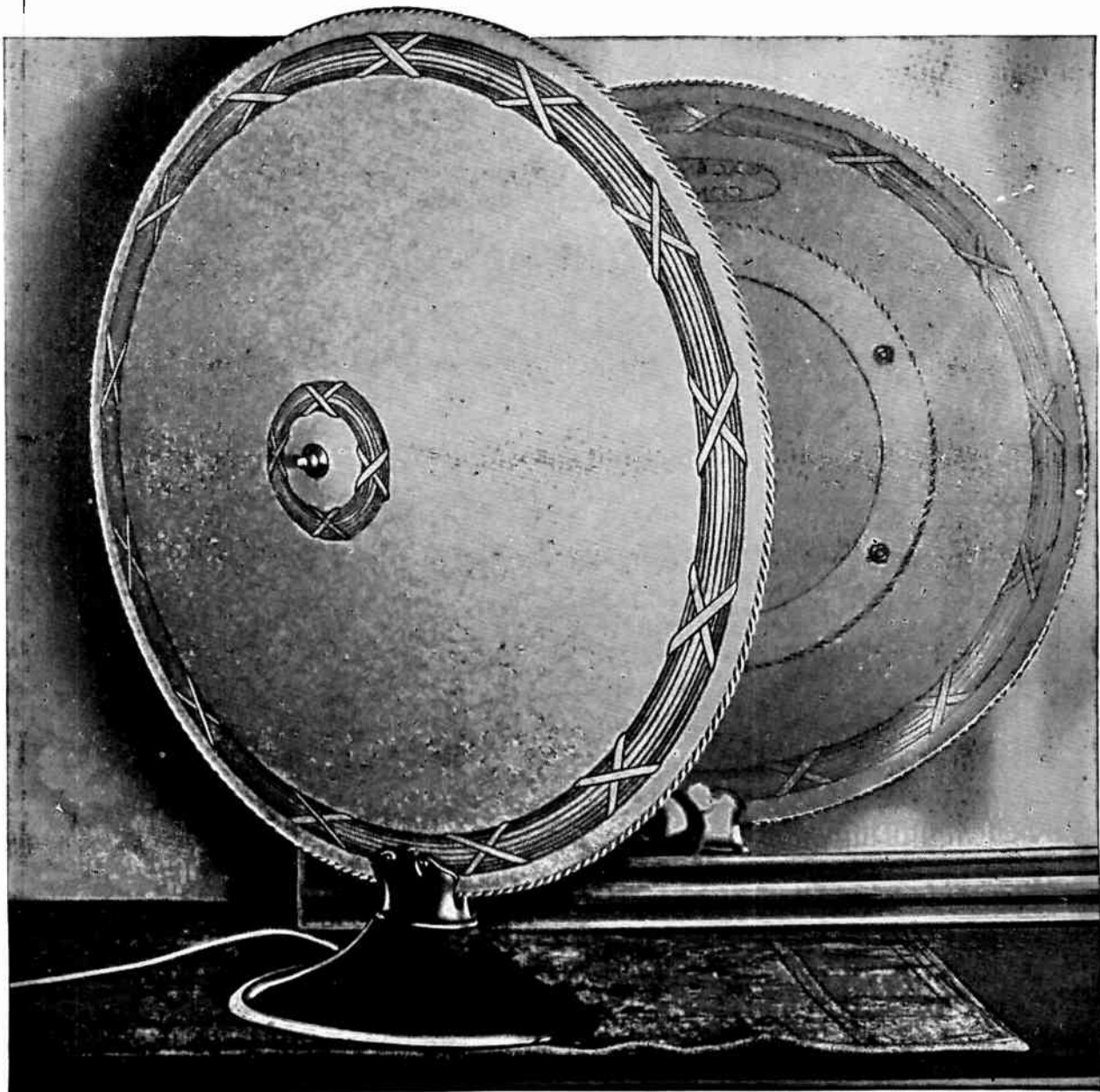
Price \$7.50

or the two semi-annual editions if ordered at one time for \$12.00 pre-paid.

NAME

STREET AND NO.

CITY AND STATE



Licensed Under Lektophone Patents

An Immediate Success

WITH its superior tone quality and remarkable realism the Pacent Cone has met with immediate success—a sure, quick-selling product, licensed under the basic cone patents, and rightly priced.

Type A, table type (as illustrated) 17 inches in diameter, with handsome bronze base, suitable length cord and Pacent detachable plug, list price \$28.50 (\$31.50 West of Rockies)

Also made in 36 inch size for either floor or wall mounting. Full information and prices on request.

Write us for information and special dealer proposition on this newest Pacent product, and for "advertising helps".

PACENT RADIO CORPORATION, 156 West 16th Street New York

AMSCO

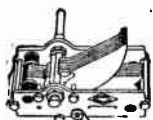
FOR EXCELLENCE



FILATROL

AMSCO again leads the way toward elimination of controls. The AMSCO Filatrol is an automatic filament control that *really* takes the place of manually adjusted rheostats in the average circuit. Its unique design, a departure from conventional form, gives unfailing efficiency, and unmatched compactness.

Guaranteed for the lifetime of any receiving set.



AMSCO ALLOCATING CONDENSERS "spread" the stations with engineering precision. Made single, siamese, three-gang and four-gang.



FLOATING SOCKET

Rugged and substantial, this socket is yet extraordinarily tiny—and "it floats!" All types of tubes fit with the click that accompanies positive wipe contact. The tubes almost literally float on air, practically isolated from the base or panel. Microphonic noises, mechanical feed back and audio vibration are effectively eliminated. An imperative choice for the sensitive set—or the set with built-in loud speaker.

AMSCO PRODUCTS, Inc.
Broome & Lafayette Sts., N. Y. C.

All AMSCO Parts are manufactured in accordance with Standards of the Radio Mfrs. Association, Inc.

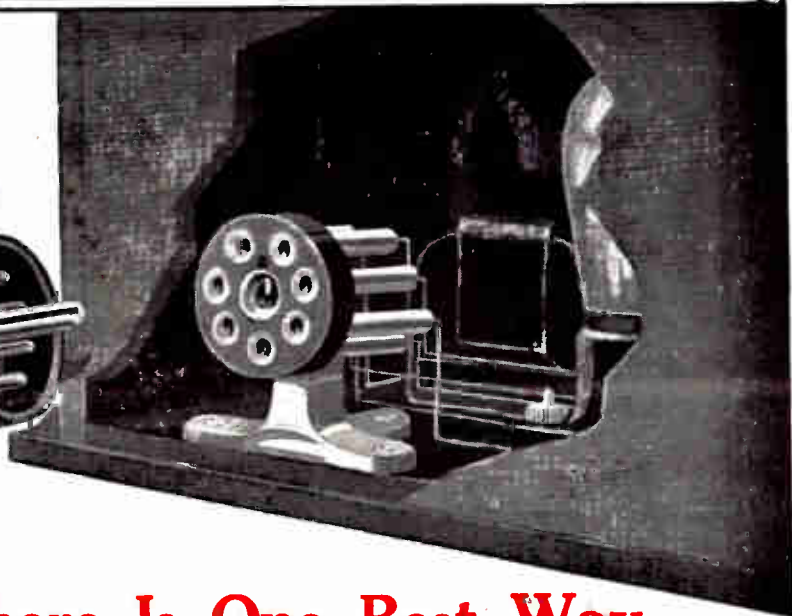
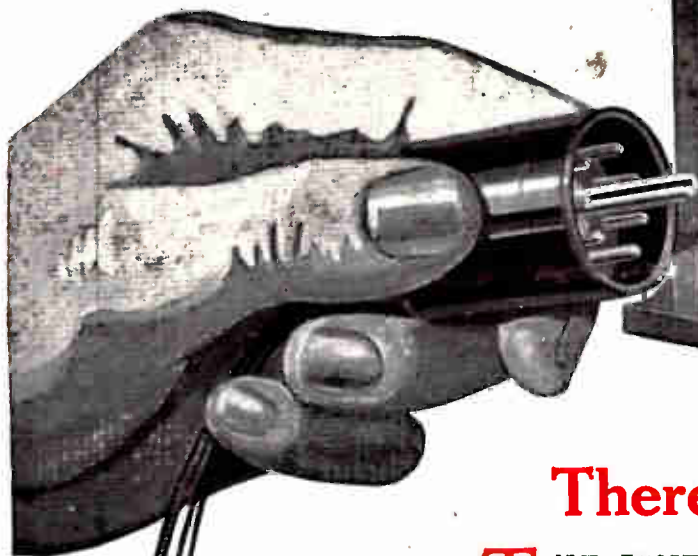


TOM THUMB RHEOSTAT

A true midget for saving space front and back of the panel. No less effective because of its compactness—it has the normal amount of resistance, the normal electrical contacts. It is simply that needless bulk is eliminated by AMSCO design. Air cooled construction—Bakelite base and knob with indicator arrow. Sold under the usual AMSCO guarantee.



AMSCO METALOID GRID GATES AND RESISTORS are uniquely silent, due to a perfected colloidal Metaloid resistance element. Ask your dealer.



There Is One Best Way

THE JONES MULTI-PLUG is truly the Standard Set Connector of the radio world. One plug connects the set with the current supply, aerial and ground. Leading set manufacturers using Jones MULTI-PLUGS as standard equipment conservatively estimate a saving of 50% on service calls. You will profit by selling radios MULTI-PLUG equipped or equipping those you handle with Type BP or WB, which are adaptable to all receivers.

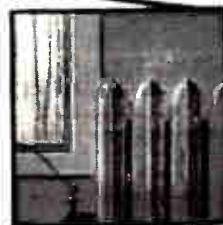
Type WB incorporates the new Radio Wall Socket, standardized to same size and shape as electrical wall socket. Batteries and aerial and ground wires may be hidden in basement or adjoining room. 5 types of Jones MULTI-PLUGS to fill every need.

Write today for complete information regarding each of the models of Jones MULTI-PLUGS.

HOWARD B. JONES

618 S. CANAL ST.

CHICAGO, ILL.



Jones MULTI-PLUG

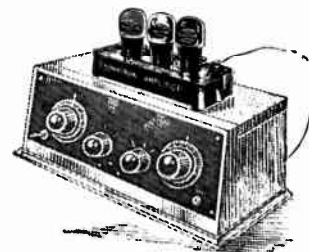
THE STANDARD SET CONNECTOR



A New Sonatron Product

from the manufacturers of the largest line of radio tubes in the world

[[The Sonatron Amplifier with 3 Red, White and Blue Matched Power Tubes]]



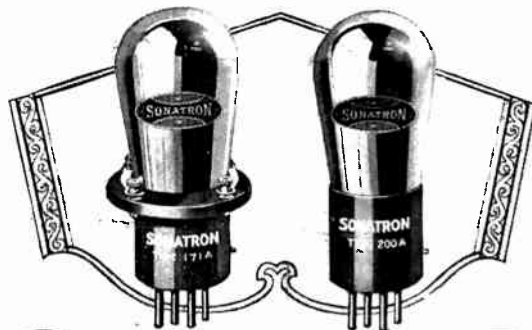
THE Sonatron Amplifier is piling up an amazing sales record because it performs little miracles for receivers. Now, any set owner, whether his is a crystal or a ten tube receiver, may have this remarkable source of overflowing power and tonal quality. It adds three stages of amplification, is furnished for dry cell or storage battery use ... and cuts operating costs!

With its colorful tubes aglow, it is as beautiful to behold as it is unusual in operation. Only one connection, made in a moment, and it transforms any set into a modern, efficient unit! The heart of the season is still before you. You owe it to yourself to investigate the possibilities of this Amplifier and Sonatron's 25 distinct types of tubes, which include the latest power tubes. *Write today.*

Write for the Sonatron proposition to one of the addresses below.

**Type 171-A
Power Amplifier with
Adapter Base**

This popular Sonatron tube is used in any storage battery receiving set in the last stage of audio frequency. Its adapter base automatically changes the hook-up on the set so that it works with this tube without re-wiring. One of Sonatron's 25 distinct tube types.



**Type 200-A
Power Detector**

This is the tube which is making so deep an impression on the power tube market. It is used in any storage battery set in the detector socket only, and is a revelation in volume and distance. No extra batteries or re-wiring necessary. One of Sonatron's 25 distinct tube types.

NATIONALLY
ADVERTISED

SONATRON

STANDARD
QUALITY

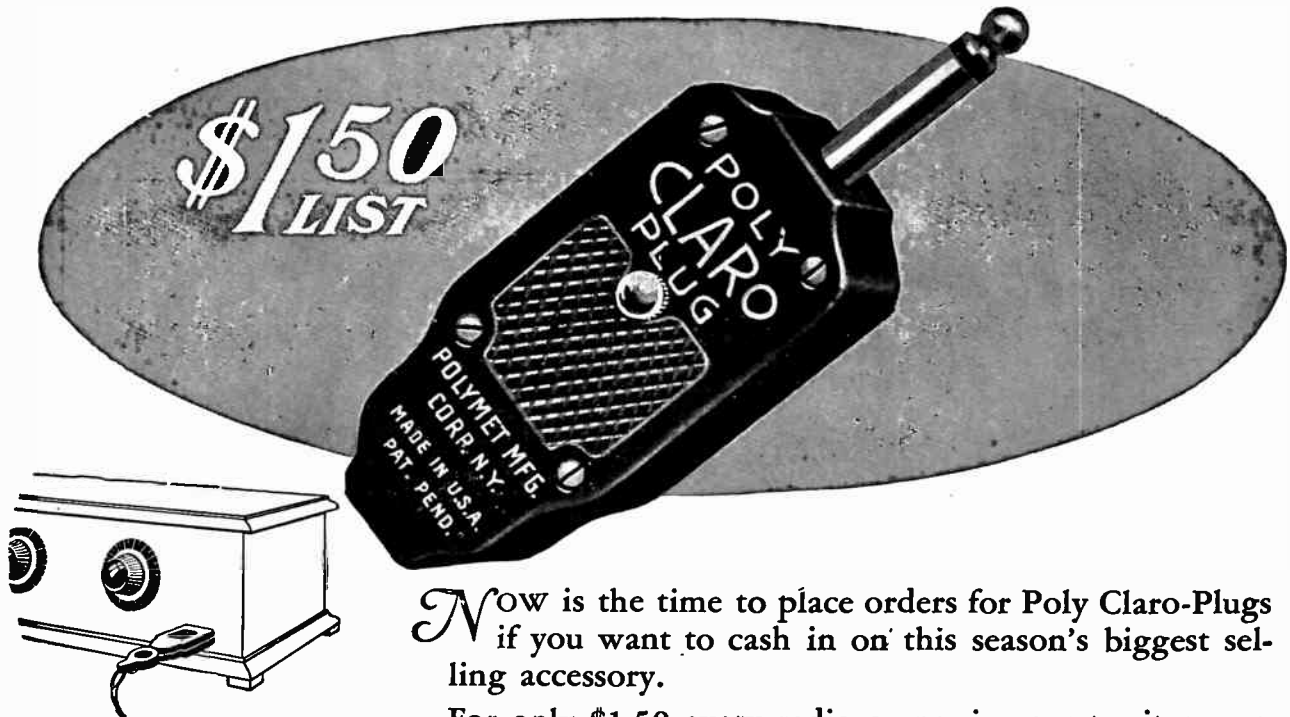
Products of Sonatron Tube Co.
108 W. Lake St., Chicago 16 Hudson St., New York
320 Lafayette Bldg., Detroit Newark, N. J.
Windsor, Ontario, Canada.



Trade Mark

Manufacturers of the Largest Line of
Radio Tubes in the World.
25 Distinct Types

This Season's Biggest Selling Accessory—Are YOU Cashing In?



\$1.50
LIST

Simply plug it into the loud-speaker jack, as illustrated. Then, in turn, snap the loud-speaker plug into a sleeve provided for it in the Claro-Plug. No wires—no adjustments! For sets without jacks simply attach to binding posts provided.

Now is the time to place orders for Poly Claro-Plugs if you want to cash in on this season's biggest selling accessory.

For only \$1.50 every radio owner in your territory can vastly improve tone, broaden the tonal range to include bass and high notes—give the most inexpensive set or speaker the same tonal beauty as the finest on the market. And the Claro-Plug will eliminate most of the scrapes, rasps, hissing and frying sounds—reduce static!

Live Sales Promotion Back of It

Every carton of Claro-Plugs carries a generous supply of window streamers, counter and window display cards and literature to help you stimulate the demand. Advertising in the live fan publications and in local newspapers is "Telling the World" about the Claro-Plug. Write TODAY! We'll tell you how to get local advertising on the Claro-Plug and full details of a *live, successful* merchandising plan that's pushing a *live* accessory.



Poly Plugs 50c
E-Z Plugs 35c



E-Z Extension-Connector 35c

Resistance Coupled Kits
E-Z Rheostats
Poly Gridleaks
Poly Mica Condensers
Poly High Voltage Condensers



POLYMET MANUFACTURING CORPORATION
599A Broadway New York City

"WORLD'S LARGEST MANUFACTURERS OF RADIO ESSENTIALS"

POLYMET PRODUCTS



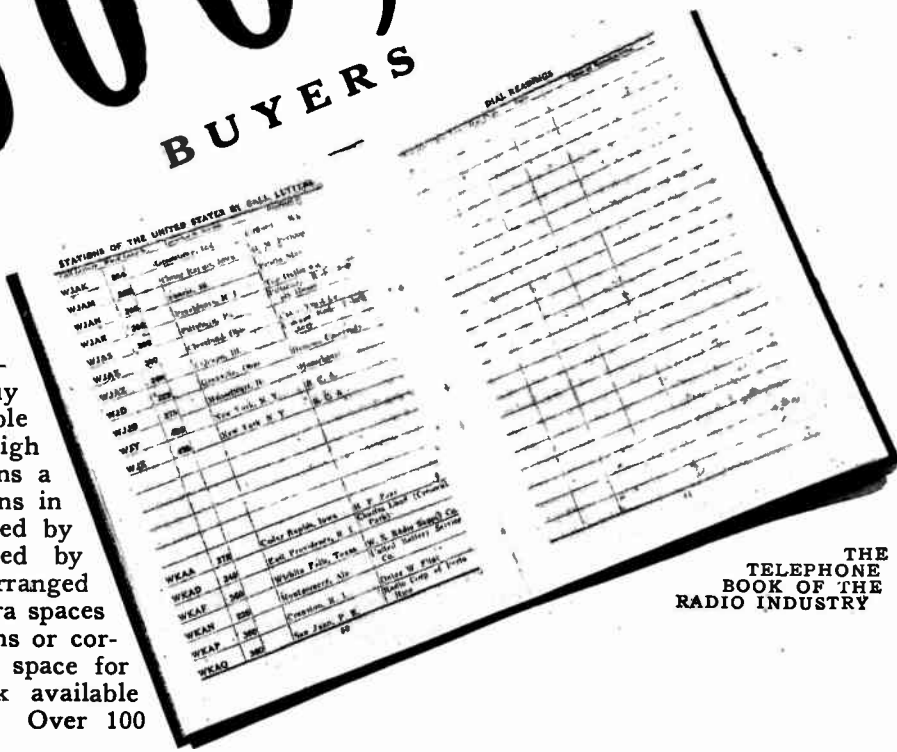
THE DOLLAR PULLER SUPREME

\$1.00

LIST
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1925

7,500,000 BUYERS

The only log book of its kind on the market today. Every person entering your store will buy one on sight. It is bound in flexible black grained leather, printed on high grade paper. Pocket size. Contains a list of all the broadcasting stations in the world. Alphabetically arranged by call letters, numerically arranged by wavelengths and alphabetically arranged by States and Countries, with extra spaces under each group for any additions or corrections, also extra wavelength space for changes. This is the only book available giving you a permanent record. Over 100 pages.



THE
TELEPHONE
BOOK OF THE
RADIO INDUSTRY

\$1.00 List
SEND ONLY DIRECT
TO DEALERS

PLACE YOUR ORDERS AT ONCE
THE NET PRICE IS 65c EACH OR A SAMPLE LOT OF
10 BOOKS AT \$6.00
CHECK WITH ORDER
SPECIAL PRICE TO LARGE QUANTITY BUYERS

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THE BIGGEST DOLLAR'S
WORTH IN RADIO

THE CHRISTMAS TRADE WILL GOBBLE UP THIS BOOK FAST.

DEALERS

Send in your order today for 10 of these Books and you will re-order in lots of 100.

SOLE U. S. DISTRIBUTORS
THE RADIO EXCHANGE
PLYMOUTH BLOCK
SIOUX CITY — IOWA

THE OLDEST EXCLUSIVE RADIO HOUSE IN THE WEST

FREE

To all dealers the Radex News published every now and then. Full of information you should have. Simply send in your name.

DO IT NOW

Coming — The New Radex 6. The Greatest Value Ever Offered

Gem Tubes \$1⁰⁰

Build Good Will and Profit

SELL GEM—THE BIGGEST DOLLAR'S WORTH IN RADIO

Gem Tubes need no introduction to the Radio trade or fans. Gem is the only guaranteed quality tube worth \$2.00 selling for a dollar.

GEM TUBES GUARANTEE SATISFACTION AND STAY SOLD

For greater distance, clear volume and finer tone, Gem has proved its power of performance to thousands of radio fans.



GEM DOLLAR LINE

201A	X199
199A	199

GEM POWER TUBES AT POPULAR PRICES

200A	120	112 Adapter
112	171	171 Adapter
216B	210	213
RF201A	120A	202

½ Amp. B Eliminator Tube
1 Amp. B Eliminator Tube

MU—X 29-19-9-Dry Cell
MU—X 30-30-6-Wet Cell

Write for information about our Special Kit that settles tube problems

Gem Tubes are nationally advertised and distributed by leading jobbers throughout the country.

Dealers and Jobbers Communicate with


GEM TUBE COMPANY

16 Hudson St., New York City

108 West Lake St., Chicago, Ill.
Lafayette Bldg., Detroit, Mich.



The Radio Dealer And The Shows —

HE New York and Chicago shows sound the keynote for all that is new and worthwhile in the radio industry each year. True, there are other shows which are of as great importance in their respective sections of the country, but, from a national viewpoint, it is generally conceded that these two cities sound the real, opening note for all that is worthwhile in radio for the current year.

In keeping with the policies and practices of an aggressive and up-to-the-minute trade organization, THE RADIO DEALER issued, for the first time in the history of the entire radio industry, a complete guide to the recent Radio World's Fair, New York City. The Guide contained a comprehensive list of exhibitors corrected to within one hour before press time, the merchandise on display, the members of the individual organizations in attendance.

That list proved indispensable to the thousands who thronged the New Madison Square Garden. At the Fifth Annual Chicago Radio Show, the Radio Dealer Publications thoroughly conscious of their duty, not only to the radio industry, but the great American public, (a new coverage for a trade publication) will repeat its progressive spirit by presenting an up-to-the-minute show Guide covering the Chicago Radio Exposition.

We might state, at this time, fully cognizant of our responsibilities as a trade publication and organization, a general word of the work being done by the RADIO DEALER organization might be timely. We will not enter upon a lengthy discourse of past performances but confine our statements to simple facts, which, in the final analysis, have proven the real and pressing need of a trade publication which reaches the democratic levels of the entire radio industry.

One of America's greatest industrial writers in a recent article published in a sensible, everyday magazine, declared that not more than ten per cent of the radio dealers of this country could understand a detailed and technical description of any given subject. And it was fun about to pass its fifth milestone, these dealers, well informed citizens of the Republic, were not familiar with the high-brow articles on radio selling, distributing and general matters.

To THE RADIO DEALER, soon about to pass its fifth milestone, these facts have always been apparent. This publication has never at any time attempted to reach the heights of Kilorna. It has never aimed to reach the im-

possible, and always as far as its editorial policy has been concerned, confined itself to that general class of material which was simple in fact, profitable in operation and calculated to be of the greatest value to the clientele which, from the outset, has been such consistent supporters of this publication.

The net result has been a trade publication which does not shoot over the dealers' heads or rest, unread, on his shelves. To the contrary it has proved from month to month a publication with the greatest active reaction from its readers, and on an average of twenty-five to one hundred calls a day from all sections of the East and various sections of the United States for information concerning sources of supply for radio products and other trade information.

The Service Bureau of THE RADIO DEALER has in the past, and will in the future, welcome all inquiries, and will spare no expense in securing the information desired. In other ways the good offices and services of THE RADIO DEALER have always been available. We feel happy in the knowledge that no less than twenty-five of the outstanding successes of the present day in radio manufacturing fields first saw the light of day in informal conferences held in our own offices. With no outside allegiances, and no connection of any nature whatsoever with trade organizations, THE RADIO DEALER stands free and clear.

It, moreover, stands ready at all times to help that great and growing clientele, the radio industry. THE RADIO DEALER was founded to serve the industry. It has succeeded in its mission to date. It aims for even greater accomplishments in the future. In the meantime the reader interest, great and growing, is becoming one of the most potent influences in the entire radio industry.

The publishers of THE RADIO DEALER regard it as one of the greatest and most telling arguments in the field of reader and trade interest experienced in a long and successive career in publishing fields.

The New York and Chicago Show Guides are Achievements in Trade Journalism Illustrative of the Enterprise of the Industry's Leading Trade Publication.



EAGLE

Radio Jobbers! Radio Dealers!

Send Now for the

ILLUSTRATED SURVEY

Prepared by

THE JOBBER'S SALESMAN

for the

EAGLE RADIO COMPANY

Contains Report of

- 1. EAGLE Organization and Manufacturing Facilities.
- 2. Description of Eagle Receivers.
- 3. Patent Situation.
- 4. Eagle Jobber Policy.
- 5. Eagle Sales and Advertising Activities.

Fill this out—or pin to your letterhead!

Purpose of this Survey

For the preparation of this survey, representatives of THE JOBBER'S SALESMAN made their investigation along the lines that would be followed by any jobber who might be making such an investigation in his own behalf. This included a thorough inspection of the plant, its equipment and facilities for turning out the products, a careful study of the line itself, conferences with the officials of the company, as well as department heads, in which all details of the policies and merchandising plans were submitted.

The report is based on the facts disclosed and on statements of the officials of the company and is presented without bias. THE JOBBER'S SALESMAN makes no recommendations to the jobber regarding the company or its products, its mission being simply the presentation of a picture of the conditions as they were ascertained at the time the investigation was carried out, which was between the dates of August 15 and September 1, 1926.

Eagle Radio Company,
16 Boyden Place,
Newark, N. J.

Gentlemen:

Kindly send without obligation on our part the Eagle Radio Survey prepared by the Jobbers Salesman.

Name

Address

City

The RADIO DEALER

THE PIONEER RADIO TRADE JOURNAL

Editorial and Executive Offices at

10 East 39th Street, New York, N. Y.

Vol. 10, No. 1

OCTOBER, 1926

Two Dollars the Year

The Dealer's Place in Radio Progress

By J. C. TULLY

President, Bremer-Tully Manufacturing Company



J. C. TULLY
President, Bremer-Tully
Manufacturing Co.

The demand during the coming season, points out Mr. Tully, in the accompanying article, will be for quality merchandise. The dealer, he believes, has the opportunity to correct many trade abuses of the present day.

A WISE employer is very likely to request references when an applicant is being considered for a position in a business institution. He wants to know what the prospect worked at last year and with what success. Possibly also he may inquire about other members of the family. He is entitled to know.

And the prospective purchaser of radio apparatus, whether retailer or consumer, is likewise entitled to know the pedigree of the product he is asked to buy, as well as what happened to other products of the same manufacturer.

In the writer's opinion the stabilization of the industry we have heard so much about will progress in just about the same proportion that the dealers and jobbers insist on scrutinizing the value of the products they handle—and in doing this they must, to a great extent, depend on the ability and sincerity of the manufacturer as evidenced by past performance.

The indications are strong that the industry is on the way to stabilization. The radio dealer of today is of a higher class than he was a sort time ago when almost anyone who opened a store found business coming to him. The dealer is more nearly securing the support and protection he deserves.

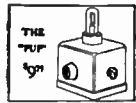
It is not to be expected that the radio industry will soon reach the same degree of stabilization which prevails in other lines of business which do not possess the same infinite possibilities of change. It would seem, however, that novelties are attracting decreasing attention and that quality has a better chance of being recognized and appreciated.

It is quite natural to want the best—and to get it for the lowest price. The trouble is to distinguish it. If all the manufacturers of inferior radio merchandise quit business today there would be a new crop next week and plenty of jobbers and dealers to handle their products—but, at this time there is a much better opportunity for the dealer to classify himself.

In other words the dealer of today with better knowledge and experience can avoid poor merchandise if he so desires, just as in other lines, whereas in the past it was very difficult to do so. The dealer today has better opportunity to distinguish between the good manufacturer and the "plunger" type who thinks only of the present. He knows by experience with various publications whether their recommendations are valuable or worthless and can foresee the dangers and expense that will accrue to him through being associated with unsatisfactory products.

The radio industry depends on the consumer and it is through the dealer that we reach him. There is every indication that the demand this year is for quality merchandise. Much of that is due to the dealer's wisdom and influence. The writer fully believes that the dealer has it within his power to correct many of the abuses that have existed and to hasten the period of stabilization by exercising a closer scrutiny of the products he is asked to sell in the same way that he would scrutinize the record of an applicant he is considering for a responsible position in his organization.

CROSLLEY RADIO
All prices slightly higher west of Rocky Mts.



THE TUP
\$7
This little double-circuit 1 tube set has made long distance records.



THE 4-29
\$9
4 tubes. Amazing efficiency, Crescendon equipped!



THE PORTABLE
\$33
The 4-29 in portable form.



THE 5-38
\$38
Five tubes, tuned radio frequency. Two stages non-oscillating radio frequency amplification, Crescendon, two stages audio frequency amplification.



THE 5-50
\$50
5 tubes, 1-dial control acuminators, Crescendon, power tube adaptability.



THE 5-75
\$75
5 tubes. True-cascade amplification; non-oscillating and non-radiating.



THE 5-100
\$100
In solid mahogany console. 5-tube \$50 instrument, Crosley Musicone speaker, ample compartment for batteries.



THE 5-150
\$150
Double drum station selector; Musicone and room for batteries and accessories.



THE 12-INCH
\$12.50
12-inch size, \$12.50. Super Musicone, \$14.75. Musicone Deluxe, \$23.50. Also beautiful Musicone console with room for batteries and accessories, as below.



Crosley Features

"CRESCENDON"

When, on ordinary radios, ears must strain to catch a station miles away, a turn of the Crescendon on Crosley radios instantly swells reception to room-fill-

ing volume. An exclusive Crosley feature.

ALL-METAL SHIELDED CHASSIS

Nothing in this truly great radio achievement, found in several Crosley sets.

furnishes a substantial frame for mounting elements, produces excellent alignment of condensers, shields the units from each other, prevents interstage, improves the stability of the circuit, increases selectivity and saves costs by standardizing this phase of manufacture.

THE SINGLE-DIAL STATION SELECTOR

Nothing in radio equals the joy or the convenience of single dial control. Crosley single drum control enables you to find the stations sought without log book or "tuning"

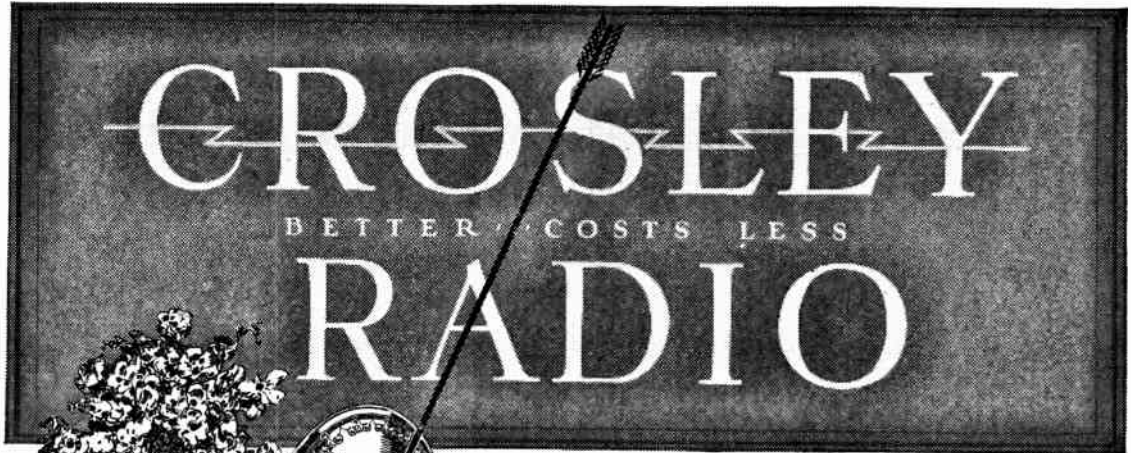
THE "ACUMINATORS"

Crosley Acuminators provide sharp tuning where reception spreads broadly over dial, easily tune out local and bring in far stations. Ordinarily, once adjusted and they need not be touched again.

USE OF POWER TUBE

Power tube adaptability marks the Crosley "5-50", "5-75" and "RFL" sets. This feature typifies Crosley provision for best radio reception at moderate cost. This feature is in keeping with all that is most progressive.

QUALITY AND BEAUTY IN CABINETS AND CONSOLES



One-dial control. You find your station, then write its letters on the graphic dial, locating it once and for all, so turns to whenever your fancy dictates.

The new Crosley all-metal shielded chassis not only aids in producing astounding selectivity, but standardizes manufacture and helps make possible the price of \$50.

One-Dial Control!
... in this amazing 5-tube set at \$50

Already the new 5-tube Crosley set, at \$50, has met such a tremendous demand as to confirm the prediction that it will replace thousands upon thousands of sets now in use.

Confronted by high prices, many people who desired to replace their old sets have hitherto hesitated to do so. Now ... in the new Crosley "5 50" .. they find the features and qualities they desire, formerly exclusive to very high priced sets ... available at small investment.

The incomparable joys of Single-Dial Control! Uncanny selectivity, resulting from its metal-shielded chassis and the surpassing efficiency of the Crosley circuit's advanced design! Exquisite volume, thanks to the matchless Crescendon! Crosley Acuminators, power tube adaptability ... all the attributes of radio at its best ... for \$50!

In all the Crosley line no instrument represents a greater triumph than this wonderful 5-tube set. Examine the line in full, as illustrated in the marginal column at the left ... each item a victory for mass production in reducing radio prices. Then see the Crosley line at Crosley dealers ... including the new "5-50" ... now on display!

\$50

See it .. hear it. View the refreshing beauty of its solid mahogany cabinet. Operate it yourself. Watch the stations, written in on the graphic dial, parade before you and usher in their programs with unerring accuracy. Sharpen the selection with the Crosley Acuminators. Release inspiring volume by means of the Crescendon.

Know what heights ... in tone, volume, selectivity and sensitivity ... radio of moderate price has reached!

THE CROSLLEY RADIO CORPORATION, CINCINNATI—POWEL CROSLLEY, Jr..

Crosley manufactures radio receiving sets, which are licensed under Armstrong U. S. Patent No. 1,113,149 or under patent applications of Radio Frequency Laboratories, Inc., and other patents issued and pending. Owning and operating station WLW, first remote control super-power station in America. All prices without accessories.



President
For Catalogue write Dept. 32

Chicago Show Passes Fifth Milestone

Prediction is Advanced That This Year's Exhibits Will Mark New Period in Radio History of the West

By Walter A. Schilling

THE eyes of the radio world of North America will, naturally, turn to Chicago during the week of October 11-16, when the Fifth Annual Chicago Radio Show will be held in the historic Coliseum on Wabash avenue. Five brief, but colorful years of radio progress will be depicted during the week of the show. The earliest innovations in the radio trade will again be presented in vivid contrast with the latest products from the scientists' laboratory, the radio manufacturers' shop, and the sheltered broadcasting studio.

Another milestone will be passed for the Chicago trade. Another era in radio history of the West, will again be noted. This year it is expected that in keeping with the progressive policies of the heads of the Radio Manufacturers Show Association there will be every convenience and accommodation accorded the guests.

Last year the writer has vivid recollections of riding on the crest of a happy, carefree and enthusiastic crowd intent on seeing every single display in the great Coliseum. The spirit that was manifested at that time convinced us more than anything else that Chicago was composed of more radio enthusiasts than we have ever imagined could be crowded into one meeting place.

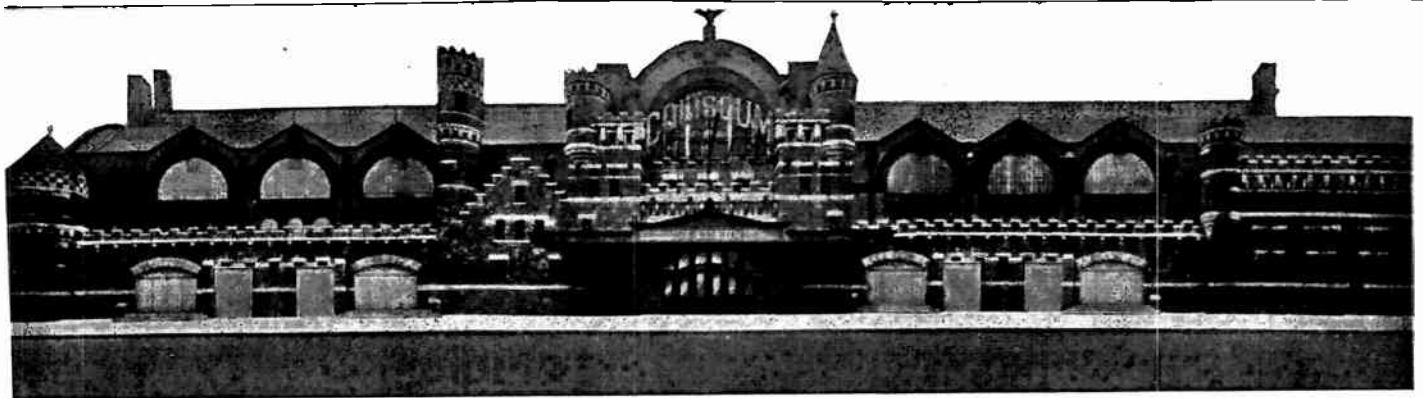
We feel confident that even greater enthusiasm will mark this year's show. The attitude taken by the eastern public in respect to the show was best attested in terms of popularity by the fact that more than 200,000 people thronged the Garden during the six days of the show. The honors for attendance last year went to Chicago.

Will the tables be turned this year? We are wondering. To hazard a guess would be attempting more than the average radio writer would find wise. We can only await the results.

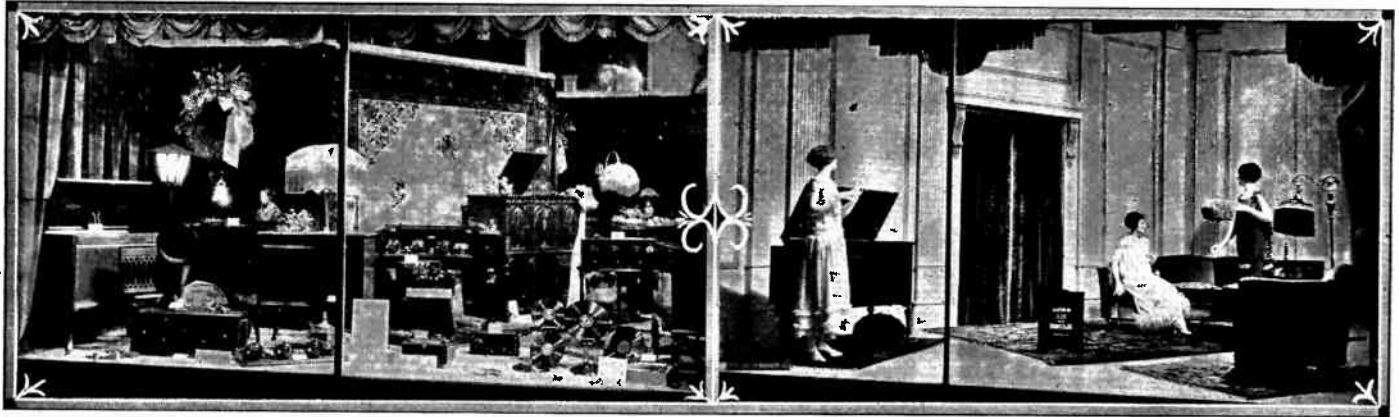
From reports received from officials in connection with the show there is every reason to believe that this year's exhibits will mark a new period in the radio history of the West. Business and general crop conditions have been good throughout that section of the country with only minor business depressions in scattered localities. There is a natural reaction, that the demand for radio sets and apparatus which slumbered, after a fashion during the summer, will once again assume the fever heat of public interest soon after the show.

Once again the trade will be able to accurately gauge the buying trend for the coming season. The fact that the Chicago show is being staged at an earlier date this year serves the worthy purpose of more clearly outlining to manufacturers, jobbers and retail dealers actual prospects for the season now opening. It will be the trade's hour in the sun.

There will be delegations in attendance from every section of the country. Many of the associations, buyers, and their representatives will be out in full force at the Chicago show. We confidently look forward to one of the largest events in radio show history during the coming Chicago show. We are confident of our prediction, and will feel more than recompensed if in the final analysis we have been found to be rather conservative in our general advance forecasts.



Coliseum, on Wabash Avenue, Chicago, shown above will once again ring with mirth, melody, music and the Fifth Annual Chicago Radio Show during the week of October 11-17. This historic building, the scene of many great events in the history of the entire middle west, will house a radio exposition which, according to reports, will far surpass any similar event held within its portals and incidentally be the means of opening what bids fair to be a big radio year in the western area of the North American continent.



Two interesting examples of window showings are presented above which link in definitely with the thoughts expressed in the article which follows. The display to the right was featured by Grote-Rankin's, Seattle, Wash. To the left is one shown by Fraser Paterson Co., also of the famed Northwestern city.

Living Room Realism in Radio Displays

Half of the Effectiveness of Trade Exhibits Consists in
Appealing to the Home Instinct of the Average Passerby

By Ernest A. Dench

EVERY type of radio display has its circle of ardent advocates. There is the dealer wrapped up in the technical end, and whose displays largely appeal to experimenters. Then we have the man with a hankering for the spectacular (he is usually gifted with a deep imagination) and who likes to visualize the receiving capacity of radios, by plastering his plate glass frontage with a map of the United States, and so forth.

The Home Atmosphere Is Important

Another group, in which departmental, furniture and music stores largely figure, incline to the presentation of radio in the home, matching it up with the furniture, and portraying in a graphic manner the charm and utility of this new form of entertainment. These stores realize that to address a good many men and women in technical terms is waste of space, time and effort. The Man of the House is concerned with getting a good set—one that will perform all he expects of it, and is practically foolproof. The Woman of the House is more likely to be impressed by the beauty of the instrument, and how it will harmonize with the living room furnishings.

It is a cinch such prospects will not be impressed with such a display as one dealer arranged, in which an Arctic setting was depicted, with references to relieving the tedium of the long Arctic winter, as was experienced with this particular radio set by an exploring expedition. Good stuff if you are selling to Arctic explorers, but not sufficiently close to home to influence most folk. The display was wasted on thin air.

The electrical dealer or the radio dealer is usually at a loss for suitable furniture and furnishings, while occasionally there is the small window handicap. Don't be afraid to borrow what you want from a local furniture store which does not carry radios—and there are plenty of such stores—and your fellow retailer will wholeheartedly furnish the necessary "props." He extracts his full measure of publicity by the courtesy

card you place in the window. Chances are that a few women will be impressed with the living room setting—and want to duplicate it as it stands.

Drawing Room Dignity

"Do we know of any such displays which were recently arranged?" you may ask. We surely do, and have assembled a few picked examples, the details of which will undoubtedly prove inspirational to you. The dignified atmosphere of a charming drawing room was successfully reproduced by Grote-Rankin's, Seattle, Washington. Display Manager Pfister obtained the desired results with several handsome, quiet, richly-toned rugs on the floor. The paneled walls of this large triangular shaped trim were left as they were, with the exception of a doorway draped with rich velvet portieres.

The furniture consisted of a large overstuffed settee and easy chair, placed with studied carelessness at the right end. Here two smartly gowned women were in evidence, one seated on the settee; the other standing up, as though engaged in conversation. Behind the settee were two lovely floor lamps. At the left rear corner of the setting was a beautiful console radio, standing before which in a rapt attitude, as she listened to the strains of the music being played, was a third woman in evening attire.

Rich Surroundings

A display heralding the opening of Fraser-Paterson's, (Seattle, Washington) radio department blossomed forth in very rich surroundings—rich in the way of atmosphere. The background was composed of elegant velvet drapes, with an unusually beautiful Chinese rug hung at the middle of the same.

Against this background about nine radio sets of the console type in different finishes and sizes, were grouped with studied carelessness. The little artistic touches which count for so much and avoid the stilted merchandise presentation, were contributed in a vari-

ety of ways: (1) A lighted floor lamp with a rose silk shade, here and there. (2) On several of the console models was an Esther Hunt Malay girl head. (3) Other models held fancy pottery vases, miniature groups of statuary, etc. On the floor down in front were several small radios.

Human Interest

Human interest pervaded the excellent showing made by Killian's, Cedar Rapids, Iowa. In this the spectator was introduced to the ideal way for the tired business man to spend his evenings. A man here was garbed in an attractive smoking jacket, walking away from his radio, as though he had made a satisfactory hook up. An easy chair stood nearby, for which he was making, to enjoy the late evening concert that was being broadcasted. A richly paneled background conveyed the room, with a rug on the floor, a lamp beside the chair, in addition to a smoking stand.

Living Room Refinements

Our next trim is direct from the electrical trade arena—the Des Moines Electric Co., Des Moines, Iowa. Semi-circular in shape, across the plate glass at the top was hung a heavily fringed lambrequin of grey velour. Heavy curtains of the same material were hung against one part of the background—the section nearest the store entrance; the other paneled section being treated differently. The former division resembled the corner of a living room in a refined home, with overstuffed couch and easy chairs of grey velour. Cushions were piled at each end of the couch, with a subdued light in a rosy hue thrown on it by a

floor lamp. Near the wall in the right-hand rear corner was a beautiful radio cabinet, topped by a miniature three masted sailing ship. Beside the radio stood a matronly figure in a becoming gown, after completing her tuning in.

Further along this trim, working one's way back to the sidewalk after sauntering along the vestibule, was a little wall table, holding a graceful arrangement of freshly cut flowers in a pretty low bowl. Nearby was a cane seated chair, in the proximity of which was an attractively shaded floor lamp. While this section of the paneled wall was undraped, an air of furnished reality was imparted by a nicely framed mirror and a choice painting. The rug on the floor harmonized with the layout.

Entertaining the Afternoon Caller

The Valley Electrical Supply Company, Fresno, California, portrayed a living room scene, with the hostess entertaining an afternoon caller. The woman visitor, wearing her hat, sat on an upholstered settee, while the hostess had just finished tinkering with dials of her radio, placed over a runner on an appropriate table at the opposite end of the room.

A false window was built into the walls at the rear centre, same being tastefully curtained. Pulled up to the middle of the carpeted floor was a tea wagon, with percolator and toaster, and china for the same, indicating that the guest was going to be refreshed with coffee and toast. A handsome floor lamp and wall brackets took care of the illumination, with floor outlets for the toaster and percolator.

Merchandising That Increases Dealers' Profits

By Howard R. Fuller

Director of Radio Sales, Apco Mfg. Co., Providence, R. I.

THE successful radio manufacturer realizes the importance of adopting a selling policy that will allow the radio dealers to sell their lines and enable them to make a full margin of profit.

Radio dealers are insisting on carrying lines that gives them some sort of protection and assurance that the line will be sold at suggested retail prices.

The overhead of radio dealers today is greater than before. They have larger and better equipped stores and they are insisting on handling manufacturers' lines that that will warrant and justify their specializing in their products.

The reliable and keen dealer of today is specializing in manufacturers' lines when they are giving the proper dealer helps and the proper cooperative advertising. A well dressed window with attractive displays and with consumer literature that tells the story from the dealers' viewpoint is what the retail dealer is insisting upon and demanding from the manufacturer.

The majority of dealers prefer cooperative newspaper advertising in their territory in preference to gen-

eral advertising. The wise manufacturer concentrates and specializes on his advertising in the territories and communities that are giving him business.

The radio trade is demanding that manufacturers products be built right. All dealers realize that service is an essential factor in selling radio sets and equipment but they do not care to handle lines that they have to rebuild because of neglect and slipshod methods of the producer. The successful radio manufacturer is the one who is concentrating and improving his manufacturing facilities to give and offer to radio dealers products that will do and deliver what the manufacturer claims.

The radio industry is no longer new. Dealers know and rely upon the reputation that the successful manufacturers who will be in the industry and a part of it in the next few years to come.

Specialization is what the dealers want, combined with products that are right, with a policy that will assure them all protection in territory and a profit for the time, service and effort that is necessary to sell the products.



H. R. Fuller

Back in the days of the little red schoolhouse the teacher tried to point out the historic incident of the little boy who saved all of Holland by stopping the leak in the dike with his tiny hand. To those in the schoolhouse on the hill who have now grown up to manhood and, are specifically in radio selling fields, the moral should be apparent. Mr. Andrews in the accompanying article emphasizes the fact that leaks in business can also be stopped by the simple expedient of gaining a closer understanding of YOUR business. We believe you will agree on that point after you have read this most noteworthy article.—THE EDITOR.

