

# *The* **RADIO DEALER**

Vol. 13, No. 3

June, 1928

TWO DOLLARS THE YEAR  
SINGLE COPY 25c

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## *Freshman Leads*

**A**LWAYS in the van—a few steps ahead of the crowd—again Freshman will surprise the industry with something new at the Chicago Show. Not just “new”—there’s little merit in that—when Freshman says “new” it means “better!”

And before the show—the “so-called” slow season? Not for Freshman dealers. A nation-wide merchandising and advertising campaign offering tremendous reductions in prices on standard, up-to-the-minute Equaphase Electric Radios, enabled every Freshman dealer to do volume business.

Freshman Radios are sold direct to Franchised Dealers. This assures the most profitable type of merchandising and advertising co-operation.

*We  
Hope  
to see  
You  
at the  
Show*

### **CHAS. FRESHMAN CO., Inc.**

Freshman Building, New York

2626 W. Washington Blvd., Chicago

800 N. Spring St., Los Angeles



## How many will you Sell?

As long lived as Raytheon Tubes are, they do wear out finally. Somebody in your city will get a good share of that business. Why not *you*?

Put this attractive sales-making carton where it can be seen instantly by everyone entering your store. It will *automatically* bring you the business.

Put this silent but effective salesman to work for you by giving him a prominent place in your window or show case.

**RAYTHEON MFG. COMPANY — Cambridge, Mass.**

**Raytheon**  
LONG LIFE RECTIFYING TUBE

CASH  
OR  
\$10.00  
MONTHLY



Trade Mark Reg. U. S. Pat. Off.

CASH  
OR  
\$10.00  
MONTHLY

# A.C.-D.C. SET TESTERS

FIRST COMPLETE

PORTABLE LABORATORY

FOR THE DEALER

FOR THE SERVICE MAN

FOR THE SET BUILDER



Model 100A  
"Supreme"

**Radio Service Instrument and Travelling Case**  
Instrument lifts out of case. Fully equipped with instrument, all tools, and supplies necessary for a service man to step out on a job. This case contains compartments for everything and has a tube shelf designed for instant accessibility but absolute protection to tubes. Under this swinging shelf are felt-lined compartments for small tubes, oscillator coils, etc. Has lock and key. Strong leatherette covered case, size 10½x18x7 inches. Price complete, \$98.50 net. Equipped with large AC meter O-3, O-18, O-150 volt triple scale with leads, in leather case. \$11.00 extra. Installation plan. \$28.50 cash and 8 monthly payments of \$10.00 each.

10—It is equipped with a high resistance double scale precision voltmeter, 0-10, 0-250 volt for all eliminator and other readings requiring a meter using only .00-ampere at full scale. The millimeter is 0-100 and both meters are large 3¾" diameter with jeweled D'Arsonval movement, fully guaranteed. The A. C. meter has three scales, 0-3, 0-18, 0-150, which is portable and has leads to plug into the Supreme pin jacks.

11—The book which goes with the Supreme is entitled "How to Service Radios and Money Making in Radio Service" and is some book.

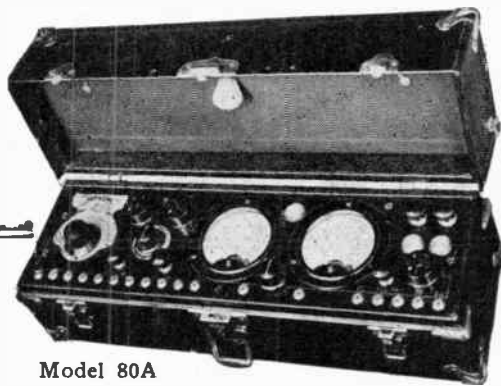
12—All adapters, double plug cords, test cords, etc., for A. C. and D. C. work are standard equipment.

Our Engineering Department is at the service of Supreme owners at all times to help them in their service work and is worth the price of the instrument. However in the Supreme you get an assembly that you could not duplicate yourself at the price and you get three years development. Send for one to-day and watch your service business take a decided boost.

## TEN DAYS FREE TRIAL

If we accept your order, you will be furnished with a Supreme on open account. You may use the Supreme and if it is not what you want, it may be returned within ten days. All terms of purchase must be strictly adhered to.

If not rated send the customary trade references with your order. We warn here—If the seal of a Supreme is broken and the instrument returned we will fully prosecute and collect damages in full.



Model 80A  
"Supreme"

**RADIO SERVICE INSTRUMENT, STORE CASE**  
Cover has slip hinges for removal

Fully equipped with instrument, special test cords, adaptors, coils, and everything needed to test radios and demonstrate in the store or on counter. Cover has compartment to hold all accessories. Has lock and key.

Strong leatherette covered carrying case, size 7"x18"x5½".

**PRICE COMPLETE \$89.50 NET!**

Equipped with large AC meter O-3, O-18, O-150 volt triple scale with leads, in leather case \$11.00 extra.

Installation plan. \$28.50 cash and 7 monthly payments of \$10.00 each.

**WHY ARE THEY BUYING SUPREMES FROM MAINE TO CALIFORNIA? THE ANSWER IS IN THE SUPREME**



## HERE ARE A FEW REASONS WHY THEY ARE TELEGRAPHING ORDERS FOR SUPREMES

- 1—The tube broadcaster sends out a modulated wave to test radios at any time, any place.
- 2—It is the only oscillator with which you can synchroize condensers in single dial control radios with both meter reading and audible sound.
- 3—It tells the oscillation quality of all tubes and whether they are normal, abnormal or subnormal.
- 4—It rejuvenates up to twelve tubes at one time in a scientific manner. In or out of the radio.
- 5—It locates open transformers from the socket and has a feature that it will play the radio with bad transformers for estimating, to locate further trouble.
- 6—It will demonstrate condenser and choke coil outputs on radios not wired for that purpose and also inductive output.
- 7—It will test fixed condensers and has a calibrated .0005 variable condenser.
- 8—It has contained various fixed condensers up to 2. mfd, a 500,000 ohm variable resistance and a 30 ohm variable resistance for your use at any time and for quick demonstration purposes.
- 9—And it will make every milliammeter and voltmeter test inaginable.



**MAIL THIS COUPON AND RECEIVE FREE OUR BOOK "HOW TO SERVICE RADIOS AND MONEY MAKING IN RADIO SERVICE"**

# The RADIO DEALER

"Reg. U. S. Pat. Office"

*The Radio Trade Journal for the Radio Business Man*

Vol. 13

June, 1928

No. 3

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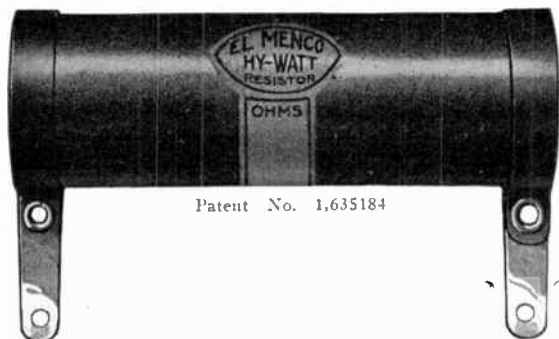
Advertising Rates and detailed statement of circulation and other information for advertisers furnished on request.

Advertising forms close the 20th of the month prior to date of issue.

Circulation restricted to retailers, manufacturers and jobbers in radio equipment. Subscription in the United States, \$2.00 a year, in Canada, \$2.50 a year; foreign countries, \$3.00 a year, payable invariably in advance.



# BEST - by Your Test! and they've stood the Severest

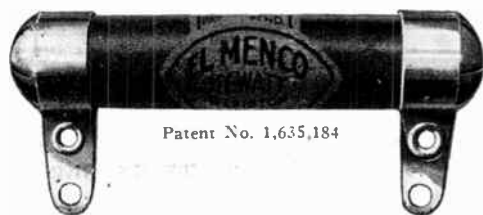


## HY-WATT

TRADE MARK

**Heavy Duty Resistors**  
FOR ALL POWER WORK

The colloidal, metallized deposit in "HY-WATT" Resistors gives conductive, non-arcing resistance that remains permanently accurate; absolutely noiseless. The temperature variation of this deposit is one-seventh that of pure copper wire. Conservatively rated at 12 Watts, these Resistors are built to remain cool. "HY-WATT" Heavy Duty Resistors are "custom-cut" to the exact resistance in all values from 100 Ohms to 100,000 Ohms.



**HY-WATT GRID LEAKS & RESISTORS**

"HY-WATT" new process Grid Leaks and Resistors are dependable and accurate, rugged, noiseless and constant. All values. 500 ohms and up

When an article leads in value and service, it leads in sales. Set manufacturers know and prefer "EL MENC O" products as the most reliable on the market. They are referred to as "the old reliable." "EL MENC O" products enjoy the distinction of leadership and sales.

"EL MENC O" products leaped into prominence through unusual performance and continued growing in favor month after month and year after year.

"EL MENC O" engineering and production methods are constantly leading the way. For time-tested reliability and accuracy, be sure and specify "EL MENC O."

Our manufacturing facilities are such as to give prompt attention to all orders and guarantee prompt shipments.

# ELECTRO MOTIVE ENGINEERING CORP.

127 West 17th St.

New York, N. Y.

# READY FOR YOU

AND BETTER THAN EVER

THE NEW 1929 MODEL A-C 171



## SEVEN TUBE ELECTRIC CHASSIS

SELF-CONTAINED-POWER AMPLIFICATION

Fits All Standard Cabinets and Consoles

Again PIERCE-AIRO leads the field with a new Electric Chassis. It embodies exclusive features of construction and refinements in design that make an instantly favorable impression on both expert and layman.

PIERCE-AIRO Chasses have a countrywide reputation as money makers for dealers. PIERCE-AIRO Chasses stand up and stay sold. Their rigid construction, simplicity of operation and faithful reproduction of voice and

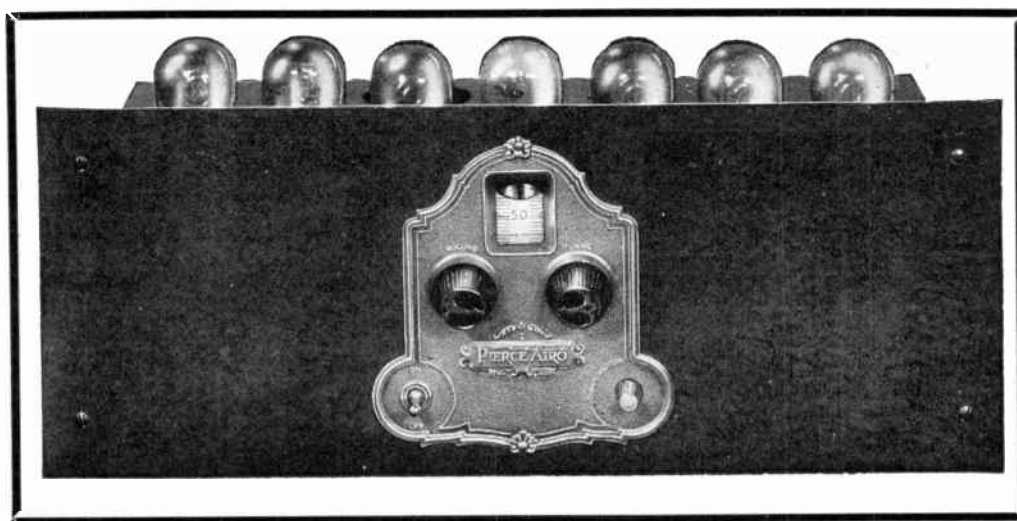
music, eliminate come-backs and service costs. When you sell a PIERCE-AIRO you make a full profit and a good one.

The PIERCE-AIRO Chassis idea is becoming increasingly popular with the trade because the dealer can supply his customers with the best in modern socket power receivers at a moderate cost, and the customer can choose a cabinet or console to meet his individual taste and financial circumstances.

### *At the Chicago Trade Show*

*The new PIERCE-AIRO Electric Chasses will be on display at the Hotel Stevens, during the Chicago Trade Show. Don't fail to see them. Write today for prices, discounts and detailed specifications.*

PIERCE-AIRO Inc. 113 FOURTH AVE., NEW YORK CITY



**FAHNESTOCK  
CLIPS**  
*Radio's greatest convenience*

*The worlds Largest  
maker of Clip Terminals.*

There are 48 standard sizes and styles to meet any requirement. The largest manufacturers of radio apparatus depend upon our unexcelled facilities and our ability to supply them with any quantity of clips on short notice. They save you time and expense and add to the convenience of your products. Send us specifications and blue prints to meet special requirements. Genuine Fahnestock Clips have our name stamped on the thumb piece.

**FAHNESTOCK ELECTRIC COMPANY**  
LONG ISLAND CITY  
N.Y.

**IMA**

2, 3, 3-c, 4, 5, 5-c, 6, 7, 8, 9, 9-c, 10, 11, 12, 13, 14, 15, 10-c-R, 19-c-L, 17, 18, 19-R, 19-L, 20, 21, 22, 23, 24, 24, 25, 26, 27, 28, 29, 29, 30, 31, 32, 32, 33, 34, 35, 35, 36, 37, 37, 38, 39, 40-L, 40-R, 41, 41, 42, 42-S, 43, 44, 45, 46, 46, 47, 48, 48, 49, 49, 55



## Proved by the Test of Time

Among the earliest radio pioneers—today, Bremer-Tully stand second to none for *radio dependability, satisfaction and economy.*

During seven years every single B-T product has been a continued outstanding success—*time-tried and time-proved!*

Where can you find a better guarantee of merit—of net profit?

There is no need to gamble on untried products if the B-T franchise is still available.

# Bremer-Tully

## COUNTERPHASE RADIO

See the latest B-T models  
at the Radio Show—Room  
No. 557—Stevens Hotel,  
Chicago, June 11th to 15th.

*They're better than ever!*

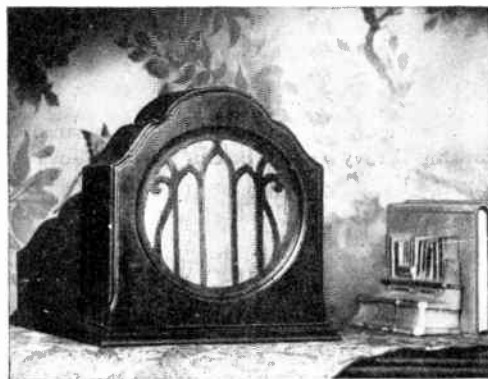


Here is a combination that is sure to win instant favor with your trade—the new B-T 6-40 radio and the B-T Speaker.

It may be had in one cabinet or separately as preferred.

Compact in form and attractive in appearance—*these radio products will outperform everything at equal price*—\$190.00 for the console with standard B-T Speaker built-in, but less tubes; \$130.00 for the table model, less tubes; \$35.00 for the speaker.

*Further details on request.*



**Bremer-Tully Mfg. Co.**

656-662 Washington Blvd.

CHICAGO, ILL.



# The RADIO DEALER

THE PIONEER RADIO TRADE JOURNAL

*Editorial and Executive Offices at*

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

Vol. 13, No. 3

JUNE, 1928

Two Dollars the Year

## The Radio Trade's Greatest Profit Making Summer

By Ray L. Speicher

Freed-Eisemann Radio Corporation



**T**HIS is a DIFFERENT RADIO SUMMER! The Fourth of July spells profits. In the past it meant woe—or at least just hopeful waiting. The entire radio trade faces a new situation. This is not saying that radio has reached the stage where its production and sales are quite evenly distributed among the seasons. What faces the radio public and the trade this summer amounts to an opening wedge in the campaign to insure all year around activity, so that the trade will find demand for sets and accessories wholesomely brisk even in June and August, during future years.

Now, what is the basis for this optimism? In the first place, this is a Presidential year. The Republican and Democratic conventions will be put on the air, so that to millions of homes the carrier waves will bring the proceedings from first to last to the attention of expectant voters. To all intents and purposes, the listeners will be occupying preferential seats within the great auditoriums in Houston and Kansas City. Everyone will want to listen in to the conventions.

In recognition of that fact, an augmented list of stations, reaching from coast to coast, from Canada to Mexico, will handle the relaying of these stirring incidents. Detailed announcements of what is contemplated in the extent of the broadcast have not been made, but the National Broadcasting Company is in conference with all the interests affected to make certain that stations in every section of the country will be linked up with both Houston and Kansas City.

It requires no special strain on the imagination to figure out what this means to the radio dealer. There will be a tremendous increase in business. Especially large will be the demand for electric sets, for new loud speakers, tubes and batteries. A new market is open for reproducers with a powerful output; dynamic speakers will be required for thousands of small halls and other places where groups of people will congregate. This is especially true in the smaller towns.

But this demand will not be just for a week or ten days, preceding the designation of the nominees for the Presidency. The market will remain steady, for those who failed to secure equipment for the conventions will want to be supplied for keeping in touch with the other big meetings of the campaign that also will be broadcast, either through national chains or individual stations.

And even this is not all. Remember what happened the week before the Dempsey-Tunney fight? The country went radio mad. In some places the dealers did more business than in months preceding. Their shelves were cleared of sets, speakers, batteries and tubes. There is no doubt as to what a championship heavyweight boxing match does for the radio business. It is something to which the great majority of persons want to listen, women as well as men, even though only a comparatively small proportion can be classed as "fight fans." But it creates just as much excitement as the most thrilling moment in a World's Series—and those games are put on the air, too, don't forget.

Well, we're going to have another exciting clash. The ringside report will go out on the ether from the Polo Grounds as Tunney defends his laurels against the rugged Heeney from New Zealand. What more need be said? Are you preparing for the demand that will come?

Reception is to be much finer than ever before known. The new radio law is in effect and the Federal Commission is proceeding to clear more channels and to reallocate stations so that programs may be tuned in from all sources without heterodyning interference. More stations will soon be brought in with clarity than in the past, although the number on the air will be materially reduced, to conform to the equal distribution clause of the statute and to meet with the recommendations of those who have studied the subject from a sound scientific angle.

## Three Seasons—and Then Came Success

Human Interest Story of a Young  
Man Who Believed in Hard Work

*An Exclusive Interview by Miss Gwen Wagner*

**H**ERMAN GREENBERG, president of the Lexington Radio & Electric Co., Inc., 2039 West Madison street, Chicago, Ill., should be in a position to tell how a successful radio dealer "gets that way" for Mr. Greenberg, in the business three "seasons," as he expresses it, has shown a fifty per cent increase in volume each successive season; he has users all over the city of Chicago and suburbs; he has radio departments in three furniture stores, aside from his main shop in West Madison street, and thus far this year he has chalked up more sales for January than he did in December and December for him, as for most dealers, was a banner month.

Mr. Greenberg started out with the idea of becoming a cut-rate dealer in radio parts. That was when he was doing electrical contracting and when, along with nine-tenths of the rest of the world, he wanted to get into radio, even though he didn't know anything about it. So he stocked some parts and accessories and started out by running a sale on batteries that cost him \$1.44 and which he sold for \$1.39, the idea being, of course, to attract the customer's to his store and then sell them other items in addition to the batteries. The idea was probably all right but the customers didn't seem to get it. They bought 600 batteries but not another single item in Mr. Greenberg's stock.

The next sale he attempted was on tubes that cost \$3.25 and which he sold for \$3.09. The result was the same. Mr. Greenberg sold a tremendous lot of tubes but other items remained as firmly fixed on the shelves as though they had been nailed.

"And right then," explained Mr. Greenberg, "I said to myself, 'Herman, this cut-rate business may be all right for some people but it's all wrong for you.' So I stopped trying to be a cut-rate dealer and I started selling my merchandise at the list price. When shortly after, I began stocking sets, I stuck to that policy. Now that I carry sets and no parts at all, I still stick to it. If I can't sell a set at the list price I don't sell it. And I make money."

Maybe it's because Mr. Greenberg was so thoroughly squelched in his attempts to be a cut-rate merchant that

today he refuses to resort to any so-called "tricks of the trade." For example, selling sets on distance is absolutely taboo in his store. If customers want to be sold on the argument that the set they're investigating will cut through Chicago and get Denver, Salt Lake and all points west, they'll have to go to some other store to be sold that way. For Mr. Greenberg guarantees nothing in the way of distance.

What he may say is this: "We have had excellent reports on this set. Under favorable conditions you should be able to get considerable distance. But



Herman Greenberg, youthful Chicagoan, whose retail enterprise has been one of the highpoints of radio selling in the midwest

we can't guarantee it, because we don't know just what the conditions are in your neighborhood or your hotel or apartment house. They may be decidedly unfavorable to good reception. But it's a good set and if any set will give quality reception this one will."

Said Mr. Greenberg, "We've found that customers appreciate our frankness. They seem to have more confidence in us when we admit, quite

frankly that we don't know exactly how the set is going to act when it is installed in their homes. They've heard the terms 'wonderful reception' and 'marvelous distance' applied to so many sets that they're skeptical, now, of sales people who always talk in superlatives. We try to be honest with our customers. And we've found that when we do tell them anything about a set, they'll believe us."

Mr. Greenberg is of the opinion that "distance" sales talk is becoming less and less effective every day. Radio is no longer considered a novelty. Listening in on Los Angeles isn't nearly so much of a thrill as it used to be. What radio users are after nowadays is good, clear reception so that they can listen in on entertaining programs. Where those programs come from is no longer of outstanding importance. Distance is ceasing to lend any more enchantment than the home boundaries.

In addition to good reception, customers (women particularly), demand beauty in the cabinet in which the set is housed. So it is necessary, in Mr. Greenberg's opinion, to pay attention to your customer's tastes in this direction and try to satisfy them.

The first thing to do after a set is sold is to see that it is properly installed, according to Mr. Greenberg.

"If you get your customer started off right he'll swear by you the rest of his life. But just let him have a lot of trouble with that set when it's first installed and you'll be months trying to get him smoothed down. We're particularly careful about installation work. I employ only first-class service men. They come higher but they pay for themselves a hundred times over. They know how to install a set *right* the first time. They don't have to experiment. Voltages on every A. C. set are measured when the set is installed. We make certain that the aerial is the proper length and that the lead in wires are soldered to the aerial. Then you don't have any burnt out tubes or the many other troubles that arise from improper installation.

"After the set is installed we see that the customer gets service. We give a written guarantee with every set which reads, in part, 'We guarantee radio sets sold by the Lexington Radio



\*  
An Attractive Interior. — Lexington Radio & Electric Company's shop, Chicago. The shop is located twenty blocks from the city's downtown shopping district but it serves customers all over the city as well as the suburbs.  
\*

& Electric Co. for a period of one year, and all equipment furnished by us to be free from defects in material and workmanship. If any defects develop within this period, provided the mechanism has not been tampered with, we agree to repair the set satisfactorily, or at our option replace it with another of the same make.' The remainder of the contract sets forth, in detail, what we consider our obligations to the customer—what we will expect to do and what we will not expect to do. Then, if any discussion as to our obligations arise, we refer to the contract (which is, of course, in duplicate so that the customer retains one sheet), and smooth out our difficulties without ill feeling.

"I will say this: We go to almost any lengths to keep the customer pleased. Our slogan is 'The House of Personal Service' and we live up to it to the best of our ability. Actually, we kill 'em with kindness. By that I mean that if they're inclined to take advantage of our good nature and superlative service we treat them so well that, nine times out of ten, they begin feeling a little foolish and will stop asking for service to which, according to the terms of the contract they are not entitled.

"We try to give 24 hour service on installation of sets. After a man has bought something he's anxious to have it in the house and working and we try to get it to him as quickly as possible.

"We extend our service even beyond the bounds ordinarily set by shops that have a reputation for taking excellent care of their customers. Many times I have been called on the telephone at night to be told that a party was in progress somewhere and that the radio had suddenly stopped dead. Well, the only thing to do is to go out and get that set in working order because no matter how well the radio has worked up to that time the

customer forgets all about it in the disappointment of having it fail at a time when he or she wanted it most."

One of Mr. Greenberg's promotion methods that has brought him the most direct returns is house-to-house solicitation. He employs twelve women (never men, for housewives have become suspicious of every strange male that rings the doorbell and they will rarely give them an audience), who ring doorbells from morning until night. Housewives are asked if they have a radio and if they would they not like to have the Lexington Radio & Electric Co. demonstrate one of the newest models in their home—without any obligation.

"The leads obtained in this way are given to our salesmen," said Mr. Greenberg, "We sell 75 per cent of the people to whom we demonstrate.

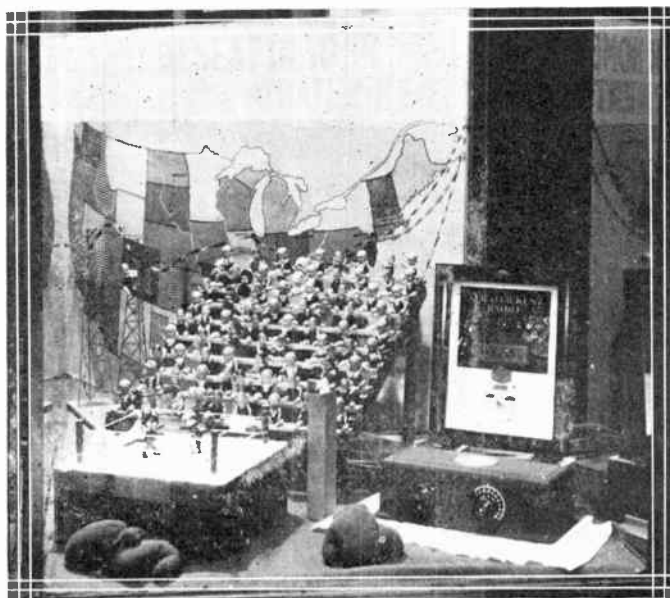
"To my way of thinking, house-to-house solicitation is the only way to build up a big business in the radio game. If you sit in the store and wait

for customers to come in and buy your chances of starving to death are very good unless you have other effective exploitation methods which, usually, are much more expensive than this method. I use some community and daily newspaper advertising but not a great deal. And I do not use direct mail at all. The only time I use any printed mailing matter is when a customer comes in the store and looks at a set. If he doesn't buy we follow up with a circular sent through the mail and then our salesman.

"Our local community newspapers are very good about giving the shop publicity. Frequently they carry news stories to the effect that if their readers want music for a certain affair in their homes our shop will be glad to furnish a radio for the occasion free of charge. I have never checked up on the results of this kind of exploitation but considering that 75 per cent of our other demonstrations result in sales I should say that it was good.

"Another thing that helps us is that we are an electric light bill pay station. We handle between 2,500 and 3,000 electric light bills monthly and while this means a certain expense it also means additional profit. We have sold not less than 500 sets to people who have come in to pay their electric light bills and have asked for a demonstration of a radio set. Of course this couldn't be worked in other stores, perhaps, but something else could. The main thing is to get the people into your store where they can see and hear the sets.

"In soliciting, we try to cover the suburbs, the places where people own their own homes more thoroughly than we do the rooming house and moderately priced apartment house districts.



Features Timely Hook-Up. — Donald S. Graham, well-known radio dealer of Napa, Cal., proved his skill in window dressing with this attractive display of a recent radio hook-up

Sales Appeal in Dealers' Trade

**1** **KEN-RAD NEWS**  
 FRENCH FLIERS GREETED BY PRESIDENT  
 After 25,000 miles of flying, Lt. Coates and Lebrun landed in Washington, D. C. where they were welcomed by the President. Above: The French fliers in a wreath on 1 load of Unknown's "radio". Left inset—1st Lt. Coates, President Coates, Ambassador Cassin; Lt. Lebrun. Right inset—"Nosecase Coll" plane used.

**2** **Better Radio Reception with Tundar BATTERY CHARGER**  
 For all Storage Batteries

**3** **ARCHATRON TUBES IMPROVE YOUR RADIO SET**  
 COME IN BUY A SET TODAY  
 Not merely to replace BUT TO EXCEL!

**4** **DIAMOND RADIO BATTERIES**  
 Quality Always

**5** **RADIOS POWERIZED**  
 At a small cost we will make your set one of the finest A.C. electric receivers with the finest tone quality in radio.  
 FINEST TONE QUALITY IN RADIO

**6** **Day-Fan RADIO**  
 A YEAR AHEAD

1. News of the day is featured in the special dealer's window bulletins which are issued at frequent intervals by Ken-Rad, Inc., Owensboro, Ky.
2. The General Electric Company, Schenectady, N. Y., is using this human interest display typifying the spirit of youth and radio as a dealer aid.
3. One of a series of handsome gold and blue cards featured by the Vesta Battery Co., Chicago, in calling attention to its well known line of tubes.
4. Attractive window card which combines beauty and sales appeal which is furnished its dealers by the Diamond Electric Corporation, Newark, N. J.
5. A brief, yet convincing sales talk is contained in this window easel which is furnished all dealers by the Radio Receptor Co., Inc., New York City.
6. Gold and black window transfer which the Day-Fan Electric Co., Dayton, O., has adopted in identifying its authorized dealers throughout the country.

## Display Helps to Increase Profits



1. Freed-Eisemann Radio Corporation, Brooklyn, N. Y., employs this splendid example of the lithographer's art in calling attention to its line of sets.
2. Ten convincing sales pointers are included in this easel card which the Federal Radio Corporation, Buffalo, N. Y., stresses as a dealer's sales help.
3. Authorized dealers handling the products of the C-E Manufacturing Co., Providence, R. I., are easily identified by this attractive display card.
4. Cards similar to the one illustrated are featured in a series by King Radio, Inc., Buffalo, N. Y., in its national dealer campaign.
5. Steinite Radio, Inc., of Chicago and Atchison, Kansas, use these small cards to excellent advantage as dealer helps.
6. Three panels are employed in this window card now being offered the trade by the National Carbon Co., New York City.
7. Window transfer emblem which the Bremer-Tully Mfg. Co., Chicago, is using to excellent advantage among its dealers.



# From the Editorial Viewpoint

**A**N INQUIRY to the Service Department of The Radio Dealer revealed the fact that there were only one or two organizations now manufacturing portable radio sets. In the early days of the industry there was a steady demand for sets of that type and we believe the demand still exists although perhaps not in so great a measure. It seems both significant and unusual that the radio manufacturers of this country have forsaken the portable set field.

\* \* \* \*

The current issue of the Broadcaster and Wireless Retailer, (London,) carries the listings of more than fifty manufacturers of portable sets in England alone. The illustrations of many of the sets are high tributes to the craftsman's art and at the same time indicate that simplicity has been readily attained.

The sale of portable sets during the coming summer, will in all probability reach high levels in England. The same could hold true in this country provided the dealer handled a popular priced line, attractive in appearance and noted for simplicity of operation. The portable might also help to taper off the declining summer sales curves. Our English radio dealers have found this to be a reality. We should, also, particularly during the promising radio summer ahead.

\* \* \* \*

**O**NCE again the June Trade Show looms up as the outstanding event of the year in radio trade circles and marks a gathering of the high and mighty as well as the meek and humble at the Chicago sessions. The forthcoming event gives every indication this year of benefitting by the experience gained during the first show held last year. Many of the details which were new to the heads of the show last year will assume the garb of simplicity at the second event.

From present indications there will be much to occupy the attention of the trade. First and foremost in point of interest to the visiting members of the trade will be the variety of merchandise on display for the coming season. For, after all, while the dealer can enjoy conventions, get-togethers and goodfellowship sessions it is of paramount importance that he become better

posted on just what the manufacturers have to offer as bread and butter numbers during the season which stretches ahead.

Many surprises are in store for the visiting members of the trade. This year will see a new and vastly superior line of sets, speakers and accessories. The manufacturers are sincere in their efforts to offer that which will mean new and better business as well as lasting satisfaction to the buyer. The day of the inferior product maker has passed and in his stead has come the manufacturer who is catering to the jobber and dealer trade that wants merchandise of merit. The June show will add further stress to this point.

The Radio Manufacturers Association, the Federated Radio Trade Association, The Radio Wholesalers Association and the National Association of Radio Writers will also meet during the week of the show. May all success crown their deliberations.

\* \* \* \*

**T**RADEREACtion to the feature article: "The Gyp's Days Are Numbered" which appeared in the May issue of The Radio Dealer indicates widespread interest as well as many favorable criticisms of the way the subject was treated. Needless to state the so-called "gyp" element is "on the way out" in the radio industry. "On The Way Out" try but not before he has left a demoralizing effect that will require several years to remedy.

THE RADIO DEALER has been unrelenting in its campaign against the "gyp" element from its earliest days and at this advanced stage of the industry is still of the same belief. The fact that the "gyp" and fly-by-night dealer is rapidly passing from the picture is proof positive that he held no real or merited position in the industry. He has been his own worst enemy with the result that with the dawning of the new day in radio circles we find him gradually vanishing.

We appreciate the compliments received in connection with our article last month and hereby authorize any or all of our contemporaries to reprint it wholly or as they may see fit, either with or without credit to this publication. We feel that our best work is being done in fighting evil conditions such as the "gyp" element engenders.

**F**OUR real sales suggestions are outlined to dealers in the current issue of the Mike, issued by Harger & Blish, Des Moines, from the able pen of James Clinton Stanley, radio sales impresario of Minneapolis, Minn. "Stan" writes as follows:

"Spring is here! Look out! There is one kind of a Radio Dealer who needs *Spring Is Here* — no warning. Spring to him *Also J. C. Stanley* means just a change from heavy to light underwear.

As far as business is concerned, he pays no attention to the calendar—just takes up his belt another hole and goes to it. It's the other fellow I'm talking to. The fellow who, on the first warm day of spring, locks up his radio department and with a yawn cries, "Ho, hum. Might as well take it easy until next fall. Nobody wants to buy a radio set in the summer."

