

Radio Industry

A GAGE
PUBLICATION

Radio Supplement Electrical Record

\$1 a Year
15c a Copy

The Business Paper of the Radio Trade

Reg. U. S. Pat. Off.

October, 1925
Vol. 3, No. 4

UTAH

Trade Mark Registered

Made In Salt Lake City

**LARGEST IN AMERICA
10 MONTHS IN BUSINESS**

Our guarantee sells them. Merit keeps them sold. No other maker will make this guarantee. Always wins in a test.

ALL MODELS
HAVE
SAME UNIT

**UTAH
SUPERFLEX**



Price \$14.00

GUARANTEE

Buy a **Utah** and use it for two weeks. Compare its tone with the best the others are able to produce. **If the Utah does not give better reception** return it to your dealer and **he will refund your money.**

PHONO-SPEAKER

With Stand . . \$10.00
Without Stand . \$9.50

*We are Manufacturers—
not Assemblers*

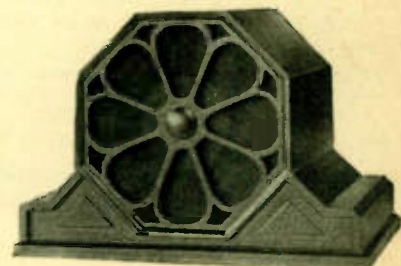
**UTAH
STANDARD**



\$25

MADE OF
SEMI-HARD
RUBBER
NO VIBRATION

**UTAH
SUPREME**



Reg. U. S. Pat. Office

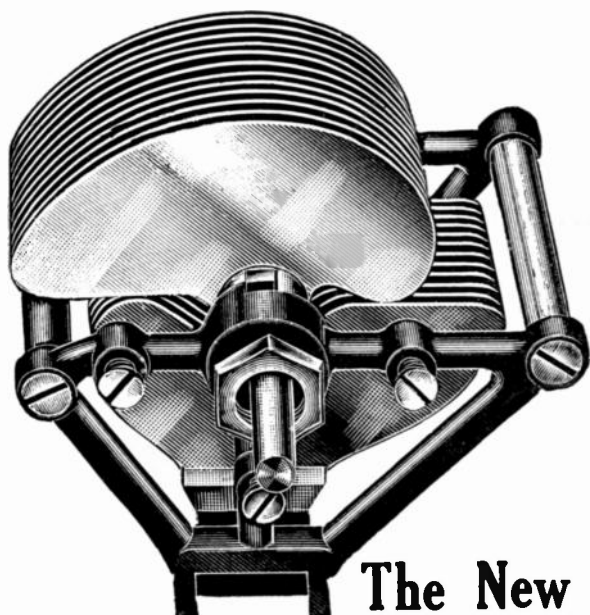
Price \$25.00

UTAH RADIO PRODUCTS CO.
1427 S. Michigan Ave.
Chicago, Ill.

TEAMWORK!

The New WALNART
Station-Selecting Team
is a
Bona-fide Profit Winner!

Here they are! Two amazing and deservedly fast-selling tuning units by Walnart.



The New Walnart Station-Selecting CONDENSER

.00025 — \$4.00
.00035 — 4.25
.0005 — 4.50

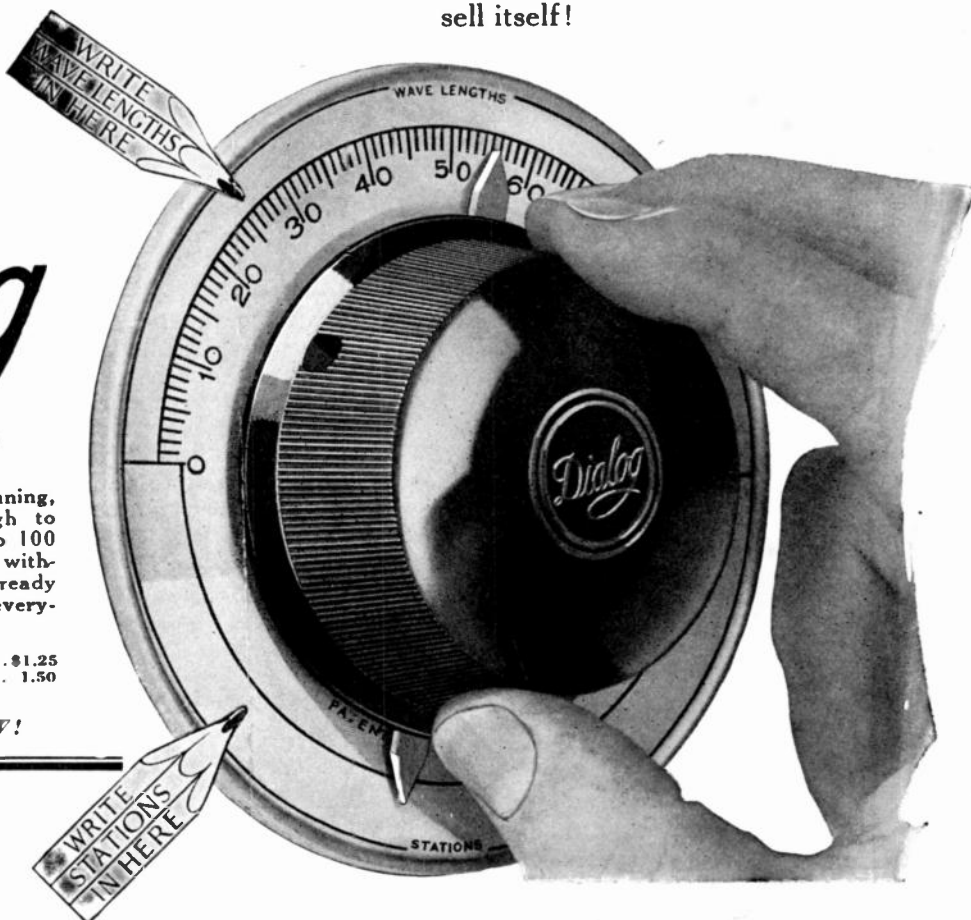
--and Its Tuning Partner,

Dialog
Trademark
Registered U. S. Pat. Office

The World's smoothest vernier dial! No gears or cams to wear out. No backlash. Low enough ratio for "needle sharp" easy tuning, yet fast enough to jump from 0 to 100 in an instant without effort. Already a fast seller everywhere.

Black bakelite knob and silvered or black dial...\$1.25
Brown bakelite knob and gilded dial..... 1.50

Ask your jobber—or write us—NOW!



A new type condenser!

Not a straight line frequency, not a straight line wave length. But—what fans want and will pay their money for—a real station-selecting condenser. Uncrowds all stations at both ends of the dial. And its losses are less than Bureau of Standard minimum. Stock it—Display it—tell the story—it will sell itself!

WALNART ELECTRIC MFG. CO.
"The Makers of Good Goods Only"
308 S. GREEN ST., CHICAGO

Balkite

Radio Power Units

the ideal power supply for any radio set



Balkite Battery Charger

This popular battery charger can be used while the radio set is in operation. If your battery should be low you merely turn on the charger and operate the set. Charging rate 2.5 amperes. Operates from 110-120 AC 60 cycle current. Special model for 50 cycles. Also for 25-40 cycles with 1.5 ampere charging rate.

Price \$19.50 West of Rockies, \$20
In Canada, \$27.50



Balkite Trickle Charger

Charges both 4 and 6 volt radio "A" batteries at about .5 amperes. Usable in 3 ways: (1) As a regular charger with a low capacity storage battery for sets now using dry cells. (2) With storage battery sets of few tubes. Furnishes more current than used by 6 dry cell or 2 storage battery tubes, so that if used during operation it need be used at no other time. (3) As a "trickle" or continuous charger for sets of as many as 8 dry cell or storage battery tubes. Size 5 1/2 in. long, 2 1/2 in. wide, 5 in. high. Operates from 110-120 AC 60 cycle current. Special model for 50 cycles.

Reputable manufacturers are also offering this fall for use with this charger special switches which turn on Balkite "B" and turn off the charger when you turn on your set. This makes the current supply for both "A" and "B" circuits automatic in operation.

Price \$10 West of Rockies, \$10.50
In Canada, \$15

Balkite Radio Power Units are the ideal power supply for any radio set. They simplify and improve radio reception. They reduce the amount of attention required by the set. With their use the radio current supply is always exactly what is required for each circuit.

For the "A" circuit there are the Balkite Chargers. The advantages of the popular Balkite Battery Charger are obvious. Entirely noiseless—it can be used while the set is in operation.

For sets of smaller "A" current requirements—any dry cell set or sets of few storage battery tubes—there is the Balkite Trickle Charger. With a low capacity storage battery it enables owners of sets now using dry cells to make a most economical installation.

For the "B" circuit there is Balkite "B"—the outstanding development in radio. It eliminates "B" batteries entirely and supplies plate current from the light socket. It fits any set of 6 tubes or less. For sets of 6 tubes or more there is Balkite "B" II, the same popular model offered last year.

Noiseless—No bulbs—Permanent

All Balkite Radio Power Units are based on the same principle. All are entirely noiseless in operation. They have no moving parts, no bulbs, and nothing to adjust, break or get out of order. They cannot deteriorate through use or disuse—each is a permanent piece of equipment with nothing to wear out or replace. They require no other attention than the infrequent addition of water. They do not interfere with your set or your neighbor's. Their current consumption is remarkably low. They require no changes or additions to your set.

An "A" battery, a Balkite Charger and a Balkite "B" constitute a complete, trouble-free radio power equipment, one that is economical, unfailing in operation, and eliminates the possibility of run-down batteries.

Manufactured by FANSTEEL PRODUCTS COMPANY, Inc.
North Chicago, Illinois

FANSTEEL
Balkite
Radio Power Units



Balkite "B"

Eliminates "B" batteries. Supplies plate current from the light socket. Operates with either storage battery or dry cell tubes. Keeps "B" circuit always operating at maximum efficiency, for with its use the plate current supply is never low. Requires no changes or additions to your set. No bulbs—nothing to wear out or replace. Requires no attention other than adding water twice a year.

A new model, designed to serve any set of 6 tubes or less. Size 8 1/2 in. long, 8 in. high, 3 1/2 in. wide. Occupies about same space as 45 volt dry "B" battery. Operates from 110-120 AC 60 cycle current. Special model for 50 cycles.

Price \$35
In Canada, \$49.50



Balkite "B" II

The most outstanding development in radio last season. Same as the new Balkite "B" but will fit any set including those of 8 tubes or more. Current capacity 40 milliamperes at 90 volts. Size 9 in. high, 6 1/2 in. wide, 7 1/2 in. deep. Operates from 110-120 AC 60 cycle current. Special model for 50 cycles.

Price \$55
In Canada, \$75

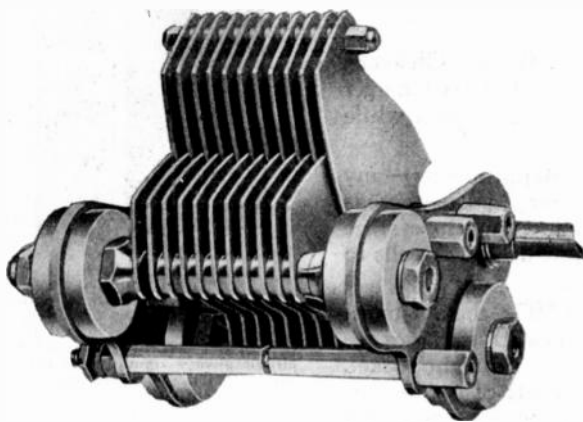
The Unipower, manufactured by the Gould Storage Battery Company, is equipped with a special Balkite Radio Power Unit.

BALKITE BATTERY CHARGER • BALKITE TRICKLE CHARGER • BALKITE "B" • BALKITE "B" II

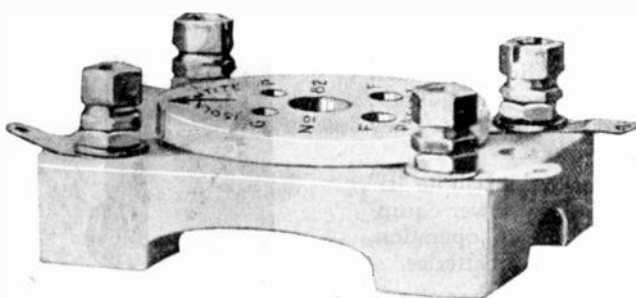
ALL BALKITE RADIO POWER UNITS ARE TESTED AND LISTED AS STANDARD BY THE UNDERWRITERS' LABORATORIES

ISOLANTITE

an insulation of eternal permanence



The "Mirra" Condenser
with Isolantite bushings. Report of tests showed loss to be "approximately 10 ohms (so small as to be hard to measure)."



Patent "Universal" Tube Socket
of ISOLANTITE results in negligible dielectric losses and negligible capacity effect between plate and grid.

As nearly perfect as human skill can devise was the goal which the Liberty Screw Products Company set for their "Mirra" condenser.

Characteristic of their efforts to achieve it was their method of attacking the insulation problem.

Dr. Newell, of Worcester Polytechnic, carried out extensive tests of various insulating materials and states that Isolantite makes a condenser a low loss condenser as well as a straight line frequency. The results of his tests on five standard insulating materials show:

Material A	20 ohms. (too brittle)
Material B	80 ohms. (untreated)
Material B	40 ohms. (treated)
Material C	15 ohms.
Isolantite	Approx. 10 ohms. (so small as to be hard to measure).

Another triumph for Isolantite and another name added to the long list of quality products in which Isolantite is used

ISOLANTITE COMPANY OF AMERICA
INCORPORATED
BELLEVILLE **NEW JERSEY**
PARIS *TURIN*

Radio Industry

The Business Paper of the Radio Trade

Radio Supplement to ELECTRICAL RECORD

Volume 3

OCTOBER-1925

Number 4

Contents of This Issue

Radio Troubles Going to Capital	19
Creating Customers by Mail	20
Shows, Dinners and Meetings Forecast Busy Season.....	22
To Trade or Not to Trade?..... <i>Harry P. Bridge, Jr.</i>	25
Radio Men Discuss Industry's Problems.....	27

Departments

Tuning In on the Editor's Desk.....	65	New Radio Products.....	68
Sales Ideas for Radio Dealers.....	66	News of the Radio Industry.....	74

Encyclopedia of Radio Receiving Sets	28
This compilation, in addition to name and address of manufacturer, gives detailed information covering Trade Name, Type, Number of Tubes, Control, Dimensions, Weight and Price	

Encyclopedia of Loud Speakers	55
This section is devoted to manufacturers of Loud Speakers. In addition to their names, complete specifications are given covering Trade Name, Material of Horn, Finish, Magnet, Action, Height, Weight and Price	

Trade Names of Receiving Sets and Loud Speakers.....	79
Under this heading are given the trade names employed by every manufacturer	

Stanley A. Dennis, *Editor*

J. C. Prior, *Associate Editor*

RADIO INDUSTRY does not publish any news or comment relating to either personal or legal controversies.

Signed articles express the thought of the contributor, but not necessarily that of the editor or publisher.

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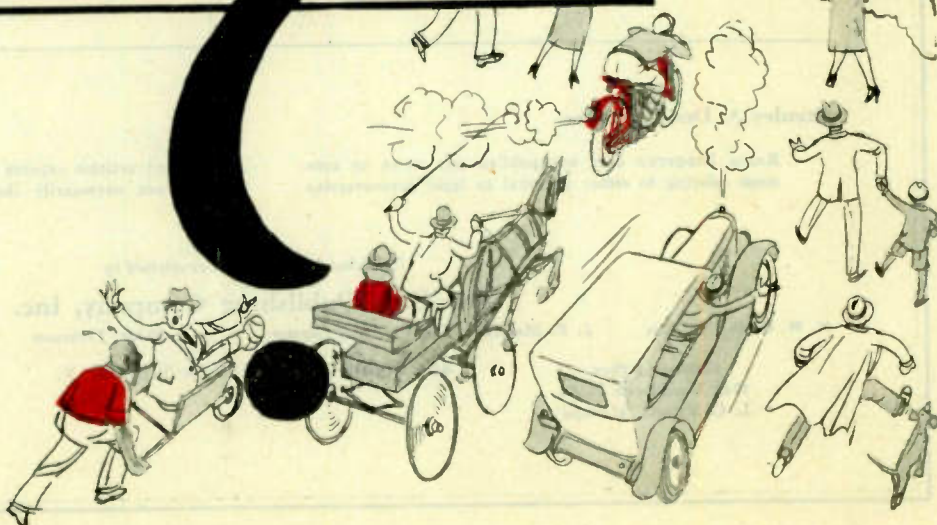
Chicago Office
1742 Monadnock Block
L. C. Bassett, *Manager*

461 Eighth Avenue, New York, N. Y.

Cleveland Office
516 Caxton Building
Harry Krohn, *Manager*

ATWATER KENT RADIO

*Are you
ready for
the rush*



ATWATER KENT RADIO

OCTOBER BUSINESS is opening with a rush that we did not anticipate even in August, when we made our predictions of a big fall market. This activity is reflected in every phase of Radio.

It is a situation for earnest consideration by radio distributors and dealers who are seriously in the business.

The time has nearly passed in Radio, as it passed years ago in the automobile business, when a dealer carried an assortment of several competing makes so that he "wouldn't miss a sale." Shrewd merchants have found out that the radio buyer nowadays doesn't take what is urged upon him, but buys what he knows.

This fall, as never before, Atwater Kent is known favorably to the country. For during the past summer there was no let-up in Atwater Kent sales effort. Many powerful national magazines carried the Atwater Kent message. Billboards in unprecedented number flashed their message to the passing motorist and pedestrian.

Hundreds of thousands of prospective buyers have been convinced by this steady activity through

the hot months, that Radio has at last produced a year-'round set—and that it is the ATWATER KENT.

Atwater Kent enjoys national recognition. Atwater Kent and very few others must supply the bulk of the demand. Our new twelve-acre factory enables us to meet a record-breaking increase in business, but there is a bottom even to the ocean!

What Radio are you going to offer to *your* customers this fall?

Is it known to everybody?

Is it backed by a strong manufacturer?

Is it built right?

Is its price right?

Are you ordering it before the rush comes?

Will it sell; and *will it stay sold?*

Something to think about and something we will gladly talk over with the right kind of merchants in territories where we may still need additional representation.

ATWATER KENT MANUFACTURING COMPANY

A. Atwater Kent, President

4729 WISSANICKON AVENUE : PHILADELPHIA, PENNSYLVANIA

*Write for
illustrated
booklet*

telling the complete
story of
Atwater Kent Radio.



Every Thursday Night—

the potential audience of the Atwater Kent Radio Artists, who broadcast from ten stations every Thursday evening from 9 to 10 o'clock (eastern standard time) is estimated at more than 10,000,000. These are the stations:

WEAF New York	WCAE Pittsburgh
WJAR Providence	WGR Buffalo
WEEI Boston	WWJ Detroit
WFI Philadelphia	WOC Davenport
WSAI Cincinnati	WCCO Minneapolis-St. Paul



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



Model 20, without tubes, \$80



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



Model 24, without tubes, \$100



Model L,
with 9' flexi-
ble cord, \$17



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



Model 20 Compact, including bat-
tery cable, but without tubes, \$80

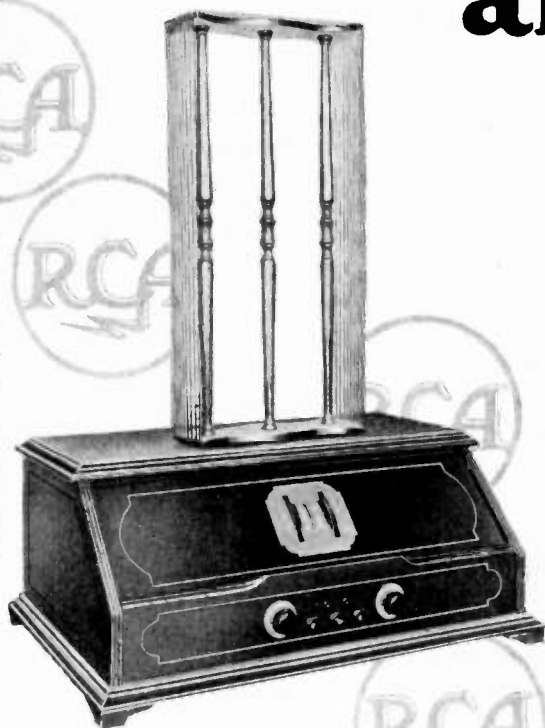


Model 12, built on special order, includ-
ing battery cable but without tubes, \$100



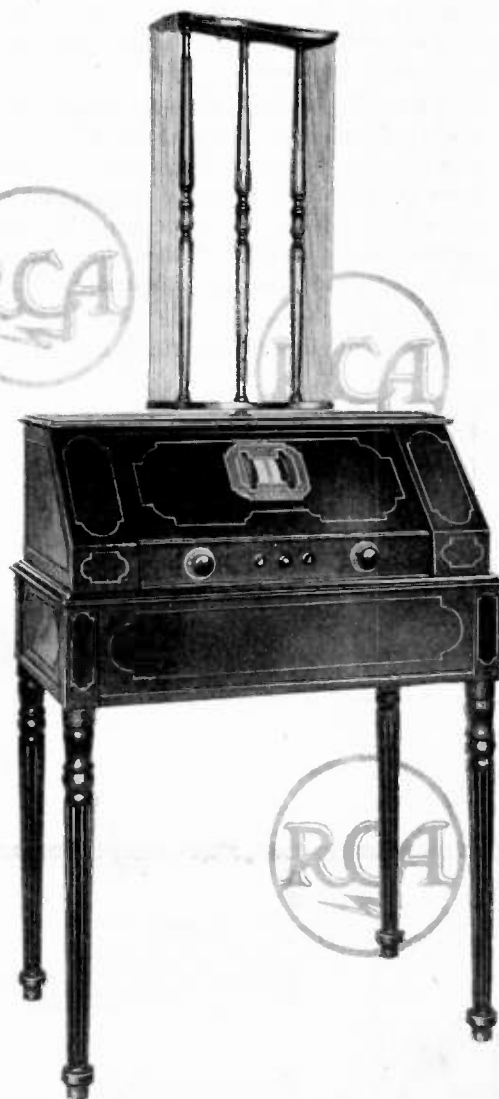
Model H,
with 9' flexi-
ble cord, \$22

NEW *Six and Eight tube* are stirring a



Radiola 25, pictured on the left, new RCA six-tube, uni-control Super-Heterodyne, table type with attached loop. Dry battery operated with space in cabinet for all necessary batteries. If used in conjunction with Radiola Loudspeaker Model 104, Radiola 25 operates from 110 volt, 60 cycle A. C. lighting circuit, requiring no batteries.

Tuning mechanism consists of new RCA uni-control system employing "straight line" frequency condensers giving equal spacing of all stations on tuning scale. List price, including 5 Radiotrons UX-199, 1 Radiotron UV-877 and 1 Radiotron UX-120 . \$165.00



Radiola 28, pictured on the right "Jefferson desk" type new RCA uni-control eight-tube Super-Heterodyne with attached loop. As dry battery operated receiver, gives volume in excess of that obtainable from storage battery operated receivers. Space inside cabinet for all dry batteries.

If used with Radiola Loudspeaker Model 104, Radiola 28 operates completely from 110 volt, 60 cycle A. C. lighting circuit, eliminating all batteries. Tuning mechanism consists of new RCA uni-control system employing "straight line" frequency condensers giving equal spacing of all stations on tuning scale. List price, including 7 Radiotrons UX-199, 1 Radiotron UV-877 and 1 Radiotron UX-120 \$260.00

"SUPER-HETS" buying market

VOLUME! Tone! Fine appearance. And all the performance of a Radiola Super-Heterodyne. Add to these the new uni-control operation and other refinements—and you have a vigorously re-awakened radio market.

Surveys of the past year have shown that the one set most asked for by prospective buyers was the Super-Heterodyne. Now everyone is asking to see and hear the *new* Super-Heterodyne. If you have it there to show, you have a self-made sale.

Ask the nearest RCA distributor for catalog describing all the new Radiolas and Radiola Loudspeakers. Get in line for radio's biggest autumn season!

RADIO CORPORATION OF AMERICA
CHICAGO NEW YORK SAN FRANCISCO



Creating new
loudspeaker standards
Plug in the new RCA Cone
type Loudspeaker on any good
set. One hearing will sell you—
one hearing will sell any cus-
tomer. It is clear-toned—true
in every range of tones, high or
low. List \$35

RCA-Radiola

MADE BY THE MAKERS OF RADIOTRONS

LOOK FOR THE **RED** TOP



The **RED** TOP identifies **the** genuine

Q · R · S

TRADE MARK
REGISTERED

Radio Tube

They are better

Try a Q.R.S. Red Top Tube—and note the distinct difference. Q.R.S. Red Top Radio Tubes are guaranteed to be better. Every Tube tested and inspected four times before they have our Red Seal of approval.

Jobbers and Dealers—There's a difference. Get our proposition.

The Q · R · S Music Company

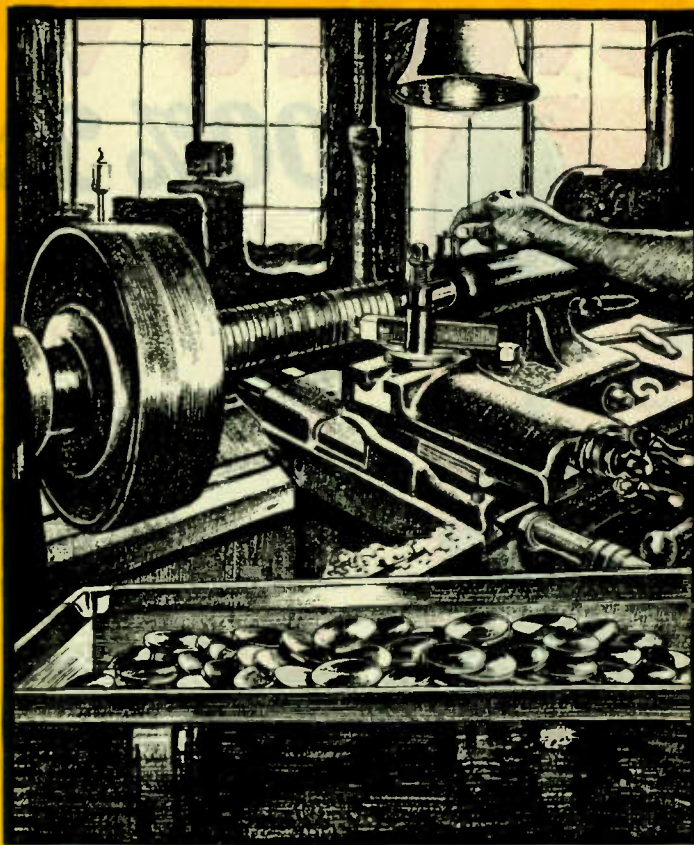
Chicago

New York

San Francisco, Cal.

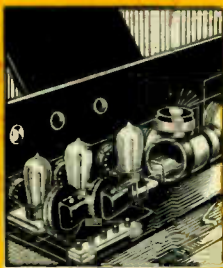
For 25 years—makers of quality merchandise, including Q.R.S. Music Rolls in use in over 1,000,000 homes

Phenolite panels and tubes combine perfect insulation with great physical strength, uniformity and fine machining quality!



—sell machining quality!

PHENOLITE can be machined in precisely the same manner as wood and steel are machined. It can be milled, punched, threaded, turned, tapped, sawed, drilled, bored, ground . . . And you will find Phenolite of *unvarying* quality—no soft spots; no hard spots; no splitting; no cracking! Whether you are buying completed sets or panels and tubes, Phenolite is the standard of unvarying quality . . . Your jobber will supply you—or write us.



Insulation—it is the basis of all electrical control . . . America's leading manufacturers of radio receiving sets are paying a premium to insure perfect insulation. Phenolite meets their most exacting requirements.

National Vulcanized Fibre Co.

PHENOLITE PRODUCTS DIVISION, WILMINGTON, DEL., U.S.A.

We operate six great plants and maintain sales and service offices at New York, Chicago, Boston, Philadelphia, Pittsburgh, Cleveland, Milwaukee, Los Angeles, San Francisco, Detroit, Rochester, Birmingham, Denver, Seattle, Toronto, Greenville, St. Louis, Baltimore.

PHENOLITE
Reg. U.S. Pat. Off.
Laminated BAKELITE
SHEETS · RODS · TUBES · SPECIAL SHAPES

Made by the makers of National Vulcanized Fibre

Stewart-Warner

100% Protection

The important factors governing your success are:

First: A complete line of highest grade radios fulfilling every demand.

Second: Built and guaranteed by one of the largest and most progressive manufacturers of today.

Third: Absolute protection guaranteed by a "Dealer-made" plan.

Fourth: Only one dealer in each locality.

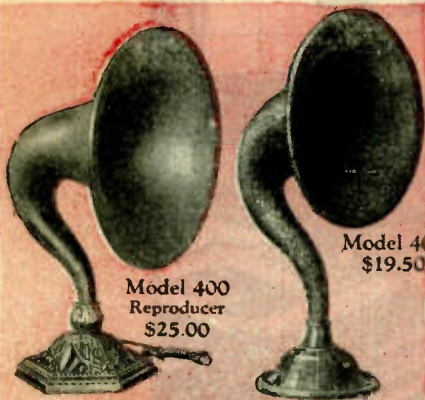
Fifth: No jobbers.

Sixth: A large advertising program that will create an unusual demand.

Seventh: A price and style to suit every radio buyer.

Eighth: A personal service that guarantees complete radio satisfaction.

Stewart-Warner Matched-Unit Radio offers you all of these things and more.



Model 400
Reproducer
\$25.00

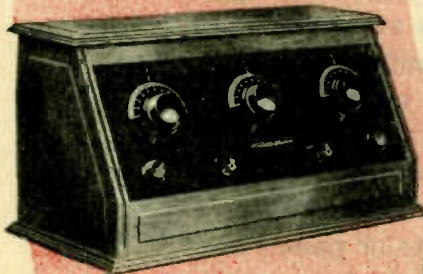
Model 405
\$19.50



Model 300
\$65.00



Model 325
\$80.00



Model 305
\$95.00



Model 510
Antenna Kit
\$4.50



Model 320
\$450.00



Model 310
\$175.00



Model 315
\$285.00



Model 410
Radio Table
\$65.00

Console Table including Built-in Speaker and Battery Compartment, without Radio

Prices slightly higher West of the Rockies

Matched-Unit Radio

For The Radio Dealer *of of of*

RADIO SUCCESS hinges on many things, but the greatest of all is worth while profit.

You, as a Radio dealer in your locality, in order to attain success must sell a radio set that will satisfy your customers, and at the same time prove a profitable transaction to you. Stewart-Warner has invested thousands of dollars in developing and perfecting a high-class set which you, as a dealer, will be proud to sell.

Stewart-Warner engineers have gone one step farther. They have matched each unit, the Instrument, the Tube, the Reproducer, the Accessories for perfect functioning with each other, enabling you to offer to the buying public a radio set that is unsurpassed.

You, as a dealer, are entitled to a fair profit and absolute protection. We guarantee both. Our "Dealer-Made" plan assures you every avenue to success.

There will be no bargains in Stewart-Warner Radios. They will be sold by authorized dealers only.

No individual can buy Stewart-Warner Radios at dealer's prices. He must buy from an authorized Stewart-Warner Dealer.

Stewart-Warner Matched-Unit Radios are distributed direct from our own central distribution stations. Ninety-six all over the world—sixty-two in the United States and in Canada.

Stewart-Warner Dealer Policy guarantees every dealer abso-

lute protection. **You** get all the profit, because there are no other dealers handling Stewart-Warner Radios in your immediate locality. No possibility of the Drug Store down the street selling the same line or some other store around the corner stepping in on a share of your profits.

In the same way you receive full benefit from the extensive advertising campaign now appearing in the National publications.

Stewart-Warner has gone into radio in a "sure-footed" way, and their success is already evident. Their name is already known from coast to coast through the high quality products now used by over ten million people, and when tied up with radio, instantly carries home the thought of another quality product.

Radio sets are today bought in much the same manner as motor cars—that is, the buyer wants to know who is back of the article he is purchasing and whether they will be in business next year or the year after.

For this reason it will be well worth your while to consider a Stewart-Warner Dealership now because next year one may not be available in your locality.

If you are a live-wire dealer, you can build up a radio business that will give you prestige, profit, protection and permanence, through our "Dealer-made" plan of radio merchandising. Send in the coupon below and we will have our representative call and explain its many advantages to you.

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

Stewart-Warner

Matched-Unit Radio

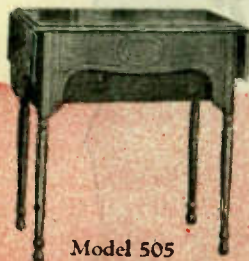
INSTRUMENTS

TUBES

REPRODUCERS

ACCESSORIES

COPYRIGHT 1925 BY S.W.S. COR'N.



Model 505
\$22.50
Radio Table with storage space for batteries



Radio Tube
Model S.W.
501-A
\$2.50

Radio Division
Stewart-Warner Speedometer Corporation
1830 Diversey Pkwy., Chicago, U. S. A.

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

Date _____

Name _____

Address _____

City _____

County _____

State _____

Just out-

-the **NEW**
URECO
GOLDENTONE
Power Tube



*the tube
with the
golden color*

LIST \$ **6 50**

URECO GOLDENTONE sets a new standard of power and tone

Cut down on your complaint department right now. You can *double* the efficiency of any set you sell! It's as easy as snapping the fingers to do it. Just prescribe the URECO GOLDENTONE Power Tube for the last audio stage. Result—

1. Coast-to-coast range
2. Heretofore unheard sweetness of tone—
3. *Absolutely free of distortion.*

Why the GOLDENTONE builds up volume

The inside of the GOLDENTONE is *different*—not only different in construction, but additional elements and greater capacities, to increase the flow of plate current to almost twice as much as in the 201A. That means amazingly increased volume—*clear loud-speaker volume on far distant stations.*

Why the GOLDENTONE eliminates distortion

That last tube in the radio set has been heretofore like a man's voice—past a certain range, falsetto, distortion. GOLDENTONE is like a *voice of unlimited range*—no forcing necessary to produce each tone, true and clear. The extra plate current gives it the power to build up the signals *smoothly.*

Not words, but PROOF is what you want. Put the URECO GOLDENTONE in the last audio stage of your own set and you will never take it out.

THE UNITED RADIO & ELECTRIC CORPORATION
418-426 Central Avenue Newark, New Jersey

PERRYMAN

*Here are Sales Helps
that actually SELL for you*

\$2.⁵⁰ all types

A handsome Window Display, better than any you've seen for tubes, that not only sells Perryman Tubes, but sells your store, too.

A Counter Display featuring a clear glass demonstrating tube that enables you to show your customers why Perryman Tubes are worth \$2.50 down to the last penny.

An Authorized Dealer Transfer for your window.

Booklets for counter use, written so a novice can understand why his money ought to go into Perryman Tubes.



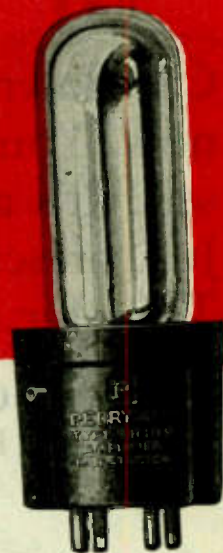
A Carton of striking appearance. Easy to look at. Your customers will instantly locate the Perryman Cartons on your shelves.

IMPORTANT

We want all jobbers and dealers to know that The Perryman Electric Company is ably financed and thoroughly equipped to deliver the goods. Our laboratories and plant in North Bergen are the last word in equipment. We will gladly refer you to our banks for information concerning our financial strength and the character of the men behind the company.



Perryman
Type R. H. 201-A
Amplifier and Detector



Perryman
Type R. H. 199
Standard Base
Amplifier and Detector

GEORGE H. PERRYMAN has been making vacuum tubes for ten years during which time he has directed two of the largest plants in the country. He has built four tube-making plants. He knows the faults and virtues of practically every tube on the market. He knows tubes as few know them.

These Perryman Tubes—the first to which he has given his name—are the result of an experience in tube making second to none.

They actually *are* superior to the tubes you've been handling. You can see their advantages immediately through the clear glass of the demonstrating tubes that we supply every dealer free of charge to show customers exactly what they're buying; exactly why they are superior; why they will stand the gaff indefinitely, and why they are worth \$2.50 down to the last penny.

PERRYMAN

LABORATORIES AND PLANT—NORTH BERGEN, N. J.

RADIO TUBES

\$2.⁵⁰ all types

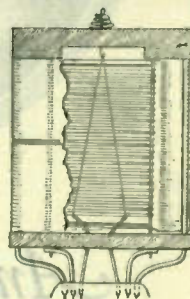
You can see the difference at a glance



Perryman
Type R. H. 199
Miniature Base
Amplifier and Detector



Perryman
Rectifier



Tube Assembly of Perryman
Type R. H. 201A
and Perryman Rectifier

Notice this new type of tube assembly. The filament, plate and grid are held in permanent parallel alignment at the point of greatest efficiency by two bridges. You can't shake them apart.

These Perryman Tubes not only deliver the greatest efficiency possible, but deliver it for the longest possible period of time.

PERRYMAN Radio Tubes are made in the latest and most modern plant in the country—with George H. Perryman watching them at every step.

You've never seen better built, better looking, nor better operating tubes than the Perryman line. You've never seen more complete, nor more helpful sales support than we give you for use in your own shop. Every Perryman Authorized Dealer receives free display material that is as good as the tube—and that's saying a lot. Not only does it sell Perryman Tubes—it sells the shop.

Perryman Authorized Dealers get price protection, territorial protection, and the right to sell a line of tubes that has the most interesting sales story in the industry behind it.

We cordially invite Jobbers and Dealers to write us for information concerning Perryman Tubes.

And here's the GUARANTEE

This Perryman Vacuum Tube is guaranteed to be perfect in every respect and to conform with the Electrical Specifications as printed on the carton. We agree to replace it free of charge if it ever fails because of defective material or workmanship.

G. H. Perryman

ELECTRIC CO., INC.

SALES AND EXECUTIVE OFFICES — 33 WEST 60th STREET, N. Y. C.



And now the final radio set
 —the Deresnadyne operating
 from the light socket

A complete receiver employing no batteries

FOR those who want a radio receiver second to none, both in convenience and performance, the Deresnadyne will settle the question of which set to buy. It is a complete set requiring no added equipment. A set installed by merely plugging in the light socket. A set requiring no attention and always ready to operate at full power. A set which does not choose between tone quality and volume, nor between selectivity and distance, but combines all four qualities of a superlative radio receiver.

The Deresnadyne employs no batteries. It is equipped with a power unit which furnishes all necessary current from the light socket. This unit is an adaptation of one of the most successful power devices in radio. It is entirely noiseless—a permanent piece of equipment, with no bulbs and nothing to adjust,

wear out, replace, recharge or renew. It improves reception, performing at all times exactly as do batteries when these are new and fully charged.

The Deresnadyne includes all accessories except tubes. Its compactness has made possible radical improvements in appearance. The power unit and speaker are included in the cabinet. There is nothing more to buy and no further expense other than household current (110-120 AC 60 cycle)—about 1-10¢ per hour of actual use. The only connection necessary is the ground wire. Price \$365. Also the Deresnadyne II at \$125 and III at \$165, receivers employing the Deresnadyne circuit but requiring the usual battery and aerial equipment.

DEALERS: Order through your jobbers.
 JOBBERS: Write to us.

Andrews
Deresnadyne
Radio Receiving Set

Radio Industry

The Business Paper of the Radio Trade

Radio Supplement to ELECTRICAL RECORD

Volume 3

OCTOBER - 1925

Number 4

Radio Troubles Going to Capital

Secretary Hoover announces his intention to call a fourth annual conference at Washington to study broadcasting and other radio problems

By Herbert Hoover
Secretary of Commerce

SPEAKING by radio, Secretary Herbert Hoover at Washington delivered an address at the opening of the fourth annual National Radio Exposition, New York, on Sept. 12. His message was widely broadcast by a number of eastern stations. He announced his purpose to call another radio conference at Washington within a month. He said in part:

"Every radio activity exists to serve the listening public. The keystone of the industry is to maintain their interest by service. That is the motive of the broadcaster who gives us better programs and better quality of transmission and is the object of the manufacturers of receiving sets. Is it the object of the Department of Commerce which has the very difficult task of keeping the traffic lanes clear so that the voice over the radio may reach the listener. It is, therefore, the listener in whom we are primarily interested, not only as an industry, but as a public service. There is no industry so dependent upon public good will and popular interest.

"I am today confident in the announcement that our policy that there shall be on the air every broadcasting station for which there is an available channel and that the cost shall be borne indirectly or by public service institutions has proved far and away the most successful and has finally settled our policies for all time. It is a great accomplishment and one for which the manufacturers, the broadcasters and even the staff of the Department of Commerce deserves some credit.

"In the course of another month I am summoning the Fourth Annual Radio Conference in Washington in which all elements—the listeners, the manufacturers, the broadcasters, the radio press, the distributors and the government—will come around a common table for the fourth time to discuss the mutual problems of this industry.

"This is the only industry where everybody agrees that there must be regulation. Without regulation we should have complete chaos in the air, and as every word by radio is an interstate performance we cannot avoid

Federal regulation. Attempts to regulate rigidly by law without the cooperation of the industry and the public would, I believe, stifle progress, and this manner of regulation by which all parties sit in for solution of problems is unique in our relations of government and industry.

"In radio we are far in advance of all other countries and I feel it has been in large measure due to the cooperation worked out in these conferences. And with the fine cooperation which we have developed we have done something new in the whole development of relations between the industry and the public, though we still have plenty of unsolved problems.

"The number of radio channels is limited. They are already so overcrowded that there is little room for the newcomers. They jostle each other a good deal. More legislation for the solution of our difficulties is being frequently suggested and we must sooner or later determine the major issue—whether we will con-

tinue to allow every new broadcasting station access to radio paths or whether every applicant entering must first show a legitimate and a valuable purpose to the listener before we allow him to further congest the overcrowded airwaves.

"We have a great unsolved problem in the amount of power necessary to give real service to listeners even against opposition of static and summer conditions and without adding still further to congestion and interference.

"We have all watched this industry grow from curiosity to a scientific toy to a communication system now well nigh universal. It is better and greater than it was a year ago. So great has it become in service that I believe it would be almost possible in a great emergency for the President of the United States to address an audience of forty or fifty millions of our people. It is bringing a vast amount of educational and informative material into the home, and it is bringing about a better understanding among all of our people of the many problems which confront us.

Must Continue to Serve the Public

"We are at the threshold of international exchange of ideas by direct speech. And it will bring us better understanding of mutual world problems. Only over-optimistic prophets would attempt to predict radio advance. One thing we are sure of, that the radio industry is only in its youth, that it will continue to grow with increasing strength. If it will succeed it must continue as in the past to devote itself to actual public service to which it is already dedicated."—Herbert Hoover

Some Practical Suggestions to Aid the Dealer in Creating Customers by Mail

Attention to the finishing touches will insure the reading of your sales letters and lift them from the "circular" class

THE Atwater Kent Manufacturing Company, through its bulletin service, is telling dealers how to use the mails to sell more radio. The suggestions given for a sales letter campaign are essentially practical and worthy of every dealer's attention, but of particular interest is the light shed on those small details which have so much to do with the success or failure of this selling method. Excerpts from the company's advice to its dealers are here given.

A good sales letter can be prepared and printed for a few cents—it can be delivered into your prospects' hands for 2 cents more. It is an economical and effective way of meeting prospects and saying to them what you might otherwise never get a chance to say half so intimately. Moreover, if this is said skillfully you have gone a long way toward making new customers—or toward bringing old ones back to your store.

A good mailing list should be your first consideration. This is the backbone of a mail selling system and requires careful attention in order that you may avoid waste and duplication as well as to assure your efforts of the maximum effectiveness. If you employ outside salesmen they can turn in many names for this list. It is also possible to learn of many good prospects from your customers and a lot more can be added to the list

from the demonstrations in your booths at fairs, radio shows and the like. It is only reasonable to assume that every home with a telephone is also in a fair position to own a radio set, and this makes a wealth of names from the telephone directory available. Lodge and club rosters—even the city directory itself may be utilized to varying extents by the energetic dealer. However, unless one is well versed in selling by mail methods, it is probably best to keep the mailing list at a minimum—a thousand or even a few hundred names would probably do well as a nucleus for the average dealer.

The writer of the successful sales letter must first decide just what he wants his letter to accomplish—and next figure out how this can best be done. If he wants to secure permission from the prospect to install a radio set on demonstration, a return card inclosed with a carefully written letter will probably serve the purpose most effectively. If he is writing to old customers who have not purchased for a long time, he must avoid artificialities and strive to convince them of his sincerity.

A sales letter may be prepared to accomplish any number of things aside from direct selling—indeed, in retailing where the dealer is in close proximity with his prospects, an effective sales letter might only pave the way for his salesmen to call. Or it might go further and endeavor to secure their consent to place a set in the home on trial. Other sales letters may be sent to old customers, either as "good-will" advertising or for the express purpose of getting them to come back.

The various mechanical means for the preparation of a sales letter should be carefully considered and one selected that is adequate for the presentation of your message. The most common forms in popular use are: (1) multi-graph, (2) mimeograph, (3) printed letters and (4) typewritten. The multigraph is probably the most widely used because it is printed

Adding a Novel Appeal

The "theatre ticket" falling out when the letter is opened will insure your message being read. This ticket should be printed on light-weight colored cardboard and the reverse side may be cleverly arranged to take the place of a return card, as shown below

The RADIO SHOP, Inc.
1000 MAIN STREET CLEARFIELD, Penna.
September 22,
1925

Mr. John Doe,
Clearfield, Pa.

Dear Mr. Doe:

Here is theatre going de luxe....with the world from thousands of miles about as a stage.

Each year you have at your finger tips 365 wonderful evenings of entertainment that all the folks will enjoy. Here is an endless show....and Atwater Kent Radio is your ticket for the finest seats in the house....which may be your favorite chair at home and your theatre attire a comfortable smoking jacket. Moreover, the family grouped cozily about are assured of clean and wholesome entertainment....a touch of the dials carries you countless miles from whence countless good things come.

We want to invite you to attend this theatre of the world for a few evenings at our expense. To convince you of the goodness of Atwater Kent Radio, we will gladly place any model you may select in your home for a few evenings trial. Then, if you like it, we will tell you how easily and inexpensively this can be made a permanent feature of your home. Otherwise, it will be removed without obligation to you.

Your name on the enclosed ticket will bring a set to your home for you to try. Won't you accept this invitation?

Yours for the "best seat in the house!"

Sincerely yours,
John H. Roberts
THE RADIO SHOP

ADMIT THE FAMILY AND THEIR FRIENDS		GOOD ALL THE TIME	A FAMILY CIRCLE The Finest Seats in the House K
Here	There Everywhere		
THEATRE of the WORLD			
The Radio Shop		"WE SUPPLY THE TICKETS"	

I would like to attend the theatre of the world via ATWATER KENT RADIO in my home for a few evenings. Then, if I like the set, I will be glad to have you tell me how easily I may own it—otherwise it will be removed without cost to me.

Name

Address

The RADIO SHOP, Inc.
1000 Main Street
CLEARFIELD, PENNA.

IN accordance with your offer, I would like to try an ATWATER KENT RADIO SET for a few days. It is understood that I am to be under no obligation to purchase, but, if I like the set, I will be glad to have you explain your convenient payment plan.

..... Name

..... Address

Post Card

2¢
—well
invested

The RADIO SHOP, Inc.
1000 Main Street
CLEARFIELD, Penna.

Give the Prospect an Opportunity for Immediate Action

An essential item in the successful sales letter campaign is the return postcard which makes it easy for the prospect to act

while still enthusiastic over your message. Note that even the space for the postage stamp carries a final sales "punch"

through a ribbon and most closely resembles the personally typewritten letter.

The most successful sales letters are always personalized. This is accomplished on a processed letter by merely filling in the name and address at the top on a typewriter. If this is carefully done with a ribbon of the same color, it will be unnoticeable to the average reader and, consequently, of far greater interest.

The time your letters reach the prospect should be taken into consideration. In a city where mail is delivered according to schedule this is not hard to arrange. Obviously your letter to a list of men will stand a lot better chance of being read if it reaches them, not in the morning along with a desk full of important business correspondence, but later in the day after their affairs have had an opportunity to shape themselves.

Mailings are usually more effective when they reach the prospect during the latter part of the week. Monday and Tuesday are poor days for your sales letters to receive a reading. Catch the prospect at his leisure whenever possible—then your letter will meet with a minimum of competition from other interests.

Above all, don't feel discouraged if one letter fails to bring any appreciable results. Sales letters are successful to a far greater extent when several are sent in a series.

The RADIO SHOP, Inc.
1000 MAIN STREET
CLEARFIELD, Penna.

September 8,
1925

Mr. John Doe,
Clearfield, Pa.

Dear Mr. Doe:

If I were from Missouri, I'd probably ask you to "show me". For that reason also because I believe in the Golden Rule I am offering to show you.

Now Mr. Doe, I have a suspicion that you haven't had a radio set sooner because you never had the privilege of trying an Atwater Kent in your own home.

I could tell you a lot of nice things about Atwater Kent radio but I'd rather "show you". That's why I am offering to put the set in your home for a couple of nights without obligation and then leave the rest of the talking to you.

To own an Atwater Kent, is to own more than just a radio set it is to have assurance of countless hours fun and entertainment that only perfect radio reception can bring.

A word from you and we will bring around an Atwater Kent Set and Radio Speaker that will be a revelation. Then, if you decide you like it, we will tell you of a payment plan that is so easy you will wonder why you never had such a set before.

Call us today tune in on the world tonight!

Yours for radio satisfaction,
John M. White
THE RADIO SHOP

KPB/OK

The RADIO SHOP, Inc.
1000 MAIN STREET
CLEARFIELD, Penna.

August 25,
1925

Mr. John Doe,
Clearfield, Pa.

Dear Mr. Doe:

Bill Smith would never own an automobile because his first ride in one ended against a telegraph pole.

Now, perhaps the reason you have not had a radio before is because you never listened to an Atwater Kent Set in your own home.

At any rate, here is an offer

We want you to settle down for several evenings of real pleasure at our expense. We will gladly put the set in your home on five days trial. Then you tune it yourself. Turn the polished dials and you will find why this radio is so popular.

You will forget the set is there. In its place will be a great orchestra, a famous speaker, a church service or any of the numerous things the air contains. And, who from three-year-old Johnny up to his mother and dad couldn't find a lot to interest them with such an array of programs from which to choose every night?

Mail the enclosed card today and we will bring around an Atwater Kent Set and Radio Speaker that will be a revelation. Then, if you decide you would like to keep them, we will tell you of a payment plan that is so easy you will wonder why you never had a set before.

Send the card today tune in on the world tonight!

Yours for fun,
THE RADIO SHOP
John M. White

KPB/OK

Put Personality In Your Letters

Opening paragraphs, such as are in these sample sales letters, are almost certain attention-getters. The brevity and easy style throughout, plus a winning personal touch, holds the reader's interest to the end. Note the use of the "personalized" individual signature

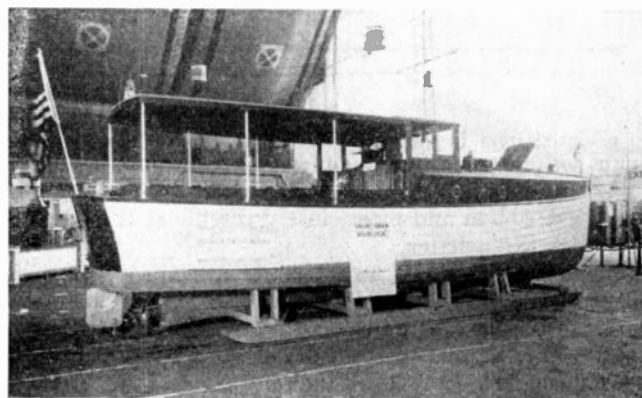
Two Radio Shows, Dinners and Meetings Forecast Busy Season

Radio World's Fair, National Radio Exposition, Radio Industries dinner and convention of National Association of Broadcasters usher in radio season during eventful week

FOR the week of Sept. 14-19 New York City became the world's radio center, with both the Fourth Annual National Radio Exposition at the Grand Central Palace and the Second Radio World's Fair at the 258th Field Artillery Armory drawing huge crowds daily.

These two shows demonstrated beyond question that radio has definitely taken its place in the home, not as a necessary mechanical evil, but as a welcome and beautiful addition to any tastefully furnished drawing-room. In practically every one of the hundreds of exhibition booths there were evidences of an attempt to simplify and improve the external appearance of receiving sets—in most instances by installing them in beautifully finished and expensive cabinets. Manufacturers, realizing the importance of making a sales appeal based on fitness for the home, have definitely transformed their receiving sets into artistic furniture. In some cases the transformation has been so complete that the set could hardly be distinguished as such. There is as great a contrast between some of the present console models and the early receiving sets as between a 1926 sedan and one of the high-backed touring cars of 1914.

On the mechanical side manufacturers are paying more attention to tone quality. This is largely in response to the essential change that has taken place in the character of broadcast programs. The vast radio audience having demonstrated its preference, beyond question, for classi-



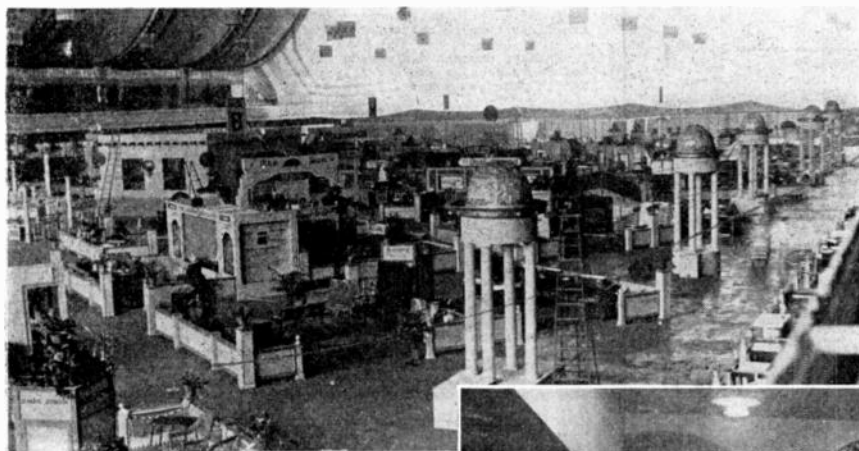
Radio Goes Down to the Sea

This sea skiff, at the Radio World's Fair, is equipped with a receiving set midships

cal music rather than jazz, and for the more cultural and educational features, it became necessary to improve reception. Plans of leading broadcasting stations for the winter indicate a preponderance of classical selections, operas, lectures, plays and organ recitals. Little wonder, then, that the interest of both the radio listener and the manufacturer is directed toward improvements that will make for greater clarity in reproduction.