Stop the Leaks and Save the Profits

System and Eternal Watchfulness Are The
Price of Real Success in Radio Selling Fields

By Thomas Andrews

BACK in the remote past, in those days when the people were unregenerate and bibulous, some wise man brought forth the pronouncement that 'twixt the cup and lip there's many a slip. History, sacred and profane, fails to reveal this man's name, but he was assuredly one of great wisdom. If he had lived in this day and age, he should have been a radio dealer.

Every radio dealer knows that his profits are trickling away through dozens of leaks. Perhaps, if the business is small, and the dealer very watchful, the leaks are not serious enough to demand immediate attention; in most radio shops, however, if all these leaks were plugged, there would be a surprising and most gratifying increase in revenue.

The radio dealer will find it a good plan to keep a minimum of goods out of carton and on display. We say a minimum; we mean, of course, the minimum that would be indicated by good merchandising practice. Goods, once removed from wrapper or carton, have a way of knocking around the shop, and finally disappearing from sight, via one channel or another.

In case there are several clerks in the store, the dealer will find it a good plan to make a careful and personal survey of the stock every day or so. He can do this under any pretext he chooses, but if the clerk who is inclined to be long-fingered sees that the boss is watching, he is less apt to take a chance. Even though the dealer would not be able to tell, from such inspections, whether or not anything had been stolen, such action will be found to have a very discouraging effect upon the petty thief who forms one of the leaks that make the average radio dealer scratch his head at the end of the year and wonder where everything has gone.

Another active profit-eraser is the habit that many dealers have, in the face of cut-price competition, of making a concession in price. This isn't selling goods at all. It is merely giving them away, and anyone can do that. If the radio dealer would stop to figure all his actual selling cost before making price reductions, he would be astounded to find that in many cases the transaction means that he has lost money, instead of making it.

Price-cutting is something that had best be left to the price-cutters. They sell cheap junk, in a cheap way, have

little or no service overhead, and don't care what happens to the merchandise or the customer after they leave the shop. The real radio dealer does business in a much different way, and it costs him more, naturally, to operate.

Either be a cut-rate dealer, or else sturdily refuse to do business at a loss. You're in business to *sell* goods, moving them at a loss isn't business, it's *charity!* Perhaps the biggest leak in the lot is due to the demonstration evil still nearly universal, unfortunately, in the radio shops of this country.

You send out a set and accessories, and then it comes back, minus several of the accessories. Unless you have a very rigid system for checking up on these things, hundreds of dollars are lost in this way in your store every year; if you operate a big radio store or department, then the loss may very easily run into four figures.

We do not mean to imply that people are dishonest, and steal the goods. In some cases this is no doubt true, in the majority of cases, the loss is due to some other cause entirely.

Usually, the radio dealer has several old batteries around the shop that he sends out on demonstration jobs. The "A" battery is more or less remote from the set as a rule, and the man who comes out to the house to pick up the set packs up the set, tubes and the "B" batteries, and walks off without the "A" battery. We have known this actually happen in two cases that have come under personal observation. Possibly the prospect should call up the dealer and tell him about it, but the dealer should not leave such matters to the customer. He should attend to them himself.

This is just one example of the form the leak may take. Perhaps it will be merely a burned out tube, or a broken tube. Maybe it will be a head set that is left or mislaid; most sets now are sent out with only a loudspeaker, and the repair man when he takes out the set may never think of asking for the "cans". There are dozens and dozens of chances for loss here, and the careless dealer pays dearly for his slovenly business methods if he does not protect himself here.

There are, of course, many forms in use to meet this problem, and I am going to describe in detail the best of the many that have come to my attention. The forms were

bound up in book form, and consisted of alternate sheets of paper and very thin cardboard. The paper and the cardboard bore exactly the same printing; the paper was used as an original and the cardboard as a carbon copy.

On these forms were printed lines on which were to be written in the date, the prospect's name, address and telephone number, as well as a complete list of all the items sent out to the prospect. At the bottom were lines for the salesman's signature, the prospect's signature, and the manager's initials.

The paper original was sent out with the set, and the cardboard duplicate carefully filed away, to be used as a tickler for call-backs, and also as a receipt for the goods entrusted to the prospect.

This form makes an argument impossible; the store has the prospect's signature for all the things sent out to him, and when the goods come back, if they do, the manager checks the incoming material against his record, and makes sure that everything is there, and goes back into stock.

Another good feature of this form is that before the deal is consummated and the goods leave the store, the manager must "OK" the transaction by putting his initials on the slip. This means that over-enthusiastic assistants will find it impossible for them to send out a lot of things on approval to a prospect who is not responsible, or to whom the dealer may know there is no chance of selling the bill of goods, for financial or other reasons.

The religious use of this or a similar form will stop one of the biggest leaks in the average radio business, it will help make more sales from sets sent out on approval, and it will localize and centralize responsibility. If you have not such a system in force, don't stop until you have. You'll find it the biggest money-saver you ever met!

In writing about radio merchandising, there are so many things that need to be said that it is difficult to stick to one's text. Mere volume of business means nothing if that business is not conducted at a profit. And to do business at a profit, the radio dealer must make sure that his cost of doing business is not so high but what he can make a legitimate profit by charging list price for the merchandise he sells.

Since goods that disappear from stock without bringing in due revenue have to be put in the red ink side of the ledger sooner or later, and hence add to the cost of doing business, the leaks must be stopped if the dealer is to be in the clear at the end of the year.

The time to stop leaks is while they are small; witness the historic incident of the little boy who saved all Holland by the simple expedient of stopping the hole in the dike with his finger. If the lad had waited until the hole was larger, it would have been too late. Even if your losses are not large at this time, block them so that when you grow they will not grow with you.

Trade Trends at the New York Show

EDITOR'S NOTE.—In the accompanying article a staff member of THE RADIO DEALER presents a crisp summary of observations made at the recent Radio World's Fair held in New York City. Attention is also called to an article appearing in the News Section of the present issue, written by John F. Rider, expressing the views of a radio technician on the show and what it really signified to the average radio dealer.

By BERNARD FREEDMAN
Associate Editor, *The Radio Dealer*

WITH the close of the Third Annual Radio World's Fair in the New Madison Garden in New York City, in the opinion of trade authorities the fall season of sales in radio receiving sets and apparatus has been formally opened. More than two hundred manufacturers displayed to the trade and public their merchandise for the present season. The new merchandise proved to be more refined and advanced than models of previous years and although some improvements show greater strides than others, nothing was displayed that would completely revolutionize the entire radio industry.

The receiving set angle of the radio business featured approximately 300 receiving sets, including the various number of sets enclosed in different styles of cabinets. Interstage shielding of receivers was marked as approximately fifty per cent of the receivers displayed used diverse methods of shielding the necessary stages in their respective sets. As to whether shielding is essential to a proper receiving set is a question for the engineer, as the use of certain circuits, the number of tubes, the space permitted by cabinet dimensions, etc., are factors which determine whether or not the use of shielding is justifiable.

Power-operated receiving sets (those designed to use the lighting circuit for filament and plate current supply to the tubes) were displayed in the ratio of one to ten in comparison with receivers designed to operate from batteries or unincorporated current supply devices. The

power-operated sets displayed at the show may be divided into the following classes: those using tubes for rectification, those using chemicals and those using electrical and mechanical devices.

A great many manufacturers of battery-operated receiving sets declared that in their opinion the public was not entirely sold on elimination of batteries and should some of their customers desire elimination of the use of batteries, there were plenty of good eliminators on the market that could be used with their sets. As was to be expected the outward appearances of receiving sets and their cabinets were more beautiful than those of previous seasons. Period designs and departure from the trite box-type cabinet were noticeable. Circuits have been modified in many instances for accommodation of power tubes, for greater selectivity and especially for what is paramount, namely better tone and a more complete range of the various voice and orchestral frequencies.

Better loud speakers made their appearance this year in the conventional forms of cone, horn and various cabinet types. And there were a few departures from the above conventional types; some operated on a new resonance principle, others used a new sounding board, and taken as a whole the majority of speakers displayed showed improved design for giving greater audibility range and ability to stand more power. Three foot cone speakers intended for use in large rooms, halls and auditoriums made their appearance. Various speakers using a long



THE RADIO INDUSTRIES BANQUET.—More than 2,000 members of the affiliated branches of the radio industry gathered together in the main ballroom of the Hotel Astor, New York City, the evening of September 15, to attend the third annual banquet of the radio trades. The photograph above, shows one section of the banquet hall which presented one of the most impressive spectacles of its kind in the kaleidoscopic history of the entire radio industry.

horn for the sound outlet, were encased in housings which resembled those of the cone speakers.

Cabinet speakers using long horns were displayed in cabinets of many attractive designs. There still seems to be diverse opinions regarding cone speakers as to whether the free floating edge, the semi-floating edge and the rigid edge will give the best results, as each type was displayed to a great degree. In some instances speakers in cabinets were combined with power amplifiers. One manufacturer went so far as to design a master control unit, consisting of the radio frequency and detector stages, which is connected by means of a long cable to amplifier and speaker, thus enabling the user to place the speaker in a distant corner of the room while the tuning of the set proper may be accomplished at a distance from the speaker. Over 150 different models of speakers were shown, of which approximately 70 were of the cone type, 50 of the horn type, and 50 of the cabinet type.

The majority of the cabinet type speakers used the horn principle while a few placed a cone type speaker in a decorative cabinet. From a consensus of opinion from various members of the trade, including manufacturers, sales representatives, jobbers, dealers and salesmen, all three types will continue to be sold both as equipment for new sets and for replacement of the former types of speakers. Few would definitely commit themselves as to which type of speaker would be the ultimate leader as the general public has many and diverse tastes and any prophecy would be more or less hazardous.

Current supply devices of different types and for various uses were displayed more in abundance than in previous years as was to be expected. And as another proof that the market for radio apparatus is growing as rapidly as ever before, battery manufacturers as well as current

supply unit manufacturers reported increased business over last year. Over 75 different types and models of current supply devices were displayed. Of these approximately two-thirds were those designed to supply plate current alone and a few more added a "C" current feature. There were over 25 devices displayed whose function was to supply filament current to receiving sets from the lighting current supply outlet, either by means of the unit alone or in conjunction with the storage "A" battery. Combination filament and plate current supply units also made their appearance though not to very large extent. Of the various methods of rectification used in the above mentioned current supply devices, tube rectification was used in the majority, while others used chemical or mechanical and electrical rectification. Switches and relays were introduced at the show for the purpose of hooking up current supply units, trickle chargers, etc., and making the flow of current to the receiving set more or less automatic.

Parts of different kinds attracted considerable interest in the show because of their refinement in appearance, construction and efficiency. Among the new types of parts displayed were the recently developed variable condensers which incorporate the characteristics of both straight line frequency and straight line wavelength types. The purpose of these condensers is to prevent jamming of incoming broadcasting station signals at any part of the dial. Various types of double and triple variable condensers were also displayed for use in dual and single control receiving sets. Improved types of grid leaks and resistors with refinements towards greater efficiency and stability attracted comment from many. Rheostats of the air-cooled type and those using metal frames were dis-



SPEAKER'S TABLE COMBINES NOTABLES.—The second section of the Radio Industries banquet photograph shown above gives an interesting impression of the speakers table surmounted by microphones which carried the addresses to forty-three stations throughout the country, as well as the gala programme of entertainment features. Standing third from left at speakers' table is Vice President Charles G. Dawes, Paul B. Klugh, toastmaster, and Senator C. C. Dill.

played among those with frames of Bakelite and other compositions.

Audio frequency transformers of various types including impedance-coupled, resistance-coupled, etc., were displayed in the numerous kits as well as individually. Here too, as in the case of speakers, the trend is for better tone and complete range of the necessary frequencies essential for true reproduction. Fixed condensers of the smaller types together with the large by-pass and other types were displayed showing the improved methods of manufacturing used therein with the view to greater stability and longer life. In fact most of the equipment displayed at the show indicated that improved methods of manufacturing were being used not only for greater pro-

duction but also with a view to more refined products that will stand up under continuous use for a long period.

The outlook from the sales angle seems to be most healthy as the exhibiting manufacturers reported placing orders that were not gigantic individually, but numerous orders from different jobbers and dealers that were conservative and reasonable in quantity, thus indicating that the mortality of jobbing and retail establishments should be considerably less than that of previous years. Again the manufacturer is more certain that his outstanding credits will be met on time as his customers will not have their money tied up in too much stock. No better sign of greater stability in the radio industry could be perceived.

Merchandising Memorandums

By Henry H. Moore

THE most important and interesting work in the radio retail industry, is buying, for the buyer controls the destiny of the business. Poor judgment and lack of foresight spell absolute ruin.

The radio dealer obtains his merchandise from three main sources, namely, the manufacturer, the jobber and carpet-bagger. The nature of one's particular business determines which of these are drawn on for supplies. Most satisfactory results are obtained by dealing direct with recognized sources.

The writer has found it good practice to obtain merchandise from as few houses as possible. Such tactics result in increased credit standing and more efficient con-

trol of records. Merchandise is purchased for cash or on terms. The general terms offered by most concerns are two per cent 10 days and net 30. Occasionally special terms of payment are offered such as two per cent prox or trade acceptance. A concern always raises its prestige in the eyes of the trade if its discounts its bills on the 10th of the month following purchase.

The good buyer should always be very conservative in placing orders for new products. Much advance information regarding the merits of new merchandise can be derived by following up editorial mention and new apparatus sections in the various trade journals. These journals should be read religiously.

Pride Goeth Before a Radio Fall

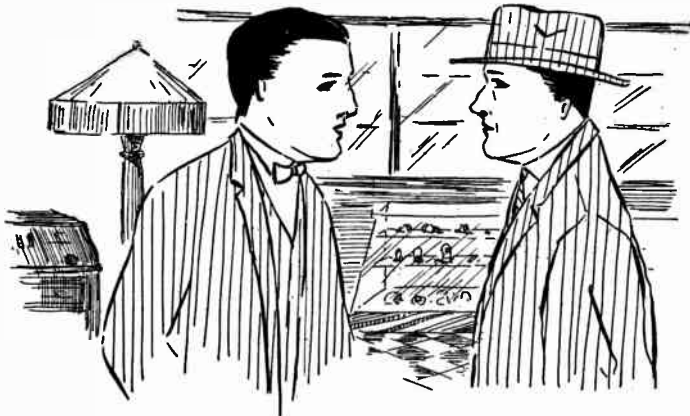
High-Handed Methods of Radio Merchant Brings Disaster Near But Phil Thompson Saves the Day

By W. F. Crosby

Illustrations by the Author

PHIL THOMPSON, demon jobber's salesman, was off again on his round of the trade. He had been out a week from the home office and business looked good. In fact it *was* good for Phil's order book looked good to him and he knew that the "Missus" at home would again have a word of praise for his unending efforts to put the line over.

He was working in toward the city again and had arrived in Surburbanville at noon and after a hearty "lunch" was headed up Sycamore Avenue toward the none too modest store of the Surburbanville Radio



Phil quietly asked the overpolite clerk if Harry Richards was in his office. "Yes," came the reply, "he is in conference."

Corporation and its blustering, bustling proprietor, Harry Richards. Phil had known Harry ever since he had worked for Jimmy Simpson in the old bicycle store down by the depot, and Phil, if anybody, knew just about how much there was to Harry's bluff manner.

Phil already had two or three set-to's with him but as yet he had not only kept the "account" but had actually earned Harry's gratitude in a way, for Harry was not much on expressing gratitude. He was a business man through and through and had no time for sentiment, but way down in his heart he felt that Phil Thompson knew something about the trade after all and although their views did not always coincide, he nevertheless remembered much that Phil had to say, even though he never would admit it.

Harry Richards weighed just a shade under 220 pounds, had a bristling, pugnacious mustache that was kept close cropped and effected broad white vests and neckties which would have done justice to even the most "collegiate" youth. In short Harry was a "snappy dresser," he knew it and cheerfully enough admitted it. He was a "clothes addict" and could no more get by a display of neckties or shirts in a store window, than the average Surburbanville youth could get by his own highly decorative radio display windows. The village wag once said that Harry should have been in the show business where he could have worn crimson neckties without having everybody in

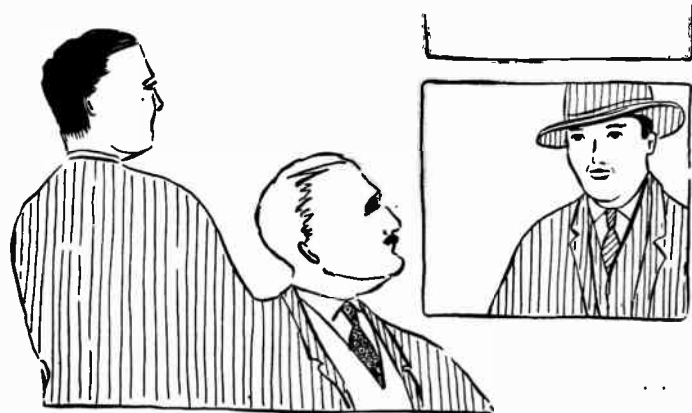
town kid him about them. Harry opened his store soon after the radio "boom" came along and had made good from the start. He owned a nifty little house in a rather nice neighborhood, drove a sporty sedan of a late model and his wife occupied a position in the town's society" which befitted a leading merchant's wife. In short, Harry Richards had prospered and spent right up to the limit, but was still in business and "going strong."

Phil Thompson, on the other hand did not particularly care for Harry's methods and had taken occasion to tell him so on several previous trips but Harry, despite his respect for Phil's judgment, had continued his ways, which Phil predicted would sooner or later get him into difficulties.

Phil recalled all of this as he trudged up the hill to the store; these thoughts were rather disquieting. He knew that Harry was a good customer and that he always met his obligations promptly but this time he had made up his mind that it was going to be a show down between them and that Harry would either mend his ways or Phil would lose the account.

He finally arrived opposite the store and after waiting for a minute for the traffic signal to change and for the rush of autos to stop, he walked across the street and into the wide open doors of the Surburbanville Radio Corporation.

The entire right hand side of the store was given over to an ornate display counter with gleaming plate glass and marble base inside of which could be seen the latest products of the parts maker's art. The back wall was given over to a magnificent mahogany and plate glass series of shelves while the left hand side of the store was tastefully decorated with floor



The two men looked up in time to see Phil's shadow flit across the window. His only course now, was to enter the office.

lamps, colored prints, period chairs and one or two tables on which reposed some of the finest radio sets.

The floor of inlaid linoleum in large black and white squares was partially covered by a handsome rug and altogether Phil had to admit that at least Harry knew

(Continued on page 160)



**A Convincing Answer to the Question:
"Is the Popularity of Radio Waning?"**

The Radio World's Fair, held in Madison Square Garden, New York City, September 13-18 enjoyed an attendance of over 230,000 people. The panoramic shown above gives a comprehensive idea of the wealth of displays and the crowds which thronged the new Garden during the week of the event. The panoramic presented on this page and the pictures of display booths on the pages which follow are the work of Foto Topics, under the personal supervision of Harold Stein.



Foto Topics, New York

The following concern's booths are shown above: 1. Diamond Electric Specialties Corp., 2. American Bosch Magneto Corp., 3. Stewart-Warner Speedometer Corp., 4. Freed-Eisemann Radio Corp., 5. Bakelite Corp., 6. Perryman Elect. Co., 7. Aluminum Co., of America.



Interesting show booths pictured above are as follows: 1. Benjamin Electric Mfg. Co., 2. Garod Corp., 3. Blair Radio Laboratories, 4. QRS Music Co., 5. General Instrument Corp., 6. American Bosch Magneto Corp., 7. Northern Manufacturing Co.

Foto Topics, New York



Among the show booths pictured above are the following: 1. Crosley Radio Corp., 2. Polymet Mfg. Corp., 3. J. B. Ferguson, Inc., 4. Moulded Products Corp., 5. Montrose-Hast Radio Labs., 6. H. G. Saal Co., 8. Electrical Research Laboratories. Foto Topics, New York



Foto Topics, New York

Numbered among the radio show displays above are: 1. Westinghouse Electric & Mfg. Co., 2. Federal Radio Corp., 3. English-Whitman Products, Inc., 4. Weston Elect. Instrument Co., 5. Operadio Corp., 6. Conneway Labs., 7. Slagle and Aero. 8. Beacon Radio Mfg. Co.



1. Bosworth Electric Mfg. Co., 2. Regent Radio Corporation, 3. All-American Radio Corporation, 4. Arthur H. Lynch, Inc., 5. Spartan Electric Corp., 6. Farrand Mfg. Co., 7. the Priess Radio Corporation.

Foto Topics, New York



Foto Topics, New York

The exhibits shown above include: 1. De Jur Products Co., 2. Furnell Mfg. Corporation, 3. Utah Radio Products Company, 4. DeForest Radio Company. 5. Stevens & Company, 6. Day-Fan Electric Company, and 7. The Gould Storage Battery Company.



The eight show booths pictured above include: 1. Amplion Corp. of America, 2. Schickerling Products Corp., 3. Pacent Radio Co., 4. Martin-Copeland Co., 5. National Lead Battery Co., 6. Dictograph Products Corp., 7. Reichmann Co., 8. Splitdorf Magneto Corp.

Foto Topics, New York

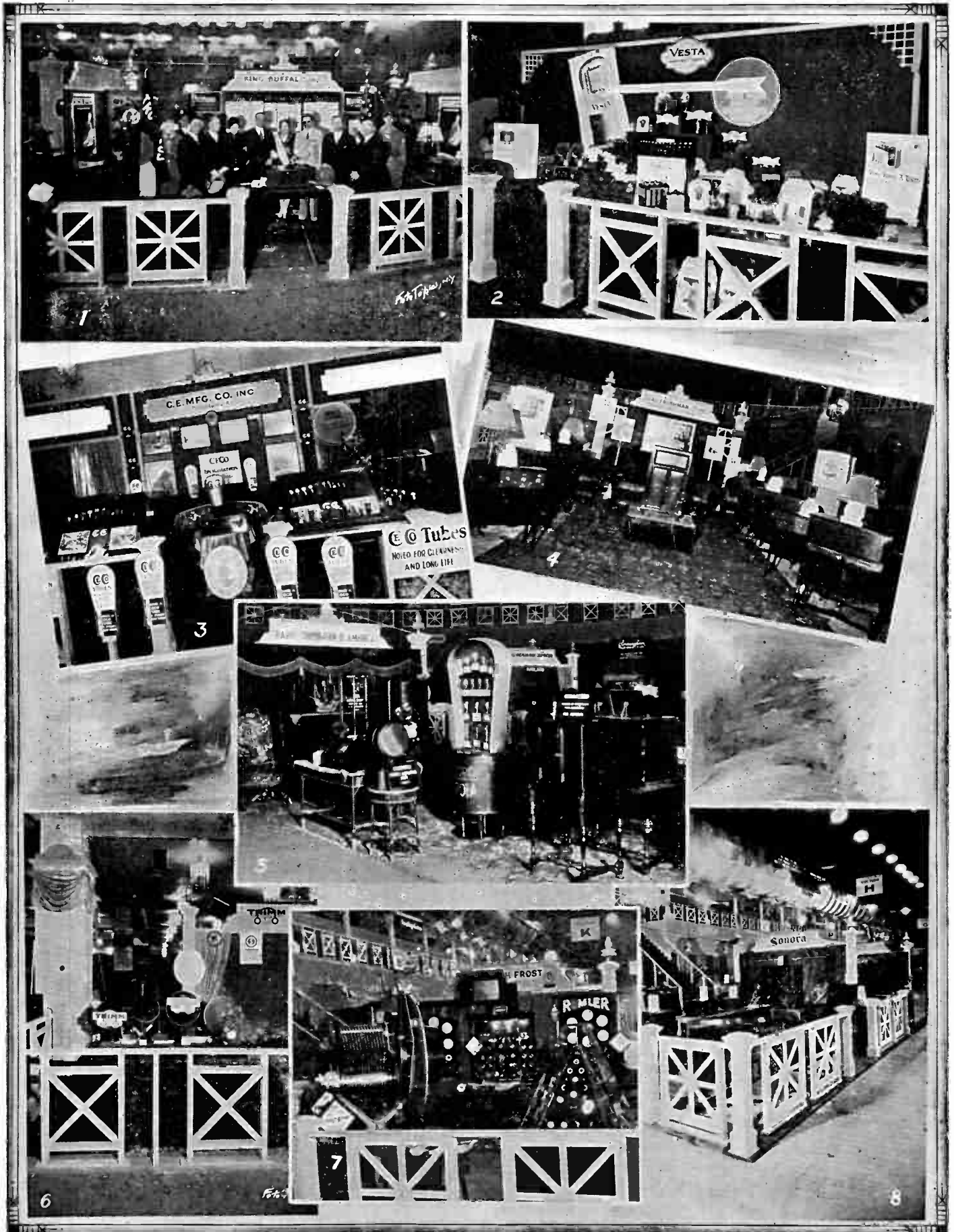


Foto Topics, New York
 Miss America, (Miss Norma Smallwood) is seen in the King Radio Booth above. Other display booths include: 2. Vesta Storage Battery Co., 3. C. E. Mfg. Co., 4. Charles Freshman Co., Inc., 5. Radio Corp., of America, 6. Trimm Mfg. Co., 7. H. H. Frost, Inc., 8. Sonora Co.

Pleasing Variety of Displays Features of Los Angeles Show



The first few glimpses available of the Los Angeles show, held in the Ambassador Auditorium, September 5-11 are shown above. These include: 1. Gilfillan Radio, Inc., 2. C. W. Smith Co., 3. Stromberg-Carlson Co., 4. Howard Radio Co., 5. Aerovox Wireless Corp., 6. Western Auto Supply Co.

DOLLAR PULLERS

Sure Winner Sales Ideas for Radio Men

Recapture Old Customers

If the dealer is selling new models of sets to many folk who bought old models from him in previous years, it would be a mighty good thing for him to run some advertising in the local newspaper to this effect. Such advertising would make other folks who had old models feel like buying new sets.—F. R., Ohio.

Advance Christmas Suggestion

Suggest to folk who are intending to purchase radio sets for Christmas that they start making weekly payments at your store on the sets right now so that they will have the sets largely or entirely paid for when Christmas comes. And as an inducement to get folk to do this, emphasize



the fact that there is no interest on deferred payments charged up to them and that, instead, you'll give them a good interest on their money, which will cut down the cost of the sets.

You could offer any rate of interest you cared to—of course, the better the rate the more effective the stunt. This would be a real novelty proposition and should create comment, be good advertising for the store and also sell some sets.—P. F., Wyo.

Multi-Message Billboard

We have developed a new angle in billboard advertising that is ringing up more sales in our cash register. On a big board located near the heart of the city appears the name of our concern, taking up two-thirds of the space on the board. The other third is allotted to a frame, and as if through a window the interior of a home is visible. In this home scene different

STIMULATE RETAIL SALES

The popularity of the Dollar Pullers Department continues unabated. Seemingly dealers have been quick to realize that many new prospects can be created and many new sales recorded as a result of adopting the profit-paying ideas which appear in this department each month.

The past policy of paying fifteen dollars for the idea deemed the best among each month's contributions will be continued. Ten dollars will be paid for the second best idea which is published and five dollars for the third best suggestion. All other contributions published will each receive one dollar.

Contributions will be acceptable from everyone in the radio trade with the exception of members of THE RADIO DEALER staff. Kindly address all contributions to: Editor, Dollar Pullers Department, THE RADIO DEALER, 10 East Thirty-ninth street, New York City.

lines handled by the firm are shown and the display is changed frequently to give variety and to throw the spotlight of outdoor publicity upon one line at a time. The same radio interior is never used twice. This system enables us to maintain a system of rotary advertising on one billboard at but a small additional cost.—L. V., Ore.

Magazine Offer Helpful

The writer recently hit on a mighty good stunt which will probably offer a worth while suggestion to other dealers. This dealer found he had accumulated a large quantity of radio magazines—fan publications as well as trade papers. So he put a sign in his show window saying he'd gladly give the magazines free to anyone

FORTUNATE CONTRIBUTORS

The recipients of awards for the best Dollar Pullers published in the September issue were as follows:

First award, \$15. M. C. Feldman, United Music Co., Brockton, Mass., subject: "Secured Best Prospects."

Second award: \$10. R. S. West, Little Rock, Ark., subject: "All Votes Count."

Third award: \$5. Bernard Rhea, 19 North Augusta street, Staunton, Va., subject: "A Novelty Appeal."

who was sufficiently interested to drop in and ask for them. Numerous people did so and the dealer then talked to them and found out several who were interested in buying sets and to them he made several sales.—F. B., Mont.

Radio Show in Pictures

At this time of the year most of the radio manufacturers are bringing out their new models, and advertising them in all the leading radio publications; and like many other radio dealers we receive a number of these magazines.

This year we are trying a stunt which already is creating a lot of interesting prospects. We have a board the full length of our window and every new model that comes out, we cut it out of the magazine and paste it



on this board, which has become a radio show in pictures.

Although it is impossible for one dealer to handle the many different lines, the customers want to look around before buying and if you cannot show them a certain make of a set they will go where they can see it.—C. McF., Que.

Register Here, Please

The following plan secured a good mailing list for our store:

Put a stand in front of the store with a registration book on top of the stand and a pencil attached with a registration book on top of the stand and a pencil attached to a chain (so that folk will not walk off with it) nearby. Put a sign at the back of the stand reading like this:

"Register here to receive our radio literature."

People are always glad to sign their names when there is no obligation at-

DOLLAR PULLERS

Sure Winner Sales Ideas for Radio Men

tached and so this secures a lot of signers and gives you an up-to-date list of people with accurate addresses.



Also the list might be good enough to merit personal solicitation.—L. F. R., Prov. Quebec.

Advertising the Store

Many times a prospective customer enters a radio store to inquire about an article advertised, but there is an error because he has forgotten the given item. It would be farsighted policy were the radio dealer to frame his newspaper advertisements neatly and hang in a conspicuous place, such as near the store entrance, both inside and outside, and near telephones.

Many people would look for these advertisements. So far as the prospective customer is concerned, he could more easily find a desired item without the need of going into detail. Many of those who would read these advertisements ordinarily would purchase only one or two radio articles, but fresh perusal of the different items would create a desire for other equipment. Thus additional sales would result.

The radio dealer, moreover, would derive greater value from his advertising. Being featured about the store this is well worth considering, inasmuch as radio prospects for whom advertising is intended naturally gather there.—R. S., N. Y.

Individuality Advertises Business

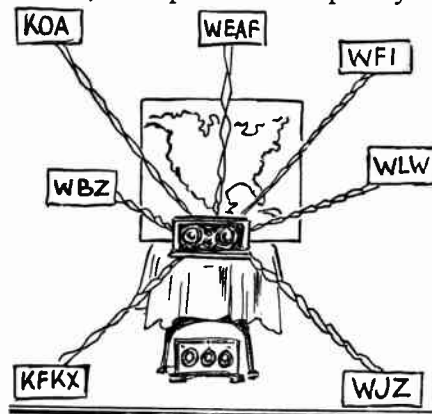
Lack of tidiness discourages many prospects and causes a loss of business that the radio dealer may not think about. It would pay the owner of the radio store when probing for

possible reasons of slack business to institute an outstanding policy of cleanliness, at the same time encouraging greater enthusiasm on the part of the salesmen, by sweeping up at regular intervals—yet never when prospects are present.

At the same time each salesman might be provided with a standard suit that in a way would help to advertise the store. Thereby, too, there would be contributed an individuality that would help to set the store apart from competitors, and cause more people to talk about its business. The store uniforms would involve but nominal outlay, far overshadowed by the increased profits that the new policy of cleanliness and individuality would bring.

A Radio Map

Mount a large radio map, showing locations of all radio broadcasting stations, and place the map in your



show window. Then attach ribbons to all of the cities, or to many of the prominent cities, as shown on the map, where there are broadcasting stations, and carry these ribbons to cards in the foreground of the window. On these cards give the names and addresses of those of your customers who have heard stations in these cities over radio sets purchased from you.

This has proved a very newsy, interesting, unique proposition and it would be certain to get a lot of attention, create a lot of comment and build a good volume of business for your establishment.—M. B., Ga.

Suggests Trade Check

Check up on your customers to see which radio set owners haven't recently been in for battery charging or

to buy new tubes, etc. When an owner doesn't come in the store for such stuff within a reasonable length of time it may mean that he is going elsewhere for battery charging and for supplies. Which isn't good business for the dealer, at all. A check of this sort and then some solicitation among the missing will often secure splendid results.—O. J., Conn.

A Novel Departure

It recently proved an interesting and profitable proposition for us to stage a block party for a week during which our sets were in all the other retail stores, restaurants, etc., on the block, demonstrating during the week. We featured newspaper advertising telling what was done and gave the names and addresses of the stores where our sets could be heard during the week. This gave the other stores some worth while publicity and made them glad to cooperate with us.

Of course, with each set on demonstration in other stores we have cards which interested people fill out and deposit in boxes near the sets, thus giving some good leads to follow up.—L. B., Penna.

Fortified With Information

Whenever the radio dealer stocks up with new articles it is desirable that the salesmen fortify themselves with important information. Too often a prospect enters, inquires concerning a new item, but the attending salesman knows little or nothing regarding it, or even the nature of its peculiar operation, value, etc. All this would be eliminated were the proprietor to secure all information



DOLLAR PULLERS

Sure Winner Sales Ideas for Radio Men

possible regarding a given item, from the makers or sellers, having same typed on short bulletins.

These bulletins could be pasted up near the counters, and they also should be distributed to the various salesmen. After reading and studying same the salesmen would be equipped with the proper knowledge, and they thus naturally could more properly wait upon customers.—F. W., N. H.

An Interesting Exhibit

Write to every broadcasting station in the United States—you have the names and addresses on your radio map—and ask for pictures of announcers or artists or of the stations themselves. Then when you get all these pictures, put them in your show window with typed inscriptions attached telling all about them.

Then advertise that you have this display and urge everyone in the city to come and see it. This would be a wonderful bit of advertising for you and it would mark you as being a real live wire, which would be of great help to you in securing more business.—E. R., Ont.

House to House Canvass

From house to house equipped with good advertising literature, and record book for recording advance information, is the best method we have ever found to increase business. In this way customers can be consulted in person and by proper conversation create a desire for radio that leads to a sale. Record all information desired in record book for future reference and leave good advertising literature with them.—L. M. P., Ala.



Lines on Dress Parade

Fashion shows are cropping up here and there and afford an opportunity for the radio dealer to demonstrate that there are new styles in receivers as well as in dress. During the recent annual Fall Fashion Show staged here we took advantage of the opportunity to get a sales message across to the thousands who were attracted to the shopping district by the event. We displayed equipment of the newest design in windows that virtually breathed the colorful Fall. A sign in the window display told the crowds a convincing story about the new models.—W. B. A., Cal.

Selecting Selling Point

Selectivity is a big selling point. Demonstrate selectivity by a "mass demonstration." Line up three or four models that are exactly the same and get each of them to bring in a dif-



ferent station from the same city at the same time. This would be a splendid demonstration of selectivity and would be something new and rather different in the demonstration line and so would be a distinct help in selling more sets.—O. L., Ind.

Convince the Customer

Do your prospects ever say that they won't buy now but that they will buy in about a year or so? A prospect said that to one of our salesmen recently who immediately came back at the prospect in this way:

"That's fine—I'm glad you're going to get a radio set eventually. But why not now? Think of all the fun you'll be losing. And, worst of all, you won't be in it when your friends

and relatives talk radio. You know, radio is one of the chief topics of conversation nowadays and you'll cer-



tainly feel out of it if you haven't a radio and can't join in the conversation. Get a radio now and be one of the crowd instead of an outsider."

And the dealer made the sale.—E. P., Tex.

A Profitable Tie Up

The Wichita, Kan., store of the J. W. Jenkins Sons' Co. is still tracing business to its tie-up with the annual trade excursion and good will trip of the Wichita Chamber of Commerce for which the company loaned a receiving set. The receiver was placed on the special train that conveyed the party on its trip through Kansas. The company made the installation and members of the party were entertained with programs picked up enroute and kept in touch with Station KFJH which broadcast a news bulletin daily for the tourists.—M. S., Kan.

Give Your Own Prizes

Any month that my radio sales beats those of a year ago I give myself a prize. Either something we need, and did not think we could afford or we take an outing. So far our prizes have given us two trips to Atlantic City, several smaller trips, a new parlor portable, and some new china. Seems to make a feller work harder and gather in more coin of the realm, for no excess sales means no prizes.—G. H., N. Y.



From the Editorial Viewpoint

Record Year Expected

WINTER will withdraw attention more or less from outdoor entertainment to the indoors where broadcasting is a big factor in furnishing a musical background for the home. It is the general impression that the retail trade will establish a record this year.

This season will mark radio's sixth season of popularity since broadcasting began on a large scale and it finds the public more than ever interested in the radio game. No radical changes are expected in radio for several years to come, as a practical, dependable and permanent utility and radio is now more or less definitely established for every day use.

Following the period of experimental development during which the market was flooded with scores of sets of all degrees of receptivity the industry had now settled down to the production of a relatively few standard high class sets, expertly designed and substantially built, which may be expected to give as good results five or ten years from now as they do when new.

There is no more reason for waiting to buy a good radio set than there is waiting to buy a piano. While there doubtless will be occasional refinements to receiving equipment, these are not likely to affect the comparative values of the standard sets of today.

Radio Writers Active

THE National Association of Radio Writers organized at the Hoover Conference two years ago again came to life during the recent Radio World's Fair in New York City. This time there seemed to be an underlying motive which prompted concerted action and a decided tendency to accomplish matters worthwhile.

Needless to state the need for a live, active organization along these lines is as vital today as when it was first conceived in the minds of the members of the radio press in Washington assembled. There is a wide field for real, aggressive action.

The American public looks to the radio editors and writers for material and facts which will more clearly portray radio in its fullest meaning. It also wants the dishonest, unscrupulous and meaningless reading material, based largely on the personal pride of neer-do-wells in radio

fields separated, like the chaff from the wheat. It wants the facts and will lend co-ordinated support to the organization which has for its motto that underlying purpose.

May the National Association of Radio Writers accomplish by friendly, enthusiastic co-operation among its members, that wholesome reaction from the great American public so conducive to success in association activities.

Twelve Trade Shows

TWELVE radio shows were held in as many cities during the last two weeks of September. This is an interesting fact when we consider that reports received from the earlier shows indicated a deeper public interest and trade commitments for the future which were well worth while. Of course in every instance, the shows were not rousing successes as management does count for something in radio shows.

But in the majority of cases the shows proved conclusively that public interest was aroused to a higher pitch than ever before, and that it was up to the dealer to capitalize on that demand. The aggressive merchant is one who is constantly on the move while the failure is the one who spends his time wishing for better things.

It is an interesting commentary that except for the first week of November there will be no other shows during that month or in December. The earlier show trend is reflecting itself in earlier buying and a better state of affairs in the retail end of the industry.

Radio Conference Needed

ACCORDING to a current report there will be no radio conference held in Washington, D. C., during the coming Fall despite the fact that conferences were held there during the past four years. The radio industry needs the benefits of conference far more this year than ever before. The industry admits the necessity of a round-table-get-together, but also is forced to regretfully recognize the futility of continuing to pass resolutions the observance of which is predicated on nothing stronger than the far-famed and much overworked "gentlemen's agreement."

Certain Senators have steadfastly refused to sanction radio legislation on the premise that the "ether" is free and not subject to the rule of any

man or body of men. By the same token the earth and the highways resting thereon are free, yet local and national legislation empowers State and Federal officers to regulate the action of people using these highways.

Radio legislation must be passed by the next Congress if the welfare of 28,000,000 listeners is worth the consideration of our Senators. Our highways are regulated and our airplanes require regulation every bit as much. The radio industry is too big and important to be neglected by legislators who consume hours of debate over the advisability of erecting a bridge over some unnamed creek in Northwestern Montana.

The Wisdom Questioned

ONE of the prominent radio-manufacturers advertises a "simplified, standardized, foolproof set." Some may question the wisdom of such advertising as a reflection on buyers, sure to be resented by them. No doubt some will react that way. Some types refuse to admit they don't "know it all" about radio or anything else and would resent any such argument as this by a radio salesman. It hurts their vanity. Some of the younger enthusiasts, too, do not want a simplified or "foolproof" set. They get more pleasure out of mastering its intricacies and experimenting with it than they do from merely listening to perfect reproduction easily produced.

A "standardized, simplified, foolproof set" would be welcomed however by a large class, by older enthusiasts who have little knowledge of radio technicalities and are not ashamed to admit it. Their interest is in receiving and enjoying the benefits of radio with the least trouble.

Good Business Prospects

CONDITIONS are healthy and extremely favorable for good business this fall. This opinion is based partly upon the business carried on so far this year, during which time a new record in volume of sales is claimed, and partly upon the fact that the public is spending money freely along all lines. Furthermore, the industry is now practically stabilized.

The only drawback is the present free-for-all situation in broadcasting, but many leaders of the industry do not believe conditions will become any worse. On the contrary, they feel that, at its worst, it is but a slight inconvenience to the listeners. The broadcasting situation, they assert, will soon adjust itself, probably before Congress enacts regulatory legislation, because it is so necessary for broadcasters to retain the good will of the listening public.

Prospects for selling good radio receiving sets are good, because the public is seeking better

sets, and because, as yet, only about a fifth of the homes of this country are equipped for reception.

According to returns on a questionnaire recently sent to 1000 retailers, the chief demand of radio fans is now for simplicity of operation, or sets with few controls. Tone quality comes next in the public demands, followed by loud-speaker volume in practically all sets.

Amendments Believed Desirable

A SURVEY of the radio industry, including the broadcasters, indicates that the Dill Senate bill meets with general favor, although there are several amendments believed desirable. According to the replies of the National Association of Broadcasters questionnaire, 70 per cent would prefer to have the radio industry represented on the control commission, or at least to have the eligible for such offices. The Dill bill, as it stands, requires that men who are or have been engaged in any phase of the radio industry within a year's time are ineligible.

They were almost unanimous in the opinion that equal rights should not have to be extended political candidates by a broadcasting station any more than they are by a newspaper, and they object to not having authority to censor matter broadcast either as entertainment or advertising.

About 90 per cent of the replies did not favor the section providing that each state has a fair share of radio channels, in view of the general authority given the commission.

A Rational Course

THE Northwest Radio Trade association took the only rational course open to it when it resolved that the federal government should have charge of and control the channels of radio communication. Besides federal regulation there should be a friendly agreement between the United States and Canada for mutual benefit, seeing that radio channels have nothing tangible to do with international boundary lines.

Whether the business of licenses, wave lengths and power stipulations should be under the jurisdiction of the Department of Commerce or a separate federal agency is important, but it is incidental to the main question of federal government control.

There is no assurance that the force of circumstances would assure a satisfactory condition in radio communication as a purely private enterprise. On that score the usual working of human nature is not reassuring. The skeptic is not unmindful of what took place almost immediately following an opinion which, if correct, leaves the field open for private competition to operate pretty much as it pleases.

Sales Appeal in Dealers' Trade



Window strips, generally in a variety of harmonious colors, and similar one depicted above by the Stewart Warner Speedometer Corporation, Chicago, go a long way toward adding interest to a window display. When placed in the center of a window or in the background greater appeal is lent displays.



The cut-out card shown to the left is being furnished dealers by the Supertron Manufacturing Co., Hoboken, N. J., as a sales aid. The card handsomely embossed and colored calls particular attention to outstanding features of Supertron products thereby making a real sales medium.



The two cut-out cards shown above do considerable missionary work in the interests of radio batteries manufactured by the Willard Storage Battery Co., Cleveland, O.



The Borkman Company of Salt Lake City, Utah, recently issued the handsome folding cut-out card illustrated above for the benefit of dealers handling the radio apparatus manufactured by the company. The card, according to all reports, is a credit to the organization and also an effective sales messenger.



Antenna equipment and the proper instruction covering installation are fully outlined in the special counter carton shown to the left which is furnished to dealers by Electrad, Inc., New York City.

Authorized dealers for Stromberg-Carlson radio products almost feel like a college graduate receiving his degree, and seemingly, as shown to the right, gave it equal prominence in their stores.



Displays Helps to Increase Profits



Panel and cut-out cards in a pleasing variety above are featured by Electrad, Inc., New York City, among its dealer clientele. It is the old story of attracting the eye as the first step in the buying procedure.



Belden Manufacturing Co., Chicago, makes a specialty of arranging a display carton showing its products along the lines indicated above. The sales appeal seemingly is not lacking due to the fact that eternal curiosity is partially satisfied in viewing the contents. The salesman does the rest.



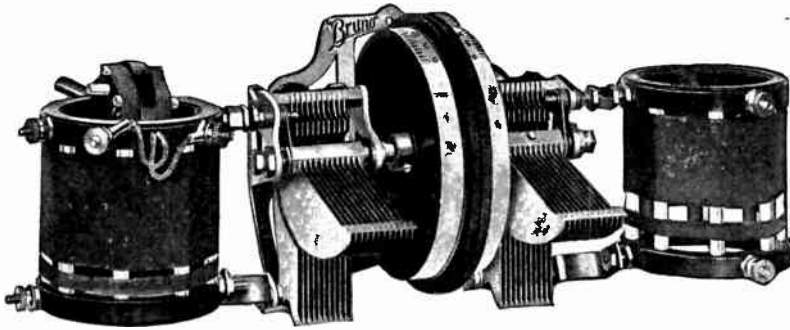
The display carton shown to the left is furnished dealers by the Crowe Name Plate & Manufacturing Co., Chicago, in the interest of better sales. It contains twenty-five packages or sets of cable markers made by the Crowe organization, attractively priced and well calculated to arouse the buying instinct on the part of the average customer.

Sincerity of appeal is manifested in the circular window transfer emblem shown below calling attention to the free booklet which the Stewart-Warner Speedometer Corporation, Chicago, offers to the public. Needless to state the emblem is the means of placing many thousands of additional booklets into the hands of prospective radio apparatus buyers.



Capitalizing a public event is oftentimes the means of directing increased public attention to the concern or individual who displays that inclination. The photograph above shows a large motor truck whose two sides proved appealing and moving displays in the interest of the Poly Claro-Plug made by the Polymet Mfg. Co., New York City.

The Radio Dealer Catalog of New Apparatus



BRUNO UNITUNE Model TK. Manufactured by the Bruno Radio Corp., 40 Paynter avenue, Long Island City, N. Y. Tuning unit consisting of 2 Bruno .0005 mfd. straight-line frequency condensers mounted on aluminum frame, bronze panel plate and two drums, with scale. Condensers electrically insulated from each other. Left hand condenser holds low loss radio frequency transformer while right hand condenser holds three-circuit tuner. Adaptable to variety of circuits. List price \$20.00.

KOLSTER 6E RECEIVING SET.

Manufactured by Federal - Brandes, Inc., Woolworth Building, New York City. Six tube receiving set employing Kolster circuit with 3 stages of tuned radio frequency, detector and 2 stages of special transformer coupled audio frequency using 112 tube in last stage. Single tuning control; 200 to 550 meters wave length range; indoor or outdoor antenna; built-in Brandes cone type loud speaker. Adam brown satin finished mahogany cabinet measuring 18 $\frac{1}{4}$ " wide, 42 $\frac{1}{4}$ " high and 11 $\frac{1}{8}$ " deep with space provided for batteries or eliminators. List price \$135.00



VOGUE ORTHOLIAN SPEAKERS.

Manufactured by Richard T. Davis, Inc., 5252 Broadway, Chicago, Ill. Loud speaker enclosed in cabinet of shaded walnut and dark trim with grille and legs of carved artwood. Dimensions: 48" high, 14" deep, and 22" wide. Made in two models. Model 30 contains horn having a tone travel of over seven feet. Design uses principal of metallic kick-off designed for clear enunciation with tonal reflex for bass notes. Cabinet and horn arranged that ample space is available for batteries necessary for average set. List price \$85.00.

Model 32 uses same cabinet as above and is designed to handle great volume. In upper padded compartment back of grille is special double point cone operated by power amplifier that plugs into 110 volt 60 cycle light circuit and uses CX-316-B and CX-310 tubes. Provided with plug that may be placed in tube socket of first or second amplifier of set. Plug is detachable so cord can be slipped through back panel of set and out of sight. List price \$175.00.



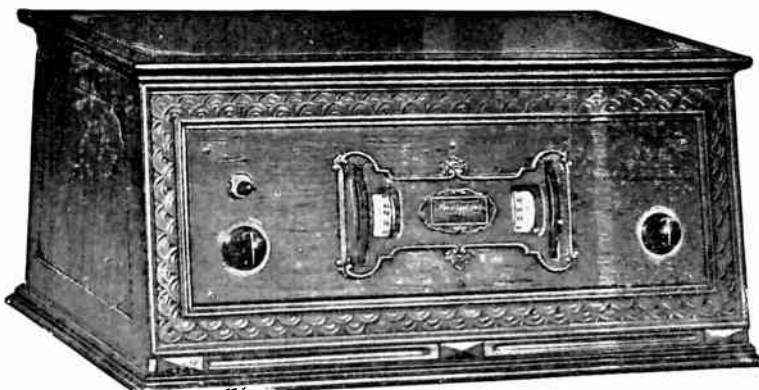
MARTI ELECTRIC POWER RADIO.