The kind of a world this is to be depends largely upon just what kind of a world we want it to be. Our summer radio business, too, depends largely upon what we want it to be. If you are content to be misled and believe that there is no summer radio business, **there will be none!** Don't let anyone fool you. There is going to be summer radio business and I'll give you a few reasons why I know what I'm talking about:

- 1—No matter where you are located, there's a broadcasting station near enough to you to insure good programs;
- 2—The large manufacturers will continue their programs right on through the summer, so your customers can be assured of good music;
- 3—You can sell your customer a small receiver during the summer, and by the time fall rolls around they will be sufficiently interested to trade it in on a larger set;
- 4—Big sporting events are scheduled for this summer and that's one of the best sales appeals I know of.

\* \* \* \*

**A** BIG question which most retailers have to face today, especially those who are just going into business, is one which pertains to the handling of advertised and non-advertised merchandise. Should merchants feature the former or the latter, or should they decide to stock both kinds? Here's how most dealers are handling this problem. Advertised products will sell quicker and easier, of course, than those which are unknown, because the public has been educated to ask for them, whereas more sales effort will have to be used to move the non-advertised products.

Dealers will find, in many cases, that if they do not have the advertised line that the customer

asks for, he will go elsewhere to buy. Most retailers, especially department and chain stores, realize this, so they keep a stock of merchandise which is in demand and, at the same time, keep a stock of products which are not so well known and are probably not advertised at all.

These dealers try to sell the latter to their customers whenever possible because there usually is a greater profit in the transaction for them. This applies particularly to foodstuffs, toilet articles, patent medicines, and similar items where the price is small. Many of these retailers use advertised merchandise as a drawing card to sell non-advertised products, selling the former at a small profit or even at cost.

While the merchandising methods described above are satisfactory in many businesses, they do not apply to the radio business. Unfortunately, however, some dealers have not yet learned that it is difficult to interest the public in an unknown, unadvertised set. Most people do not like to experiment. They would rather pay a little more for a set which they have heard of than they would for one which is entirely new to them.

—*Courtesy of Kelloggrams.*

\* \* \* \*

**T**HE parts business, once the boom division of the radio trade, seems due to stage a comeback if some very definite steps are taken by the manufacturers with that end in view. This appears to be the consensus of trade opinions secured by **THE RADIO DEALER** during the past three months. The replies received indicate that *Will Parts Sales* the dealer of today feels that *Stage a Comeback?* the younger generation can be educated to the point of amateur set building provided the manufacturers show the dealer the way. Which is a reasonable viewpoint.

It is very probable that were active steps to be taken by the radio manufacturers in educating the dealer to the possibilities that individual would soon fall in line. As the matter now stands everyone is waiting for the other fellow to start something.

Rumor persists that the time is not far distant when the dealer will be besieged by fans wanting to secure kits for the construction of some form or another of television. Perhaps the wideawake dealer might capitalize upon what will be a new fad, and in all probability a passing one, unless the world's greatest scientists have erred, and link the two together.

There are real possibilities throughout the country, as our survey indicates, but it will take aggressive action to make these conditions become profitable propositions.

# What Does The Parts Market Hold?

## Third in Series of Articles Relating to Parts and The Trade's Reaction Regarding Sales Outlook

By Meredith Johnson

**R**EPLIES continue to reach our desk containing answers to the subjects of the parts markets and their possibilities. To date the opinions expressed indicate deep interest in the subject as well as a wholehearted desire on the part of important trade factors to determine what steps should be taken in order to better this important branch of the business.

The following letters speak for themselves:

### Would Encourage Experimenters

EDITOR, THE RADIO DEALER:

On page nine of the last issue of THE RADIO DEALER, there is a splendid article by Meredith Johnson under the heading of "What Does the Parts Market Hold."

There is only one thing wrong and we quote a paragraph referred to as follows: "parts sale represents a cash sale and it requires no troublesome service. It will probably lead to more sales for once bitten with the "bug" of radio set building only one thing will stop the young man from keeping it up. What's that one thing? "When he becomes engaged and married, but then he'll probably want to buy a complete set so you win out anyway."

Apparently, if this is true we will have to begin to circulate propaganda to educate the women to allow their brothers, sons and husbands to experiment with radio from the standpoint of the home set building. I know this is true to a certain extent because a great many women think the men spend too much time and money if they get the "bug" of building radio sets.

If other publishers would point out to women that they might better have their husbands and sons at home working on radio, than having so many outside interests that are not nearly so educational, as well as entertaining, then maybe the women would look at this matter from a different view point.

This is a point that could be taken up with your parts manufacturing division

### Parts Business Successful

EDITOR THE RADIO DEALER:

We are distributors and jobbers in the Inland Empire for a number of standard lines of radio parts and accessories.

We do not carry any complete radio sets.

We are making a success of the parts business and believe that it will have a future as well as the set business. We have a number of set builders who are professional men.

They may have an expensive set in the living room for the family; but they have a den or radio room that is the real place for them.—Letter B126.

because women do not yet fully appreciate radio and what it means as an education, particularly for boys.

I am always suggesting to publishers that they run articles bringing to the dealers attention the wonderful possibilities of handling parts and stimulating interests with the home set building.

I do not believe that the day of parts business is over because of the value because of the fact that home set building is of superior quality and, in our opinion, a much better set really because of this, than the average factory built set.—Letter C-118.

### "Strong For Parts"

EDITOR, THE RADIO DEALER:

In 1924-5 we did an enormous business in parts and have built our business more in those two years than since. One must sell the large sets, but while there are no sales of these going on, why should a dealer neglect the little sales?

The writer was recently talking to a salesman who sold vacuum cleaners and washers for three years. The last year he has been selling small articles of food, such as Santa Clara Valley prunes, Imperial Valley figs and dates. He says he clears just three times the amount of cash at the end of the month than he did on vacuum cleaners.

One makes a demonstration on a large set and may sell it. It may be that he will demonstrate five times before he can sell. Each demonstration will occupy an eve-

ning's time. Can a 40 per cent discount pay for his time he demonstrates for charity?

We have been ridiculed by many dealers for handling parts along with our sets, but we still make money on them, even though we have strong competition in the five and ten cent stores as well as Cut Rate Alley downtown.

Another phase of the parts business is—What is one to do with the trade-ins? Four out of every five sets sales have trade-in. If one won't take the trade-in they lose the sale. Many dealers say to talk the customer out of the idea of trading in his set. They must be super-salesmen or else we don't know our business. It is only human nature that if a person has spent a lot of money on parts to tinker with that he wants something for them when he buys a larger set. One doesn't need to allow over \$10.00 or \$15.00 but if he has a market for the parts he can make a profit on them, too.

The blueprint idea is the only way to sell parts. School boys are continually building sets, especially since they teach radio engineering in school. The most worthless looking parts are "grabbed up" regularly by schoolboys who have found a "100 hookup" books or something else.

Some parts move very slowly but even so, when they do sell, they surely must pay for their small space in the showcase.

By use of oil polishes, buffers, shellac, etc., old parts may be cleaned up. When they are put into a clean, illuminated showcase, the writer cannot see how they can tend to cheapen the store.

How many times has the parts dealer interested the customer in a larger set when he was looking for a rheostat, or something else?

We run strong on lamps, too, and while we don't make money on them directly we eventually interest some customer in a set, battery charger, or whatnot. I think THE RADIO DEALER should observe the drug store's methods of merchandising and see how many things they sell, and each one serves to attract the customer to something else before he gets out.

Yes, we are strong for parts.—Letter B-115.

### QUESTIONNAIRE—Kindly Fill Out and Mail

Note: The question when answered and forwarded to THE RADIO DEALER will not be published, but instead will be used as a real guide to the solution of the parts problem.

- |  |   |
|--|---|
| 1. Do you sell parts now? .....  | 7. Would articles on single set construction published in THE RADIO DEALER interest you?.....   |
| 2. If so do you make any effort to improve such sales? .....   | 8. Would blue prints sold to you at cost aid you in selling parts for simple sets? .....  |
| 3. Would you be interested in selling more parts?.....   | 9. Do you believe that with sales helps along the lines above mentioned that you could sell more parts?.....  |
| 4. Would a series of highly instructive and non-technical articles telling you how to sell more parts interest you? .....          | 10. Would you outline your views on the subject in a letter addressed to The Parts Editor, THE RADIO DEALER, 10 East 39th Street, New York City, which letter will NOT be published but in securing a nation-wide consensus of dealers' opinion on the parts question?..... |
| 5. Do you feel competent to "educate" the younger generation in the building of simple sets? .....                                 |   |
| 6. Would you be willing to interest the various boys' organizations such as the Y. M. C. A., Boy Scouts, etc., in this work? ..... |   |

Dealer's Name .....  
Address .....



# DOLLAR PULLERS

Sure Winner Sales Ideas for Radio Men

### New Fixtures Brought New Business

ONE of the first moves of the successor to the owner of a poor-paying radio business was to install an up-to-date arrangement of interior fixtures, the entire store being given a positive and progressive-looking appearance. Almost immediately the business picked up, the most discriminating and exacting customers commending the new dealer's attitude and management. His success developed so rapidly that it should serve as inspiration to other radio dealers.

Oftentimes the failing radio merchant can bring about decided sales improvement by means of needed and desirable store changes. Certainly it is expedient to maintain the store in prosperous appearance, and it is well worth so doing before having to bow to a "successor," who undertakes the necessary changes, profiting thereby.—F. V., N. Y.

AN independent service man can not help exposing many of the tricks unscrupulous dealers insist upon trying. I incurred the wrath of one, in particular, who had men canvassing during the summer months. These men were "knocking" my ability wherever they found my regular customers and to stop the practice I ran the following advertisement:

\$25.00 FREE

to the owner of any radio set I can not make work.

Certain dealers while canvassing this city are knocking my ability as a Radio Service Man. If they employ any better service man they can better this offer.

J. P. KENNEDY

418 W. LaSalle St., 2-9447.

The reading public generally follows the local advertising closely with the result that the dealer can incorporate many worthwhile leaders.

It served the purpose and brought me a flood of service work on ancient and modern sets. Of course you must know your "spaghetti" when you make the ante \$25.—J. P., Ind.

### Makes Special Appeal to Women

WE MAKE a big play for feminine patronage and have a separate mailing list of feminine prospects—such as school

### Fortunate Contributors

The recipients of awards for the best Dollar Pullers published in the April issue of THE RADIO DEALER were as follows:

First award, \$15. E. P. Van Hercke, Boicourt, Kansas. Subject: "It Might Help the Past Dues."

Second award, \$10. Frank H. Williams, Santa Ana, Cal. Subject: "Gives Patrons Inside Information."

Third award, Frank V. Faulhaber, 731 Woodward Avenue, Brooklyn, N. Y.

### Stimulate Retail Trade

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 continues. Ten dollars will be paid for the second best idea which is published and five dollars for the third best suggestions. 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.

teachers, business and professional women, widows, etc. In circularizing the feminine sex we find it helps to get business from them to play up the feminine artists who can be heard from various broadcasting stations at certain times. We urge the feminine recipients to this advertising to secure radio sets and listen to the feminine artists over the sets.—S. B., La.



The part that women play in radio broadcasting of the present day is often stressed to excellent advantage.

### Pictures Enhance Dealers Window Trim

SINCE we have been in business, which is quite a number of years, we have accumulated a considerable number of interesting photos of window displays, interiors of our various stores, pictures of sets in homes of owners and so on. Recently we put all these pictures in our show window with cards attached telling all about them and this window stopped twice as many folk as our regular displays and we were able to trace some new business to it.—F. H., Cal.

### Saleman's Letter Wins Customers Interest

GOOD COPY, this, in a sales letter which is sent out by a salesman in a local radio shop:

I am the salesman who had the pleasure of waiting on you, and I want to thank you for your patronage and express the hope that the radio set will give you much satisfaction.

"We want every set that we sell to make a customer

# DOLLAR PULLERS

## Sure Winner Sales Ideas for Radio Men

so pleased that he will be glad to tell his friends about the B—Radio Shop.

When we make a sale, we buy something in return—we buy the customer's good will and respect for this establishment, which means one hundred cents worth of satisfaction for every dollar spent here.

We make no promises that our sets do not live up to. . ."—W. L., Mich.

### Free Workshop Helps Business

WE used to permit our patrons use our radio department for making repairs on their sets as in this way we were able to sell them tubes, etc. Now we have a special little room for them with all the tools and equipment chained



Your customers enjoy the opportunity of tinkering around sets to be repaired particularly if there is someone to advise them in detail.

to the benches so that forgetful patrons will not walk off with any of the implements. We advertise this room quite extensively and state that its use is free to everyone who wants to avail themselves of the privilege. This brings in a lot of additional people to the store and helps us accordingly in increasing our sales.—B. M. T., Cal.

### Finds New Residents Best Prospects

**A** MIGHTY good aid in selling radio is to go each week to the local water works department and secure a list of the new services turned on during the week. (This information is public property so you will have no trouble in securing it.)

Then go to these folk who will frequently be found to be newcomers in the city and solicit them to buy a radio

### Restaurants as Sales Prospects

The Chinaman considers music an essential part of his equipment as evidenced by the number of electric pianos we saw in their restaurants on a recent survey of the city. This gave us our cue for another sales outlet. Accordingly we sent our salesman out with the names of these Chinese restaurants as prospects. The sales "hunches" proved worthy of the effort and we sold several sets in our city to these places. The accounts proved gilt-edged. M. A. C.—Cal.

Every person moving to a new home, particularly the women-folk can be regarded as logical patrons when they start ordering the things required.



set or tubes, accessories, etc. When people move their residences they generally are all "pepped up" and more likely to buy than when they are in a rut through staying in the same place a long time.—S. L., Wis.

### Solicits All New Concerns

WE ALWAYS keep close watch on all vacant store rooms and new business blocks in our territory and solicit all new business concerns to instal radio sets in their establishments. In this way we get a lot of new business.—L. B. F., Tenn.

### Valuable Advertising Ideas and Business

WHEN the radio merchant is discouraged because of slack business he is very apt to transmit his mood to prospects and the general buying public. A decided change is necessary, and this can be brought about by offering, say, three awards, for the best three advertising or business suggestions, there being no restricting conditions. The object is to encourage interest from all.

Each contestant, incidentally, furnishes his or her name, address, and other valuable information. Aside from producing considerable helpful and interesting sales suggestions, the radio dealer will thus increase interest quite materially, which should bring about the sought change and develop greater sales. Later, the resulting names can serve as basis for direct sales appeals and other sales efforts.—F. V., N. Y.

It has often been proven that customers invariably are in a position to offer the dealer real reasons and ideas that will increase his business.





**RADIO DEALER**

**GUIDE**

*to the*

**1928 RMA RADIO**

**TRADE SHOW**

**JUNE 11-15<sup>INCL.</sup>**

Model No. 124 \$13.50 De Luxe Model complete with Counter-balanced Tone Arm

Model No. 105-A \$10.50 De Luxe model without tone arm

Slightly higher West of Rockies



The New  
De Luxe  
Pacents Model 124

**PHONOVOX**

THE Electric Pickup

- a year ahead in  
Electric Pickup design

READ the 6 outstanding features listed at the left—compare them with ANY other pick-up you know about! No other device even begins to approach this latest PACENT creation. Think of the talking points these features give you!

Installation is the acme of simplicity with the special PACENT adapters, permitting changing from Radio to Electric Phonograph reproduction without removing the detector tube by merely inserting the connecting cords in the pin jacks on the adapters.

Order a sample from your jobber and test it out to your complete satisfaction! If he cannot supply you, write us at once and we will see that you are supplied promptly.

**Pacents Electric Company, Inc.**

91 Seventh Avenue, New York  
Manufacturing Licensee for Great Britain and Ireland:  
Igranic Electric Co., Ltd., Bedford, England

The  
**6**

Outstanding Features of the  
DE LUXE Models

Pacents PHONOVOX  
THE Electric Pick-up

1. The ONLY pick-up device designed for use with the fibre needle without loss of volume. Using fibre needle gives truer tones without the objectional needle scratch.
2. Permits changing from radio to electric phonograph reproduction without the necessity of removing the detector tube.
3. Gives even greater coverage of the musical range than the former Pacents 105 Model.
4. Counter-balanced tone arm provides correct weight at needle point for obtaining best reproduction.
5. Swinging Tone Arm Attachment on De Luxe Model 105A without Tone Arm, permits installation on phonographs with either left or right hand tone arms.
6. New design triangular needle holder takes either steel or fibre needle and assures proper angle of needle to the record.

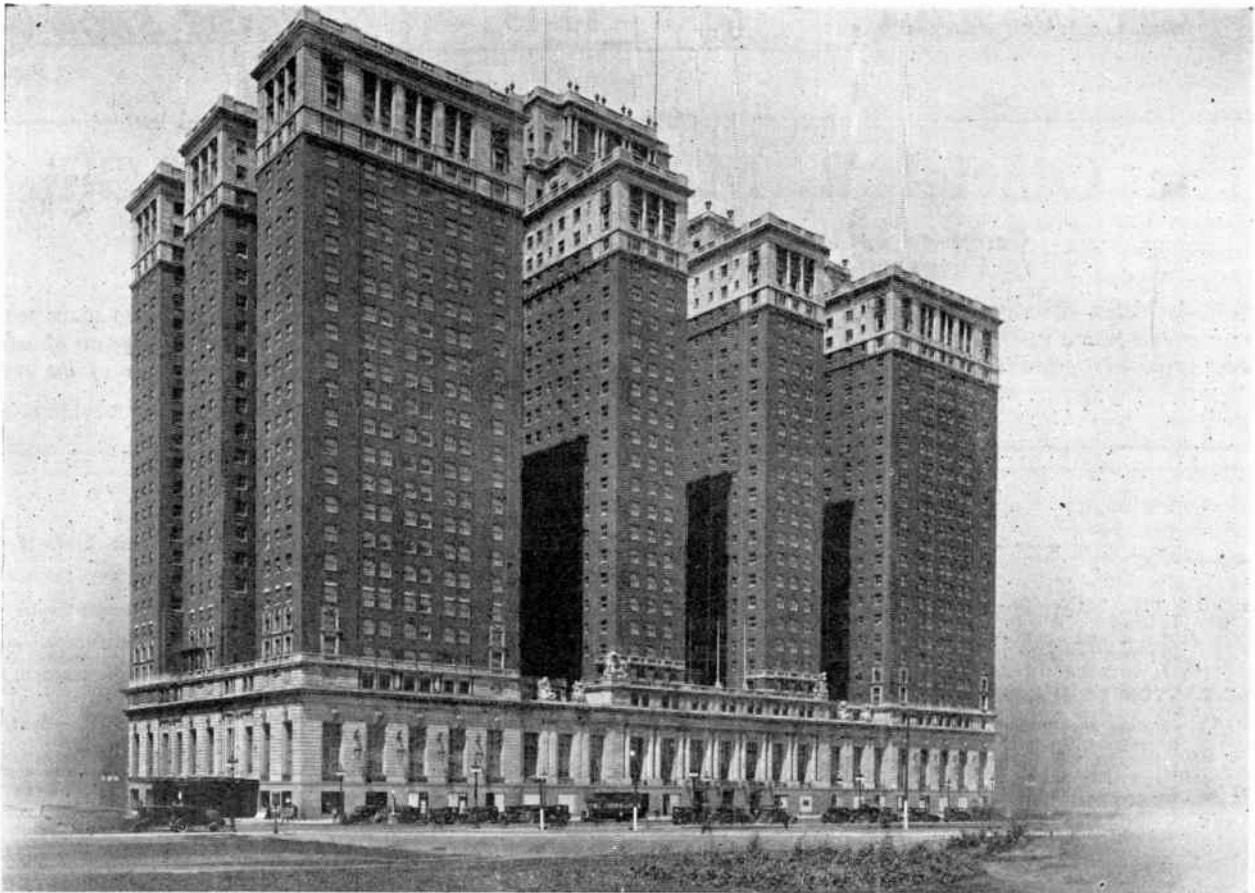
List Price

**\$13.50**

Complete with Counter-Balanced Tone Arm, adapters for both A. C. and battery operated sets and volume control.



The two special Pacents adapters which are packed with each Phonovox. For battery operated sets, the one on the left is used. For A. C. sets, the adapter on the right is used.



Stevens Hotel, Chicago, scene of the Second Annual Trade Show sponsored by the Radio Manufacturers Association, where three national radio conventions will be held in conjunction with the R. M. A. Trade Show.

## Second R.M.A. Radio Trade Exposition

*By Walter A. Schilling*

**H**ISTORY will repeat itself during the week of June 11-15 with the staging of the second annual Radio Trade Show under the able auspices of the Radio Manufacturers Association. Last year's venture will be far eclipsed by the forthcoming brilliant and colorful show which is scheduled to be held under the spacious roof of the Stevens Hotel, Chicago.

Every branch of the trade will be represented during the show which is to serve a double purpose. First, in the writer's opinion, is the fact that it will introduce to the visiting merchants of the nation what the trend of the future will be in the radio realm and further what will be offered the trade during the season which stretches ahead.

This year as never before the dealer—the man on the firing and selling line—so to speak, wants to know what the manufacturers have to offer and most of all what their engineers have decided was the best product that they could turn out to meet not only competition but also the needs of a keen and discerning buying public.

The fact that more than 200 exhibitors have taken space in both the Exhibition Hall and the Main Ballroom of the Stevens Hotel clearly indicates that the manufacturers aim more strongly than ever to present a wealth of public exhibits destined to not only appeal to the visitors but by their profusion to afford the visiting dealers and buyers an opportunity to place commitments on merchandise which is most likely to have its greatest appeal in their particular localities.

It would be premature for the writer, thoroughly cognizant as he is with what the manufacturers are planning to display to venture any predictions as to the surprises which the manufacturers have in store for the visitors in addition to the merchandise which has already been announced. It can be stated that there will be a good natured vieing with each other for leadership as well as blue ribbon honors in the class of merchandise and new numbers to be offered.

The second purpose that the Trade Show serves is that it will afford the Radio Manufacturers Association, The Federated Radio Trade Association, Radio Wholesalers Association, and National Association

of Radio Writers, to meet in executive sessions during the week of the event. The annual election of officers will mark the June sessions of the Radio Manufacturers Association as the present President, C. C. Colby, of Canton, Mass., will relinquish the chair to his successor to be elected during the week.

The Federated group gives promise of making one of the most illuminating reports of the week due to the fact that since its February meeting held in Milwaukee it has been making rapid and consistent progress in its chosen field. The Wholesale division, a new outgrowth of the Federated movement will also discuss the various matters concerning its sphere of activities.

The Radio Writers through President Harry La Mertha, of St. Louis will also submit a report of their past work and recommendations for the coming year.

The annual R. M. A. Banquet to be held in the Palmer House, Chicago, on June 4, replete with a wealth of entertainment features to be broadcast over three national networks will bring to a close what in the writers' estimation will be the most colorful week in 1928 radio annals.



# The Official R. M. A. Trade Show Guide

Compiled by Walter A. Schilling, Editor, The Radio Dealer,  
In Cooperation with the Radio Manufacturers' Association.

*Editor's Note.*—The Radio Dealer is not responsible for last minute changes of exhibitor's floor or room space which may occur in the following Trade Show Guide or of the complete accuracy of every exhibitor's listings all of which were prepared from direct data furnished this publication by the exhibitors, in every instance, in advance of the event.

(Copyright, 1928, by the Radio Dealer Publishing Co.)

## A

- A BOX CO., THE**—Space 158 and Room 513  
Displaying "A" Power Units, Abox "A. C." Converters Model 66 and 42, filters and electrolytic condensers.  
Representatives in charge: C. E. Penny, F. H. Redmond, G. J. Campbell and E. F. Andrews.
- A-C DAYTON COMPANY, THE**—Space B-63 and Rooms 805A-806A  
Showing an all electric set and A. C. and battery sets.  
Representatives in charge: C. R. Strassner, president, Robert W. Bennett, vice president; Stanley Cupp, chief engineer and all sales office managers.
- ACME ELECTRIC & MFG. CO.**—Space 54 and Room 524-A  
Exhibiting complete line of radio apparatus manufactured by company, including: battery chargers, dry "A.B.C." socket power units, "A", "B" power units, "ABC" converter units, output transformer and tone filter, automatic control switches.  
Representatives in charge: R. A. Lais, C. H. Bunch and G. R. Hillstrom.
- ACME WIRE COMPANY**—Space B-89  
Exhibiting Parvot Condensers of improved design, twisted A. C. Celatsite for A. C. filament hook-up, 12-Conductor A. C. Celatsite cable, pushbak wire, Celatsite, acme spaghetti, Celatsite lead-ins, acme indoor aerial and loop wire, insulated copper magnet wire and magnet wire wound coils.  
Representatives in charge: H. B. Bassett, H. S. Glasby, E. C. Winkenwerder, J. T. Crippen and George Botticher.
- ADLER MANUFACTURING COMPANY**—Space B 74-75-76 and Rooms 1005-1006  
Featuring Adler-Royal radio cabinets.  
Representatives in charge: Allen Strauss, N. P. Bloom, Maurice Despres, Julian M. Jacobs, Rogers McCloy, James C. Bakrow and Herbert M. Howison.
- AERO PRODUCTS, INC.**—Space B-42 and B-43  
Displaying radio receiving sets of different design and type, complete kits of parts, also a number of new sets with complete layout.  
Representatives in charge: Thomas H. Brennan, B. E. Smith, David H. Lipsey, E. J. O'Harra, D. R. Wilder, Guy C. Beasley, Norine McKenna, Martha Guetzlaff and Ann Baker.
- AEROVOX WIRELESS CORPORATION**—Space B-83  
Exhibiting a complete line of mica fixed condensers, in all capacities coupling fixed condensers for resistance and impedance coupled amplification, paper dielectric condensers for power supply devices, filter condensers blocks, transmitting condensers, buffer condenser units, wire wound vitreous enamelled Pyrohm resistors, tapped Pyrohm resistors for power supply devices, Lavite non-inductive resistors, grid leaks and fixed resistors, resistance mountings, "A" condensers for "A" battery eliminator units.  
Representatives in charge: S. I. Cole, P. G. McConnell, W. C. Laing, Harry Gerber, H. C. Lieberman and Joseph Calcaterra.
- ALL-AMERICAN-MOHAWK CORP.**—Space B-66-67 and Rooms 2100, 2101, 2101A  
Exhibiting complete line of receiving sets and parts manufactured by this company.  
Representatives in charge: E. N. Rauland, president, Gustave Frankel, vice president, Otto N. Frankfort, vice president in charge of sales, Douglas DeMare, E. P. Denham, Walter O'Halloran, Earl C. Freese, E. R. Kuhn, B. H. Smith, E. J. Wall and J. C. Richardson.
- ALLEN-BRADLEY CO.**—Space B-68  
Displaying a complete line of fixed and variable and tapped resistors.  
Representative in charge: D. S. W. Kelly.
- ALUMINUM COMPANY OF AMERICA**—Space 61-62  
Exhibiting aluminum in all commercial forms; ingot, sheet, wire, rod and bar, foil, tubing, screw machine products, die and sand castings, panel stock, box and can shields, extruded molding, rivets and magnesium, specially fabricated parts.  
Representatives in charge: Leroy S. Greene, engineers and all sales representatives.

- AMERICAN BOSCH MAGNETO CORP.**—Space B-11, 12 and 13 and Rooms 2002-2010  
Presenting a new table model receiver No. 28, console Presenting a new table model receiver No. 28, console model 28A and console model 28B. The console model will house model 28 set.  
Representatives in charge: Roy Davey, Advertising Manager; A. T. Murray, president; Morris Metcalf, vice president; E. J. Lang, vice president; F. Goodman, radio sales manager and W. B. Blood, sales promotion manager.
- AMERICAN MECHANICAL LABORATORIES, INC.**—Space 25  
Exhibiting ClarOstats volume controls, variable grid leaks, variable resistors, power rheostats and power variable resistors, multiple variable resistors, socket antenna plugs, line voltage controls, electric heat controls and table type variable resistors.  
Representatives in charge: John J. Mucher, president; Charles Golenpaul, sales manager and all district representatives.
- AMRAD CORPORATION, THE**—Space 99-100 and Room 542-A  
Presenting the symphonic series Amrad radio sets, combination phonograph, type "A" and "B", and Merphon condensers.  
Representatives in charge: James E. Hahn, A. B. Ayers, W. H. Lyon, F. E. Johnson, T. Leoser, J. A. Malott, C. J. Smith, J. J. Nolan, D. A. Betts, W. L. King, C. J. Main, R. U. Clark, R. M. Lowrie, D. R. McKinnon and J. T. Ballard.
- AMSCO PRODUCTS, INC.**—Space 51  
Displaying complete line of radio parts.  
Representatives in charge: Benjamin H. Price and members of sales staff.
- F. A. D. ANDREA, INC.**—Space 18-19  
Displaying and demonstrating a complete line of radio receiving sets and loud speakers.  
Representatives in charge: Frank D. Andrea, R. M. Klein, M. C. Clements and members of sales and engineering staffs.
- APEX ELECTRIC MFG. CO. (Division U. S. Electric Corp.)**  
—Space B-87 Room 444A  
Exhibiting table model in metal cabinet 36 all-electric Neutrodyne set; model 36 for "DC" operation and console cabinets.  
Representatives in charge: John Nilson, John Prince, H. L. Bodamer, Charles Hofman, A. C. TenGate, R. B. Lacey, P. F. Nichols, Robert Williams, Arthur Roocke, S. N. Spector, Walter Dyer, W. B. Canis, G. G. Willison, W. B. Hodgson, D. H. Burcham and Charles Wunder.
- ARCO ELECTRICAL CORPORATION**—Space 22  
Presenting "AB" power supply, "A" and "B" power supply, chargers, automatic controller, multi-rate charger, "A" Choke, power transformer, "AC" filament transformer, "AC" power pack, "AC" filament and plate transformer and bone dry "A" Eliminator.  
Representatives in charge: Fred C. Brase, S. A. Lehman, C. M. Kraemer and W. A. Hudson.
- ARCTURUS RADIO COMPANY**—Space No. B 30-31  
Featuring a modernistic display of Arcturus products with manufacturers trade-marks. A.C. tubes, 15 volt Detector, Amplifier, power, high Mu and Shield Grid, 2.5 volts Detector Replacement tube (4 prongs).  
Representatives in charge: C. H. Braselton, L. P. Naylor, George Lawis, J. Geartner, Zeh Bouck and Charles Heselton.
- ARGUS RADIO CORPORATION**—Space No. 23 and Room 546A  
Presenting a new line of radio sets, a new type dynamic speaker and a new type modern small concealed loop.  
Representatives in charge: I. Greene and N. D. Patti.
- ASTON CABINET MANUFACTURERS**—Space 105, Room 421A  
Showing radio cabinets made of beautifully hand carved imported woods and marquetry.  
Representatives in charge: Gordon L. Aston, H. W. Johnson, John Birnbaum, M. J. Jennings, H. Golden, William Sherman and associates, and Charles H. Dolfuss and associates.
- ATWATER KENT CO.**—Space B 37-38-39 and Rooms 1700-1701-1701 A-1725  
Presenting a complete line of A. C. sets and speakers.  
Representatives in charge: V. W. Collamore, R. E. Smiley,



H. A. Arany, J. M. Kelley, W. H. Clarke, J. E. Delp, Jr., J. S. Hickey, A. E. Buchholz, J. McGuigan, A. R. Gasslein, H. F. Spiers, G. H. Jaud, L. Hock, J. F. McCoy, L. A. Pratt, H. T. Stockholm, L. M. Willis, W. J. Avery; Service: L. A. Charhonnier, C. Craig, and T. Wayne MacDowell, convention manager.

**B**

**BELDEN MANUFACTURING COMPANY—Space 114**  
Showing the new Belden floor cord and a complete line of radio wire accessories and replacement battery cords and cables, also loud speaker extension and replacement cords.  
Representatives in charge: H. W. Clough, merchandise manager; R. Keonitzer, advertising manager; G. B. Finch, sales manager; Whipple Jacobs, general sales manager; G. Aikin, E. C. Almquist, E. C. Sapper, E. V. Blake, E. F. Billerbeck and J. H. Lane.

**BENJAMIN ELECTRIC MFG. CO.—Space 56**  
Featuring a complete line of Benjamin sockets in colors.  
Representatives in charge: C. B. Harlow, L. W. Kester, R. Mons, W. I. Martin, F. A. Callahan, C. E. Stranberg, R. F. Beery and L. K. Kriel.

**BEST MFG. CO.—Space 14 and Room 451**  
Showing complete line of radio products manufactured by this company.  
Representatives in charge: Members of sales and engineering staff.

**BRINBACH RADIO CO.—Space 145**  
Exhibiting extension cords, battery cables, replacement cords, tuning coils, R. F. coils, extension cord connectors and battery connectors.  
Representatives in charge: Philip A. Birnbach, Irving Shapiro, Morris Birnbach and Samuel Schaeffer.

**BIRNBACH RADIO CO.—Space 145**  
Exhibiting extension cords, battery cables, replacement cords, tuning coils, R. F. coils, extension cord connectors and battery connectors.  
Representatives in charge: Philip A. Birnbach, Irving Shapiro, Morris Brinbach and Samuel Schaeffer.