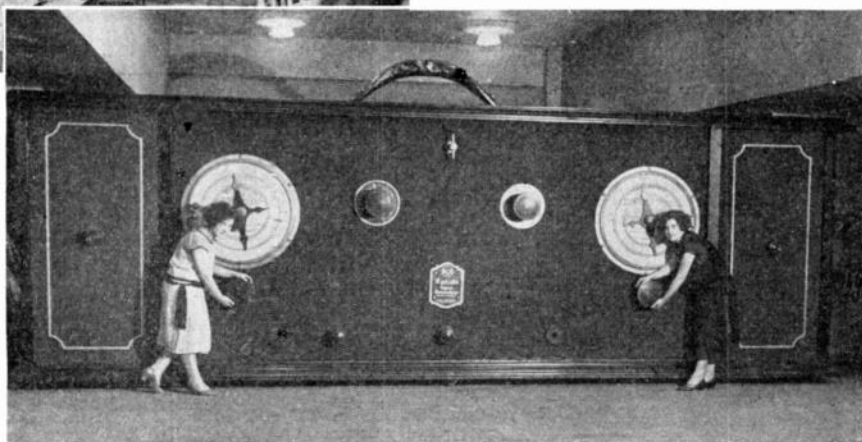
Then, too, DX hunting, like the hook-up hysteria, is slowly becoming extinct with the advent of a radio audience that wants quality rather than distance and results rather than experiments.

Coincident with the improvements in outward appearance has come a simplification in operation, many sets requiring only one tuning dial where three were necessary before. Several manufacturers have gone even further in the matter of control simplification, dispensing with dials, using a revolv-



Huge New York Armory
Houses Radio Fair

Shown above is a partial view of the Second Radio World's Fair at the 258th Field Artillery armory, New York's largest building. Aisle after aisle, crowded with exhibits, radiated outward from a central entrance. At the right is a mammoth receiving set of the "portable" type which created considerable interest among the thousands of fans visiting the armory





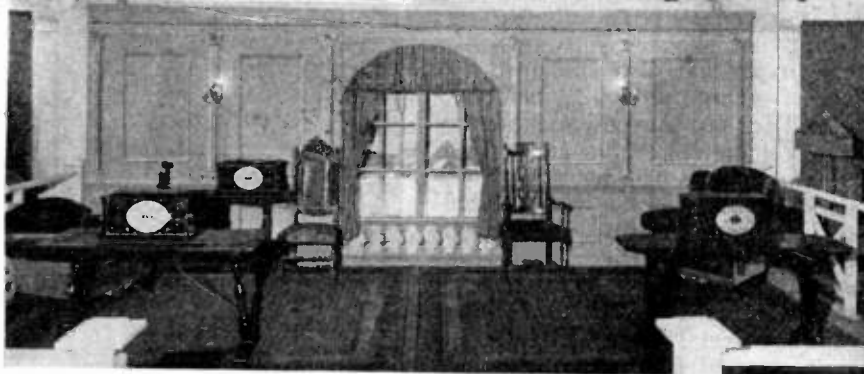
Employing Two Different Sales Methods

The two booths shown here, which were among those at the Grand Central Palace, represent different layout and sales methods. The first builds its display on the basis of a complete and individualized arrangement of all its products; the second creates an impression of cheerful warmth and enjoyment by the use of a room interior, soft lights, a snow-clad landscape scene, and three receiving sets

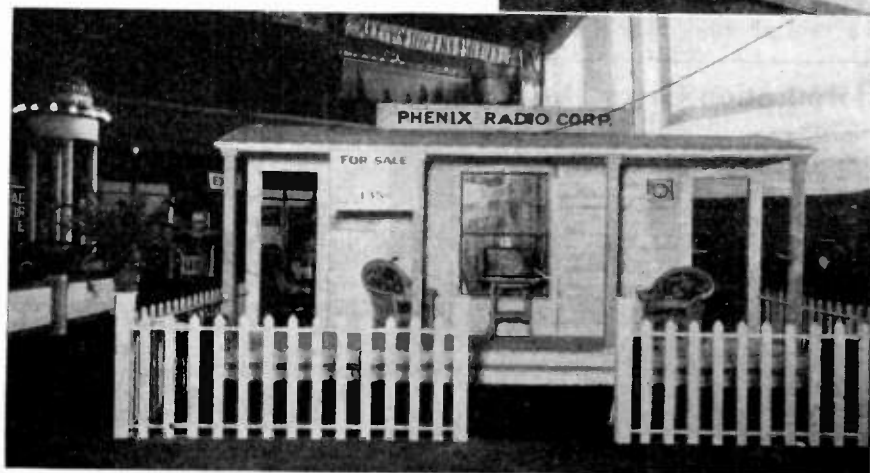
ing drum as a single control unit.

In the Grand Central Palace alone there were some 400 different exhibits, representing the work and products of about 200 manufacturers. Three floors were required to house the exposition, which covered every possible type of receiver, loud speaker and all accessories. As in the case of sets, loud speakers are becoming more pleasing to the eye.

The goose-neck horns are not so much in evidence as they were last year. At both the exposition and the Radio World's Fair it was evident that the trend is away from the horn in favor of the boxed, built-in and cone-type reproducers. Perhaps the presence of many different loud speaker styles indicates that this branch of the industry is still in its early stages. The answer to the widespread demand for better tone quality in reproduction rests largely with the designers and makers of loud speakers. The problem is no simple one. It deals with the coordinating, or synchronizing, of the acoustical elements at both the transmitting and receiving ends of the radio circuit. Inflections of the human voice and vibrations of the musical scale occupy an acoustical frequency from 16 to 10,000 vibrations per second. Broadcasting transmission, on the other hand, is within a frequency of 140 to 6900 vibrations per second.

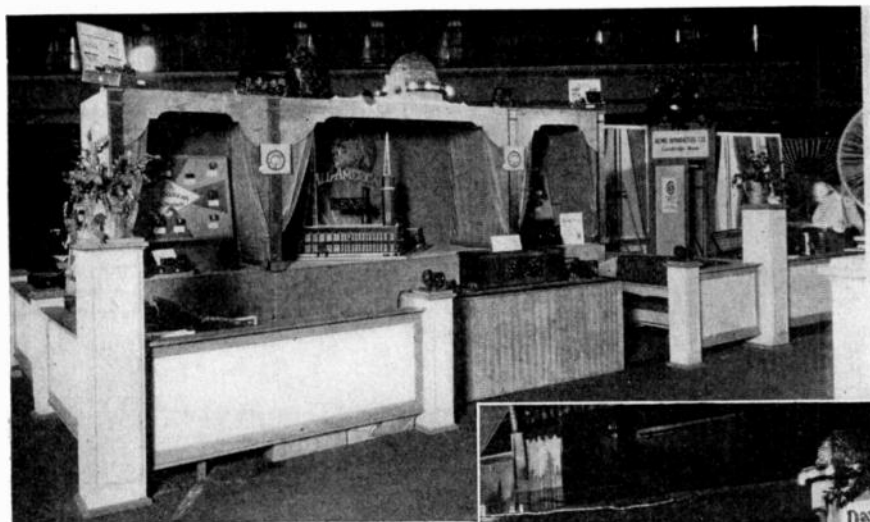


In some instances designers are of the opinion that two or three loud speaking units are needed to faithfully reproduce a radio program, and some sets have been designed with dual and triplex units. Other loud speakers are now designed with amplifying units and derive their source of power from house current.



Displays That Hold Casual Glances

One way of getting the attention of the passerby is that which one exhibitor used of having a young woman wind resistance strips for rheostats. This same manufacturer had all his various products mounted on large display panels. At the left is a unique radio house—open for inspection



Placing the Factory
Behind the Set

One manufacturer, whose booth appears at the left, used a miniature model of his factory and broadcasting station to emphasize the organization that stands behind the product. The booth shown below is an excellent example of what can be done with careful layout and artistic furnishings in a small space



The exposition also contained exhibits of amplifying tubes, and tubes designed for special uses, such as rectifiers, voltage regulators and protectors. Both shows had displays of new and improved types of battery eliminators designed to provide plate voltage for any radio receiver. Grid leaks are being made airtight in the hope of eliminating the influence of moisture. A special steel is being used in the manufacture of condensers. Batteries also show improvements that will probably result in longer life. Some sets include additional regeneration control.

Several manufacturers, who have been experimenting with batteryless radio receivers, will place sets on the market this year which operate entirely on alternating current. One set will include a glow lamp and a ballast lamp in the circuit to control filament, plate current and fluctuations in the AC current.

Broadcasting studios of both WEA, the American Telephone & Telegraph Company, and WJZ, Radio Corporation of America, were located on the third floor of the exposition. On several occasions during the week there were demonstrations of photograph reproduction by wireless. One of the photographs reproduced on a recording instrument at the Palace was that of General Harbord. The recording instrument was set up where watchers could see the picture grow as the small carriage on which the brush was mounted traveled back and forth over the paper. Captain R. H. Ranger, inventor of the system, was in charge of the experiment.

The Second Radio World's Fair was housed in the biggest building in New York. Aisle after aisle, crowded with exhibits, radiated outward from the central en-

trance to the huge 258th Field Artillery Armory. Here, as at the Grand Central Palace, were found the representative radio products of many manufacturers.

Governor Alfred H. Smith officially opened the Second World's Fair, speaking before a microphone in the large glass-inclosed broadcasting studio in the center of the floor. His address was broadcast by WAHG, Richmond Hill, N. Y. After declaring the Radio World's Fair open to the public, Governor Smith presented a silver loving cup to Rena Jane Frew of Beaver, Pa., who won first prize in the "Radio Diana" contest.

Much interest was aroused at the Radio World's Fair by demonstrations of a wireless lamp, the invention of Bernays Johnson.

During the afternoons and evenings of the fair many New York broadcasting stations gave special programs from the studio at the armory. These programs had large visible as well as invisible audiences, as the glass-inclosed studio and four loud speakers with power amplification enabled visitors at the armory to both see and hear the broadcasters.

Sunbeam Radio Corporation Gives Dinner for Distributors



An informal dinner was held by the Sunbeam Radio Corporation at the Empire Hotel, New York, on the evening of September 17 for distributors and members of its sales organization. Speeches were made by Al Blum, president; Clarence Meisner, production manager; T. M. Pinkerton, treasurer; Milton Kraus, export manager, and H. E. Haggerty

To Trade or Not to Trade?

Dealers would do well to consider the "rebuilt" radio set as a means of increasing sales and eliminating "second-hand" apparatus of doubtful value

By Harry P. Bridge, Jr.

THE sale of complete radio sets has now progressed to such a stage that the problem of accepting used sets in partial payment for larger and more modern outfits is becoming an increasingly important one. Comparatively few people who bought radio sets two or three years ago are entirely satisfied with these same sets today. Changed models and designs, coupled with more effective advertising and publicity, have seen to this in much the same way as motor car manufacturers have learned the knack of creating the desire for a new car every year or so, even though the actual usefulness of their customers' old machines may be far from exhausted. It is human nature to want the newest, which is presumably the best.

Undoubtedly, the dealer who can formulate a satisfactory policy concerning used sets will add greatly to his sales possibilities—if, in handling these sets satisfactorily to the customer, he handles them profitably to himself.

The radio situation will eventually simmer down to those dealers who have a definite policy concerning the acceptance of used sets, based on a careful study of all the elements which must be taken into consideration, and those who either flatly refuse to have anything to do with trade-ins or who occasionally form a hit or miss policy on the spur of the moment, to fit the individual requirements of a particularly good customer whom they wish to please.

There is probably a place for both, but it would seem that the one who is in a position to handle a reasonable proportion of secondhand sets has the edge on his competitor in that he is offering to the public a more complete radio service. It is only natural for the man who wants a new and larger set to expect an allowance of some sort on the radio outfit that cost him a lot of good cash only a year or so before.

The two most important questions for the dealer to consider in determining a trade-in policy are these: first, how large a potential market would I gain by adopting a trade-in policy that met with the approval of my customers, and, second, how large is my potential market for the secondhand sets I would accumulate in following such a policy?

Obviously, the dealer must be able to dispose of the used sets he will take in quickly and profitably or, as an alternative, secure a price for the new set that will net him a profit sufficient to enable him to discard the old one.

While this latter idea has proved signally successful in a few instances, it would seem that the soundest policy would be to create a market for the used sets and sell them at a reasonable figure.

Thus far, the trade-in proposition has received so little serious or extended attention from the majority of dealers that there are surprisingly few precedents. In a survey taken of a large number of dealers throughout the country, it seems that most of them look on the trade-

in proposition with trepidation—something as a necessary evil which is now approaching a point offering possibilities that warrant a definite policy.

Almost all of them have hesitatingly dabbled in the used set business in a small way, usually where one of their best customers was concerned or when they were particularly anxious to dispose of the new set in question. Some have sold the few used sets they have accepted, and thus added to their profit; but the majority, usually without much real selling effort, have failed in this respect and therefore condemn the acceptance of used sets.

The market for used sets is undoubtedly questionable and one which it will be necessary for the individual dealer to determine for himself.

One man in Kansas City who began the trade-in business in a small way, has found it sufficiently profitable to warrant special efforts and policies. He finds a ready sale for the great many of these used sets at a reasonable price among the high school boys and others about that age. Radio has a strong appeal to them, and the thought of owning a standard receiving set—even though it is secondhand—which can be had at a price within their reach, makes buyers of many. Boy Scouts are also appealed to in the same manner and are found to be particularly good prospects for the smaller one or two tube sets of which the trade-in dealer will have many—coming as they do from customers who feel they have outgrown this stage of radio, and now desire a multi-tube receiver of greater possibilities.

Another dealer in North Carolina who handles exclusively a high grade line of radio receivers, finds the used set business entirely profitable. He makes a practice of accepting only sets of the make he is handling, and these are given a complete overhauling when they are received. They are then sold, not as "secondhand" or "used," but as rebuilt sets—thus taking advantage of a word which automobile dealers have found very effective.

Picturing a Trade-In Sale in Dollars and Cents

This example is based on an \$25 allowance toward a new set selling at \$125

Allowance on old set.....	\$25.00
Cost of reconditioning old set....	5.00
Total cost.....	30.00
Less 35 per cent—rate of profit on new set.....	10.50
	19.50
Plus 20 per cent selling cost.....	3.90
Cost of old set.....	\$23.40
Profit dealer would have on \$125 sale at 35 per cent.....	\$43.75
Actual profit—35 per cent of \$100.	35.00
Difference in actual and possible profit.	8.75
Selling price necessary to insure same profit	\$32.15

tive after years of experience in handling used goods.

It cannot be said in a casual way whether or not there is any extensive market for used sets. In fact, due to the peculiarities and irregularities which have been general in the selling of radio, it is hard to fathom the public view concerning it. A lot of folks, who might otherwise be good prospects, have delayed buying to await the ultimate "rock bottom" price they feel is sure to come. Others hesitate to purchase sets for fear the one they get now might become obsolete in a short while. In all probability, the public would have to be educated to the advisability of buying used radio sets.

Educating the Public to the Plan

This is not at all strange. It was the same with the automotive field. For a long time motor car dealers were as loath to begin accepting old cars as partial payment on new ones as radio dealers are today in their line. A like condition was met in the selling of typewriters until certain concerns found that, by purchasing old machines at a low price these could be resold at a nice profit after they had been overhauled and generally re-conditioned.

It is impossible to advocate a used set policy for the average dealer. Whether or not such a policy would benefit him can be decided only by a conscientious survey of the conditions he must meet and, perhaps, by a fair trial. There are a great many factors to be taken into consideration before beginning to accept customers' used sets.

Among these, the dealer must give special attention to the price of the new set to be sold; whether the difference between the allowance on the old set and the price of the new is to be paid in cash or in payments; the model of the old set; its original cost and general operating condition and, most important of all, its salability.

The business done in used typewriters is surprisingly large and might be taken as a comparative indication of the price a rebuilt radio set should bring.

"Rebuilt" Typewriters--Why Not Radio?

The average typewriter that sells new for approximately \$120 will bring from \$28 to \$65 in second-hand or factory rebuilt condition. One that sells in the neighborhood of \$75 is frequently sold used for as low as \$17.50 or a little more than one fifth its value when new. A concern manufacturing a small portable typewriter retailing at \$60, will allow approximately \$17.50 in trade for an old model which sold new at \$50. While this is rather a generous allowance, it must be remembered that it is offered only by agencies for that particular make of typewriter they are handling.

The prices allowed by automobile agencies for trade-ins average surprisingly alike, showing that used car selling has been brought to a degree of scientific calculation which is almost comparable to the sale of new cars at a definite list price. Several manufacturers publish lists for guidance of their dealers in which a fair price is set on all their models in second-hand condition.

On the preceding page is given a fair example of a trade-in sale reduced to a simple matter of dollars and cents. In this instance the customer has a three-tube set which originally cost \$100 bare. He wants to trade it in on a set priced at \$125 without accessories. The old set has been discontinued, but the dealer, after examining it, finds it reasonably efficient and allows the customer \$25 for it.

It will be seen that it is necessary for the dealer to ask at least \$32.15 to clear himself at his deserved profit. Of course, if he wishes to give a sixty-day guarantee or make some service arrangement on the set, he must add accordingly. In all probability the set will sell finally for

\$35 or \$40, depending upon the policy of the individual dealer. With the set having been cleaned, polished and generally overhauled, and bearing the guarantee of a reliable dealer, there should be a minimum of difficulty in finding a sale for it.

The present problem for the dealer who would handle trade-ins is in creating a market for his used sets and, through his handling of them, gain the confidence of his prospective customers. The guarantee is the safest and surest method of achieving this.

There are several other very important decisions for the dealer to make with regard to accepting used sets. Restrictions should undoubtedly be placed on accepting certain types of objectionable sets—chiefly the old-fashioned regenerative receivers commonly known as "squealers." The sooner all sets of this kind are scrapped the better it will be for radio in general.

Home made sets, as well, should ordinarily be flatly refused unless the dealer can see a profit in dismantling them and disposing of desirable parts. However, this is seldom to be recommended, inasmuch as the gain made thereby would hardly be worth the effort necessary to build a market for used parts. A dealer's entire efforts in this line bent toward the sale of second-hand sets would undoubtedly prove far more profitable.

Used Accessories Are Unprofitable

In accepting trade-ins, accessories should not be considered in the price allowance, even though it may require tactful explanation on the part of the salesman to convince the prospect that such a ruling is entirely just. One dealer who does a considerable business in trade-ins allows the customer to keep the bulbs and batteries, figuring that it is by far the better policy to equip the old set with new and proven accessories and thus do much to insure its satisfactory operation when he sells it. It is well to remember that, of all the trouble found by radio service men, the accessories upon which the perfect operation of any set is so utterly dependent are the underlying cause for the trouble in over 90 per cent of the cases.

This same dealer also endeavors to have the customer let him install the used set at his regular installation charge, thus giving it the same careful attention a new outfit would receive in his hands. Obviously, such a policy makes the total price for the used set somewhat higher, but the average dealer is slowly discovering that the radio buying public, in many cases through costly experience, is learning that "radio satisfaction" at a slightly higher expense, is oftentimes incomparably more economical than a mere "radio set" at a slashed price.

Points for Reflection

To sum up, it would appear that the policy of trading in old sets presents decided possibilities.

The main points for consideration are these:

Will the market for new sets expand under this plan, and will the accumulated old material find a ready market?

The use of the word "rebuilt" and not "second-hand" in dealing with the public.

Possibility of establishing lists when the trade-ins and new sets are of the same brand.

A decided policy of "hands off" when it comes to "home-made" sets, "squealers" and accessories.

Could not an old set be guaranteed?

Would it not be well to give service and installation with rebuilt sets?

They are worthy of reflection, and their solution may mean dollars in the pocket of the dealer who finds the answer.

Radio Men Discuss Industry's Problems

**National Association of Broadcasters and Radio Industries
Association bring up national problems relating to copyright,
censorship, commission on communications and superpower**

PROBLEMS national in scope and of immediate interest to the entire radio industry, such as the copyright situation, proposed commission on communications, censorship, superpower and wave allotment, were discussed at both the annual convention of the National Association of Broadcasters, held in New York Sept. 16-17, and the dinner of the Radio Industries Association at the Hotel Commodore, New York, on the evening of Sept. 16. The program at the Radio Industries dinner was broadcast by nine local stations and a chain of others extending to Davenport, Iowa. Paul Klugh, executive chairman of the National Association of Broadcasters, was master of ceremonies. Among the speakers was Senator C. C. Dill of Washington who has been active in radio legislation in Congress.

Senator Dill pointed out the danger of the proposed Commission on Communications which would practically assume the position toward the telephone, telegraph and radio industries that now exists between the Interstate Commerce Commission and the railroads. Senator Dill was of the opinion that operation of such a commission would be the "beginning of the end of freedom of action in the radio business."

Broadcasters Discuss Copyright Law

Among the important matters discussed at the broadcasters' convention was the troublesome copyright matter. Ever since broadcasting was started there has been a conflict between the publishers of music and broadcasting stations over the public performance of music. At first broadcasters took the position that the copyright law did not contemplate, and, therefore, did not cover broadcasting of music, for the reason that such broadcasting is in the nature of a public service, and is without any means of having direct pecuniary return from

the listeners. For various reasons the position of broadcasters is now changed to one desiring to see that the writers of songs themselves, as well as their assignees, shall be paid a fair sum. Many plans have been discussed, finally resolving in adopting at this convention the doctrine of extending the present paragraph of the copyright law relating to mechanical reproduction to cover broadcasting.

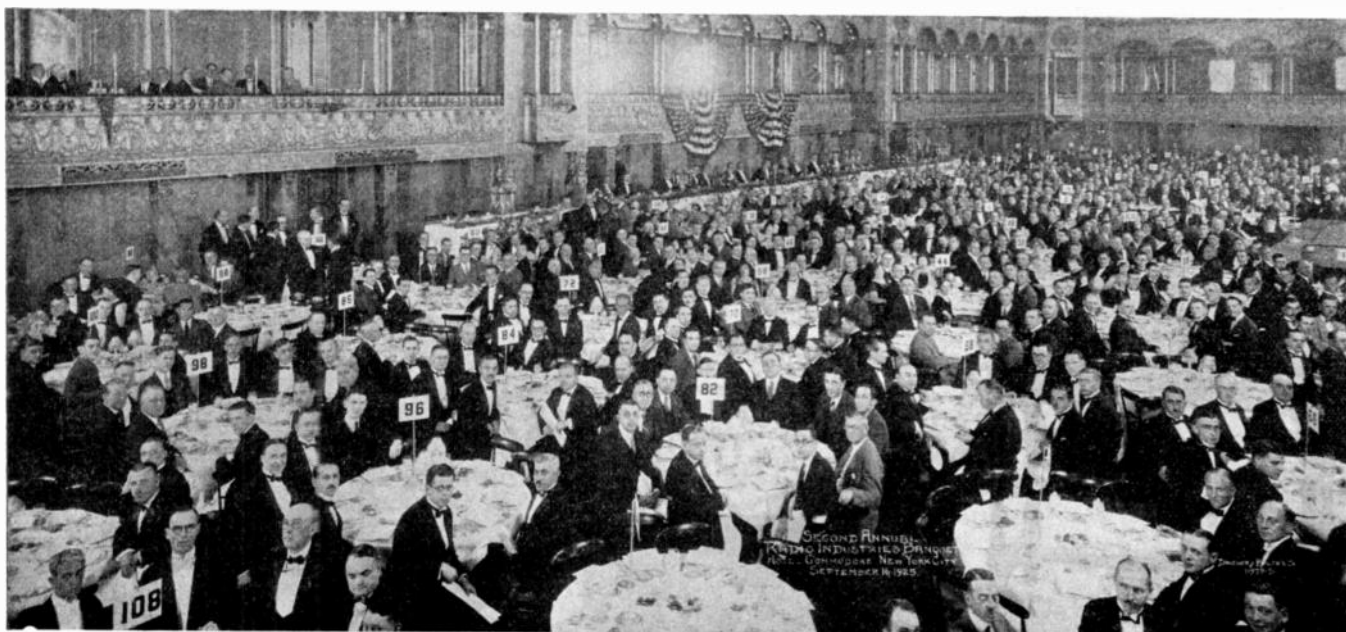
Program Censorship Detrimental

Another matter of importance was the question of censorship. There have been rumors of bills to be introduced in Congress which will require a broadcasting station to label, through announcement, whether a program is an advertisement or not. Discussion on this subject covered much data on the present state of broadcasting for profit. The final result was the adoption of resolutions stating that "there seems no necessity for any specific regulation in regard to form of announcement in connection with such paid, or any other program," and that "any agency of program censorship other than public opinion is not necessary and would be detrimental to the advancement of the art."

All of the resolutions adopted were constantly mentioned as recommendations only to the Secretary of Commerce, to aid him, if possible, in the many problems with which he is confronted.

The National Association of Broadcasters elected officers as follows:

President, WOC, Frank W. Elliott, Davenport, Iowa; vice-president, WHO, William H. Heinz, Des Moines, Iowa; vice-president, WLW, Powel Crosley, Jr., Cincinnati, Ohio; secretary, KFI, A. F. Kales, Los Angeles, Cal.; treasurer, WNAC, John Shepard III, Boston, Mass.; executive chairman, Paul B. Klugh.



Representatives of All Branches of Radio Industry Gathered at Annual Banquet

A formal dinner was held at the Commodore Hotel, New York, by the Radio Industries Association on the evening of September 16, 1925.

16. Senator C. C. Dill, who headed a list of prominent speakers, discussed possible government regulation of broadcasting

Encyclopedia of Radio Receiving Sets

All data, including prices, has been verified up to October 2, 1925

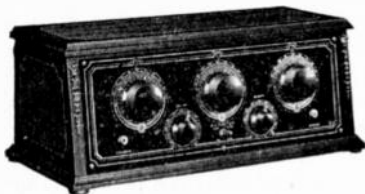
The outstanding features of each unit are given, with illustration, but where pictures could not be obtained, the text alone appears including model numbers. Every effort has been made to secure the character of information most useful to dealers in Radio, and the specifications given will be helpful to all engaged in the purchase and distribution of Radio products. **NOTE**—All sets listed operate on indoor and outdoor antenna, unless otherwise specified. This list is as nearly alphabetical in arrangement as the exigencies of make-up have permitted

All Prices Shown, Are American Market Prices

A-C Electrical Mfg. Co.,

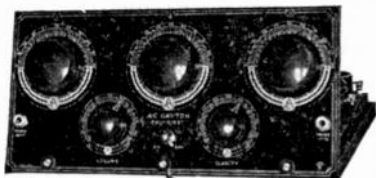
Dayton, Ohio

(See Announcement Page 67)



Model XL-10

Trade Name—"A-C Dayton"; Type—Tuned Radio Frequency; Tubes—5; Batteries—"A" Storage or Dry, "B" 90 Volts; Controls—Tuning, 3; Tube, 2; Dim.—23 x 10 x 9½; Wt.—19 lbs.; Price—\$115.00; Mahogany Cabinet Inclosed in Plate Glass Cabinet, \$125.00.



Model Phono Set.

Same as Model XL-10 except as noted. Dim.—14 x 7 x 10; Wt.—11 lbs.; all equipment necessary for installing in standard phonograph cabinets; Price—\$95.00.

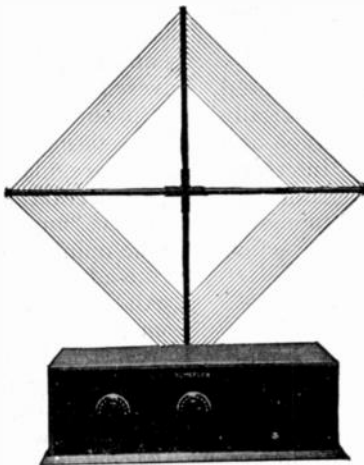


Model XL-15

Same as Model Phono Set except as noted. Dim.—38 x 31 x 18½; Wt.—60 lbs.; Contains Built-in Loud Speaker and Compartment for A and B Batteries; Price—\$185.00.

Acme Apparatus Co.,

37 Osborn St., Cambridge 39, Mass.



Model 8

Trade Name—"Acmeflex Kit"; Tubes—5; Battery—"A" Storage; "B" 90 Volts; Controls—Tuning, 1; Tube, 1; Dim.—7 x 24 x 7; Wt.—25 lbs.; Price—\$80.00.

Adams-Morgan Co.,

34 Alvin Ave., Upper Montclair, N. J.



Model No. 4

Trade Name—"Paragon Paradyne"; Type—Tuned Radio Frequency; Tubes—4; Battery—"A" Storage or Dry; "B" 90 Volts; "C" 4½ Volts; Controls—Tuning, 1; Dim.—20½ x 7½ x 8; Wt.—11½ lbs.; Price—\$65.00.



Model No. 3

Same as Model No. 4, except as noted. Type—Regenerative; Tubes—3; Dim.—16½ x 6½ x 7; Wt.—9½ lbs.; Price—\$45.50.

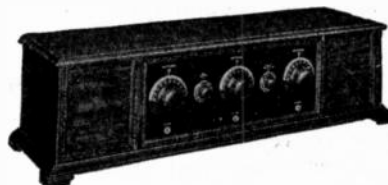


Model No. 2

Same as Model No. 3, except as noted. Tubes—2; Dim.—11 x 6½ x 8; Wt.—5½ lbs.; Price—\$27.50.

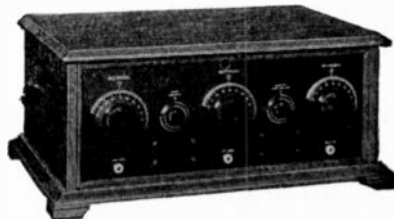
Adler Mfg. Co.,

331 Broadway, New York, N. Y.



Model 199

Trade Name—"Adler-Royal"; Type—Neutrodyne; Tubes—5; Battery—"A" Dry; "B" 90 Volts; Controls—Tuning, 2; Tube 2; Dim.—37 x 10½ x 10½; Price—\$125.00.



Model 291

Same as model 199, except as noted. Battery—"A" Storage; Dim.—24 x 16 x 16½; Price—\$125.00.



Model F

Trade Name—"Adler Royal"; Type—Tuned Radio Frequency; Tubes—5; Battery—"A"

Storage or Dry; "B" 90 Volts; Control—Tuning, 3; Tubes, 2; Dim.—50½ x 36 x 21½; Price—\$340.00 without accessories.



Model 50
Same as Model F, except as noted.
Dim.—34½ x 36 x 21; Price—\$325.00 less accessories.



Model 10
Same as Model 50, except as noted.
Dim.—34½ x 34½ x 21; Price \$275.00 less accessories.



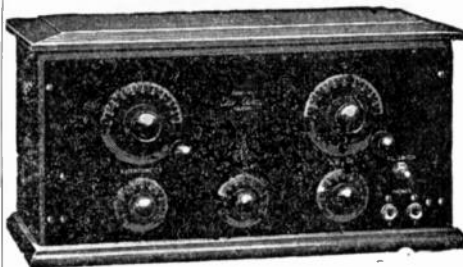
Model E
Same as Model F, except as noted.
Dim.—53½ x 35 x 19.

Ainsworth Radio Co.,
Cincinnati, Ohio
(See Announcement Page 88)



Trade Name—"Torodyne"; Type—Tuned Radio Frequency; Tubes—5; Battery—"A" Storage; "B" 90 Volts dry (Contained in Cabinet or the New A. C. Tubes); Controls—Tuning, 3; Tube, 2; Dim.—28½ x 12½ x 9½; Wt.—20 lbs.; Price—\$100.00.

Air-Way Electric Appliance Corp.,
Toledo, Ohio



Model 41
Type—Tuned Radio Frequency; Tubes—4; Battery—"A" Storage or Dry; "B" 90 Volts; Controls—Tuning, 2; Tube, 3; Dim.—3½ x 8½ x 16½; Price—\$49.50.



Model 51
Same as Model 41, except as noted.
Tubes—5; Controls—Tuning, 3; Tube, 4; Dim.—9½ x 9½ x 27½; Price—\$87.50.

Model 52
Same as Model 51, except as noted.
Style—Console, with built-in Loud Speaker and battery compartment; Dim.—36½ x 44½ x 21½; Price—\$375.00.

Airo-Master Corp.,
227 West 17th St., New York, N. Y.
(See Announcement Page 80)



Model 60
Trade Name—"Airo Master Chest"; Type—Tuned Radio Frequency; Tubes—5; Battery—"A" Storage; "B" 90 Volts; Controls—Tuning, 3; Tube, 2; Dim.—21½ x 11½ x 10; Wt.—22 lbs.; Price—\$60.00.



Model 75
Same as Model 60, except as noted.
Trade Name—"Airo Master Concert"; Dim.—

22½ x 11½ x 18; Wt.—30 lbs.; (Built-in Loud Speaker with Thorola Unit); Price—\$75.00.



Model 130
Same as Model 75, except as noted.
Trade Name—"Airo Master Console"; Dim.—42 x 16½ x 39; (Battery Compartments on Sides, Panels, Doors in Rear); Price—\$130.00.



Model 150
Same as Model 130, except as noted.
Trade Name—"Airo Master Highboy"; Dim.—24 x 15½ x 52; (Battery Compartment in Bottom, Panel Doors in Rear); Price—\$150.00.

Ajax Electric Specialty Co.,
Radio Bldg., 1926 Chestnut St., St. Louis, Mo.
(See Announcement Page 105)

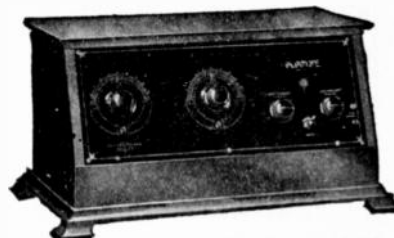


Trade Name—"Ajax"; Type—Crystal; Antenna—Outdoor; Price—\$5.00.



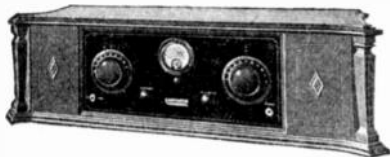
Trade Name—"Ajax Junior"; Type—Crystal; Wt.—1 lb.; Price—\$3.00 list.

Aladdin Mfg. Co.,
Muncie, Ind.



Model 510
Trade Name—"Aladyne"; Type—Non-Oscillating Tuned Radio Frequency; Tube—4; Battery—"A" Storage; "B" 90 Volts; Controls—Tune, 4; Dim.—9½ x 11 x 20½; Price—\$75.00.

Amber Mfg. Corp.,
699 Eleventh Ave., New York, N. Y.



Model T

Trade Name—"Marv-O-Dyne"; Type—Tuned Radio Frequency; Tubes—5; Battery—"A" Storage or Dry; "B" 90 Volts; Controls—Tuning, 3; Tube, 1; Dim.—32 x 16 x 10½; Price—\$90.00.

Model D

Same as Model T, except as noted. Tubes—6; Controls—Tuning, 2; Tube, 1; Dim.—28 x 13 x 12; Price—\$125.00.



Model T Console

Same as table Model T, except as noted. Tubes—6; Controls—Tuning, 2; Tube, 2; Dim.—35 x 18 x 42; Style—Console (Built-in Loud Speaker); Price—\$185.00.

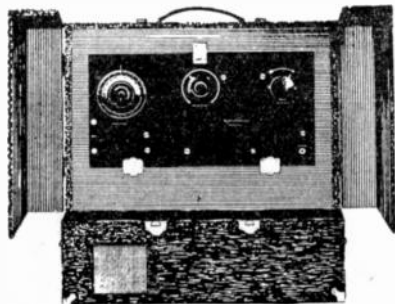
American Etherphone Corp.,
59 West Milwaukee Ave., Detroit, Mich.



Model RX-3

Trade Name—"Etherphone"; Type—Reflex Tubes—2; Battery—"A" Dry or Storage; "B" 90 Volts; Controls—Tuning, 2; Tube, 1; Dim.—8 x 18 x 8; Wt.—10 lbs.; Price—\$45.00.

American European Radio Corp.,
842 Madison Ave., New York, N. Y.



Trade Name—"Porto-O-Radio"; Type—Tuned Radio Frequency; Tubes—6; Battery—"A" Dry; "B" 90 Volts; Controls—1; Tuning, 1; Antenna—None; Dim.—16 x 16 x 4; Weight—24 lbs.; Style—Portable; Price—\$170.00.

American Radio & Research Corp.
Medford Hillside, Mass.



Neutrodyne Model

Trade Name—"Amrad"; Type—Neutrodyne; Tubes—5; Battery—"A" Storage; "B" 90 Volts; Controls—Tuning, 2; Tube, 1; Dim.—17½ x 6½ x 13; Weight—14 lbs.; Price—\$85.00.



Model 2500-A

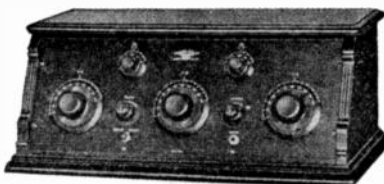
Trade Name—"Amrad Neutrodyne Cabinet"; Tubes—5; Battery—"A" Storage; "B" 90 Volts; Controls—Tuning, 2; Tube, 1; Dim.—12 x 29 x 14; Wt.—26 lbs.; Price—\$180.00.

American Specialty Co.
Bridgeport, Conn.

Model Standard

Trade Name—"Electrola"; Type—Tuned Radio Frequency; Tubes—5; Battery—"A" Storage or Dry; "B" 90 Volts; Controls—3; Dim.—7 x 22; Wt.—17 lbs.; Price—\$60.00.

Amsco Products, Inc.,
416 Broome St., New York, N. Y.



Model "Five"

Trade Name—"Melco-Supreme"; Tube—5; Battery—"A" Storage; "B" 90 Volts; Controls—Tuning, 3; Tube, 2; Dim.—25 x 10 x 13; Wt.—22 lbs.; Price—\$165.00.

F. A. D. Andrea, Inc.
1581 Jerome Ave., New York, N. Y.



Model 160-A

Trade Name—"Fada One-Sixty"; Type—Neutrodyne; Tubes—4; Battery—"A" Storage; "B" 90 to 120 Volts; Controls—Tuning, 3; Tube, 1; Dim.—19 x 8 x 8; Wt.—12 lbs.; Price—\$60.00.



Model 196-A

Trade Name—"Fada Neutro-Junior"; Type—Neutrodyne; Tubes—Radio Amplifier, Reflex Audio (1), Detector (1), Audio Amplifier (1); Battery—"A" Storage; "B" 60 to 90 Volts; Controls—Tuning, 2; Tube, 1; Dim.—17 x 7 x 8½; Wt.—13 lbs.; Price—\$40.00.



Model 175-A

Same as 160-A, except as noted. Trade Name—"Fada Neutroceiver"; Dim.—25 x 17 x 12; Wt.—27 lbs.; Price—\$125.00.



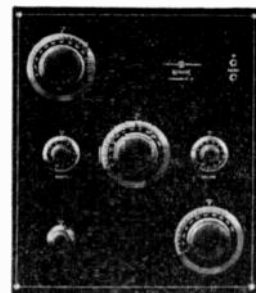
Model 175/90-A

Same as 175-A, except as noted. Trade Name—"Fada Neutroceiver Grand"; Dim.—27 x 18 x 44; Wt.—60 lbs.; Price—\$175.00.



Model 196-A

Same as Model 175-A, except as noted. Five Tube Phonograph Panel Unit; Dim.—15 3/16 x 16 27/32 for Victor Models VV-S-400 and VV-S-405 and VV-S-410; Wt.—15 lbs.; Price—\$100.00.



Model 197-A

Same as Model 196-A, except as noted. Dim.—14½ x 17 51/32 for Victor Model VV-S-215; Wt.—15 lbs.; Price—\$100.00.



Model 186-A

Same as 175-A, except as noted. Trade Name—"Fada Neutrola"; Dim.—27 x 17 x 21; Wt.—35 lbs.; Price—\$175.00.



Model 185/90-A

Same as 185-A, except as noted.
Trade Name—"Fada Neutrola Grand"; Dim.—
27 x 18 x 51; Wt.—60 lbs.; Price—\$270.00.



Model S. F. 10/70

Type—Neutrodyne; Tubes—5; Battery—"A"
Storage or Dry; "B" 90 Volts; Controls—Tun-
ing, 3; Tube, 2; Dim.—48½ x 33 x 16; Wt.—
100 lbs.; Finish—"Adam Brown" Walnut; Built-
in Loud Speaker; Price—\$225.00 List.



Model S. F. 20/70

Same as Model S. F. 10/70, except as noted.
Dim.—50 x 46 x 16; Wt.—125 lbs.; Price—
\$250.00 List.



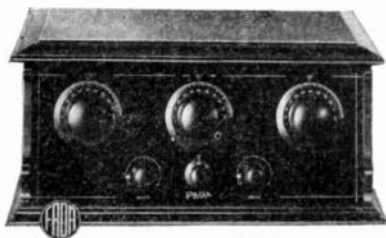
Model S. F. 30/70

Same as Model S. F. 20/70, except as noted.
Dim.—36 x 19 x 41; Wt.—125 lbs.; Price—
\$300.00 List.



Model S. F. 40/70

Same as Model S. F. 20/70, except as noted.
Dim.—35 x 21 x 42; Wt.—125 lbs.; Price—
\$275.00 List.



Model 192/A

Trade Name—"Neutrolette"; same as Model
175/A "Neutroceiver," except as noted; Wt.—
27½ lbs.; Price—\$85.00 List.

Andrews Radio Co.,

1414 So. Wabash Ave., Chicago, Ill.
(See Announcement Page 18)



Model De Luxe

Trade Name—"Deresnadyne"; Type—Non-
oscillating Radio Frequency; Tubes—5; Battery
—"A" Storage; "B" 90 Volts; Controls—Tun-
ing, 3; Tube, 3; Dim.—27½ x 9½ x 9; Wt.—
30 lbs.; Price—\$165.00.



Model P

Type—Non - Oscillating Radio Frequency;
Tubes—6; Battery—"A" Dry, "B" 90 Volts;
Controls—Tuning, 2; Tube, 1; Dim.—20½ x 9 x
11½; Wt.—30 lbs. complete; Price—\$150.00
without tubes or batteries.

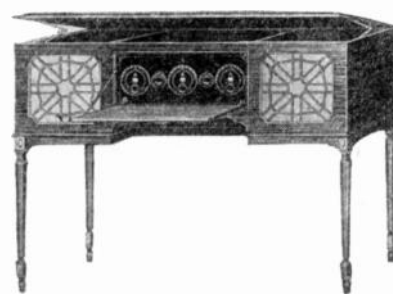
Apex Electric Mfg. Co.,

Dept. 915, 1415 W. 59th St., Chicago, Ill.
(See Announcement Pages 89 and 104)



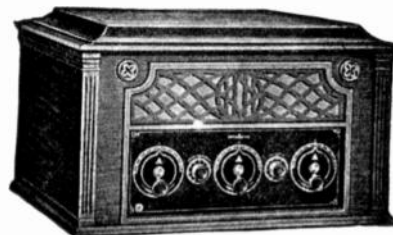
Model Super-Five

Type—Tuned Radio Frequency; Tubes—5;
Battery—"A" Storage; "B" 90 Volts; Controls
—Tuning, 3; Tube, 2; Dim.—20 x 9 x 9½; Wt.—
—; Price—\$95.00.



Model Console

Trade Name—"Apex Baby Grand"; Type—
Tuned Radio Frequency; Tubes—5; Battery—
—"A" Storage, "B" 90 Volts; Controls—Tuning,
3; Tube, 2; Dim.—48 x 18 x 36½; Price—
\$225.00.



Model De Luxe

Trade Name—"Apex De Luxe"; Type—Tuned
Radio Frequency; Tubes—5; Battery—"A" Stor-
age, "B" 90 Volts; Controls—Tuning, 3; Tube,
2; Dim.—26 x 16 x 18; Wt.—30 lbs.; Built-in
Loud Speaker; \$135.00.

Armley Radio Corp.,

68 Fleet St., Jersey City, N. J.

Trade Name—"Karryradio"; Type—Radio
Frequency; Style—Traveling; Tubes—6; Bat-
tery—"A" Dry; "B" 90 Volts; Controls—Tun-
ing, 3; Tube, 2; Dim.—18½ x 14½ x 6; Wt.—
29 lbs.; Price—\$75.00 without accessories.

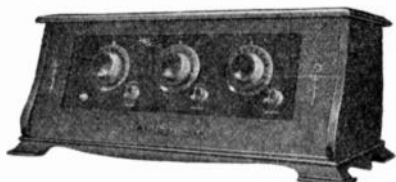
Astral Radio Corp.,

1237 No. Broad St., Philadelphia, Pa.



Model A

Type—Tuned Radio Frequency; Tubes—5;
Battery—"A" Storage; "B" 90 Volts; Controls
—Tuning, 3; Tube, 2; Dim.—7½ x 22 x 8½;
Wt.—20 lbs.; Price—\$67.50.



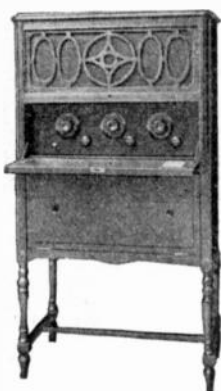
Model B

Same as Model A, except as noted.
Dim.—12½ x 27½ x 14; Wt.—32 lbs.; Price
—\$90.00.



Model C

Same as Model B, except as noted.
Dim.—48 x 29½ x 15; Wt.—60 lbs.; Price—\$175.00.



Model P

Same as Model C, except as noted.
Dim.—50 x 26 x 16; Wt.—50 lbs.; Price—\$215.00.

Atlas Colonial Corp.,

East Ave. and 10th St., Long Island City, N. Y.



Model No. 16-Six

Trade Name—"Colonial"; Type—Tuned Radio Frequency; Tubes—6; Battery—"A" Dry, "B" 90 Volts; Controls—Tuning, 3; Tube, 1; Antenna—Outdoor, or Indoor; Dim.—28½ x 16 x 12; Wt.—45 lbs.; Price—\$175.00.

Model 16-5

Same as Model 16-Six, except as noted.
Tubes—5; Price—\$150.00.



Model No. 17

Type—Tuned Radio Frequency; Tubes—5; Battery—"A" Dry; "B" 90 Volts; Controls—Tuning, 2; Tube, 1; Antenna—Outdoor; Dim.—8¼ x 12½ x 18½; Wt.—17½ lbs.; Price—\$35.00.

Atwater Kent Mfg. Co.

4729 Wissahickon Ave., Philadelphia, Pa.

(See Announcement Pages 6 and 7)



Model 10

Type—Tuned Radio Frequency; Tubes—5; Battery—"A" Storage; "B" 60 to 100 Volts; Controls—Tuning, 3; Tube, 2; Dim.—26 x 10 x 6; Wt.—16 lbs.; Price—\$30.00.



Model 20

Same as Model 10, except as noted.
Dim.—26 x 8½; Wt.—17 lbs.; Price—\$20.00.



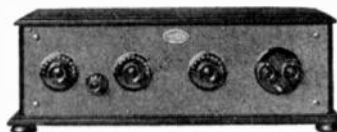
Model 19

Type—Tuned Radio Frequency; Tubes—4; Battery—"A" Storage; "B" 60-100 Volts; Controls—Tuning, 2; Tubes, 2; Dim.—20 x 8½; Wt.—12 lbs.; Price—\$60.00.



Model 24

Same as Model 10, except as noted.
Dim.—27½ x 10; Wt.—18 lbs.; Price—\$100.00.



Model 20 Compact

Same as Model 20, except as noted.
Dim.—19¼ x 6½; Wt.—12¼ lbs.; Price—\$80.00.

Audiola Radio Co.,

430 S. Green St., Chicago, Ill.

Trade Name—"Sealed Five"; Type—Tuned Radio Frequency; Tubes—5; Battery—"A" Storage or Dry; "B" 90 Volts; Controls—Tuning, 3; Tubes, 2; Dim.—21 x 9 x 8½; Wt.—20 lbs.; Price—\$60.00.

Trade Name—"Big Six"; Type—Tuned Radio Frequency; Tubes—6; Battery—"A" Storage or Dry; "B" 90 Volts; Controls—Tuning, 3; Tubes, 3; Dim.—24 x 11 x 9½; Wt.—25 lbs.; Price—\$90.00.

Model "Midget"

Type—Non-Regenerative; Style—Portable; Tube—1; Control—1; Antenna—Outdoor. Battery—"A" Dry; "B" 22½ Volts; Dim.—7½ x 5½ x 4; Price—\$10.00.

Auto Indicator Co.,

210 Ottawa Ave., N. W., Grand Rapids, Mich.



Model Standard B

Trade Name—"Pocket Radio"; Type—Non-regenerative; Style—Pocket Portable; Tubes—Detector (1); Battery—"A" Storage or Dry; "B" 22½ Volts; Controls—Tuning, 1; Tube, 1; Antenna—Loop and Outdoor; Dim.—4 x 12½ x 2½; Wt.—4 lbs.; Price—\$23.50.

Batteryless Radio Corp.,

1457 Broadway, New York, N. Y.



Trade Name—"No-Bat-Try"; Type—Tuned Radio Frequency; Tubes—5; Controls—Tuning, 3; Tube, 2; Dim.—24 x 11 x 13½; Wt.—40 lbs.; (operates directly from electric light socket entirely without batteries or battery eliminators); Price—A.C., \$130.00; D.C., \$180.00.

Beaver Elec. Corp.,

35 York St., Brooklyn, N. Y.

Trade Name—"Beavertone Five"; Type—Tuned Radio Frequency; Tubes—5; Battery—"A" Storage; "B" 90 Volts; Controls—Tuning, 2; Tube, 2; Dim.—20 x 13 x 10; Wt.—15 lbs.; Price—\$75.00.

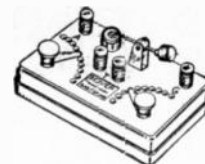
Beaver Machine & Tool Co., Inc.

625 No. Third St., Newark, N. J.



Model R-1

Trade Name—"Baby Grand"; Type—Crystal; Style—Vest-Pocket; Antenna—Outdoor; Dim.—1½ x 2½ x 3½; Price—\$3.50.



R-21

Same as R-1, except as noted.
Box and top surface are molded together.
Price—\$3.50.

Better Radio Products,
2625 So. Walnut St., Muncie, Ind.



Model De Luxe

Trade Name—"Melody"; Type—Tuned Radio Frequency; Tubes—4; Battery—"A" Storage; "B" 90 Volts; Controls—Tuning, 2; Price—\$44.00 (with 5 Tubes, Price \$51.00).



Floor Console, same as Model De Luxe, except as noted.
Console Style; Price—\$135.00 (with 5 Tubes, Price \$149.00).



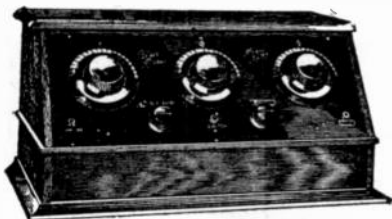
Model Superior

Same as Model De Luxe, except as noted.
Price—\$39.00 (with 5 Tubes, Price \$46.00).

Big Three Radio Corp.,
16 Hudson St., New York, N. Y.
Trade Name—"Wide World"; Type—Tuned Radio Frequency; Tube—5; Battery—"A" Storage; "B" 90 Volts; Controls—Tuning, 2; Tube, 3; Dim.—7 x 18; Price—\$58.00 List.

Bird Radio Corporation,
322 Main St., Cincinnati, Ohio
Model P-1
Type—Crystal; Wt.—1 lb.; Price—\$6.00.

Blair Radio Laboratories,
368 Sixth Ave., New York, N. Y.



Type—Tuned Radio Frequency (Resistance Coupled Audio); Tubes—6; Battery—"A" Storage or Dry; "B" 135 Volts; Controls—Tuning, 3; Tube, 2; Dim.—7 x 13 x 10; Wt.—21 lbs.; Price—\$75.00.

Brandeis Electric Mfg. Corp.,
1841 Broadway, New York, N. Y.



Model VT-100

Type—Tuned Radio Frequency; Tubes—5; Battery—"A" Storage; "B" 90 Volts; Controls—Tuning, 1; Dim.—14 x 22 x 12; Wt.—40 lbs.; ("B" Battery Compartment as Transparent Parchment When in Operation); Price—\$100.00.



Model BC-150

Same as Model BT-100, except as noted.
Console Style; Dim.—43 x 33 x 16; (Built-in Loud Speaker); Price—\$150.00.



Model BG-200

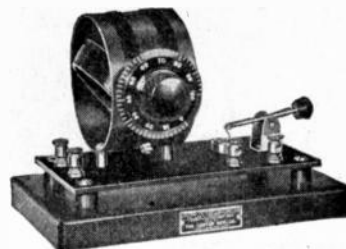
Same as Model BC-150, except as noted.
Console Grand Style; Dim.—41 x 35 x 18; (Concealed Speaker); Price—\$200.00.

Lee D. Burwell Co.,
1614 Harmon Place, Minneapolis, Minn.

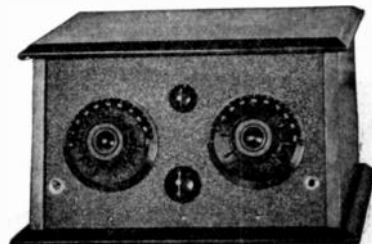


Type—Crystal; Price—\$7.50.

Carter Mfg. Co.,
1729 Coit Ave., East Cleveland, Ohio
(See Announcement Page 113)

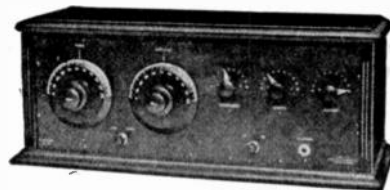


Trade Name—"Carco"; Type—Crystal Variometer receiver; Price—\$7.50.



Trade Name—"Carco"; Tube—2; Battery—"A" Storage; "B" 90 Volts; Controls—Tuning, 2; Tube, 2; Dim.—12 x 9 x 14; Wt.—8 lbs.; Price—\$30.00.

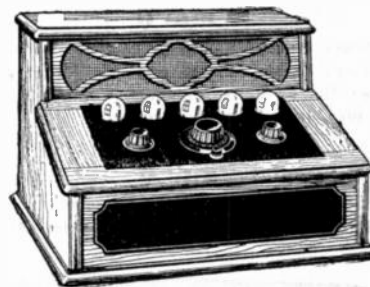
Chelsea Radio Co.,
150 Fifth St., Chelsea, Mass.



Model 107

Trade Name—"Regenodyne"; Type—Regenerative—Radio Frequency; Tubes—4; Battery—"A" Storage or Dry; "B" 90 Volts; Controls—Tuning, 2; Tube, 2; Dim.—24 x 10 x 10; Wt.—8 lbs.; Price—\$75.00.