Manufactured by the Marti Electric Radio Co., Inc., 22 Central avenue, West Orange, N. J. Receiving set operating from 110-120 volt, 50-60 cycle AC circuits. 6 Kellogg A-C and 1 216B tubes are included. 3 vernier tuning dials. Meter on front panel. List price \$175.00



RADIO - ART CABINET, Model

No. 2028. Distributed by the Musical Products Distributing Co., Inc., 22 West 19th street, New York City. Highboy cabinet designed for use with Radiola sets. Paneled doors fold out of way; constructed with butt walnut or mottled mahogany with rose wood overlay; equipped with Amplicon loud speaker unit and hard rubber tone chamber; ample enclosed battery space; special slide permits access to tubes. Dimensions: 28" wide, 19" deep and 40" high. List price \$95.00



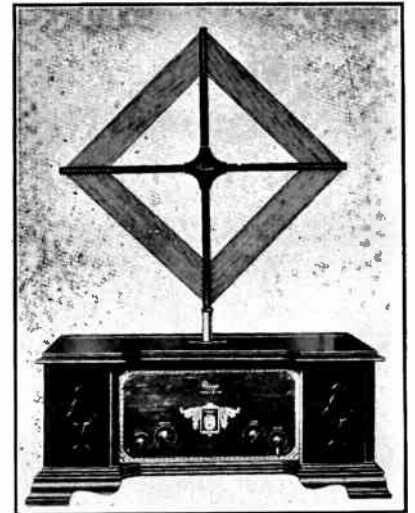
RADIODYNE WC-20G. Manufactured by the Western Coil & Electrical Co., Racine, Wisc. Nine tube receiving set with two controls of drum type almost concealed behind panel. Special B-compensator knob; Mazda lamp for tube protection; 10 foot battery cable. Cabinet and front panel of walnut two-toned in walnut and ebony measuring 24 $\frac{1}{4}$ " x 11 $\frac{1}{4}$ " x 15 $\frac{1}{4}$ ". List price \$225.00.

The Radio Dealer Catalog of New Apparatus

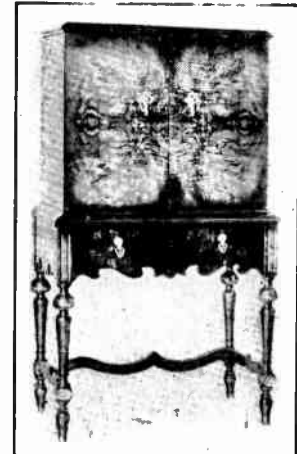


SPARTON 110-AC CONSOLE RECEIVER. Manufactured by the Sparks-Withington Co., Jackson, Mich. Five tube receiving set equipped with five Kellogg AC tubes, and one additional spare tube, designed to operate on 110 volt, 60 cycle AC circuit. Enclosed in two-tone walnut finished console measuring 44" high, 29" wide and 13" deep, and containing special built-in cone speaker. Two tuning controls with three little windows on front metal panel, with middle window indicating wavelengths and other two windows numbered graduations. One volume control; one switch for set proper; one switch for dial light and special tap for aerial connection. List price \$360.00.

PRIESS STRAIGHT "9," Table Model. Manufactured by the Priess Radio Corp., 691 Broadway, New York City. Nine tube receiving set accommodating power tube in second radio stage and 200-A in detector stage. 205 to 555 meter range; external loop; straight-line, wave length condenser with exaggerated spacing on shortest wave lengths; no-play vernier drive on main tuning; last radio and detector tubes shock-mounted. List price \$195.00.



ALL-AMERICAN CONSTANT-B. Manufactured by the All-American Radio Corp., 4201 Belmont avenue, Chicago, Ill. "B" current supply unit equipped with special switch supplying 135 volts when set on low and above when set on high. Variable detector and amplifier controls. 6 binding posts: ground, B—, B45, B67, B90 and P for maximum voltage. Enclosed in metal housing 7¼"x6½"x5" finished in brown crystalline. Raytheon tube furnished. Equipped with lamp socket cord and plug. List price \$37.50.



BATTERY-LES ELECTRIC RECEIVER. Manufactured by the Batteryless Radio Corp., 116 W. 65th Street, New York City. Receiving set designed to operate from either direct or alternating current supply outlet. When direct current is used 201A tubes alone are necessary; when alternating current is used two 2-ampere Tungar tubes are necessary for rectification besides the regular 201A tubes. One filament dial controls all tubes as a unit. Designed to make it impossible to overload tubes, as the removal of one automatically cut out all others.

BLAIR RECEIVER Model 901-W. Manufactured by the Blair Radio Laboratories, 368 Sixth avenue, New York City. Six tube tuned radio frequency receiving set using resistance-coupled audio amplification. Installed in high-boy cabinet of two-tones walnut. Built-in loud speaker with Amplion unit; localized tuning control. Made in two models: power-operated model lists for \$395.00; model using batteries for \$260.00.



DIAMOND SPECIAL. Manufactured by the Diamond T Radio Manufacturers, South Bend, Ind. Six tube t.r.f. receiving set incorporating new Diamond DeLuxe Control with split dial allowing single control or a more finer control for more selective tuning. Attachments for use of either 90 or 135 volts, of plate current. Built-in speaker. List price \$58.00.

With the Radio Trade Associations

RADIO WRITERS RE-ELECT LAMERTHA AS PRESIDENT

NEW YORK CITY.—“Wild-cat” publicity and news matter detrimental to the best interest of the general public and the radio industry will soon be a thing of the past,” declared Harry LaMertha, of the Globe-Democrat, St. Louis, who was re-elected president of the National Association of Radio Writers at the annual meeting held September 17, in Madison Square Garden, in conjunction with the Radio World’s Fair. The association went on record as opposing misleading news and feature stories relating to radio subjects.

Captain Stephen L. Coles, of the New York Herald Tribune, was elected vice president; Stewart Mahanay, of Country Gentleman, Philadelphia, treasurer; Arthur Sinsheimer, Dry Goods Economist Group, executive secretary; Walter A. Schilling, THE RADIO DEALER, general secretary.

The Board of Directors includes: Robert D. Heintz, Washington, D. C.; Orrin Dunlap, Jr., New York Times; William E. Hedges, Chicago Daily News; Arthur T. Halloran, Radio, San Francisco; Lambdin Kay, Atlanta Journal; Lloyd Jacquet, Brooklyn Daily Eagle; Everett M. Boyd, Cincinnati Enquirer; Frank Rosen, Philadelphia Inquirer; Kenneth Warner, QST, Hartford, Conn.; Carl Butman, Washington; Frank Hinman, Chicago Tribune; Willis K. Wing, Radio Broadcast, New York; E. L. Bragdon, New York Sun; Ralph Worden, Cleveland News; Jacques Cartier, La Presse, Montreal; H. F. Wooley, New York American; Dave Casem, New York Telegram; Captain Robert S. Wood, New York World; H. F. Sohn, Newark Call; Miss Julia Shawell, New York Graphic; I. J. Fitch, Radio News, New York.

The next meeting of the association will be October 14, in the Congress Hotel, during the Chicago Radio Exposition.

R. M. A. Membership Increasing

NEW YORK CITY.—Forty applications for membership in the Radio Manufacturers Association were received during the recent Radio World’s Fair. This exceptional total has caused the members to feel that the good work done by the association is gradually proving the means of its broadening out in the scope of its activities.

Troy Dealers to Organize

TROY, N. Y.—Preliminary steps have been taken to form an association of radio dealers and wholesalers here. Invitations have been extended to the trade in Watervliet, Green Island, Cohoes, Waterford, Mechanicville and Hoosick Falls to attend an organization meeting to be held in this city, on Oct. 11.

Show Committee Appointed

MINNEAPOLIS, Minn.—The Northwest Radio Trade Association of this city recently announced the following committee to handle arrangements in connection with the trip to be made by a delegation of members of the local association to the forthcoming Chicago Radio show, October 11-16: Guy Kowfeldt, chairman, M. K.

Franklin, Tom Hoy, and J. O. Maland, all of Minneapolis, and John M. Redell, of the Kurz-Kasch Co., Chicago. The Minneapolis delegation will make the Morrison Hotel, Chicago, its official headquarters.

Radio Show Contemplated

SAN ANTONIO, Tex.—San Antonio will have its annual show during the latter part of September or early October, according to announcements made recently. G. C. Blanchard, president of the Radio Trades Association, B. A. Davis, and Victor Cortines, are members of the committee in charge of arrangements.

Association Deplores Air Pirating

NEW YORK CITY.—Fair play and decency on the part of broadcasters is urged in a resolution adopted by the Talking Machine and Radio Men’s Association, at its last meeting. The action of stations in taking of wave lengths higher than those originally allotted by the Department of Commerce is deplored in the resolution which was unanimously passed by the association.

Co-Ordination Committee Named

NEW YORK CITY.—The general trade conference of the radio industry scheduled to be held during the Radio World’s Fair, resulted in a general Radio Co-ordination Committee composed of members of the Radio Manufacturers Association, Radio Section of the Associated Manufacturers of Electrical Supplies, Federated Radio Trades Association, and others forming for betterment of prevailing trade and broadcasting conditions.

ROCHESTER BODY MAKES DEFINITE TRADE STRIDES

ROCHESTER, N. Y.—The value of a trade organization with a definite program is shown by the enviable record of the Rochester Radio Trades Association, Inc., which was reviewed at the initial meeting of the season held on Sept. 13. When Thomas B. Sharar, president, ordered a roll call it was learned that the entire membership of fifty dealers and distributors was represented. It was reported that radio sales in this city during the past summer exceeded that of the corresponding period in 1925.

Texas Association Meets

HOUSTON, Tex.—The Southwestern Radio Jobbers Association met Sept. 2 to discuss trade conditions throughout this part of the state. Plans for the coming radio season and a general discussion of the outlook also formed an important part of the program, according to L. F. Philo of the Tel-Electric Company.

T. M. R. M. at Briar Cliff

NEW YORK CITY.—The leading trade outing of the current season was that of the Talking Machine and Radio Men, Inc., to Briar Cliff Lodge, September 21. A programme of athletic events, luncheon and dinner, as well as a golf tournament for a silver cup donated by Maurice Landa, were features of the event.



TRADE ASSOCIATION SPONSORSHIP.—The brilliant success of the Pacific Northwest Radio Exposition held week of September 21, in Portland, Oregon, under the auspices of the Oregon Radio Trades Association, signified fittingly the success which accompanies a show managed by a live trade association. Officers of the Oregon Radio Trades Association, who directed the recent exposition are shown above.

Radio Personalities



Albert B. Ayers, pioneer in the field of radio salesmanagers, has been promoted to the post of vice-president and general manager of Eagle Radio Company, Newark, N. J. This action on the part of the Board of Directors of the company fittingly indicated the high esteem and executive regard in which Mr. Ayers is held by his associates.



One of the well-known characters in the radio industry and ranked as a pioneer is S. W. Goodman, president and general sales manager of the Belltone Radio Manufacturing Company, of New York City. In addition to directing the affairs of his organization, Mr. Goodman finds time to visit the trade in various sections of the country.



An exclusive photograph of William Sparks, president of the Sparks-Withington Company, Jackson, Mich. For many years Mr. Sparks has been ranked as one of the outstanding leaders in automotive fields, and with the entry of his company into radio territory equal accomplishments are being predicted. Mr. Sparks is a radio enthusiast.



The appointment of W. H. DeChant, as executive assistant to Godfrey Gort, vice-president and general manager of the L. S. Brach Manufacturing Co., Newark, N. J., was recently announced. Mr. DeChant enjoying a long and varied career in the business world brings a wealth of ability and willingness to his new radio and electrical connection.

In The Realm of Radio Shows

RADIO WORLD'S FAIR PROMPTS TRADE WRITER TO BREAK INTO VERSE LAUDING THE EVENT

Poetical Outburst, Survives Editorial Blue Pencil Due to Fact That Radio Poet Laureate May Yet Become a Reality—
Summary of the Show

By WALTER S. BLANEY

*Time immortal and on wings
Burnished with hues of progress,
The passing years and things
Which Providence has granted us.*

*Grim Science, far flung in domain,
Saw fit to add a radio reign;
To span the world and silent skies,
With an invisible word'skein.*

*The Radio World's Fair of recent date
Sheathed in glory within the Garden's
gate,
Set the world an epoch new.....
For time to come and the season due.*

When radio writers wax poetic they are either in love or deeply impressed with something in this mundane sphere. The writer must confess that he was deeply impressed with the Radio World's Fair, which significantly marked the first radio show ever staged in the New Madison Square Garden, New York City, during the week of September 13 to 18.

Trade writers generally are not easily impressed due to the fact that they have gradually become so blasé that it is only with the greatest of effort that they can assume more than passing interest in any given subject. But the Radio World's Fair, was just that in every sense of the word.

From the day when the gates were first opened to admit a happy, eager, keenly enthusiastic crowd of radio devotees from every section of North America, until that eventful Saturday evening when the final whistle for "lights out" was sounded it marked one of the greatest weeks in radio history. And the writer had personally been able to record many similar events, but none to eclipse the Radio World's Fair—one of the outstanding radio classics of the present day.

To accurately visualize the entire week would require more than all the space available. To picture the intensified, happy throngs which milled through the Garden would require additional space. To accurately word picture to our subscribers in Strawberry Center, Ga., Palo Alto, Cal., and the metropolis, the impressionistic viewpoints of a trade paper writer would indeed require much more space.

Facts speak louder than words. More than 230,000 people passed through the gates bent on enjoying the most spectacular radio show of all times. The amount of business booked in round numbers exceeded the millions and actually astonished the most hardened publicity agent in this country.

The manufacturer saw to it that the latest products of their factories from coast to coast were on display. Their trained representatives very pleasingly carried the message of goodwill to the inquiring natives of Gotham bent on learning the latest in radio sets and accessories.

The broadcasting stations varied their customary programs by presenting specially selected numbers from the Crystal studio in the Garden. Through the courtesy of the various stations co-operating with the Garden management a wealth of programmes went on the air over as many as forty-three stations on one evening. The nationally known entertainers of radio fame gave the best of their efforts to the programmes which radiated from the Garden during the week. Later station hook-ups indicated that there were as many as thirty in a link broadcasting regular weekly features for the public and publicity of the Show in the Garden.

The editor of THE RADIO DEALER has

TRADE PROSPECTS BRIGHT COAST SHOW INDICATES

(Staff Correspondence)

SAN FRANCISCO, Cal.—"That this will be the greatest year in the history of the radio industry," is the belief of radio trade leaders throughout the United States who were in attendance at the third annual Pacific Radio Exposition held in the Civic Auditorium, August 21 to 28. San Francisco was accorded the distinction of producing the first radio exposition of the season in the United States. The first showing of the 1927 radio receivers and accessories were made at this exposition. The Pacific Radio Trade Association sponsored the event.

In view of the strategic importance of San Francisco as the logical distributing center of the Pacific Coast and for the Orient, both manufacturers and distributors have taken unusual interest in the exposition. A most comprehensive display of the latest radio receivers, parts and accessories of national and local manufacture was featured.

The exposition was one of action from the time the doors opened in the afternoon until they closed at night. This was accomplished through an array of special daily events and through the cooperation of the various exhibitors and the local broadcasting stations. Visitors to the exposition were given an opportunity of meet-

Radio Show Schedule

Attention is called to the list of radio shows scheduled for the current season which, revised to date, appears on page 145 in this issue of THE RADIO DEALER. Parties interested are requested to preserve this list due to the fact that back numbers of each issue containing the list are almost impossible to obtain.

asked me to limit my article to a general summary of the show rather than a technical description of all that went into the pot to make one of the greatest and most composite word pictures every witnessed.

The summary follows: The Radio World's Fair was a success. And what is more it marked a new era in the radio industry for modern times. It conclusively proved the growing interest of the American public in the radio industry and the real possibilities in store for greater sales effort. It also showed through the medium of the Radio World's Fair that the American public will, in the future continue to regard the New York show as the opening note in RADIODOM for the ensuing year.

It will also in the future pave the way for more concerted action among the various radio interests in order that the greatest possible results will accrue from the efforts expended in staging the show during the years to come.

It is difficult to wax sentimental over a radio show and even if the poem at the head of this article does not impress you it will nevertheless prove beyond a shadow of doubt that the show was enough to excite the most hardened newspaperman to an actual and real interest in radio—the wonder child of Modern Times.

ing their favorite artists of the air. The personal appearance of the artists of the leading broadcasting stations was one of the most popular features of the special events program.

KPO started the program Sunday and Monday August 22 and 23 with presentation of its artists both in the afternoon and evening entertainments. KFRC had Tuesday August 24 and Saturday 28th, while KFO appeared Wednesday and Friday, and Thursday afternoon and evening was assigned to KFWI.

Virtually every large manufacturer of radio receiving sets and their numerous parts and accessories were represented in the exposition, and public interest in the displays seemed intensified.

Predictions for a record "radio year" in 1926-27 were freely made by manufacturers, jobbers and retail dealers in attendance, a large share of the record volume of business anticipated coming during the fall "radio season," beginning with the Pacific Radio Exposition and continuing until early next year.

ATTENDANCE PASSES 100,000 MARK AT LOS ANGELES SHOW

(Staff Correspondence)

LOS ANGELES, Cal.—Attesting the future of radio in Southern California, the Los Angeles Radio Trades association's fourth annual radio exposition, held in the Ambassador Auditorium Sept. 5-11, has been declared one of the most successful expositions held in the interest of any one trade in the southwest.

More than 100,000 persons went through the turnstiles during the week of the show, declared Managing Director Waldo T. Tupper, a figure which he and other radio authorities declare is a sufficient guarantee of the popularity of radio here in the west.

Mr. Tupper pointed out that one exhibitor reported sales of \$30,000 worth of merchandise in the first three days of the ex-

AMONG THE TRAVELING MEN

A Regular Department of The Radio Dealer to Which Contributions Are Invited
 Conducted by WALTER S. BLANEY



H. R. SALMON

Popular promotion manager for Ernest Ingold, Inc., San Francisco, Calif., originally started in the music business sixteen years ago. According to latest reports he is still in the game except for the fact that the music comes from the receiving sets distributed by his company to dealers along the Pacific Coast. He is well known out in the Land of Perpetual Sunshine.



C. E. GAY

In keeping with the meaning of his name, C. E. Gay, well known radio manufacturers representative with headquarters in Portland, Ore., aids considerably in maintaining a spirit of happiness among the trade in his section of the country. "C. E." in addition to being a radio figure in the Pacific Northwest is also a director in the Oregon Radio Trade Association.



HARRY KALKER

His keen sense in the direction of reputable lines which are backed by intensive advertising effort largely accounts for Brother Kalker's success in radio fields. At the present time he is representing the International Resistance Co., Philadelphia, Pa., the metropolitan district, Long Island City, and Northern New Jersey. He has been eminently successful in his territory.



MARTIN COHN

Well, well, once again we view the smiling "Marty," this time plant manager and radio engineer with the Regent Radio Corporation, New York City. He has enjoyed a long and varied career in radio fields having been with the great, the near great, and the ambitious. At the present time he is proving an invaluable Regent asset.



SYLVAN HARRIS

The many and varied articles on radio subjects emanating from the pen of Sylvan Harris are his greatest claim to glory in radio fields. Sylvan has traveled extensively in the interests of radio advancement finally arriving in Chicago, where, recently he was appointed head of the radio research laboratories of the Stewart-Warner Speedometer Corp.



LEWIS M. CARTER

Permit us to venture the explanation that "Lew" is not always as serious in expression as pictured above. His co-workers in the Irvington Varnish & Insulator Co., Irvington, N. J., declare that he is rarely without a smile. (These news photographers always must be original.) "Lew" when wearing his customary smile features Irvington products.



The Coast Show, the term nationally linked with the third annual Pacific Radio Exposition, held August 21-28, in the Civic Auditorium, San Francisco, shown above, is indeed a credit to the first trade show held this year. The Pacific Radio Trade Association sponsored the event.

position, while numerous other concerns were reporting themselves unable to book further orders due to being unable to meet the demand with the supplies available.

With all attendance records broken at Los Angeles, the Radio Trades Association general committee, headed by J. A. Hartley, now is laying plans for the 1927 show.

Canton Appoints Dine

CANTON, O.—The second annual radio show will be held in the city auditorium October 6-9, under the auspices of the Canton Radio Association, dealers in receiving sets and equipment.

Howard M. Dine, of the Dine-Dewees Co., was elected executive chairman of the show organization; George C. Wille, chairman of the exhibits committee; Harrison B. Fisher, chairman of the booth construction committee; A. R. McConnell, chairman of the publicity committee, and J. D. Broomall, chairman of the decorating committee.

Northwest Show Barometer

MINNEAPOLIS, Minn.—The Northwest Radio show in the Kenwood armory, Minneapolis, September 27 to October 2, will serve as a barometer for Middlewestern radio activities for the coming season, in the opinion of Eastern radio manufacturers, according to H. H. Cory, secretary of the Northwest Radio Trade association, in charge of the show.

Omaha Stages Successful Event

OMAHA, Neb.—The Omaha Radio Trade Association staged one of the most successful radio trade shows in this section of the country during the week of September 6. Twenty-eight exhibits of radio sets and accessories were featured.

Stations WOAW, KOIL, and KFNF, participated in the broadcasting of program. The Messrs. Willey & Sheehan, better known to radio audiences as the Ray-O-Vac Twins, were the hit of the show with their vocal efforts.

The McGraw Company commemorated the occasion by issuing daily its popular

house organ. Arthur C. Storz, president of the Omaha Radio Trade Association received numerous congratulatory telegrams from friends in the trade throughout the country on the success of the show.

Low Fares to Show

NEW ORLEANS, La.—Eight railroads entering this city will grant reduced rates to New Orleans on account of the Fourth Annual New Orleans Radio and Electrical Exposition, October 11 to 17, inclusive. The display, which will be one of the largest ever held in the United States will be staged on the ground floor of the Roosevelt Hotel in the Venetian room.

Richmond Event Success

RICHMOND, Va.—The radio dealers of this city working in conjunction with the *Times Dispatch* staged a successful radio show on the mezzanine floor of Murphy's Hotel, September 21-24. R. A. Frayser, was chairman of the show committee. The *Times-Dispatch* featured a twenty-four page radio supplement in honor of the occasion.

Third Brooklyn Show

BROOKLYN, N. Y.—Brooklyn is planning to lend hearty support to the third annual radio exposition to be held in the Twenty-third regiment armory, October 30 to November 6. Stephen T. Rogers, nationally known showman will be manager and promoter of the coming event as has been the case in former years.

Boston Event Breaks Record

BOSTON, MASS.—The Hub City responded enthusiastically to the Radio Exposition which was staged in Mechanic's Hall during the week of September 27 to October 2. Sheldon Fairbanks, manager, declared the event to be the most successful in the history of radio trade in Boston. The nationally known broadcasting artists, he added who participated in the programmes during the week did much to arouse public interest to the highest point.



Boston citizens, with all the fervor that marked the famed tea party of historical times, attended the fourth annual radio exposition held in Mechanic's Hall, September 27 to October 2. Sheldon Fairbanks, managing director, declared the event was the most successful in the history of the radio trade in Boston.



The Radio Dealer's Service Corner

Testing Equipment That Really Gauges Loud Speaker Frequencies

By John F. Rider

THE MOST enigmatical problem confronting the average radio dealer today, is one pertaining to loud speakers. This may appear strange but it is a fact for several reasons. In the first place, the fan who purchases a loud speaker is without any means of determining the frequency operating characteristic of the speaker, other than observing its action when operating in conjunction with a radio receiver. This very frequently leads to erroneous conclusions, and the speaker is unjustly condemned, as suppressing certain frequencies or showing a preponderance for others. Whether or not the charge is just, is irrelevant to the fan, for inasmuch as the loud speaker is the device which makes the music and speech audible, the suppression of certain frequencies or the preponderance of others, must be due to a defect in the design of the speaker. Consequently the speaker bears the brunt of the verbal attack.

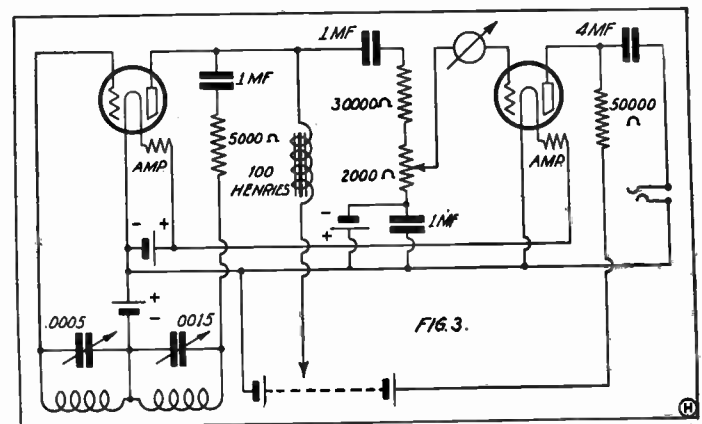
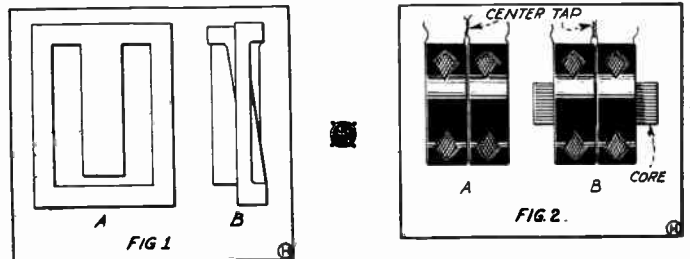
The second reason for the existence of this problem is the lack of testing equipment available for the dealer or possessed by the dealer. He must invariably abide by the customers decision without the right of rebuttal, since he can not prove his point, being without other testing equipment than is used by the average fan. If the customer reports that the speaker does not pass or respond to high notes or low notes and the speaker is sold on a satisfaction guaranteed basis, the exchange must be made without further argument. And if it so happens, which is very frequently the case, that the fans receiver is really at fault, the dealer cannot definitely prove this point, hence it would be highly advantageous for the dealer if he possessed a testing unit with which he could conclusively demonstrate to the fan that the speaker in question will respond to the desired frequencies if these frequencies are passed by the receiver into the loud speaker. In other words the dealer can prove that the speaker is satisfactory and the receiver defective or vice-versa.

If the dealer were to test the speaker in the manner utilized by the fans, it would be necessary to first ascertain the frequency operating characteristic of the audio amplifier utilized in the receiver, and second the combination of the radio frequency amplifier in the receiver and the audio amplifying system used in conjunction with it. These determinations while not difficult to carry out, are tedious and require special equipment. In addition if the dealer is to prove to the fan that the speaker responds to low and high audio frequencies without utilizing special equipment for the test, he must choose a receiver which he knows passes the desired frequencies and furthermore he

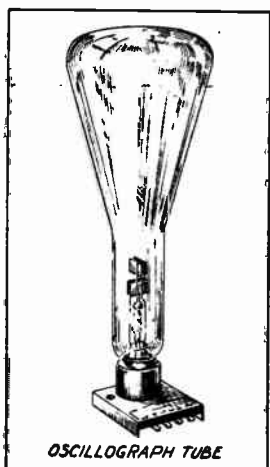
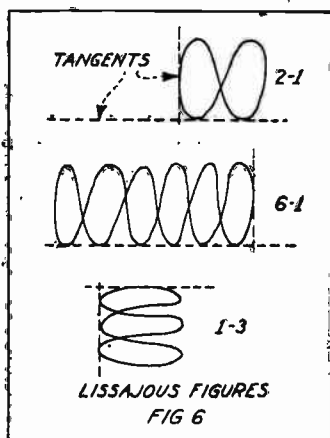
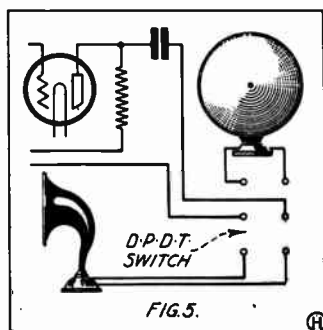
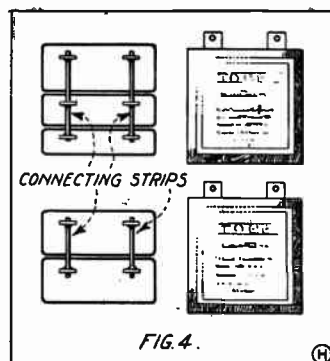
must conduct his tests at such time when the broadcasting station is transmitting a signal which contains both high and low frequencies. Neither of these considerations is feasible, and a superior method if necessary. This will be described in this paper.

In substance it is an audio oscillator. This is a vacuum tube generating unit which generate audio frequencies. These audio signals of a predetermined frequency are generated by a vacuum tube and passed through a one stage audio amplifier, whose frequency operating characteristic is satisfactorily flat, and the amplified signal is then passed into the speaker or speakers in question. The relative degrees of responsivity of the speakers on the various frequencies are then aurally observed. The greater the responsivity of a speaker at a certain frequency, the louder the signal emitted by the speaker at that frequency. Tests with the unit to be described herein will show on what frequencies the speaker is deficient; that some speakers will more readily pass low notes, others high notes, and some neither high nor low.

The testing unit consists of two tubes utilized as follows. One tube is used for generating the audio frequency



Self-explanatory diagrams outlining the testing apparatus by which loud speakers can be judged. The circuit plan is shown in Figure 3.



Additional diagrams detailing the last essentials in completing the tester. Figure 5 shows the series hook-up and below the oscillograph tube

signal, and one tube to amplify this signal to the desired intensity, necessary to satisfactorily operate the speaker. The construction of this unit is very simple, as is its operation. The calibration has been carried out by the writer, thus rendering it unnecessary for the constructor to recalibrate the constructed unit. And last but not the least, the necessary equipment is very easily obtainable. The following is the list of the required parts:

- 2 1250 turn honeycomb or duolateral coils.
- 2 vacuum tube sockets UX 201A type.
- 1 30,000 non inductive resistance.
- 1 1500 or 2000 ohm potentiometer.
- 1 100 henry chokes.
- 1 100,000 ohm coupling resistor.
- 1 250,000 ohm grid leak.
- 1 50,000 ohm resistance.
- 1 4 mfd condenser.
- 3 45 volt blocks of "B" battery.
- 1 0-250 microammeter D. C. (0-150 D. C. unit will do).
- 4 2 mfd condensers.
- 6 1 mfd condensers.
- 4 .5 mfd condensers.
- 1 .2 mfd condensers.
- 7 .01 mfd condensers.
- 9 .005 mfd condensers.
- 3 .0025 mfd. condensers.
- 2 .002 mfd condensers.
- 1 .007 mfd. condensers.
- 1 .05 mfd condensers.
- 12 .001 mfd condensers.
- 1 .0005 mfd variable condenser.
- 1 .0015 mfd variable condenser.
- 1 5000 ohm resistance.
- 2 amperites.

With respect to some of the equipment mentioned in the list. It may be difficult to procure the 0-150 to 250 DC microammeter, hence the alternative suggested is the use of a D. C. galvanometer, the one with the positive and negative swing. It is preferable to use one with low value designations or divisions. The many fixed capacities can be replaced by two decade capacity boxes each with a

maximum of 11.11 mfd arranged in units, tenths, hundredths and thousandths of one micro farad. The purchasing of two such units however entails quite some expense and the construction of two decade capacity boxes entails quite a lot of trouble, hence the use of individual capacities as mentioned, is preferred. It is also necessary to procure an old audio transformer and remove the core, which will be used as the iron core for the inductance coil of the oscillator. The transformer used for this purpose by the writer was an old Federal 61 audio frequency transformer. A drawing of these laminations is shown in the accompanying illustration figure 1 A.

The first step in the construction of the unit, is the building of the inductance. The two 1250 turn coils are placed adjacent to each other, sides touching, windings so placed that the girds aid. The two coils are connected in series. The centre tap is not cut short, for another lead must be connected to it. The relative positions of the coils is shown in figure 2 A. About 30 laminations from the transformer are now folded into the form shown in figure 1 B, and inserted into the coil opening, forming a core for the coils. The coils should be arranged so as to be located midway on the iron core. It is understood of course, that the calibrations will be mentioned in this article are exact only for the original oscillator, and will differ slightly for all those constructed according to these directions, since it is practically impossible for the readers to place the core in the identical position used by the writer, and furthermore it is practically impossible to obtain accurate capacities. A frequency deviations of 10 or 15% is however not enough to impair the utility of the unit when utilized for the purpose set forth in this paper. After the core has been placed within the coils, the entire unit is given a coating of sealing wax, so as to keep the coils and core in place. The completed unit as used by the writer is shown in figure B. This unit is kept in the case, as shown so as to obviate all possibility of breaking any wires or connections.

The wiring diagram is given in figure 3. The physical layout of the various parts is as shown. The .0005 mfd. variable condenser is connected permanently across the grid coil, with two additional clips connected to the two terminals, thus proving for the future connection of other capacities. The .0015 mfd. variable is likewise permanently connected across the plate coil, with two additional clips connected in the manner used for the grid circuit condenser. The frequency band of the oscillator is from 125 cycles to 4000 cycles. For all frequencies between 4000 cycles and 200 cycles 77 volts of "B" battery are used. For all frequencies between 200 cycles and 125 cycles 125 volts of "B" battery are used. These are the exact values used, during the calibration of the original model. The method of calibration will be given in a later paragraph, just as a matter of information. Provision must be made for the use of a "C" battery in the grid circuit of each tube. That in the grid circuit of the oscillator tube is $4\frac{1}{2}$ volts and left permanently connected. The various units used in the system are designated in the schematic wiring diagram. The only units omitted are the additional capacities necessary, to obtain the desired frequency output. These are connected in shunt with the grid coil and plate coil variable condensers.

The next step is the construction of the various grid coil and plate coil capacity units for the different frequencies. The sum total capacity required for each unit will be given herewith. To make up these units, the various capacities are selected from the assortment on hand, connected in parallel to form the block. For instance for the lowest frequency, 125 cycles the grid coil capacity unit is

(Continued on page 163)

Frank Sherwood
News Editor

THE NEW YORK RADIO DEALER

A DEPARTMENT of the Radio Dealer for October

10 East 39th Street
New York City
Telephone
Caledonia 0560

CITY SURVEY SHOWS GOOD SALES PROSPECTS

NEW YORK CITY.—“In general the radio industry reports healthy conditions and extremely favorable for good business this Fall,” states the Graphic following a radio trade survey in the metropolitan area. “This opinion,” the survey states, “is based partly upon the business so far this year, during which time a new record in volume of sales is claimed, and partly upon the fact that the public is spending money freely along all lines. Furthermore, the industry is now practically stabilized, and is meeting the demands of the public.

“The only drawback is the present free-for-all situation in broadcasting, but representative men of the industry do not believe conditions will become any worse. On the contrary, they feel that, at its worst, it is but a slight inconvenience to the listeners. The broadcasting situation, they assert, will soon adjust itself, probably before Congress enacts regulatory legislation, because it is so necessary for broadcasters to retain the good will of the listening public.

“Prospects for selling good radio receiving sets are good, because the public is seeking better sets, and because, as yet only about a fifth of the homes of this country are equipped for reception.”

Cones Have Big Call

NEW YORK CITY.—More than two-thirds of the loud speakers sold at the present time are of the cone type, according to a national survey recently completed by the Farrand Manufacturing Co., and announced by David F. Goldman, president of North American Radio Corp., metropolitan jobbers for the organization.

Eby Opens Manhattan Office

NEW YORK CITY.—The H. H. Eby Manufacturing Co., of 4710 Stenton avenue, Philadelphia, recently opened a metropolitan office at 250 Park avenue, this city, with Adolph Friedman in charge. Mr. Friedman was for a number of years connected with J. H. Bunnell Company and the Hartzell Sales Company.

Blair Appoints Bretzner

NEW YORK CITY.—The appointment of Ralph Bretzner as sales representative for the Blair Radio Laboratories of this city in the New England states and the Atlantic seaboard has just been announced by the company. Mr. Bretzner, wellknown to the industry as manufacturers' representative for nationally known radio apparatus will maintain, as in the past, his headquarters at 160 West 45th street.

White Heads Cheltenham

NEW YORK CITY.—Major J. Andrew White has been elected president of the Cheltenham Cabinet Makers, Inc., 36 West Forty-fourth street, this city. Announce-

Pioneer Comes East



E. T. CUNNINGHAM

Head of E. T. Cunningham, Inc., who was recently tendered a farewell by trade, personal and civic leaders of San Francisco, prior to taking up permanent headquarters in New York City. Mr. Cunningham is ranked as one of the pioneers in radio trade fields.

ment has also been made that this concern has absorbed the Associated Radio Cabinet Manufacturers and taken over all the assets, designs, patterns and contracts of that organization. Victor A. Edwards is secretary of the company.

ARGUS ANNOUNCES NEW MODELS—TRADE BRISK

NEW YORK CITY.—The Argus Radio Co., is now located in its new plant at 257 West 17th street, where it will be better able to care for the increased business which has been created for the company's products. Over 30,000 square feet of floor space will be available in the new plant and make possible increased production on the new

We Invite You—

NEW YORK CITY.—Members of the radio from this city and eastern points are invited to visit reception booth W-8 of THE RADIO DEALER, October 11-16 in the Coliseum, where the Chicago radio show will be held. Information, correspondence, telegrams, etc., will be directed upon request to members of the staff who will be in attendance.

models which the organization has announced for Fall trade.

The Argus organization, proud of its pioneering record in the electric set field announces that its new models will be the most popular ever marketed by the company. Two models will again be featured, one the walnut finish high boy which uses a 171 power tube, and lists for \$375. The other is the table type, listing at \$250.

Ira Greene, treasurer and general manager of the company, and well known figure in the radio industry recently returned from an extended trip through the western section of the country where he reports sales prospects bright for the Argus line during the coming season. He declared that the demand for Argus products, has already proved more than gratifying to himself and staff and has resulted in the factory operating on three shifts in order to care for the demand.

H. S. SCHOTT NEW SALES CHIEF NATIONAL CARBON

NEW YORK CITY.—Announcement has been made by the National Carbon Company, Inc., manufacturers of Eveready flashlights, radio batteries, and dry cells, of the appointment of Harry S. Schott as General Sales Manager. Mr. Schott goes to his new offices from the post of assistant general sales manager, which he has occupied for the past two years.

Mr. Schott is a widely known figure in the electrical industry, with which he has been identified in both the jobbing and manufacturing ends of the business for almost twenty-five years. During most of this period he was actively engaged in selling and sales direction in the Eastern States and Canada.

His first association with the line of goods made famous by the Eveready trademark was in 1913 when he went with the old American Eveready Works to assist in launching the first advertising campaign undertaken for Eveready flashlights. Mr. Schott then entered the Canadian territory for the American Eveready Works, whose Canadian branch was established in 1914. When the Canadian branch was taken over by the Canadian National Carbon Company in 1918, he was named Assistant Sales Manager.

Mr. Schott returned to New York in 1920 as Eastern Sales Manager of the American Eveready Works, and when they were absorbed by the National Carbon Company in 1921 he became the Eastern District Manager for the latter concern. He was appointed Assistant General Sales Manager of the National Carbon Company in 1924, and continued in that capacity until his recent appointment as General Sales Manager.

Industries Banquet

NEW YORK CITY.—The Radio Industries banquet with an attendance of 1,400 people in the main ballroom of the Hotel Astor on the evening of September 15, proved

one of the red letter events of the radio industry during the current year. The speakers included Vice President Charles G. Dawes, David Sarnoff, vice president and general manager of the Radio Corporation of America, Senator James W. Wadsworth, and Senator C. C. Dill. Paul B. Klugh was toastmaster. Major J. Andrew White was in charge of the entertainment program which was broadcast over a chain of forty-three stations.

PAUL WEIL JOINS STAFF OF ALBERT FRANK AGENCY

NEW YORK CITY.—Paul S. Weil associated with Frank Kiernan & Co., for over four years has resigned and become associated with The Albert Frank Advertising Agency, 14 Stone St., this city, with offices also in Boston and Chicago. Mr. Weil's associate, C. B. Cabaniss has affected the same change.

Mr. Weil has been actively engaged in the merchandising and advertising of radio apparatus ever since the public first became interested in radio. Among his clients in this field is the Chas. Freshman Co., manufacturers of Freshman Masterpiece Receivers.

All good wishes, Paul.—Editor of the Radio Dealer.

Pequot Factory Expands

LONG ISLAND CITY, N. Y.—The Pequot Manufacturing Company has removed to its new factory located at 869 Pequot Road, Glendale, L. I. The new plant will afford the organization over 37,000 square feet of floor space.

Whitefield Directs G. I. Sales

NEW YORK CITY.—The appointment of Albert C. Whitefield, as director of sales for the General Instrument Corporation of this city, has been announced by the board of directors of the corporation.

Silbersdorff Joins Grimes

JERSEY CITY, N. J.—H. G. Silbersdorff, well known radio writer is again connected with the staff of David Grimes, Inc., 151 Bay street, Jersey City, N. J. The company will feature two new six tube sets during the coming season, as well as the Gradeon, which has been enjoying more than local attention.

Named Radio Manager

NEW YORK CITY.—Hugh M. Smith, who has had many years of experience in advertising and merchandising in the electrical and radio fields in which he has specialized, has been named manager of the radio department of Frank Kiernan & Co., well-known local advertising agency.

Alpha Opens Brooklyn Branch

BROOKLYN, N. Y.—Alpha Electric Co., Inc., 45 West 25th street, Manhattan, recently opened a branch store and warehouse at 848 Atlantic Avenue this city. R. R. Royston, manager of the new branch declared that his company found it necessary to extend activities due to the increase of business in Brooklyn and Long Island.

Shore in Larger Factory

NEW YORK CITY.—In order to meet the demands of the season, the Shore Electric Company, Inc., has moved to a new factory

at 134th street and Cypress avenue which occupies four times the space of the old establishment. According to Sol E. Tepper, sales manager, the concern will continue to specialize in the manufacture of audio frequency transformers and chokes for receiving sets that operate either from batteries or directly from lighting current.

Mainard With Leaf-Burkhard

NEW YORK CITY.—H. T. Mainard, prominent in radio circles is now associated with the Leaf-Burkhard Radio Electric Corporation, 158 Green street, as general sales manager.

Eagle Condenser Expands

BROOKLYN, N. Y.—Eagle Condensers, Inc., are now occupying an entire building at 106 Broadway, this city where facilities will make possible increased production on new type condensers being manufactured by the company.

D. S. BOLEY NEW HEAD OF BOLEY-OLIVER CO.

NEW YORK CITY.—Fred P. Oliver, one of the best-known figures in the distributing trade, has gone into business for himself with D. H. Boley, for years past established in New York at the head of D. H. Boley & Co., telephone appliance sales agents and exclusive distributor in the metropolitan district for radio products of the Kellogg Switchboard and Supply Co., Chicago.

Mr. Boley and Mr. Oliver have formed the Boley-Oliver Co., 1440 Broadway, whose formal organization as successor to the Boley company will be completed at an early date. Mr. Boley is president and treasurer of the concern and Mr. Oliver is vice-president and general manager.

The new arrangement signalizes material expansion of the Kellogg radio line in the eastern sales territory.

"Jim" Ago Promoted

NEW YORK CITY.—James A. Ago, for several years New England representative of the Reichmann Co., of Chicago, has been appointed eastern sales manager of the company. Headquarters will be maintained at 130 West Forty-second street. His many friends in the trade have been extending congratulation on his well merited advancement.

The Correct Facts

NEW YORK CITY.—A typographical error in the descriptive matter in connection with the Cable Power Detector, manufactured by the Cable Supply Co., Inc., 907 Broadway, New York City, caused the item to read \$2 whereas the correct price was \$5. The Cable Full Wave Rectifier also listed incorrectly at \$2 should have read \$6. THE RADIO DEALER regrets the error and lists these corrections in justice to the parties concerned.

Rider Granted Patent Papers

NEW YORK CITY.—The acquisition of patent application papers, bearing Serial Number 124,821 covering a new method of neutralization applicable to tuned radio frequency receivers, the invention of John F. Rider of New York City, is announced by the Rider Radio Corporation of 40 Paynter Ave., Long Island City, New York. This

system proved satisfactory in all tests, and is applicable to one, two or three stage tuned radio frequency amplifiers.

The installation of the device into completed receivers can be very easily effected. The design of the new neutralizing system permits of simple incorporation in new receivers, with very little additional cost or change in original design.

Gray Sales Expanding

PHILADELPHIA, Pa.—The Gray Sales Co., well known manufacturers' agents with headquarters in the Widener Building announce through A. Irving Witz, president of the organization that metropolitan offices will shortly be opened in New York City. The fact that his concern will represent a number of additional manufacturers of radio apparatus made this move imperative. The exact address will be announced soon.

Maxwell Witz, has been added to the sales force and will cover eastern Pennsylvania, Baltimore and Washington in addition to managing the local office.

S. H. Groubard With Polymet

NEW YORK CITY.—S. H. Groubard, well known radio man, has been appointed special metropolitan representative for the Polymet Manufacturing Company. He will work with the company's distributors in the territory. Mr. Groubard who ranked as one of the pioneer radio men and association workers in the East assumed his new duties with the best wishes of his many friends in the trade.

Peck Joins Condenser Corp.

NEW YORK CITY.—Gordon V. Peck, formerly of the Dubilier Radio and Condenser Corporation recently joined the Condenser Corporation of America, this city, in charge of sales. Mr. Peck who has been engaged in radio fields since 1921, was vice president of his own company for three years, later resigning to join the Dubilier interests first as manager of the service department and later in charge of jobbers sales in New England and New York state.

Pausin Jobbers Announced

NEW YORK CITY.—Five distributors of the Octaphone speakers in metropolitan territory have been announced by H. B. Bergere, sales manager of the Pausin Engineering Co., whose local office is located at 25 Waverly Place. The concerns announced are: Royal Eastern Radio & Electric Co., Knickerbocker Talking Machine Co., R. H. McMann, Herbert John, Inc., of this city, and the Twentieth Century Radio Corp., Brooklyn.

Davegas Tender Dinner

NEW YORK CITY.—Officials of the Davega stores were host to the executives of the Charles Freshman Co., at a dinner tendered in the Commodore, September 7. Richard Davega acted as chairman of the event, marking the opening of a merchandising campaign in which the Davega stores will feature the Freshman line.

Among the speakers were: Myron Goldsoll, Arthur Johnson, Charles Freshman, A. C. Brady, J. M. Schwartz, and J. M. Benjamin. A short talk on merchandising in its relation to advertising was given by Paul S. Weil, advertising director for the Freshman organization.

New Jersey Incorporations

JERSEY CITY, N. J.—Royal Radio Corporation, 591 Summit Ave. Agent, Abraham Lentan. Authorized capital stock, \$100,000. Paid in, \$1,000. Incorporators: Samuel Coccaro, Byron Hull, and Sigmund Auerbach.

WEEHAWKEN, N. J.—Hansch Radio Corporation. Capital, 1,000 shares no par value. Incorporators: August C. Hansch, Joseph J. Miller, and A. Rieger.

UNION CITY.—National Electric Manufacturing Company. To make radio tubes. Incorporators: Abraham Liberman, Michael Lande, and Dominick Trioano.

WEEHAWKEN, N. J.—J. Nazeley Company, 1824 Park Ave. To make radio apparatus. Capital, 3500 shares common no par value and 3500 shares preferred par \$100 each. Paid in, \$4,000. Incorporators: J. Nazeley, Victor J. Tipula, John N. Thomas, Morris Abrams and William P. Seaver.

WESTERN NEW YORK NOW REPORTS FALL RESUMPTION

BUFFALO, N. Y.—Wholesale Radio dealers in Buffalo and Western New York report an unusually heavy resumption of fall activity this year. Summer in the radio business is admittedly and self-evidently mighty slow and the pick-up comes slightly later in the season than is the case at present.

"We are experiencing increasing activity this month," said H. B. Alderman, of H. B. Alderman, Inc. "This indication of good business, noticeably ahead of schedule, is a most optimistic sign of a big year and it seems quite general with all of us.

"Improvements in set design and construction are manifest continually," Mr. Alderman continued. "However, very few radical changes in the 'inner workings' are evident and it unlikely that there will be very soon. Reception during the summer has been commented upon by nearly everyone who talks radio as being exceptionally clear and satisfactory.

"Just why the 'air' has had such favorable qualities none of us really know, of course, but cold weather promises the best conditions this year than at any time since the growth of general public interest in this field.

"Retailers are placing orders for substantially larger quantities this fall and stocks are already moving out satisfactorily. Plans for the third annual radio show are arousing renewed interest even at this early date. All in all, the outlook for the immediate future in our line looks most promising."

Condensers Show Promise

ROCHESTER, N. Y.—A review of the past twelve months shows that the Igrad Condenser & Manufacturing Co. is enjoying a healthy volume of business in all types of fixed paper insulated condensers it manufactures for the radio trade. C. C. Eckhart, L. J. Marshand and Carl Grams are members of the firm, which was launched a year ago.

Shows Steady Growth

BUFFALO, N. Y.—Due to the steady growth of their business, Schwegler Bros.,

music-radio dealers, have taken over larger quarters at 393 Ellicott street, where they have beautiful, well-equipped studios. "Making folk happy since 1904," is the slogan of this house.

RCA Campaign Outlined

ALBANY, N. Y.—Pierre Boucheron, national advertising manager of the Radio Corporation of America, was the principal speaker at a sales and service conference at the Hotel Ten Eyck on Sept. 9-10. The meeting was under the auspices of the Havens Electric Co., Inc., and the H. C. Roberts Electrical Supply Co., Inc. Mr. Boucheron explained the RCA advertising campaign.