**L. S. BRACH MFG., CORPORATION—Space B-57 and Room 560**  
An attractive exhibit featuring power supply units including "A," "B," "BC," and "ABC" eliminators, lightning arresters, aerial outfits, cord connectors, phone plugs, antenna plugs, Brach stats, control relays, crystals and many other accessories.  
Representatives in charge: L. S. Brach, president; Godfrey Gort, vice president and general manager; E. W. August, Frank T. Faeth, G. Spencer Pritchard, Guy C. Kowfeldt, J. L. Simon, F. W. Kuehle, N. J. Bigham, Brower-Murphy Co.; W. E. Smith, Carl A. Stone, James P. Herman, Jack L. Hursch, S. B. Trainer, Handel-Davies, and William De Chant.

**BREMER-TULLY MFG. CO.—Space B-34 and Room 557**  
Showing a complete line of radio sets, power units and speakers.  
Representatives in charge: J. C. Tully, H. H. Southgate, Gilman Anderson, W. E. Woods, R. G. Lohr, Joe Reilly, C. L. Steininger, Walter W. Boes, K. L. Wilson, E. W. Cooper and H. T. Peterson.

**BRIGHT STAR BATTERY CO.—Space 71**  
Showing complete line of batteries manufactured by this company.  
Representatives in charge: I. N. Koretski, and members of sales and engineering staffs.

**BROOKLYN METAL STAMPING CORP.—Space 146**  
Showing BMS Home Broadcaster which broadcasts voice through set to loud speaker, Super via Rad Magnetic Pickup, which amplifies phonograph music through loud speaker, plugs, Fan tail jacks, dials, rheostats, crystal sets and fixed crystals.  
Representative in charge: J. C. Fishel.

**BROWN & CAINE, INC.—Space 6**  
Displaying a complete line of fixed paper capacitors, far inductance, filter, by-pass, interrupter and pave factor use.  
Representatives in charge: S. H. Feigley, A. Hauser, L. Peterson and H. Canon.

**BUCKEYE MANUFACTURING CO.—Space 114 and Room 522**  
Showing complete line of radio products manufactured by this company.  
Representatives in charge: Members of sales and engineering staffs.

**BUCKINGHAM RADIO CORP.—Space B-71 and Room 547**  
Demonstrating a complete line of radio receiving sets for alternating and direct current, also a line of cabinets.  
Representatives in charge: I. B. Freed and P. McK. Deeley.

**D. K. BULLENS COMPANY—Space 52**  
Featuring permanent magnets.  
Representatives in charge: D. K. Bullens, president, and H. H. McChesney, vice president.

**BURGESS BATTERY CO.—Space 102**  
Featuring the new Burgess Super "B" battery, as well as a full line of batteries.  
Representatives in charge: A. A. Moenech, T. F. Hrubicky, Mrs. M. A. Lyon, D. T. Stephenson, Ross Turner, W. A. Schulte, Duncan Keith, R. J. Koehr, John A. Day, rank J. Loudon, S. O. Vaughan, E. J. Counts and M. M. Keith.

**BUSH & LANE PIANO CO.—Space 131-132 and Rooms 1005-1006A**  
Presenting the new Cecilian speaker and cabinets of the latest designs. Also radio sets, cabinets and combination radio and phonograph.  
Representatives in charge: E. P. Stephan, general manager; C. L. Beach, president, W. F. Winstrom, sales manager, (Radio Division); George W. Marquis, William Ingles, Ira Call, Oscar Hoek and J. C. McNalley.

**C**

**CARTER RADIO CO.—Space 66**  
Displaying a complete line of radio parts and accessories, including new resistances, new type rheostats, potentiometers, jacks, plugs, adapters and switches.  
Representatives in charge: A. J. (Nick) Carter, president; Theodore Sheldon, E. R. Pfaff, J. L. McWeeny, G. J. Ryan, W. H. Meyenberg, A. W. Kirkham and E. F. Hedin.

**CASE ELECTRIC CORP.—Space B-90-91 and Room 440-A**  
Displaying five models in table and console design, 66A, a six tube AC shielded Neutrodyne model; 73B, seven tube; 73C, seven tube; 82C, eight tube; 82D, eight tube.  
Representatives in charge: G. R. Silverstone, A. E. Case and H. S. Masquelette.

**CASWELL-RUNYAN CO., THE—Space B-82 and Room 451A**  
Featuring radio console cabinets and table models.  
Representatives in charge: C. A. Backus, Winfred Runyan and S. E. Coy.

**C-E MFG. CO. INC.—Space No. 107 and Rooms 1300-1301-1301-A**  
Demonstrating a complete line of Ceco radio tubes in sets.  
Representatives in charge: Harry H. Steinle, Edward R. Fiske, Charles Cressy, Ernest Kauer and Eli Egnatoff.

**CELORON COMPANY, THE—Space 49-50**  
Featuring the Celoron sheets, rods and tubes, punched parts, stamped parts, screw machined parts, radio panels, radio tubing, Celoron molding powders, impregnated paper and fabrics for molding, varnishes, resins and molded insulations.  
Representatives in charge: J. B. Rittenhouse, W. S. Mil-lener and H. G. Blauvelt.

**CENTRAL RADIO CORPORATION—Space 44**  
Featuring sockets, socket strips, metal and Bakelite sub-panels.  
Representatives in charge: W. W. Robinson, C. E. Larson and B. B. Steele.

**CENTRAL RADIO LABORATORIES—Space 151**  
Featuring Centralab products; Standard type radiohms and potentiometers; Midget type radiohms and potentiometers; heavy duty potentiometers; power potentiometers; fourth terminal potentiometers; power and giant power rheostats; modulators; wire wound fixed resistors; radio control box; modu plugs; station selectors and tone amplifiers.  
Representatives in charge: Dr. E. R. Stoekle, H. E. Osmun, A. J. Berron, Wesley Scharp, Tom Hunter, Fred Rankin, Fred B. Hill, N. J. Bigham, Walter I. Ferguson, S. N. Spector and E. C. Sterling.

**CHICAGO-JEFFERSON FUSE & ELECTRIC CO.—Space 96**  
Featuring radio audio transpowers and power transformers.  
Representatives in charge: A. E. Frezenza, A. R. Johnson, J. A. Bennan, J. C. Daley, C. R. Hansen and C. P. Kob.

**CHILLICOTHE FURNITURE CO.—Space 80**  
Showing complete line of radio cabinets and consoles.  
Representatives in charge: A. H. Myers, Franklin Mc-Dermont, and H. J. Helmeier.

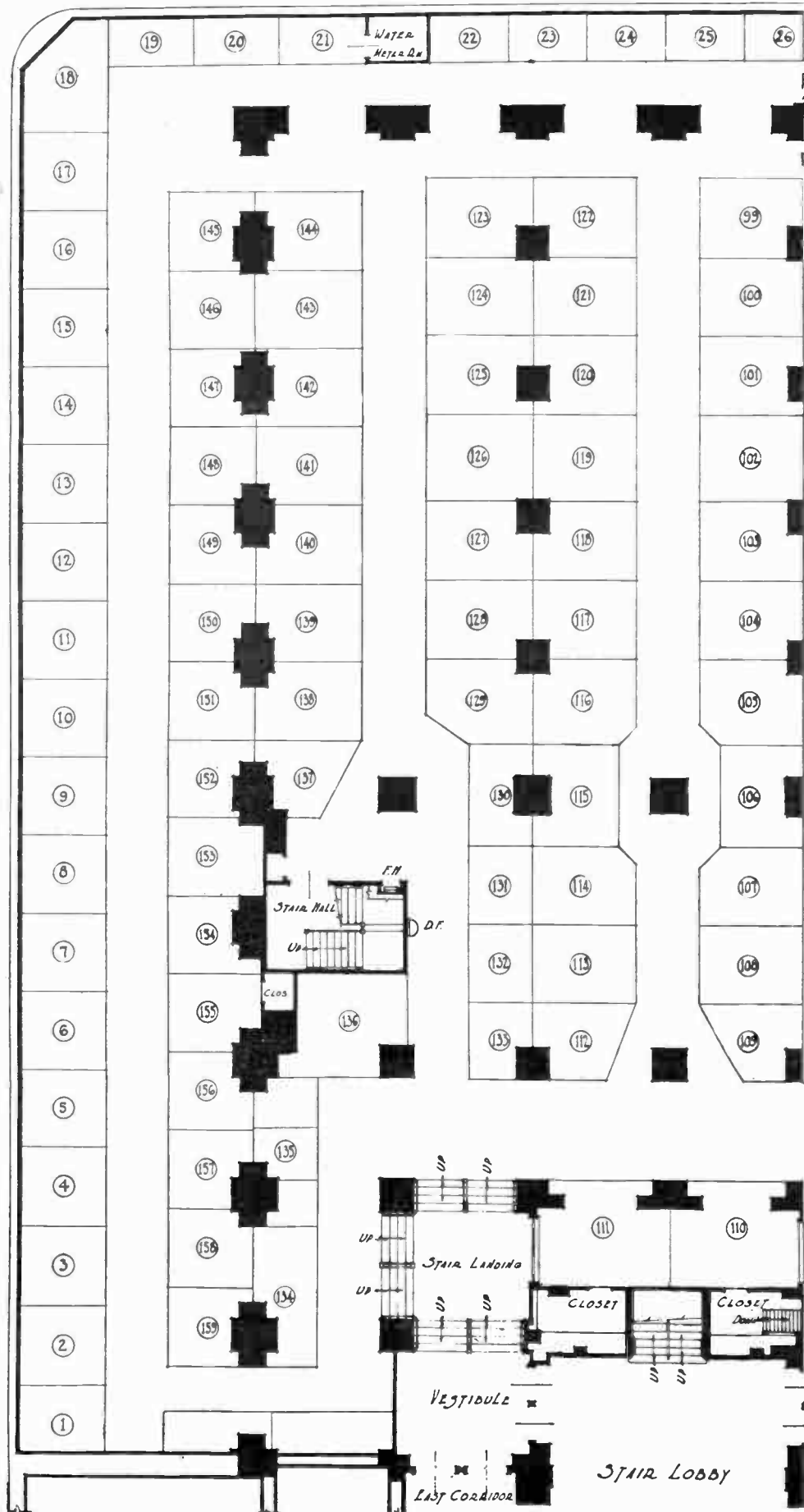
**COLUMBIA PHONOGRAPH CO.—Space 148-149**  
Showing new line of Columbia radio receiving sets.  
Representatives in charge: Members of sales and engineering staffs.

**CONSOLIDATED RADIO CORP.—Rooms 1605A-1606A**  
Showing complete line of radio products manufactured by this company.  
Representatives in charge: Members of sales and engineering staffs.

**CONTINENTAL FIBRE COMPANY, THE—Space 76**  
Exhibiting general insulation parts made from fibre and Bakelite, thin wall Dilecto tubing, coil tubes, radio tube sockets and fittings.  
Representatives in charge: W. R. Yates, A. J. Schmitt, A. G. Rosnes, L. M. Rogers, A. J. Fischer, E. W. Scheuer and H. P. Weldon.

(The Radio Dealer—Pioneer Radio Trade Journal)

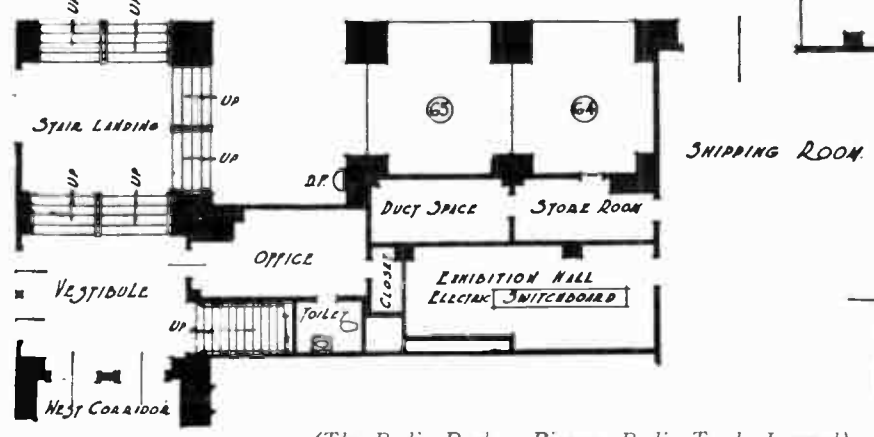
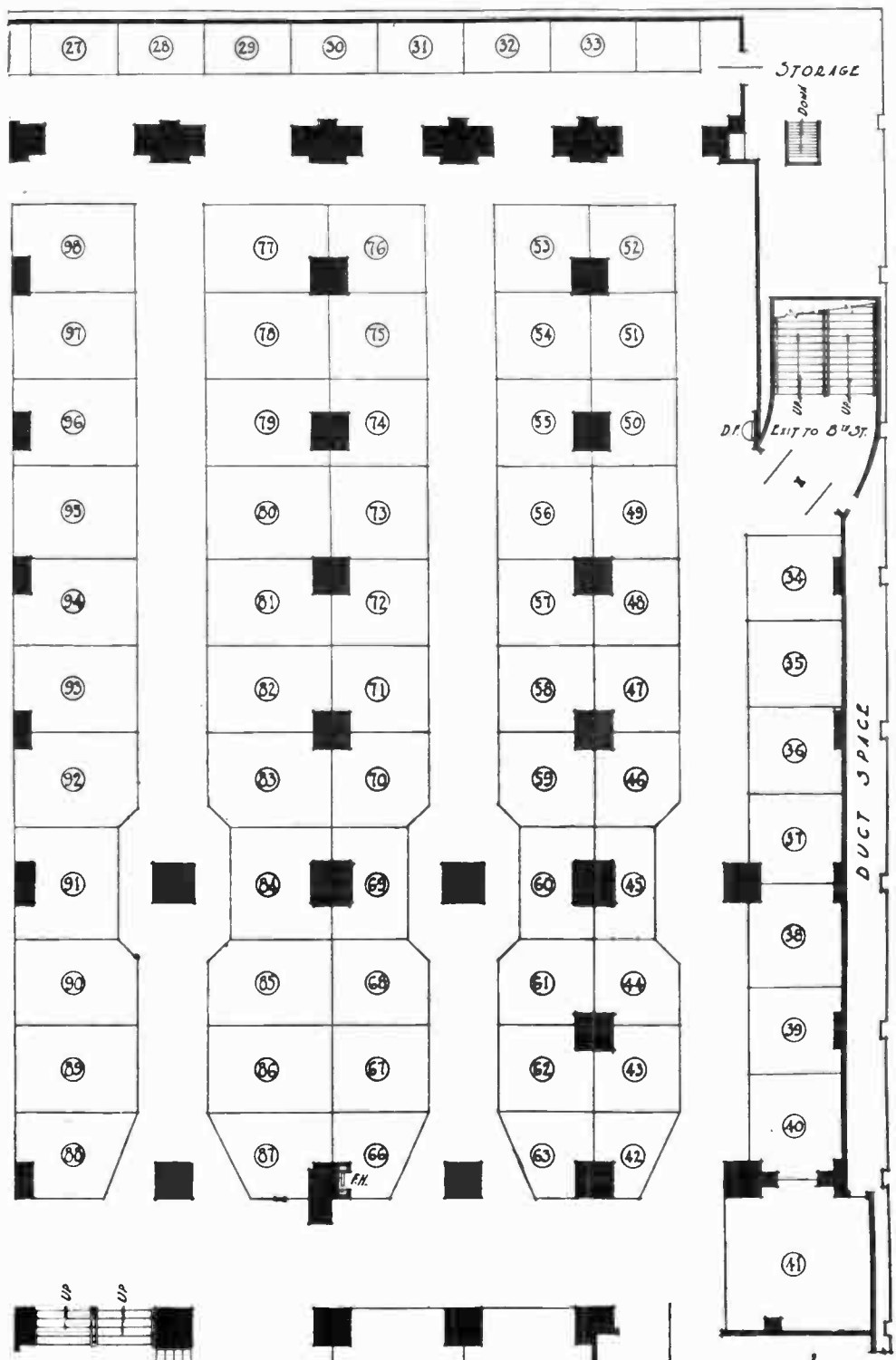
**EXHIBITION HALL, STEVENS HOTEL, CHICAGO**  
 Complete Floor Plan and Booth Arrangement



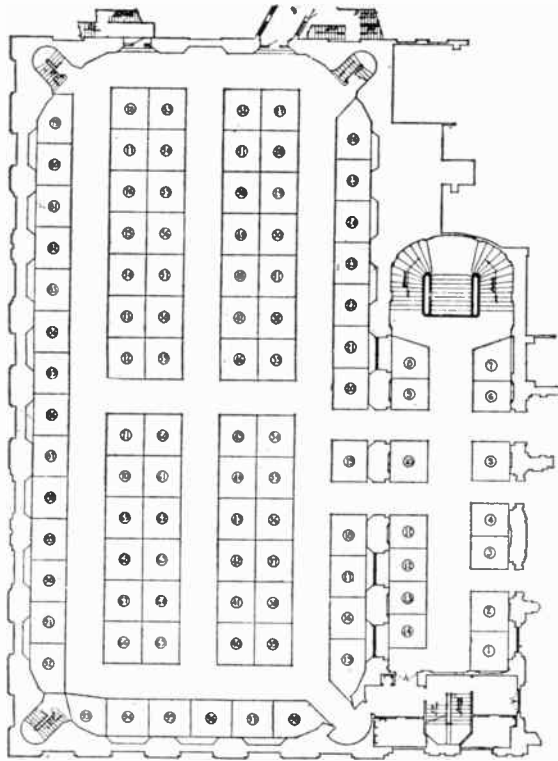
(The Radio Dealer—Pioneer Radio Trade Journal)



**EXHIBITION HALL, STEVENS HOTEL, CHICAGO**  
 Complete Floor Plan and Booth Arrangement



(The Radio Dealer—Pioneer Radio Trade Journal)



GRAND BALL ROOM

STEVENS HOTEL  
PLAN of BOOTHs

- CORNISH WIRE CO. INC.—Space B-28**  
Featuring radio wire products, also initial display of AC adapter harness for converting battery set to "AC" operation. Representatives in charge: W. F. Osler, Jr., and W. M. Spear.
- CROSLY RADIO CORP.—Space 97-98 and Rooms 900-901-901A**  
Showing five sets, three electric and two battery operated; also two loud speakers. Representatives in charge: L. A. Kellogg, F. A. Bremer, Jr., and Neil Bauer.
- CROWE NAME PLATE & MFG. CO.—Space 39-40**  
Exhibiting metal panels, dials, scales, escutcheons and name plates, etched, lithographed and embossed. Representative in charge: Winslow Goodwin.
- E. T. CUNNINGHAM, INC.—Space 134 and Room 2019**  
Showing a complete line of Cunningham radio tubes. Representatives in charge: Frank Burns, C. R. King and members of sales and engineering staffs.

D

- DAY-FAN ELECTRIC CO.—Space B77-78 and Rooms 1805A-1806A**  
Displaying a Consolette, or table speaker for use with wood cabinet and Day-Fan 8 all electric in table and console models. Representatives in charge: Charles T. Lawson, W. E. Baker, Frank H. Johnston, D. I. Drucker, B. J. Mockenhaupt, L. E. Paul, H. T. Mattern, A. W. Lynch and M. L. Gibson.
- DEJUR PRODUCTS CO.—Space 37 and Room 504**  
Featuring DeJur radio parts. Representatives in charge: Harry DeJur, Dan R. Bittan and David H. Lipsey.
- DEUTSCHMAN CO. TOBE—Space 73**  
Showing complete line of fixed paper condensers, resistances and other products. Representatives in charge: Tobe C. Deutschman, W. K. Fleming, and members of sales and engineering staffs.
- DIAMOND ELECTRIC CORPORATION—Space 55 and Room 536**

- Exhibiting radio batteries, radio tubes, flashlights, flashlight batteries and dry cells. Representatives in charge: F. M. Rosenfeld, A. E. Simon, H. E. Warncke, O. Herschkowitz, B. Schneider and B. Azeling.
- DIAMOND VACUUM PRODUCTS C.—Space 7**  
Displaying large cut out samples of tubes. Representatives in charge: Franklin Mayo and George D. McCabe.
- DONGAN ELECTRIC MFG. CO.—Space 152**  
Displaying a complete line of audio transformers, power transformers, power chokes and by-pass Condensers. Representatives in charge: G. J. Scherling, secretary and treasurer; C. Ringwald, C. S. Swanson, sales engineers; Leroy Eschner, and Arthur Rocke, New York.
- DOOLEY ELECTRIC MFG. CO.—Space 79**  
Showing complete line of radio products manufactured by this company. Representatives in charge: Members of sales and engineering staffs.
- DUBILIER CONDENSER CORP.—Space B-10**  
Exhibiting a complete line of condensers, special paper and mica condensers, light socket aerials, metaleaks and radio frequency transmitters. Representatives in charge: George E. Palmer, Fred L. Damarin and H. F. Tideman.

E

- H. H. EBY MANUFACTURING Co. INC.—Space 133**  
Showing binding posts, tube sockets and tip jacks. Representatives in charge: Hugh H. Eby and Frank C. Trimble.
- EKKO CO., THE—Space 88**  
Featuring Ekko ground clamps, phonograph adapters and connectors. Representatives in charge: T. K. Webster, Jr., president, and H. O. Larsen, vice president and sales manager.
- ELECTRAD, INC.—Space 159**  
Exhibiting the Electrad line of Royalty Variable High Resistances, phasatrol, tonatrol, lead-ins, jacks, truvolt, variables, truvolt wire fixed resistances, truvolt fixed wire grid resistances, certified mica fixed condensers, certified by-pass and filter condensers, metallic grid leaks and resistors, glass grid leaks, lamp socket antenna, rheostats and potentiometers, switches and type V Center tap resistances. Representatives in charge: Arthur Moss and W. W. Boyd.
- ELECTRICAL RESEARCH LABS.—Space 84 and Room 452A**  
Displaying sets, accessories and parts. Representatives in charge: Members of sales and engineering staffs.
- ELGIN CABINET CORPORATION—Space 75**  
Featuring radio consoles in various models and desk consolettes with RCA 100-A speakers. Representatives in charge: V. V. Erdlicka, H. D. Scheenwald and A. E. Pizarre.
- ELKON WORKS, INC.—Space 130 and Rooms 1404-1405-1406**  
Presenting Elkon's new development dry "B" Rectifier, a complete line of dry rectifiers for "A" power supply, dynamic speakers, battery eliminators, chargers and the new Elkon tapering charger, and a complete line of replacement units. Representatives in charge: G. Fred Yessler, Arnold O. Braun, also district representatives.
- ESSENREE RADIO DEVICES CO.—Space 21**  
Showing complete line of radio products manufactured by this company. Representatives in charge: Members of sales and engineering staffs.
- EXCELLO PRODUCTS CORP.—Space B64-B65 and Room 512A**  
Exhibiting radio tables, consoles and cabinets. Representatives in charge: A. R. Johnson, J. L. Axen and F. Doherty.

F

- FANSTEEL PRODUCTS CO. INC.—Space 85-86-87 and Rooms 600-601-601-A**  
Presenting Berkey & Gay furniture housing new Balkite radio sets, two chassis and working models of all units, including the new Balkite line of power units. Representatives in charge: Herman J. Doughty, Balkite sales director; R. A. Klock, R. H. Stewart, C. H. Jones, R. M. Hood, Dr. E. W. Engle, H. L. Oleson, S. L. Hunter, K. E. Rolletson, R. L. Coultrip, H. C. Clendennin and A. L. Stenwedel.
- FARRAND MANUFACTURING CO.—Space 58-59 and Rooms 2102-2111, Incl.**  
Featuring a new line of permanent magnet and dynamic speakers, also a dynamic in Gothic cabinet. Representatives in charge: G. H. Kiley, W. E. Dermody and S. H. Kehoe.

(The Radio Dealer—Pioneer Radio Trade Journal)



**FAST & CO., JOHN E.**—Space 11  
Featuring electrical condensers.  
Representatives in charge: John E. Fast, president; Robert K. Fast, secretary-treasurer, and Louis Kopinski, engineer.

**FEDERAL-BRANDES INC.**—(See Kolster Radio Corp.)

**FEDERAL FURNITURE FACTORIES, INC.**—Space 3  
Featuring complete line of radio cabinets.  
Representatives in charge: David E. Kahn, director of sales, and associates.

**FEDERAL RADIO CORPORATION**—Space 81-82 and Room 534.  
Displaying Federal Ortho-sonic battery and light socket receiving sets and speakers.

Representatives in charge: Lester E. Noble, president; Kenneth E. Reed, sales manager; C. J. Jones, R. H. Canning, R. F. Lovelee, W. R. MacAllister, P. J. Rundie, E. C. Hill, J. E. Laufsetzer, B. E. Loring, J. A. Shapley, J. F. Brookman and H. H. Wilkin.

**FERRANTI, INC.**—Space 9  
Displaying a complete line of audio frequency transformers.  
Representatives in charge: Edward Williams and J. M. Thomson.

**FINDLAY MFG. CO. INC., Robert**—Space 60 and Rooms 519-520-A

Presenting metal radio furniture including console tables for R. C. A., Crosley, Atwater Kent, Kolster, Bremer-Tully, Freed-Eisemann, Fada and Shamrock sets.

Representatives in charge: Frederick Schwartz, president and general manager and S. E. Bryson, sales manager.

**FORMICA INSULATION CO.**—Space 150  
Showing complete line of Bakelite products manufactured by company.

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

**FREED-EISEMANN RADIO CORP.**—Space 94-95 and Room 512; also Blackstone Hotel.

Featuring new Freed-Eisemann speakers, magnetic and dynamic, also a complete line of new electric sets in art cabinets of metal and wood in console models. The new "85" and the "Great 80" will be shown.

Representatives in charge: Alex Eisemann, J. D. R. Freed, Arthur Freed, Leo Freed, Arthur A. Trostler, Fred McIntyre, Robert McClelland, Harold Berman and H. C. Begole.

**FRENCH BATTERY CO.**—Space B-55-B-56

Presenting a complete line of radio "A," "B," and "C" Batteries with artistic background and place of sale material.

Representatives in charge: W. H. Calhoun, general sales manager; G. A. Shipley, assistant sales manager; K. J. Helmholtz, Kansas City; B. J. Clark, Dallas; G. H. Riebeth, Minneapolis; J. C. Calhoun, Atlanta; F. J. Foster, Chicago; W. G. Hyland, Cleveland; W. G. Fisher, Houston; W. A. Brannon, sales engineer; J. A. Hamilton, merchandising and advertising manager; and Russel Wildey and Billy Sheehan (The Ray-O-Vac Twins).

**FRESHMAN CO., INC., CHARLES.**—Space 116-117 and Room 521-A

Demonstrating Freshman products in various all-electric and battery models.

Representatives in charge: E. S. Hilber, W. H. Allen, Leslie Lown, M. C. Schoenly and H. A. Beach.

**HERBERT H. FROST, INC.**—Space 92

Presenting a complete line of Frost and Remler radio parts and accessories.

Representatives in charge: D. S. Hill, Floyd C. Best, E. J. Lovett, N. C. Schellenger and W. A. Nicely.

### G

**GENERAL DRY BATTERIES, INC.**—Space 12

Showing complete line of radio batteries designed for radio usage.

Representatives in charge: Members of sales and engineering staffs.

**GENERAL INSTRUMENT CO.**—Space 13.

Showing complete line of radio products manufactured by this company.

Representatives in charge: Samuel Cohen, and members of sales and engineering staffs.

**GENERAL RADIO COMPANY.**—Space B-5

Showing scientific instruments for radio laboratories; also radio accessories.

Representatives in charge: H. B. Richmond, C. T. Burke, F. G. Smith and W. W. Harper.

Showing complete line of radio transformers.

Representatives in charge: Members of sales and engineering staffs.

**GENERAL TRANSFORMER CORP.**—Space 35 and Room 536-A

**GREEN-BROWN MANUFACTURING CO.**—Space 17

Displaying complete line of power units.

Representatives in charge: Burton Green and members of sales and engineering staffs.

**GRIGSBY-GRUNOW CO.**—Space 64-65 and Rooms 2222-2223  
Showing complete line of Majestic sets, speakers and power units.

Representatives in charge: B. J. Grigsby, president; W. C. Grunow, vice president; Duane Wanamaker, director of sales promotion, and members of sales and engineering staffs.

### H

**HAMMARLUND MFG. CO.**—Space 24

Featuring complete line of Hammarlund radio products.

Representatives in charge: Lloyd H. Hammarlund and A. G. Cushing.

**HAMILTON MANUFACTURING CO.**—Space 1-2

Presenting radio cabinets and tables of every design and type.

Representatives in charge: A. G. Clampitt, M. L. Miller, J. O'Toole, T. W. Ray, H. G. Evans and H. C. Cowran.

**HIGH FREQUENCY LABORATORIES.**—Space 10

Presenting custom built set ISOTONE, super heterodyne, screened grid type with built in phonograph amplifiers, fabricated intermediate amplifiers, audio amplifiers, "A, B, C" power supply units, and tuned radio frequency radio and audio transformers.

Representatives in charge: William Dremke, president; E. K. Oxner, chief engineer; J. H. Welscher, sales manager; Miss Annette Wolf, secretary.

**HOWARD RADIO COMPANY.**—Space 106

Exhibiting table and console models of the Howard set and combination phonograph.

Representatives in charge: R. R. Howard, Lee H. Hansen, B. A. Schwarz and J. M. Bregstone.

**HOYT ELECTRICAL INSTRUMENT CO.**—Space 8

Featuring a complete line of Hoyt electrical measuring instruments for radio work.

Representatives in charge: C. W. Burton, sales manager; L. E. Moore, New England; Earl N. Webber, Chicago, and V. S. Church, engineer.

**HUBBELL MFG. CO., H. L.**—Space 15 and Room 509

Displaying complete line of radio cabinets.

Representatives in charge: Members of sales and engineering staffs.

**HYATT ELECTRIC CORPORATION.**—Space 153 and Room 453-A

Featuring portable radio sets and accessories.

Representatives in charge: Ralph E. Hyatt, Orin McMillan and Robert O. Lewis.

### I

**INTERNATIONAL RESISTANCE COMPANY.**—Space 38

Showing a modern type resistance coupled amplifier using UX-250 type tube arranged for radio reception and phonograph magnetic pick-up, also Durham metalized resistors and powerohms, power ratings and resistance ranges made for radio receiving set and set accessory manufacturers.

Representatives in charge: Francis R. Ehle, president; Willard N. Gross, Philadelphia office; S. B. Darmstader and H. A. Simmons, Chicago office.

### J

**JENSEN RADIO MFG. CO.**—Space 48 and Room 507

Exhibiting a complete line of Jensen Dynamic Speakers, table and console models, cabinets, A. C. and D. C. current operating and manufacturer's units.

Representatives in charge: Peter L. Jensen and Thomas A. White.

**JEWELL ELECTRICAL INSTRUMENT COMPANY.**—Space B-50

Presenting electrical measuring instruments.

Representatives in charge: George H. Koch and Ernest E. Stolp.

**JONES, HOWARD B., INC.**—Space B-85

Showing a new line of Multi-plugs in three sizes.

Representatives in charge: H. B. Jones and W. A. Bockius.

### K

**KARAS ELECTRIC CO.**—Space B-54

Exhibiting a complete line of radio parts, Karas Orthometric variable condensers, Harmonik A. F. transformers, equamatic inductance coils, three circuit inductance coils, Type 28 audio transformers, subpanel brackets, condenser control system and hardware, micrometric vernier dials and A. C. formers.

Representatives in charge: L. L. Karas and S. J. Karas.

**KARPEN & BROS., S.**—Space 136

Exhibiting seven radio cabinet models in styles of historical period design with loud speaker compartment especially designed for installation of any receiving set.

Representatives in charge: King Karpen, Myron Studner and Jack Studner.

**KELLOGG SWITCHBOARD & SUPPLY CO.**—Space B-25-26 and Rooms 718-726, Inc.

Displaying models 514, 515, 516 and 517 A-C sets.

Representatives in charge: R. W. Mounteer, H. D. Gibson, E. J. Brennan, C. Ruge, W. A. Bannon, and J. K. Utz.

**KEN-RAD CORPORATION, THE.**—Space 90  
Showing a complete line of sixteen types of Ken-Rad Archatron radio tubes.  
Representatives in charge: A. D. Strathy, assistant general manager; I. K. Fearn, sales manager, and J. D. Jordan, chief engineer.

**KING MANUFACTURING CO.**—Space 93 and Room 521  
Presenting a complete line of "D. C." and "A. C." operated radio receiving sets, 1-5, 1-6 tube battery sets and 1-6 and 1-7 A. C. battery sets.  
Representatives in charge: W. L. Morley, sales manager; E. E. Eckler, general manager, and John Million, engineer.

**KINGSTON PRODUCTS CORP.**—Space 128  
Featuring Kingston "A" and "B" power units.  
Representatives in charge: V. E. Johnson, Francis Dawson and Paul Burke.

**KNOXVILLE TABLE & CHAIR CO., THE.**—Space 155  
Presenting a complete line of cabinets in various woods.  
Representatives in charge: Alvin Talley, Ralph Talley, Lou Snell and Frank Mahoney.

**KODEL RADIO CORPORATION.**—Space 118 and Rooms 2200, 2201, 2201-A, 2202

Showing a complete line of "AC" power packs, trickle chargers, boost chargers and replacement units, also the dry plate rectifier Kuprox.