Chieftain Radio Corp.,
Diversey Blvd Bridge, Chicago, Ill.



Type—Tuned Radio Frequency; Tubes—5; Battery—"A" Storage; "B" 90 Volts; Controls—Tuning, 1; Tube, 1; Dim.—16½ x 23 x 21¼; Wt.—41 lbs. (Cabinet has built-in loud speaker and compartment to hold all batteries; Price—\$135.00).

Claire Mfg. Co.,
6742 Yale Ave., Chicago, Ill.
Trade Name—"Aerial Receiver"; Type—Radio Frequency; Tubes—5; Battery—"A" Storage or Dry; "B" 90 Volts; Controls—Tuning, 3; Tube, 2; Dim.—24 x 7 x 14; Wt.—20 lbs.; Price—\$115.00.

Clapp-Eastham Co.
139 Main St., Cambridge, Mass.



Model DD

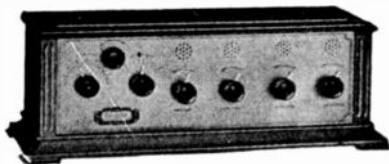
Trade Name—"Radak"; Type—Regenerative; Tubes—3; Battery—Storage or Dry, "B" 67½ volts; Controls—Tuning, 2; Tube, 2; Dim.—; Wt.—; Price—In Leatherette finish, \$24.00; Walnut, \$28.00.



Gold Seal Model

Trade Name—"Super-Radak"; Type—Regenerative Radio Frequency; Tubes—4; Battery—"A" Storage; "B" 67½ Volts; Controls—Tuning, 2; Tubes, 3; Dim.—16½ x 10 x 8¼; Wt.—6¼ lbs.; Price—\$75.00.

Clearstone Radio Co.,
2427 Gilbert St., Cincinnati, Ohio

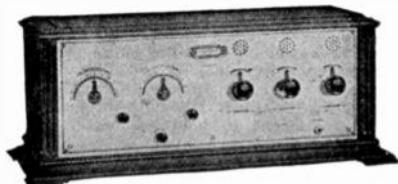


Model 60

Trade Name—"Goldcrest"; Type—Radio Frequency; Tubes—4; Battery—"A" Storage or Dry; "B" 90 Volts; Controls—Tuning, 2; Tube, 4; Wt.—15 lbs.; Price—\$60.00.

Model 62

Same as Model 60, except as noted.
Style—Console; Wt.—100 lbs.; Price—\$120.00.



Model 70

Trade Name—"Clearodyne"; Type—Tuned Radio Frequency; Tubes—4; Battery—"A" Storage or Dry; "B" 90 Volts; Controls—Tuning, 2; Tube, 2; Dim.—22 x 9 x 9; Wt.—16 lbs.; Price—\$75.00.



Model 72

Same as Model 70, except as noted.
Style—Console; Wt.—100 lbs.; Price—\$135.00

Model 80

Trade Name—"Super Clear-O-Dyn"; Type—Tuned Radio Frequency; Style—Portable; Tubes—5; Batteries—"A" Storage or Dry; "B" 90 Volts; Controls—Tuning, 2; Tube, 2; Wt.—25 lbs.; Price—\$120.00.



Model 82

Same as Model 80, except as noted.
Style—Console; Wt.—115 lbs.; Price—\$190.00

Model 90

Trade Name—"Cleartone"; Tubes—3; Battery—"A" Dry; "B" Dry; Controls—Tuning, 2; Tube, 1; Portable Type; Price—\$185.00 Complete.

Cleartone Radio Supply Co.,
70 Audubon Ave., Providence, R. I.



Model "Perfect"

Type—Crystal; Controls—Tuning 1; Dim.—5 x 7; Wt.—2½ lbs.; Price—\$7.50.

Cleveland Automobile Accessories Co.,
7823 Carnegie Ave., Cleveland, Ohio

Model A

Trade Name—"Supertone Five"; Type—Tuned Radio Frequency; Tubes—5; Battery—"A" Storage; "B" 90 Volts; Controls—Tuning, 2; Tube, 2; Dim.—27½ x 11½ x 10; Wt.—23 lbs.; Style—Mahogany Cabinet; Plate Glass Panel; Price—\$100.00.

Concert Radiophone Co.,
626 Huron Road, Cleveland, Ohio



Trade Name—"Concert Grand"; Type—Tuned Radio Frequency; Tubes—4; Battery—"A" Storage or Dry; "B" 90 Volts; Controls—Tuning, 2; Tube, 2; Dim.—22 x 9 x 9; Wt.—16 lbs.; Price—\$75.00.

age; "B" 90 Volts; Controls—Tuning, 2; Tube, 1; Dim.—7 x 7 x 28; Wt.—25 lbs.; Price—\$120.00.

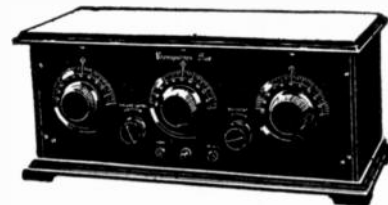


Trade Name—"Concert Jr."; Type—Crystal; Antenna—Outdoor; Price—\$25.50.



Trade Name—"Concert Sr."; Type—Reflex; Tubes—2; Battery—"A" Dry; "B" 90 Volts; Controls—Tuning, 2; Tube, 1; Antenna—Indoor or Loop; Dim.—18 x 11 x 19; Wt.—25 lbs.; Price—\$75.00.

Cosmopolitan Phusiformer Corp.,
15 W. 18th St., New York City



"Cosmopolitan Five"

Type—Tuned Radio Frequency; Tubes—5; Battery—"A" Storage or Dry; "B" 90 Volts; Controls—Tuning, 2; Tube, 1; Dim.—7 x 18 x 7; Wt.—23 lbs.; Price—\$59.00.

Coto-Coil Co.,
Providence, R. I.



Trade Name—"Coto Symphonic"; Type—Tuned Radio Frequency; Style—Portable; Tubes—4; Battery—"A" Dry; "B" 90 Volts; Controls—Tuning, 2; Tube, 4; Price—\$125.00.

Crosley Radio Corp.
Cincinnati, Ohio



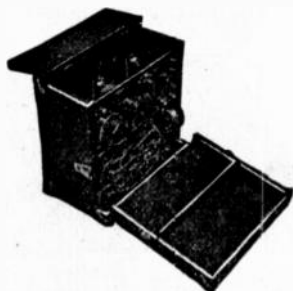
Model 51

Trade Name—"Crosley"; Type—Regenerative; Tubes—2; Battery—"A" Storage or Dry; "B" 67½ Volts; "C" 4½ Volts; Controls—Tuning, 1; Tube, 2; Dim.—4½ x 5½ x 11; Wt.—9 lbs.; Price—\$18.50.



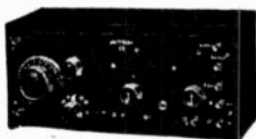
Model 50

Trade Name—"Crosley"; Type—Regenerative; Tubes—Detector (1); Battery—"A" Storage or Dry; "B" 22½ to 45 Volts; Controls—Tuning, 1; Tube, 1; Dim.—4½ x 5½ x 11; Wt.—7½ lbs.; Price—\$14.50.



Model 51-P

Same as Model 51, except as noted. Style—Traveling; Dim.—12½ x 11¼ x 7½; Wt.—21 lbs.; Price—\$28.50.

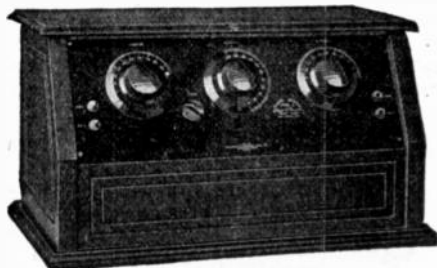


Model 53

Same as Model 51, except as noted. Tubes—3; Battery—"B" 45 to 90 Volts; Dim.—4½ x 5½ x 13½; Wt.—10 lbs.; Price—\$27.50.

Culver-Stearns Mfg. Co.,

53 Grafton St., Worcester, Mass.



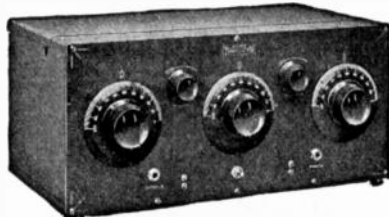
Trade Name—"Lloyd C. Greene Concert Selector"; Type—Tuned Radio Frequency; Tubes—4; Battery—"A" Storage; "B" 90 Volts; Controls—Tuning, 3; Antenna—Outdoor; Weight—80 lbs.; Price—\$100. Has compartment for "B" and "C" batteries.

Dalco Radio Co.,

148 Chambers St., New York, N. Y.



Trade Name—"Dalcofone"; Type—Radio Frequency; Battery—"A" Storage or Dry; "B" 90 Volts; Tube—1; Controls—Tuning, 1; Tube, 1; Antenna—Outdoor; Dim.—11½ x 5½ x 7; Wt.—8 lbs.; Price—\$8.75.



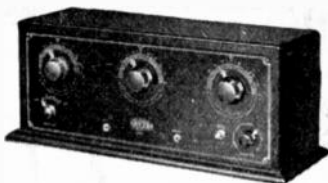
Trade Name—"Airtrols"; Type—Tuned Radio Frequency; Tubes—5; Battery—"A" Storage or Dry; "B" 45 Volts; Controls—Tuning, 3; Tube, 2; Wt.—10 lbs.; Price—\$39.50.

Dayton Fan & Motor Co.,
Dayton, Ohio



Model OEM-11

Trade Name—"Day-Fan Duo-Plex"; Type—Radio Frequency Modified Reflex; Tubes—3; Battery—"A" Storage; "B" 90 Volts; Controls—Tuning, 3; Tube, 3; Dim.—21 x 9 x 7; Wt.—14½ lbs.; Price—\$90.00.



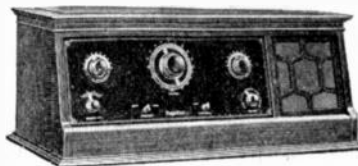
Model OEM-7

Same as Model OEM-11, except as noted. Tubes—4; Price—\$98.00.



"Dayola" Model

Same as Model OEM with drop front "B" Battery Compartment. Price—\$110.00.



"Daycraft" Model

Same as Model OEM with drop front "B"

Battery Compartment and built-in Loud Speaker. Price—\$145.00.

Mounted on Table; Price—\$165.00.



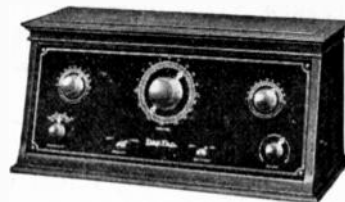
"Daytonia" Model

Same as Model OEM, except as noted. Tubes—5; Console style, with "A" and "B" Batteries and built-in Recharging Equipment. Price—\$300.00.



Model OEM 12

Same as Model OEM 7, except as noted. Price—\$75.00.



Model Day Fan

Type—Tuned Radio Frequency; Tubes—5; Battery—"A" Storage or Dry; "B" 90 Volts; Controls—Tuning, 3; Tube, 2; Dim.—22 x 10¼ x 10¼; Price—\$115.00.



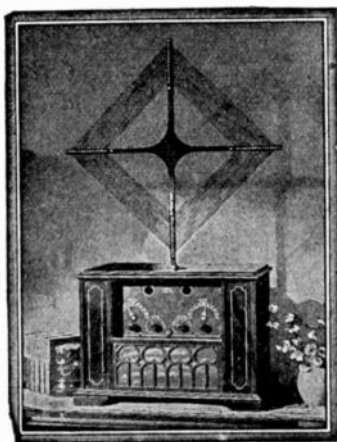
Model Day Royal

Type—Tuned Radio Frequency; Tubes—5; Battery—"A" Storage or Dry; "B" 90 Volts; Controls—Tuning, 3; Tube, 2; Dim.—26½ x 53½ x 17; Price—\$300.00.



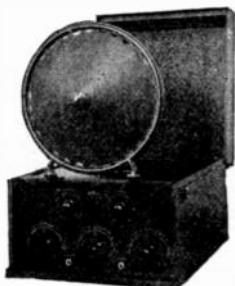
Model Day Grand
Same as Model Day Royal, except as noted.
Dim.—38 x 39 x 18; Price—\$195.00.

De Forest Radio Co.,
Franklin St. and Central Ave., Jersey City, N. J.



Model D-17
Trade Name—"Radiophone"; Type—Tuned Radio Frequency; Battery—"A" Storage; "B" 90 Volts; Controls—Tuning, 2; Tube, 1; Antenna—Loop; Dim.—22 x 16½ x 16½; Wt.—45 lbs.; Price—Two Tone Mahogany without Batteries, \$195.00; Two Tone Fabrikoid without Batteries, \$185.00.

Model D-17 A
Same as Model D-17, except as noted.
Dim.—20¾ x 13¼ x 10¼; Price—Without accessories, \$125.00.



Model F-5
Type—Tuned Radio Frequency; Tubes—5; Battery—"A" Dry (4½ Volts); "B" 90 Volts; Controls—Tuning, 3; Tubes, 2; Dim.—15¼ x 14 x 11; Wt.—37 lbs.; Built-in Loud Speaker; Price—\$180.00.

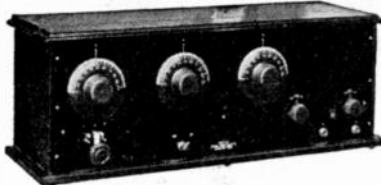
Diamond T Radio Mfg. Co.,
615 Crescent St., South Bend, Ind.



Model D-15
Type—Tuned Radio Frequency; Tubes—5; Battery—"A" Storage; "B" 90 Volts; Controls

—Tuning, 3; Tube, 1; Dim.—10 x 26 x 10; Wt.—25 lbs.; Price—\$160.00 List.

Doron Bros. Electric Co.,
325 B. St., Hamilton, Ohio



Model R-5
Trade Name—"Super-Equidyne"; Type—Tuned Radio Frequency; Tubes—5; Battery—"A" Storage; "B" 90 Volts; Controls—Tuning, 3; Tube, 2; Dim.—28 x 10 x 10; Wt.—60 lbs.; Price—\$125.00.

Dotson-Hiebert Co.,

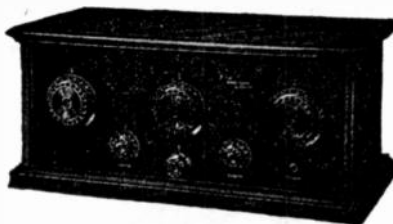
4345 France Ave. So., Minneapolis, Minn.

Trade Name—"Dotson Six"; Type—Tuned Radio Frequency; Tubes—6; Battery—"A" Storage; "B" 90 Volts; Controls—Tuning, 3; Tube, 2; Dim.—10 x 12 x 28; Wt.—35 lbs.; Price—\$125.00.

Eagle Radio Co.,

Newark, N. J.

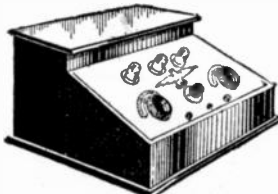
(See Announcement Page 86)



Model B
Trade Name—"Eagle Balanced"; Type—Neutrodyne; Tubes—5; Battery—"A" Storage; "B" 110 to 135 Volts; Controls—Tuning, 1; Tube, 3; Dim.—7½ x 29 x 8½; Wt.—27 lbs.; Price—\$175.00.



Model B-8
Same as Model B, except as noted.
Type—Console Cabinet, built of Walnut or Mahogany; Price—\$275.00.

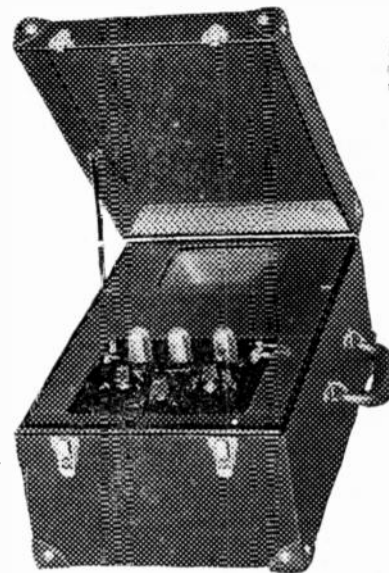


Model C
Trade Name—"Eaglet"; Type—Neutrodyne; Tubes—3; Battery—"A" Dry; "B" 90 Volts; Controls—2; Tuning, 2; Tube, 2; Dim.—17½ x 15¼ x 10¼; Wt.—14 lbs.; Price—\$75.00.

Echophone Radio, Inc.,
1120 N. Ashland Ave., Chicago, Ill.

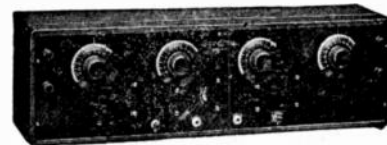


Model V-3
Trade Name—"Echophone"; Type—Regenerative; Tubes—3; Battery—"A" Dry; "B" 90 Volts; Controls—Tuning, 1; Volume, 1; Price—\$40.00.

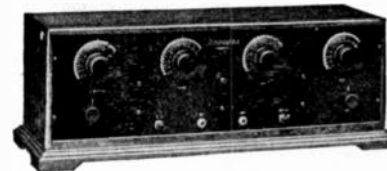


Same as Model V-3, except as noted.
Portable Type; Dim.—9 x 12 x 17; Aerial on Reel in Case; Price—\$70.00.

Ecodyne Radio Co.,
Irwin, Pa.

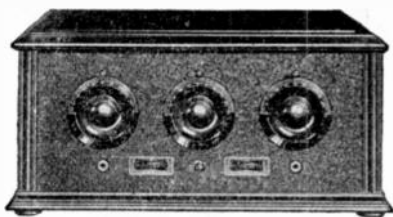


Model RT-13
Trade Name—"Ecodyne"; Type—Radio Frequency; Tubes—5; Battery—"A" Storage; "B" 90 Volts; Controls—Tuning, 4 (Tube, "Amperite" Control); Dim.—8 x 8 x 25; Wt.—15 lbs.; Price—\$100.00.



Model R-6
Same as Model RT-13, except as noted.
Control—Rheostat; Dim.—24 x 9 x 9; Wt.—19 lbs.; Price—\$115.00.

Eisemann Magneto Corp.
165 Broadway, New York, N. Y.

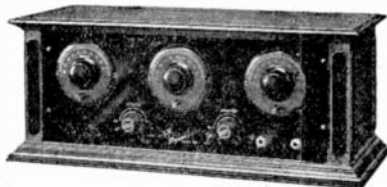


Model 6-D

Type—Tuned Radio Frequency; Tubes—5; Battery—"A" Storage or Dry; "B" 90 Volts; Controls—Tuning, 3; Tube, 5; Dim.—19½ x 18½ x 9½; Wt.—15½ lbs.; Price—\$125.00.

Electrical Products Co.,
Providence, R. I.

(See Announcement Page 87)



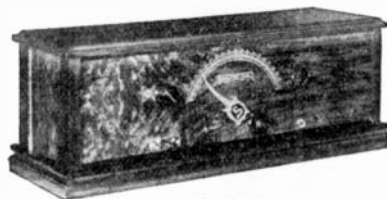
Trade Name—"Dymac"; Type—Tuned Radio Frequency; Tubes—5; Battery—"A" Storage; "B" 90 Volts; Controls—Tuning, 3; Tube, 2; Dim.—22½ x 9½ x 9½; Wt.—22 lbs.; Mahogany and Ebony Trimmed; Price—\$75.00.

Electrical Research and Mfg. Co.,
Waterloo, Iowa



Model 419-3

Same as Model P-3, except as noted. Cabinet Loud Speaker; Dim.—30 x 20½ x 46½; Price—\$250.00.



Model 8-3

Trade Name—"Superiorflex"; Type—Reflex; Tubes—3; Battery—"A" Storage or Dry; "B" 90 Volts; Control—Tuning, 1; Dim.—26 x 9½ x 10; Wt.—19 lbs.; Price—\$100.00.



Model P-3

Same as Model S-3, except as noted. Built-in Loud Speaker; Dim.—20 x 9½ x 12½; Price—\$125.00.

Equitable Radio Corp.,

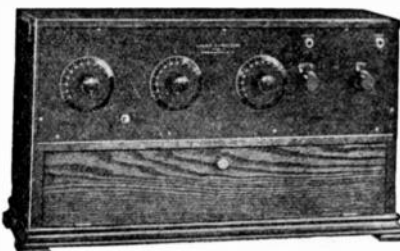
800 Madison Ave., New York, N. Y.



Trade Name—"Claratone"; Tube—Tuned Radio Frequency; Tubes—5; Battery—"A" Storage; "B" 90 Volts; Controls—Tuning, 3; Tube, 2; Dim.—25 x 9 x 7½; Wt.—14½ lbs.; Price—\$50.00.

Fairview Electric Shop,

35 Fairview Ave., Binghamton, N. Y.



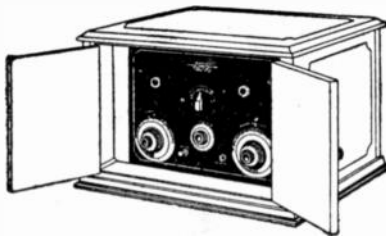
Model J 400

Trade Name—"Lasher Capacidyne"; Type—Tuned Radio Frequency; Tubes—5; Battery—"A" Storage; "B" 90 to 112½ Volts; "C" 4½ Volts; Controls—Tuning, 3; Tube, 2; Wt.—12 lbs.; Price—\$85.00, with 5 tubes included, 201A; with resistance coupled amp., 185 Volt "B" Battery; Price—\$90.00.

Federal Radio Corp.,

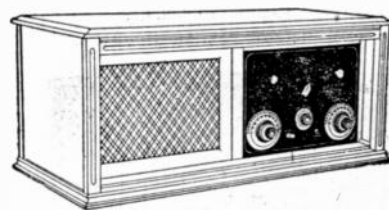
Buffalo, N. Y.

(See Announcement Page 81)



Model 141

Type—Radio Frequency; Tubes—5; Battery—"A"; Storage; "B" 90 Volts; Controls—Tuning, 2; Tube, 3; Dim.—18 x 17½ x 19½; Wt.—42 lbs.; Price—\$150.00.



Model 142

Same as Model 141, except as noted. Dim.—14½ x 17½ x 32½; Wt.—73 lbs.; Price—\$230.00.

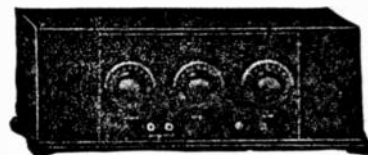


Model 143

Same as Model 142, except as noted. Dim.—20 x 34½ x 43; Wt.—138 lbs.; Price—\$330.00.

J. R. Ferguson.

50 Beaver St., New York, N. Y.



Model No. 3

Trade Name—"TRF"; Type—Tuned Radio Frequency; Tubes—4; Battery—"A" Storage or Dry; "B" 90 Volts; Controls—Tuning, 2; Tube, 3; Dim.—24½ x 9½ x 9½; Wt.—27 lbs.; Price—\$180.00.

Model No. 3-A

Same as Model No. 3, except as noted. Special Low Wave Receiver, Range 80 to 120 Meters. Price—\$180.00.

Traveling Model

Same as Model No. 3, except as noted. Style—Traveling; Price—\$120.00.

Model 3-V

Same as Model No. 3, except as noted. Style—Victor Phonograph Insert; Price—\$110.00.

Model 4

Type—Tuned Radio Frequency; Tubes—4; Battery—"A" Storage or Dry; "B" 90 Volts; Controls—Tuning, 2; Tube, 2; Dim.—19 x 9 x 11½; Wt.—20 lbs.; Price—\$95.00.



Model 6 Console

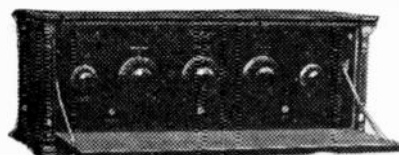
Same as Model Cabinet 4, except as noted. Tubes—6; Controls—Tuning, 2; Tube, 3; Dim.—32 x 10 x 13; Price—\$180.00.

Eagle Charger Corp.,
121 N. Eighth, Philadelphia, Pa.
(See Announcement Page 107)



Trade Name—"Electradyne"; Type—Reflex
Tubes—2; Battery—None (equipped with Recti-
fear to operate on 110 volts A. C.); Controls—
Tuning 3; Tube 1; Dim.—15 x 13 x 15½;
Wt.—27 lbs.; Price—\$110.00.

Freed-Eisemann Radio Corp.,
36 Flatbush Ave. Extension, Brooklyn, N. Y.



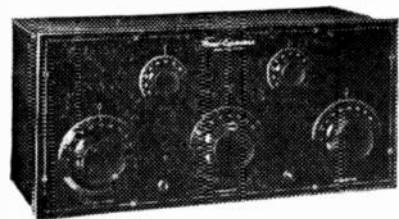
Model NR-20

Type—Neutrodyne; Tubes—5; Battery—"A"
Storage; "B" 90 Volts; Controls—Tuning, 3;
Tube, 2; Dim.—35 x 17 x 17; Wt.—59 lbs.;
Price—\$175.00 List.



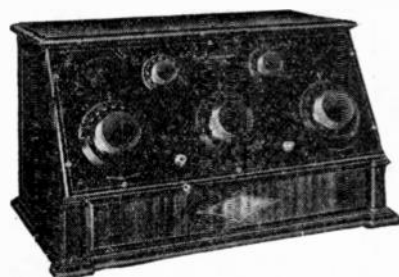
Model NR-7

Same as Model NR-20, except as noted.
Tubes—6; "B" Battery 135 Volts; Price—
\$110.00 List.



Model FE-15

Same as Model NR-7, except as noted.
Tubes—5; "B" Battery 90 Volts; Dim.—23½
x 18½ x 18½; Wt.—22 lbs.; Price—\$75.00 List.



Model FE-18

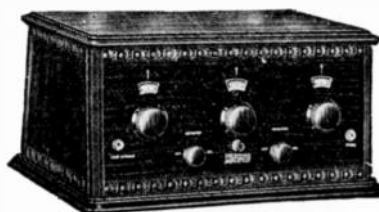
Same as Model FE-15, except as noted.
Price—\$90.00 List.

Chas. Freshman Co., Inc.,
Freshman Bldg., 240 W. 40th St.,
New York, N. Y.
(See Announcement Page 71)



Model 5F2

Trade Name—"Masterpiece"; Type—Tuned
Radio Frequency; Tubes—5; Battery—"A" Stor-
age or Dry; "B" 90 Volts; Controls—Tuning, 3;
Tubes, 2; Dim.—20½ x 20½ x 9½; Price—
\$39.50.



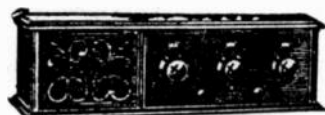
Model 5F4

Same as Model 5F2, except as noted.
Dim.—20 x 9½ x 20½; Price—\$49.50.



Model Concert

Same as Model 5F4, except as noted.
Dim.—20½ x 18½ x 21, with built-in Loud
Speaker; Price—\$75.00.



Model 5F5

Same as Model Concert, except as noted.
Dim.—30 x 10½ x 8½, with built-in Loud
Speaker; Price—\$60.00.



Model 5F6

Same as Model 5F5, except as noted.
Dim.—38½ x 31½ x 14½; Mounted on
table which accommodates all batteries and
other accessories; Price—\$82.50.



Model Franklin Console

Same as Model 5F6, except as noted.
Dim.—33½ x 29 x 14½; Mounted on Console
Cabinet with compartments for batteries, charger
and other accessories; Price—\$115.00.



Model 5F7

Type—Tuned Radio Frequency; Tubes—5;
Battery—"A" Storage or Dry; "B" 90 Volts;
Controls—Tuning, 3; Tube, 2; Dim.—42 x 34 x
15; Price—\$89.50.

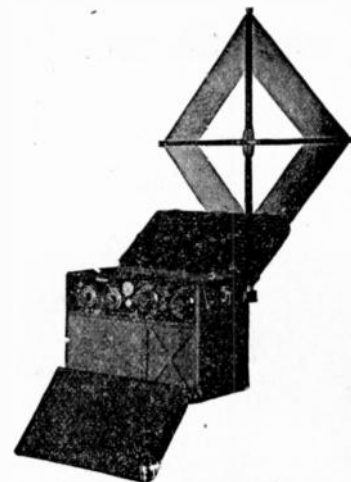
Garod Corporation,
120 Pacific St., Newark, N. J.



Model V

Trade Name—"Garod"; Type—Neutrodyne;
Tubes—5; Battery—"A" Storage; "B" 135 Volts;
Controls—Tuning, 3; Tube, 2; Dim.—34½ x
13½ x 11½; Wt.—25 lbs.; Price—\$195.00.

General American Radio Mfg. Corp.,
345 Madison Ave., New York, N. Y.



Trade Name—"Vocacast"; Type—Radio Fre-
quency; Style—Traveling; Tubes—6; Battery—

"A" Dry; "B" 90 Volts; Controls—Tuning, 3; Tube, 2; Dim.—9½ x 17½ x 12; Wt.—30 lbs.; Price—\$215.00.

Model D

Same as above, except as noted.

Style—Portable; Battery—"A" Storage or Dry; Dim.—15 x 9 x 11; Wt.—15 lbs.; Price—\$150.00.

Model E

Same as Model D, except as noted.

Style—Portable; Dim.—17 x 15 x 25; Wt.—73 lbs.; Price—\$265.00.

Model F

Same as Model D, except as noted.

Style—Console; Dim.—25 x 15 x 45; Wt.—60 lbs.; Price—\$320.00.

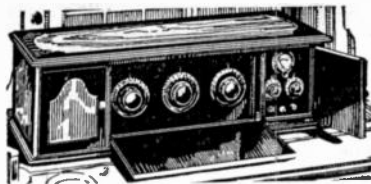
Gibson-Sears Radio Corp.,
48 West Broadway, New York, N. Y.



Trade Name—"Sterling-Five"; Type—Tuned Radio Frequency; Tubes—5; Battery—"A" Storage or Dry; "B" 90 Volts; Controls—Tuning, 2; Tube, 2; Dim.—9 x 20 x 8; Wt.—20 lbs.; Price—\$60.00.

Gilfillan Radio Corp.,

1815 West 16th St., Los Angeles, Cal.

**Model GN-1**

Trade Name—"Gilfillan"; Type—Neutrodyne; Tubes—5; Battery—"A" Storage; "B" 90 Volts; Controls—Tuning, 3; Tube, 2; Dim.—10 x 13 x 28; Wt.—35 lbs.; Price—\$150.00.

Model GN-2

Same as Model GN-1, except as noted.

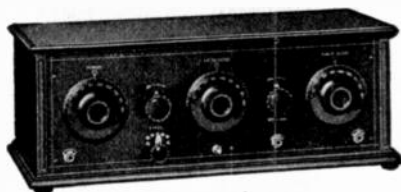
Dim.—10 x 10½ x 26½; Wt.—25 lbs.; Price—\$120.00.

**Model GN-3**

Type—Neutrodyne; Tubes—4; Battery—"A" Dry Cell, 4½ Volts; "B" 90 Volts; Controls—Tuning, 2; Tube, 1; Dim.—12 x 15 x 16; Wt.—17½ lbs.; Price—\$65.00.

Globe Electric Co.

14 Keefe Ave., Milwaukee, Wis.

**Model 880-H**

Trade Name—"Duo Dyne"; Type—Radio Frequency; Tubes—5; Battery—"A" Storage; "B"

70 to 100 Volts; Controls—Tuning, 3; Tube, 3; Dim.—6 x 21; Wt.—25 lbs.; Price—\$90.00.

Model 992

Same as Model 880-H, except as noted.

Style—Console; Price—\$295.00.

**Model 830**

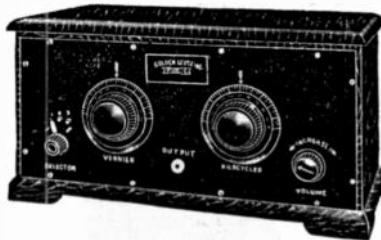
Trade Name—"Duo Dyne"; Type—Tuned Radio Frequency; Tubes—5; Battery—"A" Storage; "B" 90 Volts; Controls—Tuning, 3; Tube, 2; Dim.—7 x 21; Wt.—25 lbs.; Price—\$65.00.

Model 770

Trade Name—"Globe"; Style—Portable; Tubes—4; Controls—Tuning, 2; Tube, 2; Antenna—Outdoor; Dim.—(Panel) 6 x 18; Wt.—20 lbs.; Price—\$50.00.

Golden-Leutz Corp.,

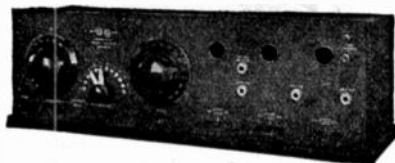
476 Broadway, New York, N. Y.

**Model "Pile-6"**

Type—Tuned Radio Frequency; Tubes—6; Battery—"A" Storage; 6 Volts; "B" 90 Volts; Controls—Tuning, 2; Tube, 1; Wt.—40 lbs.; Dim.—19 x 8 x 5; Price—Without equipment, \$80.00; with equipment, \$150.00.

A. H. Grebe & Co.

10 Van Wyck Blvd., Richmond Hill, N. Y.

**Model CR3**

Type—Regenerative; Tube—3; Battery—"A" Storage; "B" 90 Volts; Controls—Tuning, 2; Tube, 3; Dim.—22½ x 7½ x 8½; Wt.—15½ lbs.; Price—\$130.00.

**Model MU1**

Trade Name—"Synchrophase"; Type—Tuned Radio Frequency; Tubes—5; Battery—"A" Storage; "B" 90 Volts; Controls—Tuning, 3; Tube, 1; Dim.—22 x 12½ x 9½; Wt.—22 lbs.; Price—\$155.00.

Model MU2

Trade Name—"Synchrophase"; Type—Tuned Radio Frequency; Tubes—6 (Type UV-199); Battery—Dry Cells (4½ Volts); "B" 90 Volts; Controls—Tuning, 3; Dim.—22 x 12½ x 9½; Wt.—22 lbs.; Price—\$155.00.



Trade Name—"Synchrophase"; Type—Tuned Radio Frequency; Tubes—5; Battery—"A" Storage; "B" 90 Volts; Controls—Tuning, 3; Tube, 2; Cabinet Polychrome finish; Price—\$340.00 less accessories. (Plain finish Cabinet), \$320.00 less accessories.

David Grimes, Inc.,

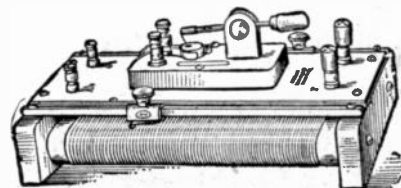
1571 Broadway, New York City

**Model 2XP**

Type—Reflex "Grimes Inverse Duplex"; Tubes—3; Battery—"A" Storage "B" 90 volts; Controls—Tuning, 3; Tube, 3; Dim.—20 x 16 x 9½; Wt.—15 lbs; Price—\$85.00.

Gundlach-Manhattan Optical Co.,

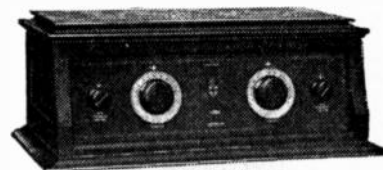
761 Clinton Ave. So., Rochester, N. Y.



Trade Name—"Korona"; Type—Crystal; Price—\$6.00.

Guthrie Company,

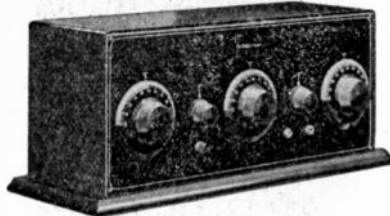
Grafton, Ohio



Trade Name—"Gold Finch"; Type—Tuned R. F.; Tubes—5; Controls—Tuning, 3; Tube, 2; Dim.—28 x 14 x 9½; Wt.—18 lbs.; Price—\$75.00.

Trade Name—"Nightingale Five"; Type—Tuned Radio Frequency; Tubes—5; Battery—"A" Storage or Dry; "B" 90 Volts; Controls—Tuning, 3; Tube, 2; Dim.—7 x 21; Price—\$55.00 list.

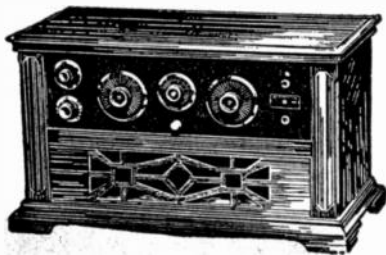
Halldorson Co.,
1772 Wilson Ave., Chicago, Ill.



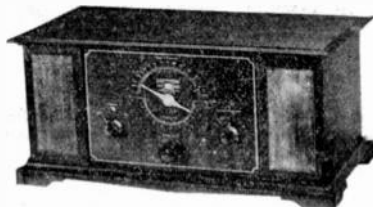
Model RF 500

Type—Tuned Radio Frequency; Battery—"A"
Storage; "B" 90 Volts; Controls—Tuning, 3;
Tube, 2; Dim.—22 x 9 x 8; Wt.—18 lbs.; Price
—\$115.00.

H. W. Harmon & Sons Co.,
418 Poplar St., Grove City, Pa.

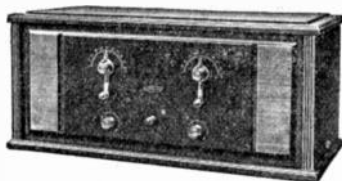


Trade Name—"Harmonson"; Tubes—4; Bat-
tery—"A" Storage or Dry; "B" 90 Volts; Con-
trols—Tuning, 2; Tube, 1; Dim.—23 x 14 x 15;
Wt.—25 lbs.; Price—\$125.00.



Trade Name—"Harmonson Unitrol"; Type—
Tuned Radio Frequency; Tubes—6; Battery—
"A" Storage; "B" 90 Volts; Controls—Tuning,
4; Tube, 1; Dim.—14 x 14 x 32; Wt.—30 lbs.;
Price—\$150.00; (with Built-in Loud Speaker)
\$175.00.

Hartman Electrical Mfg. Co.,
31 E. Fifth St., Mansfield, Ohio



Model 10-CS

Trade Name—"Hartman"; Type—Tuned Radio
Frequency; Tubes—4; Battery—"A" Dry; "B"
90 Volts; Controls—Tuning, 2; Tube, 1; Volume,
1; Dim.—26 x 11 x 11; Wt.—25 lbs.; Price—
\$75.00.



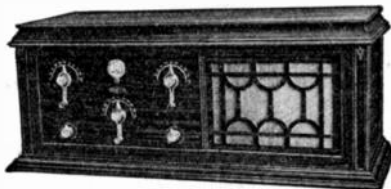
Model 12-A Adams

Same as Model 12-C, except as noted.
Tubes—5; Controls—Tuning, 3; Tube, 3; Vol-
ume, 1; Dim.—32 x 48 x 14; Wt.—95 lbs.;
Price—\$245.00.



Model 12-A Italian

Same as Model 12-A Adams, except as noted.
Price—\$325.00.



Model 12-B

Type—Tuned Radio Frequency; Battery—"A"
Storage or Dry; "B" 90 Volts; Dim.—31 x 12
x 14; Tubes—5; Controls—Tuning, 3; Tube, 2;
Wt.—55 lbs.; Price—\$155.00.

Model 12-B

Same as Model 12-B, except as noted.
Tubes—4; Controls—Tuning 2; Price—
\$135.00.



Model 12-A Queen Anne

Same as Model 12-B, except as noted.
Dim.—32 x 43 x 14½; Wt.—130 lbs.; Price
—\$325.00.

Howard Mfg. Co.,

469 E. Ohio St., Chicago, Ill.



Model A

Type—Neutrodyne; Tubes—5; Battery—"A"
Storage; "B" 90 to 130 Volts; Controls—Tun-
ing, 3; Dim.—32 x 12¼ x 9¼; Wt.—41 lbs.;
Price—\$200.00. Also made in Console Style,
with Built-In Loud Speaker. Dim.—34½ x 20
x 18; Price—\$325.00.

Model-C

Type—Neutrodyne; Tubes—5; Dim.—15 x 16
or larger for installation in Console Type Phono-
graphs; Price—\$130.00.

Howe Auto Products Co.,

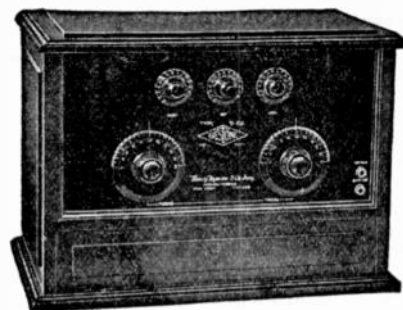
120 No. Green St., Chicago, Ill.

(See Announcement Page 80)



Type—Crystal; Control—Tuning, 1; Dim.—8
x 3¼ x 3¼; Wt.—10 ozs.; Price—\$1.75.

Henry Hyman & Co., Inc.
476 Broadway, New York, N. Y.



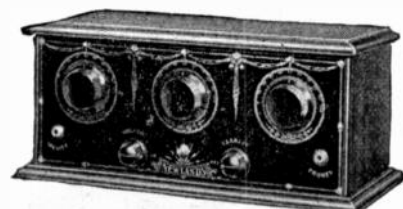
Model V-40

Trade Name—"Bestone"; Type—Radio Fre-
quency; Tubes—4; Battery—"A" Storage or
Dry; "B" 90 to 135 Volts; Controls—Tuning, 9;
Tube, 2; Dim.—15 x 21 x 10; Wt.—50 lbs.;
Price—\$150.00.

Incandescent Supply Co.,

468 West Broadway, New York, N. Y.

(See Announcement Page 76)



Trade Name—"Newlands"; Type—Tuned
Radio Frequency; Tubes—5; Battery—"A" Stor-
age; "B" 90 Volts; Controls—Tuning, 3; Tube,
2; Dim.—20 x 9½ x 9; Wt.—14 lbs.; Price—
\$70.00 List.



Model De Luxe

Same as "Newlands," except as noted.
Dim.—28 x 15 x 17; Wt.—32 lbs.; Price—
\$125.00.



Same as Model De Luxe, except as noted.
Console Style; Dim.—28 x 15 x 47; Wt.—65
lbs.; Price—\$170.00.

Indiana Mfg. and Electric Co.,
Marion, Ind.



Model 500

Trade Name—"Indiana-Hyperdyne"; Type—Tuned Radio Frequency; Tube—5; Battery—"A" Storage or Dry; "B" 90 Volts; Controls—Tuning, 3; Tube, 2; Dim.—24 x 8 x 12; Price—\$65.00.

Industrial Radio Service,

Newton and Rust Ave., Saginaw, Mich.

Trade Name—"Ultra-Marvel"; Type—Tuned Radio Frequency; Tubes—4; Battery—"A" Storage or Dry; "B" 90 Volts; Controls—Tuning, 3; Tubes, 2; Wt.—25 lbs.; Price—\$120.00.

Jos. W. Jones Radio Mfg. Co.,
40 West 25th St., New York, N. Y.

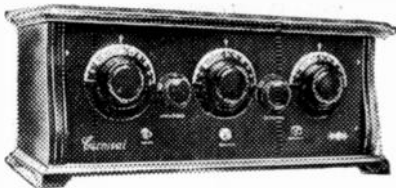


Type—Tuned Radio Frequency; Tubes—4; Battery—"A" Storage; "B" 90 Volts; Controls—Tuning, 2; Tube, 1; Dim.—14 x 14 x 10; Wt.—20 lbs.; Price—\$65.00.



Same as 4 Tube Model, except as noted. Tube—5; Controls—Tuning, 3; Tube, 2; Dim.—19 x 14 x 10; Wt.—22 lbs.; Price—\$75.00 (with Gold Dials, \$85.00).

Kardon Products Co.,
451 Greenwich St., New York, N. Y.



Model K-14

Trade Name—"Kompentrol"; Type—Tuned Radio Frequency; Tube—5; Battery—"A" Storage; "B" 90 Volts; Controls—Tuning, 3; Tube, 2; Dim.—7 x 18; Wt.—20 lbs.; Price—\$75.00.

Kellogg Switchboard & Supply Co.,
Dept. 1, 1027 W. Adams St., Chicago, Ill.
(See Announcement Page 77)



Model Standard

Trade Name—"Wave Master"; Type—Radio Frequency; Tubes—5; Battery—"A" Storage; "B" 90 Volts; Controls—Tuning, 1; Tube, 2; Price—\$125.00.

Colin B. Kennedy Co.,

2017 Locust St., St. Louis, Mo.



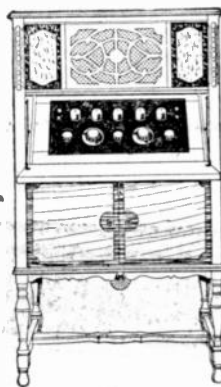
Model III

Trade Name—"Kennedy"; Type—Regenerative; Style—Traveling; Tubes—3; Battery—"A" Storage or Dry; "B" 57½ Volts; Controls—Tuning, 1; Tube, 1; Dim.—13½ x 13½ x 8; Wt.—25½ lbs.; Price—\$75.00.



Model V

Same as Model III, except as noted. Dim.—16 x 14½ x 9½; Wt.—15 lbs.; Price—\$75.00.



Trade Name—"Royal Sixteen"; Type—Tuned Radio Frequency; Tubes—5; Battery—"A" Storage or Dry; "B" 90 Volts; Controls—Tuning, 2; Tube, 1; Dim.—4'-2" x 2'-4" x 1'-4"; Wt.—70 lbs.; Price—\$235.00.



Model VI

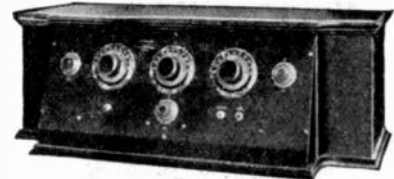
Same as Model XI, except as noted. Dim.—16 x 14½ x 9½; Wt.—16 lbs.; Price—\$85.00.



Model XV

Type—Tuned Radio Frequency, Tubes—3; Battery—"A" Storage or Dry; "B" 90 Volts; Controls—Tuning, 2; Tube, 1; Antenna—Indoor, Outdoor and Loop; Dim.—21½ x 15½ x 10½; Wt.—25 lbs.; Price—\$120.00.

Kilbourne and Clark Mfg. Co.,
Seattle, Wash.



Trade Name—"Air Roamer"; Type—Radio Frequency; Tubes—5; Controls—Tuning, 3; Tube, 2; Battery—"A" Storage; "B" 90 Volts; Dim.—8 x 8 x 27; Price—Without Equipment, \$140.00.

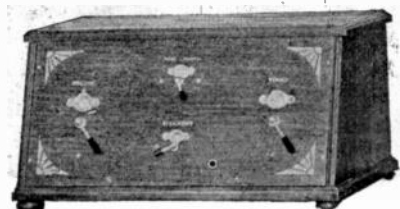


Trade Name—"Air Ruler"; Dim.—12 x 15 x 34; Price—Without Equipment, \$185.00. Same as Model "Air Roamer," except as noted.

Klitzzen Radio Mfg. Co.,

21 Ottawa Ave., Grand Rapids, Mich.

(See Announcement Page 84)



Trade Name—"Kent"; Type—Regenerative; Tubes—3; Battery—"A" Storage or Dry; "B" 90 Volts; Controls—Tuning, 2; Tube, 1; Dim.—18 x 17; Wt.—9½ lbs.; Price—\$42.50.



Same as Model "Kent," except as noted.
Trade Name—"Wolverine"; Dim.—26½ x 17;
Wt.—14 lbs.; Price—\$54.50.

Kodel Radio Corp.,

507 E. Pearl St., Cincinnati, Ohio



Model P-11

Trade Name—"Kodel"; Type—Non-regenerative; Tubes—Detector (1); Battery—"A" Dry; "B" 22½ Volts; Controls—Tuning, 1; Tube, 1; Dim.—5½ x 8½ x 4½; Wt.—4½ lbs.; Price—\$16.00.



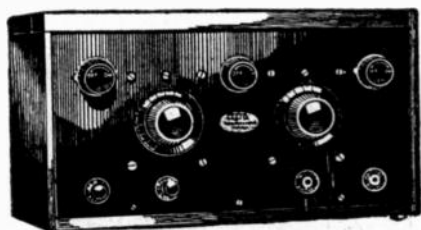
Model P-12

Same as Model P-11, except as noted.
Tubes—2; Dim.—9¼ x 8¼ x 6; Wt.—8 lbs.; Price—\$22.50.



Model C-L-5

Trade Name—"Logodyne"; Type—Tuned Radio Frequency; Tubes—5; Battery—"A" Storage; "B" 90 Volts; Controls—Tuning, 3; Tube, 3; Dim.—23¾ x 10½ x 12½; Wt.—18½ lbs.; Price—\$82.50.



Model C-114

Type—Non-regenerative Tuned Radio Frequency; Tubes—4; Controls—Tuning, 2; Tube, 2; Dim.—12½ x 6½ x 6½; Wt.—8 lbs.; Price—\$36.00.

Lampolier Co.,

17 East 116 St., New York, N. Y.



Type—Tuned Radio Frequency; Tubes—5; Battery—"A" Storage; Built-in Eliminator; Control—1; Dim.—Height, 5 ft. 6 in., with Shade; Finishes, Natural Wood, Polychrome; Speaker suspended inside of Shade; Wt.—30 lbs.; Price—\$185.00.

Langbein-Kaufman Radio Co.,

511 Chapel St., New Haven, Conn.

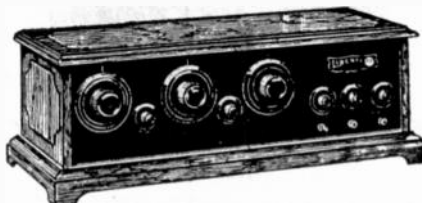


Trade Name—ElKay; Type—Tuned Radio Frequency; Tubes—4; Battery—"A" Storage or Dry; "B" 90 Volts; Controls—Tuning, 2; Tube, 1; Dim.—7 x 18 x 9; Wt.—19 lbs.; Price—\$70.00 list.

Liberty Transformer Co.,

123 Sangamon St., Chicago, Ill.

(See Announcement Page 98)



Trade Name—"Liberty Sealed Five"; Type—Tuned Radio Frequency; Tubes—5; Battery—"A" Storage; "B" 90 Volts; Controls—Tuning, 3; Tube, 5; Dim.—23½ x 10½ x 12; Wt.—20 lbs.; Price—\$100.00.

Machine Specialty Co.,

Ann Arbor, Mich.

(See Announcement Page 89)



Trade Name—"Arbophone"; Type—Tuned Radio Frequency; Tubes—5; Battery—"A" Storage; "B" 90 Volts; Controls—Tuning, 3; Tube, 1; Dim.—27 x 9 x 10; Wt.—18 lbs.; Price—\$55.00.

Mack Company,

1940 Delancey St., Philadelphia, Pa.



Trade Name—"Mack Sincroflex"; Type—Tuned Radio Frequency; Tubes—3; Battery—"A" Storage; "B" 90 Volts; Controls—Tuning, 2; Tube, 2; Dim.—18 x 7 x 8; Price—\$50.00.

Magnavox Co.,

Oakland, Cal.



Model 25

Type—Tuned Radio Frequency; Tubes—5; Battery—"A" Storage; "B" 90 Volts; Controls—Tuning, 1; Tube, 1; Dim.—23½ x 16½ x 20; Wt.—33 lbs. Cabinet with Built-in Loud Speaker concealed behind grille; Price—\$145.00.



Model 75

Same as Model 25, except as noted.
Dim.—46 x 18 x 22; Wt.—59 lbs.; Price—\$200.00.

Marathon Radio Corp.,

188 First St., San Francisco, Cal.

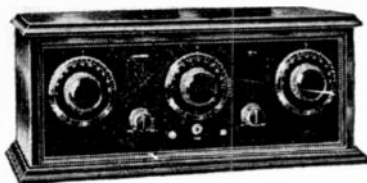


Model MRS-1

Type—Reflex; Tubes—3; Battery—"A" Dry; "B" 90 Volts; Controls—Tuning, 2; Tube, 1; Dim.—16 x 15½ x 14; Wt.—16 lbs.; Price—\$80.00, with Built-in Loud Speaker.

Model MR-2

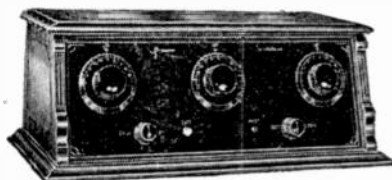
Same as Model MRS-3, except as noted.
Without Built-in Loud Speaker, Price—\$65.00.

**Model MX-5**

Type—Tuned Radio Frequency; Tubes—5;
Battery—"A" Storage; "B" 90 Volts; Controls—
Tuning, 3; Tubes, 2; Dim.—21½ x 9½ x 10½;
Wt.—20 lbs.; Price—\$100.00.

**Model MR-5**

Same as Model MX-5, except as noted.
Dim.—28½ x 9½ x 9; Wt.—24 lbs.; Price—
\$140.00.

**Model MP-5**

Same as Model MR-5, except as noted.
Dim.—25½ x 10 x 13½; Wt.—24 lbs.; Price—
\$70.00.

Marwol Radio Corp.

546 Broadway, New York, N. Y.

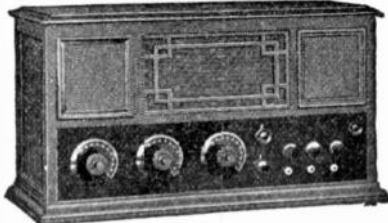
**Model A-1**

Trade Name—"Marwol"; Type—Tuned Radio
Frequency; Tubes—5; Battery—"A" Storage or
Dry "B"; Controls—Tuning, 3; Tubes, 2; Dim.—
7 x 18 x 6½; Price—\$60.00.



Same as Model A-1, except as noted.
Trade Name—"Baby Grand"; Dim.—8 x 18
x 6; Sloping Panel Type; Price—\$40.00.

Mazda Radio Manufacturing Co.
3405 Perkins Ave., Cleveland, Ohio



Trade Name—"Consomello Grand"; Type—
Tuned Radio Frequency; Tubes—7; Battery—"A"

Storage; "B" 60-135 Volts; Controls—Tuning,
3; Tubes, 3; Antenna—Loop, Indoor and Out-
door; Dim.—30 x 17½ x 13; Wt.—50 lbs.; Price
—\$255.00.

Miessner Radio Corp.

34 Thirty-fifth St., Brooklyn, N. Y.



Type—Tuned Radio Frequency; Tubes—6;
Dim.—11 x 22 x 11; Wt.—32 lbs.; Controls—
Tuning, 3; Tube, 1; Price—\$185.00; (operates
from any lighting socket connected to 60 cycle,
110 volt A.C. light or power circuit).