NEW ENGLAND

Tobe Deutschmann Co. Moves

CAMBRIDGE, Mass.—The Tobe Deutschmann Co., manufacturer of fixed condensers, resistances and vacuum tubes, formerly located in Cornhill, Boston, has moved into commodious quarters in this city. The new plant provides adequate facilities to meet the needs of the company's growing business.

Wetmore-Savage Hosts

CAMBRIDGE, Mass.—Members of the Wetmore Savage and Tobe Deutschmann Companies, enjoyed dinner recently as the guests of the first named organization. Speakers at the dinner were: Tobe Deutschmann, R. W. Cotton, Samson Electric Co., F. D. Rankin, Tobe Deutschmann Co., James Waddell, of Wetmore-Savage, and Maurice Osborne, of Osborne & Co.

Passing of H. W. Lester

HARTFORD, Conn.—Howard W. Lester, treasurer of the Post & Lester Co., prominent radio and automotive jobbers, passed away at his home, 1430 Asylum avenue, September 15, of pneumonia. His many friends throughout the trade and particularly in New England territory where he was engaged in business for many years mourn his loss. His wife and two children survive.

Drayton Heads New Concern

BOSTON, Mass.—F. Otis Drayton of Belmont has been elected president and general manager of Drayton-Erisman, Inc., successor to A. C. Erisman Co. which has been prominently identified with the New England trade as a distributor of radio, phonographs and supplies since 1917. Arthur C. Erisman, formerly president and general manager of the concern that bore his name will have an interest in the new company despite his association with the Aeolian Co., New York. Associated with Messrs. Drayton and Erisman in this enterprise are Wesley M. Boynton, J. A. Holohan, J. J. O'Hara, F. S. Merchant, Shirley Davis and C. A. Blevins.

Sleeper Corp. Promotes Cameron

NEW YORK CITY.—Robert C. Cameron has been appointed service manager of the Sleeper Radio and Manufacturing Corporation, Long Island City, according to a recent report. Mr. Cameron has been affiliated with the Sleeper Corporation for the past two years.

PAUSIN SPEAKER RESULT OF TWO YEARS RESEARCH

NEWARK, N. J.—A new type speaker has been announced by Hugo Pausin, of the Pausin Engineering Company, 727 Frelinghuysen Avenue, this city. The speaker is the result of more than two years experimental work on the part of Mr. Pausin and his staff of engineers in his local plant. The product is now being marketed and already an active demand has been created.

The new speaker, according to reports, marks the culmination of a long and successful career in radio and electrical fields for Mr. Pausin, who is a well known member of the American Society of Mechanical Engineers. He first developed reflex and counterflex circuits in radio fields.

From 1920 up to the present date Mr. Pausin has been actively interested in radio research development work. His many years of practical experience both in mechanical and electrical fields have been factors in making his success possible, according to his friends in this city.

Ayers' Promotion Announced

NEWARK, N. J.—Albert B. Ayers has been elected vice president and general manager of the Eagle Radio Company, 16 Boyden Place, this city, announced Franklin M. Kellogg, president of the company. This action followed a recent meeting of the board of directors of the company.

Mr. Ayers is one of the four radio salesmen who for the past five years has maintained unbroken connections with radio manufacturing organizations.

General Lead Building Plant

NEWARK, N. J.—The new plant of the General Lead Batteries Co., according to an announcement made recently will be ready for occupancy on November 1. The structure which is located on Lister Avenue will embrace 25,000 square feet of manufacturing space and cost \$75,000 to build.

Radio Stores Featured

HACKENSACK, N. J.—Wurtz & Fuchs, Inc., radio dealers, 134 Main St., recently ran an advertisement with a catchy heading—"You Wouldn't Go to the Butcher For a Pair of Silk Stockings." The copy stressed that for radio the shopper should go to a radio store.

Chicago Special Planned

NEW YORK CITY.—The R. M. A., Chicago Show train, traveling as a section of the Twentieth Century Limited, is contemplated, according to officials of the Radio Manufacturers Association. Plans are under way to have the special train depart from the Grand Central Station, this city, Thursday, October 7, arriving in Chicago the following day. Andy George, eastern manager of Radio Digest, has been named chairman of the committee in this city, and can be reached care his publication, 257 Park Avenue.

Priess Sees Three Classes

NEW YORK CITY.—Radio sales during the coming season in the opinion of William H. Priess, president of the Priess Radio Corporation will be divided distinctly into three classes. These will be sets selling at \$100, \$200, and \$300 with a variety of loop models in the offerings. The trend he declared will be in the direction of refinements.

PACIFIC COAST

HEARTFELT TRIBUTES MARK CUNNINGHAM DEPARTURE

(Staff Correspondence)

SAN FRANCISCO, Cal.—The farewell banquet tendered E. T. Cunningham by the business, civic and radio interests of the Pacific Coast on Tuesday night, September 14th, at the Clift Hotel, this city, was one of the most brilliant affairs of its kind that has been given. The affair presented a complete cross section of the radio industry and business interests of the Coast as is evidenced by the remarkable list of speakers. A complete and beautiful program of entertainment was presented during the evening, including a costumed quartet in grand opera numbers, an Italian trio of singers with accordion accompaniment, Vladimir Rossonchine, Russian concert pianist, dancing and solo numbers, an elaborate musical act and other features. The entertainment exceeded in brilliancy, beauty and artistic merit anything of its kind in Coast circles.

The program itself was divided into two sections. There were twelve speakers who said "Goodbye and Good Luck" to Mr. Cunningham on behalf of the industry:

Leo J. Meyberg, president of Leo J. Meyberg Company, for the Radio Jobbers; Frank M. Steers, president of the Magnavox Company, for the manufacturers; William Cross, manager of Jackson's, for the Alameda Radio Trade Association; G. Harold Porter, Pacific Coast manager, Radio Corporation of America, for the Eastern manufacturers; J. C. Hobrecht, president of J. C. Hobrecht Company, for the Sacramento Radio Trade Association; J. A. Hartley, president Pacific Wholesale Radio Corporation and Southern California Radio Trade Association, for the Southern Association; A. S. Lindstrom, president A. S. Lindstrom Company, for the manufacturers agents; Robert Eastman, president T. White Eastman Company, for the retailers; Tom Catton, president and manager KFWI, for the broadcasters; Phil Clay, president of Sherman, Clay & Company and president Western Music Trades Association, for the music interests; Charles Musladin, manager Alexander-Lavenson Company and vice president of the Pacific Radio Trade Association, for

the Association; Gene McCann, president of the Electrical Development League, for the electrical trades.

These speakers were followed by a goodbye from Rudolph Spreckles, president of the United Bank and Trust Company and one of the outstanding figures of the West, speaking for the city of San Francisco. The speaker of the evening who delightfully depicted how California would look to Mr. Cunningham after he had moved to New York, was Mr. Clay Miller, president of the San Francisco Chamber of Commerce.

A beautiful closing for the banquet was given by Arthur Halloran, editor of "Radio" and president of the Pacific Radio Trade Association, who presented Mr. Cunningham as a gift from his friends with a marvelously hand tooled and decorated and inscribed leather book containing the autographs of every guest seated at the banquet. During the evening Harrison Coles, one of the best known tenors on the Coast, sang two solos. The program was set forth on hand decorated, imported Chinese parchment. Ernest Ingold was chairman of the evening and the entire program was carried out with a speed and brilliancy.

Telegrams of farewell were received from Governor Richardson of California, Mayor James Rolph, Jr., of San Francisco, and telegrams of welcome to Eastern circles from David Sarnoff, A. Atwater Kent, D. H. Kelly and the USL Distributors' Convention and the Mayor's office in New York City.

Heavy Attendance At Portland

PORTLAND, Ore., Sep. 23rd.—The radio season of 1926-27 in the Pacific Northwest was given an auspicious opening on September 21st with an inspiring address by Mayor Baker of Portland at the opening of the Pacific Northwest Radio Show. It proved not only a wonderful exhibit for the many thousands of radio fans in attendance, but it was a distributors show, many distributors bringing their various new and interesting exhibits to the Northwest for the first time; it was also a dealers show, not only dealers in large numbers from all parts of Oregon but from many Washington cities and even from across the Canadian line.

One hundred booths representing approximately 400 lines of radio merchandise were grouped about the Crystal broadcasting studio, which has been built in the center of the Auditorium. Many and

varied were the programs rendered by artists of the various broadcasting stations, and each of the five stations had its feature program listed for its respective day.

The Oregon Radio Trades Association were congratulated on this, their second annual exposition, especially George J. Thompson, Jr., secretary and general manager of the show, and J. H. Hallock, president, for the large number of entries, and the attractive arrangement of the various exhibits housed in the Auditorium.

Many dealers from the rural sections of Oregon and Washington report increased interest in radio reception. Good crops in most sections and healthy conditions in the lumber sections means increased sales. Sales managers from a number of the department stores exhibiting and visiting at the northwest show report excellent fall sales and healthy credit conditions.

Braun Corp. Changes Policy

LOS ANGELES, Cal.—The Braun Corporation, of this city, in a recent announcement made to the trade states that its entire radio line has been taken over by the Pacific Wholesale Radio Corporation, 1310 South San Pedro Street.

A Growing Chain

LOS ANGELES, Cal.—More than \$2,000,000 worth of radio business in less than two years, is the record of the Platt Music Co. which conducts seven stores in Southern California devoted chiefly to the merchandising of radio apparatus. This organization is headed by B. Platt, who personally built up this big business from a humble beginning.

Adds Radio Department

BAKERSFIELD, Cal.—A complete radio department has been opened in the store of F. W. Drury, by F. A. Bellamy, formerly connected with the Jason Electric Co.

Walker-Torgler Organize

PORTLAND, Ore.—Walker-Torgler Radio Co., have opened quarters at 226 Eleventh Street, where they will specialize in sales, service and radio repairs. They are successors to the retail service of Hallock & Watson, and will specialize in these sets which are manufactured here.

This new company is headed by R. E. Walker and A. R. Torgler, who have been associated with Oregon Trades Associations for some time past.



Every branch of civic, industrial and personal life was represented at the farewell dinner tendered Elmer T. Cunningham, Tuesday evening, September 14, in the Clift Hotel, San Francisco, as he was about to depart for the east where he will reside permanently. The guests assembled, and the guests of honor on the occasion expressed deep regret over Mr. Cunningham leaving the coast where he has been located for many years.

Geo. B. Ansbro
Manager

THE MID-WEST RADIO DEALER

A DEPARTMENT of the Radio Dealer for October

123 W. Madison St.,
Chicago, Ill.
Telephone
Randolph 2100

CHICAGO IS PROUD OF ITS POSITION IN THE INDUSTRY

List of Exhibitors and Products Made Shows Progressive Trade Trend

CHICAGO.—Evidence of Chicago's strong position in the radio industry is contained in the list of exhibitors at the radio world's fair, which opened in New York City Sept. 13. Of the total of 215 exhibitors from all parts of the nation forty-two were from Chicago and a total of fifty-two were from the zone within a seventy-five-mile radius of Chicago.

The east, however, still predominates, for New York's sixty-eight when added to the list from Newark, N. J., Philadelphia, Buffalo and the New England states, brings the east well above 50 per cent of all exhibitors.

Chicago's list represents many manufacturers of receiving sets, battery chargers, battery eliminators, tubes, parts and other radio accessories for which the radio trade looks for a great bulk of its supply.

While Chicago may proudly claim an important position in the radio manufacturing industry, there can be no doubt that Chicago is the broadcasting center of the world. Recent additions of stations, made possible only because of the breakdown of control of radio, gives Chicago a total of thirty-nine stations, which have either the transmitting station, a studio or both within the limits of the city. Add to this list a dozen more within a fifty-mile radius of the city the Chicago radio fans have plenty to listen to and fans in other parts of the nation can turn to Chicago for entertainment of nearly every variety.

Incidentally, the station which defied the government, selected its own wave and made its claims stick—WJAZ—has passed out of the hands of the Zenith Radio corporation, having been leased to a newly formed company called the American Radio Broadcasting company, which will operate the station on a commercial basis.

The Precision Products Company heretofore operated as the sales, service, engineering and accounting department of the Machine Specialty Company, under which name the Arborphone set has been merchandised. The former company is a separate corporation, however, functioning under a different ownership.

Sonatron Stressing Co-operation

CHICAGO, Ill.—Dealer co-operation is being stressed along most emphatic lines by the Sonatron Tube Co., with offices in this city, and also New York, Detroit, Newark, N. J. and Windsor, Canada. In addition to featuring national advertising, metro-

Acquires Station Control



WARD S. PERRY

The Products of the Vesta Battery Corporation, Chicago, will come in for greater prominence in the future due to that company having acquired control of Station WFKB, that city, according to a recent announcement made by Mr. Perry, president of the company.

politan newspaper space is being used, with gratifying results.

Descriptive folders are also being featured by the Sonatron organization in connection with the exploitation of its products. Special cut-out cards in a variety of colors are also being used by dealers, with pleasing results. Harry Chirelstein, of the Sonatron staff reports that increased dealer interest stimulated by the campaign is proving very encouraging to his company.

Electrophone Corp. Enters Radio

CHICAGO—The Electrophone Corporation, with executive offices in the Garland Building this city, manufacturers of the famous Electrophone for the instruction of the

OFFICIAL CHICAGO SHOW GUIDE IN THIS ISSUE

An authentic list of exhibitors, with space numbers, nature of displays and names of representatives in charge of the booths at the Fifth Chicago Radio Show week of October 11 to 16 appears in the present issue of THE RADIO DEALER.

Please consult page 35

deaf, have branched into the radio manufacturing business.

Their first product is a very compact, six tube, single dial control portable receiver, contained in a handsome black leatherette case, fully equipped with speaker, unit, loop aerial, tubes and batteries, with a total weight of 28½ lbs., and at a popular low price. This product is known as the Hyatt Portable and is the result of years of experience by Ralph E. Hyatt.

E. A. Davenport, formerly Assistant Sales Manager of Jewett Radio Corp., of Pontiac, Michigan, has been engaged as Sales Manager of the Radio Division.

OLD CONCERN TO MARKET BLUE RIBBON RADIO SETS

CHICAGO—The Chicago Nipple Manufacturing Company, well known as manufacturers of high grade plumbing materials, have entered the manufacture of radio sets. R. Rochester, Jr., one of the pioneer radio manufacturers, is in charge of the company's latest venture. Mr. Rochester brings to his new connection an intimate knowledge of radio manufacturing acquired through years of study and practical experience in the radio industry.

Judging by the reception which this company's initial offerings have been received by the jobber and dealer trade, Blue Ribbon receivers, which is the name adopted by this company for its radio sets, will prove popular during the coming radio season. The company is manufacturing three models listing at \$36.50, \$59.00 and \$72.00, all housed in attractive cabinets, and will, within a short time, announce a moderate price console model which will be operated from the electric-light socket.

The Chicago Nipple Manufacturing Company has long been known for manufacturing quality merchandise and it was only after six months of exhaustive tests and experiments by Mr. Rochester and his engineering staff, that this company felt that its line of receiving sets were worthy additions for the rest of its products.

Minerva Radio Moves

CHICAGO, Ill.—The Minerva Radio Company which has for several years been located at 827 Irving Park Blvd., this city, recently moved its general offices and show room a step from Michigan Boulevard, and it makes the Minerva headquarters accessible to dealers from both in and out of the city.

E. R. Schultz, President of the Minerva Company, stated that business is showing remarkable increase and he looks for the present season to be one of the largest he has ever experienced.

Van-Ashe Enlarges Space

ST. LOUIS, Mo.—The Van-Ashe Radio Co. has increased its capital stock to a total of 30,000 fully paid, according to its recent announcement following the annual stock-holders' meeting. The volume of business done during the last fiscal year, with the favorable outlook for the next

twelve months, influenced the company's action in providing for additional working capital.

Officers elected are: W. W. Van Sickle, President; G. W. Van Sickle, Secretary and Treasurer; Dan P. Buckley, Assistant Treasurer; H. W. Menges, Sales Manager.

The Van-Ashe Co. has leased additional space adjoining its present location, and now occupies the entire half-block, 200-210 N. 10th St. An enlarged sales staff will push new sets which the Van-Ashe Co. will distribute this year, including Bremer-Tully Counterphrase, Ferguson, and Bosworth. The already extensive line of kits, parts, and accessories will be elaborated by the addition of many new items. An enlarged catalogue is being issued.

Trade Tie-Up Suggested

CHICAGO, Ill.—Form letters outlining how dealers could co-operate with and profit from the broadcasting of the recent Radio Industries banquet were widely circulated by the Reichmann Co., makers of Thorola radio products, of 1725 West Seventy-fourth street, this city.

Chicago Representatives Meet

CHICAGO, Ill.—The first meeting following the summer season held by the Chicago Radio Representatives Association, September 20, in the Electric Club, proved an excellent start for the season. The next meeting will be held Oct. 8, at which B. W. Ruark, of the Radio Manufacturers Association will speak.

Don Wallace on Coast

MINNEAPOLIS, Minn.—Don C. Wallace, Chairman of the Board of Directors of the Northwest Radio Trade Association, has handed in his resignation effective at once, as he is leaving his present connection as manager of the radio department at the Peerless Electrical Company of Minneapolis to act as manufacturer's agent for the National Company of Cambridge, Mass., on the Pacific Coast. His offices will be located at 109 West 3rd Street, Long Beach, California.

Hurley Heads Walbert

CHICAGO, Ill.—E. N. Hurley, Jr., well known in electrical trades through his previous long connection with the Thor Washing Machine Company was recently elected to the presidency of the Walbert Manufacturing Company, makers of Isofarad radio sets, the Pentrola, and other recent radio developments. About six months ago Mr. Hurley became interested in this company and has since been engaged in extending channels of distribution, securing a new plant, and in reorganization of the various departments of the company.

Mr. Hurley has already made arrangements for the Walbert Company of Canada and Walbert of Australia.

Arborphone Plans Expansion

ANN ARBOR, Mich.—C. A. Verschoor, president of the Precision Products Company, 321 South Main Street, this city, announces the purchase by that company of the radio manufacturers division of the Machine Specialty Company of Ann Arbor. The latter has been engaged in making Arborphone radio sets on contract for the former.

This step was taken, according to Mr. Verschoor, preparatory to increasing the production of Arborphone sets. In order to finance the purchase and provide capital

for expansion, the Precision Products Company has sold an issue of common stock to its present stockholders and close associates, including Sanford Brothers, Chicago, who represent the Arborphone nationally.

As far as business contact is concerned, Mr. Verschoor said this is a change in name only as exactly the same personnel which previously conducted the Arborphone business remains: Mr. Verschoor, president; C. H. Dunlap, vice-president; J. E. Royce, treasurer; N. J. McCarthy, secretary, H. J. Faulkner remains as production manager and no change has been made in department heads.

We Invite You—

CHICAGO, Ill.—Members of the radio trade from all sections of the North American continent in attendance at the Fifth annual Chicago Radio Show, Coliseum, October 11-17 are invited to visit Booth W-8, maintained by THE RADIO DEALER. Information, correspondence, telegrams, etc., will be directed upon request to members of the staff who will be in attendance.

Radio Specialty Company Sold

MILWAUKEE, Wis.—Purchase of the stock of the Radio Specialty Co., pioneer radio jobbers of this city, involving more than \$100,000 has been made by a group of local business men. The purchase of the stock which was principally held by Ralph Miller, president of the company has been followed by re-organization of the concern with A. Van Antwerpen as general manager and W. H. Roth, vice president and general sales manager.

"Ted" Joins Kurz-Kasch



E. T. FLEWELLING

"Ted," now a member of the radio research division of the Kurz-Kasch Co., nationally known moulders of plastics, is residing in Dayton, O. This well-known radio technician dating from the earliest days of the industry was a recent eastern visitor

BRACH CO. BRANCHES INTO CANADIAN TRADE FIELDS

(Staff Correspondence)

TORONTO, Ont.—L. S. Brach of Canada Limited, with offices at 130 Richmond street, West, this city, has been incorporated with the following officers: Chairman, L. S. Brach; S. B. Trainer, president; Godfrey Gort, vice president; H. B. McKenzie, vice president and manager; W. K. Fraser, secretary.

The move marks the expansion of the activities of this well-known Newark, N. J., firm, which, for the past twenty-two years has been engaged in the manufacture of railway and signal specialties, and which of late years has achieved gratifying success in radio fields.

While the new concern will largely be a branch of the American factory, at the same time it is planned to operate independently excepting that they will have the right to use the name "Brach" and interchange patents, designs, copyrights and all other trade marks and good will in their respective territories.

C. B. C. Incorporates

TORONTO—Announcement is made of the incorporation of the Canadian Broadcasting Corp., Ltd. This company is chartered to carry on the business of installing, owning and operating broadcasting stations. They are also licensed to manufacture and deal in radio sets and parts.

Appointed Factory Representatives

WINNIPEG—Chicago Solder Co., Chicago, Ill., have appointed Sterling Specialties, Reg'd., 301 Travellers' Building, Winnipeg, as their direct factory representatives in Manitoba, Saskatchewan and Alberta.

Ashdown Resumes Business

CALGARY, Alta.—All the goods damaged by fire in the stock of the J. H. Ashdown Hardware Co., Ltd., branch at this city, have been disposed of and the store is now carrying on business. The stock which was spoiled in the \$65,000 fire which started in the large warehouse, has been replaced.

Winnipeg Holds Show

WINNIPEG—With a record crowd of enthusiastic buyers the annual show of radio manufacturers, distributors and dealers, was held in the Royal Alexandra Hotel, this city, September 13 to 18. The show, which is the second annual one, was held under the auspices of the Manitoba Radio Association and the American Radio Relay League.

Toronto Show in Coliseum

TORONTO—The third annual Toronto Radio Show will be held under the auspices of the Canadian Radio Trades Association in this city from October 25-30. The convention last year was held in the King Edward Hotel but owing to the growing popularity of the show with manufacturers and distributors as evidenced by the increased demand for exhibit space, it has been decided to hold it this year in the amphitheatre of the Coliseum. The directors of the association point out that this is the only building in the city of sufficient size to house the large number of exhibits which are already scheduled for the convention. The various Toronto broadcasting stations will broadcast their regular programs from the show during the week programs from the show during the week.

October, 1926
Vol. 10, No. 1

BROADCASTING STATION ACTIVITIES

Bernard Freedman
News Editor

The Only Medium in This Field

Edited Monthly, at 10 East 39th Street, New York City, a Department of The Radio Dealer

To Err is Human---

IN A RECENT interview, Thomas A. Edison is quoted as saying that there is not one-tenth the interest in radio matters this year as was the case last year, that radio as an element is losing its grip on the market and home and that retailers are overstocked with radio equipment. Which, in our opinion is sad to note.

The facts in the case, however, throw new light on the subject. More than 230,000 people paid admissions to the recent Radio World's Fair, held in New York City. For the most part they were not curiosity seekers, asking idle questions merely to pass the afternoon or evening. To the contrary the questions were prompted out of sheer interest, and clearly indicated that as individuals they wanted a more thorough knowledge of radio in general.

So much for public interest in the east. Reports received this month from twelve radio expositions held in as many key cities of the United States and Canada convincingly demonstrated that in addition to overwhelming attendance, public interest ran high and tremendous volumes of business were booked by dealers and jobbers. A sound condition.

A trade tour by one association recently netted more than \$600,000 in advance commitments for the ensuing year. Jobbers throughout North America also report greatly increased orders from their trade for the better class of nationally recognized radio apparatus of merit.

The present broadcasting situation will soon be amicably settled. In the meantime there are about 600 stations flourishing, and presenting programmes of merit. Of course we will readily admit that some of them might sign off forever and never be missed.

The recent Dempsey-Tunney encounter at the Sesqui-Centennial, Philadelphia, went on the air over thirty stations and, according to the announcers, was heard by upwards of 15,000,000 people. And, mind, the broadcasting of the event was not prompted by the philanthropy of any one individual but rather one organization which readily capitalized on a universal demand.

Last year's trade reports indicated over \$500,000,000 in gross radio business. This year from trade reports at hand it will exceed that sum. To Thomas A. Edison, savant, scientist and genius we respectfully refer these facts, which in some measure will serve to offset the harm and reaction of his unfounded statements—if the interview as reported is correct.

WALTER A. SCHILLING.



A NATIONWIDE LINK.—The stations which simultaneously broadcast the recent Dempsey-Tunney encounter at the Sesqui-Centennial, Philadelphia, are shown above. A larger tie-up of stations was in effect, however, Wednesday evening, September 15, when the Radio Industries Banquet and entertainment programme went on the air over forty-three stations.

NATIONAL CO. FIRST STEP IN NATIONWIDE CHAIN

NEW YORK CITY.—A formal statement on the recent formation of the National Broadcasting Company, Inc., as a solution of the problem of establishing national and permanent radio broadcasting has been issued by Owen D. Young and General James G. Harbord, chairman of the board and president, respectively, of the Radio Corporation of America.

M. H. Aylesworth, formerly chairman of the Colorado Public Utilities Commission, and more recently managing director of the National Electric Light Association, has been named as the president of the new company, which will make station WEAF, formerly owned by the American Telephone and Telegraph Company, the nucleus of a national broadcasting service.

While all the plans of the new company have not been formulated, it was declared that the National Broadcasting Company, Inc., would take control of WEAF on November 15 and might lease time from other stations.

Cross Country Chain

The policies of the new company were outlined fully in a statement signed jointly by Mr. Young and General Harbord, and it was pointed out that any group of stations, willing to finance a cross-country chain, would be welcomed in the field, either competitively or co-operatively, Mr. Aylesworth said:—

“There have been more than enough broadcasting stations to serve the public and the essence of the formation of the National Broadcasting Company, Inc., is to conserve and make permanent facilities, rather than to add anything to the growing contention for wave lengths.

“While there has been a crowding of stations, there has been no assurance of permanency, and this has not been the fault of any one. Stations have been free to come into the field and go out again.

“So far the experience of the various broadcasting companies has been somewhat disheartening, financially; the expenses have exceeded the income.

To Other Stations

“The purpose of the National Broadcasting Company will be to provide the best programs available for broadcasting in the United States. The new company will not only broadcast these programs through station WEAF, but it will make them available to other broadcasting stations throughout the country so far as it may be practicable to do so, and they may desire to take them.

30 Stations Broadcast Bout

PHILADELPHIA, Pa. — Thirty stations linked together for the Dempsey-Tunney fight from the ringside in the Sesqui-Centennial grounds proved an outstanding achievement on Sept. 23. Major J. Andrew

White and Graham MacNamee, alternating at the microphone, presented vivid word pictures of the spectacle. On the return trip to New York City, copies of the New York Times containing a complete stenographic transcript of their descriptions during the big battle were handed to the two announcers.

WMCA Feature of Show

HOBOKEN, N. J.—The broadcasting of WMCA, at the Steel Pier, this city during the week of September 20 proved the outstanding feature in connection with the Food and Radio Exposition held here.

Radio Aids Florida

MIAMI, Fla. — Radio communication played an important part in linking together the tangled threads of contact with the outside world following the tropical hurricane which swept a sixty mile pathway of desolation and destruction through this state September 21. The radio broadcasting stations along the Atlantic seaboard and in the North responded to the call by relaying messages and telling of the rescue work which was being undertaken, and of the special trains which were being detailed to the Southland with food, clothing, and medical supplies

Broadcasters Elect Officers

NEW YORK CITY.—Earle C. Anthony, owner of KFI, Los Angeles, was elected president of the National Association of Broadcasters at the annual meeting September 15, during the Radio World's Fair. Other officers elected were: George B. Grace, WEEI, Boston, first vice president; S. E. Baldwin, WTAM, Willard Storage Battery Co., Cleveland, second vice president; A. H. Grebe, WAHG, New York, treasurer; W. W. Kidney, WGR, Buffalo, secretary; Paul B. Klugh, executive chairman, and L. S. Baker, assistant to the executive chairman.



BROADCASTERS AT SHOW.—Members of the National Association of Broadcasters are shown above while in attendance at the recent Third Radio World's Fair, New York City. They are, left to right front row: Paul B. Klugh, Executive Chairman; Edgar Bill, WLS, Chicago; J. P. Grace, WEEI, Boston; C. M. Jansky, Jr., WCCO, Minneapolis; L. E. Noble, WGR, Buffalo. Back row, left to right: Major N. B. Leven, KPO, San Francisco; George Morris, WGN, Chicago; H. A. Bellows, WCCO, Minneapolis; Earle C. Anthony, KFI, Los Angeles; Eugene F. McDonald, WJAZ, Chicago; A. P. Church, KLDS, Missouri; W. W. Kidney, WGR, Buffalo, and L. S. Baker, assistant to the executive chairman.

THE RADIO MANUFACTURER

SPARKS-WITHINGTON ADDS NEW FACTORY BUILDING

JACKSON, Mich.—Manufacturing facilities of the Sparton Radio Division of The Sparks-Withington Company of this city have been greatly increased by the addition of a large four story factory in eastern Michigan, formerly occupied by the Jackson Automobile Company. This factory has been laid out and tooled for exclusive radio production and assembly. It is now in full swing of volume manufacture and shipments.

The company is now building four models. To the two table types which formed the original offering last spring, the company has added a console type, housing all accessories and including a reversible speaker shelf, and a console with a large built-in cone reproducer.

Cabinette work, as well as the radio essentials, is handled complete in the company's own plants adding a highly interesting phase of industry for which this section of Michigan has long been famous in the fine furniture markets of the world.

Coil winding operations are another interesting manufacturing operation. In this department, as in several others, the company has introduced methods of accurate and efficient production, which are the direct results of its long experience in the precision manufacture of other electrical equipment.

J. P. Johnston Joins Mu-Rad

ASBURY PARK, N. J.—Mu-Rad Radio Corporation, with headquarters in this city, announces through A. S. Blatterman, president of the company, the affiliation of J. P. Johnston in charge of all sales. Mr. Johnston was formerly associated with the Dubilier Radio & Condenser Corporation as district sales manager for New York, New Jersey and New England. He will soon leave on an extended trip through the east and middle western territory for the Mu-Rad interests.

Trade Betterment Seen

CLEVELAND, O.—Pronounced increase in general interest and purchase of radio sets has been noticed this fall throughout the country, over that for the same period of last year, according to officials of the Monoblock Co., makers of radio boxes, with headquarters in this city.

Radio Master Corp. Expands

BAY CITY, Mich.—The Radio Master Corp. has launched an ambitious program of expansion that includes the addition of a third new unit to its plant. The corporation recently moved into a plant it purchased. The volume of orders necessitated the building of two new sections to the plant and a third under construction.

Cable Co. Moves Plant

NEW YORK CITY.—Executive and general sales offices for the Cable Supply Company are now located at 31 Union Square. In the new quarters the company will be



GORDON C. BENNETT

General sales manager of the Tower Manufacturing Co., Boston, who recently returned from an extended trip to the Pacific coast. He declared that business conditions had proved exceptionally good and a larger demand experienced for his company's radio products.

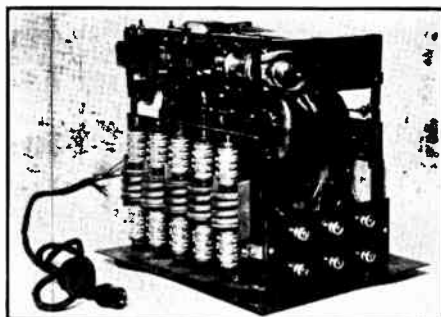
equipped to manufacture in the neighborhood of 10,000 tubes per day. Following exhaustive research and development work the company has perfected Type S.213, suited for use in a full wave "B" eliminator.

Ferguson Factory Expands

NEW YORK CITY.—J. B. Ferguson, Inc., well known radio manufacturers announces that its factory space has been doubled due to the increased volume of business. The factory is located at 3542 Forty-first street, Long Island City.

Gold Seal Changes Name

NEW YORK CITY.—The Gold Seal Electrical Company, 250 Park Avenue, announces that it will hereafter operate under that corporate name. The former trade title was Gold Seal Products Company, Inc.



"Dry" rectification is featured in the unit embraced in the new power set announced by the Blair organization.

BLAIR CO. ANNOUNCES NEW TYPE SET AT WORLD'S FAIR

NEW YORK CITY.—The Blair Radio Laboratories of this city recently introduced at the Radio World's Fair, their power operated receiving sets. The feature of these sets is the novel method of rectification, which, according to the engineers, is used for the first time in radio receiving sets. The unit delivers to the receiving set proper "A", "B" and "C" current and is designed to be free from hum and extraneous noises. No liquids, chemicals or chargers are used, state the engineers.

The method of rectification used is a combination of electronic function and ionization. The rectifying elements are especially constructed tubes that are hooked up in a special circuit rectifying both sides of the 60 cycle A. C. line. These units, or "sticks," as the Blair engineers term them, resemble to a certain extent an over-sized spark plug and making a lateral comparison they function in a similar way.

The rectification of the plate voltages is obtained through the use of a Raytheon tube and the filtering of the plate voltages is a separate circuit similar to the standard Raytheon unit. The "C" voltages are taken directly off the plate circuit through a method that does not require rectification, according to the engineers. This "C" voltage may be varied or fixed from 0-100.

The filter circuit of the "A" is also said to be a departure in that no condensers or accumulators are used. A series of chokes and resistances designed to be mathematically correct supply the brute force of the filter circuit. The entire combination is assembled on a steel chassis and according to the head of the concern, Mr. Blair, is inspected before being placed in circuit with the receiving set proper.

Grimes Heads Original Company

LONG ISLAND CITY.—David Grimes, widely known radio inventor and technician, is planning shortly to market a new shielded Inverse Duplex construction kit, according to a recent report. Up until a short time ago, when Mr. Grimes was elected president of the reorganized original company, David Grimes Radio Engineering Company, the organization confined its activities to radio and electrical research work. The organization will now release all of its confidential data and technical information to the trade.

Jones-Motrola Organizes

NEW YORK CITY.—The Jones-Motrola Sales Company, with a factory at 370 Gerard Avenue, Bronx, and offices at 40 West 25th street, is now manufacturing the Joseph W. Jones receiving sets. The new models are 621, the larger size and the 625, compact type. Precision Trading Company has been appointed metropolitan representatives for the line, Goodman & Goodman, South Norwalk, Conn., New England representatives and A. Luque Company, 150 Nassau street, export agents.

Industrial Progress As Glimpsed



1.—Employees of the Day-Fan Electric Company, Dayton, Ohio, passing a very congenial lunch hour to the strains of music from a local station.

2.—Lorraine Sherwood won the distinction of absolutely confusing the Crosley Answer man shown above at the recent New York radio show. The smile did the trick.

3.—Abi Bromfield, Esquimaux, brought from the Northland by Donald B. McMillan, pinned a medal on Harry Risser, of Clicquot Club radio fame. Powel Crosley, Jr., smiling, witnessed the ceremony on Radio Industries Night, Sept. 15.

4.—Commodious new plant of the Day-Fan Electric Co., Dayton, Ohio, where sets are made and the employees dance during noon hour.

5.—Arthur C. Storz, president of the Omaha Radio Trade Association, witnessing a hog calling contest, a feature of the recent show.

Through the Camera's Lens



1.—The giant loud speaker shown above was recently completed by George C. Zisch, chief engineer of the Zisch Engineering Co., Newark, N. J.

2.—Old friends meet again on Radio Industries Night, Sept. 15, Hotel Astor, New York City. Sitting, left to right: Vice President Charles G. Dawes, Owen D. Young, chairman, and General James G. Harbord, president, respectively, of the Radio Corporation of America; standing, left to right, David Sarnoff, general manager, same company, and M. H. Aylesworth, managing director of the newly formed National Broadcasting Co.

3.—Earle C. Anthony, newly elected president of the National Association of Broadcasters, is shown at the extreme left, during the recent Radio World's Fair, New York City. Then E. F. MacDonald, Jr., Paul Klugh, and John Sheppard.

4.—"Enjoy a summer in Colorado," writes Paul B. Lanjus, president of the Rocky Mountain Radio Corp., Denver. The catch shown was made up in Walden, Colorado.

5.—Attractive exhibit of the National Carbon Co., at the Sesqui-Centennial Exposition, Philadelphia, of the largest flashlight in the world.

R. S. West

Representative

Pine Bluff, Ark.
1005 Olive St.

THE SOUTHERN RADIO DEALER

A DEPARTMENT of the Radio Dealer for October

B. C. Reber

Representative

San Antonio
108 Hess St.

ATLANTA MARKET SHOWS BIG TRADE INCREASE

(Written Exclusively for The Radio Dealer by Lambdin Kay, Radio Director, Atlanta Journal.)

Three million dollars worth of radio sets representing about twenty thousand fully equipped receivers will be sold through the Atlanta radio trade this season, eclipsing the total volume of sales recorded in Atlanta's territory throughout the four years since 1922, according to a comprehensive survey of conditions published recently in the Atlanta Journal.

A one-hundred per cent numerical increase in retail outlets in Atlanta, a similar increase in the southeast, an enormous advancement in the type and strength of retail radio merchants, vastly improved reception conditions and a decidedly earlier beginning of radio trade activity, is likewise recorded in The Journal's forecast.

Every manufacturer's representative, wholesale distributor and retailer of radio appliances was questioned definitely concerning last year's volume and this year's policy and prospect. Without one important variation the trade in the southeast is confidently expecting by long odds the biggest commercial radio season in history.

Atlanta, as a distributing center, is served by twenty outstanding jobbers who are now handling more than twenty-five leading lines of radio receivers. In addition there are at least fifteen national and local distributors of batteries, tubes, speakers, power-units, etc. At least six of the south's most substantial jobbers of other commodities have entered the radio field as new comers this year, and at least half of the total number of jobbers are taking radio seriously for their first season.

The astonishing increase in retail radio merchandising is even more remarkable. At least thirty strong and progressive concerns will actively solicit the public this year in Atlanta. About half of these represent pioneer radio concerns who have learned the art of radio merchandising. Practically all of the other half represent long established firms, new to radio, and who have gone into it strictly as a profitable merchandising feature.

The survey shows that while Atlanta is well served from a distributing standpoint with twenty-three lines of radio represented, there is still a broad opportunity for more retail outfits as only about fifteen standard lines of receivers are offered the public by the present lineup of retailers.

The vast improvement in reception conditions enjoyed much earlier this year than last, the greatly expanded and improved broadcasting schedule formulated by WSB, and a normal increase in public interest in radio are given as the reason for an unprecedentedly successful radio year by the radio trade.

The predicted minimum volume of business of \$3,000,000 does not take into account an exceedingly substantial volume of

sales in tubes, batteries, speakers, power-units, cabinets, etc., which the public will purchase as replacements and improvements for apparatus bought during the past four years.

Georgia, essentially an agricultural state, will enjoy the best crop realized since radio began to play a part in the commercial life of the south. Bumper crops in most sections, accompanied by good prices, have rewarded Georgia farmers far in excess of recent seasons and general business conditions are highly favorable. The field of radio in agriculture has been literally overlooked heretofore but several of the biggest wholesale interests are prosecuting vigorous campaigns to reap the agricultural harvest.

SOUTHERN DEALERS PLAN AGGRESSIVE SALES DRIVES

SAN ANTONIO, Tex.—Tempered by new selling plans which promise to create a new era of merchandising for radio, enthused over the new models being offered, and greatly benefited by various sales meetings held in all parts of the state, radio dealers are looking forward to one of the biggest and most profitable years in the history of the business.

Approximately fifty Stewart-Warner dealers met in Dallas recently to take part in a sales and service conference under the direction of G. P. Burgess, local manager. Two days filled with new selling ideas and rousing entertainment did much to put new pep into these men.

A meeting of the Fada dealers was held in Houston during the past month at the plant of the Peden Iron & Steel Co., distributors for these products. About 50 dealers from all parts of the state were in attendance.

An "Authorized Dealers' Convention" of Crosley was held in San Antonio recently at the St. Anthony Hotel at which approximately 200 were in attendance. An intensive sales meeting filled the day while entertainment in the evening concluded the day's activities. J. G. Cummings of the Southern Equipment Co., had charge of this meeting.

In order that radio dealers throughout the southern part of Texas might better become acquainted with radio servicing, the Straus-Bodenheimer Co., of Houston, conducted a three-day school in that city recently. Non-technical lectures comprised the greater part of the instruction, these being very plain in order that every radio man might thoroughly understand them.

Sun Co. Resumes Operations

LOUISVILLE, Ky.—Complete re-organization of the plant of the Sun Manufacturing Company of this city has been effected, declares a report recently issued by the company. According to present plans the Sun Company will not only manufacture a new 1927 line of Sun receiving sets, but also manufacture a special brand for jobbers

which will bear their individual trademarks.

The company's offices have been moved to 2829 Grand avenue while the factory remains at 26th and Maple avenues. The same officers are in charge of the operations of the company.

Joins Sales Staff

LITTLE ROCK, Ark.—E. B. Frazier, former radio dealer, has been added to the sales staff of the Southern Radio Corporation, 813 Main Street. George B. Gray, manager of the store, reports that his firm has been appointed dealer for the Radiola and Atwater Kent receiving sets.

Granted A.-K. Franchise

CAMDEN, Ark.—Bensberg's Music Shop has been given the exclusive agency in this city for Atwater Kent radio sets. This firm also has stores at Fordyce, Smackover and El Dorado, Ark.

Estimate Shows Increase

LITTLE ROCK, Ark.—It has been estimated by one authority that 20,000 radio sets will be sold in Arkansas this year. Last year there were about 13,000 sets in the state, and it is thought the number will be increased to 40,000 this year. It is claimed that there are over 5,000 sets in Little Rock.

Features Demonstration Room

STUTTGART, Ark.—The Moll Motor Company has had a new building under construction. A radio demonstration room is provided in the new quarters. Harold Moll is proprietor.

Appointed F.-E. Distributors

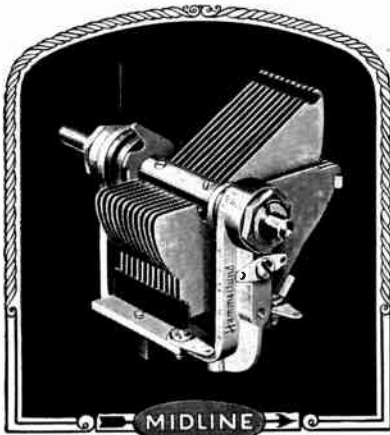
MEMPHIS, Tenn.—The Stratton-Warren Hardware Company, a large local wholesale concern, has been appointed distributor for the Freed-Eisemann apparatus.

Duffy Heads Credit Dept.

HOUSTON, Tex.—Announcement that L. H. Duffy would have charge of the credit and collection department of the Texas Radio Sales Co., Inc., of this city, was made recently by Will J. Schnelle, manager. Mr. Duffy succeeds D. W. Hamilton.

Reception Stimulates Sales

CHARLESTON, S. C.—As reception here is improving the volume of sales is steadily increasing, according to the Louis D. Rubin Electrical Co. This concern has arranged a fitting display for new models and is prepared for an active season. John Lunney, head repairman, recently returned from a two weeks' visit to the prominent radio factories in the east, where he obtained detailed information about servicing of sets.



*Avoids Crowding
at Any Part
of the Scale*

The New Hammarlund "Midline" Condenser is made in all standard capacity ratings — single, dual, and triple models.

The New Hammarlund "MIDLINE" Meets Every Modern Condenser Need

Your customers want more accurate tuning—better separation of stations. *The new Hammarlund "Midline" Condenser insures it.*

Your customers want "gang" condenser operation—simplified control. *The new Hammarlund "Midline" Condenser provides for it.*

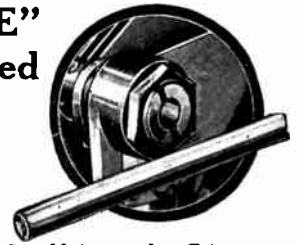
Your customers want quality workmanship—the best the market affords, at a fair price. *The new Hammarlund "Midline" Condenser has no superior and is popularly priced.*

Hammarlund national advertising—plus Hammarlund reputation, are developing new customers for you. Are you ready for them?

HAMMARLUND MANUFACTURING CO.

424-438 W. 33d Street, New York

For Better Radio
Hammarlund
PRECISION
PRODUCTS



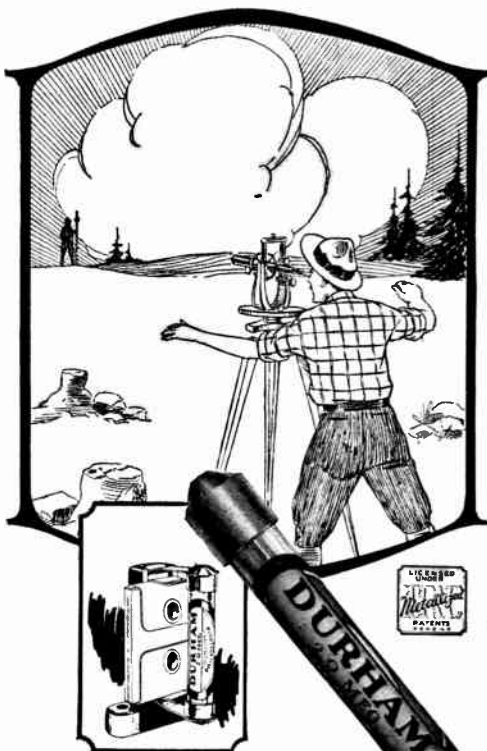
In addition to the efficient mechanical features of previous Hammarlund models, the new "Midline" Condenser has a distinctive full-floating rotor shaft.

This shaft may be adjusted, without cutting, to accommodate any make dial. It may be entirely removed and replaced by a longer shaft (metal or bakelite) for tandem coupling to other condensers. Cams, gears or pulleys may be mounted on it for any scheme of single - control, multiple condenser operation.

It gives greater separation of stations on the upper wave lengths than the "SFL" type condenser and greater separation of the lower waves than the "SLC" type. It is smaller and more compact, measuring only four inches, with plates fully open.



Approved by the
Hammarlund-Roberts
Board of Engineers



Resistor
Mounting
Single mounting 50c.
For condenser . . . 65c.

Precision!

DURHAM Metallized RESISTORS

WHERE accuracy in calculation is vitally necessary to the success of an enterprise, instruments of amazingly precise operation are enlisted in the service of man. Thus the mariner has his compass, the scientist his seismograph, the surveyor his theodolite.

Absolute precision of resistance is found in the operation of the Durham *Metallized* Resistor. Its stamped resistance value is unaffected by atmospheric changes. Good for dealer business because it builds perfect consumer satisfaction.

500 ohms to 10,000 ohms.....	\$1.00
Above 10,000 ohms to .25 meg.....	.75
.25 meg. to 10 meg.....	.50
Packed 10 to a box, 100 to the carton.	

DURHAM
METALLIZED
RESISTORS

International Resistance Co.
Dept. Perry Building, Philadelphia, Pa.

Selected as Standard for the Hammarlund-Roberts Hi-Q Receiver

It Costs No More To Equip Your Set With
MAXIMITE
RADIO BATTERIES
"Lively and Lasting"

A dealer's battery worries are gone when he pins his faith to MAXIMITE.



MAXIMITE "A"



No. 1430-V
WIRELESS DRY CELLS LTD.
NIAGARA FALLS, N. Y.

Wireless Dry Cells Distributors

- | | |
|---------------------------------------|----------------------------------|
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| Jack L. Hursch Co. | Denver, Colo. |
| Barnes & Co., 245 S. E. Lake Drive | Atlanta, Ga. |
| S. B. Condit, Jr. Co. | Boston, Mass. |
| J. H. Lyte Sales Co. | Philadelphia, Pa. |
| W. A. Norton | Chicago, Ill. |
| S. H. Stover & Co. | Pittsburgh, Pa. |
| Great Lakes Motor Parts Co., | Buffalo, N. Y. |
| Wilbur R. Ketcham | Buffalo, N. Y. |
| J. J. Horan & Son. | St. Louis, Mo. |
| Electrical Specialties Co., Inc. | San Francisco, Cal. |
| | Los Angeles, Cal. |
| | Seattle, Wash. |
| W. W. Boos, 304 Palace Theatre Bldg., | Cincin., O. |
| Electric Power Maintenance Co. | Toledo, O. |
| Edward J. Beckley, 154 Nassau St., | New York, N. Y. |
| Huron Sales Corp., | |
| 120 Madison Ave., | Detroit, Mich. |
| The Kowfeldt Co., 529 7th St. S. | Minneapolis, Minn. |
| Adams Paper & Specialties Co. | Waterloo and Fort Dodge, Iowa. |
| Duluth Paper & Specialties Co. | Duluth, Minn. |
| H. A. Stephens | Taylor, Texas. |
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| 281-283 State St., | New Haven, Conn. |
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| John H. Graham & Co., Inc. | 113 Chambers St., New York, N.Y. |

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Maximite Battery Station CKCL
357 Metres

- Operating Over—*
W.K.B.B. Joliet, Ill., 214 metres.
C.F.C.F. Montreal, Que., 411 metres.
C.K.Y. Winnipeg, Man., 384 metres.
C.F.Q.C. Saskatoon, Sask., 330 metres.
C.F.C.N. Calgary, Alta., 435 metres.
C.F.D.C. Vancouver, B. C., 411 metres.