Representatives in charge: J. F. Bichl, C. E. Ogden, J. F. Church, W. H. Westphal, J. R. Coole, C. S. Palmer, George F. Simons, H. R. Boyd, M. C. Morrill, R. Morrill, R. F. Clark, D. J. Bennett, H. D. Robertson, J. L. Leban, E. H. Biehle, J. B. Hess, Jack Heimann, J. Colford, W. S. Sanderlin and H. W. Dickerman.

**KOLSTER RADIO CORPORATION.**—Space 60, 61, 62, and Rooms 1000, 1001, 1001-A, Inc.

Featuring Kolster table and console models in radio receiving sets of six and seven tubes, and radio speakers and power speakers.

Representatives in charge: Major Herbert H. Frost, vice president; H. A. Hutchins, J. J. Reilly, J. C. Stanley, W. T. Thimm F. Kahn, J. J. Hines, Robert Still, M. I. Todd, O. S. Larsen, Philip Van Daren Stern, Carrol Van Ark and members of sales and engineering staffs.

**L**

**LUND, I. A., CORP.**—Space 141  
Showing complete line of radio products manufactured by company.  
Representatives in charge: Members of sales and engineering staffs.

**M**

**MAGNAVOX COMPANY, THE.**—Space 111  
Featuring loud speakers.  
Representatives in charge: Richard A. O'Connor and Frank T. Chase.

**MARING WIRE CO.**—Space B-6-A  
Featuring magnet wire.  
Representatives in charge: H. W. Simpson and Thomas F. Kelly, sales manager.

**MARTI ELECTRIC RADIO CO., INC.**—Space 110 and Rooms 819-A, 820-A  
Featuring Marti electric power radio sets.  
Representatives in charge: Charles Marti, Alex Weiss, Pat Kiley and H. A. Volk.

**McMILLAN RADIO CORP.**—Space B-79 and Room 557-A  
Presenting a new table and console model of "A. C." merchandise, also a new phonograph apparatus.  
Representatives in charge: Walter Magill, Chas. F. Eisinger and L. J. Vanderburg.

**MICARTA FABRICATORS CO.**—Space B-80  
Showing complete line of radio products manufactured by this company.  
Representatives in charge: Members of sales and engineering staffs.

**MINERVA RADIO CO.**—Space 43 and Room 545  
Presenting a new Minerva seven tube A. C. electric set, also dynamic cone speaker in console model.  
Representatives in charge: Messrs. Billings, Blevins, Ross and Dunlap.

**MOLDED WOOD PRODUCTS CO.**—Space B-29 and Room 450-A  
Showing complete line of radio products manufactured by this company.  
Representatives in charge: Members of sales and engineering staffs.

**MUTER CO., LESLIE F.**—Space B-48 and Room 532-A  
Presenting "B" power units, complete "A-C" power unit, by-pass and filter condensers, fixed mica condensers, fixed and variable rheostats, fixed grid leaks, wire wound power resistances, aerial kits, lightning arresters, knife throw switches, tunetena, clarifier, phone plugs, R. F. chokes, A. F. chokes, A. F. transformers, variable resistances, grid leak or resist. mtgs., lead-ins, ground clamps, interference eliminators, vari-

able bal. conds., molded bakelite conds., amplifier mtg. and units, cable markers, soldering lugs and double impedance units.  
Representatives in charge: Leslie F. Muter, A. A. Dailey and E. J. Wiggins.

**N**

**NATIONAL CARBON CO.**—Space B-32-33 and Rooms 700, 701, 701-A

Displaying complete line of Eveready sets and radio dry-batteries.

Representatives in charge: H. S. Schott, George C. Furness, J. M. Spangler, and members of sales and engineering staffs.

**NATIONAL CO., INC.**—Space 98 and Room 439-A

Exhibiting National Velvet vernier dials, condensers, transmitting and receiving, National tuning units, power transformers, high voltage power supply, "B" eliminators, push pull amplifiers and power amplifiers, short wave condensers and coils.

Representatives in charge: James J. Freely, sales manager; James Millen, Don C. Wallace and W. A. Ready.

**NATIONAL VULCANIZED FIBRE COMPANY.**—Space 69

Exhibiting Phenolite-Laminated Bakelite vulcanized fibre.

Representatives in charge: H. C. Hackett and R. F. Hunt.

**NEWCOMBE-HAWLEY, INC.**—Space B-34-35-36 and Rooms 500-501-501A-560A

Presenting a complete line of radio reproducers including tone chambers, magnetics and dynamics.

Representatives in charge: James O. Meyers, H. O. McClumpha and F. W. Will.

**NORTHERN MANUFACTURING COMPANY.**—Space 137 and Room 556-A

Presenting "DC" and "AC" tubes, also "AC" conversion kits.

Representatives in charge: J. J. Cunningham, C. E. Tracey, N. M. Mains, R. H. Amberg, O. R. Westfall, L. F. Franklin, S. S. Budlong, J. R. Beers and F. T. Tingley.

**NORTHWESTERN COOPERAGE & LUMBER CO., THE.**—Space 129

Featuring Jiffycase plywood shipping cases and panels.

Representatives in charge: C. L. Strey, general sales manager, and W. J. Mottel.

**O**

**O'NEIL MANUFACTURING CORP.**—Space 77-78 and Rooms 1604, 1605, 1606

Demonstrating a new dynamic speaker, also loud speakers in table and cabinet models and manufacturer's models.

Representatives in charge: R. L. O'Neil and A. F. Nelson.

**OPERADIO MFG. CO.**—Space 63 and Rooms 705-706

Demonstrating a new line of radio loud speakers.

Representatives in charge: J. McWilliams Stone, president; and members of sales and engineering staffs.

**P**

**PACENT ELECTRIC CO., INC.**—Space B-51 and Rooms 619-620

Showing complete line of Pacent radio products.

Representatives in charge: Lewis G. Pacent, and members of sales and engineering staffs.

**PERRYMAN ELECTRIC CO.**—Space 53 and Room 502

Presenting complete line of radio tubes.

Representatives in charge: H. B. Foster, A. H. Perryman and R. B. Lacey.

**PHILADELPHIA STORAGE BATTERY CO.**—Space 123, 124, 125, Rooms 604A-605A-606A-Display Headquarters 1404A-1405A and 1406A

Showing a complete line of Philco Neutrodyne-Plus Electric radio sets and speakers, also Timmons Talkers.

Representatives in charge: J. N. North and E. W. Shepherd.

**PIERSON COMPANY, THE.**—Space 115

Showing complete line of radio products manufactured by this company.

Representatives in charge: Members of sales and engineering staffs.

**PIONEER RADIO CORP.**—Space 34 and Room 528 A

Showing complete line of radio products manufactured by this corporation.

Representatives in charge: Members of sales and engineering staffs.

**PLATTER CABINET CO.**—Space 91 and Room 422-A

Displaying radio speakers, cabinets and radio-phonograph combination.

Representatives in charge: O. R. Platter, S. B. Brandt, W. D. Platter, W. P. Lockwood, James Martin and James Rawleigh.

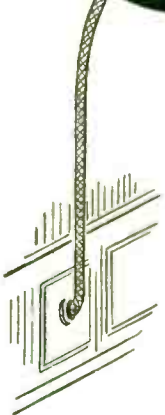
**POLYMET MANUFACTURING CORP.**—Space 143

Displaying a complete line of condensers and resistance elements, also new products, small molded Bakelite condenser, small wire-wound resistance strips, center tap resistances and

# IT TOOK 7 YEARS TO DEVELOP THIS RECEIVER



**JUST  
PLUG IT IN  
YOUR LIGHT  
SOCKET**



## The DYNAMIC ELECTRIC

*S* EVEN years ago Shamrock pioneered in radio. Every year has meant improvement — every season has meant engineering perfection more nearly achieved.

Here's Shamrock's newest—the Electric Dynamic—the result of seven years of radio engineering and experiment. We could go into details—tell you how it is built—tell you how its fine mechanism is adjusted—tell you how it is shielded—how perfect a job it is mechanically.

Performance however is the real test. All we ask is this: *Hear the Shamrock.* Let your ears tell you the truth. Write for details today!



**NATIONAL ADVERTISING**

# SHAMROCK

RADIO SETS

LEADERS BY PROVEN PERFORMANCE  
SHAMROCK MANUFACTURING CO.  
152 Summit St., Newark, N. J.

**Everybody likes a Shamrock**



a standard line of metallized grid leaks, potentiometers, rheostats and polytols.  
Representative in charge: N. C. Greene.

**POOLEY COMPANY, THE**—Space B-40 and Rooms 1704-1705-1706  
Presenting Pooley radio cabinets and speakers.  
Representatives in charge: B. R. Stauffer, J. S. Dagney, H. P. Humphries and G. D. Phillips.

**POTTER MANUFACTURING CO.**—Space 45  
Exhibiting paper type condensers for filter condensers; bypass radio frequency impedance coupling, resistance amplifier, "B" supply stabilizer, out-put tone control, electric interference elimination and "A-B-C" supply unit condensers.  
Representatives in charge: E. F. Potter, E. W. Lincoln, L. A. Chambers, W. J. Halligan, W. R. Tews and D. D. Cooper.

**PRECISION PRODUCTS CO.**—Space 104  
Showing complete line of Arborphones sets and loud speakers.  
Representatives in charge: C. A. Verschoor and members of sales and engineering staffs.

**Q**

**Q. R. S. CO., THE**—Space 109  
Featuring display of radio tubes.  
Representatives in charge: Earl Hollard, W.W. Lester, Clarence Pletcher and Edward Hogan.

**R**

**RACON ELECTRIC CO. INC.**—Space No. 119 and Room 413  
Showing a complete line of all types and sizes exponential air column horns, drums with exponential 66 inch air column horns, and public address horns and trumpets.  
Representatives in charge: A. J. Abrams and H. R. Fletcher.

**RADIO CORPORATION OF AMERICA**—Space 57-58-59 and Rooms 1400-1401-1401A-1402-1402A-1403  
This exhibit will include a full line of R-C-A receiving sets, vacuum tubes of all types, loud speakers and power speakers.  
Representatives in charge: Pierre Boucheron, E. E. Bucher, Members of Chicago and New York sales and engineering staffs.

**RADIO FOUNDATION INC.**—Space B-27  
Showing complete line of radio products manufactured by this corporation.  
Representatives in charge: Members of sales and engineering staffs.

**RADIO MASTER CORP.**—Space 138-139-140 and Rooms 2205A-2206A  
Presenting a new line of radio cabinets.  
Representatives in charge: F. B. Ward, H. S. Hyde, H. Granse, F. S. Griffis, N. E. Hill, M. Polikoff and J. L. Simon.

**RADIO RECEPTOR CO. INC.**—Space B-69 and Room 530A  
Featuring Powerizer "A," operating an AK set, 30 or 35; P-171 for Radiola 16; PXY for Radiola 20; PD-5 for Radiola Super-Heterodyne; R-28 for Radiola 28; PX-2 for 100-A or Peerless; PX-3 for Peerless or 100-A and 7-10 Victrola combination.  
Representatives in charge: Ludwig Arnson and Millard Van Blaricom.

**RAYTHEON MANUFACTURING CO.**—Space 41 and Rooms 1900-1901-1901A  
Presenting Raytheon tubes and rectifiers.  
Representatives in charge: M. E. Seegmiller, manager; Fred D. Williams, L. K. Marshall, D. T. Schultz, H. Cal. Caldwell, G. H. Kratch, D. E. Replogle, A. T. Pote and Lewis Dorworth.

**R. B. M. MFG. CO.**—Space 134 B  
Showing complete line of radio products manufactured by this company.  
Representatives in charge: Members of sales and engineering staffs.

**RED LION CABINET COMPANY**—Space B70 and Rooms 1704-1705-1706A  
Featuring Red Lion desks and radio cabinets for Atwater Kent radio sets.  
Representatives in charge: J. B. Sechrist, C. S. Coleman and W. George Coleman.

**REICHMANN CO.**—Space 154 and Room 533  
Showing radio receivers "A.C." and "D.C." also loud speakers dynamic and electromagnetic.  
Representatives in charge: Frank Reichmann, E. R. Reichmann, Marshall P. Fox, L. B. Colvin and J. R. Cubert.

**ROBERTS CO. INC, H. T.**—Space B-44-45 and Rooms 801-801A-802A  
Exhibiting radio sets, cabinets, phonographs, radio-phonograph combinations and electric pick-ups.  
Representative in charge: H. T. Roberts.

**ROLA COMPANY, THE**—Space B-86 and Room 539A  
Presenting a new line of magnetic speakers and a new line of dynamic table and console type for "AC" and "DC" operation.  
Representatives in charge: Leon Golder, Chicago district manager; W. R. Frenersdorf, Eastern sales manager, and H. S. Tenny, president.

**S**

**SAMSON ELECTRIC CO.**—Space 70  
Exhibiting a complete line of parts and new apparatus, phonograph amplifiers, power amplifiers, "A.B.C." Eliminators, power amplifiers and "A.B.C." Eliminators, socket power equipment and address amplifiers.  
Representatives in charge: R. W. Cotton, sales manager, W. S. McClintock and E. L. Bowles.

**SANDAR CORPORATION, THE**—Space 101  
Featuring loud speakers.  
Representatives in charge: George H. Kiley, Fred B. Stevens, S. H. Kehoe, Frank Evans and Heckert Parker.

**SANGAMO ELECTRIC CO.**—Space 135-A  
Presenting a new line of Sangamo audio Transformers, as well as a complete line of audio transformers, chokes and mica condensers.  
Representatives in charge: E. E. Williams, H. L. Kunz and R. W. Blucke.

**SCOVILLE MFG. CO.**—Space B23-24  
Full line of radio products manufactured by this company.  
Representatives in charge: Members of sales and engineering staffs.

**SENTINEL MANUFACTURING CO.**—Space B-52 and Room 537A  
Featuring "AC" radio sets and dry power units.  
Representatives in charge: J. T. Beatty, E. J. Dykstra, W. G. Taylor, C. F. Rapp and H. E. Meinema.

**SHAMROCK MANUFACTURING CO.**—Space 156 and Room 532  
Exhibiting all-electric radio sets, complete self-contained and cabinets finished in antique walnut and in various color schemes.  
Representatives in charge: Herman Rose and Nate Hast.

**SHOWERS BROS. CO.**—Space B1-2  
Showing complete line of radio cabinets, radio sets and speakers.  
Representatives in charge: H. T. Roberts and members of sales and engineering staffs.

**SILVER-MARSHALL, INC.**—Space B6-7, Room 435A  
Displaying broadcast receiving kits, parts of all kinds of kits, public address amplifiers, amplifiers of all types, "ABC" "reservoir power supplies," jewelers time signal amplifiers, transformers, chokes, variable condensers, plug-in-coils, drums, dials, shields, tube sockets.  
Representatives in charge: McMurdo Silver, Harold C. Bodman, A. W. Young, Eugene Carrington, L. H. Flocken, Elmer Enke, F. M. Colvin, L. A. Chambers, W. J. Halligan, E. J. Stanmyre, L. H. Williams and Frank Peyrowski.

**SLAGLE RADIO COMPANY**—Space 88-89 and Room 445-A  
Demonstrating nine and ten A. C. tube receiving sets in console, highboy and lowboy models. Nine tube antenna operated and ten tube with builtin directional loop, utilizing dynamic power speakers. Equipped with phonograph pick-up connection.  
Representatives in charge: L. S. Slagle, president; Paul K. Roney, vice president and general salesmanager; W. L. Swindler, secretary; Harold E. Bristol, advertising manager; C. H. Carson, J. B. Hess and Harry A. Schryver.

**SLEEPER RADIO & MANUFACTURING CORPORATION**—Space 5 and Room 546  
Exhibiting a complete line of Sleeper Electric Monotrol all-electric receivers including table and console models.  
Representatives in charge: Gordon C. Sleeper, Herbert C. Doyle, Howard H. Van Cleaf and Nicholas D. Patti.

**SONATRON TUBE CO.**—Space B-19  
Featuring Sonatron radio tubes.  
Representatives in charge: Harry Chirelstein, Nathan Chirelstein, D. J. Quinn, L. Newman, L. P. Mack, E. C. Austin, Dave Kasson, Reed L. Marshall, T. W. Quilter, P. H. Brown and Marlowe Voakes.

**SPARKS-WITHINGTON CO., THE**—Space 126-127 and Rooms 505-904-905-906  
Demonstrating new advanced models Sparton A. C. electric radio sets.  
Representatives in charge: Capt. William Sparks, president and general manager; Harry G. Sparks, sales manager; Volney A. Searles, advertising manager; E. T. H. Hutchinson, E. R. Brower and L. Greene.



This great modern **B** battery  
**The EVEREADY LAYERBILT**  
 is now made in two sizes

← This is the new medium-size Eveready Layerbilt "B" Battery No. 485. 3 1/4 inches thick. 45 volts. \$3.50.

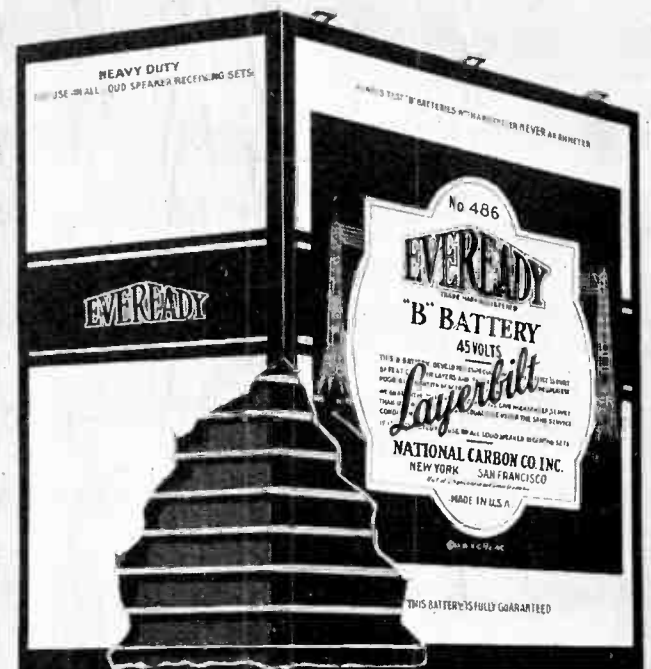
THERE is a new Eveready Layerbilt "B" Battery, marked "Medium Size" on the label and bearing the number "485." This has the same outside dimensions as the medium-sized cylindrical cell Eveready No. 772. But because this new battery is a genuine Eveready Layerbilt containing unique flat cells, it will long outlast the cylindrical cell battery of the same size. All our tests show that the new battery is the longest-lasting one of its size, just as the famous big Eveready Layerbilt No. 486 has proved to be the superior Eveready in the heavy-duty size.

Now that the Eveready Layerbilt comes in two sizes, the remarkable economy of the Eveready Layerbilt construction can be had by everyone. These two batteries will fit the needs of about 99% of modern receivers. If you have been buying heavy-duty batteries, ask your

dealer for the "big" Eveready Layerbilt No. 486, which is the one that has been so popular for over two years, in heavy-duty service. If you use medium-size batteries, ask for the "Medium Size" Eveready Layerbilt No. 485. The flat cell construction is patented—no one else can make an Eveready Layerbilt. Look for the name on the label.

Each Eveready Layerbilt provides Battery Power, the pure Direct Current that is essential to best operation of radio receivers. Battery Power is silent, hum-free, uniform, making no changes in the natural tone of your receiver and speaker. Use Battery Power for maximum radio reliability and enjoyment, and get the Eveready Layerbilt in the size you desire, for maximum economy and convenience.

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



Illustrated above is the famous Eveready Layerbilt No. 486. 4 7/16 inches thick. 45 volts. \$5.00.

Tuesday night is Eveready Hour Night  
 East of the Rockies  
 8 P. M., Eastern Standard Time  
 Through WEA and associated N. B. C. stations  
 On the Pacific Coast  
 8 P. M., Pacific Standard Time  
 Through N. B. C. Pacific Coast network



The air is full of things you shouldn't

**EVEREADY**  
 Radio Batteries  
 they last longer  
 Battery Power

This is the Eveready Layerbilt story told to your customers in the May 26th Saturday Evening Post.

**SPLITDORF RADIO CORPORATION**—Space 72-73 and Rooms 1418-1419-1420A

Presenting the new "Duplex" set and an entirely new line of ten Senior and Junior models.

Representatives in charge: Hal P. Shearer, general manager; Roy S. Dunn, sales manager; Noel S. Dunbar, advertising manager, and J. K. Beach.

**STANDARD RADIO CORPORATION**—Space 26 and Room 515-517A

Showing a complete line of all-electric radio sets.

Representatives in charge: B. W. Fink and Larry Fink.

**STEINITE RADIO CO.**—Space B20-21-22 and Room 412

Showing complete line of Steinite sets.

Representatives in charge: Lester Abelson, Oscar Getz and H. S. Alexander.

**STEWART-WARNER SPEEDOMETER CORP.**—Space B-46-47 and Room 423-A

Displaying a new line of Stewart-Warner "AC" and "DC" sets, reproducers and console cabinets.

Representatives in charge: C. B. Smith, W. J. Zucker, R. H. Woodford, O. F. Jester, A. A. Fair, J. Mayer, C. E. Hall, J. N. Golten, D. Terwilliger, A. B. Dicus, W. Hoffbauer, Jr., M. Gurrie, S. R. Sholes, J. C. Puetz, Jr., E. W. Nofs, L. Park, J. K. Smith, H. W. Williamson, L. E. Parker, C. H. Stone, B. B. Minium, D. Hines, S. W. Jester, T. Schumann, S. Kraus, C. P. Wood, A. Hill and F. Durdell.

**STERLING MANUFACTURING CO.**—Space 36 and Room 551-A

Showing complete line of radio products manufactured by this company.

Representatives in charge: W. M. Scott, secretary; W. W. Dowell, sales manager; B. W. David, chief engineer; L. E. Honeywell advertising manager, and members of sales and engineering staffs.

**STEVENS MANUFACTURING CORP.**—Space 157 and Room 453

Presenting five new models of Stevens loudspeakers, also built-in speakers.

Representatives in charge: John B. Price, C. E. Stevens and H. S. Elkan.

**SUNLIGHT LAMP CO.**—Space B-92

Featuring Sunlight Crusader radio tubes.

Representatives in charge: James W. Regan, and members of sales and engineering staffs.

**SUPER-BALL ANTENNA CO. INC.**—Space 42

Showing Super-Ball Antenna, super-ground clamps, antenna insulators and radio speakers.

Representatives in charge: B. E. Colburn, J. W. White and F. E. Yahn.

**SUPERIOR CABINET CO.**—Space No. 112-113-114

Featuring radio cabinets.

Representatives in charge: W. E. Johnson, vice president and manager; Myron Studner and Jack Studner.

**SUPERIOR CABINET CORPORATION**—Space 83

Exhibiting radio cabinets equipped with RCA 100A loud speakers.

Representative in charge: B. J. Greenbaum.

**ST. JOHNS TABLE CO.**—Space 16 and Room 548-A

Showing complete line of radio cabinets.

Representatives in charge: Members of sales and engineering staff.

**SYLVANIA PRODUCTS COMPANY**—Space B16-17-18 and Rooms 2000-2001-2001-A-2002

Exhibiting fourteen types of Sylvania radio tubes, as well as a pictorial display of the Sylvania Foresters and the Sylvania methods of merchandising.

Representatives in charge: B. G. Erskine, George L. Bishell, W. H. Hetznecker, Fred H. Strayer, M. D. Burns and A. L. Milk.

**T****TELEVOCAL CORPORATION**—Space B84 and Room 539

Featuring a complete line of Televocal tubes.

Representatives in charge: J. M. Salkeld and staff.

**TEMPLE, INC.**—Space 108 and Room 457

Displaying a new line of air column and air chrome speakers in consumer and manufacturers models.

Representatives in charge: Prof. P. G. Andres, A. Marche, president; Addison Brown, F. W. Temple, F. Husum, C. S. Bettinger, Royal Smith, A. H. Fraser, Franklin McDermott, Arthur S. Detsch, L. H. Knibb, H. C. Moynelo, J. F. Guppy, C. M. McIntosh and R. H. Corbridge.

**THORDARSON ELECTRIC MFG. CO.**—Space B41 and Room 500A

Showing complete line of radio products manufactured by this company.

Representatives in charge: Members of sales and engineering staffs.

**TIMMONS RADIO PRODUCTS CORP.**—Space 120,121,122 and Rooms 604-A, 605, 606-A, 1404-A, 1405-A, 1406-A

Displaying complete lines of Timmons speakers, eliminators, and power amplifiers.

Representatives in charge: J. S. Timmons, C. A. Malliet and members of the sales and engineering staff.

**TOWER MANUFACTURING CORPORATION**—Space B-53 and Room 513-A

Demonstrating a complete line of speakers.

Representatives in charge: F. S. Tower, Vernon K. Wilson and R. E. Cullen.

**TRANSFORMER CORP., OF AMERICA**—Space B-81 and Room 516

Exhibiting a complete line of transformers. Manufacturers line consists of power transformers, chokes, audio transformers, power packs, and for jobbers, power amplifier packs, for 210 push-pull, 210 regular, 171 push-pull, amplifier packs, power chokes, audio transformers, push-pull audios, output chokes, filament transformers, for R. C. A. type tubes, heater transformers for Sovereign type and Arcturus tubes and chargers.

Representatives in charge: Jerome J. Kahn, Ross B. Siragusa, Edward J. Doyle and C. Rene Bluzat.

**TRAV-LER MANUFACTURING CORP.**—Space B-93, Room 544-A

Featuring the one man model of Trav-Ler Portable Radio.

Representatives in charge: F. A. Magee, president; L. L. Martel, sales manager.

**TRYMAN ELECTRIC CORP.**—Space B-14

Featuring Tryman "70" seven tubes, a new line of double drum dial and sockets (shielded), the new Tryman "50" five tube.

Representatives in charge: E. Tryman, R. G. Fishel, J. M. Sharpe, sales manager; Robert Egelston, Chicago, and eighteen other representatives.

**U****UDELL WORKS, THE**—Space 142 and Room 553

Exhibiting radio cabinets of the latest design and finish for all sets either with or without cone speakers or air column horns.

Representatives in charge: H. T. Griffith, vice president, and R. D. Morris.

**UNITED CABINET MFG. CO.**—Space B-95 and Room 605

Showing complete line of radio cabinets manufactured by this company.

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

**UNITED RADIO CORPORATION**—Space 67-68 and Rooms 2400-2401

Exhibiting a new line of dynamic speakers and speaker tables, also model No. 7A, table model, Peerless Reproducer and No. 7B, built-in and console type.

Representatives in charge: Arthur T. Haugh, Selden E. May, M. F. Bickford, George Dodson, I. G. Maloff and Dr. J. P. Minton.

**UTAH RADIO PRODUCTS CO.**—Space B-96 and Rooms 604-606

Showing a complete line of loud speakers, loud speaker units, dynamic speakers and air column horns.

Representatives in charge: W. C. Perkins and Edgar S. Riedel.

**ULTRATONE MANUFACTURING COMPANY**—Space 34-A

Showing a complete line of Ultratone air column speakers.

Representatives in charge: A. C. Stewart, general sales manager; members of the sales and engineering staffs.

**V****VICTOREEN RADIO CO., THE**—Space 147

Featuring circuit hookups, Victoreen "AC" circuit, Victoreen "B" Powers Supply, also Victoreen radio products including R. F. transformers, A. F. transformers, rheostats, potentiometers, chokes, master control unit, power transformers, switch and plug units.

Representatives in charge: E. A. Benson, J. A. Victoreen, L. L. Dodds and R. C. Carlton.

**W****WALBERT MANUFACTURING COMPANY**—Space B49 and Room 553-A

Showing complete line of radio receiving sets.

Representatives in charge: E. A. Hurley, Jr., W. H. Huth, members of the sales and engineering staffs.

**WASMUTH-GOODRICH CO.**—Space B-15 and Room 507-A

Displaying a complete line of tables, chests, consoles and combinations.

Representatives in charge: E. V. Hughes, general manager, and L. Friedl, sales representative.

**WATSONTOWN TABLE & FURNITURE COMPANY**—Space 74 and Room 561

Presenting radio tables, consoles, highboys, built-in speakers and combination radio and phonograph cabinets.

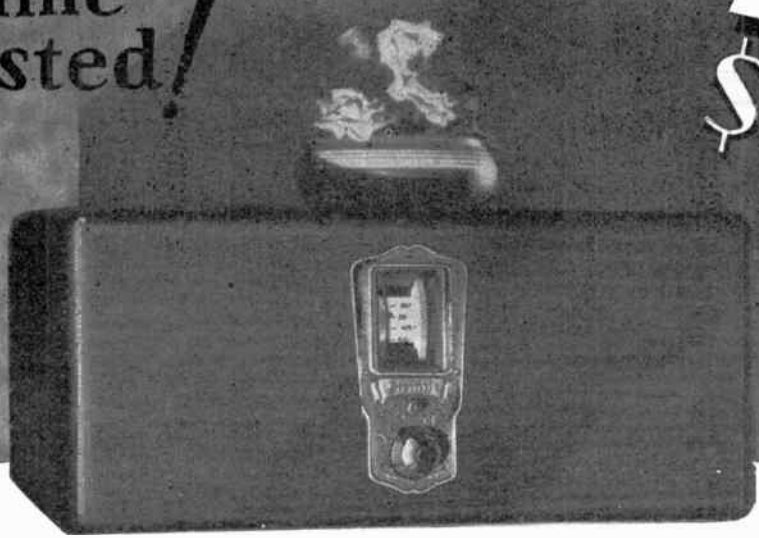


# Steinite

## ELECTRIC AC RADIO

Time Tested!

\$75



### Again... a Great Line at Sensational Prices!

THOUSANDS of America's radio dealers have told us: "We expect great things of Steinite..." We have not failed them. Last season Steinite gave dealers a new idea of radio profits... this season Steinite will carry its dealers to certain supremacy. The new Steinite line is a striking illustration of what Fred W. Stein meant when he said,

"Steinite will always represent America's greatest radio value." Dealers who come to the show will get the complete story in our Spaces No. 20-21-22, the Ballroom of the Stevens Hotel. Those who do not attend are invited to mail the coupon below.

BEAUTIFUL CONSOLES: \$115.00; \$130.00; \$150.00.  
 POLYPHONIC SPEAKERS (Table Model) \$20.00;  
 Console \$45.00.



The STEINITE RADIO CO.  
 506 S. Wabash Ave.  
 CHICAGO

Factories:  
 Atchison, Kans.

*Mail the Coupon*

STEINITE RADIO COMPANY *Mail this Coupon TODAY!*  
 506 South Wabash Avenue, Dept. G.F. Chicago  
 Please send me complete information on the New Steinite Line.

Name.....	My Jobber's Name and Address is
Street Address.....	.....
City..... State.....	.....



Representatives in charge: Howard W. Rombach, president; Fred W. Rombach, vice president; Edward J. Biel, New York, and Frederick Wartman, Illinois and Evan Williams, Wisconsin.

**WEBSTER COMPANY, THE**—Space B-97 and Room 632  
Showing "A" and "B" battery eliminators, power, packs, amplifiers and etc.

Representatives in charge: R. F. Blash, E. L. Barrett, H. Bezell and R. J. Keogh.

**WEBSTER ELECTRIC CO.**—Space 4 and Room 556  
Exhibiting a complete line of jobber and manufacturer's models; audio, output, chokes, power transformers, power packs and electric pick-ups.

Representatives in charge: R. Ferda, W. H. Hutter, R. F. Betzell and R. J. Keogh.

**WELLS-GARDNER, DIVISION CONSOLIDATED RADIO CORP.**—Space 103, Room 537  
103, Room 537

Displaying table and console models a six tube and a seven tube single dial "AC" operated radio receiver, and six and seven tube single dial control battery operated radio receiver.

Representative in charge: G. M. Gardner.

**WESTON ELECTRICAL INSTRUMENT CORPORATION**—Space B-94

Displaying and demonstrating new Weston Test meters. Representatives in charge: W. N. Goodwin, chief engineer; L. C. Nichols, New York manager; members of the sales and engineering staff.

**WILCOX LABORATORIES, THE**—Space 20 and Room 550A  
Featuring Cathedral Grand radio sets, electric and battery operated, also "Little Theatre" loud speakers.  
Representatives in charge: C. M. Wilcox and G. R. West.

Y

**YALE ELECTRIC CORPORATION**—Space 134-A and Rooms 819-820

Displaying all types of Yale radio batteries. Representatives in charge: C. B. Plant, president; L. I. Keller, vice president; members of the sales and engineering staffs.

**YAXLEY MANUFACTURING CO.**—Space 135

Presenting a new line of resistors and radio convenience outlets for radio house wiring, also Yaxley standard products of jacks, switches and relays.  
Representatives in charge: Ray F. Sparrow, sales manager and Fred R. Ellinger.

Z

**ZENITH RADIO CORP.**—Space 89 and Rooms 505-A, 705-A, 706-A

Presenting for the first time the new Zenith radio sets, six eight and ten tube sets including the Zenith Automatic. Representatives in charge: E. F. McDonald, Jr., Paul B. Klugh, Hugh Robertson, T. H. Endicott, C. E. Mead, William J. Gaynor, C. J. Callahan, G. P. Gunther and O. H. Hulberg.

OFFICERS RMA 1928 CONVENTION



H.H. FROST, Chairman, R.M.A. Show Committee



C. C. COLBY, President, Radio Manufacturers Assn.



H. C. FORSTER, Chairman, Banquet Program Committee



V. W. COLLAMORE, 2nd Vice President



DONALD MAC GREGOR, Treasurer



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BOND P. GEDDES, Executive Vice President



LEONARD E. PARKER, Chairman Convention Comm.