Metropolitan Electric Co.

Des Moines, Iowa

**Model 5**

Same as Model 10, except as noted.
Gold finished, Console Type. Wt.—100 lbs.;
Price—\$250.00.

**Model 10**

Trade Name—"Meco"; Type—Radio Frequency;
Tubes—5; Battery—"A" Storage; "B" 90 Volts;
Controls—Tuning, 2; Tube, 2; Dim.—27 x 10
x 12; Wt.—25 lbs.; Price—\$100.00.

Midwest Radio Co.

815 Main St., Cincinnati, Ohio

Model Ultra 5

Trade Name—"Miraco"; Type—Radio Fre-
quency; Tubes—5; Battery—"A" Storage or
Dry; "B" 90 Volts; Controls—Tuning, 3; Tube,
2; Dim.—7 x 7 x 27; Wt.—35 lbs.; Price—
\$75.00.

A. H. Miller Radio Co.

1259 W. Grand Blvd., Detroit, Mich.



Type—Crystal; Dim.—3 x 4½ x 4½; Wt.—
(Packed for Shipment 2 lbs.; Price—\$1.79.

Amplifier Model

Type—Crystal Detector with 2 Stage of Am-
plification; Tubes—2; Battery—"A" Dry; "B"
90 Volts; Controls—Tuning, 2; Tubes, 2; Dim.—
7½ x 7½ x 6; Wt.—8 lbs.; Price—\$15.00.

Mohawk Corp. of Illinois

(Sales Dept.) Zinke Co., 1323 S. Michigan Ave.,
Chicago, Ill.

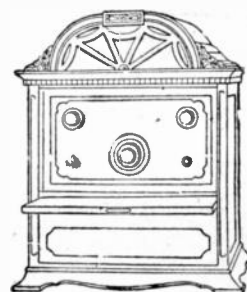
(See Announcement Page 85)



Trade Name—"Mohawk"; Type—Tuned Radio
Frequency; Tubes—5; Battery—"A" Storage;
"B" 90 Volts; Controls—Tuning, 1; Tube, 2;
Dim.—21½ x 16½ x 14½; Wt.—30 lbs.; Price—
\$100.00.

**Model XII**

Type—Tuned Radio Frequency; Tubes—5;
Style—Console; Battery—"A" Storage; "B" 90
Volts; Controls—Tuning, 1; Tube, 1; Dim.—
51 x 18; Wt.—100 lbs.; Price—\$225.00.

**Model X**

Type—Tuned Radio Frequency; Tubes—5;
Battery—"A" Storage; "B" 90 Volts; Controls
(One Dial to Tune); Dim.—27 x 22 x 18; Built-
in Loud Speaker and Compartment for "B"
Batteries; Price—\$175.00.

**Phonograph Panel**

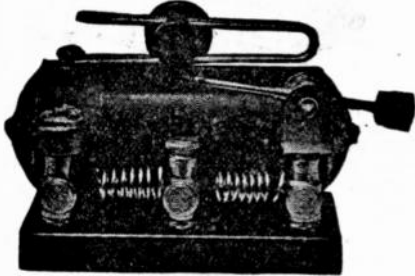
Type—Tuned Radio Frequency; Tubes—5;
Controls—(One Dial to Tune) All Mechanism
Enclosed in Wooden Box. Made in two sizes,
14½ x 17 13/32 and 15½ x 16 27/32, will fit
all Standard Phonographs; Price—\$85.00.

Montrose Radio Laboratories,
1533 Fulton Street, Brooklyn, N. Y.
(See Announcement Page 112)



Trade Name—"Montrosset"; Type—Tuned Radio Frequency; Tubes—5; Battery—"A" Storage; "B" 90 Volts; Controls—Tuning, 3; Tube, 1; Dim.—7 x 15 x 8; Wt.—18 lbs.; Price—\$47.50.

Multi-Point H. P. Co.,
West Philadelphia, Pa.



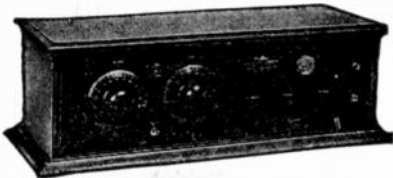
Trade Name—"Multi-Point Jr."; Type—Crystal; Price—\$3.50.

Mu-Rad Laboratories, Inc.
808 Fifth Avenue, Asbury Park, N. J.



Model MA18

Trade Name—"Mu-Rad"; Type—Radio Frequency; Tubes—5; Battery—"A" Storage or Dry; "B" 90 Volts; Controls—Tuning, 1; Tube, 1; Dim.—12½ x 7½ x 15; Wt.—13 lbs.; Price—\$110.00.



Model MA15

Same as Model MA18, except as noted. Tubes—6; Battery—"A" Storage; "B" 90 Volts; Controls—Tuning, 1; Tube, 3; Antenna—Loop; Dim.—24 x 9 x 8; Wt.—18 lbs.; Price—\$180.00.



Model MA28

Trade Name—"Triplex"; Type—Radio Frequency; Tubes—3 (1 reflexed); Battery—"A"

Dry; "B" 90 Volts; Controls—Tuning, 1; Tube, 1; Dim.—8 x 9 x 24; Wt.—16 lbs.; Price—\$75.00.

Wm. J. Murdock Co.,
347 Washington Ave., Chelsea, Mass.



Model 108

Type—Neutrodyne; Tubes—5; Battery—"A" Storage; "B" 90 Volts; Built-in Loud Speaker; Price—\$100.00.

Model 110

Same as Model 100, except as noted. With adjustable Loud Speaker Unit; Price—\$110.00.



Model 101

Type—Neutrodyne; Tubes—5; Battery—"A" Storage; "B" 90 Volts; Controls—Tuning, 3; Tube, 2; Dim.—27 x 10 x 10; Wt.—35 lbs.; Price—\$92.50.

Music Master Corp.,

128 No. Tenth St., Philadelphia, Pa.



Model 50

Type—Neutrodyne; Tubes—4; Battery—"A" Storage; "B" 90 Volts; Controls—Tuning, 1; Tube, 1; Price—\$50.00 without equipment.



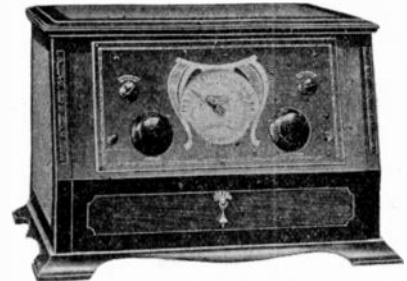
Model 60

Type—Neutrodyne; Tubes—5; Battery—"A" Storage; "B" 90 Volts; Controls—Tuning, 3; Tube, 1; Price—\$60.00 without equipment.



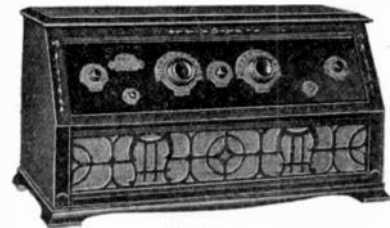
Model 100

Same as Model 60; except as noted. Price—\$100.00 without equipment.



Model 140

Same as Model 100, except as noted. Price—\$140.00 without equipment.



Model 175

Same as Model 140, except as noted. Tubes—6; Price—\$175.00 without equipment.

Model 215

Same as Model 175, except as noted. Has Mahogany Table to hold set, with compartment for "A" Battery; Price—\$215.00 without equipment.



Model 250

Tubes—7; Battery—"A" Storage; "B" 90 Volts; Controls—Tuning, 2; Tube, 1; Price—\$250.00 without equipment.



Model 300

Tubes—5; Battery—"A" Storage; "B" 90 Volts; Controls—Tuning, 2; Tube, 1; Price—\$300.00 without equipment. Model XII reproducer, \$35.00 additional.

Model 400

Same as Model 300, except as noted.
Cabinet is more elaborately carved. Price—
\$400.00 without equipment.

Model 460

Same as Model 250, except as noted.
Mounted in carved console cabinet. Price—
\$460.00 without equipment.

Neutrowound Radio Mfg. Co.,

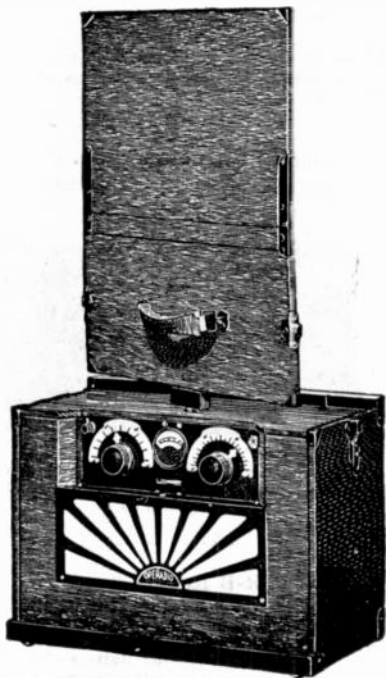
1721 Prairie Ave., Chicago, Ill.



Type—Tuned Radio Frequency; Tube—6; Bat-
tery—"A" Storage; "B" 90 Volts; Controls—
Tuning, 8; Tube, 2; Dim.—34 x 9 x 6; Wt.—28
lbs.; Price—\$85.00.

Operadio Corp.,

8 S. Dearborn St., Chicago, Ill.

**Model Portable**

Trade Name—"Operadio"; Type—Tuned Radio
Frequency; Tubes—6; Battery—"A" Dry; "B"
90 Volts; Controls—Tuning, 1; Tube, 1; An-
tenna—Loop; Dim.—17 x 12 x 9; Wt.—51 lbs.,
complete with batteries, etc.; Price—\$186.00
complete.

Paramount Mfg. Co.,

Kansas City, Mo.

**Model Standard**

Trade Name—"Serenader"; Type—Tuned
Radio Frequency; Tubes—6; Battery—"A" Stor-
age; "B" 90 Volts; Controls—Tuning, 8; Tube,
2; Dim.—9 x 7 x 18; Wt.—20 lbs.; Price—
\$39.50.

**Model General**

Same as Model Standard, except as noted.
Sloping Panel; Price—\$49.50.



Same as "Serenader," except as noted.
Dim.—44 x 34 x 15; Wt.—65 lbs.; Console
Style; Price—\$135.00.

Parker Radio Co.,

76 E. McMicken Ave., Cincinnati, Ohio
(See Announcement Page 69)



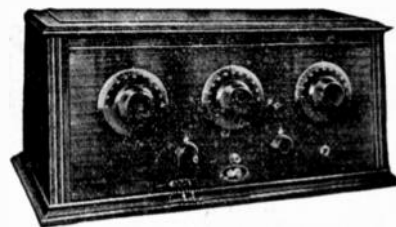
Trade Name—"Liberty, Jr."; Type—Crystal;
Tubes—1; Controls—Tuning, 1; Dim.—5 in. dia.;
Wt.—1 lb.; Price—\$6.00.



Same as "Liberty, Jr." except as noted.
Trade Name—"Liberty, Sr."; Dim.—6 in. dia.;
Wt.—3 lbs.; Price—\$18.00.

Pathe Phonograph & Radio Corp.,

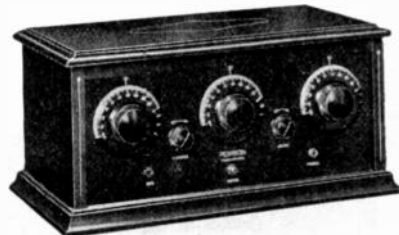
10-34 Grand Ave., Brooklyn, N. Y.



Type—Tuned Radio Frequency; Tubes—5;
Battery—"A" Storage or Dry; "B" 90 Volts;
Controls—Tuning 8; Tube, 2; Dim.—27½ x 9
x 8; Wt.—21 lbs.; Price—\$90.00.

**Pearson Division Electrical Research
Laboratories,**

1421 So. Michigan Ave., Chicago, Ill.

**Model De Luxe**

Trade Name—"Pearson Five"; Type—Tuned
Radio Frequency; Tube—5; Battery—"A" Stor-
age; "B" 90 Volts; Controls—Tuning, 2; Tube,
8; Dim.—10½ x 20½ x 10; Wt.—33 lbs.; Price
—\$75.00.

**Model Paramount**

Same as Model De Luxe, except as noted.
Console Style. Dim.—16 x 37 x 29½; Wt.—
104 lbs.; Price—\$150.00.

**Model Standard**

Same as Model De Luxe, except as noted.
Dim.—19½ x 8½ x 8½; Wt.—22 lbs.; Price
—\$67.50.

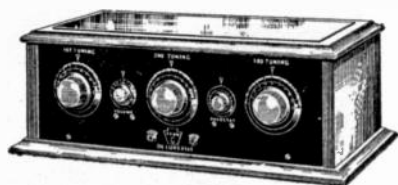
Pennsylvania Wireless Mfg. Co.,

507 Florence Ave., New Castle, Pa.

**Model Special**

Trade Name—"Penn-C"; Type—Regenerative;

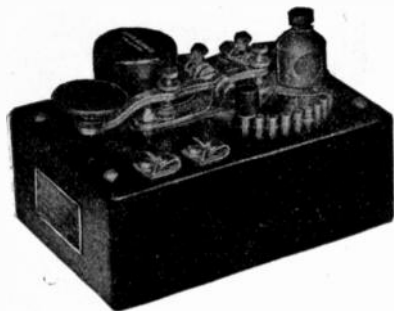
Tubes—3; Battery—Storage or Dry; Controls—2; Tuning, 2; Tube, 2; Antenna—Outdoor; Dim.—9 x 10 x 21; Wt.—12 lbs.; Price—\$65.00.



Model De Luxe Five

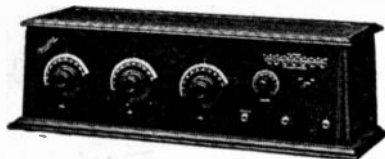
Trade Name—"Penn C"; Type—Tuned Radio Frequency; Tubes—5; Battery—Storage or Dry; Controls—Tuning, 3; Tube, 2; Antenna—Outdoor; Dim.—24 x 9 x 12; Wt.—18 lbs.; Price—\$90.00.

Frank B. Perry & Sons,
518 Hospital Trust Bldg., Providence, R. I.



Trade Name—"Radio Blinker"; Type—Crystal; Antenna—Outdoor; Price—\$6.00.

Pfanstiehl Radio Co.,
11 So. La Salle St., Chicago, Ill.



Model 7

Trade Name—"Pfanstiehl"; Type—Tuned Radio Frequency; Tubes—5; Battery—"A" Storage; "B" 90 Volts; Controls—Tuning, 3; Tube, 1; Dim.—27 x 10 x 3½; Wt.—18 lbs.; Price—\$140.00.



Desk Cabinet Model

Same as Model 7, except as noted.
Cabinet Model. Dim.—48 x 33 x 18; Wt.—60 lbs. (Equipment, overtone reproducer, battery charger, power-plant switchboard); Price—\$450.00.



Model 8

Type—Tuned Radio Frequency; Tubes—5; Battery—"A" Storage; "B" 90 Volts; Controls—Tuning, 2; Tube, 2; Dim.—8 x 20 x 11; Wt.—15 lbs.; Price—\$85.00.

Phenix Radio Corp.,

114 East 25th St., New York, N. Y.



Model L-2

Trade Name—"Ultradyn"; Type—Improved Super Heterodyne; Tubes—8; Battery—"A" Storage; "B" 90 Volts; Controls—Tuning, 2; Tube, 1; Dim.—7 x 30 x 7; Wt.—35 lbs.; Price—\$150.00.

Pinto Speaking Clock Co.,
1624 So. 8th St., Philadelphia, Pa.



Model D-X-12A

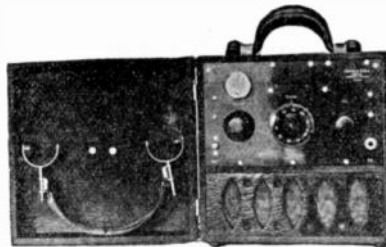
Trade Name—"Radio-Alarm-O-Graph"; Type—Radio Frequency; Tubes—4; Battery—"A" Storage or Dry; Controls—Tuning, 2; Dim.—60 x 14 x 18; Wt.—95 lbs.; Price—\$250.00, includes self contained loud speaker, a clock, an alarm automatic phonograph with self stop.

Model D-X-12B

Same as Model D-X-12A, except as noted.
Tubes—5; Controls—Tuning, 3; Price—\$275.00.

Portola Radio Co.,

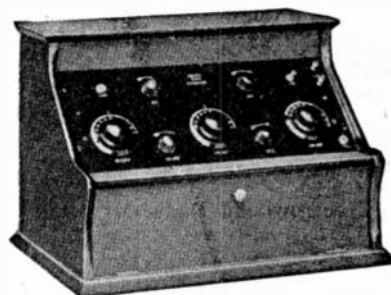
So. E. Corner Fifth and Market Sts.,
Philadelphia, Pa.



Model 101

Trade Name—"Portola"; Type—Radio Frequency; Tubes—6; Battery—"A" Dry; Controls—Tuning, 2; (Has Enclosed Horn) Antenna—Self enclosed—Loop; Dim.—10½ in. square; Wt.—27 lbs.; Price—\$160.00.

Precel Radio Mfg. Co.,
227 Erie St., Toledo, Ohio



Trade Name—"Superfive"; Type—Radio Frequency; Tubes—5; Battery—"A" Storage or Dry; "B" 90 Volts; Controls—Tuning, 3; Tube, 3; Antenna—Loop, Indoor and Outdoor; Dim.—15½ x 22¼ x 15½; Wt.—22 lbs.; Price—\$180.00.

Premier Radio Corp.,
Defiance, Ohio

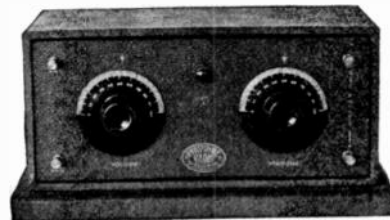
Model Premier 7-A

Type—Reflex; Tubes—5; Batteries—"A" Storage; two 45-Volt "B"; Controls—2; Price—Complete with loud speaker, \$290.00.

Model 7-B

Same as Model 7-A, except as noted.
Table Model complete with Mahogany Cabinet, \$160.00.

Quaker City Paper Box Co.,
Twelfth and Brown Sts., Philadelphia, Pa.



Trade Name—"Pyrodyne"; Type—Crystal; Controls—Tuning, 1; Volume, 1; Dim.—12 x 6 x 6; Wt.—3 lbs.; Price—\$5.00.

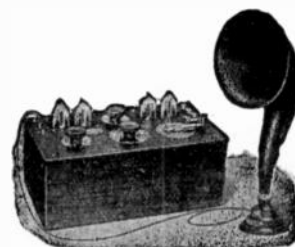
R-B Radio Co.,

117 West 51st St., New York, N. Y.

Trade Name—"Page-Five"; Type—Tuned Radio Frequency; Tubes—5; Battery—"A" Storage; "B" 90 Volts; Controls—Tuning, 3; Tube, 2; Dim.—7 x 14 x 18; Wt.—16 lbs.; Price—\$37.50.

Radio Corporation of America
New York, N. Y.

(See Announcement Pages 8-9)



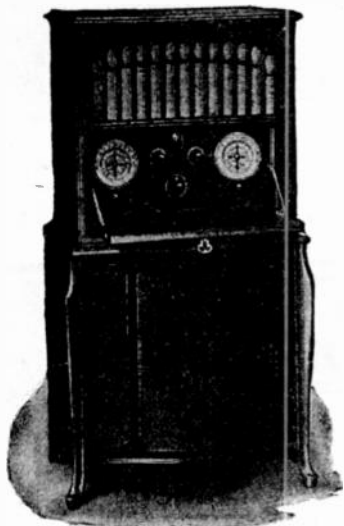
Model Radiola III-A

Antenna—Outdoor; Tubes—4; Battery—"A" Dry; "B" 90 Volts; "C" 4½ Volts; Dim.—11½ x 6½ x 5½; Wt.—6½ lbs.; Controls—Tuning, 1, also Amplification Control; Tube, 2; Price—With following equipment; 4 WD-11 Radiotrons, phones and UZ-1325 loud speaker, \$88.00; without speaker, \$65.00. (Not sold without equipment.)



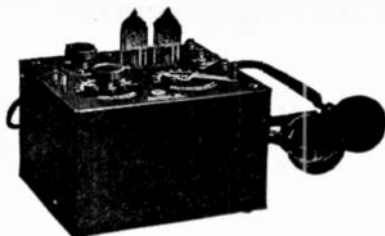
Model Radiola Super-Heterodyne
(Second Harmonic)

Antenna—Loop; Tubes—6; Battery—"A" Dry "B" 90 Volts; "C" 4½ Volts; Dim.—35 x 11¼ x 11; Wt.—37 lbs.; Controls—Tuning, 2; Station Selectors, 1 and 2; Tube Controls, 2; Price—With following equipment: 6 UV199 Radiotrons and UZ-1825 loud speaker, \$226.00; without Radiotrons or loud speaker, \$220.00.



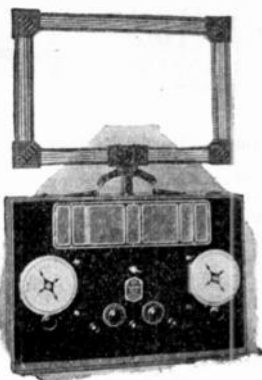
Model Radiola Super-VIII

Antenna—Loop (self-contained); Tubes—6; Battery—"A" Dry; "B" 90 Volts; "C" 4½ Volts; Dim.—19 x 26¼ x 49; Wt.—93 lbs.; Controls—Tuning, 2; Station Selectors, 1 and 2; Price—With following equipment: Self-contained loud speaker and 6 UV-199 Radiotrons, \$425.00. (Not sold without equipment.)



Model Radiola III

Antenna—Outdoor; Tubes—2; Battery—"A" Dry; "B" 45 to 90 Volts; "C" 1½ to 4½ Volts; Dim.—7½ x 6½ x 5½; Wt.—3½ lbs.; Controls—Tuning, 2; Amplification and Station Selector; Tube Controls, 1; Price—With following equipment: 2 Radiotrons WD-11 and headphones, \$35.00. (Not sold without equipment.)



Model Radiola 24

Type—Super Heterodyne; Tubes—6; Battery—"A" Dry; "B" 22½ Volts; Controls—Tuning, 2;

Station selectors, 1 and 2; Dim.—21½ x 16 x 7¼; Price—With Radiotrons, but less batteries, \$195.00 list.

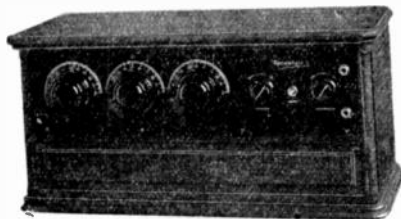


Model Radiola 26

Type—Super Heterodyne; Tube—6; Battery—"A" Dry; "B" Dry Controls, same as Model 24; Dim.—14¼ x 13 x 9½; Wt.—40 lbs. Home battery box provides space for 6 "A" Batteries, also "B" Batteries. Dimension of battery box 18½ x 10¼ x 8½. Price complete with battery box containing Antenna Coupler, 6 UV-199 Radiotrons, but less batteries, \$225.00 list.

Radiograph Corp.,

1346 Polk St., San Francisco, Cal.



Model Radiograph 11

Trade Name—"Radiograph"; Type—Tuned Radio Frequency; Tubes—5; Battery—"A" Storage; "B" 90 Volts; Controls—Tuning, 3; Tube, 2; Dim.—23 x 10 x 11; Wt.—25 lbs.; Price—\$150.00, without accessories.

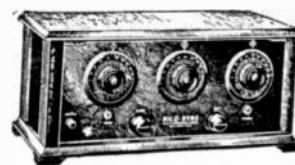


Console Type, same as Model "Radiograph 11," except as noted.

Cabinet Adam period; Built-in Loud Speaker; Dim.—41 x 27 x 10¼; Wt.—35 lbs.; Price—\$325.00, without accessories.

Radio Industries Corp.,

131 Duane St., New York, N. Y.



Trade Name—"Rico-Dyne"; Type—Tuned Radio Frequency; Tubes—5; Battery—"A" Storage; "B" 90 Volts; Controls—Tuning, 3; Tube, 1; Dim.—18 x 7 x 9; Wt.—20 lbs.; Price—\$60.00.

Radio-Master Corp. of America

Bay City, Mich.



Model—No. 100

Trade Name—"Simpliform"; Type—Radio Frequency; Tubes—4; Battery—"A" Storage or Dry; "B" 90 Volts; Controls—Tuning, 2; Tube, 1; Dim.—26 x 15½ x 17; Wt.—80 lbs.; Price—\$100.00.

Model—No. 275

Same as Model No. 100, except as noted. Style—Console; Dim.—34 x 39 x 17; Wt.—125 lbs.; Price—\$135.00.

Model—No. 375

Same as Model No. 100, except as noted. Style—Console; Tubes—5; Controls—Tuning, 3; Tube, 4; Dim.—43 x 43 x 18; Wt.—175 lbs.; Price—\$200.00.

Model 5-T-1

Trade Name—"Simpliform"; Type—Tuned Radio Frequency; Tubes—5; Battery—"A" Storage or Dry; "B" 90 Volts; Controls—Tuning, 3; Tube, 2; Dim.—9 x 9 x 27; Wt.—55 lbs.; Built-in "Speakerola"; Price—\$35.00.

Model 5-T-2

Same as Model 5-T-1, except as noted. High Boy Console Type, Walnut or Mahogany; Dim.—39 x 30 x 15; Wt.—105 lbs.; Price—\$125.00.

Model 5-T-3

Same as Model 5-T-2, except as noted. Built Walnut or Diamond Mahogany; Dim.—40 x 36½ x 16; Wt.—115 lbs.; Price—\$150.00.

Radio Receptor Co.,

106 Seventh Ave., New York, N. Y.



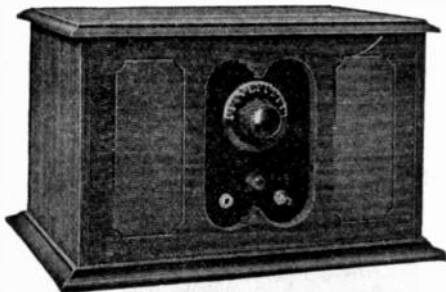
Model R-M 1

Trade Name—"Receptad Multiflex"; Type—Tuned Radio Frequency Reflex; Tubes—4; Battery—"A" Storage or Dry; "B" 90 volts; Controls—Tuning, 2; Tube, 1; Dim.—27½ x 10¼ x 9½; Wt.—15 lbs.; Price—\$100.00.



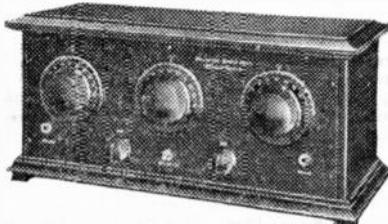
Model E-M 2
Same as Model R-M 1, except as noted.
100-120 Volt D. C. or Rectified Current. No
batteries required; Wt.—20 lbs.; Price—\$120.00.

Radisto Sales Co.,
Fulton Bldg., Pittsburgh, Pa.



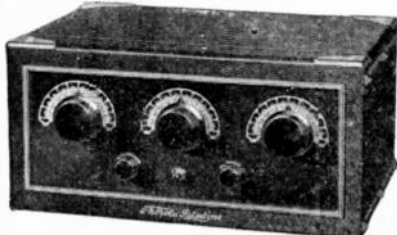
Type—Tuned Radio Frequency; Tubes—4; Bat-
tery—"A" Storage; "B" 90 Volts; Controls—
Tuning, 1; Dim.—10½ x 17 x 10; Price—\$85.00.

Reception Radio Corp.,
17th and Wood Sts., Philadelphia, Pa.



Type—Tuned Radio Frequency; Tubes—5;
Battery—"A" Storage; "B" 90 Volts; Controls—
Tuning, 3; Tube, 2; Dim.—7 x 18; Wt.—35 lbs.;
Price—\$60.00.

Reichmann Co.,
172½ West 74th St., Chicago, Ill.
(See Announcement Back Cover)



Model 50
Trade Name—"Thorola Isodyne"; Type—
Tuned Radio Frequency; Tubes—5; Controls—
Tuning, 3; Tube, 3; Wt.—40 lbs.; Price—\$85.00
(Thorocco Cabinet).



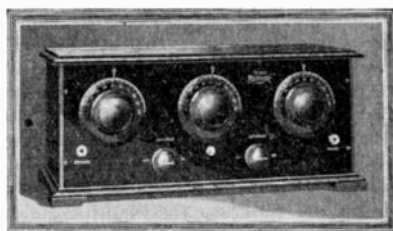
Model 55
Same as Model 50, except as noted.
Circassian Walnut Cabinet. Price—\$115.00.

Resas, Inc.,
112 Chambers St., New York, N. Y.



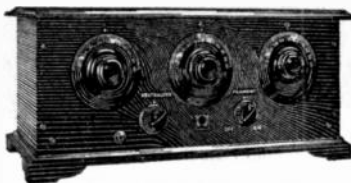
Model 5T
Trade Name—"Tone-A-Dyne"; Type—Tuned
Radio Frequency; Tubes—5; Battery—"A" Stor-
age; "B" 90 Volts; "C" 4½ Volts; Controls—
Tuning, 3; Tube, 2; Dim.—8 x 9 x 26½; Wt.—
80 lbs.; Price—\$78.00.

Rex Radio Specialty Co.,
123 Liberty St., New York, N. Y.



Trade Name—"Rexco Masterdyne"; Type—
Tuned Radio Frequency; Tubes—5; Battery—
"A" Storage; "B" 90 Volts; Controls—Tuning,
3; Tube, 2; Dim.—7 x 18 x 8½; Wt.—14½ lbs.;
Price—\$60.00.

Richardson Radio Corp.,
Foster Ave. and Holst St., Long Island City, N. Y.
(See Announcement Page 83)



Model 2-A
Type—Tuned Radio Frequency; Tubes—5; Bat-
tery—"A" Storage or Dry; "B" 45-90 Volts;
Controls—Tuning, 3; Tube, 1; Dim.—7 x 18 x
8; Wt.—22 lbs.; Price—\$65.00.

Henry C. Roberts Radio Co., Inc.,
112 Trinity Place, New York
(See Announcement Page 80)



Trade Name—"Oriole Five"; Type—Tuned
Radio Frequency; Tubes—5; Battery—"A" Stor-
age or Dry; "B" 90 Volts; Controls—Tuning, 3;
Tube, 2; Dim.—15 x 17 x 9; Wt.—20 lbs.; List
Price—\$47.50.

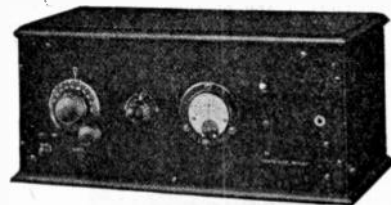
Rodgers Radio Corp.,
West Allis, Wis.

Model De Luxe
Type—Tuned Radio Frequency; Tubes—7;
Battery—"A" Storage or Dry; "B" 135 Volts;
Controls—Tuning, 1; Dim.—34 x 18 x 23; Wt.—
80 lbs.; Price—\$325.00.

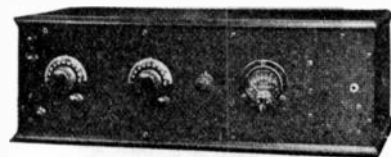
John D. Ruckelshaus, Inc.,
41 Commercial St., Newark, N. J.

Trade Name—"Rutic"; Type—Tuned Radio
Frequency; Tubes—5; Battery—Storage (neutro-
lized by incapidin system); Controls—Tuning, 3;
Tube, 2; Dim.—22 x 9 x 8; Wt.—24 lbs. Finish
Adam Brown Mahogany; Price—\$65.00.

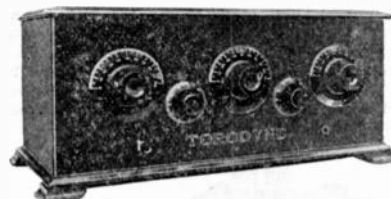
Sears Mfg. Co.,
1226 East 152nd St., Cleveland, Ohio



Model A
Type—Acme Reflex; Tubes—4; Battery—"A"
Storage; "B" 90 Volts; Controls—Tuning, 1;
Tube, 4; Antenna—Loop; Dim.—7 x 18 x 8½;
Wt.—24 lbs.; Price—\$135.00; Style—Portable.

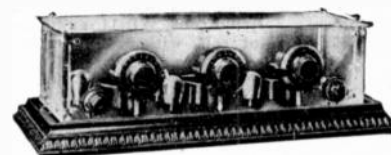


Model B
Same as Model A, except as noted.
Tubes—5; Battery—Also "C" 4½ Volts; Con-
trols—Tuning, 2; Tube, 5; Dim.—7 x 24 x 8½;
Wt.—27 lbs.; Price—\$175.00.



Model T
Trade Name—"Torodyne"; Type—Tuned
Radio Frequency; Tubes—5; Battery—"A" Stor-
age, Dry or Eliminators; Controls—Tuning, 3;
Dim.—8½ x 20 x 10½; Wt.—31 lbs.; Price—
\$70.00.

Sherman Radio Mfg. Corp.,
112 Trinity Place, New York, N. Y.



Trade Name—"Clearfield"; Type—Tuned Radio
Frequency; Tubes—6; Battery—"A" Storage;
"B" 135 Volts; Controls—Tuning, 3; Tube, 2;
Antenna—Outdoor; Dim.—30 x 10 x 10; Wt.—
30 lbs.; Price—\$115.00.

Sherman Wireless Corp.,
123 Liberty St., New York, N. Y.

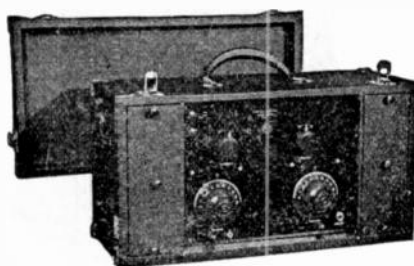
Type—Tuned Radio Frequency; Tubes—5;
Battery—"A" Storage; "B" 90 Volts; Controls—
Tuning, 3; Tube, 1; Dim.—7 x 18; Wt.—16½
lbs.; Price—\$60.00 list; Style—Two Tone Ma-
hogany Cabinet, Border, Engraved Panel.

Simplex Radio Co.
1012 Ridge Ave., Philadelphia, Pa.



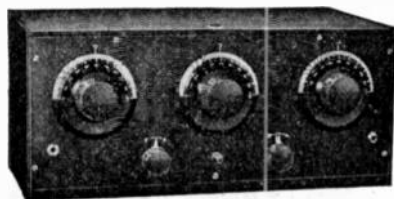
Model RX

Trade Name—"Simplex"; Type—Tuned Radio Frequency; Tubes—4; Battery—"A" Dry; "B" 67½ Volts; Controls—Tuning, 2; Tube, 2; Dim.—10 x 18 x 9; Wt.—14 lbs.; Price—\$80.00.



Travel Model

Same as Model RX, except as noted. Dim.—10 x 19 x 9; Wt.—14 lbs.; Price—\$80.00.



Model SR5

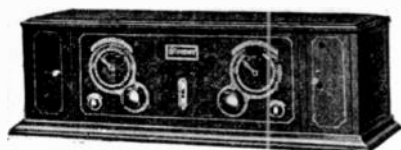
Type—Tuned Radio Frequency; Tubes—5; Battery—"A" Storage; "B" 90 Volts; Controls—Tuning, 3; Tube, 2; Dim.—8 x 8 x 19; List Price—\$87.00 list.

Sleeper Radio Corporation
6th Ave. and Washington St.
Long Island City, N. Y.



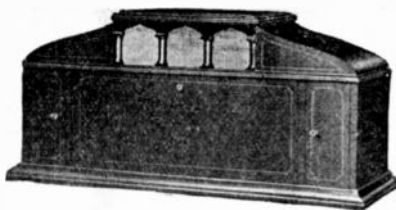
Model 54

Type—Reflex ("Grimes Inverse Duplex"); Tubes—4; Battery—"A" Storage or Dry; "B" 90 Volts; Controls—Tuning, 1; Tube, 1; Wt.—8½ lbs.; Price—\$130.00.



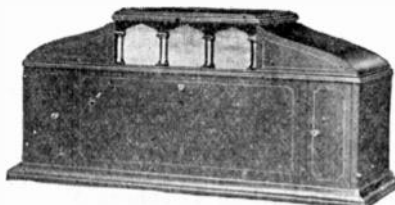
Model 57

Trade Name—"Scout"; Type—Tuned Radio Frequency; Tubes—5; Battery—"A" Storage; "B" 90 Volts; Controls—Tuning, 2; Dim.—35 x 11 x 11; Wt.—50 lbs.; Price—\$75.00.



Model 58

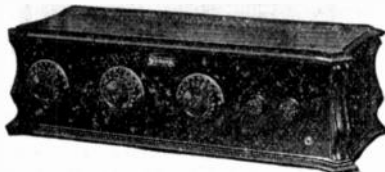
Same as Model 57, except as noted. Trade Name—"Serenader"; Dim.—35 x 16 x 11; Price—\$100.00.



Model 59

Same as Model 58, except as noted. Trade Name—"Super Symphonic"; Price—\$150.00.

Sonora Phonograph Co.
279 Broadway, New York, N. Y.



Model C

Type—Tuned Radio Frequency; Tubes—5; Battery—"A" Storage; "B" 90 Volts; Controls—Tuning, 3; Tube, 2; Dim.—30½ x 12 x 8¾; Wt.—24 lbs.; Price—\$90.00.

Southeastern Radio Corp.
Winston-Salem, N. C.

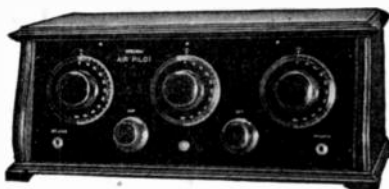
Model Standard 5

Trade Name—"Super Carol-Dyne"; Type—Tuned Radio Frequency (with regeneration); Tubes—5; Battery—"A" Storage; "B" 135 Volts; Controls—Tuning, 2; Tubes, 2; Dim.—30 x 9 x 9; Wt.—34 lbs.; Price—\$150.00.

Model Standard 5C

Same as Model Standard 5, except as noted. Console Type; Price—\$245.00.

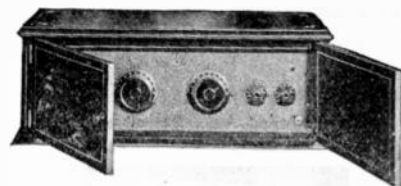
Spielman Electric Co.
311 West 59th St., New York, N. Y.



Model R-500

Trade Name—"Polonaise"; Type—Tuned Radio Frequency; Tubes—5; Battery—"A" Stor-

age; "B" 90 Volts; Controls—Tuning, 3; Tube, 2; Dim.—26 x 8 x 7; Wt.—26 lbs.; Two-Tone American Walnut Cabinet, Crystallized Panel; Price—\$75.00.



Model R-110-D

Trade Name—"Geisha"; Type—Tuned Radio Frequency; Tubes—5; Battery—"A" Storage; "B" 22½ Volts; Controls—Tuning, 3; Tube, 2; Hand Decorated Cabinet; Price—\$110.00.



Model R-410-C

Same as Model R-110-D, except as noted. Trade Name—"Rhapsody"; Dim.—41 x 48 x 18; Price—\$410.00.



Model R-425-C

Same as Model R-110-C, except as noted. Dim.—38 x 50 x 19; Price—\$425.00.

Standard Radio Corp.

41 Jackson St., Worcester, Mass.



Trade Name—"Standardyne"; Type—Tuned Radio Frequency; Tubes—5; Battery—"A" Storage; "B" 90 Volts; Control—Tuning, 3; Tube, 2; Dim.—20 x 9 x 8¾; Wt.—15 lbs.; Price—\$60.00.

Console Model

Trade Name—"Console Standardyne"; Type—Tuned Radio Frequency; Tubes—5; Battery—"A" Storage; "B" 90 Volts; Controls—Tuning, 3; Tube, 2; Dim.—34 x 48; Wt.—35 lbs.; Price—\$135.00 list.

Star Crystal Co.,

619 Woodward Ave., Detroit, Mich.

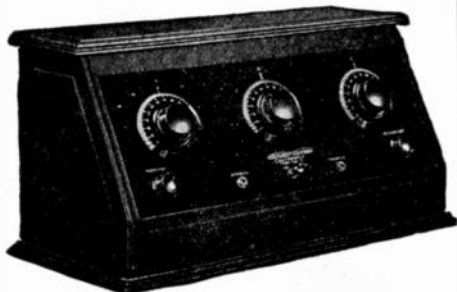


Trade Name—"De Luxe"; Type—Ivory Crystal Set; Dim.—1½ x 2¼ x 3¼; Wt.—8 oz.; Price—\$3.00.

Stewart-Warner Speedometer Corp.,

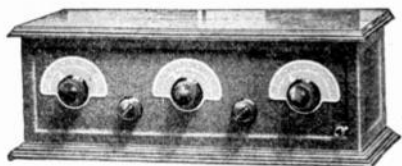
Radio Division, 1830 Diversey Parkway
Chicago, Ill.

(See Announcement Pages 12 and 13)



Model 305

Type—Tuned Radio Frequency; Tubes—5; Battery—"A" Storage; "B" 90 Volts; Controls—Tuning, 3; Tube, 1; Antenna—Small inside or outside; Price—\$95.00 without accessories.



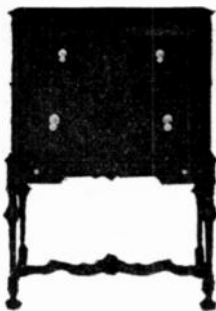
Model 300

Type—Tuned Radio Frequency; Tubes—5; Battery—"A" Storage; "B" 90 Volts; Controls—Tuning, 3; Tube, 1; Price—\$65.00 without accessories.



Model 315

Type—Tuned Radio Frequency; Tubes—5; Battery—"A" Storage; "B" 90 Volts; Controls—Tuning, 3; Tube, 1; Style—Walnut Console Cabinet; Price—\$285.00.



Model 320

Same as Model 315, except as noted.
Two-Tone Walnut Console Cabinet; Price—\$450.00.

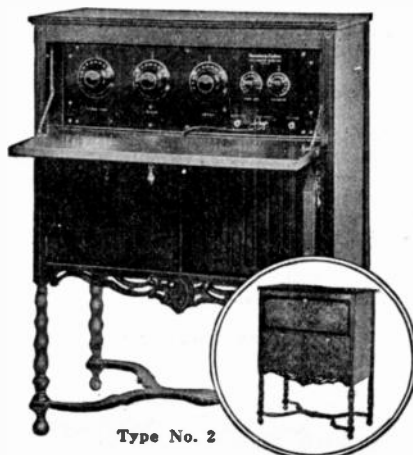
Stromberg-Carlson Telephone Mfg. Co.

1060 University Ave., Rochester, N. Y.



Type No. 1

Trade Name—"Stromberg-Carlson"; Type—Neutrodyne; Tubes—5; Battery—"A" Storage; "B" 90 Volts; Controls—Tuning, 3; Tube, 4; Dim.—28½ x 11½ x 9¼; Wt.—44 lbs.; Price—\$180.00.



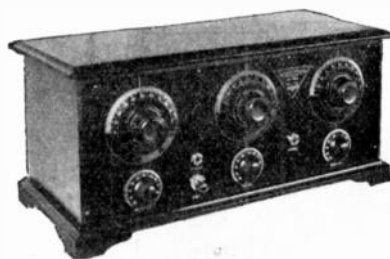
Type No. 2

Same as Type No. 1, except as noted.
Style—Console; Dim.—32½ x 17½ x 42¼; Wt.—150 lbs.; Price—\$310.00.

Sunbeam Radio Corp.,

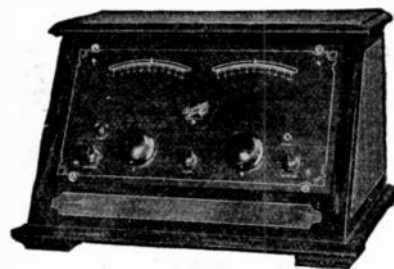
350 West 31st St., New York, N. Y.

(See Announcement Page 84)



Model 75

Trade Name—"Akradyne"; Type—Tuned Radio Frequency; Tubes—5; Battery—"A" Storage or Dry; "B" 90 Volts; Controls—Tuning, 3; Tube, 5; Antenna—Outdoor; Dim.—7 x 7 x 18; Wt.—20 lbs.; Price—\$75.00.



Model 90

Same as Model 75, except as noted.
Dim.—14 x 22 x 16; Wt.—42 lbs.; Price—\$90.00.



Model 110

Same as Model 90, except as noted.
Dim.—20 x 22 x 16; Wt.—54 lbs.; Price—\$110.00.



Model 475

Trade Name—"Akradyne"; Type—Tuned Radio Frequency; Tubes—5; Battery—"A" Storage; "B" 90 Volts; Controls—Tuning, 3; Tube, 2; Dim.—34 x 41 x 21; Wt.—135 lbs.; Style—Console; Price—\$475.00.

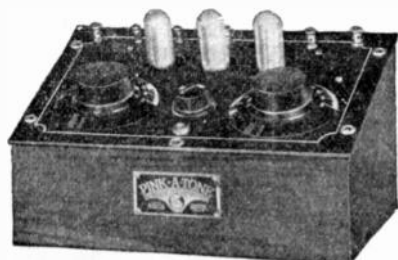


Model 975

Same as Model 475, except as noted.
Dim.—34 x 41 x 21; Wt.—135 lbs.; Price—\$975.00.

**Model 18**

Trade Name—"Pink-A-Tone"; Type—Tuned Radio Frequency; Tubes—2; Battery—"A" Dry; "B" 90 Volts; Controls—Tuning, 1; Tube, 1; Dim.—7 x 10 x 8; Wt.—10 lbs.; Price—\$18.50.

**Model 28**

Same as Model 18, except as noted. Tubes—3; Dim.—7 x 12 x 8; Wt.—11 lbs.; Price—\$28.50.

**Model 34**

Same as Model 28, except as noted. Tubes—5; Controls—Tuning, 2; Tube, 1; Dim.—8 x 16 x 10; Wt.—15 lbs.; Price—\$34.50.

Sypher Mfg. Co.

1624 Fernwood Ave., Toledo, Ohio



Trade Name—"Super-Reflex"; Type—Reflex; Tubes—4; Battery—"A" Storage; "B" 90 Volts; Controls—Tuning, 2; Tube, 2; Dim.—15 x 7 x 7½; Wt.—12 lbs.; Price—\$65.00.

Model 2

Same as Model above, except as noted. Tubes—4; Controls—Tuning, 2; Tube, 3; Dim.—6 x 15 x 7; Price—\$65.00.

Model 10

Trade Name—"Super Selector"; Type—Tuned Radio Frequency; Tubes—4; Battery—"A" Storage; "B" 90 Volts; Controls—Tuning, 2; Tube, 1; Dim.—7 x 18; Wt.—15 lbs.; Price—\$75.00.

Telephone Maintenance Co.

30 S. Wells St., Chicago, Ill

**Model P1**

Trade Name—"Telmaco"; Type—Acme Reflex; Style—Traveling; Tubes—4; Battery—"A" Dry; "B" 67½ Volts; Controls—Tuning, 1; Tube, 1; Antenna—Loop or antenna and ground; Dim.—8 x 10 x 18; Wt.—With accessories, 26 lbs.; Price—\$125.00; also sold in kit form; Price—\$80.00.

Teletone Corporation of America,

449 W. 42nd St., New York, N. Y.

**Model R-F 5**

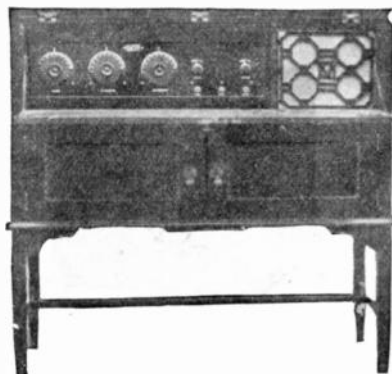
Type—Tuned Radio Frequency; Tubes—5; Battery—"A" Storage; "B" 90 Volts; Controls—Tuning, 3; Tube, 2; Dim.—7 x 12 x 11; Wt.—15 lbs.; Price—\$75.00.

**Model T-210**

Same as Model R-F5, except as noted. Style—Console; Dim. 40 x 27 x 18; Wt.—; Price—\$200.00.

Terry Electrical and Mfg. Co.,

Goreville, Ill.

**Model A-12**

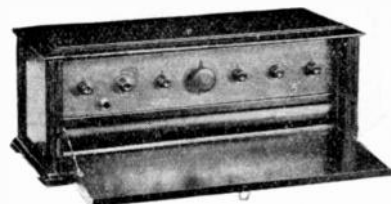
Type—Radio Frequency; Tubes—5; Battery—"A" Storage; "B" 90 Volts; Controls—Tuning, 3; Tube, 2; Price—\$250.00 Complete.

Thermodyne Radio Corp.,

1819 Broadway, New York, N. Y.

**Model TF-5**

Type—Tuned Radio Frequency; Battery—"A" Storage; "B" 90 Volts; Tubes—5; Controls—Tuning, 1; Tube, 1; Price—\$100.00 without accessories.

**Model TF-6**

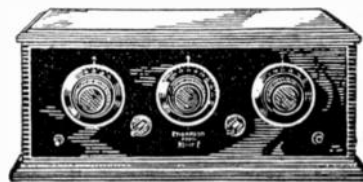
Same as Model TF-5, except as noted. Tubes—6; Price—\$150.00 without accessories.

**Model CTF-6**

Trade Name—"De Luxe"; Tubes—6; Battery—"A" Storage; "B" 90 Volts; Controls—Tuning, 1; Price—\$275.00 without accessories.

R. E. Thompson Mfg. Co.,

30 Church St., New York, N. Y.

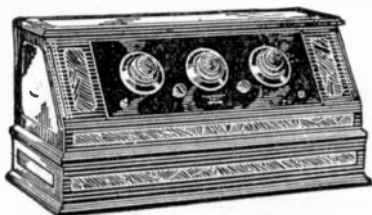
**Model V-30**

Trade Name—"Grandette"; Type—Neutrodyne; Tubes—5; Battery—"A" Storage or Dry; "B" 90 Volts; Controls—Tuning, 3; Tube, 2; Antenna—Outdoor; Dim.—22½ x 8½ x 10½; Wt.—19½ lbs.; Price \$125.00.



Model S-66

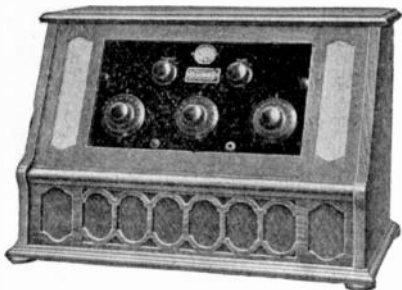
Same as Model V-50, except as noted.
Trade Name—"Parlor Grand"; Dim.—23½ x 10 x 13; Wt. 21½ lbs.; Price \$145.00.



Model S-70

Same as Model V-50, except as noted.
Trade Name—"Concert Grand"; Tubes—6
Dim.—29 x 14 x 13½; Wt.—29 lbs.; Price—\$180.00.

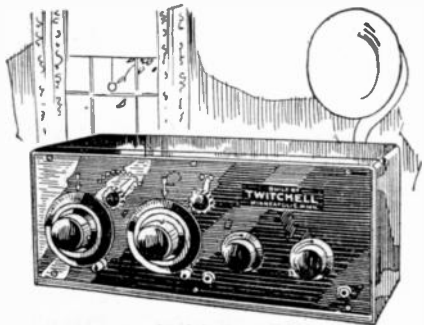
K. M. Turner Radio Corp.,
1517 No. Wilton Place, Hollywood, Calif.



Model A

Trade Name—"Hollywood Masterpiece"; Type—Tuned Radio Frequency; Tubes—5; Battery—"A" Dry; Controls—Tuning, 3; Tube, 2; Dim.—17 x 22; Wt.—23 lbs.; Price—Complete \$135.00.

S. A. Twitchell Co.,
1925 Western Ave., Minneapolis, Minn.



Model F-403

Type—Regenerative; Tubes—3; Battery—"A" Storage or Dry; "B" 65-90 Volts; Controls—Tuning, 2; Tube, 1; Dim.—20 x 9 x 10; Wt.—14 lbs.; Price—\$50.00.

U. S. L. Radio Corp.,
Niagara Falls, N. Y.



Model RC-5

Type—Tuned Radio Frequency; Tubes—5; Battery—"A" Storage; "B" 90 Volts; Controls—Tuning, 2; Tube, 1; Dim.—23¼ x 10½ x 9½; Price—\$80.00 without accessories.

Valley Electric Co.,
Radio Division
St. Louis, Mo.

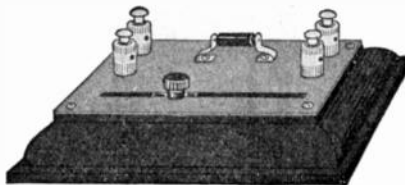
(See Announcement Page 77)



Model 5

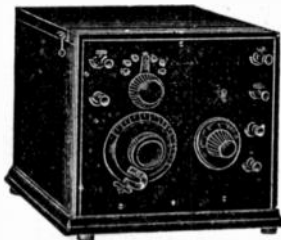
Trade Name—"Valleytone"; Type—Tuned Radio Frequency; Tubes—5; Battery—"A" Storage or Dry; Controls—Tuning, 3; Tubes, 2; Dim.—34 x 6 x 7½; Wt.—35 lbs.; Price—\$115.00; with Table which includes Compartment for Batteries and Loud Speaker, Price—\$175.00; also in Console Model, Price—\$225.00.

L. D. Van Valkenburg Co.,
Holyoke, Mass.



Trade Name—"Van"; Type—Crystal; Dim.—5 x 6½; Wt.—(under) 2 lbs.; Price—\$3.50.

Vibroplex Co., Inc.,
335 Broadway, New York, N. Y.



Model No. 1

Trade Name—"Martinola Type 1"; Type—Non-Regenerative; Tubes—Detector, 1; Battery—"A" Storage or Dry; "B" 16 to 22½ Volts; Controls—Tuning, 1; Tube, 1; Dim.—8 x 6 x 9; Wt.—6 lbs.; Price—\$20.00.



Model No. 4

Trade Name—"Martinola Type 4"; Type—Radio Frequency; Tubes—4; Battery—"A" Storage or Dry; "B" 45 to 120 Volts; Controls—Tuning, 2; Tubes, 4; Dim.—8 x 8 x 28; Wt.—14½ lbs.; Price—\$75.00.