THE RADIO DEALER CATALOG OF NEW APPARATUS



1927 ARBORPHONE. Manufactured by the Precision Products Co., 319 South Main Street, Ann Arbor, Mich. Five tube two dial control receiving installed in cabinet with rounded front in high-lighted, brown mahogany antique finish. Separate balancing control designed to improve tuning on low wave lengths and secure greater volume on high wave lengths. Accommodations for use of power tube. List price \$60.00.



ZIERICK LUG No. 23. Manufactured by the F. R. Zierick Machine Works, 6 Howard street, New York City. Lug designed for special use with soft or insulated wires. Shaped for easy and proper contact and soldering.



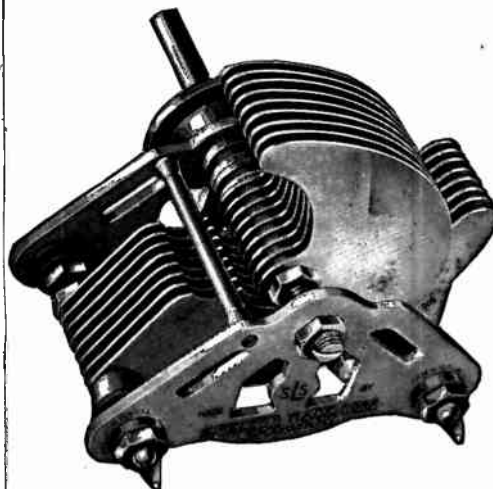
VESTA TRICKLE CHARGER. Manufactured by the Vesta Battery Corp., 2100 Indiana Avenue, Chicago, Ill. Trickle charger designed to keep 6-volt storage "A" battery charged from 110-120 volt, 60 cycle alternating current supply outlet. Current flow regulated to 1/2-ampere so battery may not be overcharged though connected at all times. Permits use of small amperage storage "A" battery. Requires only occasional addition of pure water. List price \$10.00



PAL PHONOGRAPH UNIT. Manufactured by the Pal Radio Co., Inc., 1204 Summit avenue, Jersey City, N. J. Loud speaking unit designed for use in conjunction with talking machines. Fits standard makes of phonographs. Adjustable unit. List price \$3.00.



DEFOREST AUDION Type DL4. Manufactured by the DeForest Radio Co., Jersey City, N. J. Vacuum tube designed for use as radio frequency amplifier. Has constant grid-plate capacity and high mutual conductance. 5 filament volts; 1/4 filament amp.; 67/90 plate volts; 8.38 amplification factor; 1040 mutual conductance measured at 90 volts, no bias; 9.6 mmfds. grid-plate capacity. List price \$2.25.



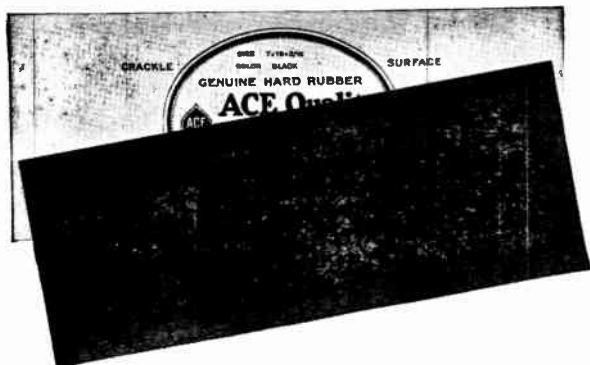
WRC STRAIGHT LINE SEPARATION VARIABLE CONDENSER. Manufactured by the Wireless Radio Corp. Varick avenue and Harrison Place. Brooklyn, N. Y. Variable condenser combining straight line frequency and straight line wavelength characteristics to eliminate jamming on any one wave. One hole panel mounting; extra long bearing; rotor plates revolve on steel pivot which is hardened and ground; stator plates out of rotor field; Radio insulation. Range, from 180 to 550 meters. Made with aluminum or brass plates in following capacities: .00025, .00035 and .0005.

ANOTHER PANEL SENSATION

New products having outstanding MERIT will be depended upon this season to revive interest in set building. The selection of parts begins with the PANEL.

ACE QUALITY HARD RUBBER PANELS with CRACKLE SURFACE

A distinct innovation in their field. Their pleasing appearance has already attracted wide attention. With all the advantages of these panels, including the well-



known insulating properties of genuine hard rubber, they can be profitably sold by dealers at popular competitive prices.

Ace Quality Panels in black, plain or crackle surface and plain mahogany grain are made in regular stock sizes and individually enveloped, as below

7 x 10	7 x 21
7 x 12	7 x 24
7 x 14	7 x 26
7 x 18	7 x 30

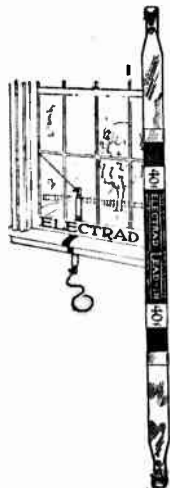
Now ready for delivery

DEALERS write at once for price list and sample piece.

Made by the manufacturers of the famous
RADION PANELS and PARTS

AMERICAN HARD RUBBER COMPANY
11 MERCER STREET NEW YORK, N. Y.

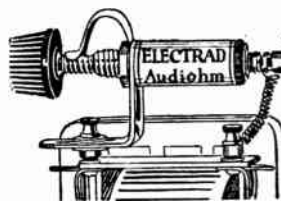
ELECTRAD Inc



Sell a Lead-in that Gets it ALL!

The best set won't perform with a lead-in that loses half the signals on the way in. Here's one that brings it all in, and that spells convenience as well—the Electrad Certified Lead-In.

Fits under locked doors and windows—bends to any shape. No need to bore holes through walls, doors or window trim. Triple-ply insulation full 10 inches long, covered with waterproof webbing. One-piece copper strip, heavily tinned to prevent corrosion. Fahnestock clips, all connections riveted and soldered. List 40c—in Canada 60c.



ELECTRAD Certified Audiohm

Every set with one or more audio transformers needs this tone and quality controlling device. Placed across the secondary of first audio transformer, it eliminates distortion and transformer noises. Once adjusted, remains permanent. No drilling or soldering—no tools needed to attach. Fits any transformer. List \$1.50—in Canada \$2.10. Packed six in display carton. Write for details of our square dealer proposition that helps you sell and protects your profits.

Another Big Seller—the ELECTRAD Certified Lamp Socket Antenna

Thousands who want the quick, easy way to good reception are delighted with this dependable device. Screws into any lamp socket and gives volume, clearness, distance. Smothers static and interference. Uses no current. Perfectly safe. Every one tested and certified electrically. Listed by Underwriters' Laboratories. All genuine Bakelite. List, 75c; in Canada, \$1.10.



Write for information on the Electrad 500,000 ohm compensator for perfect control of tone and volume, 428 Broadway, N. Y. City



ELECTRAD Inc

"Imitated but never duplicated"



**Original
Nathaniel Baldwin
Reproducers for
Season of 1926-1927**

- Junior Speaker . \$15.00
- Concert Speaker . 25.00
- Concert Grand . 35.00



**Bal-Twin
Clarionette**

The greatest reproducer of the age.

**TWIN UNITS and
TWIN HORNS**

Reproducing
**ALL THE HIGH NOTES
ALL THE LOW NOTES
ALL THE OVERTONES**
With no RATTLE or BLAST
Contains space for batteries
Set may be placed on top.

If you have not heard the Bal-Twin Clarionette you have not heard the best in Radio.

J. W. & W. L. Woolf

Eastern Representatives and Exporters of

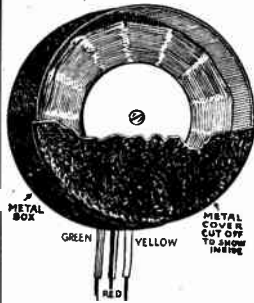
Nathaniel Baldwin, Inc.

227 Fulton St.
NEW YORK CITY

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CHELSEA TRUPHONIC SIX. Manufactured by the Chelsea Radio Co., Chelsea, Mass. Six tube receiving set using Truphonic circuit. Two-tone mahogany finished cabinet with sloping panel having three tuning controls with graduations visible through window controls. Dust proof inside panel; cord leads for connections; improved "on and off" switch with silver contacts. Dimensions: 9" high, 21½" wide, 11½" deep. List price \$60.00



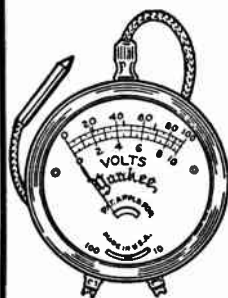
FERI LO-LOSS SHIELDED TUNED RADIO FREQUENCY TRANSFORMERS. Manufactured by the Feri Radio Mfg. Co., 1167 Bedford avenue, Brooklyn, N. Y. Shielded coil designed for use as t.r.f. transformer, to prevent interference, sharpen tuning and have low distributed capacity. Housed in metal case finished in black crystal lacquer. Connecting wires colored in green, yellow and red. List price \$6.00 per set of three.



BENJAMIN SHELF SUPPORTING BRACKET. Manufactured by the Benjamin Electric Mfg. Co., 120 So. Sangamon street, Chicago, Ill. Self supporting bracket designed for use with subpanel that wiring and mounting of small parts may be done beneath shelf. Brackets designed for attachment to front panel. Dull nickel finish with nickel-plated screws. List price 70c per pair.



CABLE POWER DETECTOR. Manufactured by Cable Supply Co., Inc., 31 Union Square, New York City. Supersensitive. Strengthens weak signals. Special principles in construction. Uses a newly developed gas. List price \$5.00.

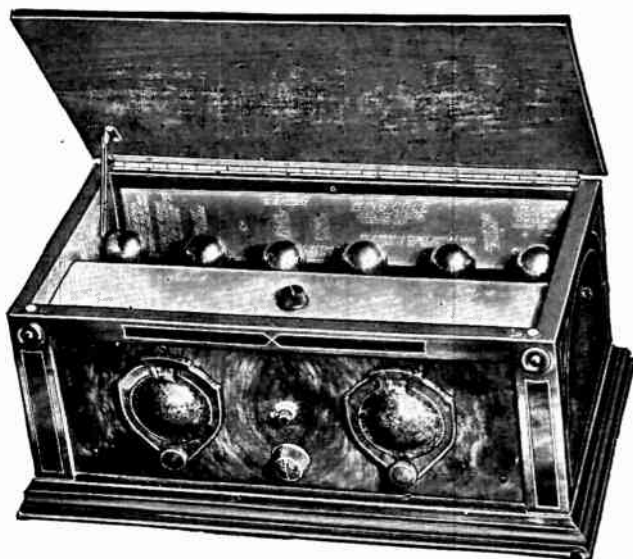
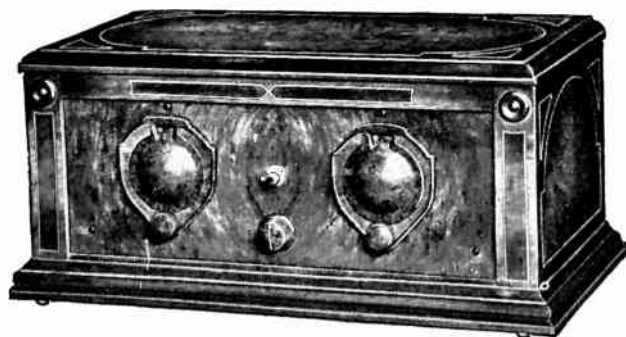


YANKEE DUAL VOLT METER. Manufactured by the Lundquist Tool & Mfg. Co., Worcester, Mass. Meter designed for use with "A", "B" and "C" batteries, both storage and dry cell. Has two reading scales: 0-10 volts and 0-100 volts. List price \$2.50.



CORNELL VERNIER DIAL. Manufactured by the Cornell Electric Mfg. Corp., Annabelle and Rawson streets, Long Island City, N. Y. Smooth friction vernier dial with ration of 9 to 1. Deeply etched plate with antique gold finish. List price \$1.50.

King Cole SIX



This Beautiful New Six Excels in Tone Quality, Ease of Tuning and Selectivity

A high quality product incorporating the latest and best in Radio design.

It has ample power for operating cone type loud speakers and still retains the fine, natural tones without distortion. Completely shielded, two vernier dials of "port" type, finished in walnut to harmonize with the 3 ply burl walnut panel and cabinet. An extra control within the cabinet is provided which makes it possible to tune in distant stations beyond the reach of the ordinary set.

The new King Cole Six is backed by a strong guarantee. Reliable, well financed distributors and dealers will find our proposition attractive.

\$100.00

EAST OF ROCKIES; \$107.50 WEST OF ROCKIES

ANYLITE ELECTRIC COMPANY
Fort Wayne, Indiana

A Tube For Every Radio Need



Speed

Super-Emission Tubes
Are Supreme in Performance

TYPES

- 201A 5 volt Detector-Amplifier
- X112 5 volt Power Amplifier
- 200A 5 volt Power Detector
- 199 3 volt Detector-Amplifier
- X120 3 volt Power Amplifier
- 12 1½ volt Detector-Amplifier



SPEED
Gas Filled
Filamentless
Full Wave Rectifier
Specially designed as
a rectifier for use in
standard "B" supply
power units.

Quiet
Efficient Long Life



CABLE SUPPLY COMPANY, Inc.

31 UNION SQUARE

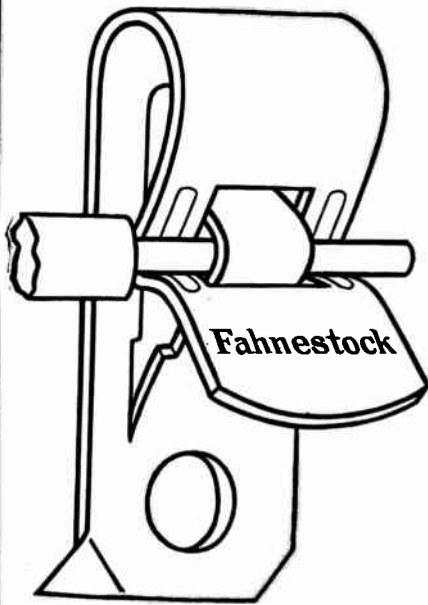
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NEW YORK:

THE RADIO DEALER CATALOG OF NEW APPARATUS

Fahnestock Clips
RADIO'S GREATEST
CONVENIENCE

*Used by Manufacturers of
Standard Sets and Parts
—and by Manufacturers
of High Grade Wet and
Dry Batteries.*



**ALL GENUINE
FAHNESTOCK
CLIPS**

*bear our imprint on the thumb
piece of the clip.*

**WORLD'S LARGEST MAKER
OF CLIP TERMINALS**

**48 different sizes and styles to meet
all requirements.**

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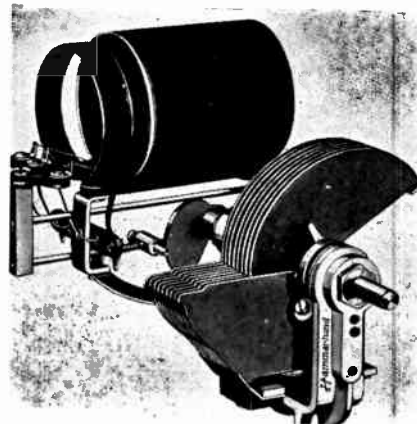
SONOCHORDE CONE SPEAKER. Manufactured by the Boudette Mfg. Co., Chelsea, Mass. Cone type speaker using four special magnets designed to lift over ten pounds. Octagonal in outline and covered with deep wine-colored silk festooned from center. Sturdy supporting frame. Semi-gloss mahogany finish with base to match. Base rests upon heavy felt pad. Height 18", width 16". List price \$25.00.



CARTER TIP JACK. Manufactured by the Carter Radio Co., 300 South Racine avenue, Chicago, Ill. Cord tip jack consisting of two parts: heavy contact spring and nickel plated mounting thimble. Mounts in 1/4" hole. Conceals cord tip. List price 10c.



CABLE FULL WAVE RECTIFIER. Manufactured by the Cable Supply Co., Inc., 31 Union Square, New York City. New S213X gas filled filamentless full wave rectifier. Designed for use on all standard "B" supply power units. List price, \$6.00.



HAMMARLUND AUTO-COUPLE TUNING UNIT. Manufactured by the Hammarlund Mfg. Co., Inc., 424 West 33rd street, New York City. Tuning unit consisting of harmonious assembly of coil, condenser and shield providing automatic, graduated coupling of primary coil throughout range of condenser settings. Shields are designed to enclose complete assembly, as well as tube and its socket. List price of complete assembly \$10.25.



AMERICAN BEAUTY Console Model Receiving Set. Manufactured by the American Auto & Radio Mfg. Co., Inc., 1416 McGee street, Kansas City, Mo. Six tube receiving set installed in highboy console cabinet with compartments for loud speaker, batteries, charger, etc. Three tuning controls, two filament controls, battery switch and loud speaker jack on front panel. List price \$115.00

TILMAN LEADS WITH THESE VALUES

Beauty — Selectivity — Volume — Price

**6 TUBES
T. R. F.**

Battery Space
Twin Speaker
Walnut Finish

**One SAMPLE
\$45.00**

Check with Order



Console \$90.00



**CHALLENGER . \$49.50
6 TUBES—T.R.F.**

Speaker-Built-In

One SAMPLE . \$24.75
Check with Order
Ten Day Trial

If not satisfied, return set in ten days and we refund your money on either model.

TILMAN RADIO CORPORATION
LAGRO, INDIANA

**18
Years
Experience in
the manufacture
of Practical
Electrical
Devices**



STOP! THINK!

ONLY TWO ONE-THOUSANDTHS OF AN INCH SEPARATES YOUR CAREFULLY MADE ENTIRE RADIO SET FROM FAILURE and a possibility of a lost jobber—surely a tremendous risk to assume for the possible saving of a penny or two on your Mica Condensers.

MICA CONDENSERS are truly the (*biggest little*) items used in Radio, for they must stand high voltage, be leak proof, unchanging in capacity and mechanically and electrically built to deliver filtered pure music—instead of noise, crackle and frying. For this reason, New York MICA CONDENSERS are specified by the leading and most successful set manufacturers.

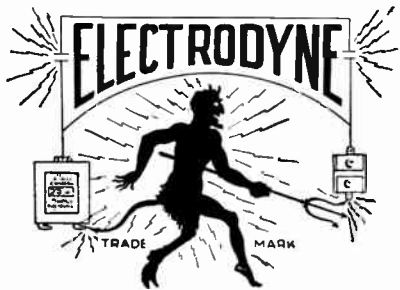
And our price? Probably less than you are now paying. Our Midget By-Pass supplied in capacities, .006 to .1, has been adapted by practically all manufacturers of resistance coupled amplification.

Manufacturers, if you are not using our product it is because you are unfamiliar with what we have to offer. Samples and prices and special connections furnished—all capacities. We also manufacture By-Pass Condensers in sealed metal containers with flex'ble wire leads brought out capacities .1 to .25 mfd.

**New York Coil Company
Radio Products**

338-340 PEARL ST. NEW YORK, N. Y.
Pacific Coast Representatives:
Marshank Sales Co., 735 Petroleum Securities Bldg., Los Angeles, Calif.
Chicago:
Eclipse Sales Co., 774 First Natl. Bank Bldg.

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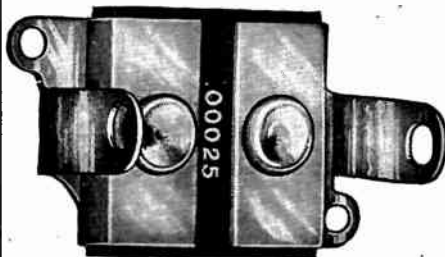


CONDENSERS

Designed especially for the Manufacturing Trade that need precision apparatus.



Fixed Mica Condensers in all capacities up to .006 mfd. Best grades of India Mica and Bakelite used. Sealed and protected against moisture.



Furnished in standard capacities as grid condensers with riveted mounting clips.

Capacity Variation Guaranteed to Be Within 10%. All Condensers Individually Tested.



Tested By-Pass Condensers made up to 4 mfd. Work exceptionally well in battery eliminators, resistance coupled amplifiers.

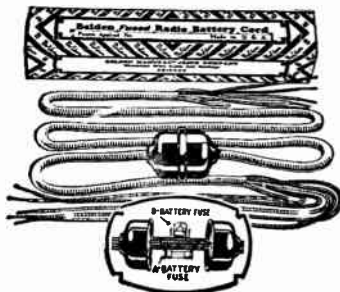
Write for Attractive Prices

Electrodyne Co., Inc.

2378 Third Ave. New York City



VESTA VACUUM TUBES. Manufactured by the Vesta Battery Corp., 2100 Indiana avenue, Chicago, Ill. Five and three volt vacuum tubes with Bakelite bases and long prongs. Equipped with special feature designed to go away with microphonic noises. 5 volt type serves as detector or amplifier with 1/4 ampere filament draw; plate voltage is 20-135. 3 volt type for dry battery use serves as detector or amplifier with .06 ampere filament draw at 3 volts; plate voltage is 20-90. Respective list prices: \$2.00 and \$2.25.



BELDEN FUSED BATTERY CORD. Manufactured by the Belden Mfg. Co., 2300 South Western avenue, Chicago, Ill. Battery cord with fuses in both "A" and "B" battery circuits which are held in place by clips mounted on cord and are protected by shield of Bakelite which opens in center for examination and replacement of fuses. Individual conductors are color coded for easy connection, and ends of leads are dipped in solder. Made in 5 and 7 conductor types. Respective list prices: \$2.00 and \$2.25



B-T ABSORBER SOCKET. Manufactured by the Bremer-Tully Mfg. Co., 532 South Canal street, Chicago, Ill. Socket accommodating UX base tubes designed to absorb shocks and jars and snub vibrations. Positive contacts with easy insertion and removal of tube. List price 75 cents.



PALCONE, Easel Type. Manufactured by the Pal Radio Co., Inc., 1204 Summit avenue, Jersey City, N. J. Cone type loud speaker set on easel stand with provision for hanging upon wall. Fourteen-inch diameter. List price \$12.50.



GREBE LANCASTER MODEL CONSOLE. Manufactured by A. H. Grebe & Co., Inc., 109 West 57th street, New York City. Syncrophase receiving set enclosed walnut finished cabinet with crotch wood panel and of fiddleback design. Designed for external speaker use and includes chamber for housing necessary batteries. External dimensions : 25" wide, 14 1/4" deep and 39 3/4" high. Gross shipping weight approximately 105 lbs. List price \$260.00

HENRY M. SHAW
President

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TUBE BASES
POINTER KNOBS
RHEOSTAT KNOBS
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CUSTOM PRODUCTS

EVERY CLASS OF
MOULDED BAKELITE
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BY THE RADIO
ELECTRICAL,
AND OTHER
INDUSTRIES

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UNCONDITIONALLY GUARANTEES
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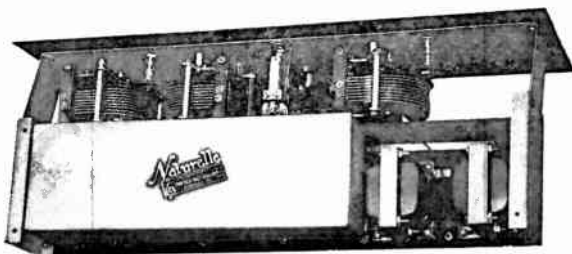
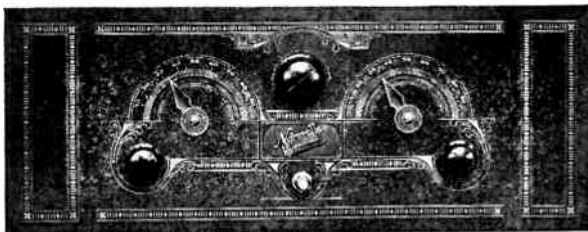


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U.S.PAT.
OFF.

*A Dealer
who satisfies
everybody!
He has the
"NATURELLE" smile*



Taken on the spot
by Nate Hast



The Dealer who sells the "NATURELLE" set has that contented look—he knows he is pleasing all his customers by selling them a high grade, quality radio chassis at a price that competes with the cheapest set. He demonstrates the set—lets them pick out a cabinet to suit their individual taste and pocketbook—they go away happy and he earns the reputation for being wise and good. He makes bigger profits,—too.

WHY NOT JOIN THE CONTENTED FAMILY?

Naturelle fits every Cabinet.
Every Cabinet is fit for Naturelle.

MONTROSE-HAST RADIO LABORATORIES

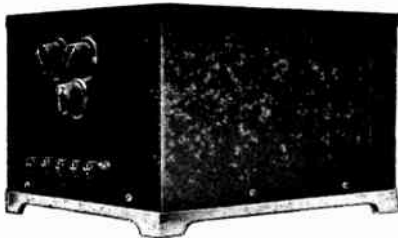
Broadway and 42nd Street (Knickerbocker Bldg., New York City
Factories and Laboratories: Brooklyn, N. Y.

Better than ever!

The NEW
Mayolian
"B" SUPPLY

Type 612

The "B" Without a Buzz



Delivers 180 Volts

**ALL VOLTAGES
ARE ADJUSTABLE**

**Complete with
Raytheon Tube**

\$42.50

A MAYOLIAN gives you, direct from your light socket, silent, dependable "B" current—at half the cost of burning a 25-watt lamp. This means greater efficiency, more volume, better tone from your receiver—and the permanent solution of all "B" battery problems.

More than four years of pioneering and intensive research have led us to the development of five types to meet the voltage and current requirements of any receiver.

Mayolian Units have earned the endorsement of the leading engineers, magazines and receiver manufacturers, because each laboratory-built Mayolian is unconditionally guaranteed for one year—provided seals remain unbroken, and installation instructions are carefully followed. Mayolian pays for itself over again every year.

Mayolian Dealers are selling satisfaction. Write us.

**MAYOLIAN
RADIO CORPORATION**
1668 Webster Ave., New York, N. Y.

Pioneers in Battery Elimination

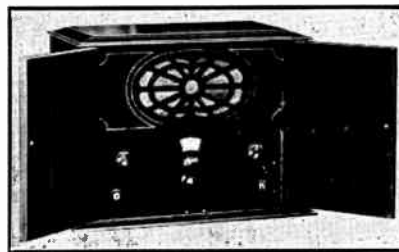


*The Power of Niagara—
The Quiet of an Arctic Night*

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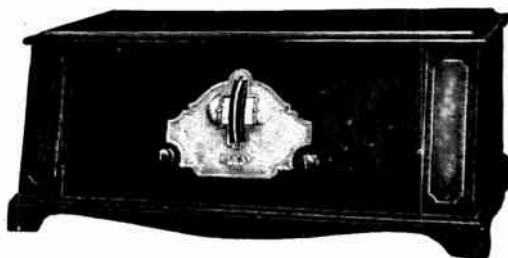
WHITE CROSS DIALIER. Manufactured by W. F. Loughman, Inc., 161 High street, Boston, Mass. 360 degree vernier dial with 6:1 ratio. Actuating mechanism working on friction disc arrangement. Bakelite shell with rosette finish. Reading plate has black letters on satin finished white metal disc. List price \$1.25.



APEX RECEIVING SET, Model 16. Manufactured by the Apex Elec. Mfg. Co., 1410 West 59th Street, Chicago, Ill. Six tube, one dial receiving set from lighting coils. Built-in loud speaker; special bronze panel; last audio stage for power tube. Dimensions: 23¼ inches wide, 14½ inches deep, 16¼ inches high. List price \$150.00.



RADI-"A". Manufactured by the Briggs & Stratton Corp., Milwaukee, Wisc. Unit designed to supply "A" current of 6 volts to receiving set from lighting current outlet. Designed to be free from hum and distortion. Pressed steel housing with zinc side panel inserts, finished in sepia diamond crystal. Adapted to operation with receivers of from 4 to 8 ¼-ampere tubes. List price \$49.50.

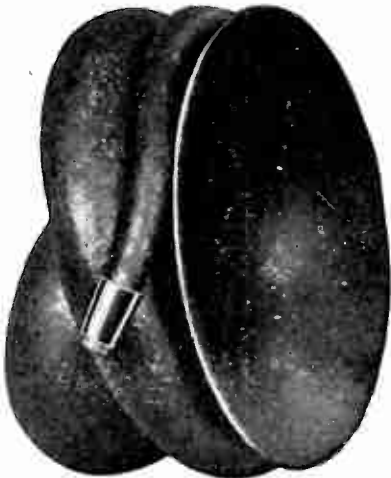


NEW ELKAY RECEIVING SET. Manufactured by The Langbein-Kaufman Radio Co., 511 Chapel street, New Haven, Conn. Six tube automatic synchronized radio frequency receiving set using Donle Truphonic audio amplification. Uni-control; automatic rheostats; detector and r.f. stages shielded; "floating" sockets mounted on Bakelite subpanel; sloping front cabinet of brown antique finished mahogany. Range 200 to 580 meters. List price \$125.00.



FALCONE, DeLuxe Model. Manufactured by the Pal Radio Co., Inc., 1204 Summit avenue, Jersey City, N. J. Fourteen-inch cone type loud speaker with sixteen-inch resonance chamber with specially designed unit. Silk facings on both back and front. List price \$19.50.

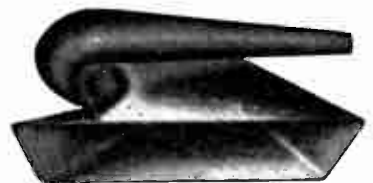
Racon Horns



Air Column 84 inches
Occupies Space 12"x12"x12"

A Distinct Advance in Sound Chambers
1927 Console Sets are incorporating the new RACON HORNS, not only for saving space, but because of the clear, distinct, natural tone produced. Sets are sold on their performance and the use of RACON HORNS will enable your sets to out-perform others.

One of the many sizes we make



We build sound chambers to your specifications

RACON HORNS are made of impregnated cloth under our own patent No. 1,501,032 adjudicated in the U. S. District Court, February 10, 1926.

TYPE B-1
Length of Bell 12" Height of Bell 6 3/4"
Depth of Horn 5 1/2"

RACON ELECTRICAL COMPANY, Inc. 14 GREENE ST. NEW YORK CITY

Racon Electrical Co., Ltd., Slough, England Racon Electrical Co., Ltd., 105 Sherbourne St., Toronto



PERFECTION IS NOT AN ACCIDENT

Order your supply
of these
sure profit winners!

The time is at hand to get ready for a big Fall business. Delay now may mean disappointment then. Business this winter is going to be good—for those who display this card and other Eagle parts in their window. EAGLE PRODUCTS mean turnover. Every item is a "live one." They don't stick—they sell! And when they sell they stay sold.

Hitch your cash register to EAGLE PRODUCTS.

The Eagle radio line includes:

Ground Clamp Battery Hydrometer Soldering Iron
Ribbon Aerial Antenna Kit Insulators, etc.

Write for Complete Catalog

EAGLE ELECTRIC MANUFACTURING CO.
59 HALL STREET, BROOKLYN, NEW YORK

The
**VARIABLE
GRIDLEAK**
with the
Micrometer Adjustment

Manufactured by
**EAGLE
ELECTRIC
MFG. CO.**
BROOKLYN, NEW YORK, U.S.A.

EAGLE Variable Gridleak

GUARANTEED FOR 5 YEARS NOTHING TO GET OUT OF ORDER PATENTS PENDING

This wonderful instrument is guaranteed to give any resistance from 0 to 50 Mc. ohms. Resistance variations can be adjusted as finely as a Micrometer.

Will bring in stations your set never could obtain before.

TRY IT.

EAGLE VARIABLE GRIDLEAK WITH MICROMETER ADJUSTMENT

EAGLE VARIABLE GRIDLEAK WITH MICROMETER ADJUSTMENT

EAGLE VARIABLE GRIDLEAK WITH MICROMETER ADJUSTMENT

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EAGLE VARIABLE GRIDLEAK WITH MICROMETER ADJUSTMENT

Cat. No. 275. Eagle Variable Grid Leak Counter Card.



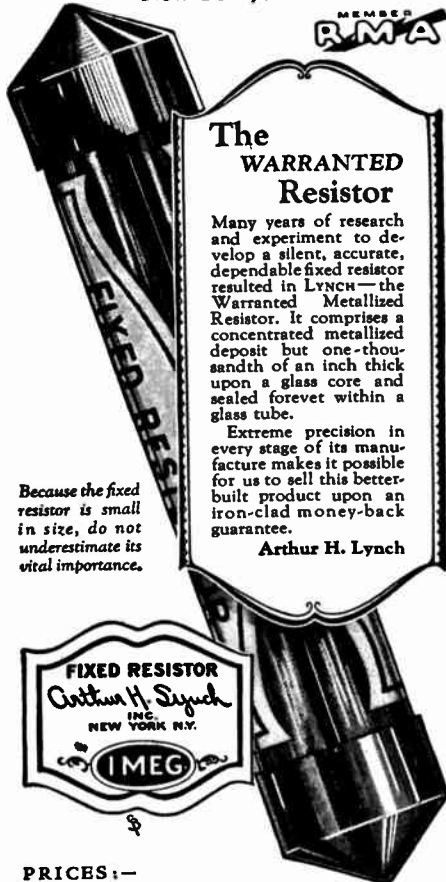
THE RADIO DEALER CATALOG OF NEW APPARATUS

Absolutely NOISELESS
 Permanently Accurate—
 Dependable!

METAL long has been recognized as the best of electrical conductors. The Lynch Metallized Resistor gives *conductive, non-arcing* resistance that means absolutely silent operation, permanent accuracy, dependability.

Leading engineers, test laboratories and experimenters have found that this fixed resistor wins in the acid tests of time and service. It marks as great an advance in its field as did the tungsten lamp over the old carbon bulb. Most good dealers now recommend and sell Lynch. Write us!

ARTHUR H. LYNCH, Inc.
 Manufacturers of Radio Devices
 Fisk Bldg., Broadway & 57th Street
 New York, N.Y.



The WARRANTED Resistor

Many years of research and experiment to develop a silent, accurate, dependable fixed resistor resulted in LYNCH—the Warranted Metallized Resistor. It comprises a concentrated metallized deposit but one-thousandth of an inch thick upon a glass core and sealed forever within a glass tube.

Extreme precision in every stage of its manufacture makes it possible for us to sell this better-built product upon an iron-clad money-back guarantee.

Arthur H. Lynch

Because the fixed resistor is small in size, do not underestimate its vital importance.

FIXED RESISTOR
 Arthur H. Lynch
 INC. NEW YORK, N.Y.
IMEG

PRICES:—

.25 to 10 Megohms	.50	Single Mounting	.35
above .01 to .24 "	.75	Double "	.50
.001 to .01 "	\$1.00		

LYNCH METALLIZED
 FIXED RESISTORS



MCDONALD HOWL ARRESTER. Distributed by the Spartan Electric Corp., 350 West 34th street, New York City. Tube shield of thick rubber designed to eliminate howling of vacuum tube. Made in different sizes to fit various shaped bulbs. List price 75 cents each.



BENJAMIN VARIABLE LOW LOSS CONDENSER. Manufactured by the Benjamin Electric Mfg. Co., 120 So. Sangamon street, Chicago, Ill. Low loss variable condenser designed to give broadcast range spread over dial setting, particularly on lower wave lengths. Made in three capacities: .00025, .00035, .0005 mfd. Respective list prices: \$4.50, \$4.75, \$5.00.



DEFORREST AUDION Type DL14. Manufactured by the DeForest Radio Co., Jersey City, N. J. Vacuum tube designed for use in last audio stage of receiving sets using storage "A" battery. Large bulb for heat dissipation. 5 filament volts; 1/2 filament amp.; 180 plate volts; 40.5 volts grid bias; 3 amplification factor; 1450 mutual conductance measured at 90 volts, no bias. List price \$6.00.



CARTER "HI-OHM" VOLUME CONTROL AND FILAMENT SWITCH. Manufactured by the Carter Radio Co., 300 South Racine Avenue, Chicago, Ill. Combination volume control and filament switch mounting in 3/8" hole on panels 1/8" to 3/16". Made in 10, 50, 100, 200, 300 and 500 thousand ohm resistances. Furnished with black arrow-pointed knob. List price \$2.50.



STEWART-WARNER RECEIVING SET, Model 345. Manufactured by the Stewart-Warner Speedometer Corp., 1822 Diversey Parkway, Chicago, Ill. Six tube, one dial receiving set in cabinet of solid walnut, with top and sides paneled to relieve simplicity of design. Vernier tuning arrangement. Overall dimensions: 8 1/2 inches high, 19 1/2 inches wide, 10 1/2 inches deep. List price \$80.00.



ACME E-3 B-ELIMINATOR. Manufactured by the Acme Apparatus Co., Cambridge, Mass. Plate current supply unit using Raytheon tube and designed to supply voltages up to 180 for receiving sets using six or less tubes. Three available voltages: A F. (180 max.); detector and R. F. Dimensions: 8 3/4" x 3 3/4" x 7 3/4" high. Finished in tan. List price \$39.50



TRADE MARK REG.



TRADE MARK REG.

C·R·A

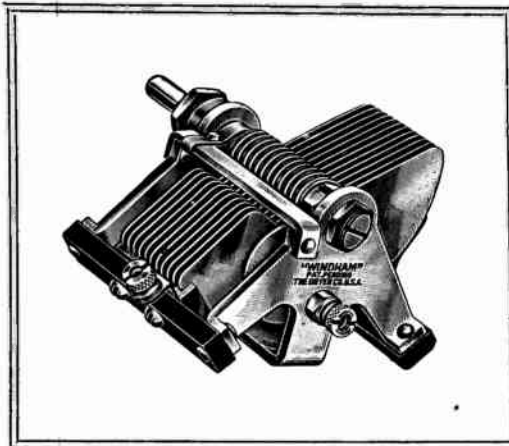
SKY-SWEEPER RADIO TUBES

Trade Mark Reg.

Recognized as a Standard for
Precision in Manufacture
Remarkable Uniformity
Highest Efficiency

All Types
Detectors
Amplifiers
Power Tubes

Charles R. Ablett Co.
Lamp Specialists for Twenty Years
22-24-26 Reade St., New York City



BUILT FOR TO-MORROW'S CUSTOMER The "WINDHAM" Condenser

Send for complete particulars
The GOYER COMPANY

WILLIMANTIC, CONN., U. S. A.

Export Offices: 30 Water St., New York, N. Y.

Cable Address: "Libex" New York.—Codes: Bentley's, ABC 5th Edition, Western Union

THE RADIO DEALER CATALOG OF NEW APPARATUS

An Artistic Reproduction The "Voice From the Sky"



SPEAKER

LIST \$30 PRICE

Absolutely
NO VIBRATION

The "VOICE FROM THE SKY" speaker is scientifically constructed, cast in one solid piece, of materials which have the property to eliminate useless noises. It produces a clear, soft and pleasant acoustical rendition in a manner not yet attained by any other loud speaker.

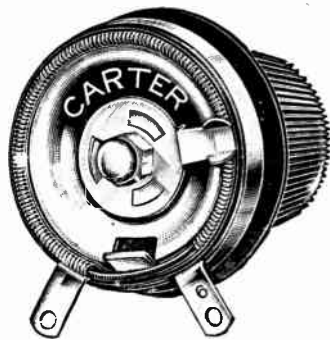
Overall height 24". Bell diameter 12". Finished in walnut, mahogany, and ebony.

The "VOICE FROM THE SKY" speaker is entirely DIFFERENT. It must be seen to be appreciated.

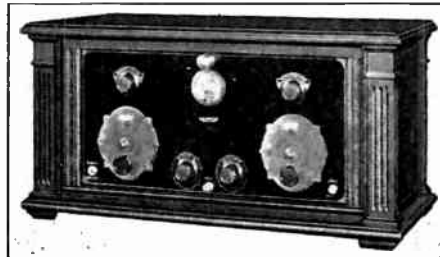
Now!

Write **TO-DAY**
JOBBERs for full particu-
DEALERS lars and proposi-
tion.

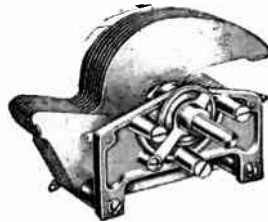
Florentine Art Productions
838 West Austin Ave.
CHICAGO, ILL.



CARTER "MIDGET" RHOESTAT. Manufactured by the Carter Radio Co., 300 South Racine avenue, Chicago, Ill. Non-magnetic all-metal frame rheostat with 1½" diameter and projecting ¼" back of panel. Metal frame formed so resistance element is clamped in place and held tight. Mounts in ¾" hole on panels ⅝" to 3/16". Made in 2, 3, 6, 10, 15, 20, 25, 30, 40, 50 and 75 ohm models. Furnished with black Bakelite arrow-pointed knob. List price 50 cents.



A-C DAYTON STANDARD CABINET MODEL Type XL-30. Manufactured by the A-C Electrical Mfg. Co., Dayton, Ohio. 6 tube t.r.f. receiving set with one stage of power amplification. 2 gold plated vernier dials with readings in degrees and wavelengths; air space coils shielded in brass cylinders; panel light; double reading voltmeter; cushion tube sockets in detector and power stage; compensator; selectivity, volume and power controls. 9 x 18" panel set in cabinet measuring 24¾" long, 12¼" wide and 12¾" deep. List price \$135.00.



BENJAMIN STRAIGHT LINE FREQUENCY CONDENSER. Manufactured by the Benjamin Electric Mfg. Co., 120 So. Sangamon street, Chicago, Ill. Straight line frequency condenser with brass die stamped rotor and stator plates braced to cast aluminum frame. Cone bearings. Made in 3 capacities: .00025, .00035, .0005 mfd. Respective list prices: \$5.00, \$5.25, \$5.50.



ACME A-1 A SUPPLY UNIT. Manufactured by the Acme Apparatus Co., Cambridge, Mass. Unit designed for use with storage "A" battery, connecting to 110 volt 60 cycle line on one side and across storage battery on other. Storage battery acts as condenser and has effect of some 4000 m. f. Filaments draw current from lamp socket and battery is neither charged nor discharged. Outlet provided for B-eliminator attachment and terminals for receiver "A" connections. List price \$42.00.



GREBE ANDALUSIA MODEL CONSOLE. Manufactured by A. H. Grebe & Co., Inc., 109 West 57th street, New York City. Synchronase receiving set enclosed in cull polished mahogany console with metal parts of Etruscan gold. Contains two synchronized loud speakers and includes compartment for housing all parties. External dimensions: 41¾" wide, 15¾" deep and 41½" high. Gross shipping weight approximately 137 lbs. Furnished in either plain or polychrome finish. Respective list prices \$320.00 and \$340.00.

Radio Shows Scheduled for the Current Season

The recognized show list of the radio industry. Revised to date, corrections and additions solicited.

Oct. 2-9. Salt Lake Radio Exposition, Manufacturers Building, State Fair Grounds, Auspices Mountain States Radio Trades Association. H. S. Jennings, Secretary, 221 South West Temple, Salt Lake City, Utah.

Oct. 4-9. Pittsburgh Radio Show, Duquesne Gardens. James A. Simpson, Managing Director, 401 Bessemer Building, Pittsburgh, Pa.

Oct. 6-9. Wichita Radio Show. Auspices Eagle. The Forum. Secretary, Wichita Eagle, Wichita, Kan.

Oct. 11-16. Rochester Radio Show, Convention Hall, Auspices Rochester Radio Dealers Association, Rochester, N. Y.

Oct. 11-17. Fifth Annual Chicago Radio Show, Coliseum. Radio Manufacturers Show Association, 127 North Dearborn Street, Chicago, Ill.; 1800 Times Bldg., New York City.

Oct. 11-17. Greater Wilkes-Barre Radio Show. Auspices Craftsmen's Club. George Z. Zeller, Masonic Club, Wilkes-Barre, Pa.

Oct. 11-17. New Orleans Radio Exposition. Roosevelt Hotel. Robert H. Tarrant, Manager, 605 Canal Street, New Orleans, La.

Oct. 16-23. Buffalo Radio Show, Broadway Auditorium, Auspices Buffalo Radio Trades Association. Thomas A. White, Chairman, Show Committee, P. O. Box 33, Buffalo, N. Y.

Oct. 18-23. Second Southwest National Radio Show, New Coliseum, St. Louis, Auspices St. Louis Radio Trades Association. William P. Mackle, Executive Secretary, 1207 Syndicate Trust Building, St. Louis, Mo.

Oct. 18-25. Atlanta Radio Exposition, City Auditorium. W. B. Reid, Secretary, care Carter Electric Co., Atlanta, Ga.

Oct. 25-30. Second Annual Indianapolis Radio Exposition, State Fair Grounds, Auspices Broadcast Listeners' Association of Indianapolis. A. J. Allen, Secretary, 1406 Merchants' Bank, Indianapolis, Ind.

Oct. 25-31. Detroit Radio Show, Convention Hall, Auspices Radio Trade Association of Michigan. A. M. Edwards, Secretary, 4464 Cass Ave., Detroit, Mich.

Oct. 25-30. New Orleans Radio Exposition, Auspices Radio Trade Association and "The States." P. K. Ewing, Manager, States Building, New Orleans, La.

Oct. 26-29. Sioux Falls Radio Show, Coliseum, Auspices Civic Club. Roger S. Brown, Secretary, care "Argus-Leader," Sioux Falls, S. D.

Oct. 30-Nov. 6. Third Annual Brooklyn Radio Exposition, 23rd Regiment Armory. Stephen T. Rogers, Managing Director, Suite 513, Albee Building, Brooklyn, N. Y.

Conventions

Oct. 5-7. Pittsburgh Radio Dealers and Jobbers Convention, Duquesne Gardens. W. Russell, Chairman, Room 401 Bessemer Building, Pittsburgh, Pa.

Oct. 18-23. Jobbers and Dealers Convention, Southwestern States, Auspices St. Louis Radio Trades Association. William P. Mackle, Executive Secretary, 1207 Syndicate Trust Building, St. Louis, Mo.

Oct. 25-31. States Radio Dealer Convention, Auspices Radio Trade Association of Michigan, Convention Hall, Detroit. A. M. Edwards, Secretary, 4464 Cass Avenue, Detroit, Mich.

Oct. 27. Indianapolis Radio Jobbers



Radio's Best Wire

"FROM THE GROUND UP"

JOBBERS AND DEALERS should write for the new Corwico catalog, giving full specifications, prices and discounts for the complete Corwico line.

MANUFACTURERS—Let us quote on your requirements.

See Our Display at Chicago Radio Show Booth CC6



"FLEXIBUS"

Corwico "Flexibus" is a flexible insulated multi-strand copper hook-up wire. It makes a neat and efficient product for "point to point" and sub-panel wiring. It is covered with a varnished cambric flameproof insulation finished in the following colors: red, green, yellow, brown and black.

Five Wire Battery Cable

Each individual conductor is insulated in a different color for the purpose of identification and the five wires are enclosed in a neat and substantial braid of either cotton or silk. The use of this cable prevents burning out tubes, insures good contacts and guarantees neatness of installation.



"ECHO" IN-DOOR AERIAL TAPE

Corwico "Echo" Tape is a flexible metallic ribbon antenna especially manufactured for indoor reception. It is as flexible as a fabric tape, yet contains as much effective metallic surface as a solid metal strip. Especially designed for radio installations in apartments, hotels, etc., where outside aerials are impossible. Each 100-foot length of "Echo" Tape comes in an attractive carton.

"Corwico" aerial wires possess large surface area, high electric conductivity and tensile strength. It comes in all types to meet all requirements—stranded, solid and braided, plain, tinned and enameled.



CORNISH WIRE COMPANY

30 Church St.

New York City

BOSTON
200 Federal St.

CHICAGO
337 W Madison St.

KANSAS CITY
208 Baltimore Bldg.

SAN FRANCISCO
585 Mission Street

THE RADIO DEALER CATALOG OF NEW APPARATUS

DIALIERS

Bring the Old
Set Up-to-date



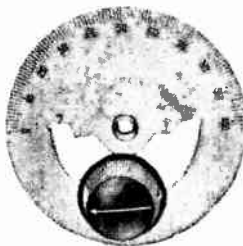
\$1.25

White Cross Dialier

The 360-degree vernier dial with 6-1 ratio—made of Bakelite. Rosette finish, with White Cross at top, provides space for logging. A novel design eliminates any tendency toward backlash and gives perfect adjustment. Allows for a condenser or tuner having a complete revolution. Clean-cut vision. Extremely rugged construction. Easy to apply; just remove old dial and attach White Cross Dialier. Highly recommended.

Dialier 180

An extremely simple gear and friction device, giving vernier control, mounted on shaft behind panel, allowing reading through a window or "Look-See" set in panel. Readings—Clockwise and Anti-Clockwise. 0 to 100 or 100 to 0. Finished with process aluminum, non-reflective and easy to read, regardless of lighting conditions. Template furnished with each assembly. Complete with "Look-See" and knob—\$1.00.



Dialier 104

Made in a shape for the convenience of a panel mounted condenser, where three holes are bored through the panel. 180 degree revolution. Finish is the same as number 180. Complete with knob and "Look-See"—\$.75.



These New Dialiers and complete line of Look-Sees just out. Circulars mailed on request.

W. F. LOUGHMAN

161 High St., Boston, Mass.

Representatives

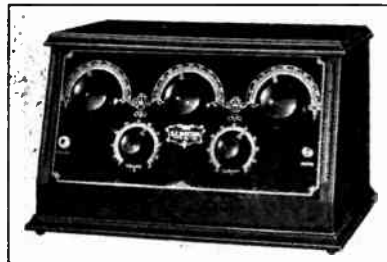
Stoner & Heath, Inc., L. A. Chambers,
122 Greenwich St., 522 So. Clinton St.,
New York. Chicago, Ill.