M. F. FLANAGAN, Executive Secretary

(The Radio Dealer—Pioneer Radio Trade Journal)

# Chosen by

TWO THIRDS OF THE  
R.C.A. Licensed Manufacturers  
For Electric Set Essentials

**QUALITY ALWAYS WINS!**



These companies based their choice of power supply essentials on scientific research. Polymet products were selected for consistent performance—a performance made possible only through standardized quality.

After all, it's the result that counts. Let us submit samples and let your laboratory tests prove the quality.

**POLYMET MANUFACTURING CORP.**  
593 Broadway, New York City



# POLYMET PRODUCTS



# Federated Radio Trade Association Radio Wholesalers Association

**Day By Day at the R. M. A. Trade Show and Convention  
Stevens Hotel, Chicago, June 11-15, 1928**

Saturday, June 9-10:00 A. M.

Meeting—closed—all wholesale members.

Saturday, June 9-2:00 P. M.

Meeting—Executive Committee Radio Wholesalers Association.

Tuesday, June 12-10:00 A. M.

Opening meeting of the Federated Radio Trade Association in joint session with Radio Manufacturers Association and the National Association of Broadcasters.

Wednesday, June 13-10:00 A. M.

Radio Wholesalers Association—open to radio wholesalers Manufacturers Representative Section F. R. T. A.—open to manufacturers representatives.

Dealers Section of the F. R. T. A.—open to radio dealers Association Section of the F. R. T. A.—Open to association delegates.

Thursday, June 14-10:00 A. M.

Closed—Board of Directors meeting of F. R. T. A.

Friday, June 15-12 Noon, Luncheon Meeting.

Board of Directors meeting of F. R. T. A. with R. M. A. & NAB.

National Association of Radio writers, Thursday, June 14. Executive meeting. Harry La Mertha, Globe-Democrat, President, Presiding.

### TRADE SHOW HOURS

Monday, June 11-2:00 P. M. to 10:00 P. M.

Tuesday, June 12-1:00 P. M. to 10:00 P. M.

Wednesday, June 13-1:00 P. M. to 10:00 P. M.

\* Thursday, June 14-11:00 A. M. to 5:00 P. M.

Friday, June 15-1:00 P. M. to 10:00 P. M.

(NOTE)

\* (All demonstration Rooms will be closed Thursday evening June 14, 1928 at 5:00 P. M. on account of R. M. A. Annual Banquet.)

### MEETINGS

Monday, June 11-10:00 A. M. to 10:30 A. M.  
Registration

Meeting R. M. A. Board of Directors

Tuesday, June 12-10:00 A. M.

Committee Meetings (to be scheduled)

Opening Meeting R. M. A. Convention

Welcoming Address Honorable Wm. Hale Thompson, Mayor, City of Chicago.

Response

Mr. C. C. Colby, President R. M. A.

Address

Mr. Earle C. Anthony, President National Association of Broadcasters.

Address

Honorable Ira E. Robinson, Chairman Federal Radio Commission.

Address

Mr. Harold J. Wrape, President Federated Radio Trades Association.

Wednesday, June 13-10:00 A. M.

Closed R. M. A. Membership Meeting.

Meeting Radio Wholesaler's Association, Dealers Section Federated Radio Trades Ass'n, Association Section Federated Radio Trades Ass'n, and Associate Membership of Manufacturers Representatives.

Thursday (Flag Day) June 14-10:00 A. M.

Closed R. M. A. Membership Meeting.

Board of Directors, Federated Radio Trades Association.

Board of Directors, National Association of Broadcasters.

Thursday (Flag Day) June 14-7:00 P. M.

R. M. A. Annual Banquet, Palmer House.

Friday, June 15-10:00 A. M.

R. M. A. Board of Directors.

Friday, June 15-12:00 A. M.

Joint Meeting Board of Directors, R. M. A., NAB., and F. R. T. A.



TWO STARS IN THE  
RADIO UNIVERSE



Cone Units  
Cone Speakers  
Revelephones  
(Magnetic Pickups)

# DYNAMIC UNITY

DYNAMIC SPEAKER  
(To Be Announced)

Complete Public Address  
And Theatre Instalations

Microphones

*Nathaniel*  
**BALDWIN**  
RADIO PHONES



*The*  
**WORLD OVER**  
TRADE MARK

Exponential  
Air Columns  
Exponential Air  
Column Units  
Exponential Air  
Column Speakers

J.W. & W.L. WOOLF  
FACTORY REPRESENTATIVE  
531 - West 37<sup>th</sup> ST. N.Y.C.

# A Revolutionary FEDERAL

## See Federal FIRST!

The tremendous financial, manufacturing and marketing resources of Federal Furniture Factories, Inc., have produced a new series of Radio Cabinets that will revolutionize this division of the Radio Industry. Open and closed views of three typical models in this great new series are shown on these pages.

Real artistry of design in every model will make them the most popular cabinets of the 1928 season.

Real craftsmanship in construction guarantees lasting consumer satisfaction.



No. 99, Federal Cabinet—41" high, 24" wide, 18" deep—inside has panel of the speaker—best quality wood—super construction. Moulded design and maple setting.



No. 36, Federal Console—31" high, 32" wide, 18 1/2" deep—solid construction, matched walnut veneer. Doors made with matched strength and appearance.



No. 99, Open. As high-class inside as outside. Beautifully designed grill for speaker unit. Made to accommodate any standard set. Sold with or without RCA 100-A Speaker.



# FEDERAL

FEDERAL FURNITURE FACTORIES, Inc.



# New Series of CABINETS

## At Chicago Radio Show!

Perfect acoustical qualities guarantee full reproduction value of any speaker employed. New price levels throughout guarantee tremendous turnover and profits.

All Federal Cabinets are made to accommodate practically every known set, including all of the popular models. Each cabinet is available, equipped with RCA 100-A Speaker if desired.

Be sure to see this complete new Federal Series at the Chicago Radio Show. Come to Booth FF-3.



No. 36. Open. A lovely ornamental piece of radio furniture. Fits compact sets in house all standing room. Cabinet made by Federal Radio Corp. with RCA 100-A Speaker.

No. 37. Federal Cabinet—a beautiful piece of furniture—46" high, 21" wide, 18" deep. Fits compact sets. Cabinet made by Federal Radio Corp. with RCA 100-A Speaker.



No. 37. Open. Note double sliding doors, which expose speaker grill and receiver dials. Made for all standard-sized sets. Available with or without RCA 100-A Speaker.



# CABINETS

206 Lexington Avenue

New York City

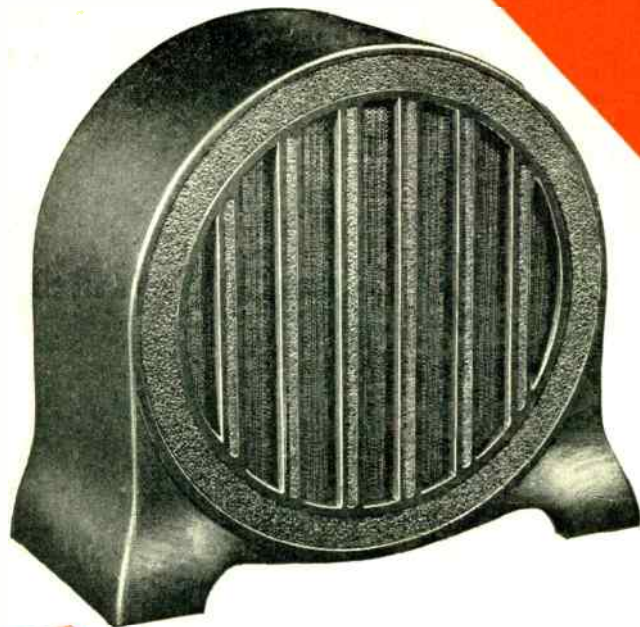


FARRAND JUNIOR  
CLOCK TYPE

(Model 64)

A new Farrand Speaker—new in exterior, new in unit construction, new in value standards—that bids fair to become the most popular of all Farrands—past or present. In beautifully finished, clock-motif, bronzed cabinet, 10 inches in height.

\$19<sup>50</sup>



# Farrand

## Presents for the Coming Season

### The most remarkable line in Speaker History!

**N**OW Farrand Speakers for every price class—now Farrand Speakers for every reproduction requirement—now Farrand DYNAMIC Speakers that set aside all former Dynamic standards of performance and value. Only Farrand “know-how” and manufactur-

ing facilities—the largest speaker plant in the industry—can produce such vast acoustical advancements, such diversity of design, such dominance in value. Communicate with your nearest Farrand distributor NOW—today—for full details.

FARRAND MFG. CO., Inc., *Metropolitan Bldg.*, Long Island City, N. Y.



FARRAND GOTHIC  
Model 60. Two-tone walnut cab.net. \$35



FARRAND PANEL  
Model 62. Two-tone walnut, portrait frame effect. \$25



FARRAND Built-in Table  
Model 68. Two-tone walnut table, 37" in height. \$45



FARRAND Box CHASSIS  
Model 42-B. For dealers, distributors, and console manufacturers. \$18

# BALANCED ARMATURE





All Farrand Speakers  
—Felt Dynamic and Bal-  
anced Armature types—  
are licensed under Lek-  
tophone Patents.

# Farrand GOTHIC DYNAMIC

## \$50

For either A. C. or D. C.—  
or Storage Battery operation  
The outstanding value in  
Dynamic table speakers

See the complete Farrand  
line — Booths 58 and 59 —  
at the  
**R. M. A. TRADE SHOW**  
Hotel Stevens, Chicago  
(Demonstration—Room 430A)



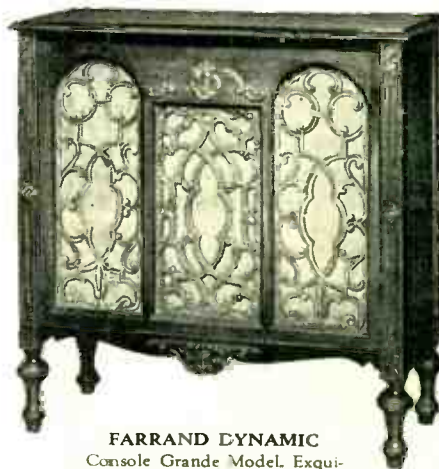
**FARRAND DYNAMIC  
CHASSIS**

For 6-volt Storage battery \$35  
For D. C. operation . . . 40  
For A. C. operation . . . 45



**FARRAND DYNAMIC**

Tiffany Table Model. Charming  
upright console of two-tone wal-  
nut. \$75



**FARRAND DYNAMIC**

Console Grande Model. Exqui-  
site two-tone walnut console.  
\$110

# — and DYNAMIC TYPE

**Smashes  
All Previous  
Standards**

# The New Zenith

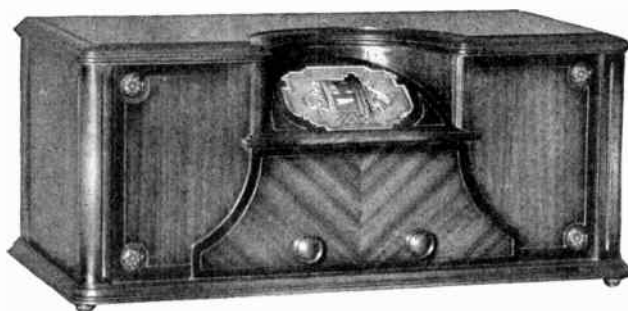


**Model 34** The 6-tube Zenith Chassis in a beautiful "Low-Boy" Console with Cone Speaker. Completely Electric. Speaker mounted behind attractive grille. Cabinet of figured walnut veneers in dark dull rubbed finish, beautifully shaded and blended. Price—Less tubes—\$230.

**Model 32** The "Low-Boy" Console model for Battery operation. Price—Less tubes—\$180.

*15 Models—3 different circuits—6, 8 and 10 Tubes including DeLuxe Models—with or without loop or antenna—battery or fully electric—\$100 to \$2,500. Western U. S. prices slightly higher—"Licensed only for radio amateur, experimental and broadcast reception."*

**WE** ARE proud to present the new line of Zenith Radio to the industry and to the public. It's the best job of radio building that Zenith has ever done. When Zenith distributors saw the 1928-29 line at the recent convention they placed orders for more than double the entire Zenith business of last year. The outlook is bright. Zenith dealers have made money consistently for the past seven years. This year, with a product that is worthy of Zenith's position as the world's largest manufacturer of high grade radio, the profit possibilities are greater than ever.



**Model 33** Zenith 6-tube set in table cabinet. Completely Electric. Single dial control with effectively shielded all-metal chassis. Transparent dial illuminated from underneath, making figured scale stand out with brilliant clarity. Cabinet of matched walnut veneer with dial and escutcheon placed in attractive circular recession at top. Price—Less tubes—\$150.

**Model 31** The 6-tube table model for Battery operation. Price—Less tubes—\$100.

# ZENITH

TRADE MARK REG.

→LONG DISTANCE← **RADIO**

TRADE MARK REG.

**WORLD'S LARGEST MANUFACTURERS OF HIGH GRADE RADIO**



# Radio



Model 35 The Zenith 6-tube circuit in a "High-Boy" Console—All Electric with Cone Speaker. Power unit completely contained at left of cabinet. Cabinet of English design in figured walnut veneers. Solid walnut legs and stretcher. Price—Less tubes—\$270. With Power Speaker—\$330.



Model 39 Zenith 8-tube circuit with loop and power speaker built integrally in cabinet. Completely Electric in operation. The famous Zenith power speaker embodied in this model is a wonderful performer under all broadcast conditions. Artistic cabinet of walnut veneer, attractively carved. Power speaker installed directly behind ornamental grille. Price—Less tubes—\$450.

See the  
**Zenith Automatic**  
at the Show!

Watch for this tremendous sensation at the radio show. The biggest thing since All-Electric radio—Zenith is first again with an idea that will sweep the country.

ZENITH RADIO CORPORATION

3620 Iron Street, Chicago, U. S. A.

See ZENITH at the Radio Manufacturers' Trade Show  
Booth No. 89—Demonstration in Suite 505A

**ZENITH**  
TRADE MARK REG.  
→LONG DISTANCE←**RADIO**  
TRADE MARK REG.

WORLD'S LARGEST MANUFACTURERS OF HIGH GRADE RADIO



# BROADCASTING

THE MOST DRAMATIC RADIO  
ANNOUNCEMENT OF 1928

*New "Pace Makers" in Radio, with Full  
FEDERAL ORTHO-SONIC TONE!*

**F**FEDERAL will christen two new, distinctive, popular-priced, all-electric receiving sets, using A. C. tubes; a new, low-priced 6-tube battery model - and other business-getting additions to its line - at the R. M. A. Show. These new sets will be "Pace Makers" in Radio - a step ahead of the rest of the field.

Beautifully designed . Distinctly new in style  
Compact in size . Marvels in selectivity  
Deep, rich, Ortho-sonic tone . All self-contained  
Inviting low prices that will bring  
*new Radio business to the retailer*

*And*  
Built by a manufacturer whose reliability and products are firmly established in the Industry.

# FEDERAL ORTHO-SONIC\*

Reg. U. S. Pat. Off.

Licensed under patents owned and/  
or controlled by Radio Corporation  
of America, and in Canada by Canadian  
Radio Patents, Ltd.

# A COMPLETE LINE THAT WILL GET THE BUSINESS

## *All-Electric Sets*

Using Federal's distinctive Ortho-sonic circuit, with dynamic speakers or air-column horns.

## *Battery Sets*

6-and 7-tube models with full Federal Ortho-sonic tone and reliable Federal construction, stability and performance.

## *Additional - ?*

What are they? See them at the Show.

## *New Price Range*

A complete line with a model for every pocketbook—every taste. You can sell them all Federals!

## —WITH A NEW NATIONAL TRADE-IN PLAN THAT IS BRINGING QUICK PROFITS

**T**HIS selling plan was tried by hundreds of "Designated Federal Dealers" during February, March and April. 283 reports showed an average of 128% increase in radio business over the same months in 1927. This plan on a country-wide basis is exclusively Federal's — an innovation in the industry. It makes every one of the twelve months a *radio month*.

## FEDERAL RADIO CORPORATION BUFFALO, NEW YORK

[Division of The Federal Telephone Manufacturing Corp.]  
OPERATING BROADCAST STATION WGR AT BUFFALO  
Federal Ortho-sonic Radio, Ltd., Bridgeburg, Ont.

See you at the R. M. A. Show,  
Room 534 and Spaces 81 and  
82. If you don't attend,  
use this coupon.

# RADIO

\* Federal's fundamental exclusive development making possible Ortho-sonic reproduction is patented under U.S. Letters Patent No. 1,582,470

FEDERAL RADIO CORPORATION,  
1738 Elmwood Avenue, Buffalo, New York

**P**LEASE send me the facts about the new Federal "Trade-in Plan" and the new Federal Ortho-sonic Models.

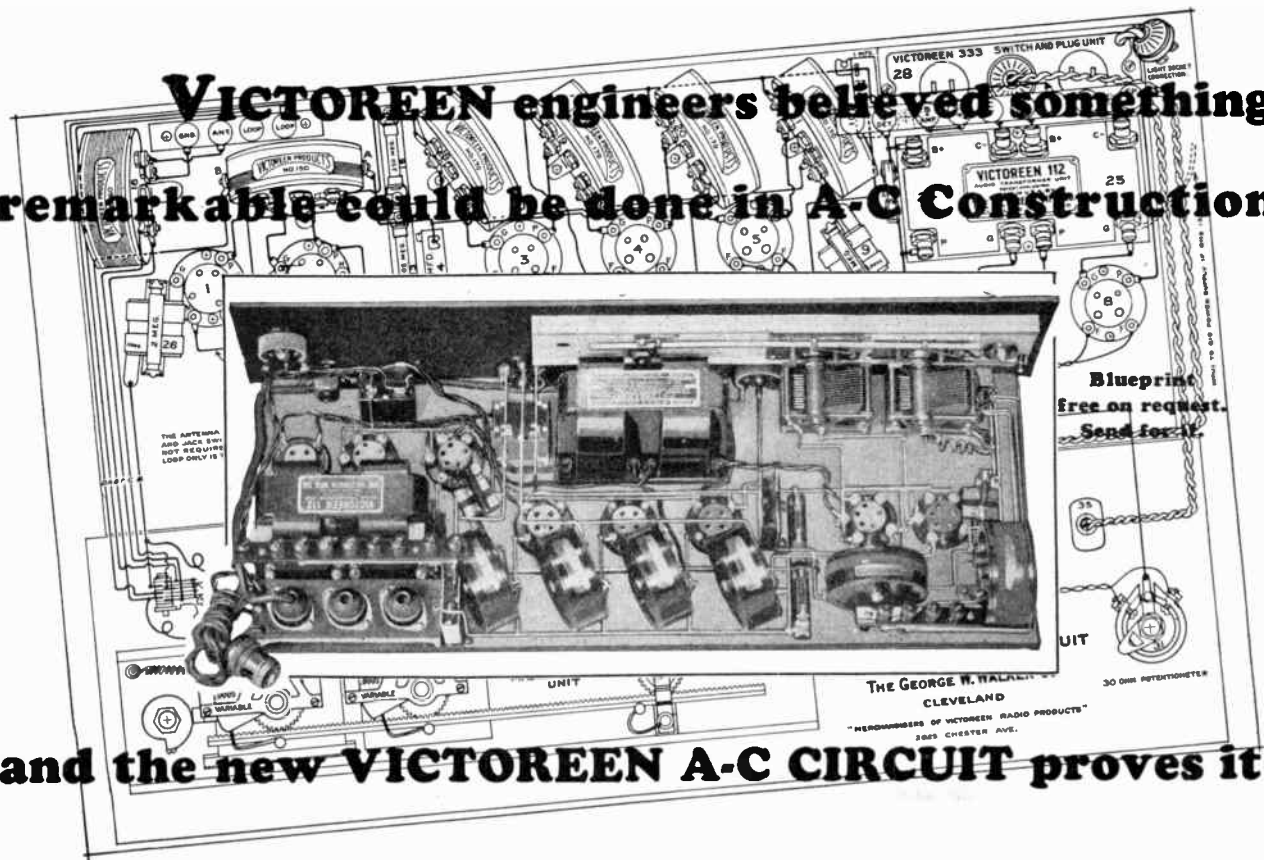
Name .....

Address .....

City .....

World Radio History

**VICTOREEN engineers believed something remarkable could be done in A-C Construction**

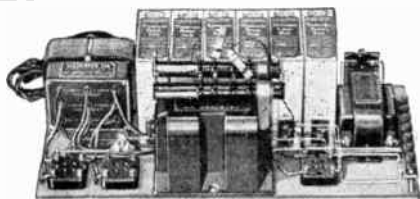


**and the new VICTOREEN A-C CIRCUIT proves it!**

A circuit that has more than measured up to the great things expected of it! The one circuit that completely vitalizes the matchless reception qualities of Victoreen radio parts.

Tell your customers—NOW, about this remarkable Victoreen A.C. Circuit with the new A.C. Tubes—and the utter ease with which it can be constructed. It will pay you. You can't say too much, for its very heart is the marvelous Victoreen R.F. Transformers. Their patented design gives precision adjustment of within 1/3 of 1 per cent; their sharper resonance curve compels selectivity; and all interstage oscillation has been completely whipped. Victoreen R.F. Transformers, list \$7.00 each.

**A BETTER "B" POWER SUPPLY**



Here again Victoreen Engineers have done a splendid job. The Victoreen "B" Power Supply

is better—vastly better—in smoothness and efficiency. Output is approximately 475 volts—right for regular 210 power tube and Victoreen 112 Audio Transformer Unit. Double wave rectification requires two UX 281 Tubes. The following Victoreen parts are needed to build it and the UX210 Amplifier.

- Victoreen 116 Power Transformer, list \$16.00
- Victoreen 115 Output choke, list \$10.00
- Victoreen 216 Choke, list \$15.00
- Victoreen 316 Resistor, list \$ 3.00

**NEW VICTOREEN "C" SUPPLY**

A new and advanced development of the Victoreen laboratories, providing two variable "C" voltages, and using an ordinary "01A" Tube as a rectifier.

Send for complete constructional data and blue print.

Blue Prints of Victoreen A.C. Circuit, Victoreen Universal Circuit, and New "C" Supply, free on request. Write TODAY.

**THE GEORGE W. WALKER CO.**

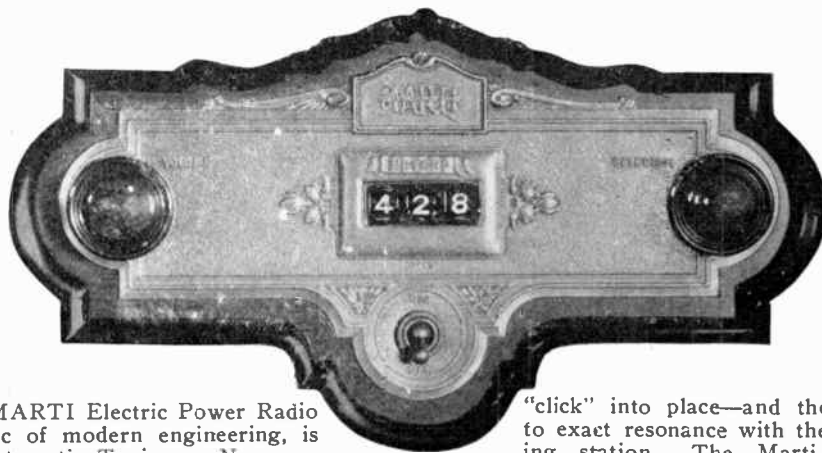
Merchandisers of Victoreen Radio Products  
2825 Chester Ave., Cleveland, Ohio

# Victoreen

STANDARDIZED HIGH QUALITY RADIO PARTS

# Automatic Tuning

*The Open Sesame—the "Magic" of radio reception . . .*



The new 1929 MARTI Electric Power Radio Receiver, symbolic of modern engineering, is equipped with Automatic Tuning. . . No more "groping blindly for stations". . . No more guesswork. . . The door to delightful radio reception is now open—open to young and old—the experienced and the uninitiated.

What care you, what tuning means. . . No more "hair line" adjustments. . . Set the automatic meter selector. . . Listen to the numerals

"click" into place—and the receiver is tuned to exact resonance with the desired broadcasting station. . . The Marti Automatic meter selector is a revelation. . . It is not a new development—It is a radical departure from the conventional—It is a new invention! . . . You adjust the meter selector—and the receiver is automatically tuned. . . You are not limited to one station—to ten stations—the whole broadcast spectrum is yours to select from.

The Marti Radio merchandising foundation is powerful, sound and dependable . . . The Marti dealer will obtain utmost cooperation—utmost protection—enthusiastic support. . . Marti Radio were pioneers in A C receiver design and construction. . .

The engineering ability—the laboratory—the foresight responsible for the first successful A C receiver, again unreservedly guarantees complete satisfaction and permanence to the Marti Dealer.

See our exhibit, Booth 110, Exhibition Hall, Suite 819A-820A  
A few franchises are still open. Communicate with us.



Table Model. 7 tubes, three stages of tuned radio frequency amplification, non regenerative detector, three stages of resistance coupled audio with 210 output tube, with "pickup" jack. Power plant in cabinet, is 281 half wave rectifier with two section filter. . . . Duplex filament wiring in receiver, for either 227 type or Kellogg tubes. Cabinet, two tone Walnut.



Console Model. Two tone Walnut, available with or without phonograph pickup unit. All receivers furnished with pickup unit "input" jack.

7 tubes, three stages of tuned radio frequency amplification, non regenerative detector, three stages of resistance coupled audio with 210 tube output. Duplex filament wiring in receiver for 227 or Kellogg type tubes.

Power plant within cabinet, is 281 half wave rectifier, with two section filter.

# MARTI

**ELECTRIC POWER RADIO**

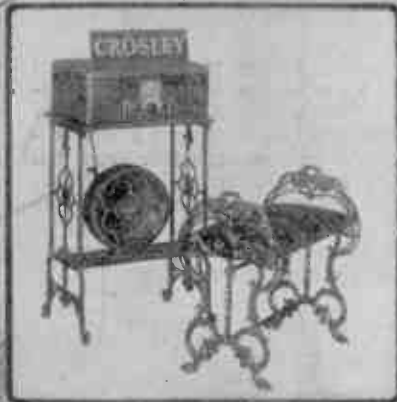
# MARTI

MARTI ELECTRIC RADIO CO., 22 Central Ave., West Orange, N. J.

# Purposely Created!

**Wrought Iron  
Console Tables  
and Benches**

HERE IS BEAUTY • ECONOMY • DURABILITY



For Crosley Models 608, 704, 706

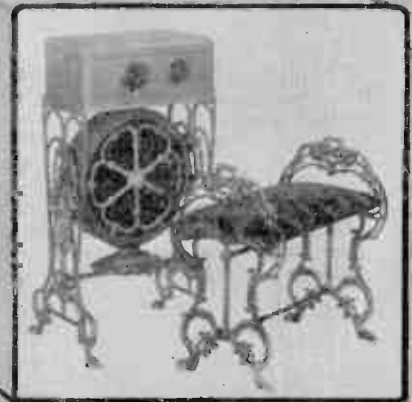


For R. C. A. Model 18

List Price for Combination  
Console Table and Bench

**\$25**

*For All Models Illustrated*



For Atwater-Kent Models 37 and 38

**B**eauty, Economy and Durability is built into every "Art-Way" Console Table and Bench, each one an individual creation of Spanish design in antique gold polychrome finish. The same harmonious color scheme is carried out on Table and Bench. The Bench has an upholstered seat finished in beautiful Italian red or jade green figured jacquard.

### Constantly Gaining Increased Sales

It is beyond question, that Wrought Iron Console Tables and Benches artistically designed the "Art-Way" for Radio purposes, lends a touch of beauty to the set and promotes increased sales. Every model is an individual creation, Spanish type design, beautifully finished in antique gold and polychrome.

Dealers and jobbers are deriving a nice profit and a quick turnover through its constantly increasing popularity and their ability to sell at a moderate price. You, too, are invited to get the details of our sales plan.

### Meeting the Demand of Radio Users

Our Studios are creating Console Tables and Benches, accommodating sets for Majestic, Balkite, Philco, Freshman, etc. Watch for trade paper and mail announcements.

The Art Specialty Company is an organization consistently striving to develop new creations in beautiful Wrought Iron Furniture.

All Art Specialty Wrought Iron Furniture creations are individually designed and protected by patents.

**ART SPECIALTY COMPANY**  
**CHICAGO, U. S. A.**

*Order from Local Distributor or Direct*





# As Conceived by GREENE Engineers Super AC Reception

The **ULTIMATE** in Radio Power  
—meeting the 1928-29 DEMAND  
of 4,200,000 DC Set-Owners



**T**HE Great GREENE Line for 1929—built to win. One of the foremost engineering achievements exhibited at the 1928 RMA Trade Show. Important new Radio Power advancements—beyond Compare—for trouble-free AC light-socket radio at lower operating cost.

*Insured Leadership in Sales.*

Greene Leadership in Advanced Design responsible for phenomenal sales growth last season, has scored again. For two years—with each new improvement in DC and AC tubes—Greene engineers have kept abreast with countless experimental designs and tests, seeking complete abolishment of AC component and line voltage noises characteristic of so many AC receivers, which has retarded more rapid acceptance of “all-electric” radio.

*Today—the Ultimate in Radio Power is startling reality.*

In all radio history, no other known source of receiving-set power has equalled the Great GREENE Line for 1929. For simplified **FOOLPROOF** operation, amazing performance and **unfailing** dependability—these Great GREENE devices symbolize uncontested supremacy.

*No Radio is Obsolete when Powered the Great Greene Way.*

Whether newest AC-tubes or less expensive DC-tubes are used, there is a special GREENE A, AB, and ABC Unit—batteryless and **entirely DRY**—for scientifically converting radio-receivers of every type to AC (alternating current-from-the-light-socket) operation.

*For Distributors and Dealers.*

Here are power devices for **Super AC-Reception** and “over-the-counter” selling. Any novice can install them. By concentrating selling efforts on this line you secure total elimination of the service problem, plus **definite** profits. Use the coupon.

*For Manufacturers and Set-Builders.*

The Great GREENE AC Synchronizers permit correct application of AC-tube sales advantages to any surplus or “trade-in” battery sets now unsold. Send for full particulars. Use coupon.



A Model  
for every  
Type of  
RADIO



Fits Inside of ANY  
Radio Cabinet

Small, compact AC synchronizer model for Manufacturer's Power Pack requirements. Supplies correct AC and DC voltages for all tubes, including C grid-voltage for power tubes. No other “B” Unit needed.



**PRICES:**  
*East of Rockies*  
Start at  
**\$27.50**  
LIST

At the  
RMA  
Trade  
Show



CHICAGO  
June 11th  
to 16th

The Complete  
GREAT GREENE  
Line for 1929  
ON DISPLAY  
See Booth 16.

Now~ for **ALL-ELECTRIC**  
AC~ or DC~RADIO

# GREENE

**POWER ABOUNITS**  
*Better than Batteries*

Pin this to your letterhead  
**MAIL TODAY!**  
Greene-Brown Mfg. Co.,  
Chicago, Ill., U. S. A. RD  
5100 Ravenswood Ave., 628

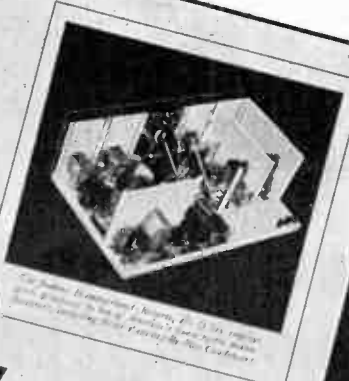
Please send full description of  
the Great Greene Line for 1929.

Name .....

Address .....

Dealer       Jobber  
 Manufacturer

# Don't Take Chances with Condenser Breakdown!



## Play Safe with PARVOLTS!

THE rapidly increasing use of by-pass and filter condensers in modern A.C. operated circuits demands the greatest caution against poor quality, inaccuracy of rating and uniformity in condensers.

Nothing can do so much harm to radio reception or effect such costly losses in assembled parts as defective or inaccurate condensers.

It is of vital importance to know the ratings actually stated and that all stated ratings are UNIFORM.

It is vital to use condensers whose ratings are based upon CONTINUOUS DUTY.

It is vital to use condensers that

are made with AT LEAST the overload factor of safety demanded by the R.M.A. and N.E.M.A. Condensers which possess these qualities - not only quality reception but overcome the possibility of "sag-down" and heavy losses from tubes, transformers and other parts.



**ACME PARVOLT CONDENSERS**  
 Made by the Manufacturers of  
**ACME CELATSITE HOOP UP WIRE**  
 ENAMELED AERIAL WIRE  
 CELATSITE FLEXIBLE and SOLID  
 ACME SPAGHETTI

Reprint of Current PARVOLT Advertisement in Leading Magazines



**ACME PARVOLT FILTER CONDENSERS** are supplied in all standard mfd. capacities for 200, 400, 600, 1000, and 1500 Volt D. C. requirements. Uniform height and width for easy stacking. Supplied singly or in complete housed blocks for the important power supply units such as Thordarson, Samson and others.

**ACME PARVOLT BY-PASS CONDENSERS** are supplied in all standard mfd. capacities and for all the required working voltages.

The ACME WIRE Co.



New Haven, Conn.