Model No. 5

Same as Model No. 4, except as noted.
Trade Name—"Martinola Type 5"; Tubes—5; Price—\$85.00.

W-K Electric Company,
Kenosha, Wis.

(See Announcement Page 89)



Model 7

Trade Name—"Oriole"; Type—Radio Frequency; Tubes—5; Battery—"A" Storage; "B" 45 Volts; Control—Tuning, 2; Tube, 2; Dim.—15 x 12 x 25; Wt.—25 lbs.; Price—Without accessories, \$150.00; Complete, \$220.00.

Washburn Burner Corp.,
Kokomo, Ind.



Type—Tuned Radio Frequency; Style—Console; Tubes—5; Battery—"A" Storage; "B" 90 Volts; Controls—Tuning, 3; Tubes, 2; Wt.—150 lbs.; Dim.—46 x 37 x 17; Price—\$225.00 (includes built-in loud speaker).



Type—Tuned Radio Frequency; Tubes—5; Battery—"A" Storage; "B" 90 Volts; Controls—Tuning, 3; Tube, 3; Dim.—7 x 21 x 7; Price—\$90.00.

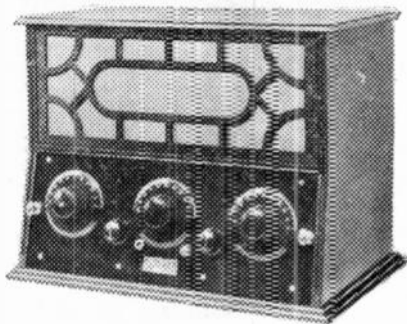
Wells Mfg. Co.,
Fond du Lac, Wis.



Model 24

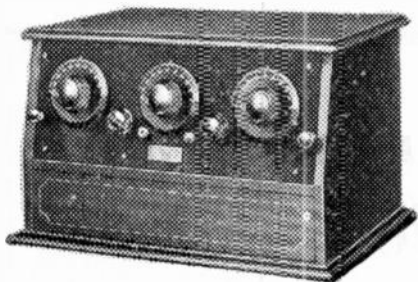
Trade Name—"Arlington"; Type—Radio Frequency; Tubes—4; Battery—"A" Dry; "B" 90 Volts; Controls—Tuning, 1; Tube, 1; Dim.—23 x 9 x 10; Price—\$70.00.

Wells Radio Mfg. Co.,
2710 No. Ashland Ave., Chicago, Ill.



Model 5

Trade Name—"Wells Bear Cat"; Type—Tuned Radio Frequency; Tubes—5; Battery—"A" Dry; "B" 90 Volts; Controls—Tuning, 3; Tube, 2; Dim.—20½ x 16½ x 14½; Wt.—60 lbs.; Price—\$110.00 (Built-in Loud Speaker).



Model 50

Same as Model 5, except as noted. Dim.—20½ x 12¾ x 14¾; Wt.—48 lbs.; Price—\$95.00 (without Built-in Loud Speaker).

Westburr, Inc.

350 West 54th St., New York, N. Y.

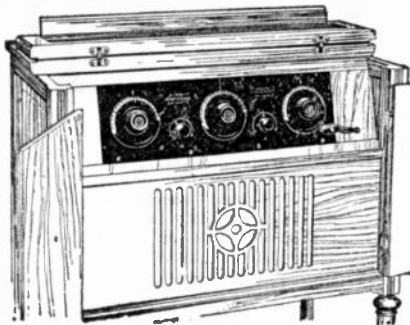


Model WB-6

Trade Name—"Westburr-6"; Type—Radio Frequency; Tubes—6; Battery—"A" Dry

"B" 67½ Volts; Controls—Tuning, 1; Tubes, 2; Antenna—Loop; Dim.—13 x 17 x 5; Wt.—31 lbs.; Price—\$165.00 (Complete with Tubes, Loud Speaker and Batteries).

Western Coil & Electrical Co.
313 Fifth St., Racine, Wis.



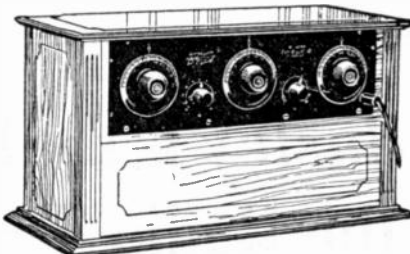
Model WC12 Console

Type—Radio Frequency; Tubes—6; Battery—"A" Dry; "B" 90 Volts; Dim.—30 x 37 x 19; Wt.—48 lbs.; Price—\$200.00.



Model WC-14A

Trade Name—"Radiodyne"; Type—Radio Frequency; Tubes—5; Batteries—"A" Storage; "B" 90 Volts; Controls—Tuning, 3; Tube, None; Dim.—27 x 9 x 8½; Wt.—14 lbs.; Price—\$65.00.

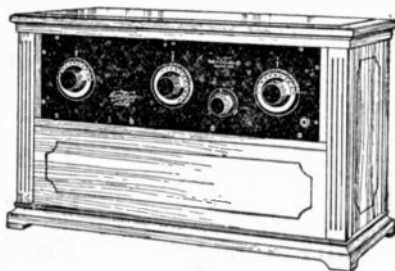


Model WC12B

Type—Radio Frequency; Tubes—6; Battery—"A" Dry; "B" 90 Volts; Dim.—24½ x 15 x 11; Wt.—28 lbs.; Price—\$100.00.

Model W-C 14 Unit

Trade Name—"Radiodyne"; Tubes—5; Battery—"A" Storage; "B" 90 Volts; Controls—Tuning, 3; Tube, None; Dim.—6 x 20 x 8½; Wt.—8 lbs.; Price—\$59.50; Style—Unit only for any cabinet having opening.



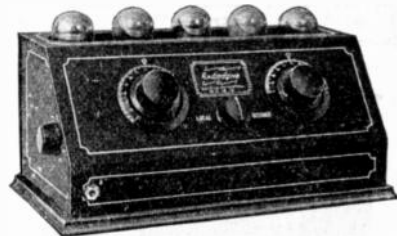
Model W-C 14 B

Type—Radio Frequency; Style—Two Deck Cabinet with "B" Battery Space; Dim.—24½ x 15½ x 11½; Wt.—27 lbs.; Price—\$85.00.



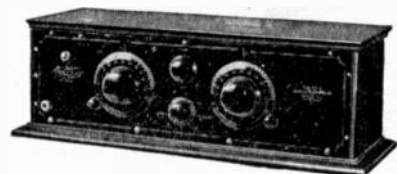
Model 14 Console

Same as Model W-C 14 B, except as noted. Style—Console with Built-in Speaker; Dim.—30 x 37 x 19; Wt.—48 lbs.; Price—\$185.00.



Model WC-15

Trade Name—"Radiodyne"; Type—Radio Frequency; Tube—5; Battery—"A" Storage or Dry; "B" 90 Volts; Controls—Tuning, 2; Tube, 1; Dim.—15 x 7 x 8; Wt.—11 lbs.; Price—\$39.50.



Model WC-17A

Trade Name—"Radiodyne"; Type—Radio Frequency; Tubes—5; Battery—"A" Storage or Dry; "B" 90 Volts; Controls—Tuning, 2; Tube, 1; Dim.—22 x 7 x 8½; Wt.—16 lbs.; Price—\$75.00.

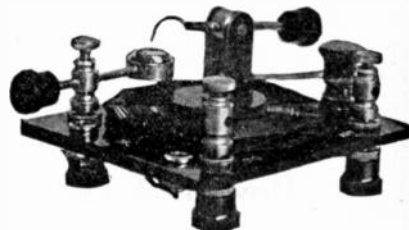
Westfall-Kelley Radio Sales,
100 Hudson St., New York, N. Y.

Model AE

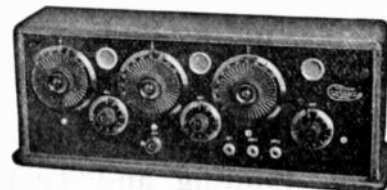
Trade Name—"Ranger"; Type—Tuned Radio Frequency; Tubes—5; Battery—"A" Storage; "B" 90 Volts; Controls—Tuning, 3; Tube, 2; Dim.—7 x 18 x 8; Wt.—25 lbs.; Price—\$75.00.

Wolverine Radio Co.

103 W. Atwater St., Detroit, Mich



Trade Name—"Trix"; Type—Crystal; Antenna—Outdoor; Price—\$5.00.



Model 25H

Trade Name—"Combidyne"; Type—Tuned Radio Frequency; Tubes—4; Battery—"A" Storage or Dry; Controls—Tuning, 3; Tube, 2; Dim.—21½ x 8½ x 8; Price—\$100.00.

The WorkRite Mfg. Co.
1512 E. 50th St., Cleveland, Ohio



Model—Air Master

Trade Name—"Air Master"; Type—Neutrodyne; Tubes—5; Battery—"A" Storage or Dry; "B" 90 Volts; Controls—Tuning, 3; Tube, 2; Dim.—21 x 14 x 14; Wt.—25 lbs.; Price—\$120.00.



Model—Radio King

Same as "Air Master," except as noted.
Trade Name—"Work-Rite Radio King"; Dim.—22 x 20 x 17; Wt.—28½ lbs.; Price—\$170.00.

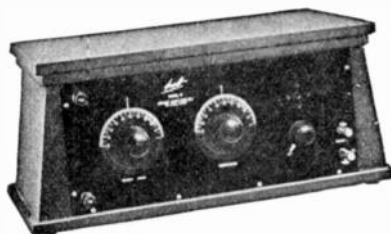


Model—Aristocrat

Same as "Air Master," except as noted.
Trade Name—"WorkRite Aristocrat"; Style—Console; Dim.—42 x 41 x 20; Wt.—80 lbs. Price—\$350.00.

Wright Radio Mfg. Co.,

1466 Selby Ave., St. Paul, Minn.



Model B

Trade Name—"Wright"; Type—Radio Frequency; Tubes—2; Battery—"A" Storage or Dry "B" 45 Volts; Controls—Tuning, 2; Tube, 1 Antenna—Outdoor; Dim.—8 x 16; Wt.—10 lbs. Price—\$50.00.

Zenith Radio Corp.
Straus Bldg., Chicago, Ill.



Model VII

Trade Name—"Super-Zenith"; Type—Non-Regenerative; Tubes—6; Battery—"A" Storage or Dry; "B"—Volts; Controls—Tuning, 3; Dim.—44½ x 16½ x 10½; Wt.—; Price—\$240.00.

Model VIII

Same as Model VII except style, which is Console. Price—\$260.00.



Super-Zenith IX

Model IX

Same as Model VIII, with built-in Loud Speaker. Price—\$355.00.

Model X

Same as Model VIII, with built-in twin Loud Speakers. In distinctive cabinet, without Battery Eliminator; Price—\$475.00.

Why Radio Industry Is the Business Paper of the Radio Trade

*Radio Industry Sets the Highest Standard of Information Service for the Dealers in Radio—
Authoritative Articles Discuss Such Problems as*

How Much Money to Invest in Radio
How Much and What Kind of Stock to Buy
Where to Buy It
Finding Radio Customers
Advertising Radio
Displaying Radio Goods
Finding and Training Salesmen to Sell Radio

Demonstrating Radio
Installation and Servicing
Speeding Up Sales
Credits
Collections
Time Payments
Overhead
Profit
and House-to-House Selling

Loud Speaker Encyclopedia

The following record of Loud Speaker Manufacturers, with specifications and prices, is the first compilation of its kind, covering this important department of radio. For a list of all manufacturers of Radio Reproducing Equipment, including Headsets, Phonograph Attachments and Adapters, see heading of "Radio Reproducing Equipment" in the Classified Index of Manufacturers

All Prices Shown Are American Market Prices

Ackerman Bros.,
301 W. 4th St.,
New York, N. Y.

Model No. 25

Trade Name—"Aristocrat";
Material of Horn—Fibre;
Finish—Black, Brown and
Green Crystalline; Type of
Magnet—Circular Magnet
with 4 points of magnetic
contact; Action—Direct;
Height—25 in.; Diameter of
Bell, 11 in.; Weight—4½ lbs.;
Price—\$20.00.



Model No. 21

Material of Horn—Non-Vibrating Metal; Finish—Plain Black or Brown, Black Crystalline, also Alligator Grain Black and Green; Type of Magnet—Circular; Action—Direct; Height—21 in.; Diameter of Bell, 11 in.; Weight—6 lbs.; Price—\$9.50.

Adler Mfg. Co.,

881 Broadway, New York, N. Y.



Trade Name—"Adler Royal"; Material of Horn—Wood; Finish—Mahogany or Walnut; Dim.—40½ x 18 x 30; Price—\$50.00.

**Ajax Electric
Specialty Co.,**
St. Louis, Mo.

Trade Name—"Ajax Junior"; Material of Horn—Fibre; Finish—Crystallized Lacquer; Type of Magnet—Horseshoe; Action—Fixed Control, none; Height—26 in.; Weight—5 lbs.; Diameter of Bell, 10 in.; Price—\$9.00 list.



Trade Name—"Ajax Marveltone"; Material of Horn—Hard Rubber; Finish—Black; Type of Magnet—Horseshoe; Action—Coil, Adjustable; Control—Thumb Screw in Base; Height—17 in.; Diameter of Bell, 10 in.; Weight—8 lbs.; Price—\$15.00 list.



**Amplion Corporation
of America**

Suite Z, 280 Madison
Ave., New York, N. Y.
(See Announcement
Page 94)

Model AR-19

Trade Name—"Amplion Dragon"; Material of Horn—Mahogany; Finish—Mahogany Nickel Plate; Action—Direct; Control—Adjustable; Height—20½ in.; Diameter of Bell, 14½ in.; Weight—5½ lbs.; Price—\$42.50.



Model AR-114

Same as Model AR-19, except as noted.
Trade Name—"Amplion Junior De Luxe"; Price—\$27.50.

Model AR-111

Same as Model AR-19, except as noted.
Price—\$24.00.



Model AR-102

Same as Model AR-19, except as noted.
Trade Name—"Amplion Dragon Fly"; Price—\$12.50.

**American
Electric Co.,**
State and 64th Sts.,
Chicago, Ill.
(See Announcement
Page 92)

Model No. 205

Trade Name—"Burns"; Material of Horn—Aluminum Column with Pyralin Bell in various colors; Finish—Black Enamel, Nickel Trim; Type of Magnet—Permanent; Action—Direct; Control—Adjustable; Height—20½ in.; Diameter of Bell, 14 in.; Weight—5½ lbs.; Price—\$22.50, \$25.00 and \$30.00.



Astral Radio Corp.,

1237 N. Broad St., Philadelphia, Pa.



Trade Name—"Tone-Throat"; Material of Cabinet—Wood; Finish—Mahogany; Control—Adjusting Unit; Height—14 in.; Weight—6 lbs.; Price—\$25.00.

Atwater Kent Mfg. Co.,

4729 Wissahickon Ave.,
Philadelphia, Pa.

(See announcement
Pages 6 and 7)

Model R

Trade Name—"Atwater Kent"; Material of Horn—Cast Iron and Sheet Steel; Finish—Crystalline Brown; Type of Magnet—Permanent; Action—Direct; Control—Adjustable; Height—16½ in.; Weight—5 lbs.; Price—\$15.00.



Models L and M

Specifications same as above, except as noted.
Height—(L) 19½ in.; (M) 22½ in.; Weight—(L) 8½ lbs.; (M) 5½ lbs.; Price—(L) \$20.00; (M) \$28.00.

L. Barth & Son
32 Cooper Square,
New York, N. Y.

Trade Name—"Aerial-Guitar"; Material of Horn—Spruce Wood; Finish—Mahogany; Action—Direct; Control—Permanent; Height—22 in.; Weight—7 lbs.; Price—\$50.00.

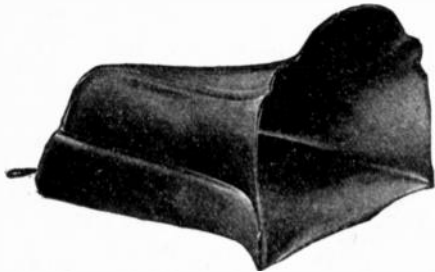


**Bankers Trust Co., Receiver for
Nathaniel Baldwin, Incorporated,**
3474 S. 23rd East St., Salt Lake City, Utah

Trade Name — "Standard"; Material of Horn—Fibre; Finish—Black Crackle; Type of Magnet — Circular; Action — Balanced Armature; Height — 24 in.; Weight — 5 lbs.; Diameter of Bell — 15 in.; Price—\$22.50. Also made in the following finishes: Mahogany Finish (Trade Name — "Concert Grand"); Price — \$35.00; Gold or Silver Crackle Finish (Trade Name — "Concert"); Price—\$30.00; Walnut Finish (Trade Name — "Lyric"); Price—\$27.50.



I. A. Bennett & Co.
112 W. Adams St., Chicago, Ill.



Trade Name—"Auditorium"; Material of Cabinet—Porcelain; Finish—Bauer Barff (Black); Magnet—Darrach-Baldwin Unit; Dim.—12½ x 18½ x 8½; Weight—7½ lbs.; Price—\$20.00.

Boudette Mfg. Co.,
73 Beach St., Revere, Mass.

Model S-5

Trade Name—"Sonochorde"; Material of Horn — Metal; Finish—Black crystalline tone arm and mahogany flare; Type of Magnet—Four permanent magnets (lifting power, 10 lbs.); Action — Indirect; Control—Adjustable; Height—24 in.; diameter of bell, 15 in.; Weight—6½ lbs.; Price —\$28.00 list.



C. Brandes, Inc.,
233 Broadway,
New York, N. Y.

Trade Name — "Table Talker"; Material of Horn — Fibre; Finish — Brandes Brown; Type of Magnet—Permanent; Action — Electro-magnetic; Control — Adjustable; Height—18 in.; Diameter of Bell, 10 in.; Weight—2 lbs.; Price—\$10.00.



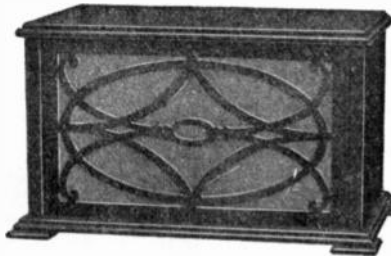
Type H

Material of Horn—Fibre; Type of Magnet—Half Ring; Action — Electro Magnetic; Control—Adjustable; Height —26½ in.; Diameter of Bell, 12½ in.; Price—\$18.00 list.



Material of Horn—Hard Rubber; Finish—Mahogany, Type of Magnet—Half Ring; Action —Electro Magnetic; Dim.—14½ x 9½ x 9½; (Horn is of Molded Construction providing 27½ in. of air column); Solid Mahogany Cabinet; Price—\$30.00.

The Bristol Co.,
Waterbury, Conn.



Model C

Material of Horn—Wood; Finish—(Case) Real Mahogany with Brown Finish; Type of Magnet —Permanent; Action—Lever; Dim.—17 x 10 x 14½; Price—\$30.00.



Model S

Same as Model J, except as noted. Finish — Horn, Black, Velvet Mat Finish; Base, Black with Raised Parts Silver; Height—29¼ in.; Diameter of Bell, 14½ in.; Price—\$25.00.



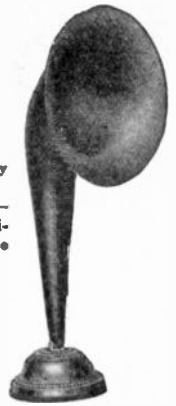
Model "Baby-Grand"

Material of Horn — Rubber Composition; Finish — Dull Black; Height—24 in.; Diameter of Bell, 10 in.; Price—\$15.00.

Model J

Same as Model "Baby Grand," except as noted.

Finish — Bronze; Action — Lever; Height—26½ in.; Diameter of Bell, 12 in.; Price —\$20.00.



Cannon & Miller Co.,
Springwater, N. Y.

Trade Name—"Camco"; Material of Horn—Molded Fibre; Finish — Brown Horn — Black Varnished Base; Height—22 in.; Weight—3¼ lbs.; Price —\$9.50.



Compressed Wood Corp.,
343 West Austin Ave.,
Chicago, Ill.

Model No. 886

Trade Name—"Madera Clear-Speaker"; Material of Horn—Die-Cast Wood; Finish — Black Leatherette; Height—23 in.; Diameter of Bell, 10¼ in.; Weight—4½ lbs.; Price—\$17.50 (\$22.50 in Natural Wood Finish).



Model No. 887

Specifications same as above, except as noted. Height—20½ in.; Diameter of Bell, 11 in.; Weight—5 lbs.; Price—\$20.00 (\$25.00 Natural Wood Finish).



Model No. 821

Trade Name—"Madera"; Material of Horn — Compressed wood; Finish — Crystal Black; Action — Direct; Control — Non-adjustable; Height—23 in.; Diameter of Bell—10¼ in.; Weight—5 lbs.; Price—\$10.00.



Connecticut Instrument Co.,

219 South St.,
Stamford, Conn.

Trade Name—"C. I. C."; Material of Horn—Fibre; Finish—Black Gold Stipple; Type of Magnet — Drop Forged; Action — Direct; Control—Adjustable; Height 24 in.; Diameter of Bell, 15 in.; Price—\$20.00.



Console Master Speaker Co.,
15 E. 40th St., New York, N. Y.
(See Announcement Page 90)



Material of Cabinet—Wood; Finish—Mahogany; Type of Magnet—Permanent; Action—Telephone; Control—Adjustable; Height—31½ in.; Weight—75 lbs.; Price—\$49.50. This Model is furnished with compartments for batteries and charger.

Chas. Cory & Son,
183 Varick St.,
New York, N. Y.

Trade Name—"Coryphone Loudspeaker"; Material of Horn—Copper; Finish—Baked Black Enamel; Type of Magnet—Permanent; Control—Adjustable; Height—28½ in.; Weight—8½ lbs.; Price—\$35.00.



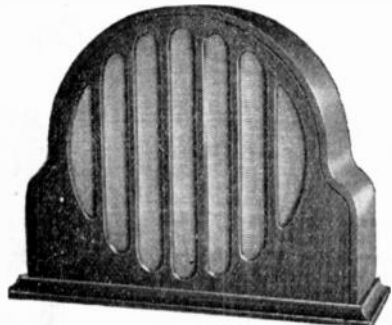
Trade Name—"Coryphone Mastertone."
Same as "Coryphone Loudspeaker," except as noted.
Control—Fixed; Height—19½ in.; Weight—3½ lbs.; Price—\$18.00.



Crosley Radio Corp.
Cincinnati, Ohio



Trade Name—"Musicone"; Material of Horn—Paper Cone (specially treated); Finish—(Metal Parts) Bronze, (Cone) Mottled Brown; Type of Magnet—Crosley Patent; Action—Crosley Patented Magnetic Movement; Height—18½ in.; Diameter of Cone, 11½ in.; Weight—2¼ lbs.; Price—\$17.50.



Trade Name—"Musicone De Luxe"; Material of Cabinet—Wood; Finish—Mahogany; Type of

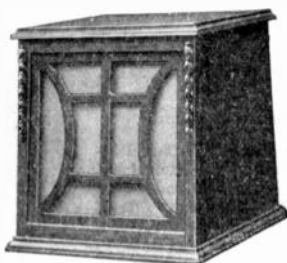
Magnet—Crosley Patent; Action—Crosley Patent Magnetic Movement; Height—18½ in.; Weight—6 lbs.; Price—\$27.50.

Curtis Leger Fixture Co.
285 W. Jackson Blvd., Chicago, Ill.



Trade Name—"Invisible Speaker"; Material of Horn—Wood; Finish—Neutral; Type of Magnet—Horseshoe; Action—Direct; Height—8 in.; Dim.—18½ x 14; Price—\$22.00; 11 x 22, Price \$24.00; 11 x 28, Price \$28.00; 11 x 36, Price \$32.00.

Dayton Fan & Motor Co.,
Dayton, Ohio



Trade Name—"Day-Fan"; Material of Horn—Wood; Finish—Mahogany; Type of Magnet—Magnetic Action; Direct; Control—Permanent; Height—12 in.; Weight—10 lbs.; Price—\$30.00.

Dictograph Products Corp.,
220 W. 42nd St.,
New York, N. Y.

Model—Upright
Trade Name—"Dictogrand"; Finish—Ebony; Control—Adjustable; Height—26 in.; Price—\$25.00.



Portable Model

Specifications same as above, except as noted.
Price—\$24.50.



Trade Name—"Dictogrand Speaker"; Material of Horn—Wood; Finish—Solid Mahogany; Type of Magnet—Magnetic Action, Direct; Control—Adjustable; Dim.—9 x 9 x 14½; Price—\$30.00.

Electrical Products Mfg. Co.,
Providence, R. I.
(See Announcement Page 87)

Model 101
Trade Name—"Dymac"; Material of Horn—Laminated Fibre; Finish—Black Crackle Enamel; Type of Magnet—Tungsten Horseshoe; Action—Direct; Control—Adjustable; Height—26 in.; Weight—7 lbs.; Price—\$8.50.



Empire United Hat Block Co.,
312 East 22nd St., New York, N. Y.

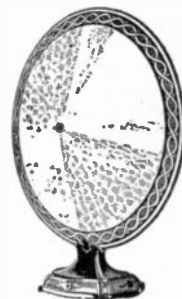
Model 400
Material of Horn—Cast Neck on Wooden Sound Box; Finish—Genuine Walnut or Mahogany Two Tone, Dull Finish; Type of Magnet—R9 Non-Adjustable Dictagraph Unit; Dimensions—52 x 16 x 35; Weight—80 lbs.; Price—\$140.00 list.



Model 320
Same as Model 400, except as noted.
Dimensions—31 x 17 x 35; Weight—37 lbs.; Price—With Horn, \$45.00 list; without Horn, \$35.00 list.

Farrand Mfg. Co.,
Thompson Ave. and
Court St., Long Island
City, New York

Trade Name—"Farrand Speaker"; Material of Horn—Paper Cone; Finish—Base Bronze; Type of Magnet—Permanent Horseshoe; Action—Balanced Armature; Height—21 in.; Diameter of Cone, 17 in.; Weight—11 lbs.; Price—\$32.50.



Florentine Art Productions, Inc.,
838 W. Austin Ave., Chicago, Ill.
(See Announcement Page 92)



Trade Name—"Voice from the Sky"; Material of Horn—"Italian Gesso" Composition; Finish—Walnut, Mahogany or Ebony; Height—24 in.; Diameter of Bell, 12 in.; Weight—18 lbs. (Utah Unit used in Speaker); Price—\$30.00.

Herbert H. Frost,
314 W. Superior St., Chicago, Ill.

Trade Name—"Musette"; Material of Horn—Molded Bakelite; Finish—Black, Silver or Gold; Type of Magnet—Permanent; Action—Indirect; Height—22 in.; Diameter of Bell, 10½ in.; Weight—8 lbs.; Price—\$12.50 (Black).



Gale Radio Laboratories,
2512 Irving Park Blvd., Chicago, Ill.



Trade Name—"Town Crier"; Material of Horn—Cement and other ingredients; Finish—Mahogany Crystal; Type of Magnet—Single Bar Tungsten; Action—Direct; Height—12½ in.; Diameter of Bell, 9 in.; Weight—7½ lbs.; Price—\$17.50.

Globe Phone Mfg. Co.,
Reading, Mass.

Trade Name—"Globe"; Material of Horn—Special Fibre; Finish—Black Crystalline; Type of Magnet—Drop Forged Steel; Action—Bi-Polar Moving Armature; Height—24 in.; Weight—5½ lbs.; Diameter of Bell—12 in.; Price—\$12.00.



Graef & Trecartin,

10 Alvin Place, Upper Montclair, N. J.



Trade Name—"Graefone"; Material of Horn—Wood and Plaster Composition; Finish—Antique Bronze; Height—8½ in.; Weight—5½ lbs.; Price—\$20.00.

Grigsby-Grunow-Hinds Co.,

4540 Armitage Ave., Chicago, Ill.

(See Announcement Inside Back Cover)

Model WG-10

Trade Name—"Majestic" Reproducer (Home Concert Model); Material of Horn—DuPont Pyralin; Finish—Ebony, Shell, Japanese Pearl, Mother-of-Pearl; Type of Magnet—Special; Action—Indirect; Control—Adjustable; Height—22 in.; Diameter of Bell, 13 in.; Weight—2½ lbs.; Price—\$12.50.

Also Models WG-20, WG-40, WG-50—Specifications same as above, except as noted. Price—\$12.50 to \$20.00.



Model B-G

Trade Name—"G-G-H"; Baby Grand; Material of Horn—Du Pont Pyralin; Finish—Ebony; Type of Magnet—Special; Action—Indirect, Control adjustable; Height—18 in.; Price—\$9.00.

Model B-T

Same as Model B-G, except as noted. Packed in Fabrikoid Traveling Case; Price—\$16.50.

Hart & Hegeman Mfg. Co.,

Hartford, Conn.

Trade Name—"After Dinner Speaker"; Material of Horn—Rubber and Cast iron; Finish—Black; Type of Magnet—Permanent; Action—Balanced armature; Control—Vernier on armature; Height—24 in.; Diameter of Bell, 15 in.; Weight—9 lbs. 10 ozs.; Price—\$20.00.



W666

Hartman Electrical Mfg. Co.
Mansfield, Ohio

Material of Horn—Wood; Finish—Mahogany; Action—Direct; Control—Permanent; Height—47 in.; Weight—14 lbs.; Price—\$48.00.



Herald Electric Co.,

113 Fourth Ave.,
New York, N. Y.

Model B

Trade Name—"Herald"; Material of Horn—Fibre; Finish—Black Crystal; Type of Magnet—Permanent; Action—Direct; Height—25 in.; Diameter of Bell, 12 in.; Weight—7 lbs.; Price—\$12.00.



Holtzer-Cabot Electric Co.,

125 Amory St.,
Boston, Mass.

Model No. 202112

Trade Name—"Universal"; Finish—Black Crystalline; Action—Direct; Height—27 in.; Diameter of Bell, 14 in.; Weight—8 lbs.; Price—\$25.00.



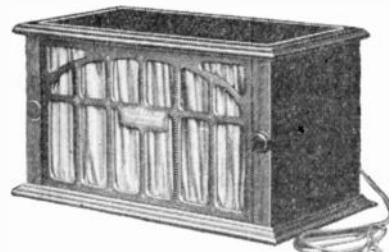
Model 202114

Trade Name—"National"; Finish—Black Crystalline; Action—Direct; Height—21 in.; Diameter of Bell, 10½ in.; Weight—7 lbs.; Price—\$12.00.



Jewett Radio & Phonograph Co.,
Telegraph Road,
Pontiac, Mich.

Trade Name—"Superspeaker"; Material of Horn—Patented Process Composition; Finish—Black Satin; Type of Magnet—Permanent; Action—Direct; Control—Micrometer; Height—26 in.; Diameter of Bell, 14 in.; Price—\$30.00.



Trade Name—"Superspeaker Console"; Material of Horn—(Secret Composition); Finish—Mahogany or Walnut; Type of Magnet—Permanent Horseshoe; Action—Electro-magnetic; Control—Micrometric Air Gap Adjustment; Height—10½ in.; Weight—11½ lbs.; Dim.—8 x 15; Price—\$40.00.



Trade Name—"Superspeaker Highboy"; Material of Horn—(Secret Composition); Finish—Mahogany or Walnut; Type of Magnet—Permanent Horseshoe; Action—Electro Magnetic; Control—Micrometric Air Gap Adjustment; Height—54½ in.; Wt.—150 lbs.; Size of Bell—8½ x 14½; Price—\$130.00.

Jodra Mfg. Co.,
65 Pier 1, Seattle, Wash.

Trade Name—"Enchanter"; Material of Horn—Aluminum; Finish—Mahogany or Black Crystalline; Type of Magnet—Circular, Permanent Action, Balanced Armature; Control—Fixed; Height—22 in.; Diameter of Bell, 14 in.; Weight—5 lbs.; Price—\$84.00.



Jolley Radio Co.,
297 Sixth Ave.,
New York, N. Y.
Model No. 1020

Trade Name—"Jolley"; Material of Horn—Bell Brass; Finish—Bronze, Electroplate; Type of Magnet—U Tungsten; Action—Direct; Height—29½ in.; Diameter of Bell, 12 in.; Weight—9½ lbs.; Price—\$37.50.



Model No. 1225

Trade Name—"Jolley"; Material of Horn—Vulcanized Composition; Finish—Black; Type of Magnet—Tungsten; Action—Direct; Height—29½ in.; Diameter of Bell, 12 in.; Weight—8 lbs.; Price—\$27.50.



Kellogg Switchboard & Supply Co.,
1027 W. Adams St.
Dept. I
Chicago, Ill.
(See Announcement Page 77)

Trade Name—"Symphony"; Material of Horn—Wood; Finish—Black and Mahogany; Type of Magnet—Horseshoe; Action—Direct; Height—27 in.; Diameter of Bell, 14 in.; Weight—7 lbs.

Model—Single Type
Specifications same as above, except as noted.
Weight—5 lbs.



Colin B. Kennedy Co.,
2017 Locust St.,
St. Louis, Mo.

Model 920

Trade Name—"Kennedy"; Material of Horn—Black Fibre; Type of Magnet—Permanent; Action—Direct; Control—Adjustable; Height—25 in.; Diameter of Bell, 10 in.; Weight—4 lbs.; Price—\$25.00.



Kirkman Engineering Corp.,
484 Broome St.,
New York, N. Y.

Trade Name—"K-E"; Material of Horn—Aluminum; Finish—Black Crystalline and Nickel; Action—Direct; Control—Adjustable; Height—26 in.; Diameter of Bell, 14 in.; Weight—9 lbs.; Price—\$18.00.



Kleertone Corp.,
298 Church St.,
New York, N. Y.

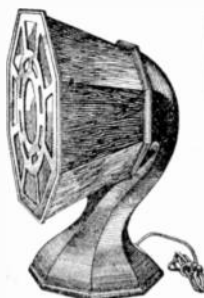
Trade Name—"Kleertone"; Material of Horn—Bell Metal; Finish—Black and Crystal; Type of Magnet—Permanent; Control—Adjustable; Height—28 in.; Weight—7 lbs.; Price—\$15.00.



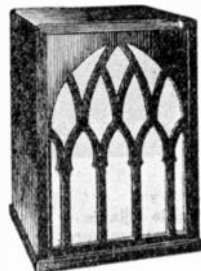
Kodel Radio Corp.,

507 E. Pearl St., Cincinnati, Ohio

Trade Name—"Kodel De Luxe"; Material of Horn—Base, aluminum; Bell, Wood; Finish—Mahogany; Type of Magnet—.....; Control—Non-adjustable; Action—.....; Height—16½ in.; Weight—8 lbs.; Price—\$25.00.

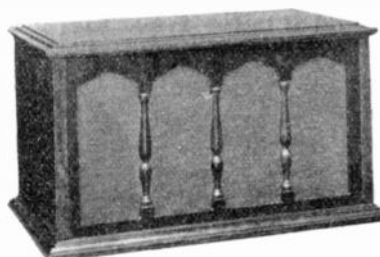


Trade Name—"Kodel Cabinet"; Material of Cabinet—Wood; Finish—Mahogany; Type of Magnet—.....; Control—Not adjustable; Action—.....; Height—18½ in.; Weight—8 lbs.; Price—\$27.50.



Trade Name—"Microphone Speaker"; Material of Horn—Snail Shell; Type of Magnet—.....; Control—Not adjustable; Height—8½ in.; Weight—.....; Price—\$20.00 (special unit); \$15.00 (Phone type unit).

Magnavox Co.,
Oakland, Calif.



Model M-20

Material of Horn—Wood with Heavy Metal Goose Neck; Finish—Mahogany, dull hand rubbed; Type of Magnet—Permanent; Height—9½ in.; Weight—10 lbs.; Price—\$25.00.

Manhattan Electrical Supply Co., Inc.,
17 Park Place, New York, N. Y.
Model No. 2555

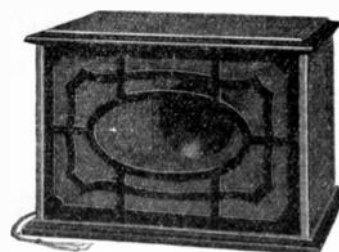
Trade Name—"Manhattan"; Material of Horn—Fibre; Finish—Black Crystal; Type of Magnet—Horseshoe; Action—Direct; Control—Adjustable; Height—20 in.; Diameter of Bell, 14 in.; Weight—10 lbs.; Price—\$18.00.



Model No. 2554

Same as Model 2555, except as noted.

Trade Name—"Manhattan Junior"; Finish—Mahogany Color Crystal; Height—22 in.; Diameter of Bell, 10 in.; Weight—4½ lbs.; Price—\$10.00.



Model No. 2552

Material of Horn—Wood; Finish—Polished Dark Mahogany; Type of Magnet—Horseshoe; Action—Direct; Control—Adjustable; Dim.—12½ x 8½ x 9½; Weight—8½ lbs.; Price—\$20.00.



Model No. 2556

Trade Name—"Symphonic"; Material of Horn—Hard Rubber; Finish—Polished Mahogany; Type of Magnet—Horseshoe; Action—Direct; Control—Adjustable; Dim.—14½ x 8 x 12; Wt.—10 lbs.; (Cabinet type with 4 Horns); Price—\$37.50.

McKee Glass Co.,
Jeanette, Pa.



Trade Name—"Radio Wonder"; Material of Horn—Amethyst Glass; Height—8 in.; Diameter of Bell—7 in.; Weight—3 lbs.; Price—\$8.00.

McKinley Phonograph Co.,
1501 East 55th St., Chicago, Ill.



Trade Name—"Armstrong Speaker"; Material of Horn—All Wood, Spruce Sounding Board; Finish—Two-Toned Walnut Case; Type of Magnet—Non-adjustable; Height—8½ in.; Wt.—17 lbs.; Price—\$30.00.

Mercury Radio Corp.,
87 Duane St.,
New York, N. Y.

Trade Name—"Junior"; Material of Horn—Composition; Finish—Crystalline; Type of Magnet—Permanent; Action—Direct; Control—None; Height—22 in.; Weight—5 lbs.; Price—\$7.00.



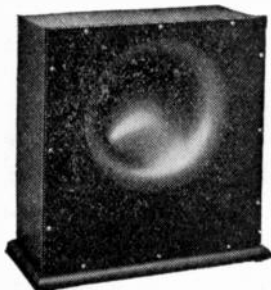
Trade Name—"Grand"; Same as Model "Junior," except as noted. Height—23 in.; Weight—7 lbs.; Price—\$9.00.



Trade Name—"De Luxe." Same as "Grand," except as noted. Weight—9 lbs.; Price—\$12.00.



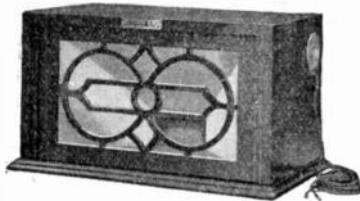
Moon Radio Corporation,
501 Steinway Ave., Long Island City, N. Y.



Trade Name—"Naturaltone"; Material of Horn—Wood Pulp; Finish—Mahogany; Type of

Magnet—Baldwin; Action—Indirect; Height—18 in.; Diameter of Bell, 8 in.; Weight—7 lbs.; Price—\$25.00.

Morrison Laboratories, Inc.,
812 Ford Bldg., Detroit, Mich.



Trade Name—"Mocking Bird"; Material of Horn—Genuine silver grain spruce; Finish—Walnut or mahogany; Type of Magnet—Permanent horseshoe; Control—Adjustable; Size of Cabinet—9½ in. high, 17 in. wide; Price—Cabinet complete, \$30.00 list; loud speaker only, list \$5.00.

Mozart-Grand Co.,
368 Jellif Ave., Newark, N. J.



Trade Name—"Baby Grand"; Material of Horn—Aluminum; Finish—Enameled; Action—Direct; Height—12½ in.; Weight—8 lbs.; Price—\$12.00 (Gold Plated Unit); \$10.00 (Nickel Plated Unit).

Music Master Corporation,
128 N. Tenth St., Philadelphia, Pa.



Model V

Same as Model VIII, except as noted. Material of Cabinet—Pressed Steel; Height—11½ in.; Weight—5 lbs.; Price—\$15.00.

Model VI

Trade Name—"Music Master"; Material of Horn—Bell, Wood; Tone Chamber, Cast Aluminum; Height—23 in.—14 in. Bell; Weight—8½ lbs.; Price—\$30.00 (\$35.00 for 21 in. Bell).



Model VIII

Trade Name—"Music Master"; Material of Horn—Wood Horn—Cast Aluminum Tone Chamber; Finish—Solid Mahogany Cabinet; Type of Magnet—Permanent; Height—10¼ in.; Weight—9½ lbs.; Price—\$35.00.

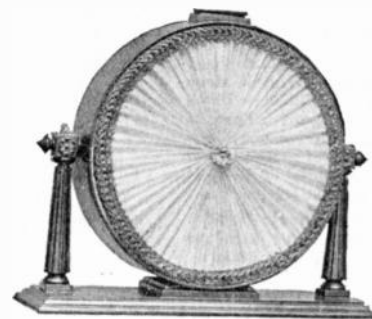
Model X

Same as Model V, except as noted. Height—63 in. (Pedestal Type); Weight—21 lbs.; Price—\$100.00.



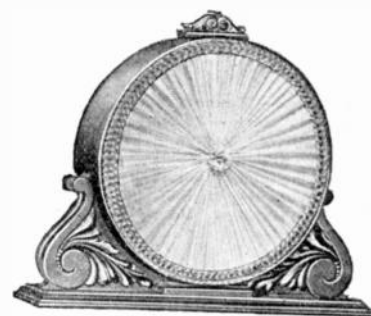
Model XI

Height—15¼ in.; Width—15¾ in.; Price—\$30.00.



Model XII

Height—16¾ in.; Width—19 in.; Price—\$35.00.



Model XIII

Height—16¾ in.; Width—21 in.; Price—\$40.00.

O'Neil Mfg. Co.,
4738 Hudson Blvd.,
West New York, N. J.

Trade Name—"Audiophone"; Material of Horn—Fiber; Finish—Crystalline; Type of Magnet—Horseshoe; Action—Adjustable; Control—Three-way control, balanced armature; Height—24 in.; Diameter of bell, 14 in.; Wt.—14 lbs.; Price—\$25.00 list.

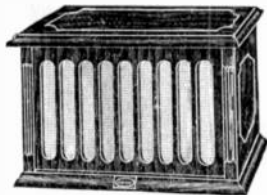


Parcell & Co.,
68 W. Washington St., Chicago, Ill.



Model R

Trade Name—"Temple"; Material of Horn—(A Ceramic Non-Vibration Material); Finish—Bronze Stripped; Type of Magnet—Permanent; Action—Direct; Height—14 in.; Diameter of Bell, 12 in.; Weight—9 lbs.; Price—\$21.00.

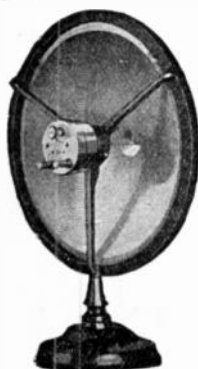


Model C

Trade Name—"Temple"; Material of Horn—(A Ceramic Non-Vibration Material); Finish—Mahogany; Type of Magnet—Permanent; Action—Direct; Height—9½ in.; Dim.—14 x 11 x 9½; Price—\$31.00.

Pathe Phonograph & Radio Corp.,
10 Grand Ave.,
Brooklyn, N. Y.

Trade Name—"Pathe"; Finish—Mahogany; Type of Magnet—Permanent Horseshoe; Action—Direct; Control—Adjustable; Height—14 in.; Diameter of Cone, 10 in.; Weight—3 lbs.; Price—\$17.50.



Perfectone Radio Corp.,
490 Broome St.,
New York, N. Y.

Trade Name—"Perfectone"; Material of Horn—Fibre; Finish—Mahogany Crystalline; Type of Magnet—Forged Horseshoe; Action—Direct; Control—Adjustable; Height—28 in.; Weight—6½ lbs.; Price—\$15.00.



Peerless Light Co.,
668 W. Washington Blvd., Chicago, Ill.



Trade Name—"Peerlite Lamp Speaker"; Material of Horn—Wood Fiber; Finish—Glass

Vase Shaped Base, Glaze Shade over Horn (Special 2-Light Lamp Arrangement between Shade and Horn); Type of Magnet—Utah; Height—28 in.; Diameter of Shade, 16 in.; Price—\$35.00 list.

Piroxloid Products Corp.,
200 Fifth Ave.,
New York, N. Y.

Trade Name—"Operatone"; Material of Horn—Piroxloid; Finish—Shell Color and Grained Ivory; Type of Magnet—Permanent; Action—Direct Bi-Polar; Control—Fixed; Height—8½ in.; Diameter of Bell, 2½ in.; Weight—7½ ozs.; Price—\$7.50.



Portola Radio Co.,
S. E. cor. Fifth and Market Sts.,
Philadelphia, Pa.



Model No. 1

Trade Name—"Portola"; Style—Mahogany cabinet; Material of Horn—Metal and wood; Type of Magnet—Permanent; Action—Direct; Control—Fixed adjusted; Dim.—9¼ x 8 x 5; Weight—8½ lbs.; Price—\$12.50.



Model No. 3

Same as Model No. 1, except as noted. Size—9¼ x 8 x 6½; Price—\$15.00.

Radio Cabinet Co.,
2125 Olney St., Indianapolis, Ind.

(See Announcement
Page 94)

Model De Luxe

Trade Name—"Orchestrian De Luxe"; Material of Horn—Wood; Finish—Natural Wood and Stippled; Type of Magnet—Bi-polar Permanent Magnet; Control—Non-Adjustable; Height—27 in.; Diameter of Bell, 15 in.; Weight—5 lbs.; Price—\$37.50.



Radio Corporation of America,
New York, N. Y.

(See Announcement
Pages 8-9)

Model No. UZ-1925

Trade Name—"Radiola" Loud Speaker; Finish—Black Japan Base, Black Horn; Control—Adjustable; Height—23 in.; Diameter of Bell, 12 in.; Weight—6 lbs.; Price—\$18.00.



Radio Industries Corp.,
131 Duane St., New York, N. Y.



Aristocrat Model

Trade Name—"Melotone"; Material of Horn—Fiber; Finish—Oak and Mahogany; Type of Magnet—Horseshoe; Action—Direct; Control—Direct; Dimensions—18 x 10 x 8; Price—\$28.75.

Radiolamp Co.,
254 W. 34th St.,
New York, N. Y.

Model A

Trade Name—"Radiolamp"; Material of Horn—Parchment; Finish—Bronze; Height—21 in.; Weight—8½ lbs.; Price—\$35.00.



Radiotive Corporation,
21st Ave. and 58rd St.,
Brooklyn, N. Y.

Trade Name—"Silver-voice"; Material of Horn—Felt; Finish—Silver-oxidized; Type of Magnet—Horseshoe; Height—22½ in.; Weight—6½ lbs.; Diameter of Bell—14 in.; Price—\$35.00 (Silver Base); \$40.00 (Gold Base).



Reichmann Co.,
1725 West 74th St.,
Chicago, Ill.

(See Announcement
Back Cover)

Model 85

Trade Name—"Thorphone"; Material of Horn—Composition ("Thorite"); Finish—Black Florentine; Type of Magnet—Electro; Height—25 in.; Diameter of Bell, 14 in.; Weight—16 lbs.; Price—\$45.00.



Model No. 4

Trade Name—"Thorola"; Material of Horn—Composition ("Thorite"); Finish—Black Florentine; Type of Magnet—Permanent; Control—Adjustable; Height—23 in.; Diameter of Bell, 14½ in.; Weight—8 lbs.; Price—\$25.00.



Model No. 3

Specifications same as above, except as noted.
Height—21 in.; Diameter of Bell, 12 in.; Weight—8 lbs.; Price—\$20.00.



Remo Corporation,
Meriden, Conn.



Trade Name—"Remo Trumpet"; Finish—Grained Mahogany; Height—18 in.; Weight—6 lbs.; Price—\$10.00; also furnished with heavy duty adjustable Unit, Price—\$12.50.



Trade Name—"Remo Trumpet Concert"; Material of Horn—Composition; Finish—Grained Mahogany; Base, Aluminum; Type of Magnet—Permanent; Control—Non-adjustable; Diameter of Bell—14½ in.; Price—\$25.00.



Trade Name—"Remola"; Material of Horn—Wood; Finish—Mahogany; Type of Magnet—Circular Permanent Magnet; Action—Non-adjustable; Price—\$25.00.

Rola Co.,
Oakland, Calif.

Trade Name—"Rola Re-Creator"; Material of Horn—Aluminum; Finish—Crystalline; Type of Magnet—Circular; Action—.....; Control—Self-adjusting; Height—14 in.; Weight—8 lbs.; Price—\$36.00.



H. G. Saal Co.,
1800 Montrose Ave.,
Chicago, Ill.
(See Announcement
Page 93)

Trade Name—"Saal Soft Speaker"; Material of Horn—Bakelite Bell, Aluminum Goose Neck; Finish—Black Crackle; Type of Magnet—Permanent; Action—Indirect; Control—Fixed; Height—22½ in.; Weight—18 lbs.; Price—\$25.00 (Silver or gold finish, \$30.00).

Same as "Saal Soft Speaker," except as noted.
Trade Name—"Saal, Jr., Soft Speaker; Height—18½ in.; Weight—11 lbs.; Price—\$20.00 (Silver or gold finish, \$25.00).



Selector Co.,
2005 Sixth Ave.,
Seattle, Wash.

Finish—Black Crystalline; Type of Magnet—Permanent; Height—22½ in.; Diameter of Bell, 14 in.; Control—Permanent; Price—\$36.00.

Simplex Radio Co.,
Sandusky, Ohio

Trade Name—"Aladdin"; Material of Horn—Cast Metal Column; Parchment Deflector; Finish—Antique Bronze; Type of Magnet—Two Pole; Action—Direct; Control—Fixed; Height—2½ in.; Diameter of Bell, 15 in.; Weight—11½ lbs.; Price—\$30.00.

Homer P. Snyder Mfg. Co.,
Little Falls, N. Y.

Trade Name—"Snyder Speaker"; Material of Horn—Zinc Alloy and Woodtex; Finish—Brown; Action—Direct; Control—Adjustable; Height—22 in.; Diameter of Bell—15 in.; Weight—4 lbs.; Price—\$18.00.

Spartan Electric Corp.,
99 Chambers St.,
New York, N. Y.
(See Announcement
Page 88)

Trade Name—"Spartan Speaker"; Material of Horn—Fibre and Bakelite; Finish—Black and Mahogany; Height—22 in.; Diameter of Bell, 10½ in.; Price—\$10.00.



Trade Name—"Bee-Hive"; Material of Horn—Pressed Cork; Finish—Blue Black Crackle; Type of Magnet—Adjustable Action, Direct or Indirect; Control—Adjustable; Height—10 in.; Weight—5 lbs.; Price—\$12.00



Trade Name—"G-N"; Material of Horn—Fibre; Finish—Mahogany; Type of Magnet—Adjustable; Action—Direct; Control—Adjustable; Height—16 in.; Weight—6 lbs.; Price—\$10.00.

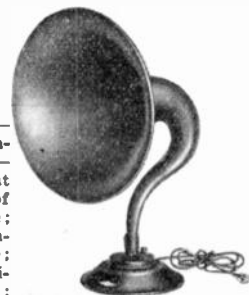
Sonora Phonograph Co.,
279 Broadway, New York, N. Y.



Trade Name—"De Luxe"; Material of Cabinet—English Brown Mahogany; Type of Magnet—Permanent; Size—16½ x 9½ x 9½; all wood, sound amplifier, five ply, fitted with amplifier tube and De Luxe reproducer. Equipped with radio plug; Weight—10 lbs.; Price—\$30.00.

Splitdorf Electrical Co.,
392 High St.,
Newark, N. J.

Trade Name—"Splitdafone"; Material of Horn—Metal; Finish—Flat Black; Type of Magnet—Horseshoe; Action—Direct; Control—Adjustable; Height—24 in.; Diameter of Bell, 14 in.; Price—\$22.50.



Star-O-Tone Co.,
1936 Westlake Ave., Seattle, Wash.

Trade Name—"Star-O-Tone"; Material of Horn—Aluminum; Finish—Sepia Mahogany; Type of Magnet—Permanent; Action—Direct; Control—Permanent; Height—14 in.; Weight—7 lbs.; Price—\$30.00.

"Gold-Star" model same as "Star-O-Tone," except as noted.
Height—12 in.; Weight—3 lbs.; Price—\$18.00.

Sterling Cabinet Works, Inc.,
Winfield, L. I., N. Y.



Trade Name—"Strad-O-Vox"; Material of Horn—Wood; Finish—Mahogany; Magnet—Dictograph Unit; Dimensions—16 x 7 x 9; Weight—9 lbs.; Price—\$25.00 List.

Stewart - Warner
Speedometer Co.
Radio Div.

1830 Diversey Parkway,
Chicago, Ill.

(See Announcement
Pages 14 and 15)

Type 400

Material of Horn—Fibre; Finish—(Horn) Walnut, (Base) Bronze; Type of Magnet—Telephone; Action—Direct; Control—Adjustable; Height—24 in.; Diameter of Bell, 14 in.; Weight—5 lbs.; Price—\$25.00.



Stromberg-Carlson
Telephone Mfg. Co.
1060 University Ave.,
Rochester, N. Y.

(See Announcement
Page 229)

Model 2A

Trade Name—"Stromberg-Carlson"; Material of Horn—Fibre; Finish—Base and horn oxidized silver; Type of Magnet—Permanent; Action—Direct; Control—Adjustable; Height—24 in.; Diameter of bell, 13½ in.; Weight—5½ lbs.; Price—\$17.50.

Sunbeam Radio Corp.,

350 W. 31st St., New York, N. Y.
(See Announcement Page 84)



Model No. 31

Trade Name—"Akratone"; Material of Cabinet—Wood; Finish—Mahogany; Type of Magnet—Permanent; combined type of Armature; Action—Indirect; Control—Not adjustable; Height—8 in.; Weight—20 lbs.; Price—\$31.50.

Telephone
Corporation
of America
449 West 42nd St.,
New York, N. Y.

Material of Horn—Wood; Finish—Rough Mahogany; Type of Magnet—Permanent; Height—15 in.; Weight—5 lbs.; Price—\$35.00.



R. E. Thompson
Mfg. Co.,

30 Church St.,
New York, N. Y.

Model H-3

Material of Horn—Hard Rubber; Finish—Black Enameled; Type of Magnet—Permanent; Action—Indirect; Control—Adjustable; Height—23¼ in.; Diameter of Bell, 15 in.; Weight—8 lbs.; Price—\$28.00.



Timbre-tone
Mfg. Co.