ACME Type K-3 SPEAKER. Manufactured by the Acme Apparatus Co., Cambridge, Mass. Speaker having single free-edge cone of eleven inches in diameter. Plate currents up to 25 m. a. can be safely used and the D. C. component of the current is an aid to the operation of the speaker. May be adapted to wall mounting by removing base and adding fitting on back designed for attachment of silk cord for suspension. Adjustment provided on back for use of increased plate current. Metal case and base finished in green bronze. List price \$18.50.



YANKEE HI-DRO-METER. Manufactured by the Lundquist Tool & Mfg. Co., Worcester, Mass. Meter designed for use with six volt storage "A" batteries, indicating at a glance the condition of the battery. List price \$1.50.



A-C DAYTON STANDARD CABINET MODEL Type XL-20. Manufactured by the A-C Electrical Mfg. Co., Dayton, Ohio. 5 tube t.r.f. receiving set with provisions for use of power tube. 3 tuning, 1 volume and 1 clarity controls. Walnut cabinet measuring 17" long, 10" high and 11½" deep. Black gold engraved Bakelite panel of 7 x 14 inches. List price \$56.00.



BENJAMIN CLE-RATONE 3 GANG SOCKET. Manufactured by the Benjamin Electric Mfg. Co., 120 So. Sangamon street, Chicago, Ill. 3 spring suspended shock absorbing sockets mounted on black Bakelite base 7⅞"x 4⅞"x¼". Made for either large or small base tubes. List price \$4.25.



STROMBERG-CARLSON ART CONSOLE RECEIVER No. 602. Manufactured by the Stromberg-Carlson Telephone Mfg. Co., Rochester, N. Y. Sixe tube receiving set using three stages of shielded tuned and neutralized radio frequency, shielded detector and two stages of audio frequency. Two tuning knobs back geared to slow motion pointer, 10 to 1 ratio. Left hand knob tunes antenna stage, right hand knob tunes remaining stages. One volume control and one voltage control with Weston voltmeter for correct filament voltage. Antenna switch key and pick-up switch. American walnut cabinet 51" high, 28" wide and 19" deep with space for operating equipment. List price \$330.00; with loop outfit \$22.50 additional.

Convention, L. L. Banford, Chairman, Indianapolis Radio Exposition, 1407 Merchants Bank Building, Indianapolis, Ind.

Canadian Trade Shows

Oct. 4-9. Montreal Radio Show, Windsor Hotel. Auspices Canadian Exhibition Co., 204 East King Street, Toronto, Canada.

Oct. 25-30. Toronto Radio Show, Coliseum, Canadian National Exhibition Grounds. Auspices Canadian Radio Trades Association, 204 East King Street, Toronto, Canada.

The above list, as a part of the contents of **THE RADIO DEALER**, is copyrighted, and reproduction by other radio and electrical and phonograph and allied trade journals is forbidden unless permission is granted by the publishers of this magazine and due credit given.

NEW LITERATURE

It's Almost Human. Published by the Pausin Engineering Co., Newark, N. J.

A bright little folder, briefly describing the advantages of the Octacone, a cone type of loud speaker of octagon shape. Stress is laid on the immunity of the instrument to damage from abuse.

The Mike. Published by Harger & Blish, Des Moines, Ia.

The first of a new house organ from this active and intelligent firm. The articles are brief and snappy, the illustration excellent and cleverly arranged. The leading articles deal with selling Atwater Kent products.

New Advanced Models for 1927. Published by Golden-Leutz, Inc., New York City.

An elaborate catalog descriptive of the complete line manufactured by this firm. Considerable space is given to the Golden-Leutz Navy Model Universal Transoceanic, and models for installation in trains and automobiles are also listed. There is some good advice on hookups and receiver operation included in the catalog, and there are interesting pages describing production and testing of Golden-Leutz instruments.

World Radio Markets in 1926. Published by U. S. Department of Commerce, Bureau of Foreign and Domestic Commerce, Washington, D. C.

A government survey, typically inclusive, and giving a fair view of the export radio market and the progress of radio in countries all over the world. It consists of reports of consular representatives of the United States in the countries included in the survey.

Bosch Armored Radio. Published by American Bosch Magneto Corp'n, Springfield, Mass.

Brief and well-phrased catalog of radio instruments, cabinets and loud speakers. Each article is illustrated in the home setting as it will appear. In the text the fact that the sets listed are completely armored and shielded against interference is stressed.

Radi-"A." Published by Briggs & Stratton Corp., Milwaukee, Wisc.

Radi-"A," which takes the place of both the "A" battery and the battery charger is the subject of this folder. It is printed in colors with large illustrations. The de-

"All-Sterling" Quality with a Wide Range of Prices and a Varied Selection of Eliminators!



STERLING BATTERY ELIMINATORS MAKE EVERY PROSPECT A CUSTOMER

FOR the small set or multi-tube set—for the rich man or laborer—for the radio critic or non-technical mind—there is a model Sterling Battery Eliminator to fill the bill every time.

Remember, Sterling "B" Power No. 97 and 99 were really designed by thousands of radio dealers whose opinion on specifications was obtained before building the device itself. The "Sterling" is the **RADIO DEALER'S OWN CHOICE** for the staple market.

A Sterling product never eats up your profits in "service after sales."

Ask us to mail you the 32-page book showing "Radio Necessities" for service and home use.

**No. R-97
"B & C"
POWER**
Supplies up to 180 volts at 50 milliamperes. Especially adapted for multi-tube sets using 171 or 210 power tubes. Featured by adjustable "C" voltages, 0-60 volts. Absolutely undisturbed by hum or distortion. Gives remarkable improvement in tone quality. Price R-97 complete with Raytheon Tube, including "C" voltage taps, \$55.



Sterling
RADIO
EQUIPMENT

THE STERLING MFG. CO.
Cleveland, Ohio

**MODEL R-99
"B" POWER**

Supplies up to 180 volts at 50 milliamperes. Price R-99, complete with Raytheon tube, \$45.00.



MODEL RT-41

For set having 2 to 5 large tubes or any number of peanut tubes. Has adjustable detector and amplifier voltages controlled by knobs. The ideal "B" eliminator for Radiolas 25-28 with or without 210 power tubes. Price RT-41, less tube, \$22.00.



Two More!

TO OUR already complete line of tubes we have just added two more profit makers for you. Listing at \$9.00, the new DC 210, a heavy duty amplifier and oscillator. And at \$7.50 the new DC 216 B, a heavy duty rectifier.

For use in both power units and in modern power receivers. These are some of the products these new tubes can be used in—Freshman, Pacent, Steinite, Blair, Garod, Amrad, Majestic, Cornell, Farrand, Apco and Receptrad.

You are now able to offer your customers a most complete line of Radio Tubes under the well-known Magnatron name. This means less sales resistance, and more and quicker profits for you.

Write for further information.

CONNEWAY ELECTRIC LABORATORIES
Magnatron Bldg.
Hoboken, N. J.

MAGNATRONS

A COMPLETE LINE
DC-201A
DC-199
REX
DC-112
DC-120
DC-200A
DC-210
DC-216B

THE RADIO DEALER CATALOG OF NEW APPARATUS



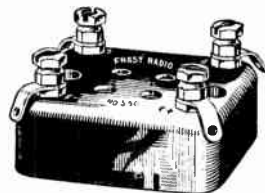
MYDAR MICROMETER KNOB. Manufactured by the Mydar Radio Co., 2 Campbell street, Newark, N. J. Micrometer knob molded of Bakelite. Dual adjustment; adaptable to any shaft; positive action; vernier ratio of 40 to 1. 1 1/2-inch diameter. List price \$1.00.



YAXLEY AUTOMATIC POWER CONTROL. Manufactured by the Yaxley Mfg. Co., 9 South Clinton street, Chicago, Ill. Control designed to automatically cut out trickle charger and cut in "A" battery "B" eliminator when switch or filament control of set is turned on. When set is turned off, operation is reversed. Made in 2 models: No. 444 for use with sets having current draw of 6 199 tubes or more; No. 445 for use with sets having smaller current draw. Respective list prices: \$5.00 and \$6.00.



MARTI B-POWER RADIO. Manufactured by the Marti Electric Radio Co., Inc. Receiving set designed to use electric light supply socket for "B" current supply while storage "A" battery supplies filament current. 6 standard UX base and 1 rectifier tubes are used. Shielded; resistance-coupled audio circuit. Walnut cabinet measures 24" long, 11" deep, 10" high. List price \$125.00.



FROST-RADIO

FROST-RADIO SOCKET No. 530. Manufactured by Herbert H. Frost, Inc., 160 North La Salle street, Chicago, Ill. Black Bakelite socket designed to take all new type tubes. Four springs grip tube prongs for almost entire length. Clear terminal markings with soldering lugs and slotted posts with hexagon heads. List price 40 cents.



BENJAMIN BATTERY SWITCH. Manufactured by the Benjamin Electric Mfg. Co., 120 So. Sangamon street, Chicago, Ill. Single contact switch for controlling the "A" and "B" battery current on receiving sets. Ten to a package. List price 30 cents.



FROST-RADIO

FROST-RADIO METAL FRAME RHEOSTAT Type 700. Manufactured by Herbert H. Frost, Inc., 160 North La Salle street, Chicago, Ill. Rheostat with frame of stamped nickel plated, ball-polished brass. Contact arm designed to operate at constant pressure of 4 oz. against wire. Provided with binding posts, soldering lugs and knurled Bakelite pointer knob. Diameter: 1 5/8". Made in 12 resistances ranging from 2 1/2 to 75 ohms. List price 50 cents.

scription is rather popular than technical, and is intended for the general reader.

Sterling Radio Necessities. Published by Sterling Mfg. Co., Cleveland, O.

Meters, indicators, chargers, trickle chargers, plate current supply devices, and similar accessories for the radio owner and the radio service man well described in a pocket-size booklet with many illustrations. An excellent index makes it easy to find the desired article.

"How Well You Can Hear—" Published by Acme Apparatus Co., Cambridge, Mass.

A folder-pamphlet, which condenses much interesting information and good description of the Acme loud speakers and transformers in a surprisingly small amount of space. Three of the former are illustrated and the latter is diagrammed.

Better Tuning. Published by Bremer-Tully Mfg. Co., Chicago.

Accurate and detailed descriptions of the Counterphase-Eight and the new Counterphase Power-Six occupy most of the space in this fifty-page booklet. There is much other information pertaining to the subject of radio in general, with an excellent article on "The Radio Broadcasting Situation."

Power Supply For Radio Sets. Published by Acme Apparatus Co., Cambridge, Mass.

The subtitle, which tells the story of the booklet, is "A discussion on power supply with particular reference to lamp socket operation for radio sets." A scientific discussion conducted in such clear, and simple language that it becomes comprehensible and interesting to the veriest tyro. The different aspects of the question are well separated and treated.

The Connector, August 1926. Published by Willard Storage Battery Co., Cleveland, O.

A house organ that differs from the usual house organ by containing brief, well-handled technical articles as well as good "sales" stories. Articles on the acid mixing pot for Willard service stations and on sealing compound and re-sealing generally make this issue particularly noteworthy.

The Grebe Globe. Published by A. H. Grebe & Co., New York.

"The Only Daily Picture Newspaper in Radio" runs the line at the top of the first page, and the paper, of eight pages, approximates the tabloid type of newspaper in arrangement. The photos, carefully selected, possess abundant interest for every radio dealer and fan. It proved a popular favorite during the recent Radio World's Fair, New York City, publishing radio celebrities pictures and events of interest.

The Amsco Adsheet. Published by Amsco Products. New York.

A folder illustrating mats furnished free of charge by the company for the dealer's advertising. A selection of eight is offered—and each is accompanied by suggested advertising copy, with the note that the dealer, who knows his local conditions best, can probably alter them to suit his own convenience.

Radio Receivers and Accessories. Published by Sterling Radio Co., Kansas City, Mo.

A real catalog, and a catalog worthy of a place on any shelf. The line illustrated is complete, described without too many words, and clearly priced. Zenith, Kolster



The Luxurious New Amplion Patrician
AA18 List \$45

This is the latest development of the world-famous Amplion air-column type of speaker—sembling a remarkable 48" column, with standard Amplion unit, in a luxurious, richly carved mahogany cabinet, 18" x 12" x 9". Acoustically, the Patrician is non-directional; to the notable Amplion sensitivity and clarity, it adds a new softly diffused mellowness of tone that makes this instrument the choice of the connoisseur wherever heard.

National distribution for 1927 is now established

National Magazine Advertising, with a circulation of over 4,400,000, commenced in October.

Newspaper Advertising, covering all strategic local territorial points, is now under way.

If not already in line for Amplion, write us at once for name of Jobber in your territory. Profit by this powerful Sales and Advertising Campaign, *from the start!*

Amplion Prices, \$12 to \$45, cover the most comprehensive range of radio reproducers on the market.

—backed by the absolute guarantee and prestige of the world's oldest makers of sound reproducing instruments.

—freely recognized as unquestionably the greatest sales and profit making line ever offered to the Trade.

THE AMPLION CORPORATION OF AMERICA

Suite F, 280 Madison Avenue, New York City

THE AMPLION CORPORATION OF CANADA, Ltd., Toronto



Amplion Cone
AC 12 List \$30
The new Amplion Cone is the result of over two years intensive experimenting—subjected to the most rigid tests and comparisons—by The House of Graham scientists. It is time-perfected—totally different in principle, construction and results from other cone-type speakers. In artistic, two-tone mahogany cabinet, 14" x 14" x 9". A new season sales leader!



Amplion Dragon
AR 10 List \$42.50
This celebrated Amplion is used as standard by leading radio manufacturers, wherever broadcasting exists. Famous for unequalled sensitivity to even the faintest speech and musical signals—for clarity, naturalness, and amazing volume. Height, 20 1/2"; mahogany - finished paneled flare, 14 1/2" diameter. Hinged base.

DRAGON MODELS

AR10 Amplion Dragon List \$42.50
AR111 Amplion Junior List \$24.00
AR114 Amplion Junior de Luxe List \$27.50
AR102 Amplion Dragonfly List \$12.00

Phonograph Attachments

AR35 Amplion Concert Grand List \$20.00
AR87 Amplion Standard Unit List \$12.00



THE RADIO DEALER CATALOG OF NEW APPARATUS

Less Than 2%

of 'dead' names on a radio mailing list is remarkable considering the constantly-changing situation in this field.

Our up-to-date Radio Dealer list, comprising over 21,000 live names, is GUARANTEED 98% perfect. Uncle Sam will prove it to your satisfaction. We will refund postage on all undelivered mail addressed from Advance Mailing Lists.

This Radio Dealer list is maintained solely as an added service to our radio clients, manufacturers in general, and the trade.

Lists are furnished complete, or by States as desired.

Interesting details on other features of our COMPLETE mailing service given upon request.

ADVANCE Radio Dealer List

(Classified by States)

Alabama	201
Arizona	85
Arkansas	114
California	1,202
Colorado	598
Connecticut	400
Delaware	16
District of Columbia	65
Florida	284
Georgia	351
Idaho	132
Illinois	2,345
Indiana	344
Iowa	642
Kansas	431
Kentucky	209
Louisiana	262
Maine	153
Maryland	102
Massachusetts	777
Michigan	498
Minnesota	398
Mississippi	186
Missouri	498
Montana	386
Nebraska	228
Nevada	29
New Hampshire	110
New Jersey	898
New Mexico	105
New York City	740
New York State	1,886
North Carolina	479
North Dakota	117
Ohio	737
Oklahoma	464
Oregon	168
Pennsylvania	1,314
Rhode Island	119
South Carolina	200
South Dakota	152
Tennessee	273
Texas	777
Utah	90
Vermont	62
Virginia	103
Washington	376
West Virginia	181
Wisconsin	451
Wyoming	98
Foreign Countries	133
Total	21,079

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Advance Mailing Co.,

Incorporated
141 Fifth Ave., New York City
(Telephone Caledonia 9588-89-90)



KOLSTER-BRANDES TABLE CONE NO. 1300. Manufactured by Federal-Brandes, Inc., Woolworth Bldg., New York City. Table cone speaker with resonating chamber designed especially for low tones. Adjustable for maximum efficiency. Designed to be unaffected by atmospheric conditions. Antique bronze finish. Diameter: 15 1/4"; height: 16 3/8"; depth: 8 3/8"; weight 5 1/2 lbs.; shipping weight 11 1/2 lbs. List price \$12.50.



RADIO-ART CABINET Model No. 65. Distributed by the Musical Products Distributing Co., Inc., 22 West 19th street, New York City. High-boy cabinet designed for use with Stromberg-Carlson, Atwater-Kent, Radiola No. 28, Freed-Eisemann and any receiver with panel dimensions not exceeding 23 1/4" long by 9" high. Figured butt walnut panels inlaid with rosewood border. Includes Amp-lion loud speaker unit and full floating hard rubber tone chamber. Veneer panel board with moulding included to permit mounting of sets; special frames substituted when requested. Dimensions: 30" wide, 19 1/2" deep, 54" high. List price \$125.00.



VOGUE CONE HORN Model 10. Manufactured by Richard T. Davis, Inc., 5252 Broadway, Chicago, Ill. Loud speaker with unique patented horn having tone travel of over thirty inches enclosed in housing nineteen inches in diameter and twenty inches high. Base is ten and one-half inches long and seven and one-half inches wide of carved art wood. Carvings on grill and base are hand finished with touch of gold and mahogany. List price \$30.00.



DIAMOND T BABY GRAND CONSOLE. Manufactured by the Diamond T Radio Manufacturers, South Bend, Ind. Six tube tuned radio frequency receiving set installed in console cabinet with twin speakers. Incorporates Diamond DeLux Control which may be operated with one motion or by means of split dial be operated for more careful tuning. Connections for either 90 or 135 volts of "B" current provided. Battery operated model lists for \$89.50; power operated model with electric light socket attachment lists for \$99.50.

and Crosley radio sets are featured, together with various lines of parts, batteries and accessories. The best idea of its inclusiveness can be given by saying that it consists of sixty-four large pages, every one packed with information.

Hammarlund Products. Published by Hammarlund Mfg. Co., Inc., New York.

A four-page folder catalog of Hammarlund accessories, put up in such form that it may easily be bound into loose-leaf book or dealer's catalog. Hammarlund "Midline" condensers, the "S-F-L" condenser, coils, radio frequency assembly, foundation units, and multiple and transmitting condensers are covered.

The General Radio Experimenter. Published by General Radio Co., Cambridge, Mass.

Volume one, number three, of this house organ, which is largely devoted to a clear and brilliant technical article on the design and use of the speaker filter. The article is the work of H. W. Lamson, of the engineering department of the firm.

The Day-Fan Dial. Published by Day-Fan Electric Co., Dayton, Ohio.

How to trim windows is one subject well-treated in this issue of the Day-Fan house organ, and a warning on discarding "B" batteries when the trouble may be due to atmospheric conditions is also included. The distributors' golf tournament also comes in for some treatment.

Universal Radio Batteries. Published by Universal Battery Co., Chicago, Ill.

Prices, pictures, specifications and descriptions of the many types of Universal batteries. There is a special section for the new Universal Radio "A" power plant, another for chargers, and another for battery accessories.

"H & H" Radio Accessories. Published by Hart & Hegeman Mfg. Co., Hartford, Conn.

The important accessories that mean so much to good reception is the subject of the catalog. Space forbids mentioning all of them, but the catalog is inclusive of everything from dials to transformers.

Longer Life for Your Tubes. Published by Westinghouse Electric & Mfg. Co., South Bend, Ind.

Westinghouse instruments and how they are used, with excellent diagrams, and clear instructions as to how to use them. BT instruments, PT portable instruments, BA panel mounting instruments BX and PX-2 instruments are described. Explanations tell just why and how these instruments should be used.

Westinghouse Rectigon Battery Chargers. Published by Westinghouse Electric & Mfg. Co., South Bend, Ind.

Elaborate and beautiful catalog of Rectigon battery chargers, with clear and complete expositions of the principles involved. Each charger listed is accompanied by a technical description which a novice can understand but which an expert will not find uninteresting.

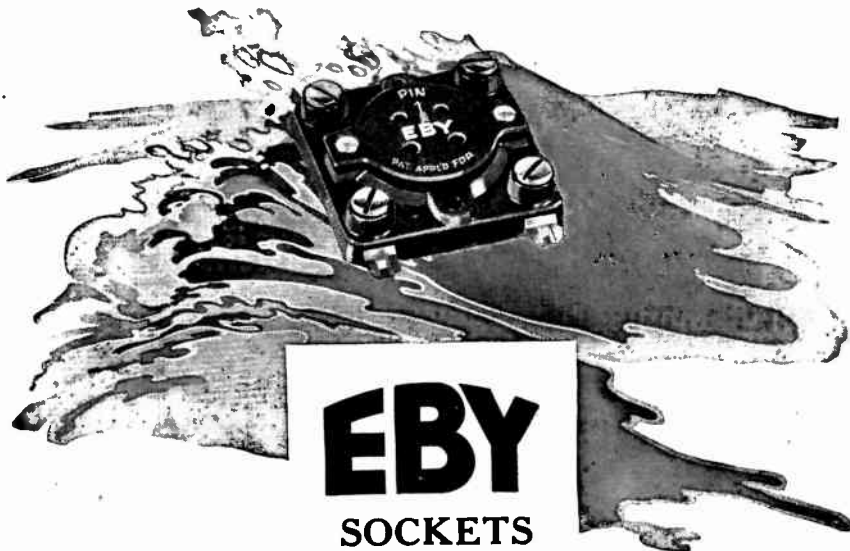
Radio Catalog. Published by McGraw Co., Omaha, Neb.

Fine big catalog, packed with information. It extends to 128 pages and contains numberless illustrations, as well as a capital index.

Northwest Radio News. Published by Northwest Radio Trade Assn., Minneapolis, Minn.

A long resolution on the subject of the national control of radio occupies the most space in this issue of the Northwest Radio

The Tide of Popularity is Rising



EBY

SOCKETS

Now 50c List

After all, it's only a matter of common sense. Everyone knows that a three point wiping spring contact is the most positive, perfect and scientific contact possible for a socket. Whenever a tube moves in an EBY socket, the contact tightens and checks the jar. No wobbling, no noises, no losses!

The H. H. Eby Co. is a specialist in *contact*. And whenever you sell a product bearing the name EBY you are sure of honest values, sound merchandising and public confidence.

**Manufacturers
and now Circuit Builders
specify Eby products.**

Most circuit builders know that EBY Binding Posts are specified on eight out of ten manufacturers' sets. That's one reason why EBY products are recommended and specified in the Infradyne, Hammarlund-Roberts, Cockaday, L. C. 27, Browning-Drake, Victoreen, Madison-Moore, Lynch and Varion Power Units and other popular circuits.

Made in 28 different markings—List Price 15c



H. H. Eby Mfg. Co.

4710 Stenton, Ave.,

PHILADELPHIA, PA.



ELECTRICAL SUPPLIES — RADIO

*For speedy service on guaranteed
Radio and Electrical goods,
send your orders to Harry Alter.
I make it my business to give
you Same Day Delivery.*

*Harry Langer
mgr. Order Dept.*

*If you are not on our
mailing list write today
for our catalogs.*



The Harry Alter Co.
ELECTRICAL and RADIO SUPPLIES
Ogden at Carroll Ave.
CHICAGO ILL.



Pattern
No. 120
B-Eliminator
Tester



DEALERS--

Here is the device you will need to give proper attention to the adjustment of B-eliminators sold by you. Every set has different B-eliminator voltage requirements. B-eliminators will reach your shelves in all manner of adjustment. To create repeat customers you must satisfy them.

The tester contains a voltmeter and a milliammeter so interconnected that the milliammeter shows the complete current draw including that required by the voltmeter. A rheostat provides the adjustable load simulating different set requirements.

Send for Form No. 1030

Jewell Electrical Instrument Co.
1650 WALNUT ST. CHICAGO
"26 Years Making Good Instruments"

News. The resolution was adopted by the Northwest Radio Trade Association in conjunction with the affiliated Listeners' League at the last meeting, and recites the hope of the organizations that congress will pass legislation vesting the control of radio in the federal government.

The R. M. A. News. Published by Radio Manufacturers Association, Inc. Chicago, Ill.

Rather more like a newspaper than a magazine. The leading article is by Leonard E. Parker of the Stewart-Warner Corp., and tells how broadcasting programs this summer compare with and excel those of former summers.

You! Published by Supertron Mfg. Co., Inc., Hoboken, N. J.

A sales manual, containing the necessary information about Supertron tubes, why they are good sellers and their talking points. There are pages of illustrations and text about Isolante, the base material used in these tubes, as well as much other information.

The Radiall Book. Published by Radiall Co., New York.

An article on "Your Radio Tubes—and Good Reception" by M. Openshaw, a problem in current by Th. H. Nakken, and ten of the most popular hook-ups of today, carefully diagrammed. The diagrams are excellent and much simplicity of selection has been used as to the ten hook-ups.

Power from the Light Circuit. Published by Thordarson Electrical Mfg. Co., Chicago.

Eight page folder dealing with Thordarson transformers, with pictorial diagrams, instructions and illustrations of the articles.

King Courier. Published by King-Buffalo, Inc., Buffalo, N. Y.

The "Triumphal Number of this house-organ, with an article on the New York banquet, a couple of good technical articles by well-known engineers, and a series of telegrams from dealers, demonstrating how well the King Radio is "going over." There is a special Neutrodyne, King-Hinners Section.

Dubilier Devices. Published by Dubilier Condenser and Radio Corp.

Catalog illustrating and describing the many Dubilier devices in use on every type of radio set. Many pages are devoted to the different styles of Micadons; condensers come in for some attention, and there are pages for mica condensers and minor devices. Well illustrated.

Payette Radio Catalogue. Published by G. C. Payette & Co., Montreal, Can.

A big catalog, listing many and widely-varied lines for the dealer. The illustrations are unusually large, and the descriptions unusually short. Radio sets, parts and all accessories are well represented.

McGraw's Radiocast. Published by McGraw Co., Omaha, Neb.

Bright and interesting, published daily during the recent Omaha radio show. Illustrated with many cartoons, there is also peppy reading matter, and good news, well written. An article on price-making and price-cutting deserves especial attention.

Radio-Art Cabinets. Published by Musical Products Distributing Co., Inc., New York.

A brilliant showing of the Radio-Art cabinets, and a new idea in catalogs. It is a genuine loose-leaf note-book of large size bound in heavy leather, and the catalog pages consist of beautifully finished photographs of the various styles of Radio-Art cabinets, with short descriptions. Unusually sumptuous and beautiful.

Letters to the Editor

Favors License Question

To the Editor of THE RADIO DEALER,

Personally, the writer very strongly favors the proposition of licensing radio service men, and as you will, undoubtedly, recall it was also brought up briefly at the Detroit meeting of the Federation and there seemed to be a considerable number who took a favorable attitude towards this proposition.

During our Convention which will be held Sept. 27th and 28th this matter will be brought up for discussion and that will give us a most excellent opportunity to get an expression of opinion from a considerable number of men who would be directly affected by legislation of this kind.

N. C. BEEREND.

Wisconsin Radio Trade Association,
Milwaukee, Wis.

Little Protection Seen

To the Editor of THE RADIO DEALER,

While we can find no particularly good reason why licensing radio repair men might not be a very desirable thing, we do not believe that the editorial makes out a very good case.

You speak of the licensing of plumbers, electricians, engineers, etc. Men in these classes are ordinarily engaged in building and construction work which is governed by building codes and municipal ordinances, and it is, therefore, essential that they be licensed.

Automobile repair men are not licensed, as far as we know, nor are the men engaged in the repair of victrolas, typewriters, sewing machines, and any number of other household articles.

The mere licensing of a repair man will not of necessity prevent him from imposing on the ignorant if he is disposed to do so—your licensed plumber is entirely capable of performing in a like manner.

DOUGLAS RIGNEY,
Treasurer.

A. H. Grebe & Co., Inc.,
New York City.

Suggestion Has Merit

To the Editor of THE RADIO DEALER,

The editorial in the September issue of THE RADIO DEALER on the licensing of so-called radiotricians and other types of radio repairmen has touched a responsive chord in this organization.

In a great many instances we have been obliged to have receivers shipped back to this factory for complete rebuilding as a result of the servicing of some of these so-called experts.

We believe that if possible such a plan of licensing radio repairmen would work to the advantage of not only the radio industry in general but also to the advantage of such repairmen who are competent to actually service receivers.

D. I. DRUCKER.

Day-Fan Electric Company,
Dayton, O.

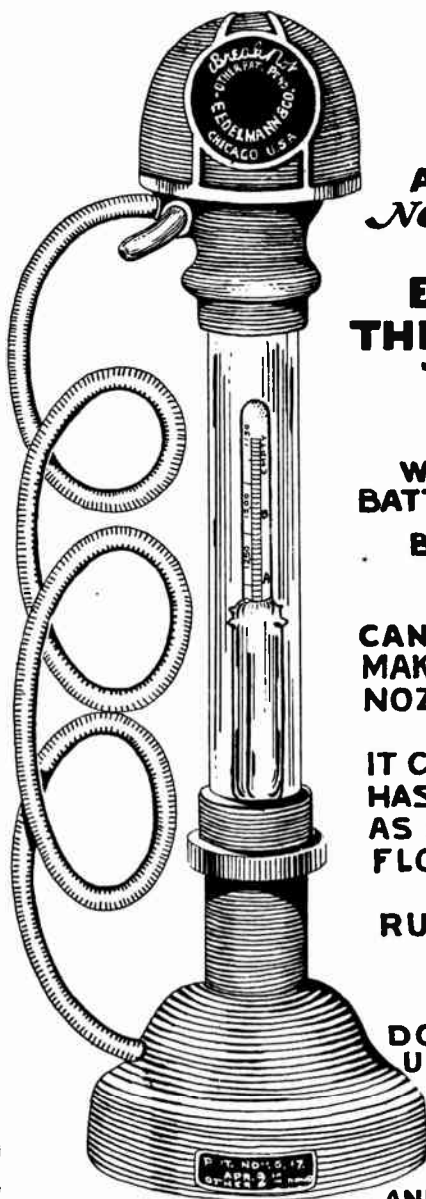
Creating System Difficult

To the Editor of THE RADIO DEALER,

There is no doubt but that radio service men and installation men should be licensed but the difficulties in setting up a system of licensing radio men in all of the small towns throughout the country present al-

My "Break Not!"
IN THESE TWO SIMPLE WORDS MILLIONS OF BATTERY USERS THROUGHOUT THE WORLD EXPRESS THEIR GREAT PRIDE AND SATISFACTION IN THE OWNERSHIP OF A HYDROMETER THAT IS EVER DEPENDABLE

ANY HYDROMETER CAN TEST YOUR BATTERY BUT ONLY THE "Break Not" CAN TEST IT RIGHT



1927 Model

"Break Not"
RADIO

A-OR-B BATTERY TESTER
New - Different - Accurate
EASY TO OPERATE
EASIER TO SELL
THE RADIO USER NEEDS THIS BATTERY TESTER

WORKS JUST AS WELL ON THE B-BATTERY AS IT DOES ON A-BATTERY
BIGGEST VALUE \$1.00 EVER BOUGHT

HERE'S WHY!
CAN BE PLACED ANYWHERE WHILE MAKING A TEST -- THE 24 INCH NOZZLE WILL REACH INTO THE RADIO CABINET
IT CANNOT TIP OVER - WON'T LEAK
HAS ONLY HALF AS MUCH GLASS AS OTHER HYDROMETERS -- THE FLOAT IS PROTECTED IN THE PATENTED SOFT RUBBER HOUSING!

DEALERS!
DON'T BOTHER WITH UNKNOWN WORTHLESS HYDROMETERS SELL THE "Break Not"
SATISFY YOUR TRADE AND MAKE A BETTER PROFIT

PRICE \$1.00 AND WORTH IT



MADE BY E. EDELMANN & CO. 2332 LOGAN BLVD. CHICAGO ILLINOIS

No come-backs on these Lifetime Controls



Centralab Controls please the customer. The Centralab absolute guarantee of satisfaction protects the dealer. Constant new circuit mention, and advertising in all radio publications insures rapid sale.

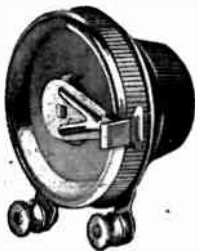
Centralab Modulator

The ideal volume control for any circuit. Standard in many high priced receivers. Specified by Thordarson, Samson and other manufacturers of quality amplifiers. \$2.00.

Central Radiohm

Permits clearer, louder reception with any circuit by holding the sensitive regenerative position which immediately precedes the oscillation point. Non-inductive, smooth and permanently noiseless. Full control with a single turn of the knob. A resistance and taper for every circuit. \$2.00.

Centralab Rheostat



Smooth, noiseless, permanent control where old design rheostats over-heat and become noisy. Larger cooling area. Heavy current capacity. Resistance element immovable and warp-proof. Fast, profitable sellers—widely advertised.

Wire wound for 1 to 5 tubes, 4 resistances, \$1.00. Ribbon wound for 5 to 10 tubes, 2 resistances, \$1.25. Ask your jobber about the complete Centralab line, or write for literature.

CENTRAL RADIO LABORATORIES

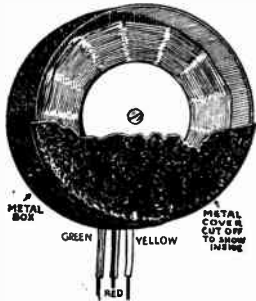
21 Keefe Ave. Milwaukee, Wis.
Makers of a full line of variable resistances for 69 manufacturers of leading standard sets.

Canadian Representative—Irving W. Levine, Montreal
Australian Representative—United Distributors, Ltd., Sydney
Great Britain Representative—R. A. Rothermel, Ltd., London



Announcing
The NEW

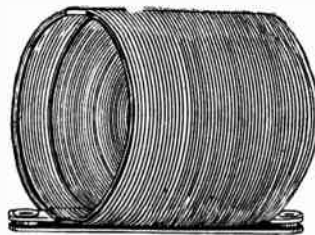
SHIELDED TUNED
RADIO TRANSFORMERS



METAL BOX
GREEN
YELLOW
RED
METAL COVER IS CUT OFF TO SHOW INSIDE

FERI Lo-LOSS COILS!

SPACED-AIR-WOUND
RADIO TRANSFORMERS



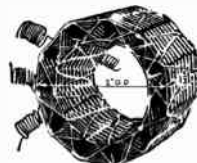
Our Facilities for Winding These Coils Are Unequaled.
LET US QUOTE YOU ON COILS WOUND TO YOUR SPECIFICATIONS



TYPE "R"



TYPE "F"



TYPE "R" JUNIOR

Feri radio engineers are constantly experimenting and developing efficient radio apparatus. The most efficient coils for up-to-date set mfrs. Improved in accordance with the ideas of the leading minds in the radio technical field.
Send for Descriptive Literature Covering Our Entire Line
Manufactured Exclusively by

FERI RADIO MFG. CO.

1167 Bedford Ave.
Brooklyn, N. Y.

most as many difficulties as having the radio men unlicensed.

In the first place there is no department in the city hall in any city that could take care of the licensing of radio men with the exception of the electrical department. If one attempted to get an ordinance through covering the requirements for licensing radio men he would find that the electrical department would recommend that no one except a licensed electrician could install or repair radio sets.

In the great majority of cases you would place the thing under the control of the union electricians, and furthermore the electrical department would put such heavy restrictions and requirements on the installation of aerial that before the buyer of the set got through he would have a bill anywhere from \$25 to \$100.

We have some very good service men and service companies here who are members of our association but who are not licensed electricians and could not pass an examination as licensed electricians but can put up a wonderful radio aerial at a nominal cost.

We are so conversant with the situation of licensing radio installation men because of the fact that the city of St. Paul took up the matter about six months ago and a special committee of the council directed it for some time, after two men had been electrocuted during the installation of an aerial wire laying over a power line wire.

The dealers and jobbers in St. Paul have gone over the question very carefully and are not in favor of the licensing of radio service men.

It might do some good to have an ordinance in each city requiring owners of an aerial to take out licenses for examination but again if you do they will open up a department in the city hall which will soon be found that the department could not be operated for the sum of \$1.00 per aerial and the cities would soon see the possibility of source of revenue and tax radio sets and equipment which again is not to be desired.

H. H. CORY.

Northwest Radio Trade Association,
Minneapolis, Minn.

Capable Dealers Essential

To the Editor of THE RADIO DEALER:

It would appear to the writer that if radio manufacturers would sell their products only to thinking wholesalers, who realize that there are certain definite requirements needed to properly merchandise radio equipment, and if those wholesalers would sell to only experienced radio dealers, the problem would be solved to a considerable extent.

A control of selling to the extent that radio dealers should only be appointed by the wholesaler, and passed upon by the manufacturer, only if they are capable of meeting service requirements would help—only dealers capable of understanding radio—the requirements of installation and who employ mechanics who really know how to repair and adjust properly, and at fair charges should, in this present day and age of radio, be appointed. Then, and only then, would the public not be defrauded. We believe this problem is one that is really up to the manufacturers, for with responsible manufacturers guarding their reputation by controlling service, and the public using care, as to whom they patronize, the writer believes the complaint would vanish to a considerable extent.

We do not think we need any more laws or licensed mechanics—what we need

are sensible manufacturers who realize their responsibilities, a discriminating public and suitable and sufficient articles printed in suitable trade publications.

A. H. Bartsch
General Sales Manager
American Bosch Magneto Corp.,
Springfield, Mass.

Educational Campaign Suggested

To the Editor of THE RADIO DEALER:
The writer firmly believes THE RADIO DEALER editorial on the damage done by so-called radio repair experts is very timely and sound.

We had occasion the other day to see one of our sets built about two years ago. It had been in the hands of a so-called radio expert—an amateur, of course—who had undertaken to rebuild it. The result was that it did not work at all.

The man—a friend of ours—brought the set in for our engineers to go over, and it was necessary for them to put it back the way it was in the beginning.

We are very much afraid, however, that it would be difficult to arrange any kind of a license for a radio repair man. We are also afraid it would be impossible to prevent a man from repairing or tinkering with his friend's radio set.

The set owner is looking for something for nothing; instead of going to a first-class radio service company he wants to have the work done for nothing; the result is that he pays for it.

As we see it, the only solution is wide spread educational material warning the set owner not to let other than a very experienced man attempt any service on his set.

Powel Crosley, Jr.
Crosley Radio Corporation,
Cincinnati, O.

Would Ban Experts

To the Editor of THE RADIO DEALER:
We greatly appreciated the editorial "License These Experts" in the September issue of THE RADIO DEALER and congratulate you upon the statements expressed therein.

While we have not given the subject enough thought to recommend any definite corrective measures at this time, we certainly consider it imperative that something be done to squelch the activity of these so-called "experts," and included in this category should be those experts who either in selling or servicing radio, can express nothing but their own personal opinion of the merchandise in question.

Their viewpoint is generally a selfish one and many times is the occasion for dissatisfaction in the mind of the prospective purchaser or the man who has already invested money in a radio set.

Let's go ahead with any ideas you may have toward correcting this evil and count on the writer personally and the Buffalo Radio Trades Association as being with you 100 per cent.

Thomas A. White
Wholesale Radio Eqpt. Co.,
Buffalo, N. Y.

Seattle Adds New Station

SEATTLE, Wash.—Another new Seattle broadcasting station made its debut on the air recently when station KFQW presented its premier program from its studios in the Claremont Hotel.

KFQW is to be a commercial station, broadcasting programs daily on 216 meters

**2 New
SPECIALIST
AUDIONS**

By *de Forest*

For Distance & Quality Volume

SPECIFICALLY designed for R. F. amplification in Neutrodyne and other finely balanced circuits. The DL4 is characterized by very uniform grid-plate capacity and high mutual conductance.

The result is greater volume on distance than is obtainable with ordinary tubes.

Specifically designed for last-Audio socket to give highest quality reproduction with natural volume. The DL14 is unsurpassed in reproductive quality, volume, and economy for Cone speakers up to 18 inch diameter.

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



DL4
\$2.25

DL14
\$6.00

DE FOREST

The Greatest Name in Radio — Standard Since 1906

KELFORD

THREE STAGE

RESISTANCE-COUPLED AMPLIFIER



All Bakelite
Moulded Form
List

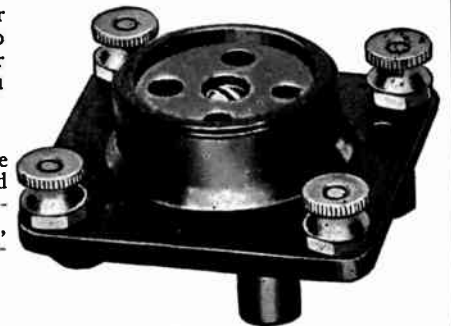
\$8.00

Here's a completely equipped amplifier with a moulded all Bakelite form to list at a moderate price. It's a big seller wherever shown. Stock a few and you will soon reorder.

"CUSHION" Type Socket No. 190
Designed to take new standard "U" type tubes. Will also take tubes with old style bases except UV 199. By substituting Kelford "Cushion" type Sockets, tube jars and resulting noises are eliminated. List Price 50c.

Write for catalog giving prices and discounts on the complete Kelford line.

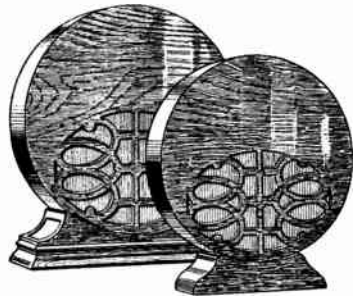
THE AMERICAN SPECIALTY COMPANY
BRIDGEPORT, CONN.



TELEPHONE

Radio Speaker

"talks like a human and plays like a virtuoso!—exactly"



Telephone Corporation of America

449-453 West 42nd Street
New York City

BUILT LIKE A VIOLIN



Where Power Counts

CYCLONE

WORLD'S BEST

BATTERIES

5 Sizes in Attractive Metal Containers. They Cost No More and "B" "C" Are Easier To Sell.

Cyclone Batteries are the power behind your plate. Their voltage is constant, their recuperative power high, their appearance

pleasing. *CYCLONES* sell quick. All good dealers have Cyclones on their shelves.

STANDARD ELECTRIC NOVELTY CO.

PHILADELPHIA NEW YORK CITY CHICAGO

Here and There With the Editor

Well Worth
Our Very
Best Effort

Newspapers and magazines are similar in that they must conform to regular schedules if they are to be issued on time. We know a score of newspapermen and magazine editors, etc., who are slightly behind schedule as a result of the recent Radio World's Fair, in New York City. One week out of a busy month leaves that much less working time. The combined efforts of the editorial and business staff must naturally be doubled if the impossible is to be accomplished. But the effort is really worth while when one considers that in his capacity (be that what it may) he was able to traverse 1,500 miles around the Garden floor, meet 2,000 friends of other days, be treated like a real human being, entertain friends from Rochester and points west, enjoy many an impromptu luncheon, and supper, ONE big banquet, and many favors and courtesies which go to make life worth living and inspire one to even greater responsiveness and activity in the interests of our beloved industry. It is worth the effort.

More Settled
Conditions
Now Prevail

Stabilization has come to the radio industry, from the manufacturer to the retailer, with the advent of more settled conditions in the process of producing and selling, declares Charles E. Butterfield, member of the Institute of Radio Engineers. Likewise radio equipment itself has undergone a change for the better and has reached the point where standardization is being given the consideration long held necessary for success in this field.

From a market that sprang up almost over night with the demand far exceeding the supply, resulting in a literal scramble by the buying public for radio material, there is developing a situation that the manufacturers and retailers have forecast as tending toward a smoothly functioning industry.

So great was the demand for radio equipment when the listening fever first struck the American home that more manufacturers and retailers were attracted to radio than consequent developments have shown could exist. Probably one of the best barometers of conditions is the situation in Chicago, radio center of the middle west. Here, when radio first became vogue, retail stores came into being as fast as shelves could be stocked. New stores seemed to develop their quotas of new customers and nearly every day saw hustling clerks attempting to wait on three customers at once. Almost any article, even sometimes when its connection with radio was more or less vague, would find a ready sale.

To meet this condition, manufacturers were forced to increase their output, although such a heavy demand apparently could not continue forever.

The beginning of 1926 saw a change. It was not difficult for the observer to see that the field was over-crowded. The buyer began to slow down.

He had stocked upon radio equipment, his knowledge of the art having increased a hundred-fold, until he could revel in ex-

perimentation to his heart's delight without replenishing his equipment every time he tried a new circuit. In addition he had reached a point where his buying eye had been sharpened and he purchased only those articles that were absolutely essential.

A weeding out process developed and the result has been to bring stabilization to the industry, and disappearance of the chaos that was attendant upon its babyhood. While the slowing down has led to some discussion of over-saturation, surveys of manufacturers have shown that such a situation is far from an actuality.

These surveys indicate that there always will be a good market for radio sets and apparatus and that, to a certain extent, it will parallel the automobile in this respect, with the demand for the completed set showing a slight edge over that for parts.

RESEARCH DEVELOPMENT MARKED AT NEW YORK SHOW

By John F. Rider
Staff Technical Expert
of THE RADIO DEALER

The closing of the Radio World's Fair in New York City is in reality the official opening of the radio season for the ensuing radio year, and for the radio dealer and jobber, the closing heralds the time for retrospection.... The show is over.... What new items have made their appearance?... What will be their effect upon the radio industry in general?... What will be their effect upon the radio buying public? These and many other similar questions must be answered by the dealer and jobber, since the answers are guides for future business.

If we analyze the displays at the Radio World's Fair, several pertinent facts will immediately manifest themselves. Facts which may bear heavily upon the future of the radio industry and which are conducive to the generation and maintenance of good will between the public and radio industry. The major of these is the general influx of sound engineering. In other words the general acknowledgement of the radio industry of sound engineering.

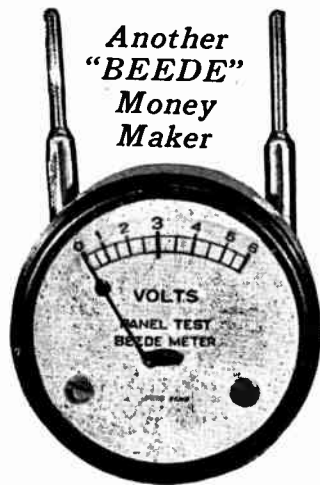
To all intents, radio manufacturers have apparently recognized the need for engineers and have employed them to good advantage. At the advent of commercial broadcasting and for several years thereafter, very few of even the larger radio manufacturers employed an engineering staff and maintained a laboratory for development and research in connection with their radio receivers.

The result was that the products of these manufacturers were by no means dependable, being in the majority of cases pure and simple copies and duplicates of other well known receiving sets. This practice it seems, is at an end. The present receiving sets and general displays indicate very vividly, that they are the brain children of engineers and their laboratories, and the results of real intense foresight, thought and reasoning.

This means two things. First that practically all the receivers displayed can be accepted by the sales forces of the radio industry as dependable merchandise and creators of good will towards the industry. This results in greater profits to jobbers and dealers, since returns and dissatisfaction are less. The second item is of still greater importance, since it indicates the stabilization of the industry. At the advent of commercial broadcasting and

BEEDE METERS

Midget Swivel Jack, \$2.50



Another
"BEEDE"
Money
Maker

Here illustrated in Actual Size, is the newest member of the BEEDE Meter family. This small, compact, accurate Voltmeter is designed so as not to interfere with tuning knobs on Superhets, Radiolas or Brunswicks. It is a precision instrument of very high resistance. Thousands of Radiola and Brunswick owners have been waiting for an instrument like this. There is a steady market. Cash in on it. Buy Them. Display Them. Advertise Them. Order from your jobber NOW!

Standard Swivel Jack \$3.00

Made especially to fit jacks in Radiola and Brunswick Superhets. Guaranteed accurate.

Storage Battery Tester \$1.50

Tests all 3 cells or any single cell. Shows when to charge and to stop. Guaranteed accurate.

THERE'S A BEEDE METER FOR EVERY BATTERY NEED
Order from your Jobber—Liberal Discounts—Catalog on Request

BEEDE ELECTRICAL INSTRUMENT CO.

Factory, Penacook, N. H.

N. Y. Sales Office: 136 LIBERTY STREET

John L. Madsen, Manager

BEEDE METERS

The Hyatt-6-Tube Portable Radio Receiver

Single Dial
Loop Aerial
6-Tubes
Dry Batteries
Tone Quality
Inside Speaker
Volume
Selectivity
Light Weight
Compact

A
Real
Portable
Radio
Receiver
of
Highest
Quality



Substantial
Construction
Neat in
Appearance

A Source of
Entertainment

Complete in
Every Detail

List Price
Fully Equipped
\$95.00
Factory

West of Rocky
Mountains
\$100.00
Factory

Export Prices
on
Application

Dimensions: 14½" wide, 11" high, 9¼" deep. Weight 28½ lbs.