# You Too, Mr. Dealer — Play Safe with the Condensers That STAY SOLD!

See Us at CHICAGO RADIO SHOW — Booths B8-9

## With the Radio Trade Associations

### RADIO WEEK IN JULY IS PLANNED BY DENVERITES

Event Will Commemorate KOA  
Having Own Wire in National  
Broadcasting Co. Network

DENVER, Colo. — Enthusiasm of members marked the regular meeting of the Colorado Radio Trades association held in this city during the past month at the Argonaut hotel.

More than sixty Denver firms were represented and there were representatives present from Boulder, Longmont and other towns of the state. More creative business was transacted than at any previous meeting, with reports showing continued growth of the association.

Berlin Boyd, manager of the Better Business Bureau in Denver, was featured as a speaker and he promised the radio dealers every assistance possible by his bureau. He asserted that the Trades Association was on the right path in its plans and the Better Business movement was in hearty accord with these plans for improvement and extension of the radio business. The Association has joined the Better Business movement.

Orval Petersen, manager of the radio department of the B. K. Sweeney Company, Denver, pleaded for unselfishness among the members and he also congratulated the members present upon the excellent attendance which marked their monthly meeting.

"The keynote of success in any organization formed for the betterment of general conditions," declared Mr. Petersen, "is unselfishness and the fact that every member here tonight is here to discuss better radio servicing for the public, is an evidence of unselfishness. And so, we shall succeed."

Other short talks were made by Paul B. Lanius, T. S. Orr, G. F. Bateman, H. M. Williams, Dick Dickson, Ralph McKerihan and F. M. Fletcher.

One of the problems facing the Association is that of servicing sets and this phase of the business was thoroughly threshed out with the result that the members decided upon a code to govern service.

The proposed code will fix a schedule of prices to be charged for various kinds of work to make the prices uniform among the radio dealers; service men will be graded and will be issued certificates with the object in view of having only experienced men do the service. This, it was explained by the members, will result in a vast improvement in service, and also the radio set owner when he has any work done will know that it is being done by an expert and at a uniform price.

The Association plans to have a bureau composed of dealers who will draw this code and see to its strict enforcement, it was announced.

The association also decided upon a Radio Week in July in celebration of KOA having its own wire to hook up with the National Broadcasting Company's network. The week will be devoted to radio and it is proposed to make it one of the most enthusiastic and widely advertised weeks that Denver ever has had.

Another point decided upon by the association was to go to the radio show in Chicago the second week in June in force. Two or three Pullmans will be chartered for the party and these will meet similar parties from the Northwest and Pacific Coast at Cheyenne, Wyo., and form a special train into Chicago.

Tom Savage, president of the organization, presided at the meeting.

The Colorado Radio Trades Association has established a service and identification bureau for set users. Prevention of theft of receiving sets is the aim of the identification bureau. Owners are asked to register their sets with the bureau. Serial numbers of receivers repaired by members of the Association will be checked against numbers of sets reported stolen.

### Sonatron Increases Floor Space

NEW YORK CITY.—L. Newman, eastern sales manager of the Sonatron Tube Company, manufacturers of Sonatron radio tubes and amplifiers, announces the acquisition of 3,000 square feet of floor space in the building 16 Hudson Street, this city, made imperative by increased business. Mr. Newman will make an extensive trade survey, covering territory east of Pittsburgh and from Maine to Florida.

### Sells Radio Interests



EDGAR K. JAMES

Noted radio pioneer and better known to the industry from coast to coast as "Jesse James" who recently resigned as vice president of the Syndicate Merchandise Corporation, New York City, in order to devote his entire time to selling to radio manufacturers and jobbers. Mr. James will be in attendance at the June Trade Show at which time he expects to negotiate a number of major lines for representation in the eastern markets.

### NEMA SLATES BUSY FOUR DAY CHICAGO SESSIONS

Radio Leaders Will Hear Important  
Addresses by National Figures—Standardization Discussion

CHICAGO—A four-day meeting which will assume the proportions of an all-industry radio conference is planned by the radio division of the National Electrical Manufacturers Association to be held in Chicago from June 4th to 7th.

Among the measures which will be studied with a view to shaping industry policy will be recent congressional legislation, advertising and public relations, price maintenance, television, credit service, manufacturers problems with dealers and the effect of standardization on the industry.

Included on the speaker's program are the following: Representative Clyde Kelly, joint author of the Capper-Kelly Bill; Dr. Alfred N. Goldsmith, president, Institute of Radio Engineers and chief Broadcast engineer of the Radio Corporation of America; Thomas F. Logan, president of Lcrd & Thomas & Logan; R. H. Manson, chief engineer Stromberg-Carlson telephone manufacturing Company; H. B. Lewis, vice-president Commercial Credit Company; Dr. Herbert E. Ives, special research engineer, Bell Laboratories, Inc.; Dr. L. R. Koller, of the General Electric Company; F. P. Vose of the National Electric Credit Association; L. G. Baldwin, sales manager of the Willard Storage Battery Company and Louis B. F. Raycroft, Electric Storage Battery Company and vice-president Radio Division of NEMA.

### New Philco Set Announced

PHILADELPHIA, Pa.—Walter E. Holland, chief research engineer of the Philadelphia Storage Battery Co., this city, announces that the Philco company is now ready to market a non-oscillating radio receiving set, which will receive local signals without antenna. This Philco set will be built in cabinet and console models of Philco design, with Philco speakers in Philco cabinets and will be sold only with tested R. C. A. tubes and containing the best features of the General Electric, Westinghouse and Hazeltine patents.

The Philco company will have twelve central points of distribution and eighteen branch offices and more will be added as the season advances. James M. Skinner, vice president of the Philco company, announces that having acquired the Timmons Radio Products Corp., the Philco will now take over the Murdock Radio Corporation of Chelsea, Mass., manufacturers of head sets and speakers.

The following are officers of the company: Edward Davis, president; James M. Skinner, vice president; John S. Thomas, treasurer and Edward S. Peyton, secretary.

# CROSLLEY



New Dynamic Speaker  
**DYNACONE**  
\$25



The first AC set of any type ever offered at so low a price. Highly selective; coils shielded; illuminated dial; genuine Neutrodyne; powerful, efficient, proven!

**6 tube AC Electric GEMBOX**  
\$65

The crowning achievement in a history of successes!

**Features of the 1928-29 Crosley Radio Receivers**

Genuine Neutrodyne radio amplification with all the increased efficiency this superior circuit introduces.

Complete shielding which adds so greatly to the amazing selectivity of Crosley receivers.

Full voltage delivered to the plates of the tubes. Tone and volume assurance.

A sensitivity that delights the "old" radio fans and thrills the new ones by the ease with which weak distant stations are brought in.

Positive volume control reduces volume without detuning set.

Adaptability to any type of console. Simple construction permits quick and easy installations.

Modern illuminated dial eliminates the annoyance of shadows, searching for lights in the dusk, etc. Beautiful gold and brown finish of receivers and matching Musicone and Dynacone delight the eye.

Here, in a new line of radios for the season of 1928-29, Crosley presents VALUE such as Radio has never seen . . . . . an engineering triumph in quality . . . . . a production miracle in price.

Crosley represents fine radio—perfect performance and utmost enjoyment of broadcasting at seemingly impossible prices. These values are possible only through years of experience, a skilled organization and the resources of a financially sound and economically operated company.

These values are yours today because of the powerful advantage gained through study, work and development acquired in the Herculean task of building and selling nearly 2 million pieces of radio apparatus.

Satisfied by laboratory and actual home installation comparisons that Crosley radio has NO equal Crosley NOW makes it possible for every prospective radio owner to know how well Crosley radio will perform in his or her home before they buy.

## 5 DAYS FREE TRIAL HOME DEMONSTRATION

This is the NEW way . . . the CROSLLEY way to buy radio. First advertised nationally by Crosley last April. Study the sets shown at the right. Learn what wonderful sets the 1928-29 Crosley's are. Enjoy their performance! Delight in their beauty! Congratulate yourself on their prices!

Over 18,000 Crosley dealers serve the United States.



Genuine Neutrodyne entirely self-contained; full 180 volts on output tube plates; 2 171 output tubes, push-pull. Illuminated dial; Accumulators for very sharp tuning. Power! Beauty! Performance! \$95



The 8 tube AC Electric SLOWBOX  
A new completely shielded genuine Neutrodyne, self-contained receiver; illuminated dial; full 180 volts on the plates of 2 171 output tubes, push-pull. Think of it...\$80



The 6 tube Improved Battery type BANDBOX \$55



The 5 tube Dry Cell Operated BANDBOX Jr. \$35



The Crosley Radio Corporation  
Powel Crosley, Jr., President  
Cincinnati, Ohio  
Montana, Wyoming, Colorado, New Mexico and West prices slightly higher.

USE THIS COUPON FOR FREE TRIAL  
The Crosley Radio Corporation,  
Cincinnati, Dept. 32  
I want to know more about Crosley Radio.  
Send detailed information.

Name . . . . .  
Address . . . . .

# The Radio Manufacturer

A SECTION OF THE RADIO DEALER  
for  
RADIO MANUFACTURERS AND ENGINEERS

## Why Precise Grid Leak Values?

Important Part Played in Set Construction  
Is Stressed With Operation Hints Outlined

By Charles Golenpaul

American Mechanical Laboratories

**B**ECAUSE a .00025 mfd. condenser and a 2 megohm grid leak are generally specified in connection with vacuum tubes used as detectors, it has become a religious belief that these values are correct and beyond reproach. Yet any one who has done a bit of experimentation soon arrives at the conclusion that the grid leak may run anywhere from  $\frac{1}{2}$  to 8 megohms, depending on the tube, the circuit and the signal strength, while the grid condenser may give better results when of .001 mfd. capacity than the dogmatic .00025 mfd. However, the condenser is not as critical in its contribution towards better radio results as the grid leak, hence we shall confine ourselves to the latter.

With the usual three-element tube there are two methods of obtaining detector action, namely: (1) by means of a bias or C battery, which is rarely employed; and (2) by means of a grid leak, which is the popular method. The grid leak method is more sensitive than grid bias detection. However, marked distortion may take place with this method on powerful signals, unless the resistance value of the grid leak is materially reduced. Thus for distant reception, or the detection of weak signals, grid leak values as high as 5 megohms may be employed, with surprising increase in loud-speaker response, while on local and powerful signals, the grid leak value may be reduced to 2, 1 or even  $\frac{1}{2}$  megohm, with ample loud-speaker volume accompanied by greater selectivity and absence of distortion.

With the introduction of the grid leak clarostat, representing a resistance range of

from .1 to 10 megohms, with precise adjustment and permanent resistance of any value, it becomes possible to place the grid leak function on the same precision basis as capacity or inductance in the radio circuit. Noise, heretofore the ban of variable grid leaks, has been entirely eliminated.

A typical grid leak and grid condenser arrangement, using a variable grid leak for obtaining precise detection under any given conditions, is shown in Fig. 1. The grid condenser may be of .00035 to .001 mfd. capacity, with satisfactory results.

In some circuits it is desirable to change the conventional location of the grid leak from across the grid condenser to a point between grid and grid return, as shown in Fig. 2. In this case the variable grid leak is simply shunted across the G and F plus terminals of the detector tube socket.

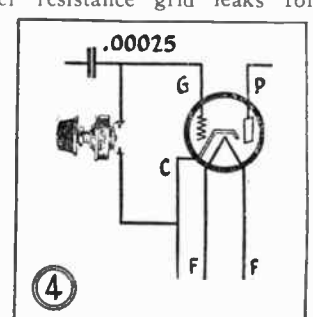
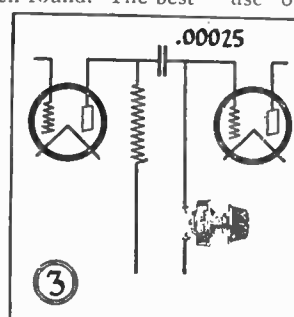
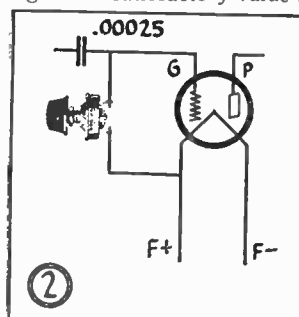
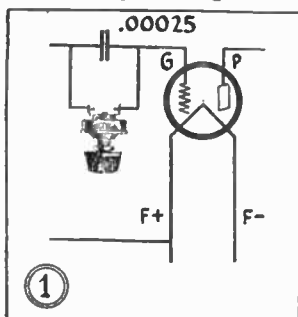
The heater type A-C tube requires a critical grid leak for best detection. The value is not known without trial, as tubes and other conditions vary widely. Certain A-C tube manufacturers recommend trying several values between  $\frac{1}{4}$  megohm and 9 megohm. With the variable grid leak, however, it becomes possible to determine the correct value. The most satisfactory arrangement is shown in Fig. 4, and not across the grid condenser as in usual practice. The variable grid leak in this case also acts as a satisfactory volume control and eliminates the need for a separate device for this purpose.

In short-wave reception, whether relay broadcasting or code, the grid leak is quite critical in value. Experimenters report trying as many as 50 grid leaks before the satisfactory value has been found. The best

value is usually between 4 and 8 megohms. With a satisfactory variable grid leak, however, any and every value is instantly available, and when the best value is found it may be left permanently in circuit. In the case of the grid leak clarostat, the lug insulated from the shell should be connected to the grid of the tube, and the shell to the F plus detector socket terminal. This is a better arrangement than connecting the leak across the grid condenser, because when the shell is grounded to the tube filament no hand capacity effect is introduced.

Aside from the detector, the grid leak has an important function to serve in resistance and impedance coupling. While the plate coupling resistance usually is not critical, the grid resistor is of considerable importance. By means of precise resistance of grid leak it becomes possible to employ larger coupling condensers, therefore passing lower frequencies for the desired bass notes, while effectively preventing blocking or choking by lowering the grid leak resistance. The use of a variable grid leak in resistance coupling is shown in Fig. 3. In impedance-coupling the arrangement remains the same.

It is well to note in passing that resistance coupling is capable of responding to very low frequencies, with the result that there is sometimes set up a low-frequency oscillation, due to coupling between circuits, known as "motorboating." The simplest way to offset motorboating when it does occur is to make the amplifier less efficient at low frequencies, which in turn suggests the use of lower resistance grid leaks for



one or more stages, together with smaller blocking or coupling condensers. Often the lowering of the grid leak resistance in the first or second stage will serve the purpose. In this respect a variable grid leak, substi-

tuted for the first or second fixed grid leaks, will serve as a simple cure.

All in all, adjustable grid leak resistance is virtually a necessity in any circuit for which maximum efficiency is a prerequisite.

oldest and most extensive industrial research laboratories of this country. Modern chemical and electrochemical industries demand constant attention from the scientist and technician as the very foundations of these industries are laid in scientific research. On the other hand, the ceramic industry is older than recorded industry and yet, it is only within very recent years that serious attention to scientific research has been given to any extent in this industry. This is true also of such ancient industries as baking and tanning. While the steel industry has carried on a considerable program of research, this has perhaps not been as well supported in the past as has some of the later industries to arise. The steel industry now has before it an extensive program of research.

The enormous strides which have been made in those industries which have inaugurated and carried out definite and systematic research programs, has no doubt had much to do with the present day sympathetic attitude of almost every industry in the country to the question. This has resulted in a very rapid increase in the number of research laboratories and research workers in nearly every branch of industry. The larger manufacturers are in the main carrying on programs of research within their own organizations while many smaller manufacturers have a nucleus of research workers or have combined in cooperative research programs. In some other countries, notably Great Britain, industrial research is fostered by the state and a very considerable amount of cooperative research has been undertaken.

The latest census available at this writing indicates that we now have in the United States upwards of 1000 industrial research laboratories with well over 10,000 trained research workers aided by a small army of assistants, mechanics, glass-blowers, helpers, etc. No accurate statistics are available giving us the annual expenditure in this country for industrial research but this runs into many millions of dollars and a number of individual laboratories have budgets of a million or more dollars per year. These are very impressive figures and themselves very definitely answer the question as to whether research is of value to present day manufacturers.

In addition to the industrial research groups, there are a considerable number of university and government laboratories which are carrying on programs of research of the type very frequently denominated as pure research. There are a few laboratories controlled by individuals or groups with independent means who are carrying on research which may be either of the pure or fundamental type, or of applied research, such as forms the main effort of the industrial research laboratories, or both. There are also a number of laboratories in this country which provide a commercial testing and research service for specific industries, such as cotton, paper, electrical, etc.

A number of the government departments and bureaus are also carrying on research in their specific fields, such as the Bureau of Mines, the Department of Agriculture, the Department of Commerce and others. The Bureau of Standards in Washington, organized for the primary purpose of establishing and maintaining our fundamental standards, has found it necessary to carry on a very extensive program of research in many lines. The research service of the Bureau to both industry and the government has been very great, touching as it does almost every important governmental and industrial activity.



\*  
**Factory Trained Salesmen.** — This theory has gradually been coming into greater vogue throughout the industry as a direct result of trained salesmen making a better showing than otherwise would be the case. The view to the left shows a factory group attending an instruction course at the plant of Steinite Radio, Inc., Atchison, Kansas.  
 \*

## The Value of Research to The Present Day Manufacturer

Written for The Radio Dealer by C. E. Skinner, Assistant Director of Engineering, Westinghouse Electric & Manufacturing Co.

**N** PHASE of modern industry holds more fascination for layman and manufacturer alike than does that of research. To the layman, the research worker appears as a hardy pioneer who spends his life adventuring in unknown lands in quest of golden discoveries. To the manufacturer, the research worker appears as one of his most valuable tools, a tool capable of aiding in the performance of such extremely important tasks as the cutting of costs, the development of new materials and methods and the refinement of materials and methods now in use.

No apology is necessary, therefore, for a discussion of some of the questions which arise when a manufacturer is operating a research department or is considering the establishment of an industrial research laboratory. There are many such questions. In fact, a group of leaders of industrial research in the United States consider such discussions of sufficient value to warrant relatively frequent meetings for the consideration of problems of mutual interest.

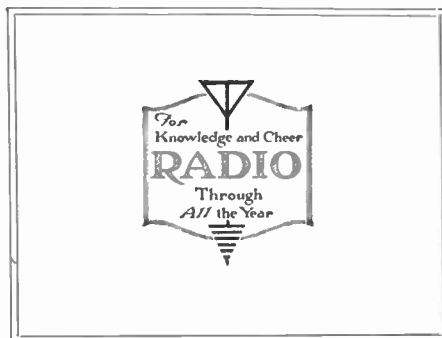
These problems are as varied as the researches themselves. They include such things as the reason for any particular group undertaking research; the type of work to be undertaken; the methods to be followed; the housing and equipment required; the personnel of the working group; the location of the laboratory with reference to the factory served; the method of financing; the relation of the laboratory control to other departments; the method of accounting; the handling of patent matters; and many other phases of the subject. A complete exposition of the question of industrial research would require the writing of a book.

The terms "industrial research" and "industrial research laboratory" have come into general use only within the comparatively recent past. We formerly had labora-

tories and experimental departments, and research, as the term was understood, was mainly confined to a relatively few university and government operated laboratories. Prior to the Great War, we had organized in the United States quite a number of industrial research laboratories, some of them already operating in a very large way.

The War and related developments have given a very considerable impetus to the establishment of research laboratories in many and varied lines of industry so that the growth of industrial research has been very rapid since the War. It may seem strange to some that in the beginning of the industrial research laboratory era, the newer industries were largely the ones which established and operated extensive research programs. This is easily explained by the fact that these newer industries are very largely founded on the results of fundamental scientific research and they found it necessary to continue research for further developments and for the control of their materials and processes.

The electrical industry, for example, is hardly half a century old and yet within this industry may be found some of the



Frank Sherwood  
News Editor

# THE NEW YORK RADIO DEALER

A DEPARTMENT of the Radio Dealer for June

10 East 39th Street  
New York City  
Telephone  
Caledonia 0560

## REYNOLDS REPORTED AS SEEKING DEFOREST CONTROL

Lee DeForest Slated to Remain on  
Advisory Staff—Higher Price  
Line Tubes Planned

NEW YORK CITY.—Dr. Lee De Forest, Vice President of the De Forest Radio Company of Jersey City, has confirmed reports that the Reynolds Spring Company of Jackson, Mich., is one of the organizations bidding for controlling interest of the De Forest Company in the receivership proceedings before Judge Morris in the Federal Court at Wilmington, Del.

According to De Forest, Wylie Reynolds, a New York man, who is head of the Michigan concern, has had an "investment in the De Forest Radio Company for a long time." The Reynolds Spring Company is a large manufacturer of automobile springs.

## Killed As Plane Crashes

CURTISS FIELD, N. Y.—Herbert C. Doyle, Treasurer of the Sleeper Radio Corporation in Long Island City was killed instantly May 25, when his plane crashed on a farm north of here. His tragic passing has greatly affected his many friends in the trade throughout the country.

## Yale Electric Moves

BROOKLYN, N. Y.—The Yale Electric Corp., this city manufacturers of radio batteries, have moved to a new modern factory at 257-269 Cornelison Avenue, Jersey City, N. J. They have branches in Chicago and San Francisco.

## Commission Would Curtail Stations

WASHINGTON, D. C.—The Federal Radio Commission has notified 162 radio stations and six portable stations to appear at a general hearing on July 9, to show cause by their stations should be continued on the air after August 1. If they cannot do this their licenses will automatically expire on that date.

## George E. Brightson Dies

NEW YORK CITY.—George E. Brightson, former head of the Sonora Phonograph Co., this city, died in Bellevue Hospital Friday night, as a result of an accident. Mr. Brightson was seventy-seven years of age, a pioneer phonograph man and later was a manufacturer of radio tubes. Mr. Brightson leaves a widow, Mrs. Susan B.

## Achieves Cherished Ambition



FRANK T. FAETH

Sales ambassador extraordinary for the L. S. Brach Manufacturing Corporation, Newark, N. J., who, on June 25, will depart on an extended tour of Europe. Frank will visit England, France, Spain, Italy, Germany, and Monte Carlo. While abroad he will consult with prominent railway signal and electrical engineers. The June Trade show will find him on hand greeting his many friends in the trade as well as boosters for his company's products.

Brightson of Oyster Bay, where Mr. Brightson made his home, two daughters, Mrs. Albert E. Coote of 1158 Fifth Avenue and Mrs. William Joslyn Farquhar of Garden City.

## Zenith Line Displayed

NEW YORK CITY.—The first spring showing of the 1929 line of Zenith sets was held in the Hotel Pennsylvania, week of May 21. The Zenith Radio Corporation showed its complete line under the sponsorship of the Mackenzie Radio Corporation and North American Radio Corporation, jobbers in metropolitan territory.

Myron W. Craddick, vice president and general manager of the Mackenzie organization, and David F. Goldman, president of the North American interests, headed their individual sales staffs who outlined the high points of the new numbers to many hundreds of visiting dealers.

## NATIONAL CARBON ENTERS SET BUILDING BUSINESS

Both A.C. and Battery Operated  
Sets Announced—First Showing  
at June Trade Show Convention

NEW YORK CITY.—Announcement that the National Carbon Company, Inc., has decided to enter the radio receiving set field, was contained in a statement made public May 22 over the air. The announcement, of importance to the entire radio industry in this country and Canada, was issued from the Company's offices in this city, and was read over the Eveready Hour to a nation wide broadcast audience estimated at five million listeners.

The announcement puts an end to the speculation which has been rife in the radio field for the last several months concerning the entrance of this organization into the receiving set business. The company is the largest producer of radio batteries in the United States.

The statement announces that the company will sell both A. C. (batteryless) sets and the battery-operated sets, beginning with the Fall radio buying season. Models will be on display at the Chicago Trade Exposition in June.

## Herbert Brennan Becomes Lamb

NEW YORK CITY.—Herbert A. Brennan, of Gross-Brennan, Inc., this city, and Stromberg-Carlson representative, was recently elected to the Lambs Club.

## Show Train Impressarios



L. C. WELLING      D. H. COHN

Popular New York City radio boosters who will again direct arrangements for the Eastern Radio special which will run in connection with the Twentieth Century Limited from New York City in time for the opening of the Trade Show Chicago, June 11-15.

## FEDERAL FURNITURE IN NEW NATIONAL CAMPAIGN

Twenty-one Districts To Be Allotted For Cabinet Business Throughout Country

New York City—Federal Furniture Factories, Inc., with executive offices in the Furniture Exchange Building, 206 Lexington Avenue, this city, announce their further expansion in the radio field on a much larger scale than they have heretofore operated.

For the past four years they have been one of the outstanding manufacturers of radio cabinets for radio manufacturers,



David E. Kahn

jobbers and large retail outlets in the country, but most of their activities have been directed from New York. Their new plans will carry them over the entire United States and foreign possessions.

Twenty-one districts will be allotted throughout the United States with an assistant sales manager in each district working under the direction of David E. Kahn, Director of Sales for the company.

This announcement followed closely the recent statement that the Federal Furniture interest ranked as one of the largest furniture and manufacturing combinations in this country, had acquired L. Barth & Co., of this city, well-known hotel furnishers, and the Albert Pick Co., of Chicago.

Irving H. Isaacs, president of the Federal company and an outstanding figure in big business circles, and Ben Lauterstein, secretary, treasurer and general manager of the concern, working together completed the negotiations which added greatly to the strength and scope of the Federal organization.

At the present time the company is planning to concentrate its radio cabinet manufacturing at its Carolina Wood Products plant, at Asheville, N. C., Philip Marcus, Comptroller of the Federal Furniture Factories, Inc. and Louis Francis, superintendent of production, have been co-operating with Mr. Kahn in the cabinet end of the business, which has been exceeding even the most modest dreams of the three men in that field.

The Asheville plant under Mr. Francis' direction has been producing many of the most artistic cabinet creations for a number of the leading set manufacturers. "Cabinets by Irving," according to the reports, as the company's trademark, bids fair to be one of the outstanding names at the June Trade Show where the Federal organization will display a complete line and announce for the first time the nationally known manufacturers for whom they have been manufacturing cabinets.

Federal officials point out that the loca-



Philip Marcus

tion of their plant in Asheville, twenty hours from New York City, enjoys lower freight rates both to eastern and western points. In the heart of the lumber belt, with skilled mountain labor and lower production costs, the company states that lower prices will result to the cabinet

## THREE TRADE PIONEERS HEAD HOLCK PRODUCTS, Inc.

Plan Manufacture of Balanced Tension Type Speaker in Eastern Markets

NEW YORK CITY—Three prominent radio personalities dating from the earliest days of the industry are included in the personnel of the Holck Products Corporation, which was recently organized in this city for the manufacture of the Holck speaker which is licensed under Holck patents pending.

Edgar Sisson, Jr., president of the concern, was formerly in charge with D. W. Richardson of experimental station 3XM co-worker with Mr. Richardson and G. D. Murray, Jr., in radio research work for the Lackawanna Railroad. Mr. Sisson was also engineer of Richardson Radio, Cornell Electric Co., and more recently engaged in research work for the Mercury Engineering Laboratories.

Harlow D. Gaines, secretary and treasurer, was associate engineer with Mr. Sisson on the Lackawanna Railroad project; buyer and production manager of Richardson Radio and later associated with Mr. Sisson in the Mercury Engineering Laboratories.

William C. Erb, the new vice president in charge of sales was formerly publicity manager of the Lackawanna radio work, as well as formerly vice president and general manager of Richardson Radio, Inc., and also general manager and treasurer of Cornell Electric Mfg., Co.

buyer. Consoles, highboys and modernistic designs are now being featured.

The announcement by the Federal interests of its forthcoming radio cabinet activities bring into the limelight David E. Kahn, who heretofore has been very much in the background. Five years ago upon receiving his honorable discharge from the U. S. Army, in which he had held the rank of captain, Mr. Kahn came to the Federal organization.

His past experience in chain store merchandising and retail activities in Kentucky, from where he hails, served him in good stead with the result that many new accounts were opened and the company first turned its attention to the radio end of the business. Mr. Kahn directs all designing of cabinets at the Asheville plant and his work has already been a big factor in the company's success.

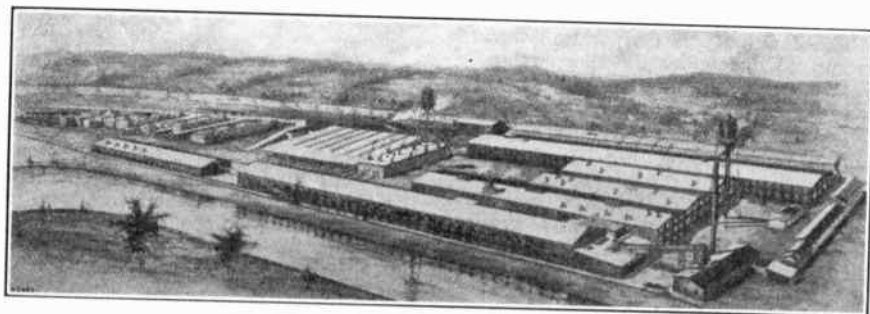
Mr. Marcus, Comptroller of the Company, was formerly associated with very large retail outlets, in executive capacities. Mr. Francis, plant superintendent, is ranked as one of the ablest furniture manufacturers and designers in this country.

## Kolster Announces Numbers

NEW YORK CITY.—Dealers of the Kolster Radio Corporation in eastern territory attended the first showing of the new season line at the Hotel Pennsylvania, week of May 21.

## Freed-Eisemann Host to Dealers

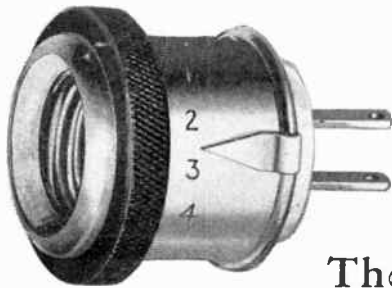
BRIAR CLIFF MANOR, N. Y.—Freed-Eisemann Radio Corporation played host to its metropolitan dealers at the first seasonal showing of the new line at Briar Cliff Lodge during the week of May 21.



Factory of Carolina Wood Products Co., Asheville, N. C.



# Improves A-C reception—saves tubes



Sold in a display carton, 10 to a box. \$2.25 each list. 40% discount.

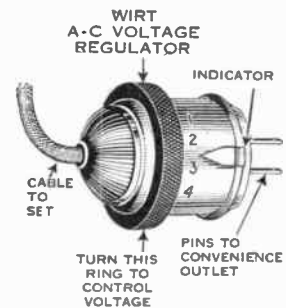
Makers of  
"DIM-A-LITE"  
and  
"DIM-A-LAMP"

Here, at last, is a small and comparatively inexpensive device which does away with practically all present-day A-C troubles. It protects tubes by controlling the house-current voltage. It automatically eliminates A-C hum. It almost entirely wipes out power line noises. In other words

## The WIRT A-C Voltage Regulator No. 211

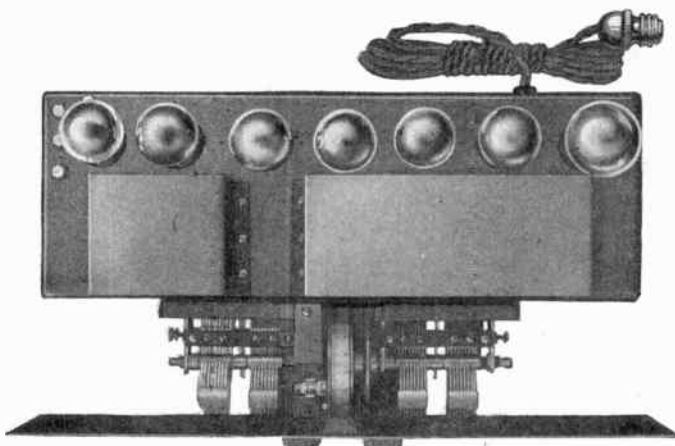
adds perfection to the already satisfactory set. Before your customers complain of burning out tubes, or too much noise or "hum," sell them the new "211." It will save your service time, banish your customers' troubles, make you *an added profit*. Your customers are being told about the "Wirt Voltage Regulator No. 211" through various radio magazines. Show you know your stuff by suggesting "No. 211" before your customer asks for it. Standard discounts. All jobbers can fill your orders. Or, write direct:

**WIRT COMPANY**  
5221 Greene St. Philadelphia, Pa.



This diagram shows how very easy it is to install the Wirt A-C Voltage Regulator No. 211.

# Here's the latest from Buckingham



## An A-C ELECTRIC CHASSIS

*Scientifically Built—Low Priced*

A new standard in high quality—a new level in low price. 99% of all parts that go into the Buckingham chassis are made in our own factory. That's why we are enabled to offer this astounding value.

Buckingham chassis offer you an unusual money making proposition — enables you to compete in price and quality with any other set on the market.

**THE BUCKINGHAM CHASSIS**  
Extremely selective, with clear natural reproduction, free from regenerative noises or alternating current hum. Four gang condenser, single control, illuminated drum dial. All four stages completely shielded.

*Easily installed in any type of cabinet*

SEE BUCKINGHAM CHASSIS AND CABINETS  
At the **RADIO TRADE SHOW**  
Stevens Hotel—Chicago  
Main Ballroom—Booth 71 Demonstrations—Room 547  
JUNE 11th to 15th, Inclusive

# BUCKINGHAM RADIO CORPORATION

440 West Superior Street., CHICAGO, ILL.

# Radio Personalities



**C. C. COLBY**

Retiring president of the Radio Manufacturers Association who will preside for the last time in his present capacity during the executive sessions of the R. M. A., to be held in conjunction with the June Trade Show Hotel Stevens, Chicago. President Colby was elected last year by the association.