Hoosick Falls, N. Y.
(See Announcement
Page 92)

Model B

Trade Name—"Timbre-tone"; Material of Horn and Base—Wood; Finish—Mahogany; Type of Magnet—Baldwin; Action—Direct and Indirect; Height—12 in.; Weight—1½ lbs.; Price—\$20.00.



Timmons Radio Products Corp.,
339 E.

Tulpehocken St.,
Germantown,
Philadelphia, Pa.

Model A

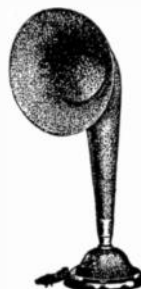
Trade Name—"Timmons Talker"; Material of Cabinet—Wood; Finish—Mahogany; Type of Magnet—Horse-shoe; Action—Direct; Control—Adjustable; Height—12½ in.; Price—\$35.00.



Triangle Electro
Trading Co.,
4077 Park Ave.,
New York, N. Y.

Model B

Trade Name—"Berwick"; Material of Horn—Fibre Composition; Finish—Black Crystalline and Black and Gold Enamel; Type of Magnet—2 Semi-circle ¼ in. Tungsten Steel; Action—Direct; Control—Lever; Diameter of Bell—11 in. to 12 in.; Weight—3½ lbs.; Price—\$15.00.



Trimm Radio Mfg.
Co.,

24 So. Clinton St.,
Chicago, Ill.

(See Announcement
Page 91)

Model No. 30

Trade Name—"Concert"; Material of Horn—Volconite; Finish—Black or bronze; Type of Magnet—Forged tungsten steel; Action—Direct; Control—Adjustable; Height—22 in.; Weight—15 lbs.; diameter of bell, 15 in.; Price—\$25.00.



Model No. 20

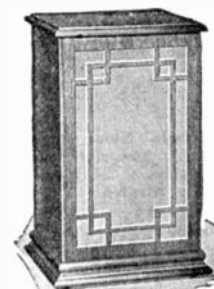
Trade Name—"Home Speaker"; Material of Horn—Volconite; Finish—Black; Type of Magnet—Forged tungsten steel; Action—Direct; Control—Fixed; Height—22 in.; diameter of bell, 10 in.; Weight—7 lbs.; Price—\$10.00.



Model No. 25

Trade Name—"Home Speaker"; Material of Horn—Volconite (Composition); Finish—Black-Volox; Type of Magnet—Forged Tungsten Steel; Action—Direct; Control—Fixed; Height—18 in.; Diameter of Bell, 12 in.; Weight—8 lbs.; Price—\$10.00.

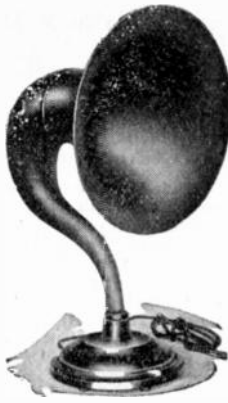
Trade Name—"Cabinette"; Material of Horn—Fibre; Finish—Mahogany; Type of Magnet—Forged Tungsten Steel; Action—Direct; Control—Fixed adjustment; Height—13½ in.; Weight—6 lbs.; Price—\$17.50.



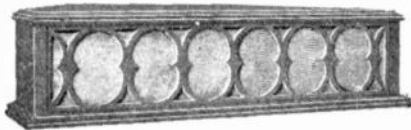
Trade Name—"Chello"; Material of Horn—Fibre; Finish—Walnut; Type of Magnet—Forged Tungsten Steel; Action—Direct; Control—Adjustable; Height—9½ in.; Weight—10 lbs.; Price—\$30.00.

Model No. 90

Trade Name—"Entertainer"; Material of Horn—Volconite; Finish—Black-Volox; Type of Magnet—Forged Tungsten Steel; Action—Direct; Control—Lever Adjustment; Height—19½ in.; Diameter of Bell, 12 in.; Weight—10 lbs.; Price—\$17.50.

**W. M. Turner Radio Corp.,**

1517 N. Wilton Place, Hollywood, Cal.

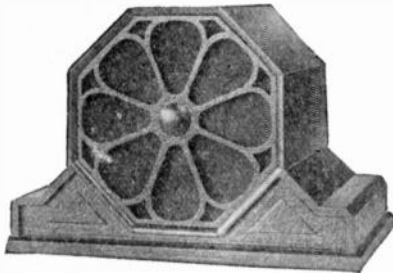


Trade Name—"Hollywood Pure Tone"; Material of Horn—Wood; Finish—Mahogany; Type of Magnet—.....; Action—.....; Control—.....; Height—6 in.; Weight—14 lbs.; Price—\$30.00.

Utah Radio Products Co.,

1427 S. Michigan Ave., Chicago, Ill.

(See Announcement Front Cover)



Trade Name—"Supreme"; Material of Cabinet—Rubber; Finish—Brown; Type of Magnet—Permanent; Height—10½ in.; Diameter of Bell, 13½ in.; Weight—8 lbs.; Price—\$25.00.

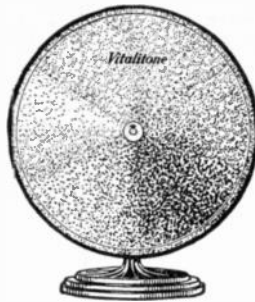
Trade Name—"Super Flex"; Material of Horn—Rubber; Finish—Antique Brown; Type of Magnet—Permanent; Height—8½ lbs.; Base 6 in.; Weight—8 lbs.; Price—\$14.00.



Material of Horn—Hard Rubber; Finish—Black; Type of Magnet—Permanent; Height—21 in.; Weight—11¼ lbs.; Price—\$25.00.



Vitalitone Sales Co.,
208 Sixth Ave., New York, N. Y.



Trade Name—"Vitalitone"; Material of Horn—Fiber, Floating Diaphragm; Finish—Metal Base; Action—Direct, Floating Armature; Control—Self Adjusting; Height—22 in.; width, 19 in.; Price—\$30.00.

Voluma Products, Inc.,
Hempstead, N. Y.

Model A-C

Trade Name—"Professional"; Material of Horn—Fiber (Special Mahoganized Finish); Finish—Mahogany; Type of Magnet—Permanent (Special) Split; Action—Armature Type; Control—Permanent; Height—30 in.; Diameter of Bell, 14 in.; Weight—7 lbs.; Price—\$25.00.



Warren Radio Phone Mfg. Co.,
Warren, R. I.

Trade Name—"Warren Junior"; Material of Horn—Copper; Finish—Black crackled; Type of Magnet—Horseshoe; Control—Lever; Height—16 in.; Diameter of Bell, 10 in.; Weight—8 lbs.; Price—\$8.50.

**J. Fred. Wilfert,**

21 Cambria St., Boston, Mass.



Trade Name—"Symphony"; Material of Horn—Chambers Spruce; Cabinet, Mahogany Plywood; Finish—Brown Mahogany; Type of Magnet—Permanent; Action—Adjustable; Dimensions—11 x 13 x 13; Weight—8 lbs.; Price—\$35.00.

Model B-55

Same as Model C-35, except as noted. Dimensions—16 x 17 x 15; Weight—11 lbs.; Price—\$55.00.

Model A75

Same as Model B-55, except as Noted. Dimensions—47 x 15 x 17; Weight—15 lbs.; Price—\$75.00.

Williams Radio Co.,

1433 Washington Blvd., Detroit, Mich.

Model No. 1925

Trade Name—"Echo-Tone"; Material of Horn—Aluminum; Finish—Gray-Walnut; Action—Direct; Control—Semi-Adjustable; Height—24 in.; Diameter, 16 in.; Weight—5½ lbs.; Price—\$22.00.

**Wilson Utensil Co.,**

815 E. Fifth St., Dayton, Ohio

Trade Name—"Moon"; Material of Horn—Aluminum; Finish—Black; Height—17½ in.; Diameter of Bell, 10 in.; Weight—6 lbs.; Price—\$7.50. (Made in single and double types.)

**Windsor Furniture Co.,**

1422 Carroll Ave., Chicago, Ill.



Trade Name—"Windsor Loud Speaker Console"; Material of Horn—Wood; Finish—Mahogany or Walnut; Dimensions of Console Cabinet—38 x 18 x 29; Weight—40 lbs.; Price—\$40.00.

Wizard Phonograph Co.,

1977 Ogden Ave., Chicago, Ill.



Material of Horn—Spruce (All Wood); Finish—Walnut and Mahogany; Type of Magnet—Baldwin Type H-2; Dimensions—32 x 19 x 38; Weight—150 lbs.; Price—\$40.00.

Tuning In on the Editor's Desk

Think Right and Buy Right

DISAPPOINTMENT may lie ahead of the radio dealer who orders his goods for fall and winter sales without first studying the new models that are on the market and the trend of demand among his customers and prospects. Right thinking must be preceded by right buying or sales expectations may not be realized. The average radio dealer is not financially equipped to withstand the results of laying in the wrong kind of radio goods. All that he has gained may be lost very quickly if the trade discovers that what it wants in a store is not to be had there. Find out what seems likely to interest the trade and appeal to it. Test out the reactions of the trade to this or that model before either is purchased in quantity. Ask customers what they expect to buy, what kind of receivers they want. Make note of the replies. Study them. Check your thinking with that of the jobber and manufacturer. Use your brains before you buy, if you expect to profit later.

Less Shouting and Better Loud Speaking

PERHAPS it was an unconscious connotation of ideas—dealing in loud speakers—that caused the radio industry at one time to shout itself hoarse. Its slogan might have been: "Promise and Not Perform!"

But this has changed. For, as Edward H. Jewitt, president of the Jewitt Radio & Phonograph Company, puts it:

"Radio has become a dignified big business. For such a young industry it has been unusually voluble, but I believe it may truly be said that, from now on, most of its fluency will be based on performance and no longer on promise. The better the former, the less the shouting.

"There was a time when anyone living on the eastern seaboard thought it a good night's work if he heard only a peep from a California station, but now he wants to hear the California program as clearly as he hears that from a local station.

"The exacting demands of the radio fan have been transmitted to the manufacturer, with the result there has come about a dignity of performance and a pride in good work that would have been inconceivable but a short time ago."

Foreigners Like American Radio

WITH the enormous domestic outlet and excellent financial condition of the United States it is only natural that this country should have developed the best radio in the world. And the "world" is beginning to realize it! The increase of export figures show that we are decidedly "on the map."

During the first four months of 1925 export shipments totalled \$2,720,127, an increase of \$1,497,442, or 42 per cent over the corresponding period of 1924.

Radio Industry, October, 1925

Preliminary figures for the first quarter of this year show that Canada maintains the lead. European exports show a marked increase, Spain being the largest purchaser, with United Kingdom second and Sweden third.

Latin American has also been a growing market, Argentina being the first and Mexico second. Markets in Brazil, Chile, Uruguay and Peru are growing steadily as shown by figures.

There is a growing popularity for American-made radio sets in Australia, Japan, Philippines and New Zealand, in the order named.

All the above countries are in a favorable position as regards exchange, but with the gradual betterment of financial conditions, France, Germany and Austria will want their share of American radio.

That Vexing Show Question

MANY a racked radio dealer or manufacturer goes in for a Hamletian soliloquy, when offered another chance to exhibit. In the back of his head is the question, "Will it pay?"

Readers of ELECTRICAL RECORD will remember certain suggestions set forth by the Electrical Manufacturers' Council on page 376 of the May, 1925, issue. The St. Louis Radio Trades Association comes forward with two supplementary ones.

Instead of a pro rata rebate (paragraph 7 of the above article) to each individual exhibitor, they hold the profit intact for the association, feeling that the money will accomplish more if it is spent for developing business in the territory where it was earned.

For another they suggest that the budget for conducting a show be adequate to safeguard the exhibitor better. The budget of the St. Louis show runs close to \$25,000.

Just What Is a "Gyp?"

NOT everyone will agree with the definition of a "gyp," as given by A. B. Ayers in "Eagle Life." He says:

"The 'gyp' is one who in order to draw trade into his store deliberately advertises nationally known products at ridiculously low figures, and then attempts to foist inferior products on the public, explaining, at the same time, that he is out of the stock advertised."

Most radio people think of the "gyp" as the fellow who slashes prices under established lists. Mr. Ayers would call this chap a "cut-price merchant."

Nevertheless, either one is a thorn in the flesh of the legitimate dealer. Manufacturers establish selling prices on the basis of fairness of profit and reasonable overhead. Price cutting is only the line of least resistance to a multiplicity of sales but at a sacrifice of profit."

But if "what blesses one, blesses all," be true, then the "gyp" or "cut-price merchant," in injuring others, is also plotting his own downfall.

Sales Ideas for Radio Dealers

Interest Architects in Radio

Residential building activities are increasing by leaps and bounds, especially in the immediate vicinity of large cities where the population is growing steadily. Much of this building is in the form of group developments of one and two-family houses. Model homes are coming to be the rule rather than the exception, due in large measure to the educational efforts of interested industries and organizations. The Red Seal has done much and will do a great deal in the future in developing the model home idea. As a matter of fact there is no good reason why radio dealers should wait until homes are occupied and then attempt to convince the owner that radio is indispensable to the model home. The time for selling radio is when the building program is being discussed. Get the architect to include a radio room in his blue prints. Homes now have breakfast nooks, sewing rooms and the like. Why not a radio room?

Broadcast the World Series

Now is the time for every radio dealer to prepare for one of the greatest sport and radio events of the year—the world series. The broadcasting of the world series provides a splendid opportunity for sales promotion work and the kind of service to the public that makes for good will advertising. Millions will hear the play by play descriptions broadcast by noted sports authorities from the field. A little effort on your part, at a very small cost, will attract hundreds of that radio audience to your store. Advertise at once that you will receive the world series broadcasting. The next step is to arrange your windows as a baseball diamond. When the games are being broadcast the positions of the players can be indicated on the miniature diamond, giving the assembled listeners an opportunity to visualize the actual scenes. Care should be taken in the use of loud speakers and amplifying units. The dealer naturally wants to have his broadcasting heard as great a distance as possible but he must remember that the effect of greater volume and

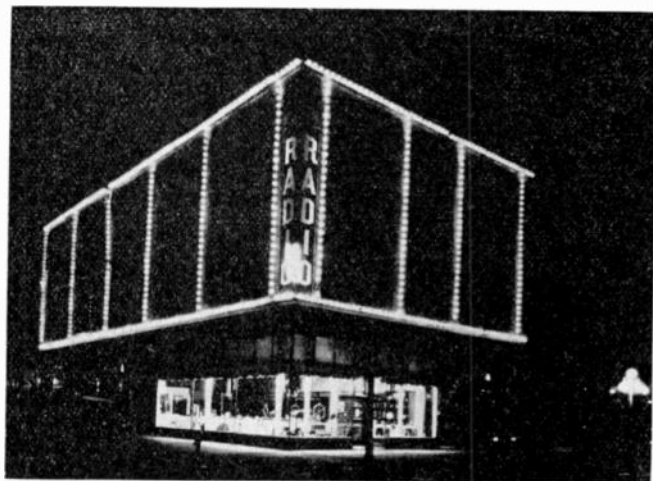
Radio Servicing with Distinction



A. E. Pechette, a radio dealer in Astoria, Long Island, N. Y., uses this novel and cleverly designed house on wheels to answer his service calls

less clarity is generally adverse to sales. For that reason the dealer who entertains fifty persons with a clearly heard description of the games has an advantage, from the sales point of view, over the dealer who tries to reach five hundred with an unintelligible volume of sound.

Advertising Radio at Night



The unstinted use of electric lights aids the Stubbs Electric Company of Portland, Ore., to advertise its radio department each night. The building, outlined with lights, stands out clearly against the blackness of the night sky, while a huge electric sign "radio" extends almost to the height of the building and can be read blocks away. Note the brilliantly lighted show windows

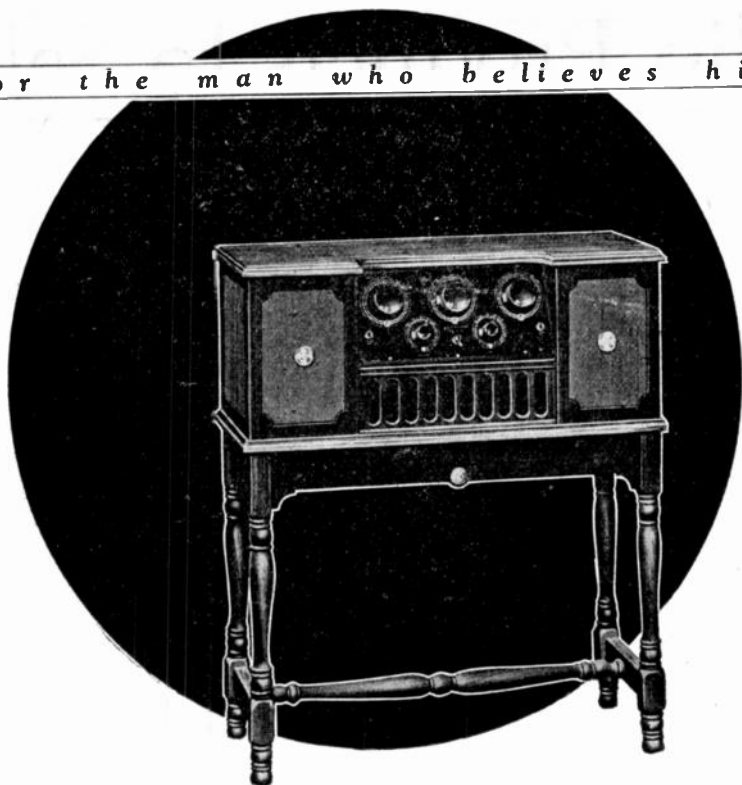
Telling Prospects of Set Accomplishments

Some radio dealers have discovered the advertising magic that springs from a picture and a bit of real human interest copy. An example of that type of advertising is the story told by a radio dealer about little Jimmy Snow and what he accomplished with his set. Jimmy listened to programs from 56 stations—from coast to coast and Canada to Louisiana—and the man who sold him the set thought it would be a good idea to advertise that fact. It was. Such a performance record, particularly with a medium priced set and one operated by a fifteen year old schoolboy, makes a sales appeal to everyone who is at all interested in radio. Proof of simple operation plus gratifying results is always good advertising material. If you don't remember selling any "Jimmy Snow" in your neighborhood, why not follow up some of your sales more closely? Your interest is sure to be appreciated.

Let Your Customer Talk

Many radio dealers, perhaps conscious of their greater knowledge of radio, prefer to analyze first one set and then another for the benefit of prospective buyers. In many instances this method is distinctly a waste of time and effort. Let the customer tell you about his radio requirements—why he wants a radio. The dealer then has some basis for judging what type of set will best suit the purpose and is therefore able to discuss the merits of one set only—thus saving time by eliminating unnecessary sales effort.

for the man who believes his own ears



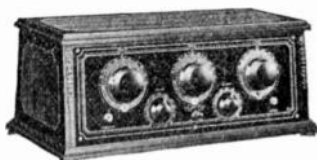
Let this Receiver talk for You

Put your trust in A-C DAYTON, and you can count on bigger profits, growing good will and a soundly established business. The A-C DAYTON speaks for itself—not only to the public but to the dealers as well!

Consider the Console, for example. A full range instrument capable of equalling or bettering the reception of any other receiver regardless of price; it offers in addition, compactness, beauty and extremely popular price. It stands but thirty-eight inches high—an ideal furniture model for any home, large or

small. It is completely contained, including loud-speaker, with "A" Battery cabinet lined with asphaltum. And it retails at \$185 (\$190 west of Denver) as compared with prices ranging from \$250 upward for similar models of other makes.

In terms of "dealer performance," these things mean easier sales, quicker profits and more ready turnover.



The A-C DAYTON Standard Cabinet, Type XL-10. List price, \$115; west of Denver, \$120.

They stand for increased good will and multiplied satisfaction for your trade. With those things goes our guarantee of constantly maintained prices.

Wild and unsupported claims, whether made by manufacturer, jobber or dealer, will take radio nowhere. Performance is all that counts with your trade; it should be all that counts with you. Seek the line that speaks for itself—as the A-C DAYTON does! Send the coupon today for full description of the line with prices and discounts.

THE A-C ELECTRICAL MANUFACTURING CO.

Dayton, Ohio

Makers of Electrical Devices for More Than Twenty Years

A-C DAYTON

RADIO

MEMBER
RMA

A-C ELECTRICAL MFG. CO.
Dayton, Ohio

Gentlemen: Please send me full information concerning the A-C DAYTON line with details of your Selling Service for 1925-26.

Signed
Street
City
State RI-10

New Radio Products to Sell

Midget Rheostat



Carter Radio Co., 300 South Racine Ave., Chicago, is announcing a new rheostat designed to be sold at a popular price. It is extremely small, but is designed to operate in all types of sets. It is $1\frac{3}{8}$ in. in diameter and projects $\frac{3}{8}$ in. from back of panel. New design nickel-plated brass clamp rings hold the resistance element securely in place and insure reliable service by preventing the turns of wire from coming together. The contact arm is designed to maintain constant pressure at all times.

Cord Connector

Saturn Mfg. & Sales Co., Inc., 48 Beekman Street, New York, has brought out a new extension cord connector which en-



ables a loud speaker to be moved any distance away from the receiving set, making it convenient for home and outdoor use. It is a simple matter to attach the cord, as all that is necessary is to insert the tips until they snap. To disconnect, a slight pull to the outer side will release.

Phonograph Attachment

The Reichmann Co., 1725 West 74th St., Chicago, has brought out a new phonograph attachment, Thorola No. 6. It is

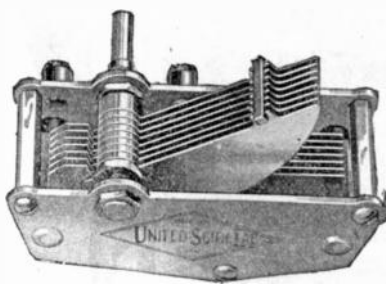


claimed by the manufacturer that by the design of the attachment blasting or distortion at its maximum output is impossible. The unit in the attachment is capable of covering both high and low notes of music with great fidelity, according to the

maker. The operation is of the permanent-magnet type, no battery being required. It is 5 in. high, 3 5-8 in. wide, $2\frac{3}{4}$ in. deep.

Straight Line Frequency Condenser

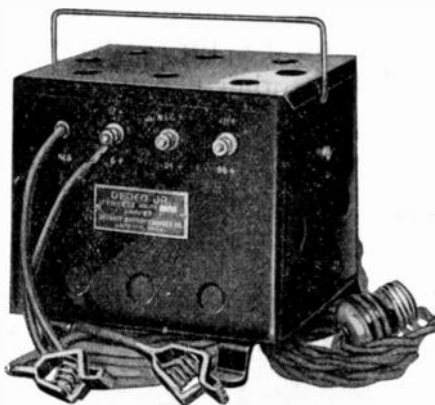
United Scientific Laboratory, Inc., 80 Fourth Ave., New York, has brought out a new straight line frequency condenser



of heavy, rugged aluminum construction. Combined ball and cone bearings are used, which automatically take up the wear, it is said, assuring perfect alignment at all times. It is made in the following sizes: .00025 mfd., .00035 mfd., and .0005 mfd.

A and B Battery Charger

The Detroit Battery Charger Company, 3683 Willis Ave., East, Detroit. The Debco Jr. battery charging for A, B, and



C batteries, designed to be used by the set owner. Complete in itself, no attachments being needed.

Variable Grid Leak

Durham & Co., Inc., 1936 Market Street, Philadelphia, Pa., is bringing out a new type of variable grid leak. It is designed



for panel mounting and is easily included in any set. This grid leak is of the plunger type.

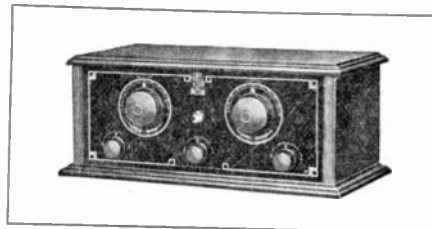
Battery Charger

Holmes Electrical Mfg. Co., 1810 Leland Ave., Chicago, has announced the Ajax battery charger for six-volt storage "A" batteries and for "B" batteries to 90 volts in series without extra attachments. A special socket is mounted on the panel for a lamp to be used as resistance for charging "B" batteries. Separate binding posts are provided for both "A" and "B" battery connections. It is designed for use with either Tungar or Rectigon tubes.



Radio Receiving Set

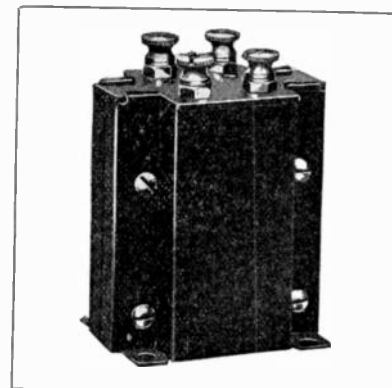
Anylite Electric Co., Fort Wayne, Ind., has brought out a new four-tube receiving set known as King Cole. The four



tubes are said to have sufficient power to bring in loud-speaker reception on distant as well as nearby stations. The set has a two-dial tuning control and three controls for volume.

Audio Transformer

King Quality Products, Inc., Buffalo, N. Y., are offering a new audio-frequency transformer embodying special core and winding features designed to improve both volume and quality of reception. The core has approximately twice the cross-section



area of the ordinary amplifying transformer core, thereby covering a broader band of frequencies and including all of those found in the speaking and musical range. Core and coil are shielded to eliminate magnetic inter-action and prevent distortion and howling. Binding posts are made with a square base.

LIBERTY *Senior*

One-tube radio receiver



WE haven't attempted to produce anything "freakish" or radical in radio receivers but in the LIBERTY, SR., we succeeded in evolving the most compact and fool-proof one-tube receiver ever built.

Its distinctive *aluminum case* overcomes all body capacity and 40% of the Static—the tube may be removed instantly should it become necessary.

Ingeniously Fool-proof

LIBERTY, SR., is *sealed*—none of the parts can be tampered with nor is it ever necessary to make adjustments other than that of tuning in. What other radio set has this feature?

We use U.V. 199 tube, a 22½-volt "B" battery and 3 dry cells. A Vernier Dial, ratio 12 to 1, guarantees a wide range and unusual selectivity. The volume is wonderful.

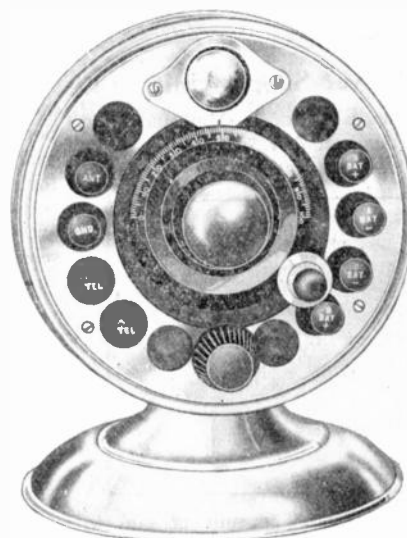
Let us get together on a sales-boosting proposition.

The Liberty Junior Crystal receiver

Also in a *sealed aluminum case*. Clearest reception to be had on any crystal set. It is the only known crystal set with a knob and pointer where stations can be logged as with a large tube set.

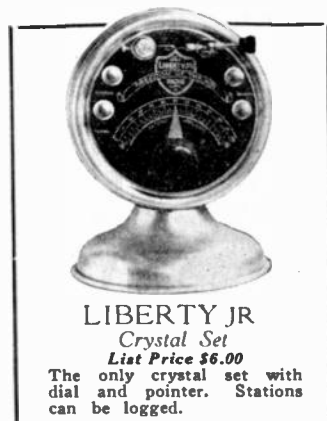
Used throughout the country by musicians in checking up the instruments for radio broadcasting. This is proof sufficient that LIBERTY JR. is *there*.

The Bueschers Co., Cleveland, Ohio, sold 2,500 LIBERTY JR.'s. in 60 days—can you beat that? Write for details.



Unlike any radio set yet produced—it's a *real* receiver in a fool-proof case of pure aluminum. Nothing but the finest parts used in the construction yet the price is conveniently low.

LIST PRICE
\$18.00



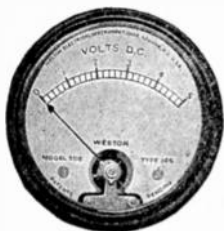
LIBERTY JR
Crystal Set

List Price \$6.00

The only crystal set with dial and pointer. Stations can be logged.

THE PARKER RADIO COMPANY
MANUFACTURERS
76 EAST McMICKEN AVENUE CINCINNATI, OHIO.

Radio Panel Voltmeter



Weston Electrical Instrument Corp., 43 Weston Ave., Newark, N. J., has put on the market a new radio panel voltmeter, which has been developed especially for this use. The new model is made

in three styles, differing in respect to the number and arrangement of the binding posts. It is designed for flush mounting and is regularly supplied in a narrow flange type of case and is fastened to the panel by means of a special clamp provided with the instrument.

B Power Supply Unit

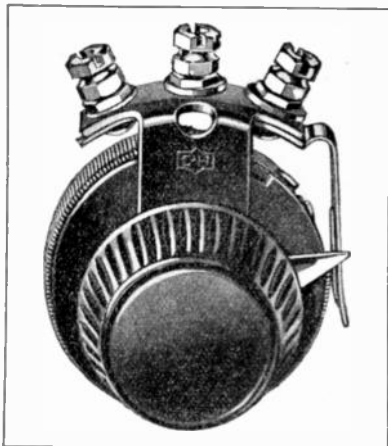
The Acme Electric & Manufacturing Co., 1444 Hamilton Ave., Cleveland, Ohio, has placed on the market the Acme B



power supply unit. The unit is said to have perfect control of B voltage to detector and amplifier tubes, the range of detector voltage being 0-50, amplifier voltage, 0-120. The case is made of sheet steel, finished with black crystallizing lacquer.

Midget Potentiometer

The Cutler-Hammer Mfg. Co., Milwaukee, Wis., has placed on the market a new potentiometer, rated at 400 ohms and

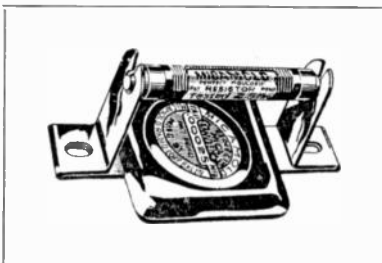


but slightly larger than a silver dollar. The new product is 1 5/8 in. in diameter and projects less than 3/4 in. behind the panel. The unusual compactness of the instrument is said to be the result of the use of special enamelled resistance wire, closely wound. The potentiometer is of the revolving-drum type, the contact finger re-

maining stationary at fixed pressure regulated at the factory, and this pressure is undisturbed when the potentiometer is mounted on the panel.

Fixed Condenser and Resistor

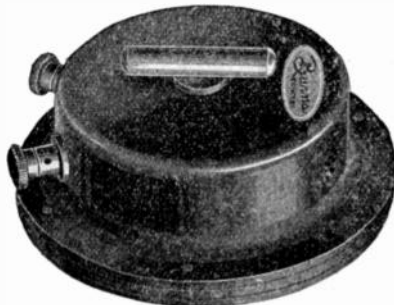
The Micamold Radio Corporation, Flushing and Porter Avenues, Brooklyn, N. Y. Fixed condenser built of tin foil



and India mica, molded in special composition under high pressure. Made in a variety of capacities with or without lugs for grid leak or resistor mountings. Also resistors molded in composition under high pressure for use with the condensers or separately.

Phonograph Unit

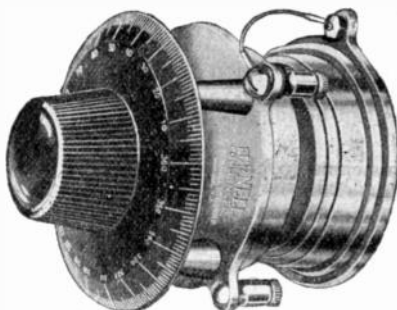
American Electric Co., State and Sixty-fourth Streets, Chicago, has brought out a new speaker unit which is said to possess



excellent tone qualities and to have great range. A convenient tone adjuster is placed on the back of the case, and the unit is arranged to fit any standard make of phonograph.

S. L. Frequency Condenser

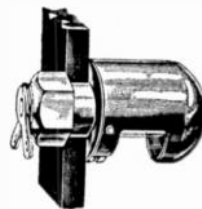
Furnell Manufacturing Corporation, 889 Broad Street, Newark, N. J., has developed a new type of straight line frequency



condenser, having no projecting plates, gears, racks or brake drums. Uses air for dielectric. Construction provides for a full rotation of 360 degrees on the dial. Moving parts are completely balanced, with no overhanging or eccentric weight.

Radio Panel Light

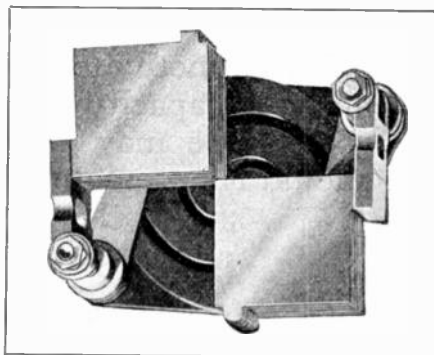
Yaxley Manufacturing Co., 217 North Desplaines St., Chicago, has brought out a new panel light for radio sets which has several distinctive features. The light fits in a single panel



hole and is so constructed that it can be mounted on any panel of standard thickness. The shade is finished in highly polished nickel. The company also furnishes a low-current lamp for use in connection with the light, but the standard miniature screw-base lamp can be used.

Spiral Cam Condenser

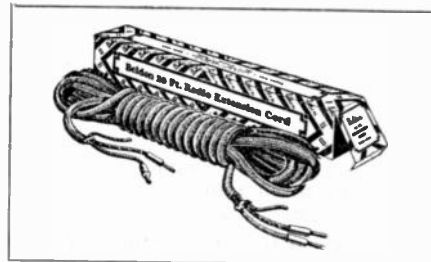
Signal Electric Mfg. Co., Dept. 5J, Menominee, Mich., has brought out a new condenser which is said to give true straight line frequency characteristics when used with the average inductance of air core transformer of approximately 200 micro-



henries. Other features are: Elimination of back flash, concentration of electrostatic field within small area; full 360 degrees of the dial utilized; dead dial shaft is not connected to either set of plates. Condenser is shown in open position.

Extension Cord

Belden Mfg. Co., 2310 N. South Western Avenue, Chicago, has brought out a new radio extension cord that permits the moving of loud speaker or head phones as



far away from the set as desired. The cords come in lengths of 20 feet, and any desired distance can be attained by attaching these lengths together. The cord is equipped with solid tip, nickel plated brass terminals at both ends. The conductors are 18 strands of copper tinsel twisted into three cords for maximum flexibility and service. Two cotton braids on each conductor are protected by an over-all braid of black mercerized cotton.

You have seen them all!

The hundreds of receivers placed on the market for the coming year. All types of circuits, all sizes, all styles—from the plain little box to the massive console.

Compare

any particular set—or line of sets—regardless of price, for distance, selectivity, tone and beauty of appearance with the

New and Improved **FRESHMAN MASTERPIECE**

line of five-tube tuned radio frequency receiving sets, comprising eight different models, ranging from the 5-F-2 at \$39.50 to the strikingly distinctive FRANKLIN CONSOLE at \$115. You'll be

Convinced

that they certainly are the

World's Greatest Radio Values

Freshman Masterpiece Receivers Are Now

Sold to Authorized Dealers Only

in specifically outlined territories under a plan which assures real profits and

No More Cut-Throat Competition

No More Losses on Installment Sales

Write

phone or call at either of our offices
for further information.

Chas. Freshman Co. Inc.
Radio Receivers and Parts
FRESHMAN BUILDING
240-248 WEST 40TH ST.—NEW YORK, N.Y.
CHICAGO OFFICE — 2626 W. Washington Blvd.



Model 5-F-2

In a massive cabinet of fine lines and proportions with sloping panel.

\$39.50



Model 5-F-5

The Sensation of the Season. Genuine mahogany cabinet with built-in loudspeaker. Great volume and superb tone.

\$60



Concert Model

Made of genuine mahogany with full-throated loudspeaker built-in.

\$75



Model 5-F-7

A One Piece Console with self contained loudspeaker and plenty of room in the cabinet for all batteries, charger, etc.

\$89.50



The Franklin Console

The most beautiful radio on the market. Genuine solid mahogany — everything self-contained.

\$115

Radio Tube



relative spacing of the parts uniform under all ordinary conditions.

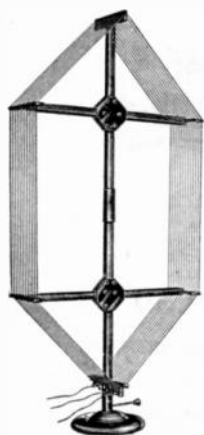
Q. R. S. Music Co., 306 South Wabash Avenue, Chicago, has brought out the Redtop radio tube, the construction of which is said to eliminate vibration by means of anchored supports top and bottom. The manufacturer claims that this construction makes reception clearer, doing away with tube noises and bringing in purer tone quality. All the interior elements are welded and anchored together, which keeps the

Battery Tester



Scranton Glass Instrument Co., Scranton, Pa., has brought out a new battery tester which has been designed for quick, accurate and convenient testing of batteries. It is but $7\frac{1}{2}$ in. long, and only a spoonful of liquid is required for test. It is so designed that the nozzle can be inserted in the smallest B battery vent hole, has a graduated float designed to prevent leaning or sticking. A square rubber collar and large bulb reduce the possibilities of breakage.

Loop Aerial



allow for cutting in various aerial wire lengths, thus adapting them to any receiving set designed for one or more stages of radio-frequency amplification. The wire is spaced upon polished Bakelite spreaders.

W. I. Thomas Co., 217 North Desplaines Street, Chicago, recently brought out a hexagonal loop aerial which is said to possess some unique features. It is 36 in. high and turns on a small radius, $9\frac{1}{2}$ in., thus permitting full directional control in small space. It is multiple tapped, having eight taps and a center super-heterodyne tap to

Volt and Ampere Meters

Lundquist Tool and Mfg. Company, Worcester, Mass., is manufacturing a line of volt and ampere meters under the trade name Yankee. It consists of an ammeter registering from 0-35 amperes, a volt-ammeter showing volts from 0-50 and amperes from 0-35 and a volt meter reading from 0-50, with red lines indicating $22\frac{1}{2}$ and 45 volts, a feature incorporated for

quick reading on B batteries. The three meters are of the pocket type, finished in a highly polished nickel.

Straight Line Rheostat

Electrical Engineers Equipment Co., 708 West Madison Street, Chicago, has introduced a new straight line rheostat de-



signed for critical filament control, and its operating principle is said to be different from any other. The resistance is varied by winding a resistance wire from a short-circuiting cylinder onto an insulating cylinder and vice versa.

Radio Condenser

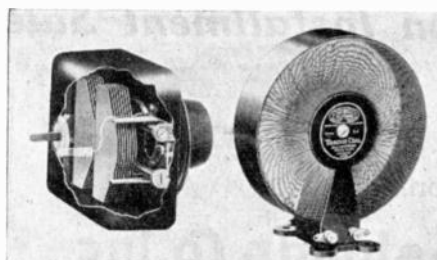
The Fett & Kimmel Co., Bluffton, Ohio, recently placed on the market a new Craftsman radio condenser. It is made



in three sizes, 15, 19 and 25 plates. The manufacturer states that the grounded rotor has eliminated body capacity in tuning, and by the use of Pyrex insulation, dielectric losses are held to a minimum.

Tuning Coil and Condenser

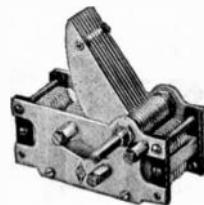
All-American Radio Corp., 4211 West Belmont Avenue, Chicago, has just announced a new radio-frequency coil and variable condenser. The coil is made in two styles, an antenna coupler and a radio-frequency transformer. The frame of the



coils is finished in glossy black. The condenser is of the straight line frequency type. It is furnished in two capacities, .00035 and .0005 mfd.

Straight Line Condenser

Montrose Radio Laboratories, 1333 Fulton Street, Brooklyn, N. Y., have placed on the market a new straight line condenser. It is made in all sizes and capacities, and is said to be efficient and rigid in construction. It is designed for sharp and accurate tuning.



Cabinet Speaker

Timbretone Mfg. Co., Hoosick Falls, N. Y., is bringing out a new loud speaker of the cabinet type which is designed to be placed on top or under the radio receiving set. It is but $4\frac{1}{2}$ in. high. The new speaker is said to be capable of more



volume than the older models produced by this company.

Radio Demonstration Set

Electrical Research Laboratories, Chicago, Ill., recently brought out a demonstration outfit designed to enable the salesman to transport it with ease and at the same time afford an opportunity to him to give demonstrations to potential customers. A feature from the standpoint of the salesman is the fact that the batteries are contained in the case, and no wires are visible during the demonstration.

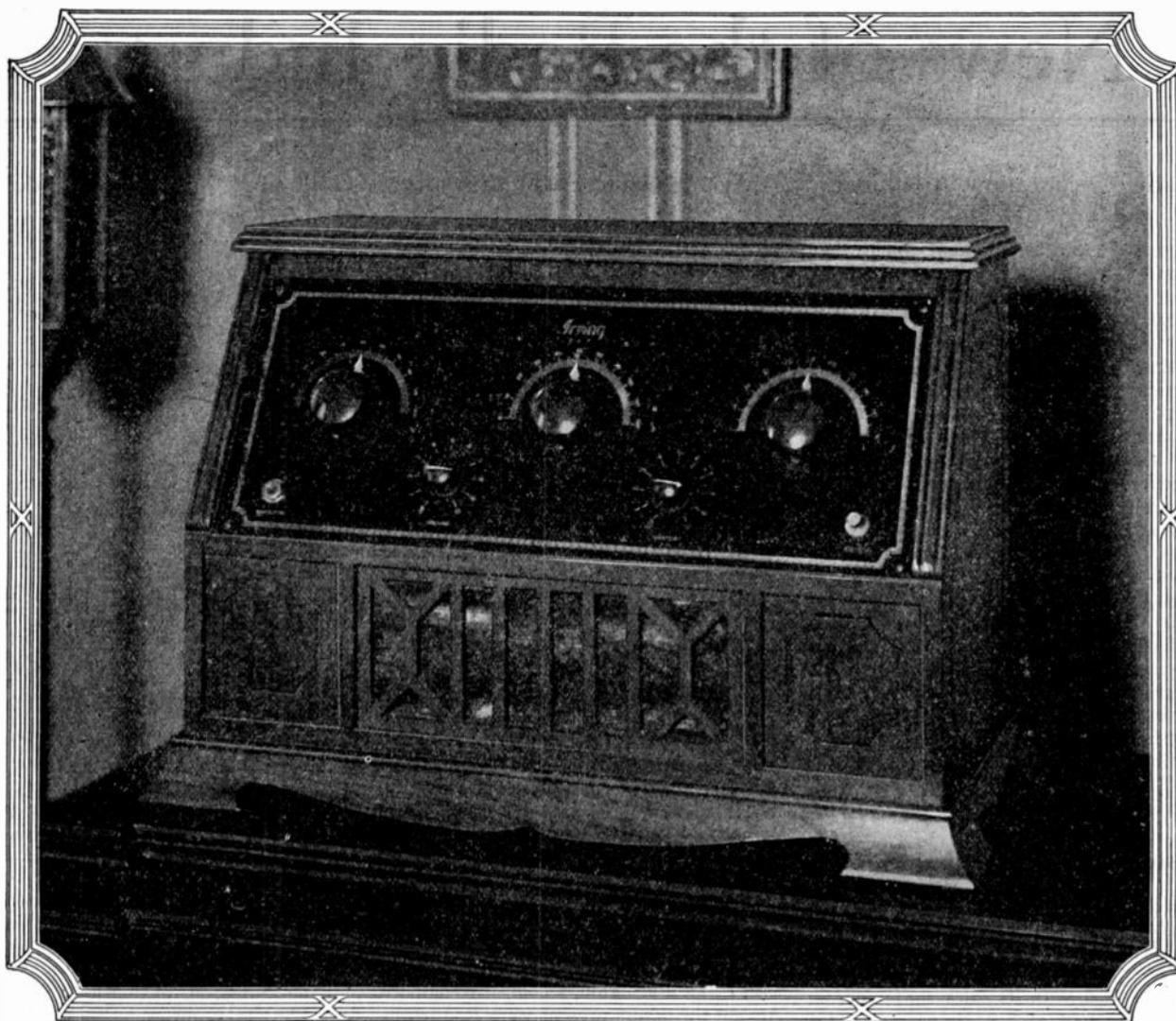


B Battery Charger

American Battery Co., 2053 North Racine Avenue, Chicago, has brought out a new B battery charger, the Big American. The new product has a capacity, according to the manufacturer, of over 150,000 milli-ampere hours. It is also suitable for charging A batteries when they



are used with small sets, such as the ordinary three-tube receiver which consumes around $1\frac{1}{2}$ amp. The charger operates on any 110-volt circuit, 25 to 140 cycles. It is contained in a large, heavy square glass jar holding more than 32 oz. of fluid. It stands firmly and is not easy to tip over.



THIS IS THE LINE FOR YOU TO HANDLE

Jobbers, distributors and dealers, looking for a successful and dependable line of Radio Receiving Sets to represent, are invited to correspond with us. You will, after examination and test of our sets and a perusal of our policies, choose us as one radio manufacturer you will be proud to represent during the years to come.

The Irving is a most strikingly beautiful and efficient radio receiving set. Tested under most severe conditions, it demonstrates, time after time, its superiority as to tone quality, volume, selectivity and range. Cabinets are genuine mahogany or walnut with a famous permanent satin finish.

The price range is from \$55.00 for the straight front type; \$65.00 for the sloping panel type; \$95.00 for the self-contained speaker type, illustrated; and \$125.00 for the console type; the most amazing and wonderful radio offering this year.

Our jobber and dealer protection policies are based on the fundamentals of good business, the same principles which have governed successful American business throughout the years. They mean sales and profits for you.

We are building a splendid nation-wide organization of distributors, jobbers and dealers and invite you to join with us. Write for details regarding a real sales franchise for you.

IRVING RADIO CORPORATION
145 East Broad Street, COLUMBUS, OHIO

I R V I N G

News of the Radio Industry

Radio Corporation Announces Selective Dealer Plan

A new merchandising plan founded on the principle that the retail radio business will prosper in proportion to the service rendered to the public, has been announced to the trade by E. E. Bucher, general sales manager of the Radio Corporation of America. The plan is designed to protect the public against misrepresentations of the unscrupulous "here today, gone tomorrow" dealer, and requests honest and intelligent representation so that not only the public but dealers and jobbers also will reap the full benefit of such representation. This new merchandising plan known as the selective dealer plan involves specific performance on the part of the dealer in accordance with certain standards which the Radio Corporation has set up based on public demand. The dealer must strictly adhere to these standards in order to receive recognition. This recognition will be evidenced by the display in the dealer's shop of the "Authorized Dealer" sign, which carries a franchise with it.

Western Radio Distributor Holds Dealer Exposition

W. M. Dutton & Sons Company, Hastings, Neb., has for the last three years held an exclusive dealer radio exposition in conjunction with its sales conference at the beginning of each radio season. This year the exposition lasted three days, August 25-28, and was held in the Hotel Clarke. The Dutton Radio Exposition is unique in many ways due to the fact that the dealers come to Hastings prepared to buy. More than 600 visited the show. The estimated orders placed with W. M. Dutton & Sons Company were more than a quarter of a million dollars.

W. B. Fulghum, general sales manager

MU-1, Radio Yacht, Broadcasts Gold Cup Races from Sidelines



A description of the recent Gold Cup motorboat races was broadcast from the MU-1, owned and operated by A. H. Grebe & Company of Richmond Hill, N. Y., and rebroadcast by WAHG. Note the cage antenna used on the MU-1 shown above

of the Crosley Radio Corporation, represented his company on the opening day. Chas. Rice, western sales manager, represented the DeForest Company together with L. M. Purington, a company engineer. Among the others present were R. L. Heberling and R. C. Tobey, Philadelphia Storage Battery Company; Allen Strauss, Adler Manufacturing Company; Fred Sommers, National Carbon Company.

Sampson Electric Sponsors Atwater Kent Meeting

A meeting and dinner attended by more than four hundred Atwater Kent dealers

and arranged by the Sampson Electric Company took place at the Congress Hotel, Chicago, on the afternoon and evening of Aug. 26.

Peter Sampson, president of the Sampson Electric Company, opened the meeting with an address of welcome. He was succeeded by Russell Davis, representing the sales department of the Atwater Kent Manufacturing Company, who discussed business prospects for the coming season and the newest additions to the Atwater Kent line. J. Franklin Ream of the Curtis Publishing Company analyzed the radio industry from the advertising point of view. The advertising campaign scheduled for Atwater Kent products was presented to the assembled dealers by Henry Canda, of Barton, Durstine & Osborne. Other speakers were Ben Stauffer, treasurer of the Pooley Company; John Sterling, Jim Crawford, manager of the Chicago Tribune Radio Department; Vernon Collamore, general sales manager of Atwater Kent Manufacturing Company.



Shown above is a group picture taken at the dealer radio exposition held in conjunction with the sales conference of W. M. Dutton & Sons held in Hastings, Neb.

Chieftain Radio Corporation Announces Special Merchandising Plans

Chieftain Radio Corporation, Diversey Boulevard, Chicago, announces the completion of a special merchandising plan on its new single control five tube radio receiver to be sold through department stores. The plans have been completed for an extensive advertising campaign in national publications. Several models will be manufactured, including a combination phonograph and radio set. S. L. Zax is now connected with the sales department of the Chieftain Radio Corporation. George W. Riley is in charge of sales of the entire south and west sections of the country.

Where There Are Buyers for Radio

There are some radio fans in the tall timber—but there are multitudes of them in the big cities, and it is concentrated volume that makes the most profitable business.

In Chicago there are more fans than there are in any one of 38 States*—and most of these fans can be reached with effect through a single medium—The Chicago Daily News.

Here is economy of effective advertising coverage and economy of merchandising in a degree scarcely duplicated elsewhere in the world.

Daily News advertising is exceptionally effective among radio enthusiasts in Chicago and its suburbs because The Daily News radio pages give them every day just what they want to read—the most trustworthy technical information, entertainingly and simply written; the latest radio news; all new “kinks” and dependable advice on building and upkeep of sets.

Moreover, through its own Radio Broadcasting Station WMAQ—The Daily News is the only newspaper in Chicago that owns and operates its own radio broadcasting station—The Daily News keeps in professional touch with fans and talks to them in their own language. They know that The Daily News staff of writers and experts “know their stuff” through practical experience.

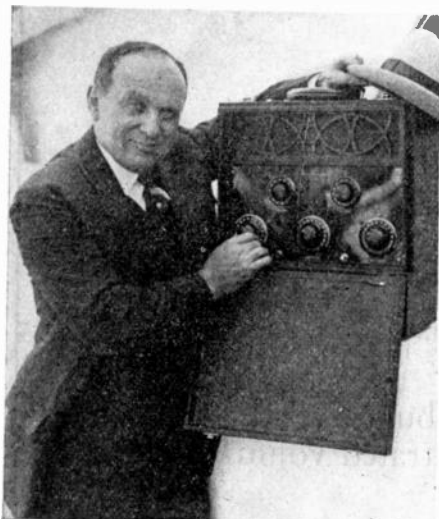
Your advertising in The Daily News will reach a vast army of radio buyers with the advantage of being introduced by their favorite paper

THE CHICAGO DAILY NEWS

First in Chicago

*The population of Chicago—2,964,875 on January 1, 1925—is exceeded by that of only 10 of the 48 States in the Union, namely New York, Pennsylvania, Illinois, Ohio, Texas, Massachusetts, Michigan, California, Missouri and New Jersey.

"Roxy" Goes Abroad



S. L. Rothafel better known to radio fans as "Roxy," is shown here aboard the S.S. Leviathan as he sailed for a vacation in Europe

Electrical Products Names Logwood as Chief Radio Engineer

Charles V. Logwood, radio inventor, recently was appointed chief engineer of the radio division of the Electrical Products Manufacturing Company of Providence, R. I. Mr. Logwood was the chief assistant to Dr. Lee de Forest from 1911 to 1921. He invented a rotating ticker in 1911 which was later supplanted by the ultra audion, patented by Dr. Lee de Forest and Mr. Logwood, jointly. Before coming to the Electrical Products Manufacturing Company, Mr. Logwood was research engineer of the De Forest Radio Corporation.

Acme Apparatus Company Announces Merchandising Plan

Acme Apparatus Company, 37 Osborn St., Cambridge 39, Mass., a manufacturer of radio transformers and other radio accessories, recently issued a booklet outlining its merchandising plan. This company has adopted the authorized distributor and dealer method of distribution. The authorized Acme dealer contract is reproduced in the booklet in full. It discusses such points as patent protection, price lists, advertising and the question of the maintenance of adequate stocks. The Acme Apparatus Company believes that it is the first company to put such a plan into operation with reference to radio parts and accessories only. Several pages of the booklet are devoted to a description of the various products manufactured by the company.

Sleeper Radio Increases Production; Appoints New Distributors

Sleeper Radio Corporation, Washington and Sixth Aves., Long Island City, N. Y., manufacturer, announces that it has recently increased its manufacturing space by approximately 60 per cent. The same company also wishes to announce the appointment of the Langstadt-Meyer Company, of Appleton, Wis., as a distributor for its products in northern Wisconsin and the northern peninsula of Michigan. The Duluth Electrical Supply Company, of Duluth, Minn., has also been appointed a distributor. The territory covered by this company will include Minnesota, eastern North and South Dakota and northern Wisconsin. W. M. Hogan is general manager.

WENR Goes on the Air

WENR, the new 1000 watt class B broadcasting station owned and operated by the All-American Radio Corporation of Chicago, went on the air with its first official program on the evening of Aug. 29. E. M. Rauland, president of the company, made a short introductory talk outlining the policies and plans of the new station. Maj. Herbert H. Frost, president of the Radio Manufacturers' Association, spoke on the future of broadcasting.

Frank Westphal is studio manager and program director of station WENR. The wavelength is 266 meters. The transmitting equipment consists of a 1000 watt set using the master oscillator system with a five kilowatt amplifier, water cooled tube.

Music Master Corporation Appoints Assistant to President

Music Master Corporation, 128 North Tenth St., Philadelphia, manufacturer, has announced the appointment of Frank Dorian as assistant to the president, Walter L. Eckhardt. Mr. Dorian joined the

Music Master Corporation on Jan. 1, 1923, and was sent to the Pittsburgh headquarters, from which office he has been transferred to Philadelphia. He has had considerable experience in the talking machine industry, having served for more than thirty years in that field. For several years he was in an executive capacity with the Columbia Phonograph Company.