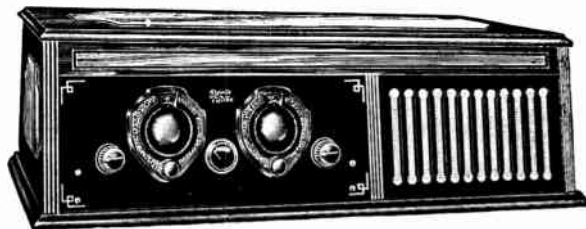
DEALERS—Correspondence invited from those engaged in radio resale. Progressive and wide awake dealers who wish to make a real selling connection, write at once. Our discounts are liberal—our policy fair.

THE ELECTROPHONE CORPORATION
58. E. WASHINGTON STREET CHICAGO, ILLINOIS



Steinite Seven Tube

**No-Battery Radio
Operates from light socket
No Chemical Rectifiers**



Retail Price
\$125

\$15 Extra for
Table to match

High Grade
Loud Speaker
Built In

1c an hour
from AC circuit
100 to 125 V.

SOLID MAHOGANY CABINETS
2-Tone Walnut 2-Tone Mahogany

The line carries nice jobbers' and dealers' discounts from stated retail prices.
Manufacture of 6-Tube Battery Type, T. R. F. Table Model \$45 Console, with built-in Loud Speaker \$79.50. Steinke Crystal Set \$6.
Steinite Crystal 50c each.
Steinite Aerial eliminator \$1.
Steinite Interference Eliminator \$1.
Literature on request.

STEINITE LABORATORIES
Factory: Atchison, Kans.
General Sales Offices
504 So. State St., Chicago

for several years thereafter there was noted by fans, radio dealers and jobbers, radical differences between various receivers, in both electrical and mechanical design.

There were sold to enthusiastic radio fans innumerable sets which did not perform and could not perform, since they were wholly defective in electrical design and deficient in mechanical design. And it must also be admitted that many dealers were in many cases aware of these defects, but took the chance nevertheless. The consequence was many sales and many complaints.

But with the general recognition of advantages of real engineering knowledge when applied to radio receiver design and manufacture, that period of many sales and many complaints has been changed to one of many sales and few complaints. The culmination of the engineers' efforts resulted in the development of sets which when classed according to electrical design, eliminate the radical difference between those of different manufacture.

The displays at the Radio World's Fair, showed that a very high level of electrical design had been reached, since the majority of sets on display, were built along similar lines. Circuit changes there were very few, other than that necessitated by the addition of one, two or more tubes. The number of tubes used remains at the expected level. This five and six with the latter most prevalent.

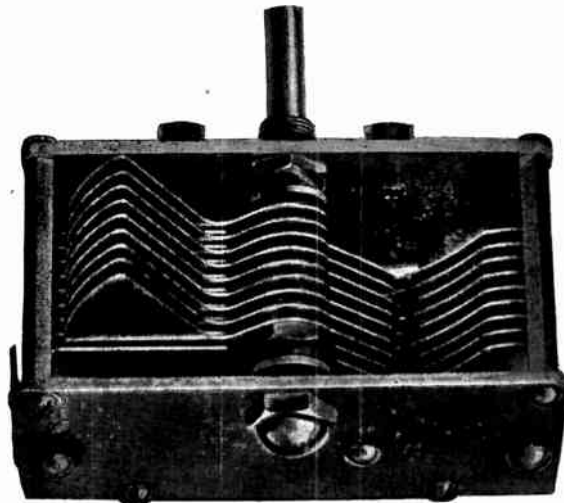
With respect to the individual parts of receivers, there has been effected very little changes. Transformer coupling, resistance coupling and impedance coupled are still in vogue, thus showing that the audio systems of sets are at a fairly high level. The number of stages used in the audio system are still the conventional, showing that the systems in use supply the required volume. The stage level varies between two and three. In audio amplifiers utilizing transformer coupling throughout, two stages are found most prevalent. For resistance and impedance coupled units and combinations of either of these with transformer coupling, three stages are utilized.

The advent of shielded sets offers a solution to many radio dealers whose customers complain of interference due to direct induction into the coils of the receiver. Such conditions exist in congested areas or when the receiver is located in close proximity to a powerful broadcaster. While the use of the shield was not intended for the elimination of this sort of external interference, its function is such that it is highly advantageous under this adverse condition.

To all intents the writer believes battery eliminators have come into their own. In this connection only one statement can be made, with respect to the association between the dealer and the manufacturer when battery eliminators are being discussed. To function satisfactorily an eliminator, especially a "B" eliminator for a modern sensitive receiver must be scientifically designed. There are such units, but there are many more which will not give satisfaction when operating at maximum output. Not that the output current or voltage is insufficient, but rather than when operating at maximum voltage output, there appears a decided A. C. hum.

The battery eliminator is in our opinion the most precarious item which the dealer must consider. If the eliminator sold to a customer is faulty, cases of which may be very frequent, the kick usually is made to the dealer. Since there are many good

A CONDENSER ACCOMPLISHMENT



Can be obtained in all capacities

We manufacture one whole mount or three whole mount

FEATURES
Our new Straight Line Frequency Condenser is constructed of the highest grade of metals and has a complete rotor turn which is half straight line and half straight line frequency.

Lubree Manufacturing Company, Inc.
210 CANAL ST. NEW YORK CITY

eliminator units, it is up to the dealer to assure himself that he is carrying only the best. He should bear in mind that a faulty "B" eliminator also reflects upon the set.

There are very few "A" battery eliminators operating from the house A. C. mains. The majority of appliances which furnish filament voltage and current and are connected to the house mains, utilize a trickle charger which is automatically connected to the battery, when the receiver is inoperative. This combination has been found to be very efficient in even the most expensive sets. Eventually we hope to have tube operating directly from the 110 volt line and with "B" eliminators. One set utilizing the McCullough tube was shown.

Judging from the parts display, many of the items stocked by dealers last fall on the early part of 1926 will not be obsolete stock. Condensers have not changed to any great degree. Both straight line frequency and straight line wavelength type plates are being used. In fact certain manufacturers utilize in their receivers condensers with a characteristic curve combining straight line frequency with straightline wave length. The regular panel dials are being replaced with drum dials. This new type of control bids fair to rival any thus far, since it permits of single hand tuning or three individual circuits without involving a lot of gears, wires, etc. By means of hollow shafts and block of condensers, and three drum dials adjacent to each other, the new type of tuning units will supersede the old.

Audio frequency transformers have undergone very little change except for the appearance of newly manufactured items. The pioneers of last season with us, without changes. The design of audio frequency chokes for audio amplifiers and resistances for the same units have changed very little. Inductances have simmered down to single layer solenoids of small diameter. Fixed condensers are as of old.

Loud speakers are divided in popularity with the cone type predominating. Many manufacturers of console type receivers who use inclosed speakers have given up the cone and are using regular horn speakers with long air passages curled to fit the space. Another new type of cone has made its appearance. This being the eccentric cone, with its actuating lever off centre. (This was shown in the Service article in the September issue of THE RADIO DEALER.)

Radical changes in radio apparatus were conspicuous by their absence, which goes to indicate that the industry is becoming stable. The radio industry it seems has reached in five years what it took the automobile industry twenty-five years to attain, namely gradual improvements, but no more new yearly models.

Arnoux Vote Leader

HOT SPRINGS, Ark.—G. C. Arnoux, announcer at KTHS here, is leading by over 16,000 votes in a nation-wide poll to ascertain the most popular announcer in the country.

Plan Larger Station

GALVESTON, Tex.—Work on enlarging the radio station KFUL of this city has been started and will be ready about October 1, according to A. R. Davis, manager of Thos. Goggan & Bros., who operate the station. Both local and outside contributions are being received for the fund to complete this work and broadcasting will begin on a 500-watt power unit soon.



FORD TRAN-CHOKE UNIT

For Building Raytheon "B" Eliminator

The Ford Tran-Choke is a combination of transformer and two chokes, completely shielded in one unit.

A Raytheon tube is supplied with each unit.

Tran-Choke Milli-amperes	Output—Volts—low	Volts—high
20	135	212
30	116	194
40	96	173
50	...	153
60	...	132

FORD "B" ELIMINATOR

The Ford "B" Eliminator is not a new product. It has been on the market for two years. Its efficiency is time-tested and proven. From an AC light socket or outlet, it supplies any set with a continuous and uniform plate voltage without noise or hum.

\$32 List



For Alternating Current

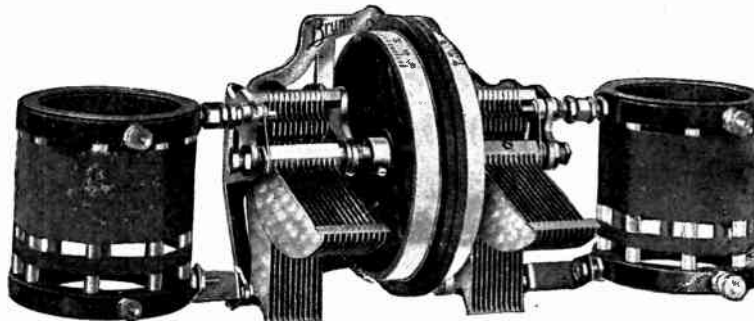
Distributed by Industrial Sales Co., E. P. Denham, Gray Sales Co., S. B. Darmstadter, James C. Pope, Jr., San Francisco, Calif. Seattle, Washington Philadelphia, Pa. Chicago, Ill. Minneapolis, Minn.

Write for Complete Literature and Discounts

Ford Radio & Mica Corporation

111-113 Bleecker St., New York City

A Revolution In Radio Construction



THE MODEL "R. F." UNITRON

The model "RF" UNITONE consists of two .0005 mfd. straight line frequency condensers with two matched radio frequency transformers adaptable to a wide variety of circuits, slipping type of drum control; no subcondensers necessary. Mounts to panel with only two screws. Price including bronze panel plate, \$17.00.

The new Bruno UNITONES are the most convenient instruments devised. The basic unit is a double condenser consisting of two .0005 mfd. bakelite-shaft, straight line frequency condensers mounted on an aluminum plate but entirely insulated from each other. Manual adjustment is provided through a pair of moulded bakelite drums which can be operated individually. No supplementary "vernier" or "micrometer" condensers are necessary. The other UNITONES are combinations of Bruno quartzite inductances with the basic condenser unit.

All models mount to the back of the panel by means of only two screws, which also hold handsome bronze indicating plates. Special bronze mounting screws are supplied.

<p>The "2C" UNITONE consists of two condensers on one frame, with drum control, bronze panel plate, and special bronze mounting screws. Price, \$11.00.</p>	<p>The "CF" UNITONE consists of "2C" unit with one fixed R. F. coupler and special three winding coil, with fixed primary and tickler, for use in capacity feedback regenerative circuits. Price, \$19.00.</p>	<p>The "CC" UNITONE consists of one .0005 mfd. bakelite-shaft, straight line frequency condenser and a three circuit tuner on one frame, with regular Bruno drum control. Price, \$12.00.</p>
<p>The "TK" UNITONE consists of "2C" unit with one fixed R. F. Coupler and a three circuit (tickler) tuner mounted on condenser posts. Price, \$20.00.</p>	<p>The "BD" UNITONE consists of "2C" unit with two special Bruno inductances for the Browning-Drake receiver. Price, \$21.00.</p>	<p>NOTICE All regenerative UNITONE kits are licensed under the Armstrong patent No. 1,113,149 and are assembled by the Clapp-Eastham Company exclusively for us.</p>

BRUNO RADIO CORPORATION L. I. CITY NEW YORK

INCREASED SALES

Known Profits
When You Handle the
Improved

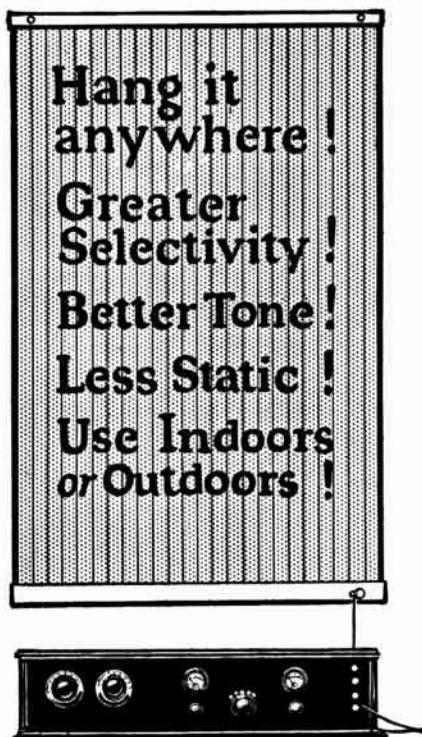
Effarsee ANTENNAE

REG. U. S. TRADE MARK
PATENT PENDING

No installation and service troubles with outside wires and masts when you sell an EFFARSEE with every new set you sell because it is easily installed and once installed, requires no further attention. Also, using EFFARSEE, you can overcome a very pronounced sales-resistance because of the popular prejudice against the outside wires on the part of new purchasers. Three years have proved the merits of EFFARSEE and our army of boosters is steadily growing. So constructed, with fixed condensers at each end, that you get the sharp tuning of a short Aerial and the range and volume of a long one. All your old customers that have noisy, troublesome outside wires can be sold an EFFARSEE for use either as an Aerial or as a Counterpoise, instead of the ground connection.

IXL—Large—\$4.00 List
BXL—Small—\$2.50 List

Fishwick Radio Co.
135 Central Parkway, W.



EFFARSEE is the most powerful inside Antennae made—and the whole world wants to get away from the outside wires. Ask your jobber or write us direct.

CINCINNATI, OHIO.

PRIDE GOETH BEFORE A RADIO FALL

(Continued from page 92)

something about store interiors. The place was probably the most tastefully decorated of any that he had ever seen and each time he saw it he could not help but marvel anew. Here indeed was a radio retail outlet which was worth while—a real "salon de radio," one might say.

He was greeted just inside the door by a young man with slicked back hair wearing dark shoes and trousers and a creaseless alpaca coat.

"Yes, sir," the clerk said; "something in the radio line? Parts or a complete set, I'm sure that we can satisfy you."

Fair enough thought Phil, this fellow Richards knows his oats. Then aloud to the sales paragon;

"I'm looking for Mr. Richards. Matter of business and I haven't any too much time. Here's my card, will you step back and give it to him?"

Instinctively Phil felt that some of the young man's suavity left him, but he nevertheless went to the back part of the store and respectively knocked on the mahogany door bearing the legend "Mr. Richards."

A mumble from the inside and the door opened permitting him to enter. Five seconds later he was back again, card and all, telling Phil that Mr. Richards was "in conference" and would see him presently. Would he have a chair in the meantime. Phil could do nothing but sit down and wait, watching the other clerk as he systematically removed articles from the show case and dusted them with meticulous care until each shone with gleaming nickel and polished brass. The other, in the meanwhile had stepped again just inside the door, waiting for the arrival of the next customer, his hands clasped behind his back and rocking gently to and fro in a most disinterested manner.

The minutes sped by and nothing happened. Several times Phil nervously pulled out his watch and saw that his time was getting shorter and shorter. Finally, after fifteen minutes of "heel cooling" he determined to take things into his own hands and with the remark that he would be back presently, he passed the guardian at the door and made his way up the street.

At the first corner he turned with a hasty glance behind, and then turned again into the back alley that ran down behind Harry's store. Soon he was approaching the rear entrance and the window that gave into Harry's sanctum. As he drew near his pace slackened and soon he was able to steal a stealthy glance into the office. Instead of the conference that he expected to see, there was Harry, feet cocked up on his mahogany desk and with a wreath of cigar smoke encircling his head.

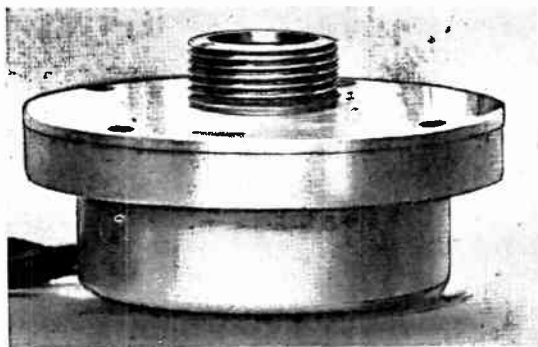
Apparently he was deep in thought and even as Phil looked he saw the chair tilt forward and the ponderous feet hit the floor with a bang. At the same time he reached over and pushed a button on his desk and thirty seconds later the front door watchman entered.

"That guy Thompson out there yet, Wilkins?"

"No sir, went up the street to see about something he said. Left here about four minutes ago. Seemed to be kinda put—er—ah"

He had caught sight of Phil in the alley and as his eyes travelled out of the window

"VOLUME WITH TONE"



THE UNIT OF SCIENTIFIC PERFECTION
(NON-ADJUSTABLE)

Convince yourself, whether or not we exaggerate,
when we state that it is

"SCIENTIFICALLY PERFECT"

Manufactured by

BARITONE MFG. CO.

LIST PRICE

\$5.00

Manufacturers of
Radio Loud Speaker Units
844 W. Jackson Blvd.
CHICAGO, ILL.

Richards knew that someone was there and whirled himself about in his swivel chair. Instantly Phil saw that the "jig was up" and so, opening the back door, he strode into the office to face the music.

"What's the matter with you Harry, 'fraid that I was the sheriff? Didn't have any too much time before the train leaves and so thought I'd surprise you by coming in the back way. Can I sit down?"

"Don't care what you do, sneakin' around the back way when you knew I was in conference."

"Conference? Oh, yes, your flunky told me so but I didn't hear any voices so thought I'd investigate for myself. No offence, Harry, just droppin' in for a friendly call."

The door keeper had gone out again now and the two were left to themselves, although Phil was willing to bet that at least one of the clerks was listening just outside. He continued;

"What's the matter Harry, you act as if you were in trouble. Come on 'fess up to Phil, maybe he can take a load off your shoulders."

The other drew up his chair close to Phil's, and looking around began a recital which for once almost stumped the salesman. In a low voice he said;

"Well, Phil, guess you caught me this time. Gosh I've gotten so that everyone that comes into the store makes me nervous. I'm in over my head and although I'm still putting on a big front I don't know how much longer it will last. Wilkins and that other guy out front suspect that something's up and they're ready to beat it like rats from a sinking ship.

"You know, Phil, I've built this business up from almost nothing and believe me, boy, I've sold a few sets around here. In fact I've sold so many that that's just where the trouble comes in. Most of the big bugs and the commuters have got my sets and in most cases I'm carrying their paper. That's where I slipped up at first, thought that I'd do all my carrying and make the extra percentage. Phil, you don't know what I've been up against on that deal. I've been forced to kite checks between the two banks here to meet obligations and I'm pretty close to the brink. Heavens only knows where my next payroll will come from unless some of these babies come through.

"I've been forced to take back a few sets from people whom I had loaded up with stuff far too expensive for their income and I've got those sets yet. My radio market is pretty nearly saturated I'm tellin' you and I don't know what to do next. Here I've got a name and rep to keep up and if I start to weaken a little some of my creditors will get suspicious and the first thing you know there'll be a big crash and I'll be at the bottom of the wreckage."

Phil, of course, saw the gravity of the situation and his agile mind was working fast. If he could help Richards out now, he would stand a chance of getting all of his future business.

"Phew, Harry," he replied. "I didn't know it was as bad as that. How far'll you take me into your confidence? Can I go over the books with you? I was goin' back to the city tonight but I'll help an old friend out any time I can."

Silently Harry handed him the books, accounts receivable first took Phil's eye and then he turned to the accounts payable. As Harry had said, he was solvent all right!

NENCO



'B' BATTERIES

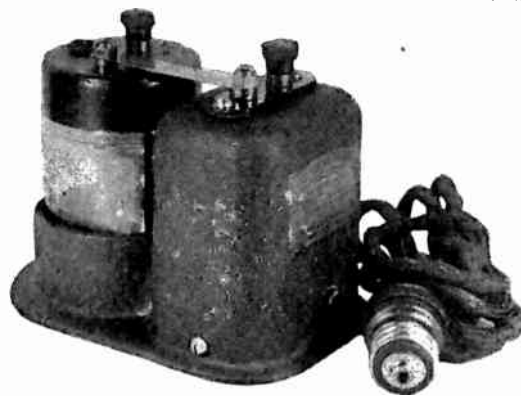
Last Longer—Serve Better—
COST LESS

Only the best materials are used in compounding "Nenco" Batteries which are again purified in our Laboratory, thus assuring a battery of maximum service while in use and greatest recuperative powers when idle. Our Batteries carry an Unconditional Shelf Life Guarantee.

*We also manufacture batteries with your own label
Dealers—Write for Prices and Discounts*

NATIONAL ELECTRIC NOVELTY CO.

403-407 BROOME STREET, NEW YORK



Exel Trickle Charger

List Price \$10

**Converts your A Battery
into a self charging power unit—**

No acid or other harmful or destructive liquid used. Solution is non-poisonous, stainless, and gives off no noxious fumes.

Self regulated in accordance with daily set consumption.

No hum or other noises interfering with reception.

Not necessary to disconnect from battery when set is in operation.

Absolutely guaranteed for one year against any defects arising from natural use.

Charger is encased in a beautifully finished casting, insuring durability and permanent neatness of appearance.

Cost of operation negligible.

Very compact, 6x4x5 inches. Shipping weight, 7½ lbs.

Manufactured by

EXEL ELECTRICAL PRODUCTS COMPANY, Inc.

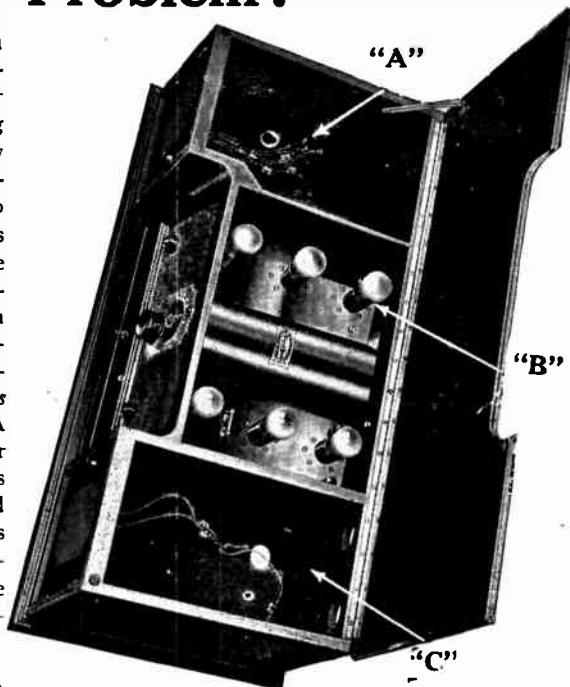
17 East 27th Street,

Bayonne, N. J.

MU-RAD Solves Another Dealer Problem!

How many times have you watched prospective customers turn away and murmur "I'll wait for something newer and better"? How many sales have you lost because people don't want to invest money in *this* year's radio—"next year's will be more up-to-date"—? Mu-Rad has worked out a plan to destroy this sales resistance. A fixed plan for *exchanging old Mu-Rad sets for new yearly models*. A plan that will make your cash register hum! This plan and the new Mu-Rad one-dial control receivers are a combination unbeatable in Radio history. Write today for further information. Dept. D.

MU-RAD
Radio Corporation
Asbury Park New Jersey



(A) Space for 135 Volt "B" Battery or Mu-Rad B Eliminator.
(B) Power Tube.
(C) Space for "A" Battery and Triode Charger.

on paper, but the trouble was that the paper was no good, so long as the customers continued to fail to meet their obligations. Of course Harry could take the sets back but what good would that do him, especially in a small community where the news spread fast and where public opinion has much to do with the success or failure of a merchant.

Phil had taken off his coat and was poring over the books with Harry for more than an hour. Finally he straightened up and said:

"Harry Richards, you can get out of this in just one way. I'm going to appoint myself temporary receiver, just between ourselves and you've got to do exactly what I say. The first thing to do is to get your creditors together and explain the situation in language of one syllable. I'll be there as a representative of a city radio jobber and I'll have a lot to say about helping you rather than putting you in bankruptcy. I think that I can argue these birds into giving you another chance to come back but remember that I'm posing as a creditor, which my firm is anyway and its up to you to lay off that bluff manner and hand these fellows a little taffy. Its your only chance and you may get away with it.

"Then I want you to call in Wilkins and that other bird out there and instead of having them stand around out there watching the flappers pass the window, send 'em out to make collections. Give them the most likely ones and I'll take the others myself. You'll remain here in the store trying to snare a customer or two. With the creditors straightened out for a while and if we can make fifty per cent of your collections you'll be able to pay off most of your obligations and still have enough left to carry you for a while.

"What you want here is less high hat stuff and more practical collections. In future when you sell sets, get your notes and discount them at the bank, then you won't have all this trouble. You've sold the set alright, but you've sold so many that it's tied up all your capital and all but swamped you."

Harry, ready to grasp at any straw, accepted Phil's scheme and at once the clerks and Phil went into executive session after Harry had given Wilkins to understand that he was to take his orders directly from Mr. Thompson—much to Wilkins' dismay and bewilderment. They divided the town between the two clerks while Phil reserved the toughest nuts for himself. Inside of an hour the work had begun while Richards was out gathering in his creditors and informing them of a meeting at his store within the next hour. He didn't want to give them time to get together and discuss the matter and as Phil had planned, the meeting was called immediately.

To make a long story short, Harry outlined his difficulty quoting copiously from his books, and then Phil got up and argued in favor of giving him another chance. At first there was some opposition to this by a few of the town skinflints, but the majority finally prevailed and Phil was delighted to make the formal motion that would give Harry another chance.

In the meanwhile the boys had been busy, for Phil had impressed them with the necessity of either making these collections or of losing their jobs and jobs were scarce just then. That night Phil phoned his boss and told him what he was doing and re-



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Capacities

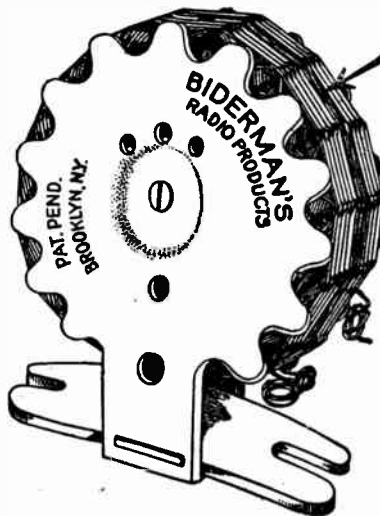
The above pictured standard basket-weave type coil is furnished in various models for condensers of different capacities. It is equipped with a new type of bracket designed for easy mounting on either condenser or sub-panel.

The NEW Biderman Coil at the right, once installed in a set, will make it far more sensitive and selective by reason of the special patented process used in the design. Its size is compact and its appearance is attractive.

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ceived his permission to remain in Surburbanville for three more days.

During that time the scheme worked out fairly well and when he finally left it was a quite different Harry who drove him down to the station.

"From now on, Phil, I'm going in for less of the high hat stuff and for more practical methods of collection and merchandising. I'm going to sell a man a set that he can afford to pay for in a reasonable length of time and if some of these cheap skates want expensive sets on time, let 'em go somewhere else. I, for one, am off 'em for life."

THE SERVICE CORNER

(Continued from page 118)

of the order of 2.5 mfd. This means that a 2 mfd. condenser and a .5 mfd condenser are connected in parallel, soldered and tapped to form a complete unit. The plate coil capacity unit for this frequency is of the order of 2.22 mfd. To arrive at this value, a 2 mfd, a 2 mfd. and .02 condensers selected from the assortment placed in parallel and soldered and tapped to form a complete block. Two such units would appear as shown in figure 4. To connect these blocks to the oscillator circuit, the two clips attached to the grid coil variable condenser are connected to the two terminals on the external grid coil condenser unit. The same procedure is followed with the two leads attached to the plate coil variable condenser, when the external plate coil capacity is to be connected into the circuit. Of course in this case the two clips in the plate circuit are connected to the external plate coil capacity. The following are the various external capacity blocks necessary for the various frequencies. They are divided into two groups, the plate coil and the grid coil.

Frequency	Grid Coil Cap.	Plate Coil Cap.
125 cycles	2.5 mfd.	2.22 mfd.
143 cycles	1.5 mfd.	2.015 mfd.
166 cycles	.511 mfd.	2.01 mfd.
200 cycles	.5135 mfd.	1.26 mfd.
250 cycles	.0071 mfd.	1.0053 mfd.
500 cycles	.0224 mfd.	.2633 mfd.
1000 cycles	.00545 mfd.	.0516 mfd.
2000 cycles	.00025 mfd.	.006 mfd.
3000 cycles	no external,	zerogrid var.
4000 cycles	.00005 mfd.	no external zero plate variable

Wherever some value between 0 and .0005 mfd. is required in the grid circuit, it is obtained by means of the variable in the condenser grid circuit. The same applies to the plate circuit, the fine variation being obtained with the variable in that circuit. Where no external capacity unit is used, and the variable is set at zero, it is not necessary to remove the condenser from the circuit, the zero adjustment being entirely sufficient. As an additional example of the selection of capacities to make up a block we will select the units necessary for the two blocks required to tune the oscillator to 500 cycles.

The external grid coil capacity unit required is of .0224 mfd. This means the selection from the assortment of a .02 mfd. and a .002 mfd. The .0004 mfd. capacity is obtained by means of the variable in that circuit. If so desired however, the .0004 mfd. unit can be a separate one, and the grid variable left intact at zero. The

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selection necessary for the plate coil capacity for that frequency is as follows; one .25 mfd. one .01 mfd. and one .001 mfd. and one .0003 mfd. Another combination for this same unit could be a .25 mfd, a .007 mfd, a .005 mfd, a .001 mfd. and a .0003 mfd. unit; all connected in parallel. The phrase "nonexternal, zero grid variable," in the frequency table given in the preceding paragraph means that for the frequency mentioned, no external capacity block is used, and the grid variable condenser is set at zero. The same information is applicable to the phrase "no external zero plate variable," contained in the same table.

The tuning capacity units and the tuning inductances being completed, the next step is the operation of the complete unit. In this respect the operation of the amplifying unit does not differ from that of the regular audio amplifier found in many radio receivers. In the receiver combination the amplifier amplifies the signal received from the detector tube. In the instance described herein the audio amplifier amplifies the signal received from the oscillator tube. The grid current meter shown in the grid circuit of the first audio amplifier tube, is used to indicate the presence of grid current, and as a means of governing the input from the oscillator tube.

The actual control unit is the potentiometer, but the visual observation of the input is carried out by means of the grid current meter. This is made possible by the fact that the presence of grid current in a tube due to the application of an alternating voltage between the grid and plate of the vacuum tube is independent of the frequency of the applied signal voltage. Expressed differently, if the application of 1 volt (60 cycle A. C.) will cause a flow of 5 microamperes in the grid circuit, the application of a similar voltage at 90 cycles, 200 cycles, 1000 cycles or 5000 cycles will result in the flow of the previously mentioned value of grid current. Consequently, with a definite value of "C" battery applied to that amplifying tube, adjustment of the potentiometer on any frequency within the band, to cause a flow of one or two microamperes, will indicate constant input into the amplifier tube. To maintain the input to the amplifier tube constant on the various frequencies is very important when making comparisons between loud speakers, or other amplifying systems or units.

It might be well to describe one or two simple tests so as to illustrate the utility of the unit and the method of operation. Let us assume that we desire to compare two cone speakers or two horn speakers or a cone against a horn, to determine the degree of responsivity on various frequencies. This of course being carried out by aura observation. In order to make a just comparison, it is important that the same signal voltage or power be applied to both speakers. With constant D. C. voltages on the filaments and plates of the various tubes to obtain uniform input to both speakers, it is necessary to keep the input into the amplifying tubes constant. This shall be done. We then connect by means of a double throw switch, the two speakers to the output testing system. The schematic diagram illustrating this operation is shown in figure 5.

We will start testing with the highest frequency, the 4000 cycle note. The proper capacities are connected to the tuning inductances of the oscillator. The "C" bat-

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tery supplying the first audio amplifying tube grid is cut out of the circuit, the only bias to this grid being that obtained from the voltage drop across the filament control unit. The potentiometer is now adjusted to register about 2 microamperes of grid current. This small amount of grid current will not cause much distortion. One of the speakers is now connected to the testing system and the signal intensity is noted as heard. Without effecting any changes in the testing system, the first speaker is replaced with the second, and the signal intensity again noted. By rapidly changing speakers a very fair comparison of response can be made. The same procedure is carried out on the other frequencies within the band, observing precautions to see that the input to the amplifying tubes is constant for both speakers.

In certain comparisons between two cone speakers, carried out along the lines set forth herein, it was noted that one of the cones showed satisfactory response on the 4000 cycle note, whereas the other speaker made the same signal barely audible. This action can mean but one thing, namely, that one cone passed this high note or responded freely to this high audio frequency signal, whereas the other did not. Consequently in normal operation one cone would pass the high frequencies whereas the other would suppress them. Further tests with these speakers brought to light the fact, that the one which did not respond to the high notes showed a great preponderance for notes below 500 cycles, especially for frequencies around 200 and 250 cycles. In this manner can one determine the relative merits of different speakers.

Now for the method of calibration used by the writer. Insofar as the writer's original model was concerned, the calibration was carried out to a great degree of accuracy, by means of a standard 1000 cycle microphone hummer and a cathode ray oscillograph tube, both of which are available in the writer's laboratory. The method of procedure is to match the 1000 cycle standard against various frequencies obtained from the audio oscillator being calibrated. Both of these signals are applied to the plates of the oscillograph tube, an illustration of which is shown herewith. The effect of these two frequencies upon the electronic beam within the tube is to show either a moving pattern or a stationary pattern upon the observation plate.

The design or pattern of this image is governed by the ratio between the two frequencies. When the two frequencies have a definite simple ratio such as 2 to 1, or 3 to 1, or 1 to 3, or 1 to 8, or 3 to 2, or 5 to 2, the image upon the screen becomes stationary. Such images are shown in figure 6. They are for ratios of unity, 2 to 1, 6 to 1 and 1 to 3, with 1000 cycles as the standard. To obtain the ratio between the two frequencies as displayed by these images, two tangents at right angles to each other are drawn for each image as shown, and the number of points touching these tangents determines the ratio. It is possible in this way to check to an accuracy of a fraction of one cycle.

If any further information pertaining to the selection or operation of the oscillograph tube or the adaptation of the audio testing unit to uses other than that described herein, is required, a line to the writer will result in the desired data.

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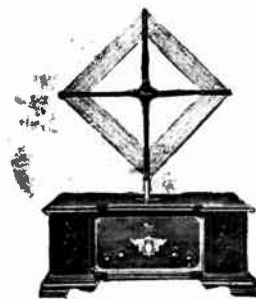


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SOLODYNE—Nutron Mfg. Co., New York, N. Y.—May 31, 1924.

TRUE BLUE—Brightson Laboratories, Inc., Newark, N. J.—Aug. 4, 1924.

SILVERTONE—Sears, Roebuck & Co., Chicago.—March, 1922.

PHOENIX—William S. Coogan, St. Louis—May, 1925.

AMPLION—Edward Alfred Graham, London, England—Dec. 2, 1925.

VIVA-TONAL—Columbia Phonograph Co., Inc., Bridgeport, Conn.—June 5, 1926.

FORT DEARBORN—William R. Loveman, Cleveland, Ohio—July 1, 1925.

GEM—Ben. Choris, New York, N. Y.—November, 1924.

RASLA—Davidson Radio Corp., New York—Nov. 1, 1923.

CORWICO—Cornish Wire Co., Inc., New York—July 1, 1920.

STORALITE—Signal Battery Corp., Los Angeles—Dec. 5, 1925.

ARCHATRON—Ken-Rad Corp., Inc., Owensboro, Ky.—July 14, 1926.

PERFEX—Rollaway Motor Co., Toledo, O.—Aug. 1, 1925.

ARISTOCRAT—General Dry Batteries Inc., Cleveland, O.—July 15, 1926.

HENNINGER—Thomas H. Brennan, Chicago—Apr. 1, 1924.

ROSS WIRE CO.—Ross Wire Co., Providence, R. I.—January, 1922.

FOREST—Forest Electric Co. Inc., Newark, N. J.—June 11, 1920.

RADIODYLE—Pacent Electric Co., Inc.—New York, May 29, 1925.

REYNOLITE—Reynolds Spring Co., Jackson, Mich.—June 20, 1925.

PILOT—Pilot Electric Co., Brooklyn, N. Y.—Apr. 9, 1918.

MOGUL—A. J. Musselman, Chicago, Ill.—Oct. 1, 1925.

RED WHITE & BLUE—Harry Chirelstein, Chicago, Ill.—Jan. 10, 1926.

AERO COIL—Thomas H. Brennan, Chicago, Ill.—Apr. 1, 1924.

DUO-RECTRON—Radio Corp. of America, New York—Dec. 16, 1925.

SELECTOR—Selector Co., Seattle, Wash., Feb. 1, 1925.

WURLITZER—Rudolph Wurlitzer Co., Cincinnati—Nov. 1, 1924.

UNI-RECTRON—Radio Corp. of America, New York—Dec. 16, 1925.

RIVOLI—Radio Industries Corp., New York.—May, 1923.

PLUG-IN—Louis T. Paulson, Los Angeles, Cal.—Mar. 1, 1925.

BILT-WELL—Bilt Well Products Co., Bay City, Mich.—Nov. 7, 1922.

FURNELL—Furnell Mfg. Corp., Newark, N. J.—May 1, 1925.

RADIOTERIA—Maurice J. Izenstark, Chicago—Mar. 26, 1925.

ADLER-ROYAL—Adler Mfg. Co., Louisville, Ken.—Mar. 21, 1925.

THE SUPERSPEAKER HIGHBOY—Jewett Radio & Phonograph Co., Detroit, Feb. 12, 1925.

WR—Wired Radio, New York—July 18, 1925.

TRANSCONTINENTAL—Transcontinental Coil & Winding Co., Newark, N. J. Feb. 1, 1924.

DOUBLE LIFE B—Robert L. Horwitz, Guaranty Battery Co., New York, Jan 1, 1926.

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 KRUG—Krug Electric Co., New York—Oct. 1, 1924.

MAPCO—Machined Parts Corp., Detroit—Jan. 1, 1923.

GLASTOR—Daven Radio Corp., Newark, N. J.—April 13, 1926.

TITON—Ohio Brass Co., Mansfield, Ohio—May 8, 1926.

METRALIGN—General Instrument Corp., New York—May 5, 1926.

ANGELUS—Eastern Electric and Mfg. Co., Providence, R. I.—Dec. 20, 1924.

SHAMROCK—Shamrock Mfg. Co., Newark, N. J.—May 1, 1922.

Pictorial Representation of Shamrock—Shamrock Mfg. Co., Newark, N. J., May 1, 1922.

EQUAMATIC—Louis G. King, Brooklyn, N. Y.—Feb. 1, 1926.

SONATA—Ned Henowitz, Newark, N. J.—Apr. 23, 1926.

TITANAFRAM—Titanfram Corp., Jersey City, N. J.—Sept. 3, 1925.

AMBORADA—American Bosch Magneto Corp., Springfield, Mass.—June 8, 1926.

CRUIER—American Bosch Magneto Corp., Springfield, Mass. June 8, 1926.

BARKELEW—Barkelew Electric Mfg. Co., Middletown, Ohio—April, 1922.

Recent Radio Patents

Copies of these patents can be obtained by addressing the Patent Office, Washington, D. C., enclosing ten cents in coin to cover the cost of each patent desired.

Patent 1,596,875 issued to Lloyd A. Hammarlund, New York, N. Y., assignor to Hammarlund Mfg. Company, Inc., New York, N. Y. Comprises certain improvements applicable to electric current controlling instruments generally, and certain improvements more particularly applicable to the variable condenser which forms the subject matter of the inventor's copending application filed November 29, 1922, Serial No. 603,793, in which a primary means is employed to bring the condenser into a more accurate adjustment.

Patent 1,597,034 issued to Alfred H. Grebe, Richmond Hill, New York, assignor to H. H. Grebe & Co., Inc., Richmond Hill, New York. Relates to high frequency electrical apparatus and is directed more particularly to variable devices, such as variometers, condensers, etc. Provide simple, reliable and effective means of making fine adjustments of the variable element of such electrical devices, and, for convenience of illustration, the invention is here applied to a variometer.

Patent 1,591,961 issued to Alva B. Clark, Brooklyn, N. Y., assignor to American Telephone and Telegraph Company. Relates to improvements in circuits and other means for impressing upon the grids of electron tubes a potential, negative with respect to the filaments.

Patent 1,592,026 issued to Franz Jokel, Berlin, Germany. Relates to sound boxes for loud speakers, telephones, etc.

Patent 1,592,075 issued to Bernard Bruskin, Brooklyn, N. Y. Relates to improvements in electron discharge tubes, for use in connection with radio receiving apparatus.

Patent 1,592,085 issued to Robert D. Dunca, Jr., East Orange, N. J., assignor to Wired Radio, Inc., New York. Relates broadly to carrier wave signaling systems and more particularly to a receiving system for carrier wave line wire operation. Provides a circuit arrangement for wired radio receiving systems whereby stray electromagnetic fields or radiation from the line wires over which the high frequency currents are conveyed are substantially negligible thereby eliminating the inherent disadvantages which exist where wired radio signals are thrown open to reception over space radio systems.

Patent 1,592,172 issued to Nathaniel Baldwin, East Mill Creek, Utah. Relates to telephone receivers of the class in which an electrically operated armature is fulcrumed within the spool containing the actuating coil and is operatively connected with a diaphragm. Provides a simple, efficient and durable fulcrum for such armatures that will not get loose nor rattle.

Patent 1,592,193 issued to William Y. Fansworth, Seattle, Wash. Relates to improvements in rheostats, and to devices of that character known as vernier rheostats, and which are especially desirable for use in connection with radio receiving and sending apparatus.

Patent 1,592,234 issued to John Scott-Taggart,

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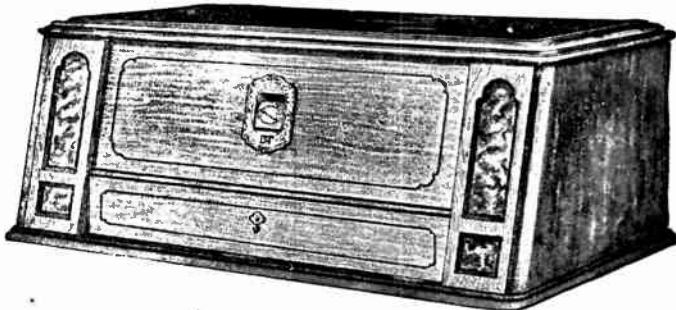
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Bolton, England. Relates to means of supporting electrodes in vacuum tubes, especially tubes of the two electrode or three electrode type used in wireless communication.

Patent 1,592,272 issued to Mervin J. Kelly, New York, N. Y., assignor to Western Electric Company, Inc., New York. Relates to electron discharge devices and more specially to devices of this character capable of handling large amounts of power and has for its object to improve the supporting structure for the electrodes.

Patent 1,592,352 issued to Charles A. Friedrich, Bellerose, N. Y. Relates to electric toroidal coils and has for its main object to provide a method of making such coils and may be used in the practical application thereof as an inductance unit or transformer.

Patent 1,592,364 issued to William G. Houskeeper, New York, N. Y., assignor to Western Electric Company, Inc., New York. Relates to a method and apparatus for measuring gas pressure and more particularly for measuring exceedingly minute pressures such as are present in vacuum tubes used for electrical discharges of various character.

Patent 1,592,365 issued to William G. Houskeeper, East Orange, N. J., assignor to Western Electric Company, Inc., New York. Relates to apparatus for the manufacture of vacuum tubes.

Patent 1,592,387 issued to Georg Seibt, Berlin-Schoneberg, Germany. According to this invention the freed ions are caused to pass through a double grid, screen or the like. The stream of ions may thus be easily controlled and may produce considerable amplification.

Patent 1,592,388 issued to Joseph Slepian, Wilkesburg, Pa., assignor to Westinghouse Electric & Manufacturing Company. Relates to means for preventing power loss in electron tubes and, more particularly, to means for causing the voltage impressed upon the tube and the current flowing therethrough to vary in a square-top manner.

Patent 1,592,546 issued to Leonard B. Victor, New York City. Relates to improvements in electrical condensers, particularly to types used in connection with radio reception and transmission apparatus in which high potential electric currents are employed.

Patent 1,592,554 issued to Alfred Burns, Elizabeth, N. J., assignor to Garod Corporation, Belleville, N. J. Relates to variable electrostatic condensers and more especially balancing or neutralizing condensers adapted for use in radio apparatus, such as amplifiers.

Patent 1,592,580 issued to William J. Thompson, Philadelphia, Pa. Relates to variable condensers and condensers of the so-called vernier type. This invention is particularly directed to the provision of means whereby it is possible to secure a very fine adjustment of the vernier element of the condenser unit.

Patent 1,592,628 issued to Willem F. Einthoven, of Delft, Netherlands. Relates to the receiving by wireless of radio signals and provides means whereby long distance signals can be satisfactorily received and the receiver can be tuned to be sensitive to selected frequencies with a high degree of sharpness.

Patent 1,592,710 issued to John Scott-Taggart, London, England. Relates to signaling apparatus particularly for use in wireless signaling systems. It is proposed to use a current absorbing device comprising a rectifier to which separate current variations are applied. The rectifier has preferably unilateral conductivity but must have a symmetrical conductivity. Various types of rectifier are suitable, two-electrode electron discharge devices or valves are preferable.

Patent 1,592,775 issued to Olov G. Lissen, Jersey City, N. J. Relates to variable condensers for radio apparatus, and provides an improved construction wherein a double capacity apparatus is presented in a single unit. Provides a double capacity variable condenser wherein the parts may be adjusted independently for roughly tuning and then adjusted simultaneously for very fine tuning.

Patent 1,597,825 issued to Victor D. Renwick, Camden, N. J. Relates to new and useful improvements in detectors of the type particularly adapted for use in rectifying electric current oscillations such as those received by wireless apparatus.

Patent 1,597,829 issued to Henry I. Round, London, England, assignor to Radio Corporation of America, a corporation of Delaware. Relates to means for producing alternating currents of the type in which oscillations are produced by means of a rotary commutator having alternate conducting bars and insulators and a brush contact. It is well known that an oscillatory circuit can be maintained in oscillation if the commutator bars are caused to pass beneath the brush contact at a frequency which is either the same as the natural frequency of the circuit or is some sub-multiple thereof.

Patent 1,597,893 issued to Henry K. Huppert, of San Francisco, Cal. Relates to improvements in radio tubes. Provides means for greater control of the electronic flow.

Patent 1,597,958 issued to Hugh H. Eby, Philadelphia, Pa. Relates to binding posts as used in the electrical industry with electrical apparatus for securing an efficient electrical connection.

Patent 1,598,000 issued to John L. Nilson and John F. Prince, Chicago, Ill. Relates to radio receiving instruments, and has particular reference to the condensers. The object of the present im-

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provement is the provision, in a compact, or space-saving, arrangement for changing the relative capacity of a plurality of condensers in a set by making a part of the stators, as well as the rotors, adjustably movable, and our invention consists in the novel construction, combination and arrangement of parts.

Patent 1,598,144 issued to August Leib, Berl'n, Germany. Relates to an arrangement of a frame receiver by which the direction of the transmitting station can be determined with great exactness from the magnetic field of the incoming high frequency oscillations.

Patent 1,598,146 issued to Howard B. McKenzie, Toronto, Canada. Relates in general to means for adjusting electrical control elements such as switches, rheostats, variable condensers and the like, or mechanical control elements such as valves, orifices, mechanical motions or the like, and perhaps find its chief application in the adjustment of the magnitude of the elements in radio telegraph and telephone circuits.

Patent 1,598,226 issued to Paul Ware, New York, N. Y., assignor to Ware Radio, Inc., of New York. Relates to radio telegraphy and has for its object to increase the rapidity with which traffic may be handled by enabling the receiving station to cut in on the sending station at will and without disturbing the adjustments of the systems.

Patent 1,598,227 issued to Paul Ware, New York, N. Y., assignor to Ware Radio, Inc., of New York. Relates to radio telegraphy and has for its object increasing the rapidity with which traffic may be handled by enabling the receiving station to cut in on the sending station at will and without disturbing the adjustments of the system.

Patent 1,598,344 issued to William J. Gilmore, Baltimore, Md. Relates to loud speakers for radio receiving apparatus, an object being to provide a speaker which includes a metallic horn having a cover of sound resisting material, with the latter arranged to provide an ornamental exterior for the speaker.

Patent 1,598,414 issued to Dorsey F. Ashbury, Washington, D. C. Relates to operators for the movable parts of radio tuning units, and my aim is to provide improvements in means for operating the movable parts of a plurality of tuning units simultaneously and individually, said improvements consisting primarily in providing an operating means that is simple in construction, easy to operate, neat in appearance, and that is compact and readily and easily applied to radio apparatus of present commercial types substantially without alteration to the latter.

Patent 1,598,415 issued to Dorsey F. Ashbury, Broomes Island, Md. Relates to radio apparatus, particularly to receiving sets employing plural tuning units having means associated therewith for operating them collectively and individually; to provide an improved form of common operator for a plurality of tuning units, embodying primarily the characteristics of simplicity, cheapness, ease of installation and removal, and efficiency in operation.

Patent 1,598,453 issued to John Scott-Taggart, London, England. Relates to radio signaling systems. The invention is particularly concerned with wireless transmitting systems and in part provide a system of radio telephony or other form of signaling in which an alternating or oscillating current is modulated.