**W. J. ZUCKER**

"Keep Federal radio supervision out of politics," is the urgent appeal of Mr. Zucker, vice president and general sales-manager of the Stewart-Warner Speedometer Corporation, Chicago. In a recent bulletin to his dealers throughout the country Mr. Zucker urged this attitude by Congress.



**L. B. F. RAYCROFT**

Vice president and chairman of the Radio Division of the National Electric Manufacturers Association, which will meet in the Drake Hotel, Chicago, June 4-7, to discuss matters in conjunction with the radio industry. Mr. Raycroft is one of the leading figures of the electrical and radio fields.



**THOMAS G. NEE**

President of the Acme Wire Co., New Haven, Conn., who has enjoyed a long and progressive career in engineering fields. He is an engineering graduate of the University of Wisconsin. That he stepped from the position of chief engineer to executive leadership is the highest tribute.



**DIFFERENT SIMPLE RELIABLE  
PERMANENT BETTER**

## “BRACH A” DRY ELIMINATOR

*Operates From Set Switch*

**NO** Acids Are Used  
Water to Add  
Run Down Batteries  
Charging Necessary  
Extra Switches

**NO** Extra Wiring  
Objectionable Hum  
Electrical Knowledge  
Required to Operate

Retails for \$39.50

**L. S. BRACH MFG. CORP.**

Makers of the Famous Storm King Lightning Arresters  
NEWARK, N. J., U. S. A. & TORONTO, CANADA



## BRACH STORM KING LIGHTNING ARRESTER

—the DOLLAR ARRESTER  
that carries \$100 FREE IN-  
SURANCE Against Damage  
by lightning induction.

**L. S. BRACH MFG. CORP.**

Makers of the Brach “A” Dry Eliminator  
NEWARK, N. J., U. S. A. & TORONTO, CANADA

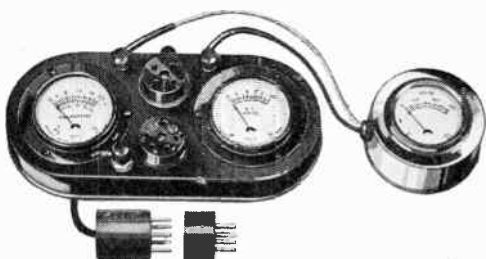
# Newer — And Better!

## Readrite

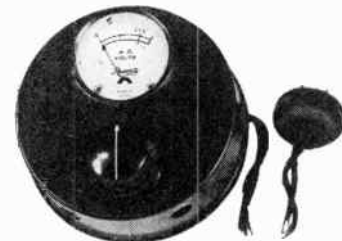
### UNIVERSAL TEST SET

Tests A. C. & D. C. Circuits  
Quickly Locates Set Troubles

Test Set consists of No. 215 Tube Tester in combination with No. 346 Voltmeter. No. 215 Tube Tester has 0-10 A.C.-D.C. voltmeter, double reading 0-20 and 0-100 milliammeter, grid switch, 4 and 5 prong sockets, cord and adapter. List price \$12.50. No. 346 High Resistance Voltmeter, 0-300 volts, list price \$5.00. Total \$17.50. Or one dollar extra, if No. 347 Voltmeter, 0-500 volts, is substituted.



## Readrite



### A.C. Voltage Regulator

Needed ahead of all sets using A.C. tubes. Protects tubes. Equipped with A.C. voltmeter and giant rheostat. Just set the voltage to the single scale division. Diameter 4¼ inch. Complete with plugs and five foot cord.

**No. 218 List \$6.50**

**READRITE METER WORKS**

5 College Ave.

Est. 1904

Bluffton, Ohio

Geo. B. Ansbro  
Manager

# THE MID-WEST RADIO DEALER

A DEPARTMENT of the Radio Dealer for June

123 W. Madison St.,  
Chicago, Ill.  
Telephone  
Randolph 2100

## JENSEN CO. MAKES FIVE ADDITIONS TO STAFF

Thomas A. White Undertaking  
Aggressive In Pushing Line  
on National Sales Scale

CHICAGO—Five appointments to the sales force of the Jensen Radio Manufacturing Company, Chicago, Ill. and Oakland, Cal., have been made by Thomas A. White, general sales manager. Four of the men have been assigned definite territory and will devote the greater majority of their time to the jobbing trade while the fifth will call on manufacturers.

J. W. Sands, with headquarters at Dayton, Ohio, will contact the wholesale trade in Ohio, Michigan, Indiana, Kentucky and West Virginia. Mr. Sands was with the

## Announces New Adapter



E. T. FLEWELLING

Internationally known engineer who is now associated with the A-C Dayton Co., Dayton O., as consultant and development engineer who have acquired the sole right of manufacture in this country of the Flewelling Short Wave Adapter, which makes possible reception of intercontinental short wave stations. United States stations broadcasting on a wavelength of less than 200 meters can be received on an ordinary set as a result of the new device. The above photograph was posed exclusively for The Radio Dealer.

## Predicts Earlier Season



OSCAR GOETZ

General salesmanager of Steinite Laboratories, Inc., Chicago, who returned last month from a 10,000 mile trip during which he visited his company's trade throughout the country. Mr. Goetz predicts an earlier buying season and bases his belief on public confidence in present day apparatus.

Magnavox Company at the same time Mr. White was with that organization. Prior to this recent appointment, he was with the sales department of the Splittorf company.

The metropolitan New York city territory, in addition to the states of Pennsylvania, Delaware, New Jersey, Maryland and Washington, D. C. has been assigned to James A. Kennedy who will make his headquarters in New York. Mr. Kennedy resigned a short time ago from Arthur H. Lynch, Inc., to join the Jensen sales organization.

L. R. Hadin, prior to his appointment, was associated with Jack D. Underhill, manufacturer's agent for the Fansteel company. Mr. Hadin, with headquarters at Schenectady, will travel upper New York state and the New England states.

In the Northwest territory consisting of Wisconsin, Minnesota, Iowa, Nebraska and North and South Dakota, W. V. Crowley will be the Jensen sales representative. Mr. Crowley will make his headquarters at Chicago where he was formerly with Charles H. Freshman, Inc.

C. F. Crane, who up to the time he joined the Jensen organization, was assistant sales manager of the Briggs & Stratton Co., Milwaukee, will call on manufacturers. Mr. Crane will also travel out of the Chicago office.

## BREMER-TULLY CO. IN NEW FACTORY BUILDING

Old Established Company Finds  
Old Quarters Inadequate  
For Growing Business

CHICAGO. — Bremer-Tully Manufacturing Company, 520 S. Canal Street, this city, announces the removal to its new plant at 656-662 Washington Blvd.

Bremer-Tully are pioneers in the radio industry and began making radio parts with the advent of broadcasting. This company produced the first air-core transformer, three-circuit tuner, the variable condenser, the short-wave tuner and the outfit of interchangeable coils.

It was by means of this latest outfit that communication from Commander Byrd was received during his trip over the North Pole.

## Joins Chicago Concern



WILLIAM E. WOODS

Pioneer radio man who recently joined the sales staff of the Bremer-Tully Manufacturing Co., Chicago. He organized the Benwood Co., St. Louis, which later became the Benwood-Linze Co. He disposed of his interest in the company several years ago to become a manufacturer's representative in New England.

**Current Comments  
on Radio Topics**

This is what Ernest Ingold, the San Francisco Atwater Kent wholesaler, pulls on an unsuspecting editor. It seems he has a radio hour and wanted to get some girl singers. After interviewing them all afternoon and hearing them sing, at 5 o'clock an elderly woman pushed her way through the door of his office and he said: "Well, you are a little late, but sing a bit of some song you know." She sang two or three lines of Annie Laurie, and Ernest said: "Thanks, I will let you hear from us later." Her comeback was: "Now if you are all through your kidding, I have come to scrub out your office."

—*Talking Machine Journal.*  
\* \* \*

The man who says the radio  
Has come to us to stay  
Must have made his monthly payments  
Or else gone and moved away.  
—*L. C. Owens in T. M. R. M. Handbook.*  
\* \* \*

It is indeed inspiring to trace the engineering developments of the past five years and to observe that the industry has not grown under the force of revolutionary inventions, which invariably lead to a certain amount of unethical exploitation, but rather upon sound improvements in basic methods. And further, to note the rise in the quality and class of advertising and publicity; the elimination of the bally-hoo, and the growth of the associations serving the industry.—*Radio Engineering.*  
\* \* \*

The constant drop of water wears away  
the hardest stone,  
The constant gnaw of towser masticates  
the toughest bone,  
The constant cooing lover carries away the  
blushing maid,  
And the constant advertiser is the one who  
gets the trade.  
—*Charles Lando in Day Fan Dial.*

(All rights reserved.)

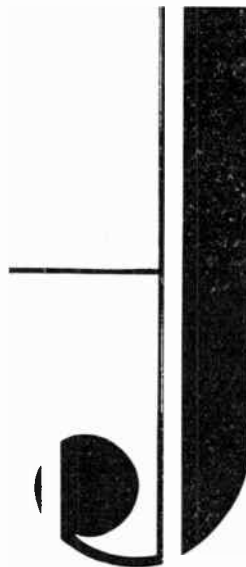
The public—after all the public, our customers, are the ones to consider first. In serving them properly we best serve ourselves. We are presumed to be leaders and mentors. We are, or should be, looked up to by those who eagerly take up radio for its constructional, entertainment or educational values and who are pathetically ignorant of its fundamentals and who expect more than radio can ever deliver. We must set them right on the way to enjoy radio. To do this we must know, ourselves. The radio dealer is more than a merchant. Let us deserve the confidence of these people and our reward will be great.

—*Federated News.*

**The R. T. A. Announcer. St. Louis  
Radio Trade Association, Publishers.**

The Southwest again shows its progressive spirit, particularly in radio fields with this new bi-monthly bulletin which will recount the activities of the St. Louis Radio Trade Association. The first issue carries a pleasing amount of material calculated to be of more than passing interest to the members. The new publication should serve the useful purpose of stimulating increased interest in the activities of the association and the splendid work which it is now carrying on in behalf of the radio trade in that part of the country.

**T**HERE is no occasion for confusion in selecting the right dynamic speaker for your trade this year. Consider only actual evidence of a manufacturer's ability to provide what you know are the essential factors in any successfully merchandised radio product. The field narrows quickly. Jensen is the answer.



**Jensen**  
**DYNAMIC SPEAKER**  
**The ANSWER!**

**A dynamic speaker  
clearly reflecting the  
genius and experience  
of Peter L. Jensen**

**MANUFACTURERS,  
JOBBER AND  
DEALERS**

See the New Jensen  
Models at the R. M. A.  
Trade Show, Exhibit,  
Space 48, Stevens Hotel or  
address our Chicago office  
for complete information.

—a speaker conceded in scientific circles to represent the finest known application of the dynamic art.

—a year's unqualified success—production never equaling public demand.

—Peter L. Jensen has supervised the development and manufacture of nearly a half million dynamic speakers. He was co-inventor and designer of the first dynamic speaker ever built.

—cabinets originated in the studios of one of America's foremost designers.

—a new big Chicago factory to supply the demand in the East and Middle West.

—a dealer and jobber policy dictated by a genuine spirit of fairness and understanding.

—a generous advertising program which will actively support Jensen jobbers and dealers.

—Jensen Dynamic Speakers range in price from \$40 upwards.

(Licensed under Magnavox patents)

**JENSEN RADIO MANUFACTURING COMPANY**  
338 N. Kedzie Avenue CHICAGO, ILLINOIS  
212 9th Street, Oakland, California

**Progressive Spokesman Essential**

Editor, THE RADIO DEALER:

THE RADIO DEALER, we recall, celebrated its sixth birthday with the April issue.

Permit me to extend congratulations and best wishes for long prosperity and extended influence.

Never was there greater need in our industry for spokesmen of the progressive and influential type such as THE RADIO DEALER.

Paul P. Geddes,  
Executive Vice-President  
Radio Manufacturers Association, Inc.

**Classified**

Howard D. Thomas, Pacific Coast Representative Argus Radio Corporation, offices Seattle and Los Angeles, well known among coast radio and automotive jobbers, will be in Chicago during show. Desires to secure one additional major line for coast. Address Howard D. Thomas, c/o Stevens Hotel, Chicago, Illinois.

Prominent German concern, manufacturing as a specialty Transmitter-filter and by-pass-condensers for any working voltage up to the highest, is willing to give their exclusive agency to an American concern of high standing. These condensers are of supreme quality and already well known in England and on the Continent. Address Box JN-28, Radio Dealer Publishing Co., 10 E. 39th St., New York City.  
George Turk  
30 Irving Pl., N. Y.

*Sell all New England at these shows  
More than 100,000 people will inspect the lines  
exhibited at the*

## **EIGHTH ANNUAL BOSTON RADIO EXPOSITION and SECOND ANNUAL NEW ENGLAND AERO SHOW**

**Mechanics Building, October 1 to 6 incl.**

**And the dealers will have a pre-view at the  
NEW ENGLAND RADIO TRADE SHOW  
August 1 and 2**

**Space in the Trade Show is limited to exhibitors  
in regular October Show and given free to  
manufacturers in proportion to space held.**

**RHODE ISLAND RADIO SHOW  
October 10, 11, 12, 13**

**Providence, R. I.**

**Write or Wire  
SHELDON FAIRBANKS EXPOSITIONS, Inc.  
209 Massachusetts Ave., Boston, Mass.**

### **Here and There With the Editor**

**I**F you are not a conscientious reader of trade journals in the radio fields, you are missing a big bet. Everyone in any field of industry should be vitally interested in the trade journals devoted to the particular industry, and if any dealer is overlooking the reading of trade journals, I am going to ask you to think it over seriously and decide if it is the right thing to do.

Our company wants every man in its employ to be familiar with these trade journals, and needless to say they are supplied with every radio trade journal publication. They keep us in touch with what the other radio manufacturers are doing and every news item is something that we know about and something that we can talk about. If any of you gentlemen are not subscribing to trade journals, I am asking you now to please do it.

There is real meat in every one of these trade journals, and I think you will find yourselves better salesmen for having read these magazines.

T. WAYNE MACDOWELL.  
Atwater Kent Mfg. Co.

WASHINGTON, D. C.—Resale price maintenance in the sale of radio receiving sets, parts, accessories and tubes is involved in a stipulation agreement made between the Federal Trade Commission and a corporation manufacturing such radio apparatus. The corporation agrees to cease and desist from the following unfair practices:

(1) Entering into contracts, agreements or undertakings with dealers,

whether distributors, jobbers, wholesalers or retailers to the effect that such dealers, or any of them, in reselling the products sold by respondent, will adhere to any system of prices fixed or established by the respondent.

(2) Securing contracts, agreements or understandings from such dealers to the effect that the dealers will adhere to any such system of resale prices.

(3) Threatening with civil or other suits, or refusing or threatening to refuse to sell to any such dealer because of failure to adhere to any such system of resale prices.

(4) Cooperating with other individuals, firms, partnerships or corporations in refusing or threatening to refuse to sell to any distributor, jobber or wholesaler because they resold the respondent's products to retailers who have failed to maintain the resale prices fixed by the manufacturer.

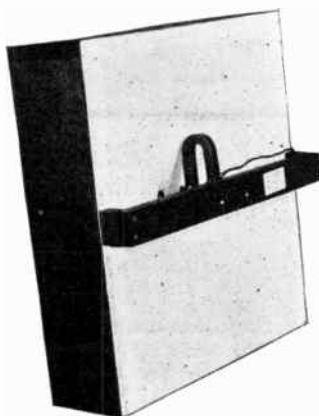
(5) Securing or seeking to secure the cooperation of its distributors or other dealers in maintaining or enforcing any system of resale prices.

#### **Amrad Newark Distributor**

MEDFORD HILLSIDE, MASS.—W. H. Lyon, general sales manager of the Amrad Corporation, this city, announces that negotiations have been concluded with the Newark Electrical Supply Company, Newark, N. J., who will act as exclusive Amrad distributors in this territory. W. A. Grimes, treasurer of the Newark company recently visited the Amrad factory and discussed merchandising plans for the coming season.

## **Announcing— The HOLCK Full RANGE Speaker**

Licensed under Holck Pats. Pend.



made with two cloth reinforced lacquer diaphragms under tension.

Gives a depth of tone and fullness of reproduction heretofore unattained.

**See It At the Trade Show.**

Jobbers models in floor type cabinets.  
Manufactured models in special sizes and types.

**Mfg. by HOLCK PRODUCTS CORP.**

100 Charles Street

New York City, N. Y.

## The Summer Camping Prospect

By ERNEST A. DENCH

**Y**OU DON'T have to sell me the idea of a camping display or displays; I'm already sold," declared a dealer with whom we were chatting. We had talked for an hour or more, and we wanted to know what was holding him back.

"The trouble with you trade paper writers is that you are all the time devising elaborate schemes for us. Anybody would think I was running a departmental store and had all the facilities imaginable at my command. I may sell Mazdas as well, but, gosh, Aladin's wonderful lamp is a different proposition. Curb your enthusiasm, and dig us up something simple but effective and then we'll be interested."

We admire this dealer friend for his frankness, but we know his weak point—nature has not endowed him with the gift to visualize—imagination, in other words. While it is a desirable thing to keep down to earth, you have to go up in the clouds once in a while, for otherwise it is not possible to look beyond one's windows. This dealer wants everything cut to a pattern for only then will he go right ahead.

Naturally, our next move was to ask him to be more specific, so by a little digging, we found that the following camping display props (most of which are called for in a realistic trim of this type) were the stumbling blocks:

(1) Wax models attired as campers. He has room nicely for "Bill" or "Mary," the nick-names that many a display man bestows on his wax manikins. It is not expected, or necessary, to sign a check for several hundred dollars and send it P. D. Q. to one of the display accessory houses. "Had he approached his neighbor, the men's wear retailer, for the loan of his 'Bill'?" we enquired. He had not; the plan had not occurred to him. It was a new one to him. When we pointed out that not only radio dealers had the borrowing bug, but other retailers like sporting goods houses, hardware stores, electrical concerns, etc., made a regular practice of it. It is not asking a favor, for the men's clothier is generally only too glad to cooperate, if only from a selfish motive. He sees the chance to get some extra display publicity for his wares, for he insists on the usual courtesy card. Stumbling block the first out of the way.

(2) Scenic backgrounds of an elaborate nature. Sometimes it is possible to buy one that will fit in with a small trim from some other local store, that has used it in past seasons. A want ad in the local daily will prove a wise investment. Other alternatives: a. Securing the loan of one or more large framed photographs of typical camping scenes in Yellowstone Park and other popular spots, from the local travel agency, or from one of the railroad companies. b. Screening the background and sides with fur, pine or spruce branches, which can be obtained by sending a boy out into the woods and adding a dollar or two as compensation. This stumbling block vanished into mid-air.

(3) Camping "props" such as a khaki tent, portable cook stove, blankets, table, etc. This can be dismissed in a single sentence: Borrow them from the sporting goods dealer with the usual courtesy sign.

This dealer was all ears and eyes now; we had shown him HOW, WHEN, WHERE and WHAT of these stumbling

(Continued on page 63)

# 16 Years of Experience

**F**OR sixteen years, to be exact since 1912, the year the U. S. Government enacted regulations governing the activities of radio reception and transmission, the DeJur Products Co. has been manufacturing resistances.

We have followed the growth of the art and have grown with the art. We extended our facilities as new developments were announced . . . Our engineers have a reputable background . . . We attained the reputation of resistance specialists—our products as the basis.

Now we introduce a new DeJur line — **VITREOUS ENAMELED POWER RESISTANCES** . . . These resistors, specifically designed to fulfill the requirements of present day B eliminators and electric receiver equipment, are the fruits of sixteen years of research and concerted study of the resistance field.

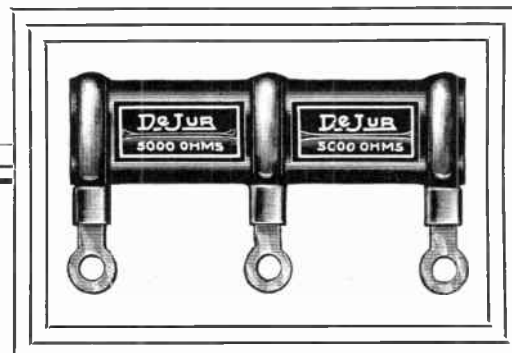
The DeJur Products Co. unreservedly guarantees its resistance products . . . DeJur dealers will receive absolute protection—utmost cooperation and are assured of sound merchandising . . . DeJur Vitreous Enameled Power Resistances will create good-will and permanent profits.

*Write for catalogue  
of other products.*

## DeJUR PRODUCTS Co.

199 Lafayette St.  
New York City

Booth No. 37



# They Improve Your Set! Increase Your Sales! and Cut Production Costs! USL CONDENSERS

do all these things for the set manufacturer because—

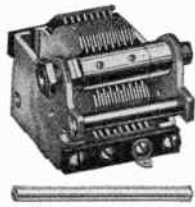
**1st**—The new United Scientific Type UXB condensers are so designed that their assembly is greatly simplified. This feature speeds up your production.

**2nd**—They are rigid and accurate, so as to improve the performance and increase the life of your receivers.

**3rd**—They have patented leveled brass rotors and stators.

**4th**—Precision spacing assures accurate calibration.

Universal Compact Type  
UXB Brass Condenser  
(Note Removable Shaft)

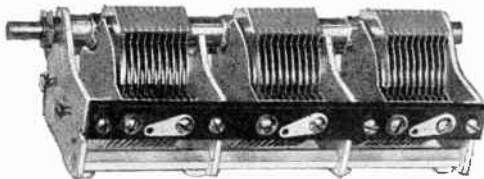


**5th**—The removable shaft can be adjusted to any desired length and is therefore adaptable to ganging in any number.

**6th**—Universal mounting permits clockwise or counter clockwise rotation. Integral frame lugs are provided for sub-panel mounting.

**7th**—Modified straight-line frequency wave takes care of all present day broadcasting wavebands.

## Type UXB Three Gang Condenser



This fine job, which is small and compact is especially suited for shielded work. The popular type UXB Condensers are used. They can be had in either .005MF or .00035MF Capacities.

Let the USL Engineers co-operate with you in solving your condenser problems. We are always glad to quote on special specifications.

## United Scientific Laboratories, Inc.

113 Fourth Avenue

New York City

BRANCH  
OFFICES  
St. Louis  
Chicago  
Boston  
Minneapolis



BRANCH  
OFFICES  
Cincinnati  
Los Angeles  
Philadelphia  
San Francisco  
Canadian Offices  
London, Ontario

## Coming Events

(Revised to date. Corrections and additions solicited.)

June 4-9.—Annual meeting Radio Division. National Electrical Manufacturers Association. Drake Hotel, Chicago. L. B. F. Raycroft, Chairman, Electric Storage Battery Co., Philadelphia, Pa.

June 4-9.—Music Industries Chamber of Commerce Convention. Hotel Commodore. Auspices M. I. C. of C., 45 West 45th Street, New York City.

June 11-15.—Second R. M. A. Trade Show. Hotel Stevens, Chicago. Auspices Radio Manufacturers Association, 32 West Randolph Street, Chicago, Ill.; 1265 Broadway, New York City.

June 11-15.—Federated Radio Trade Association Convention. Hotel Stevens, Chicago. H. G. Erstrom, Executive Secretary, Federated Radio Trade Association, 32 West Randolph Street, Chicago, Ill.

June 11-15.—National Association of Radio Writers' Convention. Hotel Stevens, Chicago. Walter A. Schilling, General Secretary, Suite 601, 10 East 39th Street, New York City.

June 18-30.—International Pageant of Music and Exposition. Ambassador Auditorium, Los Angeles. Waldo T. Tupper, Managing Director, 515 Commercial Exchange Building, Los Angeles, Cal.

July 2-7.—Denver Radio Trade Show. Denver Auditorium. Auspices Colorado Radio Trade Association, Denver, Col.

July 16-17.—National Electrical Credit Association. Hotel Statler, Boston. Frederic P. Vose, Secretary, 1008 Marquette Building, Chicago, Ill.

August 18-25.—Pacific Radio Exposition. Civic Auditorium. Auspices Pacific Radio Trade Association. W. J. Aschenbrenner, Secretary, 905 Mission Street, San Francisco, Cal.

September 2-8.—Los Angeles Radio Show. Ambassador Auditorium. Auspices Radio Trades Association of Southern California. Waldo T. Tupper, Managing Director, 515 Commercial Exchange Building, Los Angeles, Cal.

September 17-22.—Radio World's Fair. Auspi-

ces Radio Manufacturers' Show Association, 1800 Times Building, New York City; 127 North Dearborn Street, Chicago, Ill.

September 17-22.—Rochester Radio Show. Convention Hall. Sponsored and managed by Rochester Radio Trades, Inc., 122 Cutler Building, Rochester, N. Y.

September 17-22.—Southwestern Radio Exposition. Public Auditorium, St. Louis. William P. Mackle, Executive Secretary, 1207 Syndicate Trust Building, St. Louis, Mo.

September 19-21.—Sioux Falls Radio Show. Arkota Ballroom. Auspices Radio Dealers' Association, Sioux Falls, S. D.

September 24-29.—Northwest Radio and Electrical Show. Minneapolis Auditorium. Auspices Northwest Radio Trade Association, Inc., Harry H. Cory, Manager, 301 Tribune Annex, Minneapolis, Minn.

October 1-6.—Pittsburgh Radio Exposition. Duquesne Gardens. J. A. Simpson, Director, 401 Bessemer Building, Pittsburgh, Penna.

October 1-6.—Boston Radio Exposition and Aero Show. Mechanics Building. Sheldon H. Fairbanks, Director, 209 Massachusetts Avenue, Boston, Mass.

October 2-8.—Wisconsin Radio-Music Exposition. Milwaukee Auditorium. Auspices Wisconsin Radio Trade Association. W. B. Arvin, Assistant Secretary, Kesselman Building, Milwaukee, Wis.

October 8-14.—Chicago Radio Show. Coliseum. Auspices Radio Manufacturers Show Association, 127 North Dearborn Street, Chicago; 1800 Times Building, New York City.

October 15-20.—Detroit Radio Show. Convention Hall. Sponsored by the Radio Trade Association of Michigan. A. M. Edwards, Manager, 4464 Cass Avenue, Detroit, Mich.

## The Proper Test

PORTLAND, Ore.—Although any reliable manufacturer of radio when discharging his product will submit the creation to every imaginable test, there are many loopholes offered for damage or disalignment in transit.

It, therefore, remains for the district distributor to assume the task of guaranteeing his clientele perfect merchandise by submitting every component part to an exhaustive technical test.

Realizing the importance of this fact, the Sunset Electric Company of Portland, Oregon, distributor of Atwater Kent products, has installed a testing panel that represents an innovation in its field.

Under the supervision of Geo. L. Sammis, manager of the local branch, E. W. Kemper, superintendent of the service department designed and constructed at a cost of approximately \$1,000, a piece of equipment which is almost human in its capabilities.

By means of delicate meters and intricate switching arrangements the operators are enabled to read at a glance the operating characteristics of any component of a radio receiver. In addition to ordinary tests such as those made on radio frequency and audio frequency coils, speakers, etc. the panel is designed to accurately register current consumed in each circuit of the receiver as well as the total input current to the entire set. It is likewise arranged so that independent tests of speakers may be made while one or more sets are connected in an operating condition to the panel.

Socket power devices and practically any modern radio device of any sort, including tubes, may be tested on the "board," and still more remarkable is the fact that it is designed to give equally accurate tests on either direct or alternating current receivers.

The instrument is unique in its completeness and flexibility, and is believed by designers to be a departure from the conventional equipment used for such purposes. Although designed for use particularly with Atwater Kent equipment the test board will function as an indicator of faults in practically any piece of apparatus.



(Continued from page 61)

blocks and proved them to be but myths. He was, naturally interested to hear the batch of ideas we had garnered last summer. As you, too, will be likewise on the alert for ways and means of pepping up your summer window displays, here goes:

**The Mountain Selling**

The Wilson Music Co., Pasadena, Cal., with only a small window at their command, managed to procure a perfect fit-in with a stretch of painted scenery of rugged lake and mountain country, which extended across the rear and around one side. Everything had to be on a miniature scale because of space limitation, so a tiny pup tent was pitched at the center rear, behind small pine branches that stood upright like trees, and bringing the woody atmosphere into the window itself. About the green cloth floor several portable radio sets were exhibited.

**Realistic Camping Appeal**

Portable radio sets came in for an appropriate setting at the hands of Milnor's Cincinnati, O. Set up at the left rear corner was a large white tent, the wide open flaps of which revealed a camp chair, with a small portable radio set on the floor beside it. A little larger set reposed to the other side of the chair. Just outside the tent, on a rough bench, was a trifle more elaborate set, arranged ready to tune in. A loud speaker was on the ground surrounding it. An American flag was inserted in the ground outside the tent. A gravel path led from the tent, with grass "growing" on each side of the path. Near the rear center a tripod of heavy tree branches supported a large iron kettle over a twig fire, made realistic by a red electric light bulb hidden underneath. A few more portable sets were in evidence about the grassy floor, with large cards offering them at one or other of the three prices, \$18.00, \$18.50 and \$25.00, featured in the trim. At each side end of the window tall, strong poles supported an aerial.

Careful attention was paid to detail in the camp radio display staged by the Barker, Rose, Clinton Co., Elmira, N. Y. Most of the space was needed to permit the erection of a large khaki tent. The square-shaped flap was open, to introduce the camper (a life-size wax figure in khaki clothing) in his native habitat. A radio headset was clamped to his ears. The set which provided the entertainment was stationed on a folding table. Inside the tent were three camp stools; his hat was on one and his fishing tackle on the second and some cooking utensils and magazines on the third. There was also room inside for a folding bed, covered with a woolen khaki blanket. The front of the tent came within about twenty inches of the window glass. As this was a corner window, the tent was purposely provided with an opening at the side, so that the public entering the vestibule of the store could also view the scene from that side in addition. The back and sides of the trim were decorated with canvas strips of mountain scenery, above which a streamer advised: "Spend More Time in the Great Outdoors." As this is a hardware store, the ledge down in front was occupied with a number of other camping needs, but which, if desired, can be utilized to display several portable radio sets.

**Rural Simplicity in Camp Trim**

It is rather unusual, to say the least, to find a florist handling radio sets, but we have to hand the credit to the Dick Flower Shop, London, Ont., Canada, for display-

**JOBBER & DEALERS**

*This timely product for owners of Electric Sets*



At **\$1.50**

*is selling like wildfire!*

Pat. Pending No. 203931 Trade Mark Registered

**I. C. A. RESISTOVOLT PROTECTS A. C. TUBES FROM BLOWING OUT**

*Checks excess line voltage before it can damage A. C. Tubes and set wiring.*

Specially constructed coil of an imported material reacts only when line output is higher than 110 volts. Does not decrease the voltage when 110 volts or below. Installed in an instant. Plugs into light socket at one end and receives plug from set at the other.

Acts like a fuse in case of short circuit in set, the tubes remaining unhurt. Works on A. C. or D. C. Holds back line noises from speaker when light and appliance switches are turned on—also acts as lightning arrestor.

Selling by thousands. Every set owner wants to protect his expensive A. C. Tubes. Write for details.

- Type I. C. A.—7 for sets up to 7 tubes
- Type I. C. A.—9 for sets of 8 or 9 tubes
- Type I. C. A.—10 for sets up to 10 tubes



**To Manufacturers, Dealers, Jobbers**

As one of the Pioneer Panel Houses we are able to supply manufacturers with panels and subpanels drilled, punched, and engraved to your specifications—in Insuline or Bakelite at prices that represent savings of 15 to 25%. Let us estimate on your quantity jobs of panels, Tubing, rods, etc., as well. To the jobber and dealer we boast a prompt delivery of popular circuit panels, part and accessories. Our new catalog shows our complete line. Get your copy.

*Just Out! The New*



**CATALOG**



**ALL NEW ACCESSORIES FOR RADIO & TELEVISION**

**INSULINE CORP. OF AMERICA**  
78-80 Cortlandt St. New York City, U. S. A.



## Look This New Service Instrument Over

After you have seen the new Jewell Pattern 199 A. C. and D. C. Radio Set Analyzer you will agree that it has desirable features not found in similar instruments now available—features that improve and increase its value in the servicing of radio sets and equipment.

It is entirely new—designed to meet the present up to date service demands with additional features that anticipate future requirements.

Some of the features which mark it as distinctly advanced in design are; a new, 5-prong plug arrangement, simple push button switches for making tests, provision for an accurate tube test, a new cathode voltage test—all of which are distinct Jewell accomplishments and worthy contributions to the advancement of radio.

The two instruments, one an A. C. and the other a D. C., have the following ranges; 0-4-8-160 A. C. volts and 0-7.5-75-300-600 D. C. volts and 0-15-150 milliamperes. All ranges are brought out to binding posts and special leads are provided for continuity tests. All D. C. voltage ranges have a resistance of 1000 ohms per volt.

The instrument case measures 9 1/2 x 11 3/4 x 3 3/4 inches, and is covered with genuine morocco leather. The complete set weighs 7 1/2 pounds and is equipped with a handy carrying handle.

A new descriptive circular No. 2002 gives complete details of its special features. Write for a copy.