Frank Dorian

Atwater Kent Manufacturing Company, 4700 Wisahickon Ave., Philadelphia, manufacturer, announces that B. M. Bauer, formerly district sales manager, has been appointed advertising manager of the company, succeeding F. W. Kulicke, who has resigned. F. W. Kulicke, who has been with the Atwater Kent Company for more than nine years, resigned as advertising

Coming Radio Shows and Conventions

- October 3-10—Philadelphia Radio Exposition, The Arena, Philadelphia, Pa.
- October 5-10—Northwest Radio Exposition, St. Paul Auditorium, St. Paul, Minn.
- October 17-23—Brooklyn Radio Show, 23rd Regiment Armory, Brooklyn, N. Y.
- October 19-23—Cincinnati Radio Exposition, Music Hall, Cincinnati.
- November 2-7—Toronto Radio Show, King Edward Hotel, Toronto, Ont.
- November 3-8—Detroit Radio Show, Arena Gardens, Detroit, Mich.
- November 9-15—Milwaukee Radio Exposition, Civic Auditorium, Milwaukee, Wis.
- November 17-22—Radio World's Fair, Coliseum, Chicago.

manager to become associated with the Budd Wheel Company of Philadelphia and Detroit.

Radio Industries Corporation, 131 Duane St., New York, manufacturer of radio sets and kits, has promoted Benjamin Gould to the position of president and general sales manager. Mr. Gould has been general sales manager and treasurer of the company. Hugo Gernsback has resigned from his office as president and director of the corporation. A new line of sets and kits is announced for the 1925-26 season.

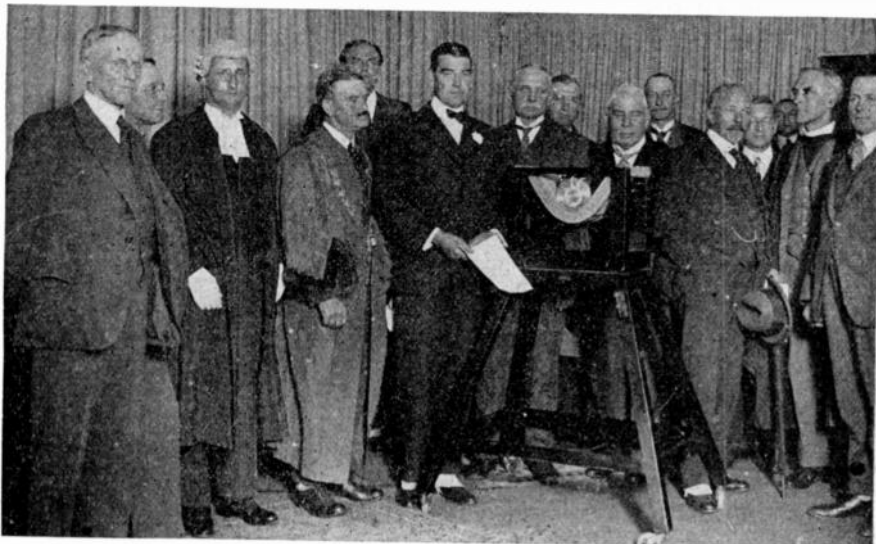
The Wells Radio Manufacturing Company, 2710 North Ashland Ave., Chicago, is the name and address of a new company formed for the manufacture of radio receiving sets. Frank Dillbahr is sales manager.

Broadway Radio Electric Company announces its removal to new quarters at 4036 Broadway, Kansas City, Mo. This company was formerly located at 3818 Broadway, the same city.

Andrews Radio Corporation is the new name of the Andrews Radio Company, Tribune Tower, Chicago. The company is now located at 1414 South Wabash Ave.

The Magnavox Company, 2725 East Fourteenth St., Oakland, Calif., manufacturer, has prepared a number of folders and envelope stuffers descriptive of its complete line of radio receiving sets, loud speakers and tubes.

Daventry Station in England Officially Opened



The Postmaster General, Sir William Mitchell Thompson, is shown here addressing the radio audience from the studio of the new high power broadcasting station at Daventry, England, which was opened recently



Radio
Receiver



The Year's Greatest Radio Value



*Every tube set owner
is a prospect for these*

The Valley B-Eliminator takes the place of B batteries and provides B current from the house lighting circuit at a constant voltage all the time. It is a new and better source of B current.

The Valley Battery Charger also works off the house lighting system and is the only charger needed for recharging both A and B storage batteries. The Valley Charger is known all over the country. We have always been able to sell all that we could make.

Your jobber can supply you. Or write us for further information.

The B-Eliminator
Retail Price
\$30.00

The
Battery Charger
Retail Price
\$19.50

That's what we set out to build—radio value in a receiving set which has never before been equalled.

And that is what enthusiastic dealers and satisfied users everywhere say we have accomplished in the Valleytone 5-tube Tuned Radio Frequency Receiver.

The Valleytone provides the easy, distinct separation of stations only four or five meters apart . . . Reproduction that inspires amazed ap-

proval for its natural faithful tone . . . Greater volume without distortion.

And in appearance, a knockout. A beautiful walnut cabinet finished in two tones—striped in gold. Bakelite panel engraved and lettered in gold.

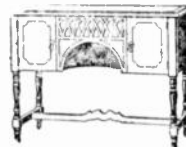
Consult your jobber or write us for the full story of the Valleytone Receiver. We are telling that story to millions this year in magazine and newspaper advertising, and we are looking for good dealers to profit with us on the year's greatest radio value.

VALLEY ELECTRIC COMPANY, Radio Division, St. Louis, U. S. A.
(Branches in principal cities)



The Valleytone is mounted in a solid walnut cabinet finished in two tone with inlaid gold stripes. Bakelite panel, engraved in gold.

Retail Price \$115



The Special Valley Table like the above with built-in loud speaker and compartments for all batteries, etc.

Retail Price \$60



The Console Model
Valleytone
Retail Price \$250

Valley Electric

The Newest Thing in Radio



Licensed under Blackmore Patents and Patents Pending.
Hogan Patent No. 1014002

NO-DIAL 5 TUBE RECEIVER

Whenever a plant, embracing over 20,000 square feet of floor space, becomes taxed to full capacity within thirty days after announcing a brand new product—
It Must Be Behind A Winner!

REASONS WHY NO-DIAL IS THE BEST SELLER

From the Consumers' Point of View

The price is right.

ONLY \$98.00 (Less accessories).

10% additional west of Rocky Mountains.

EASY TO OPERATE

Any one can operate a NO-DIAL successfully. Just rotating the cover brings in station after station—far and near, loud and clear.

VISIBLE STATION RECORD

The station register upon the cover permits the owner to make a permanent station record without need of a log-book. Stations once found can always be brought in instantly again at the same recording point.

LOUD AND CLEAR AS A BELL

The tonal qualities of the NO-DIAL will please everyone. They are so sweet and so clear, so mellow. Tube for tube the NO-DIAL recognizes no superior and on test has outperformed many higher priced receivers.

REVOLUTIONIZING RADIO

In form, beauty, performance, simplicity and results, NO-DIAL is positively revolutionary and unique in radio manufacture. The compact circular case of spun aluminum absolutely shields it from body capacity. Finished in popular brown crystalline, it is a perfect match for most high grade loud speakers.

Mail today!

The Ohio Stamping & Engineering Co.
Dayton, Ohio Dept. R-10

Gentlemen:

Send me all the details regarding a NO-DIAL FRANCHISE.

Name

Address

City

State

From the Dealers' and Jobbers' Point of View

NO-DIAL is something really new—just what you have been looking for.

SIMPLICITY

The simplicity of the NO-DIAL 5-tube radio frequency resistance coupled receiver, together with its outstanding performance make it a set people want—a set they will ask for. Word of mouth advertising will do the rest.

IT'S PROFITABLE

Because of a limited number of distributor and dealer franchises—prices will be upheld and each merchant will receive his full and legitimate profit. Our discounts are generous—our prices are popular.

LOW SERVICE COST

Our Guarantee is such that you are protected against losing a big part of your profit thru service. Don't overlook this point—you, alone, realize its supreme importance.

DOMINANT ADVERTISING PROGRAM

All the important radio papers, newspapers and many national and farm magazines are being used to carry millions of NO-DIAL messages to your prospects. The NO-DIAL simplicity appeal attracts attention—inspires prospects to action.

Centralize That "Action" in Your Store

BUT HURRY!

DON'T WAIT!

See your jobber or mail the coupon today.

The Ohio Stamping & Engineering Company
Dayton, Ohio U. S. A.

Trade Names of Radio Receiving Sets and Loud Speakers

(REC.).....Receiving Sets

ABBREVIATIONS

(L. S.).....Loud Speakers

A-C Dayton Polydyne (Rec.): A-C Elec'l Mfg. Co., Dayton, Ohio.
 Acme (Rec.): Sears Mfg. Co., 1226 E. 152nd St., Cleveland, O.
 Acmelex Kit (Rec.): Acme Apparatus Co., 37 Osborne St., Cambridge, Mass.
 Add-A-Unit (Rec.): Auto Indicator Co., 210 Ottawa Ave., N.W., Grand Rapids, Mich.
 Adler-Royal (Rec.): Adler Mfg. Co., 361 Broadway, New York, N. Y.
 Aerial Guitar (L.S.): L. Barth & Son, 32 Cooper Square, New York, N. Y.
 Aerial Receiver (Rec.): Claire Mfg. Co., 6742 Yale Ave., Chicago, Ill.
 Aeromaster (Rec.): Stewart-Warner Speedometer Corp., Radio Div., 1830 Diversey Blvd., Chicago.
 After Dinner Speaker (L.S.): Hart & Hegeman Mfg. Co., Hartford, Conn.
 Air Master (Rec.): Workrite Mfg. Co., 1812 E. 30th St., Cleveland, O.
 Air Pilot (Rec.): Spielman Elec. Co., 311 W. 59th St., New York, N. Y.
 Air Roamer (Rec.): Kilbourne & Clark Mfg. Co., 101 Spokane St., Seattle, Wash.
 Air Ruler (Rec.): Kilbourne & Clark Mfg. Co., 101 Spokane St., Seattle, Wash.
 Aires (L.S.): Marie Wightman, Inc., 24 West Connecticut St., Seattle, Wash.
 Airo Master Chest (Rec.): Airo-Master Corp., 227 W. 17th St., New York, N. Y.
 Airtrola (Rec.): Dalco Radio, 148 Chambers St., New York, N. Y.
 Ajax Junior (L.S. & Rec.): Ajax Elec. Specialty Co., St. Louis, Mo.
 Ajax Marveltone (L.S.): Ajax Electric Specialty Co., St. Louis, Mo.
 Akradyne (Rec.): Sunbeam Radio Corp., 350 W. 31st, New York, N. Y.
 Akratone (L.S.): Sunbeam Radio Corp., 350 W. 31st St., New York, N. Y.
 Aladyne (Rec.): Alladin Mfg. Co., Muncie, Ind.
 Aladdin (L.S.): Simplex Radio Co., Sandusky, O.
 All Wave (Rec.): Bosworth Elec. Mfg. Co., Main & Lexington Aves., (Norwood) Cincinnati, O.
 Ampion Dragon (L.S.): Ampion Corp. of America, Suite Z, 230 Madison Ave., New York, N. Y.
 Ampli-Tone (L.S.): Union Fabric Co., Derby, Conn.
 Amrad (Rec.): American Radio & Research Corp., Medford Hillside, Mass.
 Arbrophone (Rec.): Machine Specialty Co., Ann Arbor, Mich.
 A-R-F (Rec.): Terry Electrical & Mfg. Co., Goreville, Ill.
 Aristocrat (L.S.): Ackerman Bros., 301 W. 4th St., New York, N. Y.
 Aristocrat (Rec.): Workrite Mfg. Co., 1812 E. 30th St., Cleveland, O.
 Arlington (Rec.): Wells Mfg. Co., Fond du Lac, Wis.
 Armstrong (L.S.): McKinley Phonograph Co., 1501 E. 55th St., Chicago, Ill.
 Artone (L.S.): Berg Co., A. T. & S., Long Island City, N. Y.
 Atlas (L.S.): Multiple Elec. Products Co., 385 Ogden St., Newark, N. J.
 Audiphone (L.S.): O'Neil Mfg. Co., West New York, N. J.
 Aurora 3 (Rec.): Aurora, Inc., c/o Sport Body Wks., Aurora, Ill.
 Baby (L.S.): Bristol Co., Waterbury, Conn.
 Baby Grand (L.S.): Mozart-Grand Co., 368 Jelliff Ave., Newark, N. J.
 Baby Grand (Crystal Rec.): Beaver Blach & Tool Co., Inc., 625 N. 3d St., Newark, N. Y.
 Baby Grand (Radio Frequency Rec.): Marwol Radio Corp., 85 Mercer St., New York, N. Y.
 Baby Grand (T.R.F. Rec.): Apex Elec. Mfg. Co., Dept. 915, 1410 W. 59th St., Chicago, Ill.
 Rat-Ry-Less (Rec.): Batterless Radio Corp., 1457 Broadway, New York, N. Y.
 Beavertone Five (Rec.): Beaver Elec. Corp., 35 York St., Brooklyn, N. Y.
 Bee Hive (L.S.): Spartan Elec. Corp., 99 Chambers St., New York, N. Y.
 Berwick (L.S.): Triangle Electro Trading Co., 4077 Park Ave., New York, N. Y.
 Bestone (Rec.): Henry Hyman & Co., Inc., 476 Broadway, New York, N. Y.
 Big Three (Rec.): Audiola Radio Co., 430 S. Green St., Chicago, Ill.
 Big Six (Rec.): Audiola Radio Co., 430 S. Green St., Chicago, Ill.
 Biltmore Master (Rec.): Biltmore Radio Co., Boston 30, Mass.
 Bird Crystal (Rec.): Bird Radio Corp., 322 Main, Cincinnati, O.
 Burns (L.S.): American Electric Co., State & 64th St., Chicago, Ill.
 Cabinette (L.S.): Trimm Radio Mfg. Co., 24 S. Clinton St., Chicago, Ill.
 California Nightingale (L.S.): Stentorphone Co., 784 Gery Ave., Los Angeles, Cal.
 Camco (L.S.): Cannon & Miller Co., Springfield, N. Y.
 Carco (Rec.): Carter Mfg. Co., 1729 (East) Cleveland, O.
 Challenger (L.S.): Bee-Zee Products, New Haven, Conn.
 Chello (L.S.): Trimm Radio Mfg. Co., 24 S. Clinton St., Chicago, Ill.
 C.I.C. (L.S.): Connecticut Instrument Co., 219 South St., Stamford, Conn.
 Cincodyne (Rec.): Kenyon Mfg. Co., 2360 Amsterdam Ave., New York, N. Y.
 Claratone (Rec.): Equitable Radio Corp., Hughesville, Pa.
 Classic (L.S.): Roberts-Cohen Co., Huntington Park, Los Angeles, Cal.
 Clear-O-Dyne (Rec.): Clearatone Radio Co., Cincinnati, O.
 Clearfield (Rec.): Sherman Mfg. Corp., 112 Trinity Pl., New York, N. Y.
 Colonial (Rec.): Atlas-Colonial Corp., East Ave. and Tenth St., Long Island City, N. Y.
 Combidyne (Rec.): Wolverine Radio Co., 103 W. Atwater St., Detroit, Mich.
 Comparator (L.S.): Parsons & Co., 68 W. Washington St., Chicago, Ill.
 Concert (L.S.): Nathaniel Baldwin, Inc., 3474 S. 23d East St., Salt Lake City, Utah.
 Concert (L.S.): Trimm Radio Mfg. Co., 24 S. Clinton St., Chicago, Ill.
 Concert Grand (L.S.): Nathaniel Baldwin, Inc., 3474 S. 23d East St., Salt Lake City, Utah.
 Concert Grand (Reflex Rec.): Concert Radiophone Co., 626 Huron Rd., Cleveland, O.
 Concert Grand (Rec.): R. E. Thompson Mfg. Co., 30 Church St., New York, N. Y.
 Conso (L.S.): Consolidated Elec. Co., 147 W. 23rd St., New York, N. Y.
 Console (Rec.): Airo-Master Corp., 227 W. 17th St., New York, N. Y.
 Console Standarddyne (Rec.): Standard Radio Corp., 41 Jackson St., Worcester, Mass.
 Consomello Grand (Rec.): Manda Radio Mfg. Co., 3405 Perkins Ave., Cleveland, O.
 Cersophone (L.S.): Chas. Cory & Son, 183 Varick St., New York, N. Y.
 Cosmopolitan Five (Rec.): Cosmopolitan Phoniformer Co., 15 W. 18th St., New York.
 Coto Symphonie (Rec.): Coto-Cell Co., Providence, R. I.
 Cremona (L.S.): Curtis-Ledger Fixture Co., 235 W. Jackson Blvd., Chicago, Ill.
 Cygnet (L.S.): Standard Metal Mfg. Co., 237 Chestnut St., Newark, N. Y.
 Dalco-phone (Rec.): Dalco Radio Co., 148 Chambers St., New York, N. Y.
 Daycraft (Rec.): Dayton Fan & Motor Co., Dayton, O.
 Day-Fan Duo-Plex (Rec.): Dayton Fan & Motor Co., Dayton, O.
 Day Grand (Rec.): Dayton Fan & Motor Co., Dayton, O.
 Dayela (Rec.): Dayton Fan & Motor Co., Dayton, O.
 Dayradia (Rec.): Dayton Fan & Motor Co., Dayton, O.
 Day Royal (Rec.): Dayton Fan & Motor Co., Dayton, O.
 Daytonia (Rec.): Dayton Fan & Motor Co., Dayton, O.
 De Luxe (L.S.): Mercury Radio Corp., 87 Duane St., New York, N. Y.
 De Luxe (L.S.): Sonora Phonograph Co., 279 Broadway, New York, N. Y.
 De Luxe (Crystal Rec.): Star Crystal Co., 519 Woodward Ave., Detroit, Mich.
 De Luxe (Rec.): Kiltzen Radio Mfg. Co., 21 Ottawa Ave., Grand Rapids, Mich.
 De Luxe (Reflex Rec.): Thermodyne Radio Corp., 1819 Broadway, New York, N. Y.
 De Luxe (T.R.F. Rec.): Apex Elec. Mfg. Co., Dept. 915, 1410 W. 59th St., Chicago.
 Dependable (L.S.): Trimm Radio Mfg. Co., 24 S. Clinton St., Chicago, Ill.
 Deresadyne (Rec.): Andrews Radio Co., 1414 S. Wabash Ave., Chicago, Ill.
 Dictograph (L.S.): Dictograph Products Corp., 220 W. 42nd St., New York, N. Y.
 Dotson Six (Rec.): Dotson-Hiebert Co., 4345 France Ave., S. Minneapolis, Minn.
 Dragon Fly (L.S.): Ampion Corp. of America, Suite Z, 230 Madison Ave., New York, N. Y.
 Duodyne (Rec.): Globe Electric Co., 14 Keefe Ave., Milwaukee, Wis.
 Dymac (L.S.): Electrical Products Mfg. Co., Providence, R. I.

Dymac Selecto Five (Rec.): Electrical Products Mfg. Co., Providence, R. I.
 Eagle Balanced (Rec.): Eagle Radio Co., 16 Boyden Place, Newark, N. J.
 Eaglet (Rec.): Eagle Radio Co., 16 Boyden Place, Newark, N. J.
 Echo-Tone (L.S.): Williams Radio Co., 1438 Washington Blvd., Detroit, Mich.
 Edish (L.S.): Mohawk Elec. Corp., 2250B Diversey Parkway, Chicago, Ill.
 Ed-U-Cater (L.S.): Mersman & Co., Ottawa, O.
 Electradyne (Rec.): Eagle Charger Corp., 121 N. Eighth St., Philadelphia, Pa.
 Electrola (Rec.): American Specialty Co., 115 Holland Ave., Bridgeport, Conn.
 Elkey (Rec.): Langbein-Kaufman Radio Co., 511 Chapel St., New Haven, Conn.
 Enchanter (L.S.): Jodra Mfg. Co., Seattle, Wash.
 Ensemble (Rec.): Premier Elec. Co., Dept. K-27, 1800 Grace St., Chicago, Ill.
 Entertainer (L.S.): Trimm Radio Mfg. Co., 24 S. Clinton St., Chicago, Ill.
 Equidyne (Rec.): Doran Bros. Elec'l Co., Hamilton, O.
 Ethovox (L.S.): Burndept Wireless Corp. of America, 52 Warren St., New York, N. Y.
 Eytherway (L.S.): Bee-Zee Products, New Haven, Conn.
 Fada (Rec.): F. A. D. Andrea, Inc., 1581 Jerome Ave., New York, N. Y.
 Gelaha (Rec.): Splittdorf Elec'l Co., 392 High St., Newark, N. J.
 Gem (L.S.): Standard Metal Mfg. Co., 237 Chestnut St., Newark, N. J.
 G-G-H (L.S.): Grigsby-Grunow-Hinds Co., 4540 Armitage Ave., Chicago, Ill.
 G-N (L.S.): Spartan Elec. Corp., 99 Chambers St., New York, N. Y.
 Goldcrest (Rec.): Clearatone Radio Co., Cincinnati, O.
 Gold Finch (Rec.): Guthrie Co., Grafton, O.
 Gold Star (L.S.): Star-O-Tone Co., 1936 Westlake Ave., Seattle, Wash.
 Grafone (L.S.): Graef & Treccart, 10 Alvin Pl., Upper Montclair, N. J.
 Grandette (Rec.): R. E. Thompson Mfg. Co., 30 Church St., New York, N. Y.
 Grand (L.S.): Mercury Radio Co., 87 Duane St., New York, N. Y.
 Grimes Inverse Duplex (Rec.): David Grimes, Inc., 1571 Broadway, New York, N. Y.
 Harmonie (Rec.): Starr Equipment Co., 386 Hamilton Ave., Brooklyn, N. Y.
 Harmonson (Rec.): Harmon & Sons Co., H. W. Grove City, Pa.
 Hewlett (L.S.): General Electric Co., Schenectady, N. Y.
 Hollywood Masterpiece (Rec.): K. M. Turner Radio Corp., 1517 N. Wilton Place, Los Angeles, Cal.
 Home Speaker (L.S.): Trimm Radio Mfg. Co., 24 S. Clinton St., Chicago, Ill.
 Indiana-Hyperdyne (Rec.): Indiana Mfg. & Elec. Co., Marion, Ind.
 Inductrola (Rec.): American Radio & Research Co., Medford Hillside, Mass.
 Invisible Speaker (L.S.): Curtis-Ledger Fixture Co., 235 W. Jackson Blvd., Chicago.
 Jewel (Rec.): American Radio & Research Co., Medford Hillside, Mass.
 Junior (L.S.): Mercury Radio Corp., 87 Duane St., New York, N. Y.
 Karryradio (Rec.): Armley Radio Corp., 68 Fleet St., Jersey City, N. J.
 Kent (Rec.): Kiltzen Radio Mfg. Co., 21 Ottawa Ave., N. W., Grand Rapids, Mich.
 K-E (L.S.): Kirkman Engineering Corp., 484 Broome St., New York, N. Y.
 King Cole (Rec.): Anylite Electric Co., Fort Wayne, Ind.
 King in Radio (Rec.): King Quality Products Co., 90 Welland St., Buffalo, N. Y.
 Kompantrol (Rec.): Kardon Products Co., 451 Greenwich St., New York, N. Y.
 Korona (Rec.): Gundlach Manhattan Optical Co., 761 Clinton Ave., Rochester, N. Y.
 Lark (Rec.): International Radio Co., 152 W. 42nd St., New York, N. Y.
 Lasher Capacidyne (Rec.): Fairview Electric Shop, 85 Fairview Ave., Binghamton, N. Y.
 L. D. R. (Rec.): United Metal Stamping & Radio Co., 411 E. Pearl St., Cincinnati.
 Liberty Jr. (Rec.): Parker Radio Co., 76 E. McMillen Ave., Cincinnati, O.
 Liberty Sealed Five (Rec.): Liberty Transformer Co., 123 N. Sangamon St., Chicago, Ill.
 Little Spiffire (L.S.): Tower Mfg. Co., 98 Brookline Ave., Boston, Mass.
 Lloyd C. Green Concert Selector (Rec.): Culver Stearns Co., Worcester, Mass.
 Logodyne (Rec.): Kodol Radio Corp., 507 E. Pearl St., Cincinnati, O.
 L'Elegante (Rec.): Blair Radio Laboratories, 368 33rd Ave., New York, N. Y.
 Lyric (L.S.): Nathaniel Baldwin, Inc., 3424 S. 23rd East St., Salt Lake City, Utah.
 Mack Sincroflex (Rec.): Mack Co., 1940 Delancey St., Philadelphia, Pa.
 Madera Clear Speaker (L.S.): Compressed Wood Corp., 345 West Austin Ave., Chicago.
 Majestic (L.S.): Grigsby-Grunow-Hinds Co., 4540 Armitage Ave., Chicago, Ill.
 Martinola (Rec.): Vibroplex Co., Inc., 825 Broadway, New York, N. Y.
 Marv-o-Dyne (Rec.): Amber Mfg. Co., 599 Eleventh Ave., New York, N. Y.
 Master Highboy (Rec.): Airo-Master Corp., 227 W. 17th St., New York, N. Y.
 Masterpiece (Rec.): Charles Freshman Co., Inc., Freshman Bldg., 240 W. 40th St., New York, N. Y.
 M. B. G. (L.S.): Express Body Corp., Crystal Lake, Ill.
 Meco (Rec.): Metropolitan Elec. Co., 212 Fine Arts Bldg., Des Moines, Iowa.
 Melatone (L.S.): Star-O-Tone Co., 1936 Westlake Ave., Seattle, Wash.
 Melo Supreme (Rec.): Amaco Products, Inc., 416 Broome St., New York, N. Y.
 Melody (Rec.): Better Radio Products, Muncie, Ind.
 Melotone (L.S.): Radio Industries Corp., 131 Duane St., New York, N. Y.
 Metro (Rec.): Pal Sales Corp., 112 Concourse Bldg., Jersey City, N. J.
 Microphone Speaker (L.S.): Kodol Radio Corp., 507 E. Pearl St., Cincinnati, O.
 Midget (Rec.): Kiltzen Radio Mfg. Co., 21 Ottawa Ave., N. W., Grand Rapids, Mich.
 Mikado (Rec.): Splittdorf Elec'l Co., 392 High St., Newark, N. J.
 Milo Supreme (L.S.): Great American Radio Co., 784 Broadway, New York, N. Y.
 Minute Man (Rec.): Pathe Phonograph & Radio Corp., 20 Grand Ave., Brooklyn, N. Y.
 Mirac (Rec.): Midwest Radio Co., 815 Main St., Cincinnati, O.
 Mocking Bird (L.S.): Morrison Laboratories, Inc., 812 Ford Bldg., Detroit, Mich.
 Monotrol (Rec.): Sleeper Radio Corp., 6th Ave. and Washington St., Long Island City, N. Y.
 Montro-Adapto (Rec.): Montrose Radio Laboratories, 1333 Fulton St., Brooklyn, N. Y.
 Montrodyne (Rec.): Montrose Radio Laboratories, 1333 Fulton St., Brooklyn, N. Y.
 Montroset (Rec.): Montrose Radio Laboratories, 1333 Fulton St., Brooklyn, N. Y.
 Moon (L.S.): Wilson Utensil Co., 815 E. Fifth St., Dayton, O.
 Musette (L.S.): Herbert H. Frost, 314 W. Superior St., Chicago, Ill.
 Muscone (L.S.): Crosley Radio Corp., Cincinnati, O.
 National (Rec.): Marvel Radio Co., 25 W. 42nd St., New York, N. Y.
 National (L.S.): Holitzer Cabot Electric Co., 125 Amory St., Boston, Mass.
 Naturaltone (L.S.): Moon Radio Corp., 501 Steinway Ave., Long Island City, N. Y.
 Neutroceiver (Rec.): F. A. D. Andrea, Inc., 1581 Jerome Ave., New York, N. Y.
 Neutroflex (Rec.): C. D. Tanner Co., Los Angeles, Cal.
 Neutro Junior (Rec.): F. A. D. Andrea, Inc., 1581 Jerome Ave., New York, N. Y.
 Neutrola (Rec.): F. A. D. Andrea, Inc., 1581 Jerome Ave., New York, N. Y.
 Neutrolite (Rec.): F. A. D. Andrea, Inc., 1581 Jerome Ave., New York, N. Y.
 Newlands (Rec.): Incandescent Supply Co., 468 W. Broadway, New York, N. Y.
 Nightingale Five (Rec.): Guthrie Co., Grafton, O.
 No-Bat-Tr (Rec.): Batterless Radio Corp., 1457 Broadway, New York, N. Y.
 No-Dial (Rec.): Ohio Stamping & Engineering Co., Dept. S-10, Dayton, O.
 Ocm (Rec.): Dayton Fan & Motor Co., Dayton, Ohio.
 One-Sixty (Rec.): F. A. D. Andrea, Inc., 1581 Jerome Ave., New York, N. Y.
 Operations (L.S.): Pirozoid Products Co., 200 Fifth Ave., New York, N. Y.
 Orchestration De Luxe (L.S.): Radio Cabinet Co., 2125 Olney St., Indianapolis, Ind.
 Oriole (Rec.): W. K. Electric Co., Kenosha, Wis.
 Oriole Five (Rec.): Roberts Radio Co., Henry C., 112 Trinity Place, New York, N. Y.
 Page Five (Rec.): R-B Radio Co., 117 W. 51st St., New York, N. Y.
 Paragon Paradyne (Rec.): Adams Morgan Co., Upper Montclair, N. J.
 Parlor Grand (Rec.): R. E. Thompson Mfg. Co., 30 Church St., New York, N. Y.

Trade Names of Radio Receiving Sets and Loud Speakers

(Continued)

(REC.).....Receiving Sets**ABBREVIATIONS****(L. S.).....Loud Speakers**

Pearson Five (Rec.): Electrical Research Laboratories (Pearson Div. 1), 2500 Cottage Grove Ave., Chicago, Ill.
 Pearlite Lamp Speaker (L.S.): Peerless Light Co., 663 W. Washington Blvd., Chicago, Ill.
 Penn C (Rec.): Pennsylvania Wireless Mfg. Co., 507 Florence Ave., New Castle, Pa.
 Phonoset (Rec.): A-C Electrical Mfg. Co., Dayton, Ohio.
 Pink-A-Tone (Rec.): Sunbeam Radio Co., 350 W. 31st St., New York, N. Y.
 Ploddyne-6 (Rec.): Golden-Leutz Corp., 476 Broadway, New York, N. Y.
 Pocket Radio (Rec.): Auto Indicator Co., 210 Ottawa Ave., N. W., Grand Rapids.
 Polonaise (Rec.): Splittorf Electrical Co., 392 High St., Newark, N. J.
 Port-O-Radio (Rec.): American European Radio Corp., 342 Madison Ave., New York.
 Professional (L.S.): Volume Products, Inc., Hempstead, N. Y.
 Puritan (L. S.): Custerfield Co., Wood Haven, N. Y.
 Pure Tone (L.S.): K. N. Turner Radio Corp., 1517 N. Wilton Place, Hollywood, Cal.
 Pyrodyne (Rec.): Quaker City Paper Box Co., 12th & Brown Sts., Philadelphia, Pa.
 Radak (Rec.): Clapp-Eastham Co., 139 Main St., Cambridge, Mass.
 Radiolamp (L.S.): Radiolamp Co., 254 W. 34th St., New York, N. Y.
 Radio Blinker (Rec.): Frank B. Perry & Sons, 513 Hospital Trust Bldg., Providence, Radio Wonder (L. S.): McKee Glass Co., Jeannette, Pa.
 Radiodyne (Rec.): Western Coil & Elec'l Co., 313 Fifth St., Racine, Wis.
 Radio King (L.S.): Workrite Inc., 1818 & 39th St., Cleveland, O.
 Radiola (Rec. & L.S.): Radio Corp. of America, New York, N. Y.
 Radiophone (Rec.): De Forest Radio Co., Jersey City, N. J.
 Radio-Alarm-O-Graph (Rec.): Plintz Speaking Clock Co., 1634 S. 8th St., Philadelphia, Pa.
 Ranger (Rec.): Westfall-Kelly Radio Sales Co., 100 Hudson St., New York, N. Y.
 Receptrad Multiflex (Rec.): Radio Receptor Co., 108 Seventh Ave., New York, N. Y.
 Radiotone (L.S.): Rice & Hochner, 130 Washington Place, New York, N. Y.
 Regenodyne (Rec.): Chelsea Radio Co., 150 Fifth St., Chelsea, Mass.
 Regenoflex (Rec.): Radio Corp. of America, New York, N. Y.
 Remo Trumpet (L.S.): Remo Corporation, Radio Division, Meriden, Conn.
 Remodyne (Rec.): Remo Corp., Meriden, Conn.
 Remola (L.S.): Remo Corp., Meriden, Conn.
 Repeater (L.S.): Moss, Schury Mfg. Co., Radio Div., 2011 Franklin St., Detroit, Mich.
 Rexco Masterdyne (Rec.): Rex Radio Specialty Co., 123 Liberty St., New York, N. Y.
 Rhapody (Rec.): Splittorf Elec'l Corp., 392 High St., Newark, N. J.
 Rico-Dyne (Rec.): Radio Industries Corp., 131 Duane St., New York, N. Y.
 Rola Re-Creator (L.C.): Rola Co., 24 W. Connecticut St., Seattle, Wash.
 Room Talker (L.S.): Auth Elec'l Specialty Co., 422 E. 53rd St., New York, N. Y.
 Royal Sixteen (Rec.): Collin B. Kennedy Co., 2017 Locust St., St. Louis, Mo.
 Rutic (Rec.): Ruckelshaus, John G., 41 Commercial St., Newark, N. J.
 Seal Soft Speaker (L.S.): H. G. Seal Co., 1800 Montrose Ave., Chicago, Ill.
 Scout (Rec.): Sleeper Radio Co., Sixth Ave. & Washington St., L. I. City, N. Y.
 Sealed Fire (Rec.): Audiola Radio Co., 430 S. Green St., Chicago, Ill.
 Sees (Rec.): Spielman Electric Co., 311 W. 59th St., New York, N. Y.
 Senior (Rec.): Parker Radio Co., 76 E. McMicken Ave., Cincinnati, O.
 Serenader (T.R.F.): Paramount Mfg. Co., Kansas City, Mo.
 Serenader (Rec.): Sleeper Radio Co., Sixth Ave. & Washington St., L. I. City, N. Y.
 Sheepoe All Purpose (Rec.): Thermodyne Radio Corp., 1819 Broadway, New York.
 Silvervoice (L. S.): Radiotone Corp., 31st Ave. and 53rd St., Brooklyn, N. Y.
 Simpliflex (Rec.): Radio-Master Corp. of America, Bay City, Mich.
 Solo-Guitar (L.S.): L. Barth & Son, 21 Cooper Square, New York, N. Y.
 Sonocorde (L.S.): Boudette Mfg. Co., 73 Beach St., Revere, Mass.
 Sonochrone (L.S.): Boudette Mfg. Co., 73 Beach St., Revere, Mass.
 Sonoradio (Rec.): Sonora Phonograph Co., 279 Broadway, New York, N. Y.
 Sophomore (Rec.): Richardson Radio Corp., Foster Ave. and Holst St., Long Island City, N. Y.
 Splittordyne (L.S.): Splittorf Elec'l Co., 392 High St., Newark, N. J.
 S. R. S. (L.S.): Multiple Elec. Products Co., 365 Ogden St., Newark, N. J.
 Standard (L.S.): Sonora Phonograph Co., 279 Broadway, New York, N. Y.
 Standard (L.S.): Utah Radio Products Co., 1427 S. Michigan Ave., Chicago, Ill.
 Standardyne (Rec.): Standard Radio Corp., Worcester, Mass.
 Star (Rec.): Starr Equipment Corp., 366 Hamilton Ave., Brooklyn, N. Y.

Sterling Fire (Rec.): Gibson-Sears Radio Co., 48 W. Broadway, New York, N. Y.
 Strad-O-Vox (L.S.): Sterling Cabinet Wks., Inc., Winfield, N. Y.
 Super Carol Dyne Rec.: Southeastern Radio Corp., Winston-Salem, N. C.
 Super Clear-O-Dyne (Rec.): Clearstone Radio Co., 2427 Gilbert St., Cincinnati, O.
 Superdyne (Rec.): C. D. Tuska Co., 33 Homestead Ave., Hartford, Conn.
 Super Equidyne (Rec.): Doron Bros. Electrical Co., 325 B. St., Hamilton, O.
 Super Fire (Rec.): Apex Elec. Mfg. Co., Dept. 915, 1410 W. 59th St., Chicago, Ill.
 Superfive (Rec.): Procel Radio Mfg. Co., 227 Erie St., Toledo, O.
 Super-Flex (L.S.): Utah Radio Products Co., 1427 S. Michigan Ave., Chicago, Ill.
 Supermaster (L.S.): Bee-Zee Products, New Haven, Conn.
 Super Radak (Rec.): Clapp-Eastham Co., 139 Main St., Cambridge, Mass.
 Super-Reflex (Rec.): Sypher Mfg. Co., Dept. 5, Toledo, O.
 Super-Reinarts (Rec.): Elgin Radio Supply Co., 307 E. Chicago St., Elgin, Ill.
 Super-Selector (Rec.): Sypher Mfg. Co., Dept. 5, Toledo, Ohio.
 Superspeaker (L.S.): Jewett Radio & Phonograph Co., Pontiac, Mich.
 Superspeaker Highboy (L.S.): Jewett Radio & Phonograph Co., Pontiac, Mich.
 Super Symphonette (Rec.): Sleeper Radio Co., Sixth Ave. & Washington St., Long Island City, N. Y.
 Supertone Five (Rec.): Cleveland Automobile Accessories Co., 7823 Carnegie Ave., Cleveland, O.
 Super-Zenith (Rec.): Zenith Radio Corp., Straus Bldg., Chicago, Ill.
 Supreme (L.S.): Utah Radio Products Co., 1427 S. Michigan Ave., Chicago, Ill.
 Symphonie (L.S.): Manhattan Electrical Supply, 17 Park Place, New York, N. Y.
 Symphony (Rec.): Radio Co., 1066 W. Adams St., Chicago, Ill.
 Symphony (L.S.): Nathaniel Baldwin, Inc., 3474 S. 23d East St., Salt Lake City
 Symphony (L.S.): Kellogg Switchboard & Supply Co., Dept. 1, 1927 W. Adams St., Chicago, Ill.
 Symphony (L.S.): J. Fred Wilfert, 21 Cambria St., Boston, Mass.
 Synchrophase (Rec.): A. H. Grobe & Co., 70 Van Wyck Blvd., Richmond Hill, N. Y.
 Table-Talker (L.S.): C. Brandes, Inc., 233 Broadway, New York, N. Y.
 Telmac (Rec.): Telephone Maintenance Co., 20 S. Wells St., Chicago, Ill.
 Temple (L.S.): Parsons & Co., 68 W. Washington St., Chicago, Ill.
 Thor (L.S.): Golden Oats Brass Mfg. Co., 516 E. Pike St., Seattle, Wash.
 Thorola (L.S.): Reichmann Co., 1725 West 74th St., Chicago, Ill.
 Thorola Isodyne (Rec.): Reichmann Co., 1725 W. 74th St., Chicago, Ill.
 Thorophone (L.S.): Reichmann Co., 1725 West 74th St., Chicago, Ill.
 Tone-A-Dyne (Rec.): Resas, Inc., 112 Chambers St., New York, N. Y.
 Tone-Thrust (L.S.): Astral Radio Corp., 1237 N. Broad St., Philadelphia, Pa.
 Torodyne (Rec.): Alinsworth Radio Co., Cincinnati, O.
 Torodyne (Reflex Rec.): Sears Mfg. Co., 1228 E. 152nd St., Cleveland, O.
 Town Crier (L.S.): Gale Radio Laboratories, 2512 Irving Park Blvd., Chicago, Ill.
 TRF (Rec.): J. B. Ferguson, 80 Beaver St., New York, N. Y.
 Triplex (Rec.): Mu-Rad Laboratories, 803 Fifth Ave., Asbury Park, N. J.
 Tridyn (Rec.): Crosley Radio Corp., Cincinnati, O.
 Tridyn Newport (Rec.): Crosley Radio Corp., Cincinnati, O.
 Trix (Rec.): Wolverine Radio Co., 103 W. Alvarado St., Detroit, Mich.
 Ultra Marvel (Rec.): Industrial Radio Service, Newton & Rust Ave., Saginaw, Mich.
 Ultradyne (Rec.): Phenix Radio Corp., 114 E. 25th St., New York, N. Y.
 Universal (L.S.): Holtzer-Cabot Electric Co., 125 Amory St., Boston, Mass.
 Utility (L.S.): Nathaniel Baldwin, Inc., 3474 S. 23d East St., Salt Lake City, Utah.
 Valleytone (Rec.): Valley Electric Co., Radio Div., St. Louis, Mo.
 Van (Rec.): L. D. Van Valkenberg Co., Holyoke, Mass.
 Voceleste (Rec.): General American Radio Mfg. Corp., 242 W. 55th St., New York.
 Voice from the Sky (L.S.): Florentine Art Productions, Inc., 838 W. Austin Ave., Chicago, Ill.
 Wave Master (Rec.): Kellogg Switchboard & Supply Co., Dept. 1, 1927 W. Adams St., Chicago, Ill.
 Westburr-6 (Rec.): Westburr Inc., 250 West 54th St., New York, N. Y.
 Wide World (Rec.): Big Three Radio Corp., 16 Hudson St., New York, N. Y.
 Wolverine (Rec.): Klitzken Radio Mfg. Co., 21 Ottawa Ave., N. W., Grand Rapids.
 Woodhorn (L.S.): Inter-Ocean Radio Corp., 205 10th St., Jersey City, N. J.
 Yankee (L.S.): Athin Radio Co., 16 Hudson St., New York, N. Y.



HOWE RADIO RECEIVER \$1.75

*The Crystal Set that
Creates NEW "Radio
Fans"*

Summer Sales of 25,000 in
New Orleans, 15,000 in
Houston and so on.

THE HOWE Radio Receiver is the dealer's best aid in reaching that *skeptical 80% of the public which has not yet been "bitten by the Radio Bug."* The 250,000 HOWE Receivers already sold have been "Stepping Stones" to the purchase of tube sets.

The HOWE Receiver is most decidedly Not a Toy—it brings in loud and clear all stations within a 25 mile radius, and has good selectivity. Its Low Price induces the non-user of Radio to "get into the game."

*We shall be glad to hear from Jobbers and Dealers
who are not selling the HOWE in large quantities*

HOWE AUTO PRODUCTS CO.
120 N. Green Street, Chicago, Ill.

ORIOLE FIVE—Sells Itself!



\$47.50
List Price

**[5 Tube Tuned
Radio Fre-
quency Re-
ceiver**

**with
Stabilizer Control**

**A GUARANTEED
RECEIVER**

Made of the best low loss parts. Encased in a beautiful mahogany finish cabinet. Powerful and efficient for long range reception. In design and construction like sets selling for twice its price. ALL WIRING CONCEALED BENEATH SUB-PANEL. Each set equipped with multi-colored battery cable. Dealers and Jobbers communicate

HENRY C. ROBERTS RADIO CO., INC.
112-114 Trinity Place, New York, N. Y.

DEALERS-BIG DISCOUNTS

**WHOLESALE
RADIO
SUPPLIES**

Make more money by getting into radio. Our big catalog shows huge stocks of standard radio parts, sets, kits, at lowest rock-bottom wholesale prices. Fast service. Guaranteed goods. Thousands of dealers prefer our service. Wonderful special offers on sets, tubes, batteries. Get your free copy NOW before you buy.

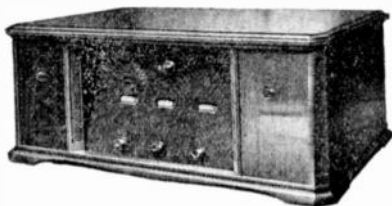
W. C. BRAUN CO. 34-64 S. Clinton St., Chicago, U. S. A.



This Sign Means RADIO PROFITS!



A-10 Five tubes—199's or 201-A's. Balanced tuned radio frequency. Cabinet has rich brown mahogany finish. Federal standard parts used throughout. Length 24 inches, height 11 inches, depth 12 inches. **\$75.00** Without accessories



B-20 Five tubes—199's or 201-A's. Balanced tuned radio frequency. Genuine mahogany cabinet with rich finish. Micrometer tuning controls. Space for batteries. Length 30 inches, height 13 inches, depth 15 inches. Without accessories . . **\$100.00**



B-30 Five tubes—199's or 201-A's. Balanced tuned radio frequency. Extremely sensitive and selective. Mahogany cabinet finished in rich, lustrous brown. Micrometer tuning controls. Ample space for batteries. Federal enclosed adjustable speaker. Exceptional volume and tone. Length 30 inches, height 20 inches, depth 15 inches. **\$130.00** Without accessories



C-30 Seven tubes—199's or 201-A's. Balanced tuned radio frequency. Genuine mahogany cabinet, with rich brown finish. Two micrometer tuning controls. Space for batteries. Operates on self-contained loop. Federal enclosed adjustable speaker. Length 36 inches, height 23 inches, depth 18 inches. Without accessories . . . **\$200.00**

Will it be displayed in YOUR window?

The new, simplified Federal Ortho-sonic line is a line you can sell with absolute confidence and give your whole-hearted support. Designed by Federal engineers—built in Federal factories by Federal craftsmen to Federal's high standards of quality. *You know what that means.*

In addition we offer the new and exclusive Ortho-sonic principle—the latest and greatest development in realistic, lifelike reproduction—beautiful cabinet-work and popular prices.

Write at once. Get the Federal proposition. Get the sign in your window. Our big national advertising campaign in magazines and newspapers is reaching hundreds of thousands. Everywhere the thrilling Ortho-sonic tone test is being demanded. Be ready to make these sales.

Read the liberal provisions of the Federal proposition. Profit-making discounts! Exclusive territory! National advertising! Powerful sales helps! And, back of it all, the name *Federal*, which is a guaranty of clean-cut business methods. Get lined up for the big fall trade. Write at once for our proposition and the name of your wholesaler.

FEDERAL RADIO CORPORATION
Buffalo, N. Y.

(Division of Federal Telephone and Telegraph Company)
Operating Broadcast Station WGR, Buffalo

Federal

ortho-sonic



C-35 Same mechanism as C-30 but housed in handsome highboy cabinet. Superior quality built-in Federal Speaker. Length 27 inches, height 54 inches, depth 17 inches. Without accessories . . . **\$300.00**



B-36 Five tubes—199's or 201-A's. Balanced tuned radio frequency. Floor cabinet of choice mahogany woods with rich, two-tone brown finish. Enclosed Federal Speaker. Space for batteries. Length 35 inches, height 43 inches, depth 21 inches. **\$250.00** Without accessories

In addition to the six sets illustrated the new Federal Ortho-sonic line includes:

B-35 Mechanism same as B-20 (illustrated). Beautiful cabinet of selected mahogany, finished in rich two-tone effect. Enclosed speaker. Ample space for batteries. Length 35 inches, height 43 inches, depth 21 inches. **\$250.00** Without accessories

C-20 Same mechanism as C-30 (illustrated) but without enclosed speaker. Genuine mahogany cabinet, finished in rich brown. Operates on self-contained loop. Length 36 inches, height 16 inches, depth 18 inches. Without accessories . . . **\$165.00**

C-40 Same receiving mechanism as C-30 but housed in specially designed custom-built hand-carved cabinet. Every detail of feature is provided in this model to make it the last word, not only as a Radio Receiving Set, but also as a beautiful furniture piece for the select home. Without accessories . **\$350.00**

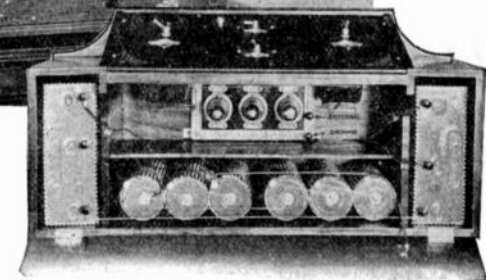
Note: We are continuing our models 141, 142, 143 and 144



*Unprecedented
value*

"The Wolverine"

Ample space for complete dry cell equipment. No unsightly tangle of wires. Size of cabinet over all, 26½ in. long, 10 in. high, 13 in. wide.



\$54⁵⁰
LIST

*Extra Liberal
Dealer Discount*

Easy to operate. Powerful. Coast to coast range. Three tube regenerative sets, Armstrong patent. Tested at every stage of manufacture and assembly. Cabinets of genuine mahogany, made in Grand Rapids, with durable and handsome lacquer finish.

Instrument panel simple, neat, thoroughly efficient. Only two tuning controls.

KLITZEN—*A Name of Recognized Standing*

Manufacturers of radio equipment since 1913. Manufacturers of radio equipment only. Specialists of years experience with a reputation for high class products.

Our new policy this season of **EXTRA GENEROUS DEALER DISCOUNT** means more profit for you. Get the full details at once. Take a minute now to fill out and mail coupon.

"The Kent" pictured below defies competition for an inexpensive non-technical set of amazing performance. Cabinet especially designed for use with tubes employing the smallest number of dry cells. Identical receiver as "The Wolverine." Size of cabinet overall, 18½ in. long, 10 in. high, 13 in. wide.

Guaranteed free from mechanical or electrical imperfections for **ONE YEAR**.

\$42⁵⁰
LIST

*Send
Coupon Now!*

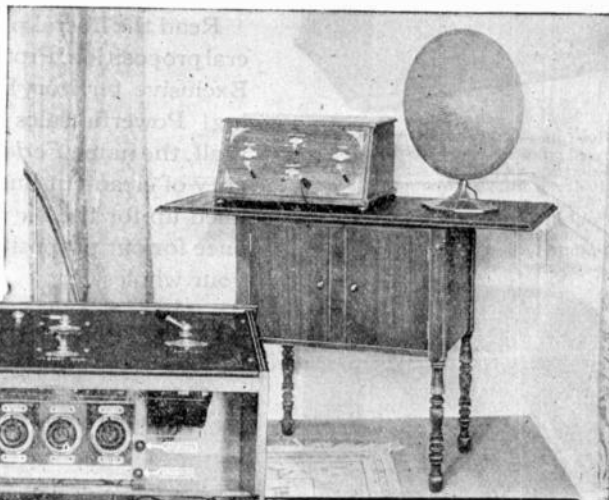
KLITZEN
RADIO MFG. CO.
21-31 Ottawa Ave., N. W.
Grand Rapids, Mich.

Send at once full details of "The Wolverine" and "The Kent" radio sets and your **EXTRA LIBERAL DEALER DISCOUNT**.

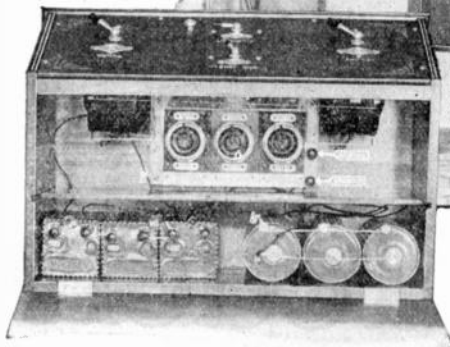
NAME

CITYSTATE

ADDRESS



"The Kent"
Amazing Performance



RICHARDSON

Radio Receivers

Now as always only Richardson produces such results



Special attention was accorded by the National Radio Exposition's patrons to the new console models. Simplicity is the key note of their dignified beauty. They can be had with five or seven tube chassis.

List \$95.00

Graceful, simple, beautiful, the new Richardson designs are examples of the highest type of artistic craftsmanship.

They give redoubled salability to the already fast selling Richardson line.

New models, too—two new five tube sets, a seven tube set, and a seven and two five tube consoles.

You will find interesting and profitable the details of these quality radio receivers. Write for them today.



List \$75.00

Richardson—5 Imperial. 2-dial control featuring twin coils and low ratio audio transformers.



List \$38.50

Richardson Sophomore—a popular five-tube model.

West of Rockies Add 10% to list price.

RICHARDSON RADIO CORP., Foster Ave., and Hulst St., Long Island City, N. Y.

Akradyne's appearance

TO start from the finish and work backwards is an unusual procedure, but the beautiful appearance of an Akradyne receiver prompts us to make important mention of it.

RADIO has changed the old axiom—"the Eye Buys" to "the Eye and Ear Buy." Akradyne, by its dependable performance, quality reproduction and beautiful appearance, is the ideal line to present to your customers.

The complete Akradyne line—cabinet and console models, \$75 to \$215, art models of beautiful design, \$475 to \$1475, and the Akratone cabinet speaker, \$31.50.

SUNBEAM RADIO CORP.
350 West 31st St., New York

Also manufacturing Pink-A-Tone Radio Receivers in 2, 3, and 5 tube models at \$18.50, \$28.50, and \$34.50



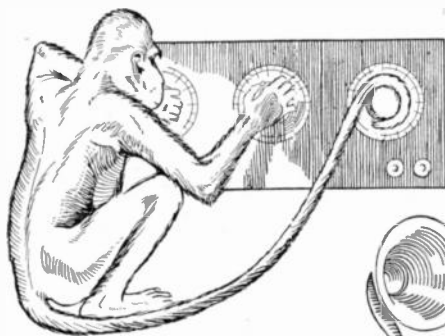
Akradyne
PAT. PEND.
BUILT WITH
AKRACY

The Standard of Comparison

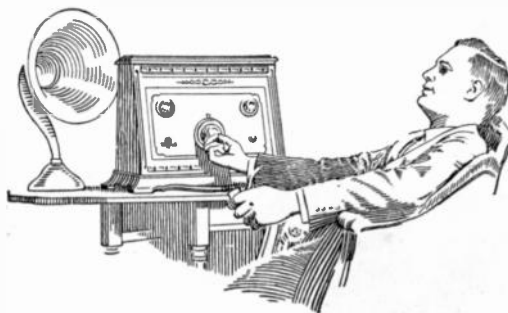
A Message to Dealers Who Think

(With apologies to Clarence Darrow)

Look at this radio. It has three dials . . . Where is the three-handed operator?



Now look again. The secret is out. Here is the operator of the three-dial radio. He has two hands and a useful tail. He is the operator.



Most people, however, do not have three-handed operators in their homes. So they prefer a radio they can operate themselves. Here it is—the Mohawk. It has five tubes—but only *one* dial to tune.

What, you ask, will this one-dial radio do? Is it selective? Does it give distance? Volume? Free range of the air? Beauty of tone? Undistorted, life-like reproduction?

Our answer is this. The Mohawk gives *three-dial* results with the use of only *one* dial. It has a patented, three-in-line *balanced* condenser. That is the reason. Compare results. Judge for yourself.