Patent 1,598,526 issued to Louis Alfred Jenvy, Dumont, N. J. Relates to improvements in radio tuning devices, an object of the invention being to provide an improved arrangement of tuning coils in which an outer primary coil has pivotally mounted thereon upon the same axis a plurality of other coils. More specifically the invention includes an outer primary coil, enclosing a portion or all of a secondary and tertiary coil inside of the primary coil, which triplex arrangement is placed over a standard bulb and socket, thereby obtaining a very efficient coil and saving considerable space in the set.

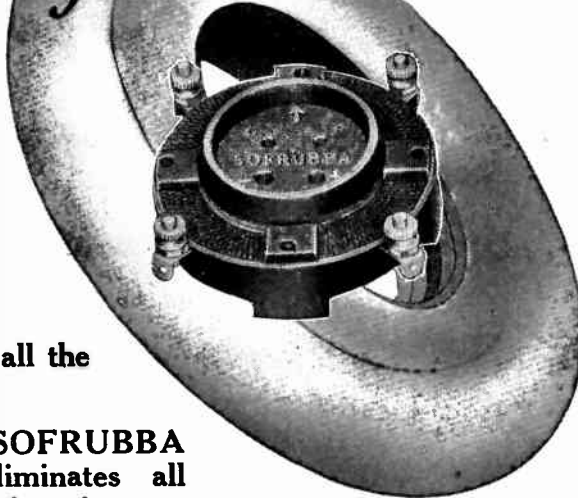
Patent 1,597,901 issued to A. Atwater Kent, Ardmore, Pa. Relates to apparatus for reducing in circuits, and particularly receiving circuits, of systems utilizing high frequency or radio frequency currents, as in radio or analogous systems utilized for telegraphy, telephony or other purposes, the effects of undesired or parasitic currents locally produced in the apparatus, or caused or produced by static, atmospheric, strays or other natural electrical disturbances, or due to electro-radiant of other energy, particularly when such effects are due to current or currents of frequency higher than the current or currents representing the desired signal, message or control.

Patent 1,598,663 issued to John Stone, San Diego, Cal., assignor to American Telephone and Telegraph Company. Provides new and improved apparatus by which a number of messages may be transmitted or received simultaneously at a single station by radio telegraphy or telephony.

Patent 1,598,874 issued to Paul E. Klonetz, Chicago, Ill. Relates to apparatus for receiving wireless signals and has for its principal object to increase the inductance for a given amount of wire, to reduce the distributed capacitance (corresponding to the inductance), and to reduce the energy losses at high frequency. A subordinate object is to provide a loop aerial that can be readily folded into a compact bundle when not in use, and readily extended for use.

Patent 1,598,848 issued to Corwin C. Chapman, Palo Alto, Cal. Relates to an arc converter for

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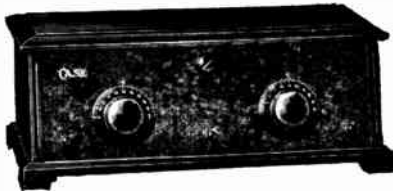
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producing radio frequency oscillations, and more particularly to such a converter in which the arc is maintained in an air-tight chamber containing a hydrocarbon atmosphere.

Patent 1,599,034 issued to Edward F. Weston, of Newark, N. J., assignor to Weston Electrical Instrument Corporation, Waverly Park, Newark, N. J. Relates particularly to a dial for use on a shaft having a plurality of angularly spaced operating positions. While not limited thereto, the invention will be described as embodied in a dial for use on radio equipment.

Patent 1,599,104 issued to Albert H. Taylor, Washington, D. C., assignor to Wired Radio, Inc., New York. Relates to a system for voltage regulation in radio or similar apparatus employing vacuum tubes supplied with alternating current for both filament and plate, and the method of accomplishing that result. Provides a system wherein the filament voltage and plate voltage will remain substantially constant during the transmission of signals or other use of the apparatus when the load on the system is rapidly changed.

Patent 1,599,180 issued to Oran T. McIlvaine, East Cleveland, Ohio, assignor to the Radio Television Company, Cleveland, Ohio. Relates to thermionic tubes such as are employed in the transmission, reception, detection, and amplification of sounds and signals as in wireless, radio, telephone, announcers, rectifiers, and the like and has for its object the provision of new and improved expedients for producing a uniform and reliable electronic emission by the use of alternating current, thereby dispensing with the battery hitherto usually employed for the purpose.

Patent 1,599,225 issued to Albert Franklin, New York, assignor to Chas. Freshman Co., Inc., New York, N. Y. Relates to improvements in electrical apparatus with special reference to devices known as variable resistance or grid leak in which the obstruction to flow of the current may be increased or diminished. Provides a resistance of the type described in which the conductivity of the apparatus may be varied minutely, the adjustment being graduated from substantially zero to full capacity.

Patent 1,597,067 issued to John A. Diener, Evanston, Ill. Relates to control means for shafts and the like and more particularly is concerned with the matter of securing minute angular adjustment of a rotary or oscillatory member.

Patent 1,597,120 issued to Chester H. Teegarden, Buffalo, N. Y. Relates to indicator mechanism and more particularly to an arrangement of calibrated scales and cooperating rotary switch devices whereby the positioning of the indicator mechanism will enable the switch mechanism to be placed in desired positions.

Patent 1,597,247 issued to Elmer C. Randle, Cincinnati, Ohio. Relates to inside aerials used in connection with radio receiving apparatus, and provides a device relatively small, which may be placed on top of a table or a receiving set, and easily moved from place to place, thereby obviating the use of bulky inside aerials at present used. A further object is to provide an inside aerial comprising rectangular shape end members in spaced relation to each other, the corners of which are connected together by vertically disposed notched strips formed from insulating material, preferably bakelite, and around which strins and in the notches of which a wire is wound spirally, the rectangular shaped members forming a base for the aerial as a whole.

Patent 1,597,379 issued to Frederick A. Kolster, Washington, D. C., assignor to Federal Telegraph Company, San Francisco, Cal. Relates to apparatus for transmitting or receiving, or for transmitting and receiving electro-radiant energy or electro-magnetic waves for the transmission of intelligence, as for radio telegraphy or telephony, or for signaling in general, or for any other purpose.

Patent 1,597,398 issued to Leon T. Wilson, West Somerville, Mass., assignor by Mesne Assignments, to Powell Crosley, Jr., Cincinnati, O. Relates to oscillation circuits for radio transmitting apparatus and more particularly to such circuits employing thermionic tubes for generating or amplifying high frequency currents. It is usual in this type of circuit to employ a direct current source for supplying energy to the plate and filament circuits. There are certain advantages, however, in utilizing an alternating current source for this purpose and it has been proposed to employ a multi-phase source of alternating current for supplying energy to the plate and filament circuits, the fluctuations of energy in the circuits being modulated as desired.

Patent 1,597,416 issued to Carlos B. Mirick, Washington, D. C. Relates broadly to distant control systems, and more particularly to a control circuit for a radio transmitter, and a selectively responsive circuit for a radio receiving apparatus whereby particular controls may be caused to function individually or simultaneously.

Patent 1,597,420 issued to Louis W. Austin, Washington, D. C. Relates broadly to signaling systems, and more particularly to means for reducing undesired oscillations and interfering frequencies in signaling circuits. Provides means for increasing the sharpness of tuning in signaling circuits, and to decrease interference when utilizing a predetermined frequency due to simultaneous signaling at closely adjacent frequencies.

Patent 1,597,591 issued to Frank G. Freese, Aidan, Pa. Relates to condensers as designed for

use in radio receiving sets, and an object of the invention is to provide a condenser having a plurality of movable plates embodied in its rotor and a plurality of stationary plates in its stator as in various approved types of condensers and in which either the plates of the rotor or stator are honeycombed or provided with a plurality of openings for reducing a capacity of the condenser and permitting more accurate adjustment thereof for the purpose of tuning in radio stations of different wave lengths.

Patent 1,597,431 issued to Warren B. Burgess, Washington, D. C. Relates broadly to radio reception systems, and more particularly to a circuit arrangement for reducing the effects of body capacity upon the circuits of a radio compass receiving apparatus.

Patent 1,597,611 issued to Bedrich Masanek, New York, N. Y. Relates to amplifiers, and loud speakers for radio receiving sets, an object of the invention being to provide an amplifier which will receive and accommodate any standard type of loud speaker unit and which will function to evenly distribute and amplify the sound in all directions.

Patent 1,597,643 issued to George P. Wiegner, Donnellson, Iowa. Relates to radio apparatus, particularly to thermionic triodes, or vacuum tubes, and has for its object the provision of a novel tube embodying various characteristics of construction and arrangement whereby to be extremely sensitive and more efficient than the ordinary type in common use.

Patent 1,595,166 issued to Otto Scheller, Berlin-Gross-Lichterfelde, Germany. Relates to aerials for use in systems of radio communication and has for its object to increase their radiating power.

Patent 1,595,128 issued to Charles P. Swick and Charles G. Loyot, Waterbury, Conn., assignors to American Ring Company, Waterbury, Conn. Relates to a new and improved inductance coil mounting for use in radio receiving systems. Provides an inductance coil mounting that will permit of the ready change of the relative position of the coils and to provide a detachable mounting therefor that will be effective in operation, yet simple in its design and structure and produced at the minimum cost.

Patent 1,595,689 issued to Richard C. Rose, Osceola, Ark. Provides means to be employed in connection with the tubes and sockets of a radio, for engaging the tubes and holding them in upright positions, insuring true contacts between the contact members of the tubes and sockets.

Patent 1,595,729 issued to Abraham Press, Wilkensburg, Pa., assignor to Westinghouse Electric & Manufacturing Company. Relates to three-electrode valves and more especially to those in which the grid electrode is more positive than the remaining two electrodes. Provides not only a three-electrode system of circuits which shall be more sensitive to electro-magnetic disturbances than has heretofore been possible, but, by means of a regenerative coupling, to further increase such improved sensitivity.

Patent 1,595,752 issued to Ernest A. Bohlman, Chicago, Ill., assignor to Kellogg Switchboard & Supply Company, Chicago, Ill. Relates to variable inductances, and has to do more particularly with a pair of coils, one stationary and the other rotatable, inside the stationary coil. Inductances of this type are commonly known in the art as variometers, and an object of the invention is the provision of an improved variometer which is provided with structural features which facilitate the assembly of a variometer of this type and at the same time provide an improved variometer structure which will be most efficient in its operation.

Patent 1,595,777 issued to John Hays Hammond, Jr., Gloucester, Mass. Relates to means for reducing the intensity of strong signals produced through or pertaining to radiant energy, and in certain of its aspects is an improvement upon the invention disclosed in the joint application of John Hays Hammond, Jr., and Emory Leon Chaffee, Serial No. 177,202, filed June 27, 1917.

Patent 1,595,794 issued to Donald G. Little, Edgewood Park, Pa., assignor to Westinghouse Electric & Manufacturing Company. Relates to signaling systems and more especially to such systems as are adapted to effect the transmission of speech by means of radiant energy. Provides an improved system of modulation for use in connection with wireless telephone systems whereby the transmission of speech may be more readily effected.

Patent 1,595,810 issued to Chester T. Allcutt, Pittsburgh, Pa., assignor to Westinghouse Electric & Manufacturing Company. Relates to plate-condenser elements, and it has for its object to provide apparatus of the character designated that shall be simple and rugged in construction, and that shall have especially accurate spacing of the plate members. Also provides a method of manufacture of a plate element which shall be simple, inexpensive and readily applicable to quantity manufactured by relatively unskilled labor.

Patent 1,595,863 issued to Louis L. Driggs, Jr., New Rochelle, N. Y. The invention is concerned with the provision of devices carried directly on the condenser shaft for clamping the elements in operative relation when assembled and in maintaining them in desired relation to each other and with the panel board.

Patent 1,595,935 issued to Nicholas Heyman, Buffalo, N. Y., assignor to Federal Telephone

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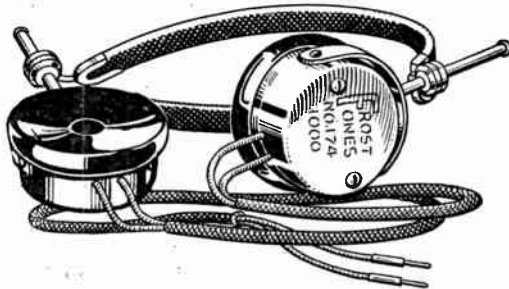
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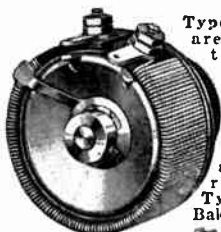
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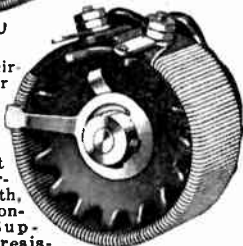
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Manufacturing Corp., Buffalo, N. Y. Relates to adjustment means for telephone receivers and particularly for the loud speaker type of receiver commonly used in connection with radio receiving systems.

Patent 1,596,101 issued to William H. T. Holden and Fred William Schramm, Brooklyn, N. Y., assignors to American Telephone and Telegraph Company. Relates to signaling systems, and particularly to means for deriving from an alternating current source the proper operation of vacuum tubes and also for a microphone or other apparatus.

Patent 1,596,102 issued to William H. T. Holden, Brooklyn, N. Y., assignor to American Telephone and Telegraph Company. Relates to high frequency translating systems and particularly to a balanced oscillator-modulator or demodulator characterized by the use of multi-grid unipotential cathode vacuum tubes, and suppression of the carrier frequency.

Patent 1,596,131 issued to Albert Vorberg, Jr., Arlington, Mass., assignor to Perrine Quality Products Corp., Boston, Mass. Relates to batteries for radio receiving sets and means for charging the same, the object of the present invention being to provide a compact cabinet in which are installed the necessary batteries and a device for charging the batteries.

Patent 1,596,163 issued to Augustus J. Eaves, Ossining, N. Y., assignor to Western Electric Company, Inc., of New York. Relates to artificial lines and more particularly to artificial line adjusting devices for controlling a plurality of impedance elements.

Patent 1,596,198 issued to Siegmund Loewe, Berlin, Germany, assignor to Western Electric Company, Inc. Relates to oscillation generators, using electron discharge tubes having a plurality of electrodes. An object of the invention is to provide an oscillation generator, oscillating directly into an antenna or other load circuit of variable impedance so arranged that variations of the antenna or load impedance have a very small effect on the frequency of oscillation.

Patent 1,596,251 issued to John Hays Hammond, Jr., Gloucester, Mass. Relates to the transmission of intelligence by radiant energy and more particularly to systems of secret radiant telephony.

Patent 1,596,374 issued to William H. Priest, Belmont, Mass., assignor to Wireless Specialty Apparatus Company, Boston, Mass. Relates to electrical condensers and methods of making them. The invention is applicable to condensers of many types, among which are high potential condensers for use in radio communication, electric power circuits and the like.

Patent 1,596,391 issued to Robert Bell, New Haven, Conn. Relates to a transformer, comprising a block of insulating material carrying two coils, an internally-threaded bushing mounted in the block, a screw-stem extending through said bushing, and a metal disk mounted on the inner end of the stem and adapted to be moved toward and from the said block, whereby the inductive effect of one coil upon the other may be varied.

Patent 1,596,439 issued to Walter Lytton, Chicago, Ill. Relates to improvements in loud speakers for radio receiving sets, and it has for one of its objects the production of an improved loud speaker, particularly with reference to the relation of the sound reproducer diaphragm of the speaker and the electro-magnetic devices associated therewith.

Patent 1,596,493 issued to Horace L. Kent, Brooklyn, N. Y. Relates to what is sometimes termed a reproducer or receiver. The main object is to provide a simple and reliable mechanism for reproducing faithfully words and music so that they can be heard at a distance and without the use of a horn.

Patent 1,596,524 issued to Joseph Ginsburg, Brooklyn, N. Y. Relates to a testing device for radio apparatus and, more particularly, to a device insertable in an electron, or radio tube socket, to determine whether the battery connections thereto are correct or whether too high voltage is connected to the filament contacts of the tube.

Patent No. 1,582,331 was issued to John B. Brady, of Somerset, Maryland, assignor to Morkrum Company of Chicago, Illinois, a corporation of Maine. This application is a continuation in part of the application Serial No. 657,061, filed August 13, 1923, allowed April 14, 1924. This invention relates broadly to radio communication, and more particularly to radio telegraph systems employing automatic means for transmitting signals and automatically recording the signals in print at the receiving station. One of the objects of the invention is to provide means for automatically controlling the speed of automatic transmitting apparatus and correspondingly controlling the speed of automatic printing receiving apparatus at a distant radio receiver.

Patent No. 1,582,356 was issued to Erwin R. Jockle, of Milwaukee, Wisconsin. This invention relates to improvements in the construction of electrical resistance devices, particularly rheostats, for the control of an electric current. In rheostats in which the variable contracting element bears directly on the turns of wire of the electrical resistor a common difficulty arises in the loosening of these turns of wire upon their support, due to the differential expansion of the wire and its sup-



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port caused by the heat generated by the electrical current. This loosening of the turns of the resistor causes them to move and touch one another when the contacting elements is moved, thereby causing erratic changes in the resistance. One object of this invention is to provide a resistance device in which the wire constituting the resistance element is firmly held in position.

Patent No. 1,582,505 was issued to Cecil E. Brigham and Charles R. Rowe, of East Orange, New Jersey, assignor to Brandes Laboratories, Inc., of Newark, New Jersey, a corporation of New Jersey. This invention relates broadly to electromagnetic sound reproducers and more particularly to a construction of electromagnetic sound reproducer for the efficient reproduction of music and voice frequencies.

Patent No. 1,582,507 was issued to Ferdinand F. Brucker, of Akron, Ohio, assignor to the Miller Rubber Company, of Akron, Ohio, a corporation of Ohio. The present invention relates to hollow rubber articles, and particularly to sinuous tubular hard rubber articles such as sound conducting horns.

Patent No. 1,582,519 was issued to Clinton H. Hulbert and William J. Tidemand, of Menominee, Michigan, assignors to Signal Electric Mfg. Co., of Menominee, Michigan, a corporation of Michigan. The present invention relates to variable condensers. More particularly the present invention relates to variable condensers of the type for accomplishing fine adjustment and has for one of its objects the provision of a construction whereby the number of parts is reduced to a minimum. A further object of the invention is to provide a variable condenser which is simple and sturdy, which is easy to manufacture and which permits a fine degree of adjustment.

Patent No. 1,584,015 was issued to Guy S. Cornish, of Madisonville, Cincinnati, Ohio, assignor to the Cincinnati Patent Engineering Company, a corporation of Ohio. This invention relates to condensers and leaks for radio circuits. The principal object of the present invention is to provide a simple and inexpensive fixed condenser and leak adapted to be introduced into the antenna circuit of a radio receiving set. I have found that the introduction of a fixed condenser of proper value and a leak into the antenna circuit of the receiver, results in greatly increased efficiency of the set as well as filtering out through the leak a large percentage of the noises produced by static which speak, and thereby prevent the proper operation of the desired signals.

Patent No. 1,584,116 was issued to Byron B. Minnum, of Chicago, Illinois, assignor to Walter H. Huth, of Chicago, Illinois. This invention relates to radio receiving apparatus, and more particularly to apparatus of this kind having vacuum tube amplification. In radio frequency amplifier circuits of this kind there is a tendency toward the local setting up of sustained oscillations which, of course, may interfere with the proper operation of the apparatus, inasmuch as such action has a tendency to interfere with the incoming signal, or even to entirely blanket the incoming signal, so to speak, and thereby prevent the proper operation of the apparatus.

Patent No. 1,584,167 was issued to Russel W. Camfield, of Berkeley, California, assignor to E. T. Cunningham, of San Francisco, California.

Patent No. 1,584,170 was issued to Leon Gaumont, of Paris, France, assignor to Societe Des Etablissements Gaumont, of Paris, France. The said loud-speaking receiver, which can be mounted in a telephone circuit, comprises a large-surface diaphragm constituted by a sheet of pasteboard, paper or the like which is folded so as to form a great number of warped elements, the same being connected to an electro-magnetic receiver such as an electromagnet having an armature, whereby the sound waves will be greatly simplified, the whole device being mounted upon a support whose base is of sufficient size to offer all the required stability.

Patent No. 1,584,197 was issued to George Owen Squier, of Dryden, Michigan. This invention relates to a device for use in connection with standard telephone transmission of radio frequency signals without the use of other aerial or guide for the radio frequency signals. The object of the invention is to provide a device of this character which is simple in construction, efficient in operation and economical of manufacture. A further object of the invention is to provide a device which will enable the utilization of telephone wires as either an aerial or as a guide in carrier current telephony or teleggraphy in connection with a radio frequency receiving or transmitting apparatus wherein no permanent attachment is effected between the radio frequency signaling apparatus and the telephone system. A further object of the invention is to provide a device of this character wherein the normal operation of the telephone is not interfered with by the receipt of radio frequency signals.

Patent No. 1,584,303 was issued to Warren F. Kaynor, of Waterbury, Connecticut, assignor to Waterbury Button Company, of Waterbury, Connecticut, a corporation of Connecticut. This invention relates to sockets for radio tubes, and more particularly to means for shielding the base of a radio tube-socket from the injurious effects of the heat of a soldering iron.

Patent No. 1,584,490 was issued to Albert H. Taylor, of Washington, District of Columbia, as-

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signor to Wired Radio, Inc., of New York, N. Y., a corporation of Delaware. This invention relates broadly to high frequency generators and more particularly to an electron tube generator of three phase oscillations.

Patent No. 1,584,551 was issued to Edward W. Kellogg, of Schenectady, New York, assignor to General Electric Company, a corporation of New York. The present invention relates to radio receiving systems and more particularly to an arrangement of antennae which is especially adapted for radio reception. The present application is a continuation in part of co-pending application, Serial No. 552,868, filed April 15, 1922.

Patent No. 1,584,220 was issued to Henry Farkouh, of Brooklyn, New York. This invention relates generally to radio apparatus having more particular reference to a portable radio receiving set for receiving broadcasted speech and music, the invention having for an object the provision of a compact, self-contained portable radio set in which the antenna takes the form of an enclosed special loop, the whole apparatus being contained in a single case. A further object of the invention is to provide a portable radio set characterized by sharpness of tuning and selection and the elimination of static and to provide a set which is very sensitive and will pick radio signals at any elevation, regardless of where it is operated.

Patent No. 1,587,520 was issued to Ralph V. L. Hartley, of East Orange, New Jersey, assignor to Western Electric Company, Incorporated, of New York, N. Y., a corporation of New York. This invention relates to methods and means for generating alternating currents. A well-known type of oscillation generator is that in which one or more tuned circuits containing inductance and capacity, in which oscillations are to be produced, are associated with a highly evacuated electron discharge device having an anode, a heated electron emitting cathode, and an impedance varying element. Such a device is commonly known as an audion and functions to set up and maintain the desired oscillations. The frequency or frequencies of the oscillations produced by such an arrangement will depend principally upon the tuning of the tuned circuit or circuits. It has been found, however, that it is possible to construct such a generator without a tuned circuit, the frequency of the generated oscillations being determined by the magnitude of the electrical constants of certain other elements included in the arrangement. The period of any inherently unstable system whose condition changes cyclically is in general a function of the stiffness factor of the system. Any such system wherein one or the other of these factors is negligible may be styled a "non-resonant system."

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De Jur Products Co., 199 Lafayette St., New York City.
Herbert H. Frost, Inc., 160 N. La Salle St., Chicago, Ill.
Shaw Insulator Co., 150 Coit St., Irvington, Newark, N. J.

AERIALS, LOOP

Amplifex Radio Corp., 39 Massachusetts Ave., Arlington, Mass.
English-Whitman Prod. Co., 120 Broadway, New York City.

AMMETERS

Beede Elec. Inst. Co., Penacook, N. H.
Jewell Elec. Inst. Co., 1650 Walnut St., Chicago, Ill.

ANTENNA EQUIPMENT

L. S. Brach Mfg. Co., Newark, N. J.
Electrad, Inc., 428 Broadway, New York City.
Fishwick Radio Co., S. E. Cor. Central Parkway & Elm St., Cincinnati, Ohio.
Yahr-Lange, Inc., 207-215 E. Water St., Milwaukee, Wis.

BASES VACUUM TUBE

Shaw Insulator Co., 150 Coit St., Irvington, Newark, N. J.

BATTERIES, "A"

National Carbon Co., Inc., New York, N. Y.
National Elec. Nov. Co., 403 Broome St., New York City.
Standard Elec. Nov. Co., Inc., 19 Bond St., New York City.
Vesta Battery Corp., 2100 Indiana Ave., Chicago, Ill.
Wireless Dry Cells, Ltd., Niagara Falls, N. Y.

BATTERIES "B"

National Carbon Co., Inc., 30 East 42nd St., New York City.
National Elec. Novelty Co., 403 Broome St., New York City.
Standard Elec. Nov. Co., Inc., 19 Bond St., New York City.
Wireless Dry Cells, Ltd., Niagara Falls, N. Y.

BATTERIES "C"

National Elec. Nov. Co., 403 Broome St., New York City.
Standard Elec. Nov. Co., Inc., 19 Bond St., New York City.
Wireless Dry Cells, Ltd., Niagara Falls, N. Y.

BATTERY CABLES & PLUGS

American Wireless Corp., 33 W. 17th St., New York City.
De Jur Products Co., 199 Lafayette St., New York City.
Howard B. Jones, 618 South Canal St., Chicago, Ill.

BATTERY CHARGERS

Apco Mfg. Co., 1267 Eddy St., Providence, R. I.

"B" BATTERY ELIMINATORS

American Bosch Magneto Corp., Springfield, Mass.
American Elect. Co., Chicago, Ill.
Apco Mfg. Co., Providence, R. I.
Cornell Elect. Co., 135 E. 58th St., New York City.
Farrand Mfg. Co., Long Island City, N. Y.

Federal-Brandes, Inc., Woolworth Building, New York City.
Ford Radio & Mica Corp., 111 Bleecker St., New York City.
Grigsby Grunow Hinds Co., 4552 Armistage Ave., Chicago, Ill.
Kokomo Elect. Co., Kokomo, Ind.
Mayolian Radio Corp., 1991 Broadway, New York City.
Modern Elect. Corp., Toledo, Ohio.
Radio Corp. of America, Woolworth Bldg., New York City.
Silver-Marshall, Inc., 870 W. Jackson Blvd., Chicago, Ill.

BINDING POSTS

De Jur Products Co., 199 Lafayette St., New York City.
H. H. Eby Mfg. Co., 4710 Stenton Ave., Philadelphia, Pa.

BRACKETS

American Radio Hardware Co., 203 Lafayette St., New York City.
General Stamping Co., 243 E. 24th St., New York City.

CABINETS

Blandin Phonograph Co., Racine, Wis.
Radio Master Corp., Bay City, Mich.

CLIPS

Fahnestock Elect. Co., Long Island City, N. Y.

COILS

Biderman Radio Products, 1274 44th St., Brooklyn, N. Y.
Feri Radio Mfg. Co., 1167 Bedford Ave., Brooklyn, N. Y.
Hammarlund Mfg. Co., 424-438 West 33rd St., New York City.
Silver-Marshall, Inc., 870 W. Jackson Blvd., Chicago, Ill.

COMBINED "A" BATTERY AND CHARGER

Vesta Battery Corporation, 2100 Indiana Avenue, Chicago, Ill.

COMBINED AMPLIFIER AND "B" ELIMINATOR

Farrand Mfg. Co., Inc., Long Island City, N. Y.
Radio Receptor Co., Inc., 106 Seventh Ave., New York City.

CONDENSERS, BALANCING

Leslie F. Muter Co., 76th St. & Greenwood Ave., Chicago, Ill.

CONDENSERS, FIXED

Aerovox Wireless Corp., 489 Broome St., New York City.
De Jur Products Co., 199 Lafayette St., New York City.
Electrad, Inc., 428 Broadway, New York City.
Electrodynne Company, 2378 Third Avenue, New York City.
Chas. Freshman Co., Inc., 240 W. 40th St., New York City.
Leslie F. Muter Co., 76th St. & Greenwood Ave., Chicago, Ill.
New York Coil Co., 338-40 Pearl St., New York City.
Polymet Mfg. Corp., 599 Broadway, New York City.

CONDENSERS, VARIABLE

Amsco Prod., Inc., Broome & Lafayette Sts., New York City.
De Jur Products Co., 199 Lafayette St., New York City.

Eagle Condensers Co., 760 Bedford Ave., Brooklyn, N. Y.
The Furnell Mfg. Corp., 24 Scott St., Newark, N. J.
General Instrument Co., 477 Broadway, New York City.
Goyer Co., Willimantic, Conn.
Hammarlund Mfg. Co., 424 W. 33rd St., New York City.
Lubree Mfg. Co., 210 Canal St., New York City.
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United Scientific Labs., 80 Fourth Ave., New York City.

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Radio Board of Trade, 220 West 42nd St., New York City.

CRYSTAL SETS

Pal Radio Co., 1204 Summit Ave., Jersey City, N. J.

DETECTORS

Jaeger Research Labs., 270-280 Park Ave., Weehawken, N. J.

DIALS (Plain)

De Jur Products Co., 199 Lafayette St., New York City.

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Brooklyn Metal Stamping Corp., 718 Atlantic Ave., Brooklyn, N. Y.
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W. F. Loughman, 161 High St., Boston, Mass.
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Silver-Marshall, Inc., 870 W. Jackson Blvd., Chicago, Ill.

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F. D. Pitts Co., Inc., 219 Columbus Ave., Boston, Mass.

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American Wireless Corp., 35 W. 17th St., New York City.

EXPOSITIONS

Pittsburgh Radio Show, Duquesne Gardens, Pittsburgh, Pa.

GRID LEAKS

Aerovox Wireless Corp., 489 Broome St., New York City.
Amsco Prod. Inc., Broome & Lafayette Sts., New York City.
L. S. Brach Co., Newark, N. J.
De Jur Products Co., 199 Lafayette St., New York City.
Eagle Electric Mfg. Co., 59 Hall St., Brooklyn, N. Y.
Electrad, Inc., 428 Broadway, New York City.
International Resistance Co., Perry Building, Philadelphia, Pa.
C. E. Mountford, 465 Greenwich St., New York City.
Polymet Mfg. Corp., 599 Broadway, New York City.

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Eagle Elect. Mfg. Co., 59 Hall St., Brooklyn, N. Y.
Herbert H. Frost, Inc., 160 N. La Salle St., Chicago, Ill.
- HEAD SETS**
Nathaniel Baldwin, Inc., 227 Fulton St., New York City.
Herbert H. Frost, Inc., 160 N. La Salle St., Chicago, Ill.
Pal Radio Co., 1204 Summit Ave., Jersey City, N. J.
- HYDROMETERS**
E. Edelman Co., 2332 Logan Blvd., Chicago, Ill.
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- INFORMATION ABOUT RADIO**
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- INSULATION, MOLDED**
Shaw Insulator Co., 150 Coit St., Irvington, Newark, N. J.
- INSULATORS**
De Jur Products Co., 199 Lafayette St., New York City.
Twinanteleak Insulator Co., New Britain, Conn.
- JACKS**
Brooklyn Metal Stamping Corp., 718 Atlantic Ave., Brooklyn, N. Y.
Electrad, Inc., 428 Broadway, New York City.
Herbert H. Frost, Inc., 160 N. La Salle St., Chicago, Ill.
- KITS**
Aerovox Wireless Corp., 489 Broome St., New York City.
Electrad, Inc., 428 Broadway, New York City.
C. E. Mountford, 465-467 Greenwich St., New York City.
Radio Guild, Inc., 241 Market St., Newark, N. J.
- KNOBS**
Shaw Insulator Co., Irvington, Newark, N. J.
- LIGHTNING ARRESTERS**
L. S. Brach Mfg. Co., Newark, N. J.
Electrad, Inc., 428 Broadway, New York City.
Herbert H. Frost, Inc., 160 N. La Salle St., Chicago, Ill.
Lealie F. Muter Co., 76th & Greenwood Ave., Chicago, Ill.
- LOUD SPEAKERS**
American Bosch Magneto Corp., Springfield, Mass.
Amplion Corp. of America, 280 Madison Ave., New York City.
Nathaniel Baldwin, 227 Fulton St., New York City.
Belltone Radio Mfg. Co., 83 Crosby St., New York City.
Borkman Radio Corp., Salt Lake City, Utah.
Boudette Mfg. Corp., Chelsea, Mass.
Crosley Radio Corp., 732 Sassafras St., Cincinnati, Ohio.
Empire Elect. Prod. Co., 132 Greene St., New York City.
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Federal-Brandes, Inc., Woolworth Bldg., New York City.
Florentine Art Prod., Inc., 838-842 W. Austin Ave., Chicago, Ill.
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Herbert H. Frost, Inc., 160 N. LaSalle St., Chicago, Ill.
Grigsby-Grunow-Hinds Co., 4552 Armistage Ave., Chicago, Ill.
Leaf-Burkhard Radio Elect. Co., 158-160 Greene St., New York City.
Pacent Radio Corp., 156 W. 16th St., New York City.
Pal Radio Co., 1204 Summit Ave., Jersey City, N. J.
Pausin Eng. Co., 727 Frelinghuysen Ave., Newark, N. J.
Racon Elect. Co., 14 Greene St., New York City.
Radio Corporation of America, 233 Broadway, New York City.
Radio Guild, Inc., 241 Market St., Newark, N. J.
Reichmann Company, 1725 W. 74th St., Chicago, Ill.
Resonata Corp. of America, 1270 Broadway, New York City.
Spartan Elec. Corp., 350 W. 34th St., New York City.
Stevens & Co., Inc., 46 E. Houston St., New York City.
Teletone Corporation, 449 West 42nd St., New York City.
Zisch Eng. Corp., 39 Avenue L, Newark, N. J.
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Nathaniel Baldwin, Inc., 227 Fulton St., New York City.
Baritone Mfg. Co., 844 Jackson Boulevard, Chicago, Ill.
Empire Elect. Prod. Co., 132 Greene St., New York City.
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Zisch Eng. Corp., 39 Avenue L, Newark, N. J.
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F. R. Zierick, 6 Howard St., New York City.
- MAILING LISTS**
Trade Circular Addressing Co., 166 W. Adams St., Chicago, Ill.
- MICROPHONES**
Herbert H. Frost, Inc., 160 N. La Salle St., Chicago, Ill.
- PANELS**
Insulating Co. of America, 59 Warren St., New York City.
Micarta Fabricators, Inc., 309 Canal St., New York City.
New England Co., 232 Greenwich St., New York City.
- PANEL ENGRAVING**
Micarta Fabricators, Inc., 309 Canal St., New York City.
- PATENTS**
Hazeltine Corp., 120 Broadway, New York City.
- Lektophone Corp., 15 Exchange Place, Jersey City, N. J.
Richard B. Owen, 41 Park Row, New York; 82 Owen Bldg., Washington, D. C.
Zoltan H. Polachek, 70 Wall St., New York City.
- PLUGS**
L. S. Brach Mfg. Co., Newark, N. J.
Brooklyn Metal Stamping Corp., 718 Atlantic Ave., Brooklyn, N. Y.
De Jur Products Co., 199 Lafayette St., New York City.
Herbert H. Frost, Inc., 160 N. La Salle St., Chicago, Ill.
Polymet Mfg. Co., 599 Broadway, New York City.
Spartan Elect. Corp., 350 W. 34th St., New York City.
Zisch Eng. Corp., 39 Avenue L, Newark, N. J.
- PLUGS MODULATOR**
Central Radio Labs., 21 Keefe Ave., Milwaukee, Wis.
- POTENTIOMETERS**
Electrad, Inc., 428 Broadway, New York City.
Herbert H. Frost, Inc., 160 N. La Salle St., Chicago, Ill.
General Inst. Corp., 477 Broadway, New York City.
Polymet Mfg. Co., 599 Broadway, New York City.
United Scientific Lab., Inc., 80 Fourth Ave., New York City.
- PRONGS**
American Radio Hardware Co., 203 Lafayette St., New York City.
- PUBLICATIONS**
The Radio Dealer, 10 East 39th St., New York City.
The Radio BLUE BOOK, 10 East 39th St., New York City.
- RESISTANCE COUPLED AMPLIFIERS**
American Specialty Co., Bridgeport, Conn.
- RESISTANCE UNITS**
L. S. Brach Mfg. Co., Newark, N. J.
C. E. Mountford, 465 Greenwich St., New York City.
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Electrad, Inc., 428 Broadway, New York City.
Arthur H. Lynch, Inc., 250 W. 57th St., New York City.
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American Specialty Co., Bridgeport, Conn.
Amasco Prod. Inc., Broome & Lafayette Sts., New York City.
Central Radio Labs., 21 Keefe Ave., Milwaukee, Wis.
De Jur Products Co., 199 Lafayette St., New York City.
Electrad, Inc., 428 Broadway, New York City.
Herbert H. Frost, Inc., 160 N. La Salle St., Chicago, Ill.
General Instrument Corp., 477 Broadway, New York City.
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 Argus Radio Corp., 257 W. 17th St., New York City.
 Audio-Tone Radio Co., 1430 Longfellow Ave., New York City.
 Beacon Radio Mfg. Co., 323 Berry St., Brooklyn, N. Y.
 Blair Radio Labs., 368 Sixth Ave., New York City.
 Bremer-Tully Mfg. Co., 532 So. Canal St., Chicago, Ill.
 Buckingham Radio Corp., 25 East Austin Ave., Chicago, Ill.
 Chelsea Radio Co., 179 Spruce St., Chelsea, Mass.
 Crosley Radio Corp., 732 Sassafras St., Cincinnati, Ohio.
 Diva Radio Corp., 294 E. 137th St., New York City.
 Eagle Radio Corp., 16 Boyden Place, Newark, N. J.
 Electrophone Corp., 58 E. Washington St., Chicago, Ill.
 Federal-Brandes Inc., Woolworth Bldg., New York City.
 J. B. Ferguson, Inc., 225 W. 57th St., New York City.
 Freed-Eisemann Radio Corp., Manhattan Bridge, Plaza, Brooklyn, N. Y.
 Chas. Freshman Co., Inc., 240 W. 40th St., New York City.
 Garod Corp., Belleville, N. J.
 General Inst. Corp., 477 Broadway, New York City.
 Indiana Mfg. & Elect. Co., Marion, Ind.
 Montrose-Hast Radio Labs., Knickerbocker Bldg., New York City.
 Mu-Rad Radio Corp., 972 Broad St., Newark, N. J.
 Operadio Corporation, 8 S. Dearborn St., Chicago, Ill.
 Precision Prod. Co., 319 S. Main St., Ann Arbor, Mich.
 Pries Radio Corp., 691 Broadway, New York City.
 Radio Corporation of America, Woolworth Bldg., New York City.
 Radio Master Corp., Bay City, Mich.
 Regent Radio Corp., 62 Grand St., New York City.
 Reichmann Company, 1725 W. 74th St., Chicago, Ill.
 Shamrock Mfg. Co., 196 Waverly Ave., Newark, N. J.
 Steinite Labs., 504 South State St., Chicago, Ill.
 Tilman Radio Corp., Lagro, Ind.
 Work Rite Mfg. Co., 1817 E. 30th St., Cleveland, Ohio

SHIELDING CANS

Silver-Marshall, Inc., 870 W. Jackson Blvd., Chicago, Ill.

SOCKETS

Air-Gap Prod. Co., 12 Campbell St., Newark, N. J.
 Amel Radio Labs., Inc., 173 Greenwich St., New York City.
 American Specialty Co., Bridgeport, Conn.
 Amsco Prod. Inc., Broome & Lafayette Sts., New York City.

Bremer-Tully Mfg. Co., 532 S. Canal St., Chicago, Ill.
 De Jur Products Co., 199 Lafayette St., New York City.
 H. H. Eby Mfg. Co., 4710 Stenton Ave., Philadelphia, Pa.
 Herbert H. Frost, Inc., 160 N. La Salle St., Chicago, Ill.
 Moulded Prod. Corp., 551 W. 52nd St., New York City.

Shaw Insulator Co., Irvington, Newark, N. J.

Silver-Marshall, Inc., 870 W. Jackson Blvd., Chicago, Ill.

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Herbert H. Frost, Inc., 160 N. La Salle St., Chicago, Ill.
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 F. R. Zierick Mach. Works, 6 Howard St., New York City.

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The Pal Radio Co., Inc., 1204 Summit Ave., Jersey City, N. J.

SUB-BASES

Insulating Co. of America, Inc., 59 Warren St., New York City.
 Micarta Fabricators, Inc., 309 Canal St., New York City.

TOGGLE SWITCHES

American Specialty Co., Bridgeport, Conn.

TRADE MARKS

Chauncey P. Carter, 3625 Lowell St., N. W., Washington, D. C.

TRANSFORMER COILS

The Dudlo Mfg. Corp., Fort Wayne, Ind.

TRANSFORMERS, AUDIO FREQ.

American Specialty Co., Bridgeport, Conn.

Bremer-Tully Mfg. Co., 532 South Canal St., Chicago, Ill.

Brooklyn Metal Stamping Corp., 718 Atlantic Ave., Brooklyn, N. Y.

Ferranti, Ltd., 130 W. 42nd St., New York City.

Ford Radio & Mica Co., 111 Bleeker St., New York City.

General Inst. Corp., 477 Broadway, New York City.

Leslie F. Muter Co., 76th and Greenwood Ave., Chicago, Ill.

Silver-Marshall, Inc., 870 W. Jackson Blvd., Chicago, Ill.

TRANSFORMERS, RADIO FREQ.

Amel Radio Labs., Inc., 173 Greenwich St., New York City.

American Specialty Co., Bridgeport, Conn.

Brooklyn Metal Stamping Corp., 718 Atlantic Ave., Brooklyn, N. Y.

General Instrument Corp., 477 Broadway, New York City.

Reichmann Company, 1725 W. 74th St., Chicago, Ill.

Geo. W. Walker Co., Cleveland, Ohio.

TRICKLE CHARGERS

Exel Electric Co., 17 East 27th St., Bayonne, N. J.

General Elect. Co., Bridgeport, Conn.

Vesta Battery Corp., 2100 Indiana Ave., Chicago, Ill.

TUBE SILENCERS

Scientific Prod., Canada, Ltd., Montreal, Que.

TUBE TESTERS

Jewell Elec. Inst. Co., 1650 Walnut St., Chicago, Ill.

UNITS

Silver-Marshall, Inc., 870 W. Jackson Blvd., Chicago, Ill.

VACUUM TUBES

Apco Mfg. Co., 1267 Eddy St., Providence, R. I.

Cable Supply Co., 31 Union Square, New C. E. Mfg. Co., 702 Eddy St., Providence, R. I.

Champion Radio Mfg. Co., 140 Pine St., Danvers, Mass.

DeForest Radio Corp., Jersey City, N. J.

Conneway Elect. Labs., Magnatron Bldg., Hoboken, N. J.

Duratron Products Corp., Union City, N. J.

Empire Elect. Prod. Co., 132 Greene St., New York City.

The Esetroc Mfg. Co., 28 Longworth St., Newark, N. J.

Gem Tube Co., 16 Hudson St., New York City.

Gold Seal Elect. Co., Inc., 250 Park Ave., New York City.

Jove Lamp Works, 103 Park Ave., New York City.

Kennedy Sales Co., 114 Con Course Bldg., Jersey City, N. J.

Lectrodio Corp., 186 Market St., Lynn, Mass.

Lynn Electric Corp., 412 Broad St., Lynn, Mass.

National Tube Mfg. Co., Roosevelt Bldg., Chicago, Ill.

Perryman Electric Company, 33 W. 60th St., New York City.

Q. R. S. Music Co., 306 S. Wabash Ave., Chicago, Ill.

Qualitron Mfg. Co., 527-29 Morgan St., Union City, N. J.

Radio Corporation of America, Woolworth Bldg., New York City.

Sonatron Tube Corp., 108 W. Lake St., Chicago, Ill.

Supertron Mfg. Co., Inc., 222 Washington St., Hoboken, N. J.

Van Horne Co., Inc., Franklin, Ohio.

Vesta Battery Corp., 2100 Indiana Ave., Chicago, Ill.

VARIABLE GRID LEAKS

Eagle Elec. Mfg. Co., 59 Hall St., Brooklyn, N. Y.

Electrad, Inc., 428 Broadway, New York City.

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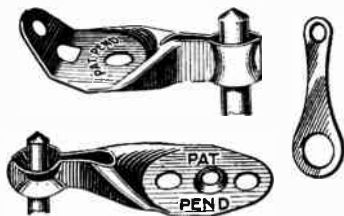
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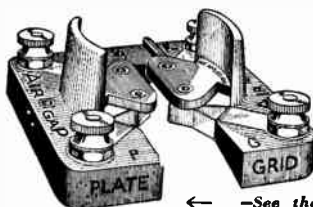
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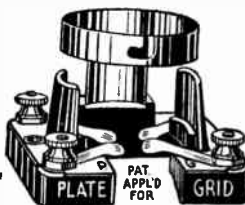
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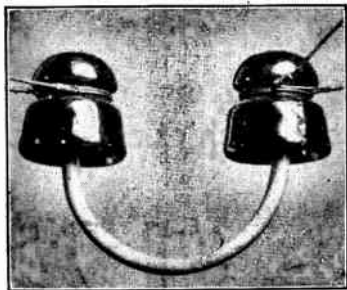
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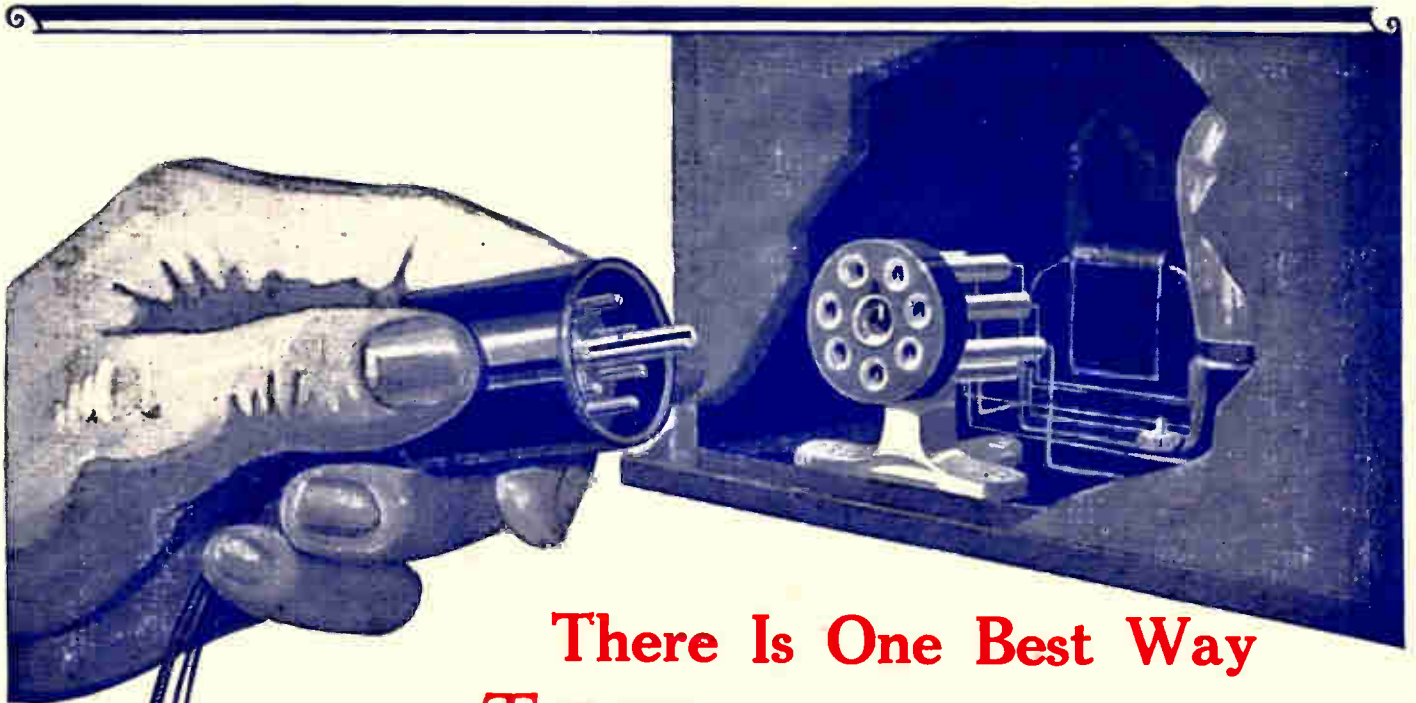
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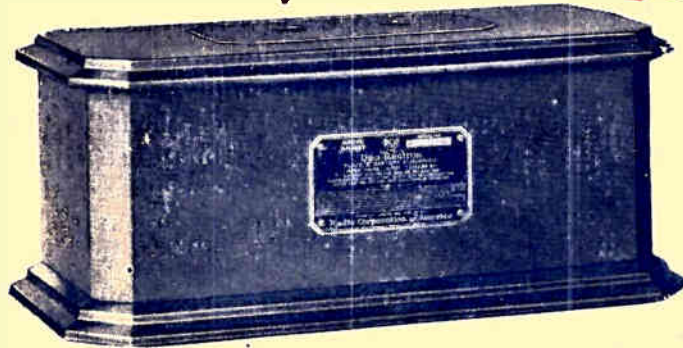
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