Pattern No. 199

## Jewell Electrical Instrument Co.

1650 Walnut St. - Chicago

"28 years Making Good Instruments"



**ULTRATONE**  
No. 12  
LIST PRICE **\$22.50**

**QUICK TURNOVER and PROFIT**

See and hear the Ultratone—it will speak for you with dollars. Mechanically perfect and attractive in appearance the Ultratone is a proved fast selling profitable item—popularly priced.

A visit to our exhibit at Booth 34 A in the Main hall and the demonstration in Room 523 at the Stevens Hotel will convince you of Ultratone superiority and salability.

**ULTRATONE MFG. CO.**

1046 W. Van Buren St.,  
Chicago.

# ULTRATONE

THE SPEAKER OF TODAY and TOMORROW

is distinctive in design and unequalled in tone. It stands the test of any receiver without the confusion of sounds so common to radio when great power is used. Requires less battery or electric current—prolonging the life of the tubes. The Ultratone is specially made to meet every condition in sound amplification.

**ULTRATONE \$15.00**  
Table Model No. 8  
LIST PRICE



ing them as effectively as any strictly radio store. Small spruce and pine trees were clustered at the back and sides in a perfectly natural manner. Sand, strewn with pine needles, served as the floor covering, about which a number of portable radio sets were exhibited on genuine tree stumps.

"Make the summer camp perfect with a portable radio" ran a large showcard, while smaller cards called attention to the various models. Note, if you will, how the camp idea was put across without resorting to elaborate "props" and yet maintaining outdoors realism.

### Radio at the Beach

Bathing at the beach or the lake shore is one of the pleasures of camping, so Lit Brothers, Philadelphia, Pa., took an aim in the right direction. The setting was largely feminine, although suggestive of a family party. The entire floor was strewn with white beach sand. Near the middle a female bather (wax model) reclined in a beach chair. Of the several other models posed in natural attitudes, one was in a semi-sitting posture, with a headset clamped to her ears. Near her was the portable set from which she was deriving the entertainment. Several youngsters in bathing suits were playing about in the sand.

### The Summer Sales Peak

This summer slump isn't all it is cracked up to be. While the winter's peak cannot be expected, a fair volume of business is to be attracted by hammering away at portable radios for camp. These sales do not bulk so large, but they are extra ones, usually, for lots of people who have never owned a radio before, do not mind so much spending twenty dollars or so for the portable model, in the light of an experiment. If they find the entertainment fills a gap, chances are they will be in the market in the fall for a more elaborate model. It will pay, therefore, to get their names and addresses, with a discreet enquiry as to whether they already own a set or have had one. This information, however, can usually be gotten without asking, for the novice is extremely cautious and will be apt to talk your clerks to death with technical questions. Then, in the fall, you can follow up such customers with a suitable form letter.

But first get your windows in shape for the camper. You have all summer in which to take a shot at him. Devote at least one display a month to him during the outdoor months. Keep that display in for about a week, then change over to some other summer appeal, such as lawn parties, people who flee to their summer cottages, the Independence Day week-end etc.

### Fourth of July Suggestion

Many a porch party is held on the night of the Fourth. You will cash in on this by suggesting to the hostess, via the show window route, that her guests will appreciate listening in to the radio. The hostess who wants her party to be a complete success will respond to such a timely reminder.

There was more than a hint of an Independence Day celebration in the window display effort of the Devere Electric Co., Cincinnati, Ohio. By latticework around the sides and across the top, a pergola effect was obtained. Tall palms were also placed in the corner locations.

The ceiling portion of the latticework was hung with fantastical Chinese lanterns (with electrical outlets connecting them

so they could be lighted at night). The lattice-work was decorated with flowering vines.

The floor section was centered by a miniature roadway of white sand, with artificial grass flanking each side of it. At the head of the roadway, well down in front, was an old portrait (loaned by a local art dealer) of George Washington. Flags were draped over the top of the picture, while over to one side appeared a small cannon.

Some little distance from this a miniature flagpole was planted in the roadway. The wax doll figure of a boy scout in uniform touched the flagpole with one hand, while with his other hand he indicated a radio set on a wicker table.

This table, also provided with a shaded lamp, was placed near one of the rear corners, where the palms suggested a porch nookery. The American flag hanging from the pole along the roadway fluttered in the breeze, which was created by an electric fan.

**Second Audition Planned**

PHILADELPHIA.—Encouraged by the countrywide interest evoked by its first National Radio Audition held last year, the Atwater Kent Foundation of Philadelphia has announced its purpose to hold another contest this year.

While the contest in 1927 enlisted the interest of 50,000 amateur singers from among whom ten finalists were chosen to compete for awards aggregating \$17,500, besides conservatory tuition, it is expected that an even larger number of youths and misses within the eligible ages—18 to 25—will participate in 1928. Similar awards are offered this year.

The larger number of entrants and an even more widespread interest are expected this year, owing to the greater period of time for preparation for the finals, which will be held in December.

The contest last year aroused such enthusiasm among radio users that it has been decided to retain the principle then established—that in the selection of contestants to represent states and districts, the votes of radio listeners shall weigh 60 per cent and the vote of boards of competent judges 40 per cent.

When the 1927 contest had been concluded, correspondence addressed to the Foundation reflected the widespread interest which the idea of permitting radio listeners to vote had aroused. Those who had listened to the state and district contests as they were radiocast found it doubly interesting to listen to the final singers and then to weigh the judgment of the national judges to ascertain wherein their own opinions as to the merits of favorite singers had been verified.

So this feature of permitting radio listeners to vote—so popular last year—will be preserved in the 1928 auditions.

The work of organizing the United States for participation in this farflung contest has been undertaken and will be pushed vigorously until every state has been brought into line.

This year, as last, the audition is recognized as the most generous opportunity ever afforded amateur singers to compete for awards which promise professional careers for gifted vocalists whether youths or young misses.

National headquarters, from which this year's audition will be directed, have been established in Washington, D. C.

**"LMC"**  
**CONTROLS**  
**POWER**

Only Vitreous Enamelled Resistors should be used in all types of light socket receivers and power supply units if proper voltage regulation and positive operation of all tubes are to be maintained.

**"LMC" Vitreous Enamel Resistors**  
(Wire Wound)

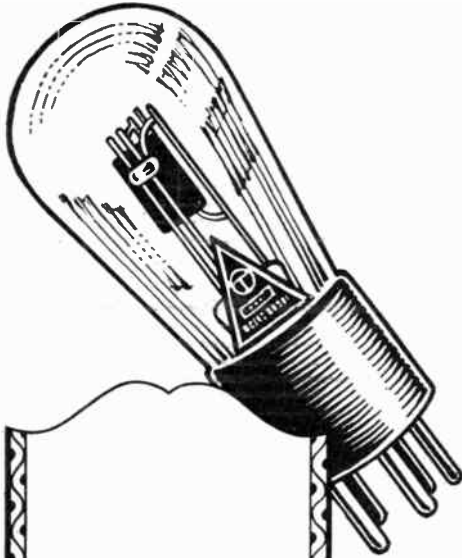
are consistent with no apparent inductance or capacity and have fairly low temperature co-efficient. They are non-hygroscopic. The electric element is thoroughly sealed with special vitreous enamel made in our laboratories and fused on. The wire and vitreous enamel have the same co-efficient of expansion. They are capable of withstanding considerable mechanical and electrical abuse, including short overload of 100 per cent.

We are prepared to furnish samples and quotations on resistors of any value, size and mechanical measurements. Send your specifications.

**Lautz Manufacturing Company**  
Electrical Alloy Products—  
Controlling Devices  
245 New Jersey Railroad Avenue,  
Newark, N. J.

**Insure Your Good Will by**  
**Prompt and Adequate Registration**  
**Of your Trade Mark in all Markets**  
**Send for New List of Charges, etc.**

**CHAUNCEY P. CARTER**  
3625 Lowell Street, N. W. WASHINGTON, D. C.  
Radio Trade-Mark Specialist



## GOOD WILL

**I**F you are building your radio business on the bed-rock of customer good-will, sell the tubes whose performance satisfies.

A complete line of Televocal A.C. and D. C. Quality Tubes of all types.

—  
Inspect the Televocal Line in Televocal Booth B84, and Room 539, at the Chicago Radio Show.

### Televocal Corporation

Televocal Building  
Dept. J-1, 588-12th Street  
West New York, N. J.

# Televocal

Quality Tubes

## THE RADIO DEALER CATALOG OF NEW APPARATUS



**AEROVOX INTERFERENCE FILTER.** Manufactured by the Aerovox Wireless Corp., 70 Washington street, Brooklyn, N. Y. Interference filter designed to prevent noises from power line from affecting operation electric receivers or power supply units. May be used to prevent disturbances from other electrical apparatus which interfere with radio reception. List prices: 200-volt type \$6.50; 400-volt type \$9.00.



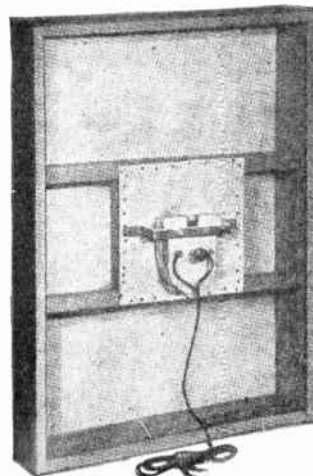
**POLYMET SMALL MOULDED BAKE-LITE CONDENSER.** Manufactured by the Polymet Mfg. Corp., 599 Broadway, New York City. Small moulded bakelite condenser combining electrical and constructional features of large size condensers, into light compact unit for easy mounting. Made in standard sizes.



**SANDAR DYNAMIC SPEAKER TABLE Model 71.** Manufactured by the Sandar Corp., Metropolitan Bldg., Long Island City, N. Y. Table type dynamic speaker in two-tone walnut cabinet of Gothic motif with carved cathedral effect grill. Made in three types for 6 volt, D. C., and A. C. Current supplies. List price of all models \$50.00.



**AEROVOX TAPPED PYROHM RESISTORS.** Manufactured by the Aerovox Wireless Corp., 70 Washington street, Brooklyn, N. Y. Resistors using high grade resistance wire wound on refractory tubes and then coated with a porcelain enamel to protect wire from moisture, oxidation and mechanical injury. Wire, tube and enamel designed to have same co-efficient of expansion. List, prices range from \$1.75 to \$5.50 according to type.



**FENCO AIRPLANE CLOTH SPEAKER.** Manufactured by Edward Fenton, 57 Murray street, New York City. Airplane cloth diaphragm speaker using Fenco unit. Front of speaker has oil painting on gold background. List price \$15.00.

**Letters to the Editor**

**Commends "Gyp" Article**

EDITOR, THE RADIO DEALER:

You certainly are to be commended very highly for the stand you have taken in article "The 'Gyp's' Days Are Numbered," which appeared in the May issue of your magazine. You have fully voiced my own personal sentiments.

Ever since I have been identified with the radio industry, I have been working against the "gyp" way of doing business. Of course there will be a continuance of this, but we hope that it is going to be lessened from year to year.

Almost our whole effort has been expended in the direction of affiliating ourselves with houses of high repute and we have up to this time accomplished quite a good deal.

H. A. BEACH,  
General Sales Manager,  
Charles Freshman Co., Inc.,  
New York City.

**Stresses Constructive Reply**

EDITOR, THE RADIO DEALER:

The writer has just finished the article in your May issue entitled, "The Gyp's Days Are Numbered." The letter which you print in the box represents either an amount of gall which approximates an insult, or else a degree of ignorance which is deplorable.

Your reply is constructive and to the point, and we hope that it will receive publicity among the class of individuals who might best benefit by it.

MORRIS METCALF,  
Treasurer,  
American Bosch Magneto Corporation,  
Springfield, Mass.

\* \* \*

**Perfection Far Distant**

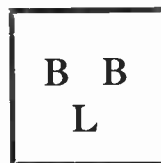
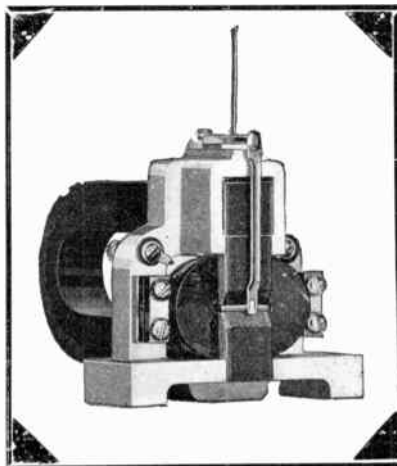
EDITOR, THE RADIO DEALER:

A friend asked me the other day whether radio was perfected to the point where he could buy a radio set. He said he had been waiting for the proper time to come and wanted me to give him my honest opinion. I told him that I did not think he ought to buy at this time because the new Zenith models for the next year were so far superior—He thanked me for the opinion and said he would wait.

"But" I said "that is not all. Our mechanical engineers are now working on our 1929 models which will make our 1928 goods out-of-date, and our construction engineers are working on our 1930 line. But the worst is yet to come. Our research engineers are working on our goods for 1931 and, at least one of these research engineers has very definite ideas on the improvements that will come in radio in 1935."

He immediately grasped the point because he said "Then your idea is that I ought to buy now." I said "Certainly you should, because both you and I will be six feet under the ground for many years before radio reaches perfection and my advice to you is to get your set now and enjoy radio while you can."

Paul B. Klugh  
Vice President & Gen. Mgr.  
Zenith Radio Corporation,  
Chicago, Ill.



**The B. B. L.  
MOTOR**

Mfg'd. Under Patent No. 1,667,531

This improved type motor has been designed by engineers of B. B. Laboratories, Inc., and is widely recognized for its wonderful results in loud speaker work. The armature has a large cross section area 1/16" x 5/8", therefore it handles power without saturation. It is short to reduce moment of inertia. Its width is ten times its thickness to reduce eddy current losses. The laminated pole pieces are cast integral with the frame, assuring permanent adjustment and special testing methods insure the uniformity of the product.

Manufactured and Guaranteed By

**BEST MANUFACTURING CO.**

1200 GROVE STREET  
IRVINGTON, N. J.

See Us At Chicago Radio Show Booth No. 14

**K Universal T  
KWIKTES T**

for all AC & DC tubes and sets



New Universal KWIKTEST gives full check on every make and model of tube and set. Easy and simple to operate; locates trouble instantly. External connections on meters, too. Saves time and makes money for you!  
Let us tell you how! Write America's pioneer manufacturer of set testers.

**KWIKTEST RADIO LABORATORY**  
82 Alfred Street, Detroit, Michigan

And Now

**A  
WORLD'S  
RECORD  
for A. C.  
Tube Life**



**5,000 Hours**  
of life—and still going strong!

That's the remarkable record of ARCTURUS A-C Tubes in a prominent receiver in a Fire Department, operating their set 18 hours daily.

And all ARCTURUS A-C Tubes have "built-in" long life, better tone qualities and reliability.

There is an attractive dealer proposition for you—write for it, now.

ARCTURUS RADIO CO., Newark, N.J.

**ARCTURUS  
A-C LONG LIFE TUBES**



A set of three coils, with coils covers the 20, 40 and 80 meter bands.

**F**OR several seasons Hammarlund low-loss, space-wound coils, have been universally approved by those who "know their stuff" in radio.

Now they may be had in the convenient plug-in form—a set of three coils efficiently covering the low-wave bands from 20 to 80 meters. Also special coils for higher wave-lengths.

Contacts are perfect. The double-silk-covered wire is space-wound and firmly anchored in a film of high-test dielectric material. Losses are low. Short-circuits are impossible.

The variable primary coil has phosphor-bronze flexible connections and is integral with the Bakelite base. Friction holds it at any desired coupling.

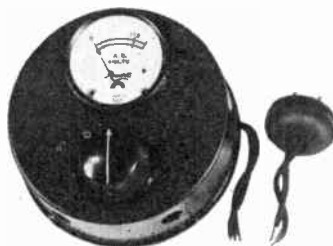
Set of Three Coils with Plug-in Base . . . . .	\$10.00
Plug-in coils . . . . .	\$2.50 each
Base only . . . . .	\$3.00 each

Write for Special Folder

HAMMARLUND MFG. CO.  
424-438 W. 33rd St., New York

For Better Radio  
**Hammarlund**  
PRECISION  
PRODUCTS

THE RADIO DEALER CATALOG OF NEW APPARATUS



**READRITE A. C. VOLTAGE REGULATOR.** Manufactured by the Readrite Meter Works, 5 College avenue, Bluffton, Ohio. A. C. Voltage regulator designed for all sets using A. C. tubes. Equipped with A. C. voltmeter and giant rheostat. To operate voltage is set to single scale division. Diameter 4¼ inches. Complete with plugs and five foot cord. List price \$6.50.



**AEROVOX COMPACT CONDENSERS.** Manufactured by the Aerovox Wireless Corp., 70 Washington street, Brooklyn, N. Y. Compact condensers suitable for use in high voltage circuits where small capacities of from .01 to .1 mfd, are required. Made in various ranges to withstand working voltages of 200, 400, and 1000 volts D. C. Units non-inductively wound, impregnated and sealed in round fibre tubes. List prices range from 55c to \$1.10 depending on type.



**SANDAR PANEL SPEAKER Model 63.** Manufactured by the Sandar Corp., Metropolitan Bldg., Long Island City, N. Y. Cone speaker mounted within two-tone walnut panel embellished with carved corner ornaments, with silk screen covering cone. Balanced armature unit. List price \$25.00.



**POLYMET CENTER-TAPPED RESISTANCES.** Manufactured by the Polymet Mfg. Corp., 599 Broadway, New York City. Center-tapped resistances made in standard sizes from 10 to 100 ohms; center mounting hole distance can be made to suit requirements. Combination soldering and mounting lug.



**PEERLESS DYNAMIC SPEAKER Model-T.** Manufactured by the United Radio Corp., Rochester, N. Y. Dynamic speaker incorporating several new principles of dynamic design. Equipped with rectifier element providing for light socket operation. Designed to handle output of any tubes. Built in table designed to accommodate receiver. List price \$100.00.

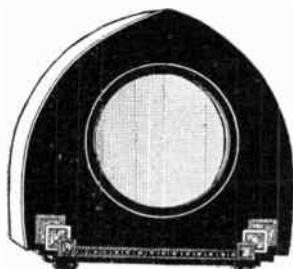
THE RADIO DEALER CATALOG OF NEW APPARATUS



ARCTURUS 22 A-C SHIELDED-GRID TUBE. Manufactured by the Arcturus Radio Co., 255 Sherman Avenue, Newark, N. J. A-C shielded grid tube recommended for general amplification purposes. Amplification constant 400; mutual conductance 445 microhms; plate to control grid capacity .04 mmfds.; fil. voltage 15; heater current .35; plate voltage 135; shield grid voltage 30; control grid bias 1; plate impedance 900,000 ohms.



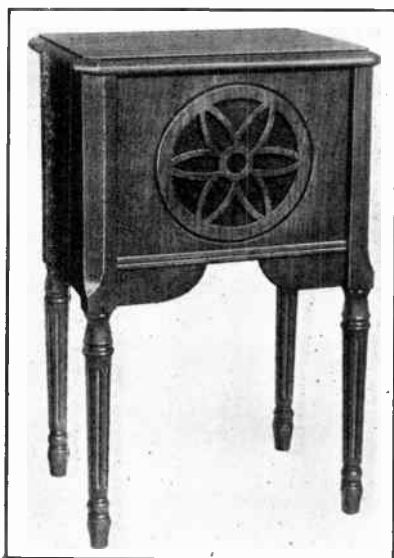
AEROVOX MIDGET TYPE CONDENSER. Manufactured by the Aerovox Wireless Corp., 70 Washington street, Brooklyn, N. Y. Midget type moulded bakelite mica condenser, with capacity of unit predetermined in manufacture of condenser element. Special lugs allow for screw, eyelet, or soldering assembly. Made in .00004 to .003 mfd. capacities. List prices 35c to 50c.



VITALITONE ART MODEL CABINET SPEAKER Type 100. Manufactured by the Vitalitone Radio Corp., 88 University Place, New York City. Loud speaker with new cone construction and unit enclosed in walnut or mahogany casing. Etched filigree of gold forms border along bottom. List price \$27.50.



AEROVOX WIRE WOUND RESISTORS. Manufactured by the Aerovox Wireless Corp., 70 Washington street, Brooklyn, N. Y. Resistance wire wound on flat fibre strips. Provided with positive contact terminals suitable for eyeletting, soldering or direct mounting on socket terminals. Available in resistance values of from 100 to 2000 ohms. List prices range from 20c to 35c depending on resistance of unit.



SANDAR DYNAMIC SPEAKER END TABLE Model 75. Manufactured by the Sandar Corp., Metropolitan Bldg., Long Island City, N. Y. Dynamic speaker housed in two-tone end table console. Made in three types for 6 volt, D. C., and A. C. current supplies. List prices of all models \$75.00

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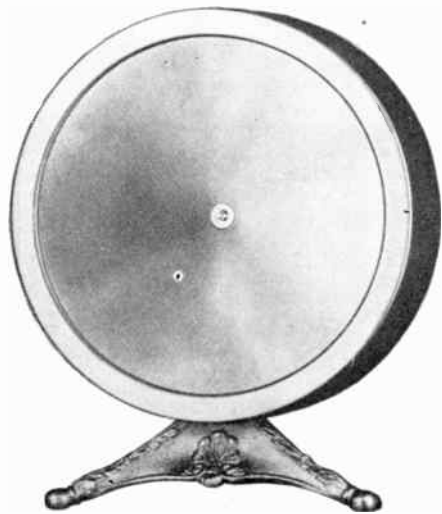
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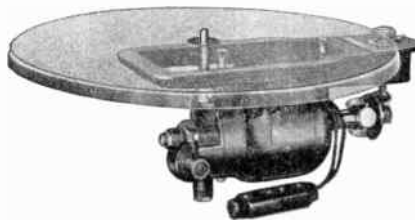
## THE RADIO DEALER CATALOG OF NEW APPARATUS



TELEVOCAL AC 222 TUBE. Manufactured by the Televoxal Corp., 588 Twelfth street, West New York, N. J. Special heater type tube requiring 2.5 volts maximum with 1.75 amperes on the heater. Has five prong base for a standard five prong socket. Control grid comes out on top of tube in same way as screen grid DC tube. Higher mutual conductance secured in this tube without loss of all advantages of screen grid DC type tube.



AEROVOX FILTER BLOCKS. Manufactured by the Aerovox Wireless Corp., 70 Washington street, Brooklyn, N. Y. Filter condenser blocks available in large variety of combinations of capacities and working voltages to suit popular rectifier and power amplifier circuits. Can sizes conform to RMA and NEMA specifications. Long flexible leads located at bottom of sections long enough to eliminate necessity for splicing wires. List prices \$10.00 to \$22.50 according to type.



BODINE ELECTRIC TURNTABLE. Manufactured by the Bodine Electric Co., 2256 West Ohio street, Chicago, Ill. Electric turntable designed for use in radio phonograph combinations. Equipped with single phase induction motor that has no commutator or brushes and is designed to cause no interference in loud speaker.



FARRAND DYNAMIC SPEAKER CONSOLE GRANDE Model 76. Manufactured by the Farrand Mfg. Co., Inc., Metropolitan Bldg., Long Island City, N. Y. Dynamic speaker in console of two-tone walnut, grill and front panels embellished with carved effects. Made in three types for 6 volt, D. C. and A. C. current supplies. List price of all models \$110.00.



# WHERE TO BUY RADIO EQUIPMENT

## A Classified List of Radio Dealer Advertisers

### ANTENNA EQUIPMENT

L. S. Brach Mfg. Co., Newark, N. J.

### BATTERIES, DRY CELL,

National Carbon Co., Inc., 30 East 42nd St., New York City.

### "B" POWER UNITS

Greene-Brown Mfg. Co., 5100 Ravenswood Ave., Chicago, Ill.

### BENCHES

Art Specialty Co., 728 W. Randolph St., Chicago, Ill.

### CABINETS

Federal Furniture Factories, Inc., 206 Lexington Ave., New York City.

### CLIPS

Fahnestock Elect. Co., Long Island City, N. Y.

### COILS

Hammarlund Mfg. Co., 424 W. 33rd St., New York City.

### CONDENSERS, FIXED

Aerovox Wireless Corp., 60-72 Washington St., Brooklyn, N. Y.

De Jur Products Co., 199 Lafayette St., New York City.

Electro-Motive Eng. Corp., 127 West 17th St., New York City.

Polymet Mfg. Corp., 599 Broadway, New York City.

### CONDENSERS, VARIABLE

De Jur Products Co., 199 Lafayette St., New York City.

United Scientific Labs., 80 Fourth Ave., N. Y. C.

### GRID LEAKS

Aerovox Wireless Corp., 60-72 Washington St., Brooklyn, N. Y.

L. S. Brach Co., Newark, N. J.

De Jur Products Co., 199 Lafayette St., New York City.

Electro-Motive Eng. Corp., 127 W. 17th St., New York City.

International Resistance Co., Philadelphia, Pa.

Polymet Mfg. Corp., 599 Broadway, New York City.

### GROUND CLAMPS

L. S. Brach Mfg. Co., Newark, N. J.

### INSULATORS

De Jur Products Co., 199 Lafayette St., New York City.

### KITS

Geo. W. Walker Co., 2825 Chester Ave., Cleveland, Ohio.

### LIGHTNING ARRESTERS

L. S. Brach Mfg. Co., Newark, N. J.

Jewell Elec. Inst. Co., 1650 Walnut St., Chicago, Ill.

### LOUD SPEAKERS

Amplion Corp. of America, 531-535 West 37th St., New York City.

Crosley Radio Corp., 732 Sassafras St., Cincinnati, Ohio.

Farrand Mfg. Co., Long Island City, N. Y.

Chas. Freshman Co., Inc., 240 W. 40th St., New York City.

Jensen Radio Mfg. Co., 338 N. Kedzie Ave., Chicago, Ill.

Pacent Radio Corp., 156 W. 16th St., New York City.

Pausin Eng. Co., 727 Frelinghuysen Ave., Newark, N. J.

Stevens & Co., Inc., 46 East Houston St., New York City.

Ultratone Mfg. Co., 1046 W. Van Buren St., Chicago, Ill.

J. W. & W. L. Woolf, Inc., 227 Fulton St., New York City.

### LOUD SPEAKER UNITS

J. W. & W. L. Woolf, Inc., 227 Fulton St., New York City.

### MAILING LISTS

R. L. Polk & Co., Detroit, Mich.

Trade Circular Addressing Co., 166 W. Adams St., Chicago, Ill.

### METERS

Jewell Elec. Inst. Co., 1650 Walnut St., Chicago, Ill.

Readrite Meter Works, Bluffton, Ohio.

### PANELS

Insuline Corp. of America, 78-80 Cortlandt St., New York City.

### PATENTS

Richard B. Owen, 41 Park Row, New York; 82 Owen Bldg., Washington, D. C.

Zoltan H. Polachek, 1234 Broadway, New York City.

### PHONOGRAPH PICK-UPS

Pacent Electric Co., 91-7th Ave., New York City.

### PLUGS

L. S. Brach Mfg. Co., Newark, N. J.

De Jur Products Co., 199 Lafayette St., New York City.

Polymet Mfg. Co., 599 Bway, New York City.

### POTENTIOMETERS

Polymet Mfg. Co., 599 Broadway, New York City.

United Scientific Labs., 80 Fourth Ave., N. Y. C.

### RADIO CHASSIS

Pierce-Airo, Inc., 80 Fourth Ave., N. Y. C.  
Buckingham Radio Corp., 440 W. Superior St., Chicago, Ill.

### RADIO TABLES

Aimone Furniture Co., 1565 Boulevard, Jersey City, N. J.

### RECTIFIERS

Raytheon Mfg. Co., Cambridge, Mass.

### RELAYS

Jewell Elec. Inst. Co., 1650 Walnut St., Chicago, Ill.

### RESISTORS, FIXED

L. S. Brach Mfg. Co., Newark, N. J.

De Jur Prod. Co., 199 Lafayette St., New York City.

Electro Motive Eng. Corp., 127 West 17th St., New York City

International Resistance Co., Philadelphia, Pa.

The Lautz Mfg. Co., 247 New Jersey R. Ave., Newark, N. J.

### RHEOSTATS

De Jur Products Co., 199 Lafayette St., New York City.

Polymet Mfg. Co., Inc., 599 Broadway, New York City.

United Scientific Labs., 80 Fourth Ave., N. Y. C.

### SETS, RECEIVING

Crosley Radio Corp., 732 Sassafras St., Cincinnati, Ohio.

Federal Radio Corp., Buffalo, N. Y.

Chas. Freshman Co., Inc., 240 W. 40th St., New York City.

Marti Electric Radio Co., 22 Central Ave., West Orange, N. J.

Shamrock Mfg. Co., 195 Waverly Ave., Newark, N. J.

Sleeper Radio & Mfg. Corp., 464 Washington Ave., Long Island City, N. Y.

Steinite Radio Corp., 506 Wabash Ave., Chicago, Ill.

Zenith Radio Corp., 3620 Iron St., Chicago, Ill.

### TABLES

Art Specialty Co., 728 W. Randolph St., Chicago, Ill.

### TESTING APPARATUS

Kwiktest Radio Lab., 82 Alfred St., Detroit, Mich.

Supreme Instruments Corp., Greenwood, Miss.

### TRADE MARKS

Chauncy P. Carter, 3625 Lowell St., N. W., Washington, D. C.

### VACUUM TUBES

Arcturus Radio Co., 225 Sherman Ave., Newark, N. J.

Raytheon Mfg. Co., Cambridge, Mass.

Sonatron Tube Co., 108 W. Lake St., Chicago, Ill.

Televoal Corp., 558 Twelfth St., West New York, N. J.

### VOLTAGE REGULATORS

DeJur Products Co., 199 Lafayette St., New York City.

Wirt Co., 5221 Greene St., Philadelphia, Pa.

### WIRE

The Acme Wire Co., New Haven, Conn.

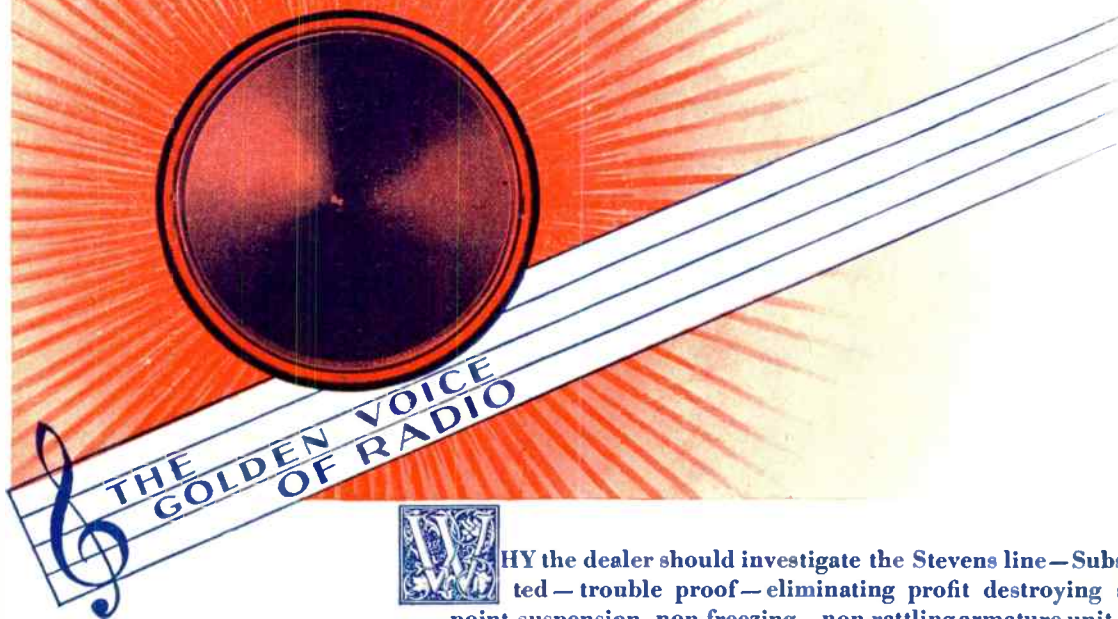
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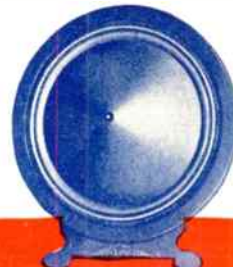


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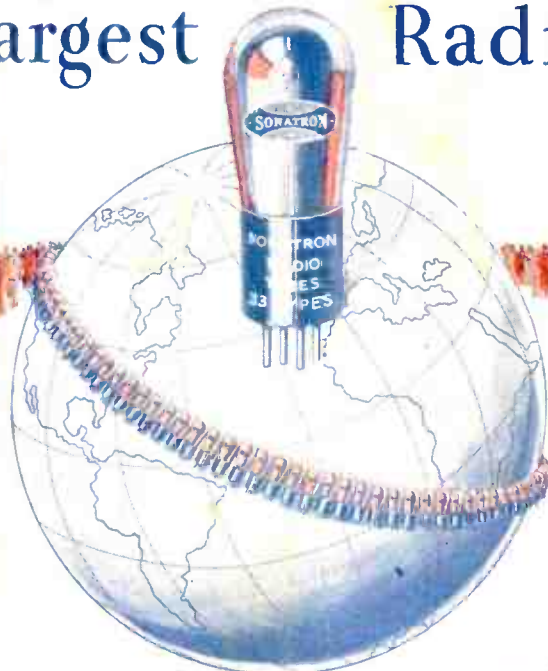
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#### DRY CELL TUBES

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