Other things being equal, everyone prefers a one-dial radio—a radio made

for women as well as men. That explains the tremendous popularity of the Mohawk, the pioneer one-dial radio. That also explains the many announcements of one-dial sets now in the papers. Mohawk success has awakened the entire industry!

But only Mohawk has the patented *balanced* condenser. Only Mohawk can give three-dial results with just one dial. Sell the Mohawk and you will increase your radio sales this season. Write today for literature and list of Mohawk Jobbers.

Manufacturers
MOHAWK CORPORATION OF ILLINOIS
Independently organized in 1924
Chicago, Ill.

Sales Department
THE ZINKE COMPANY
1323 So. Michigan Ave.
Chicago, Ill.



Mohawk Model 100, five tubes just one dial to tune. Retail price, without accessories, \$100.



Mohawk Consolette, Model 110, retail price without accessories, \$175.



Mohawk Console, Model 115, retail price without accessories, \$225.



Mohawk No. KU51 Kit contains all parts, including cabinet, for assembling a Mohawk Radio. Retail price, \$75.

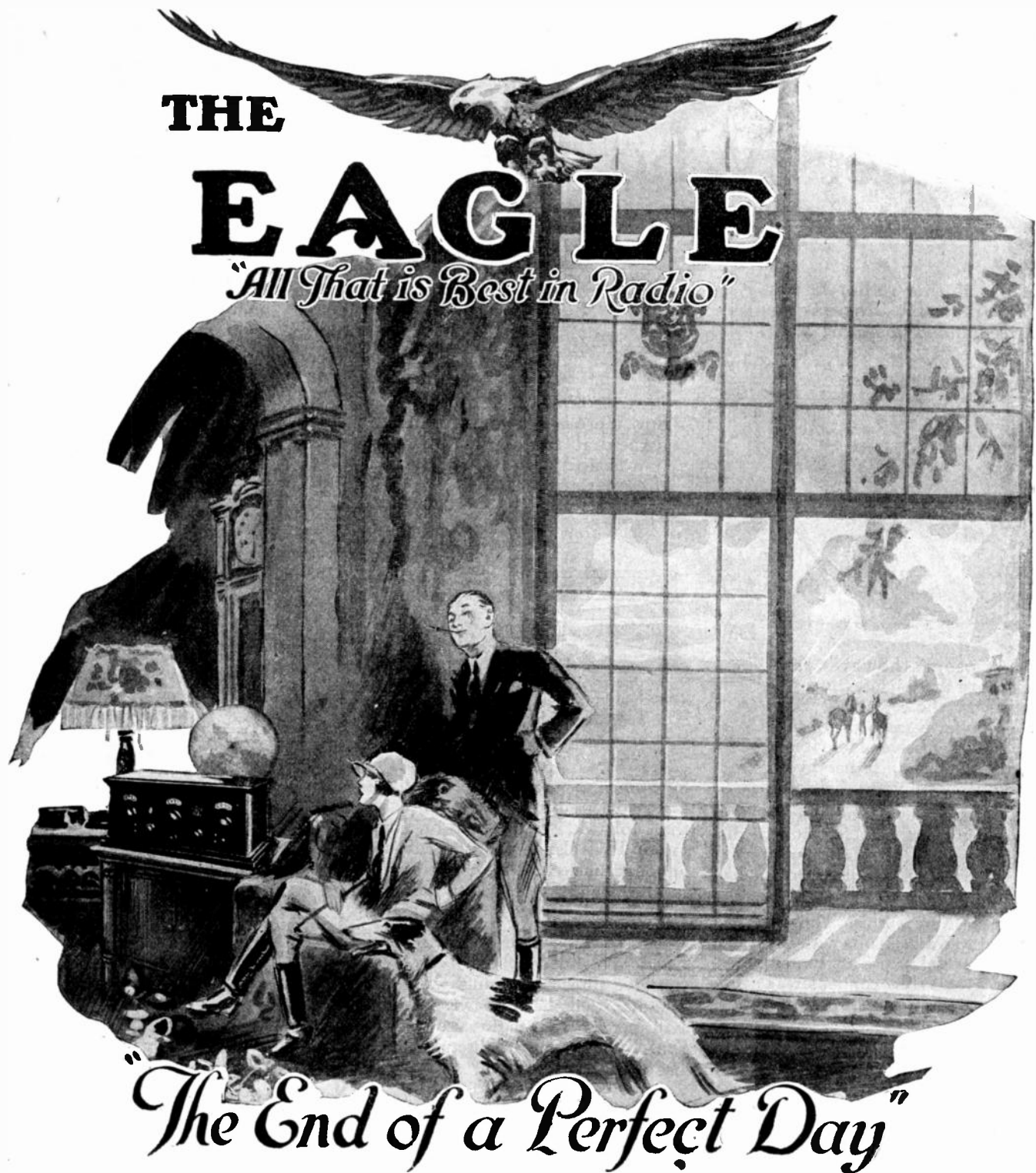
The Mohawk was selected from among 47 radios as standard equipment on the Pan American, crack train on the L & N Railroad. A test will tell you why.

Mohawk Radio

Manufactured by Mohawk Corporation of Illinois
Independently Organized in 1924

5 tubes ~ just ONE dial to tune





Then THE PERFECT RADIO

To the American Citizen—The EAGLE Is The Symbol of Protection
To the Radio Distributor and Dealer—The EAGLE Has The Same Significance

*The receiver used in this picture is the table type. Write for illustrated
booklet describing other models.*

The Trademark

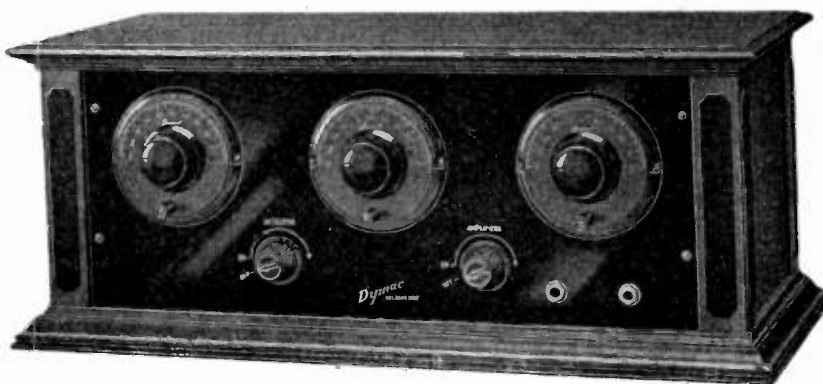


of Quality



Performance, Appearance and Price

SELL THE DYMAC Selecto Five



**DYMAC Type G
Standard Headset**
Tone-tested and correctly balanced. It is light in weight with comfortable headband. Every radio owner needs one.
List, \$5.00



DYMAC Loud Speaker
Handsome black decked enameled finish with unusually wide range and accurate rendition of tonal values. A fitting sales companion to the DYMAC Selecto Five.
List, \$8.50

IF peculiar local conditions make reception difficult and handicap your sale of receiving sets, the DYMAC Selecto Five will solve this sales problem.

Built on an entirely new principle but made throughout of DYMAC Guaranteed Parts, this remarkable receiving set has outperformed neotrydines, superheterodynes and regeneratives under the most rigid tests.

With its handsome walnut finished mahogany cabinet and ebonized panels and base, everyone takes the DYMAC at \$75 for a much higher priced instrument.

Backing your sales effort is effective DYMAC NATIONAL ADVERTISING in the Saturday Evening Post, Radio News, Country Gentleman and a selected list of sectional farm papers. Here is an outstanding sales opportunity in radio. Get in touch with the nearest DYMAC Factory Sales Agent and take advantage of it.

ELECTRICAL PRODUCTS MFG. CO. Providence, Rhode Island

New York Office: Metropolitan Tower

Export Office: Ad. Aurlema, Inc., 116 Broad St., N. Y. City

DYMAC FACTORY SALES AGENTS

Chicago—E. V. Plinson	Denver—Schmidt Sales Co.
Cleveland—Factory Sales Co.	Omaha—Leonard Kohn
Boston—Hastings Elec. Sales Co.	Port Worth—Savage & Schmid
Washington—W. Lester Baker	Seattle—Fred. L. Tomlinson Co.
Minneapolis—Twin City Radio Sales Co.	San Francisco—Fred. L. Tomlinson Co.
St. Louis—Scott Gardner	Los Angeles—Fred. L. Tomlinson Co.
Kansas City—Wm. S. Reid Sales Co.	Vancouver, B. C.—John E. T. Yewdall

Ask nearest Factory Sales Agent for catalog of complete line of DYMAC Guaranteed Radio Equipment.



DYMAC Type E Headset
A popular priced Headset of exceptional quality. Improved headband. Each phone is carefully tested and matched before it leaves our factory.
List, \$3.00



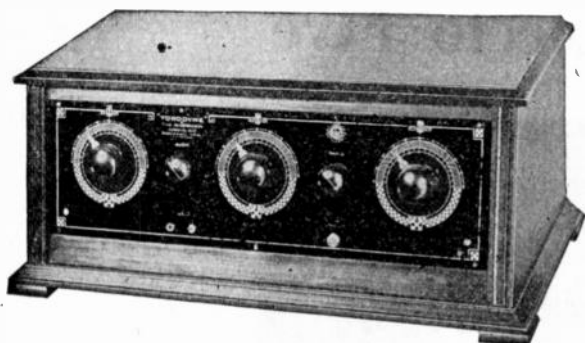
DYMAC Vernier Dial
A practical Dial which simplifies radio tuning. Central knob for coarse tuning with lower knob for finer tuning. Handsomely finished in black and silver satin. List, \$1.50

Other DYMAC Accessories and Parts
Loud Speaker Unit, \$5.00
Audio - Frequency Transformers, \$2.50 to \$4.00
Soldering Set, standard, \$2.50
Crystal Set, complete, \$7.50
Sub-panel Socket, 75c.
Jacks, 50c. to 90c.

EVERY **Dymac** PRODUCT
GUARANTEED FOR ONE YEAR

TORODYNE

Toroidal Receiver



Greater Sales thru comparison

The sale of high grade radio receivers requires more than enthusiastic arguments—PROOF, or actual test, is necessary to convince and complete the sale.

That proof is evident in a demonstration of the TORODYNE. Tune in with the TORODYNE and any other set regardless of price. The favorable difference is quickly noticed and is one of the most convincing sales arguments.

The superiority so easily noticed in the TORODYNE is due largely to the use of Toroidal (doughnut type) transformers.

58 Stations in One Evening

In one evening (two and one-half hours including time waiting for call letters) 58 stations were received on the TORODYNE through a loud speaker with good volume and equal clarity of tone. The stations received ranged from Boston to Los Angeles, from Calgary to Ft. Worth and from Ottawa to Miami, Florida. All were secured while local broadcasting was going on.

Every TORODYNE demonstration means a sale of another TORODYNE. Let us prove this to you first. Write at once.

Price \$100.00



The Ainsworth Radio Company
Cincinnati, Ohio



DISC MODEL

A SPARTAN SPEAKER! FOR EVERY PURSE!

Today a Spartan Speaker can be sold to every customer who comes into your store. Every one a beauty and true to the old Spartan Standard of Quality and Integrity.

SPARTAN SPEAKERS

Horn Type G. N.	\$10.00
Horn Type G. E.	13.50
Spartan Bell	12.00
Disc Reproducer	15.00



SPARTAN BELL

We make that famous
Spartan Automatic
Plug **60c.**



MODEL G. E.

Write for the Spartan Broadcaster—the latest news in Radio.

SPARTAN ELECTRIC CORP.

99 Chambers Street

New York City



Reproducer

List Price

\$21

Meets
Every
Reproducing
Requirement



THE
COMPARATOR
For Dealers—
\$3.50

Every dealer should have the TEMPLE COMPARATOR. It divides demonstrating time by 4. A simple turn of the knob lets the customer know which speaker he wants. Net to dealer, \$3.50.

DON'T BLAME THE
SET—USE A
TEMPLE!



The TEMPLE is made in one piece, of a ceramic material. The air column is of exact exponential shape. Equipped with a semi-adjustable permanent magnet and large diaphragm. Large frequency range. Gives clear and natural tones. A beauty in appearance. Size: 14 inches high; air column, 26 inches long; 12 inch bell. List Price, \$21.00. Cabinet Type, \$31.00.

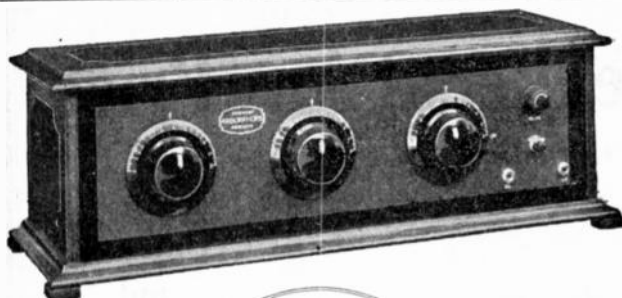
ASK YOUR JOBBER
OR WRITE US!

Manufactured by The Chicago Signal Co. exclusively for

PARCELLS & COMPANY

68 W. Washington St.

Chicago, Illinois



PRECISION
ARBORPHONE
PRODUCTS

There's a Real Organization Behind Arborphone

Performance in receiving sets is determined first by the "hook-up," second by the quality of the parts selected. Look under the lid of the Arborphone—quality is instantly apparent. Listen to reception through the Arborphone—you will concede all our boasts of exceptional reception.

Appearance too is most important. Arborphone is an aristocrat. Any fastidious woman will exclaim at its beauty of design and artistry and want it instantly for her nicest room.

\$55 buys this perfected receiver. Each sale will create many more. Only a few dealers in each territory can sell Arborphone. To those dealers we have an offer that makes the franchise worth their while.

A Perfected Receiver \$55 List

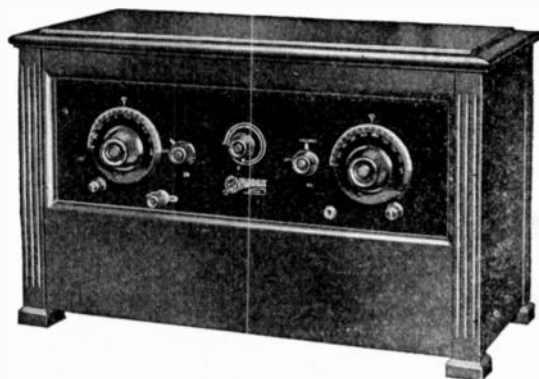
(Add \$5 West of the Rocky Mountains)

"All You Can Ask of a Radio"
MACHINE SPECIALTY CO.
ANN ARBOR, MICHIGAN
10 Years' Experience in Precision Products

*Dealers in
Radio!*

*Wire or write
at once for the
exclusive Apex dealer
franchise plan.
It is a money maker*

Apex Electric Mfg. Company
1415 W. 59th St., Dept. 1015, Chicago



Compare this New Five Tube "ORIOLE" Receiver For Selectivity, Volume and Tone

BUILT on an entirely new principle, with a circuit never used before, the "ORIOLE" has no superior for selectivity, volume and pure tone.

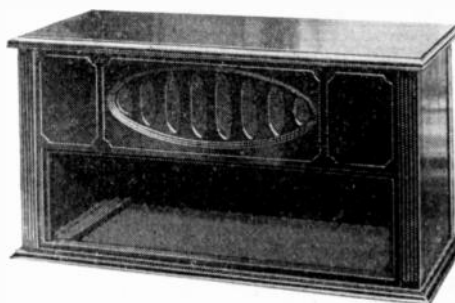
The "ORIOLE" brings in distant stations surprisingly loud and clear. Simple to operate.

Built by true radio engineers, using nationally famous standard parts and specially designed transformers, of our own manufacture, which are remarkable producers. Beautiful mahogany cabinet, with compartment for "B" batteries.

The "ORIOLE" is a high quality receiver—it gives the unusual performance that builds sales and makes satisfied customers. By comparative tests with every other set, the "ORIOLE" has easily proved itself.

Get Full Details—Write Now

W-K ELECTRIC COMPANY
Kenosha, Wisconsin



The New Blandin, "35 D" Radio Cabinet

Panel size 7" x 26". Depth 10". Filler panels furnished for panel sizes 8 x 18, 7 x 21 or 7 x 24". Built-in spruce horn back of silk lined grille. Horn fits all standard units. Two compartments each side of horn ample for complete dry cell set. Full door opening in back. Color English Brown Mahogany — in the latest Lacquer hand rubbed piano finish. Extra 1/2" mounting or base board is furnished. Write for illustrated price list showing our complete line of Duplex and Console Cabinets.

Jobbers write for discounts. Dealers, write your jobber.

BLANDIN PHONOGRAPH COMPANY, Inc.
1600 16th St. Racine, Wis.

The Finest Console Speaker at Any Price

Better Because It's Practical

**The
Greatest
Loud-
speaker
Value
Today**

Considered only as a piece of furniture or only as a loudspeaker, the Console Master Speaker is worth the money. But as a combined cabinet and speaker it is the greatest loudspeaker value today. The loudspeaker is concealed behind the silk covered grille and has a beautiful natural tone of great volume.

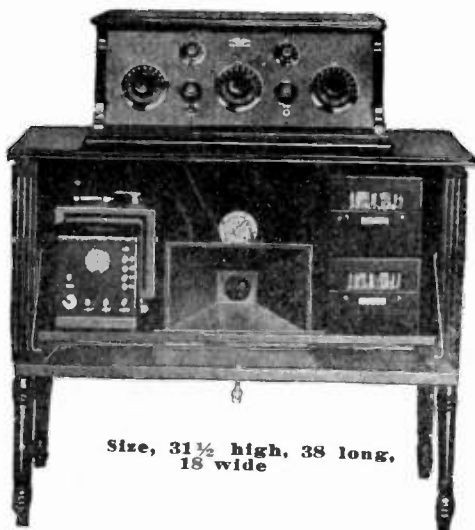


**An
Unusual
and
Exclusive
Feature**

The Console Master Speaker with a front that may be opened to give convenient and quick access to batteries and speaker. This is our own exclusive origination, and strong patent claims protect it.

In 2-tone mahogany or walnut.

Either way a beautiful piece of furniture.



The Console Master Speaker

with the opening front, showing the exceptionally spacious battery compartment, which will hold an "A" battery, a charger, and 2 dry or wet "B" batteries, besides the built-in loudspeaker.

Retail Price \$49.50

Complete with Loudspeaker
(Adjustable Unit)

The Console Master Speaker

for any Radio Set



The Console Master Speaker

showing the front let down, allowing convenient and quick access to batteries and speaker, using the front as a shelf or tray.

THE MOST PRACTICAL CONSOLE SPEAKER

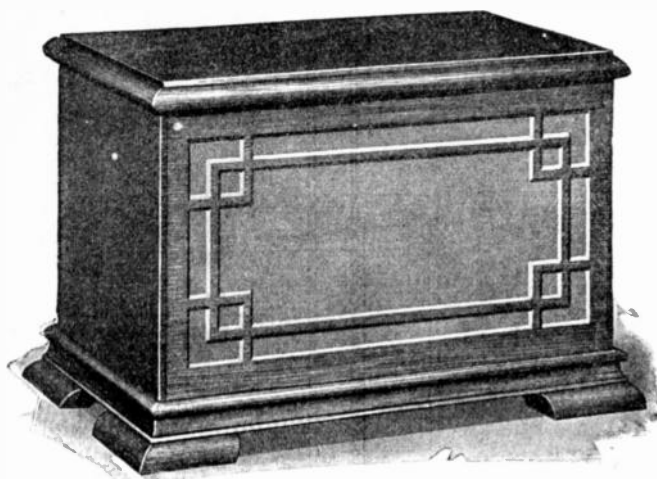
Just a pull of the handle and ALL the batteries, charger, and loudspeaker unit are within immediate reach.

ORDER FROM YOUR JOBBER

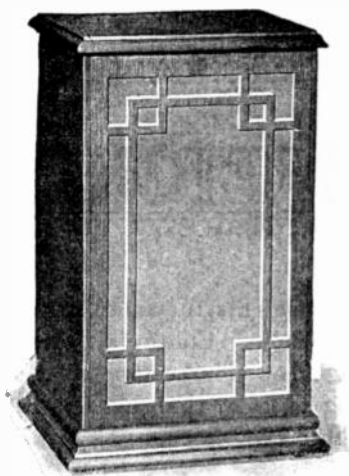
FULL TRADE DISCOUNTS

CONSOLE MASTER SPEAKER CO.,

15 East 40th St., New York



THE Trimm Chello Speaker can only be compared to the instrument from which it takes its name for clearness and beauty of tone. Efficiency of performance has not been sacrificed for beautiful appearance, yet the latter is attained to the highest degree in this model. Volume may be controlled by an easily accessible adjustment. This speaker is contained in a beautiful American Walnut Cabinet and will appeal to the most fastidious radio fan, at a price of \$30. Because of superior results, Trimm users recommend our products to their friends. Our national advertising campaign is fast adding new users to the thousands now boosting Trimm Superior Reproducers. Get your share of this business. If your jobber cannot supply you, write to us giving his name. Our co-operation and merchandising policy will help you to more business and better profits.



The Cabinette Speaker has been designed for the fan who demands attractiveness at a low price. This speaker has more kick and power than many others selling for twice as much. It is contained in a beautiful, mahogany finished cabinet and is very attractive. Its upright form takes less room than the ordinary horn type speakers. List price \$17.50.

TRIMM

Superior Reproducers

HEADSETS

Professional - - - \$5.50
Dependable - - - 4.40

PHONODAPTERS

Giant Unit - - - \$10.00
Little Wonder - - - 4.50

SPEAKERS

Home Speaker - \$10.00
Entertainer - - - 17.50
Cabinette - - - - 17.50
Concert - - - - 25.00
Chello - - - - 30.00

TRIMM

RADIO MANUFACTURING
COMPANY

24 So. Clinton St.
CHICAGO
U.S.A.

MEMBER
RMA

"The Voice from the Sky" Loud Speaker

This speaker is finished in Mahogany, Walnut, and Ebony. The horn is made of "ITALIAN GESSO," cast in one piece, and has no audible period vibration.

"THE MOST BEAUTIFUL SPEAKER IN THE MARKET"—different from any other.

Gives excellent reception and is an attractive piece of furniture. The overall height is 24 inches, with a bell diameter of 12 inches.

A Utah Unit is used in the base.

The artistic design and beauty of construction will appeal to the discriminating buyer.

List Price, \$30.

*Write for further
information
and discounts.*



*Design Patented
By L. ROMANELLI*

Manufactured by
FLORENTINE ART PRODUCTIONS, INC.
838 W. Austin Ave., Chicago, Ill.

General Sales Agent
KABERNA & COMPANY
54 W. Lake St. Chicago, Ill.



Burns
**LARGE
CONCERT
UNIT**

The Heart of the Speaker

Large size in this unit gives great range with tone of most pleasing quality which combined with the special amplifying properties of the BURNS horn produce remarkable results. The horn is of distinctive design with pyralin flare in several handsome finishes.

It pleases the eye as well as the ear

Ask for full data and interesting trade prices on a live line.

MAKERS

American Electric
COMPANY

State and 64th Streets
CHICAGO, U. S. A.

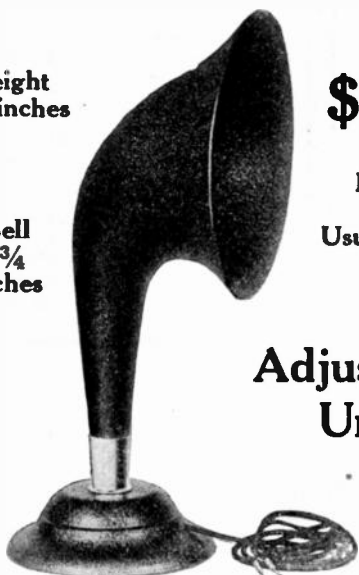


PAL RADIO CO., Inc.

Produces leaders in
Loud Speakers, Headphones and Crystal Receivers,
under brands "PAL" and "METRO"
Also "METRO" Electric Soldering Iron

Height
17 inches

Bell
8 3/4
inches



\$4.75

List Price

Usual Discounts

**Adjustable
Unit**

Loud Speaker No. 50

PAL SALES CORPORATION
112 CONCOURSE BLDG.
JERSEY CITY, N. J.



TIMBRE TONE
REG. U.S. PAT. OFF.

It is unique and represents the latest development in Loud Speakers. Continual research and improvements keep TimbreTone predominant. The cabinet answers the question often asked—"Where shall I put my Loud Speaker?"

Like a section of a bookcase, it may be placed on top or bottom of your radio set. It is 4" high, and when so placed carries the idea of one complete unit.

With more volume than the older model, it still retains its "Timbre" or "Tone"—and Quality is the selling point.

Made in Hoosick Falls, N. Y., by the
TIMBRE TONE MFG. CO.



\$25

West of Rockies, \$26.50
In Canada, \$35

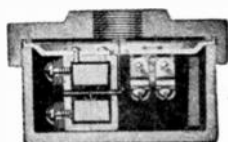
The SAAL Soft SPEAKER

brings the best out of any radio set

SAAL Jr.

The same in every respect as the Saal Soft Speaker except it measures 18½ instead of 21½ inches in height.

\$20 West of Rockies, \$21
In Canada, \$27.50



In the Saal Soft Speaker Unit the action of four pole pieces of a powerful magnet are connected on a carefully poised armature. This armature is connected to the diaphragm by a pin. This pin moves the diaphragm with a push and pull motion. There are no springs. The action is extremely precise, producing all consonants and overtones, yet the unit can't get out of order. This unit is used as standard by many leading manufacturers of fine radio receivers in built-in models.

HERE is a radio reproducer you can sell to your most particular customer with the knowledge that it will render permanent service and stand up under the most constant usage.

The Saal does not force your customer to choose between volume and tone quality. It combines volume with a velvet tone. It is not a fad. It is not a trumpet. It is a faithful reproducer of radio programs. It is properly constructed and shaped for the accurate reproduction of sound. It removes the objection to loud speakers. It has no blare, no blast, no metallic ring.

The Saal Soft Speaker is made to last a lifetime. The neck is of aluminum. The bell is of genuine Bakelite. There is no

wood, no tin, no composition. It has nothing to warp, crack or deteriorate. The reproducing unit is of all-metal construction and cannot be harmed or "blasted" by the loudest receiver. It maintains its tone with any volume. There is no adjustment knob to complicate tuning. It is guaranteed to give satisfaction to the user.

In appearance the Saal with its black bell, black crackle throat and graceful lines is the aristocrat of horns. Also furnished with a brown bell and gold or silver stippled throat at \$5 extra. It is manufactured by a company with years of experience in the music business. A large plant insures prompt delivery. It is thoroughly advertised. Order through your jobber. Jobbers write to us.

SAAL^{Soft} SPEAKER

VOLUME WITH TONE QUALITY

Manufactured and guaranteed by H. G. SAAL COMPANY, 1800 Montrose Ave., Chicago, Ill.



BURNDEPT
Ethovox
MADE IN LONDON
ENGLAND

The Reproducer
with Actual Tonal delivery

If any ONE Reproducer is *BETTER* by perfecting defects of all Reproducers—it is the *ETHOVOX*. BURNDEPT *ETHOVOX* is the answer to the popular demand of the radio fan for a *QUALITY* Reproducer—expertly designed—finely finished—distinctive. *ETHOVOX* will prove a consistent seller for every Radio Merchant who handles it—it is the *demonstration speaker* that produces perfectly uniform results on every standard set. To hear an *ETHOVOX* operating with any receiving set means a double sale—the Reproducer and the set—reducing the sales resistance of both and considerably increasing the justifiable merit of each.

PRICE \$45
Other sizes and prices on application. *ETHOVOX* is guaranteed against all defects for a period of one year.
Head Office—32 Warren Street
New York City
Branch Offices in Principal Cities

BURNDEPT
WIRELESS CORPORATION
OF AMERICA

The Reproducer
accepted for its
Quality by 27 Nations

ASSOCIATED COMPANIES & AGENTS throughout the world



Aerial Mast Seats and Fittings

The Freidag Aerial Fittings and Bull Dog Mast Seats, formerly made by the Mast Seat Mfg. Co. of Minneapolis, were designed to take the place of the unsightly, poorly installed wood pole or tower usually used for Aerial supports. A well made, substantial Aerial is necessary to the successful operation of your receiving set.

You can erect your Aerial in 15 to 30 minutes when you use these fixtures. They are made to fit on any pitch of roof or a flat roof and can be installed without damage to the roof.



No. 4 Bull Dog

These fixtures, made under patents allowed and patents pending, consist of a cap with a sheave pulley and lugs for guy wires, a collar with lugs, and a universal mast head with loop for securing Aerial cable. Made in 4 styles and 4 sizes to take 1/4", 3/8", 1" and 1 1/2" standard pipe. These fixtures retail from 75c to \$3.50 per set.



No. 10

Jobbers and Dealers: Write for our prices and discounts. Send your orders direct to us. We have no Agents.

FREIDAG MFG. CO., Freeport, Ill.

AMPLION
The World's Standard Loud Speaker

Test This International Favorite!
GET ONE TO TEST FROM YOUR JOBBER

Product of over 30 years' experience, The Amplion has won world-wide leadership in sales through actual supremacy of performance. Test an Amplion—in comparison—and be convinced. Six models, \$12 up. Nationally advertised. Jobbers, Dealers—Write!


THE AMPLION CORPORATION OF AMERICA
Executive Offices: Suite 2, 280 Madison Ave., New York
Canadian Distributors: Burndept of Canada, Ltd., Toronto

PARAMOUNT RADIO AND ELECTRICAL
WHOLESALE DISTRIBUTORS

Wholehearted cooperation with the dealer has always been the prime policy of our house. The largest stock of nationally advertised and standard merchandise, backed by an efficient organization, has made possible the effective development of this policy.

Electrical		Radio	
Flextube	Trumbull	Balkite	Apex
Shardust	Simplex	Heward	Bremor-Tully
Benjamin	Hotpoint	Eveready	All-American
Wadsworth	Polar Cub	Curtis	Cunningham
Star		Frost	Bradley
		Remier	Karas
		Therion	Jefferson
		Premier	Utah

PARAMOUNT ELECTRICAL SUPPLY CO.
160-B W. LAKE ST. CHICAGO, ILL.



The Public Demands ORCHESTRION De Luxe



Wherever ORCHESTRION De Luxe is being sold, it is the overwhelming choice of the radio public. The tone arm, built entirely of bent wood (the best tone reproducing spruce, pine and maple), gives a richness and clarity of reception never attained heretofore. ORCHESTRION De Luxe is the only instrument with this new and vital improvement. With it, you can build a big, profitable business.

Write for literature and our dealer proposition.

RADIO CABINET COMPANY

2125 Olney St.,

Indianapolis, Ind.

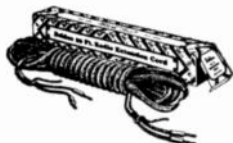


Belden Accessories

that are popular with Set Builders & Set Buyers



Battery Cord—5 color-coded conductors 6 ft. long in brown braid.



Headphone replacement cord for headphones and loudspeakers.



Extension Cord, 20 ft. long, for loudspeakers.

WHETHER you sell parts or only complete radio sets, Belden Radio Accessories are just as important to you as tubes and batteries. Every radio set owner or builder needs a Beldenamel Aerial, a Belden Radio Battery Cord, Ground Wire, Receiver Cord or Extension Cord.

Belden Radio Accessories are nationally advertised and carefully merchandised. Distinctive cartons help you keep the stock clean, your shelves better looking, and speed up your sales, too.

Tie up with the Belden line for quick sales and good profits. Every Belden item is a fast-moving, profit-making accessory. Mail the handy coupon for full details and sales manual.



Beldenamel Aerial Wire in 100 and 150 ft. lengths. Cannot corrode or oxidize. Insures maximum efficiency and range.



Lead-In and Ground Wire, all ready for immediate installation. Sold in 50 and 100 ft. lengths.

Order from Your Jobber
NOW!



Belden Manufacturing Company
2310N So. Western Ave., Chicago

We want to know more about the complete Belden line of radio accessories. Please send us your latest Dealer's Sales Helps.

Dealer

Address

Belden

Competition Grows Keener

Radio's wild scramble is ended. Quality alone will build up sales this winter.

In Hoosick Falls Radio parts you get not only sales-making quality but also consistent accuracy that insures manufacturing economy.

Write for quotations and samples.

No. 152 Antenna Insulator

No. 116 U-V 199 Combination Panel or Base Mounting Triple Socket

No. 108 Triple Regular VT Socket Base or Panel Mounting

No. 115 Regular VT Socket

No. 134 Type Engraved Binding Posts

No. 102 Regular VT Socket with Octagonal Base

No. 300 Rheostat

Bakelite or Composition Two-piece Dial with Brass Bushings—4-in. only

No. 153 Plain Binding Post

No. 103 WD-11 Socket

No. 302 Potentiometer

2, 3 or 4 Inch Two-piece Bakelite Dials

Low Loss Condenser
No. 410 11 plate .00025 Mfds.
No. 411 15 plate .0003 Mfds.
No. 412 21 plate .0005 Mfds.

No. 104 U-V 199 Socket with Octagonal Base

404 Adapter

2, 3 or 4-in. Bakelite or Composition Dials One-Piece

Hoosick Falls Radio Parts Mfg. Co., Inc.

Hoosick Falls, N.Y.

For complete information write to factory direct or to your nearest District Representative as listed below:

General Pacific Sales Co. E. N. Hyde Electric Co., 318 West Ninth St., Los Angeles, Calif.	Wood & Lane Co., 3732 Wyoming St., Kansas City, Mo.	Mr. C. C. Pierce, Evan Williams Elec. Sales Co., 11 High St., Boston, Mass.
Russell Electric Sales Co., 305 Donovan Bldg., Detroit, Mich.	Wood & Lane Co., 915 Olive St., St. Louis, Mo.	General Pacific Sales Co. Stackhouse & Allen Co., 823 Madison St., Seattle, Wash.
Mr. I. D. Livinson, 5335 Park Ave., Suite 14, Montreal, Quebec, Canada		General Pacific Sales Co. 905 Mission St., San Francisco, Calif.



No. 107
Combination Panel or
Base Mounting Socket



No. 104 U-V 199
Socket with Square Base

How many radios in your neighborhood? 500? 1000? 5000?

HOW many radios are there in your neighborhood? Suppose there are only 500. That in itself is a market for \$3,750 worth of Jefferson Tube Rejuvenators!

Every owner of a radio tube set needs a Jefferson Rejuvenator. Some dealer is getting this business in your locality. Are you? Your customers are being told about this important necessity through our Saturday Evening Post and other advertising.

The Jefferson Tube Rejuvenator is built for home use and priced at a figure that's attractive to every radio owner. Used once a month it keeps tubes at full efficiency, insures uniformly good radio reception and lengthens the life of tubes.

This valuable home device completely restores paralyzed or exhausted tubes. Operates on a.c. electric light current—rejuvenates tubes in just 10 minutes. Takes large or small tubes—types 201-A, 301-A, UV-199, C-299, 5-VA. Packed four to a carton in an attractive counter display box. Order from your Jobber today.

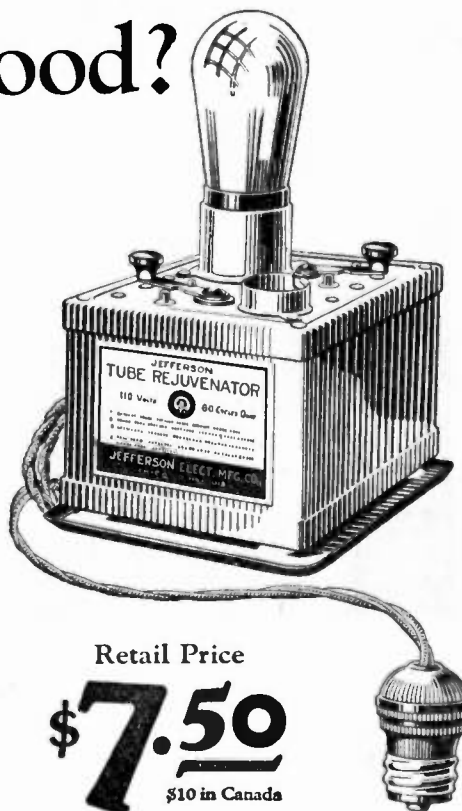
JEFFERSON ELECTRIC MFG. CO.
501 South Green Street, Chicago, Ill.



Makers of Jefferson Radio, Bell Ringing and Toy Transformers; Jefferson Spark Coils for Automobile, Stationary and Marine Engines; Jefferson Oil Burner Ignition Coils and Transformers.

JEFFERSON TUBE REJUVENATOR

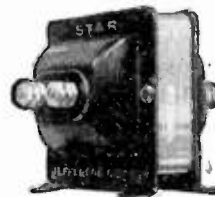
Keeps radio tubes like new



Retail Price

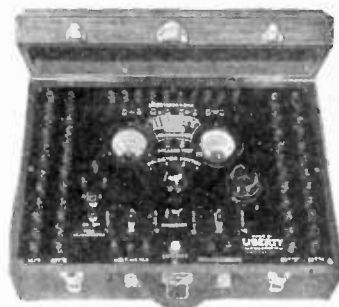
\$7.50
\$10 in Canada

JEFFERSON RADIO TRANSFORMERS



OUR national advertising is telling your customers about the superior reception they will get with Jefferson Radio Transformers. Our experience as the world's largest manufacturers of small transformers is widely recognized. Everywhere the word is going around—"for clear, sweet, natural tones—for amplification without distortion—use Jefferson Transformers." Are you capitalizing the popularity of these better transformers? Order from your Jobber—display Jeffersons on your counter and in your window.

How to Use the LIBERTY Comparometer



*To Buy
Wisely*



Test every radio set which comes into your store by comparing with others in your line by means of the LIBERTY COMPAREMETER. If a salesman offers a set, a tube, or a battery with the claim that it will do more than those you are now selling, the LIBERTY COMPAREMETER will quickly tell you whether his claims are true. Test all radio equipment this way before you buy it. This even applies to goods from your regular manufacturers, in which slight mechanical defects may cause a noticeable difference in performance. These tests can be made in an instant and they settle the efficiency of radio apparatus, beyond dispute.

Think how this device increases the sale of sets! With the flick of a finger you can instantly switch on or off any one of four different sets or four different speakers. If a prospective customer is listening he can hear an instant comparison between your set and your competitors'. He can also instantly compare the merits of the different priced models which you offer. The LIBERTY COMPAREMETER removes "loose talk" from radio selling. A most important feature is that sets can be compared for quality at the same time their cost of battery upkeep is measured,—thus picking out the set that not only *sounds* best, but is also most economical. Use it in a demonstration and your prospect cannot leave in a doubtful frame of mind.

If you want to know how four different sets compare, listen to them all during the singing of one verse of some song. You can make such a test only with the LIBERTY COMPAREMETER.



*To Sell
Convincingly*

Instant comparison under constant conditions

Aerial, ground, batteries and speaker remain the same. Only the sets are switched in and out of the circuit on the flick of a finger when you use the

**LIBERTY
COMPAREMETER**

**Fully guaranteed. Price \$125
Jobbers, dealers, experimenters:
Order at Once!**

Patent applied for. Manufactured only by

**Liberty
Transformer Co.**

**123 N. Sangamon St.
Chicago**

To Rejuvenate Tubes

Thoriated tubes, either standard or peanut type, can be tested for efficiency, and if found to be weak, can be rejuvenated. Meanwhile, during rejuvenation, you actually can see the output reading increase until the tube tests as good as new.

THE TUBE WITH A SENSIBLE GUARANTEE

REG. U.S. PAT. OFF.
SUPERTRON
A GOOD TUBE.



*They want!
What they want!
When they want it!*

You owe that service to your customer in consideration of patronage.

You owe that service to yourself in consideration of profit and Good-Will.

Earn both—give them Supertron. As good as a tube can be.

Not "Just Guaranteed," that's nonsense, but guaranteed by a serial number with identification—*That's sensible.*

Distributors:

FIRESIDE RADIO SET CO. Chicago	M. H. JOHNSON ELECTRIC CO. Utica
YARR & LANGE DRUG CO. Milwaukee	HINSDILL ELECTRIC CO. Troy
THE ROYCRAFT CO. Minneapolis	AMERICAN PHONOGRAPH CO. Albany
SOERENSON LAMP CO. Des Moines	ROSEN TALKING MACHINE CO. Boston
HIPPEE-STATES AUTO SUP. Des Moines	BALT. HUB WHEEL & MFG. CO. Baltimore
ORR BROS. Cedar Rapids	IROQUOIS SALES CO. Buffalo
RADIO DEALERS SUP. CO. San Francisco	CYCLE AUTO SUPPLY CO. Buffalo
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FRANKLIN ELEC. SUP. CO. Philadelphia	HAMBURGH BROS. Pittsburgh
KEYSTONE RADIO DIST. CO. Philadelphia	REYNOLDS RADIO CO. Denver
ALLEN TOWN RADIO DIST. CO. Allentown	RADIO STORES, INC. Denver
GOODLIN AUTO SUP. CO. South Bend	BURR-FOWLER Syracuse
SWANSON ELECTRIC CO. Evansville	ED. J. GOETZ CO. Cincinnati
M. A. BAKER & SON. Elmira	ELGIN RADIO CORP. Elgin
C. E. MIEHOFF & CO. Chicago, Illinois	TURNER-LIPPE Newark
	IMPERIAL RADIO CO., Saulte Ste Marie, Can.

BRANCH OFFICES:

CHICAGO 21 East Van Buren St.	DALLAS 2006 1/2 Commerce St.	INDIANAPOLIS 19 Arcade	KANSAS CITY 410 East 14th St.	SAN FRANCISCO Rialto Bldg.	PITTSBURGH 1406 Keenan Bldg.	BOSTON 99 Bedford St.
ATLANTA Ga. Savings Bank Bldg.	PHILADELPHIA 353 No. 4th St.	MINNEAPOLIS 229 So. 4th St.	DENVER 1641 Stout St.	LOS ANGELES 443 San Pedro St.	DETROIT 714 Lafayette Bldg.	OMAHA, NEB. 625 Security Bldg.
						BUFFALO 293 So. Elmwood

SUPERTRON MFG. CO., Inc., HOBOKEN, NEW JERSEY
Export Dept., 220 Broadway, New York City

ALL TYPES

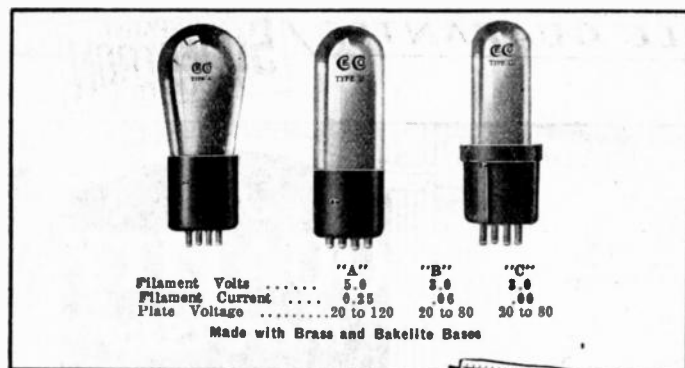
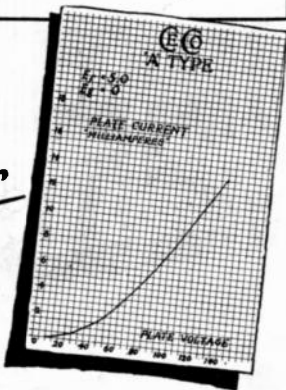
\$2.00

Canada, \$2.75



S U P E R T R O N

A SERIAL NUMBER GUARANTEE

TRADE
MARK
REG.**CECO****TUBES***Make a Good Receiver***Better**

CeCo Tubes are "Best by Test." Not just because we say so, but because they PROVE so in actual use. Clearer tone, increased volume, maximum results, longer life! You'll SEE the difference in YOUR receiver whatever its type.

CeCo Tubes are surprisingly superior, whether used as radio frequency amplifiers, detectors, oscillators, or audio frequency amplifiers. They have established a new and higher standard of tube excellence.

Every CeCo Tube backed by a guarantee that's backed by a company of established reputation and responsibility.

A complete plant, modern in all respects, with an experienced technical staff is devoted exclusively to the manufacture of perfect tubes under the registered trade mark "CeCo."

Insist on "CeCo" Tubes for Results.
Approved by Recognized Authorities

Your radio dealer has them or can get them for you. You can buy cheaper tubes. You CAN'T buy better ones. Three types—one quality—the BEST.

Set manufacturers: Ask about our SPECIAL MATCHED tubes. Trade supplied only through Jobbers.

C. E. MANUFACTURING CO.
702 Eddy Street Providence, R. I.



ATLANTIC RADIO TUBES

Recognized by those who know as THE FINEST TUBE in the independent field. A simple fact — simply stated.



Supplied through Jobbers of the better class to dealers who are wise enough to handle only the best in radio.

Type 201A. Type 199—Small or Large Base

ATLANTIC ELECTRIC LAMP CO.
DANVERS, MASS.



RADIO TUBE MACHINERY

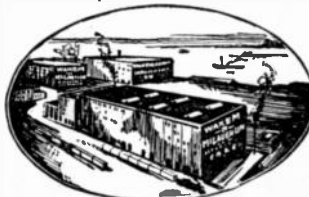
We make over 150 Types of Machines necessary to manufacture Radio Tubes and Electric Incandescent Lamps. We are also experts on Compound High Vacuum Pumps, Gas Purifiers, all types of Wire Specialties, Wire Welds and Tubed Wire, Radio Bases for all types of Tubes. Electric Spot and Butt Welders.

EISLER ENGINEERING COMPANY
753-764 South 13th St. Newark, N. J.

Radio Dealers!

Get This Catalog

It displays the best radio merchandise in the country. Liberal discounts. Speedy shipments. Write on your letterhead for a copy. Ask for R1004.



Wakem & McLaughlin, Inc.
225 E. Illinois St.
Chicago, Ill.

HOLMES

ARGON Battery Charger

2 and 5
Ampere
Models



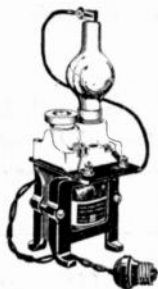
2 Amp.
Model
\$18.00

THIS season the Argon, like all other worth while Radio products on the market, is enjoying a much greater demand than ever before.

This means that distributors of the Holmes line have in their hands a powerful wedge for opening up old accounts and also starting new business on their books.

The Argon, which is truthfully called "radio's most simplified quality charger," has made thousands of enthusiastic users every year.

Hence, jobbers can cash in on the clean reputation Holmes products have built for themselves in the past five years.



HOLMES
Auto Charger
Model "B"

This Holmes quality product meets the popular demand for a low-priced thoroughly efficient bulb type battery charger. It is absolutely quiet in operation, light in weight and simple to operate. It is furnished in the 2 and 5 ampere rate. Each charger is carefully inspected, thoroughly tested and fully guaranteed. Only because of our large output can we manufacture such a quality item to sell at the low price of \$13.50 complete.



HOLMES
Tube Renewer

This popular little item has been a success from the start because it supplies a long felt want for the radio fan. Holmes Tube Renewers refreshen any tube that will light and make it function as well as a new tube.

This feature of economy appeals to all tube users and hence opens a big field for this quality item that lists at \$6.00.

HOLMES ELECTRICAL MFG. CO.
1810 Leland Ave., Chicago, Ill.

"We are therefore glad to congratulate you on having achieved the manufacture of a hydrometer which is far superior to most others which we have tried."

Very truly yours,
XXXXXX ELECTRIC CO.

(Name on request)
Chief Engineer.

SUCH flattering words from one of the foremost battery and battery charging equipment engineers do not come unearned. He knows batteries and hydrometers from a practical and technical standpoint and when he says "and yours we are glad to state are perfect by every laboratory test" it means just that.

The

Ayanbee

RADIO BATTERY TESTER

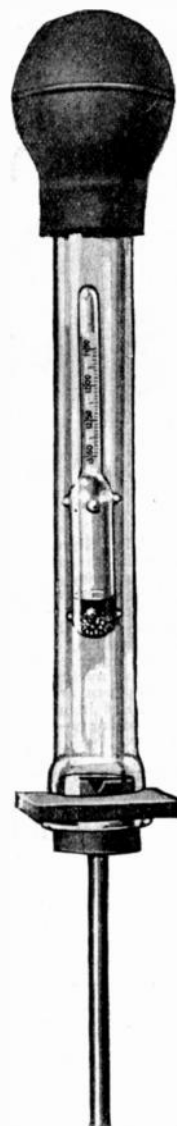
For "A" and "B" Storage Batteries is perfect by every laboratory test.

Why search for a dependable battery tester, when the searching has been done for you in the laboratory of a well known electrical equipment manufacturer.

Dealers: See your jobber.
Jobbers: Write for Discounts.

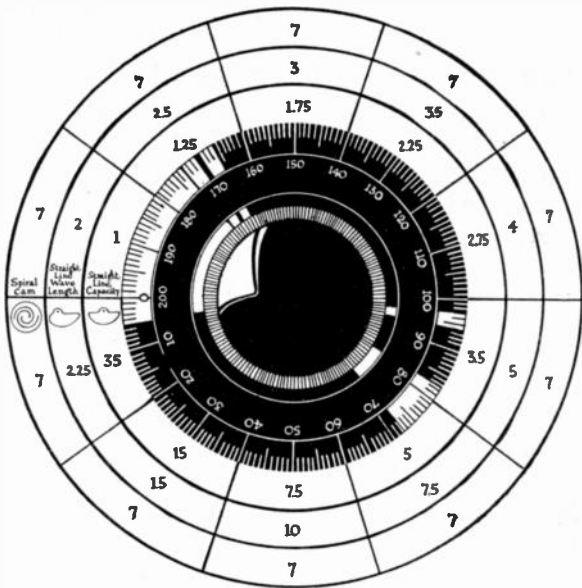


**LIST
75c**



*"Unless the Float
Is Right,
The Reading,
Is Wrong."*

The Scranton Glass Instrument Co., Inc.
Scranton, Penna.



This Efficiency Chart Tells You a Profit Story



It's easy to deal with successes. That's just what we're inviting you to do when we present the Signal Spiral Cam Condenser. Look at the chart above. It's in a class by itself—there isn't another condenser on the market with the perfect Signal cam control that separates stations absolutely evenly over the 360° of the dial. And there can't be because it's a patented feature protecting Signal Jobbers and Dealers.

Other Important Features

The Signal Spiral Cam Condenser operates with velvety smoothness and with a complete elimination of back lash permitting easy and accurate tuning. The electrostatic field is concentrated within a small area and the dead dial shaft is not connected to either set of plates. It is compact, being no larger than the old semi-circular type. It is die cast throughout, insuring absolute uniformity. It is designed for either single or three-hole mounting and air core transformers can in turn be mounted directly on the condenser. Signal Spiral Cam Condensers are built in three sizes with unusually low minimum capacities in all sizes, giving a high tuning ratio. One price for any capacity—.00035, .00025, .0005—\$4.00. See one at your dealers.

Another Big Seller—The Signal Bracket Type Loop Aerial

Popular because it fastens right onto the end of the standard radio cabinet and cuts out that "extra piece of apparatus." Turns a complete 360° in the width of the average cabinet. Just as fine a loop in all other respects as the Signal Table Type Loop Aerial—walnut throughout, nickel trimmed with a third tap for circuits requiring it. Get the profit facts today.

Signal Electric Mfg. Co.
Dept. 5-J, Menominee, Michigan

Branch Offices

Boston
Chicago
New York

St. Louis
Philadelphia
Minneapolis
Montreal

Pittsburgh
San Francisco
Los Angeles
Havana, Cuba

Atlanta
Toronto
Winnipeg



"Where Millions of Good Radio Parts Come From"

The Wilson "B" Radiopower Unit

Pats. Pend.



List
\$35

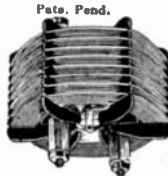
In Walnut Case

One of the most important developments of the season. A dry storage "B" battery, together with Automatic trickle charger, built into a handsomely finished combination walnut case. As convenient as an eliminator, but will not set up the slightest hum in the receiver.

Dependable and economical. Delivers constant voltage. Requires no attention except to switch it on and off. No acid to spill. No moving parts to get out of order. Every set owner is a prospect regardless of the type of unit he is now using. This will be a Radiopower-Unit year.

Place an order for your requirements now.

Pats. Pend.



The Andrews Paddlewheel-Coil

Made in three types adapting it to nearly all standard hook-ups. Has exceptionally high ratio of inductance to resistance with minimum distributed capacity. Moisture proof. No dope on windings.

Increases range, volume and selectivity. Improved tone quality is noticeable throughout the entire wave length band. Losses are negligible. Used in highest grade receivers such as Andrew's Deresnadyne, and Buckingham. We can furnish constructional blueprints of many receivers and circuits using this superior coil. List Price \$3.00.

Our Technical Department will answer Inquiries.

Duo-Spiral Folding Loop

List
\$8.50



Pats. Pend.

A compact and beautifully proportioned loop. Handsomely finished in silver and mahogany. Has insulated handle and graduated dial. Reduces static and helps to cut out interfering stations. A special model for super-heterodyne and all other standard circuits. Made in 18 and 24 inch sizes.

Stock these thoroughly dependable and extensively advertised products. Discounts on request.

Radio Units Inc.

1309 First Avenue

Maywood, Illinois

Perkins Electric, Limited, Toronto, Montreal, Winnipeg

— These Signs in Circuits —
Mean a Market for

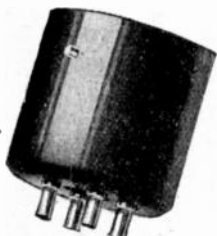
Potter BY-PASS Condensers

- Prevent "B" voltage fluctuation
- Allow undistorted amplification
- Make possible full bass tones
- Improve reception with "B" Supply Units.

Made in $\frac{1}{10}$, $\frac{1}{5}$, $\frac{1}{2}$, 1, 2, 3 and 4 Microfarad sizes

Order from Your Jobber

POTTER MANUFACTURING COMPANY • North Chicago, Illinois

Arrow
indicator
knobRadio tube
baseRadio tube
socket

Radio Parts of BAKELITE

—and a custom
moulding service
for manufacturers
of electrical
and mechanical
products

OUR entire organization is devoted to custom moulding for the manufacturer of any product wherein Bakelite can play a part in production economies.

We have the experience, personnel and press equipment to give you the parts how and when desired.

At your service with anything from Bakelite.

MOULDED PRODUCTS CORPORATION
549 West 52nd St., New York, N. Y.

3" radio
dial4" radio
dial

May we
submit
quotations?

55th Year National Electrical Supply Company

1328-30 New York Avenue
Washington, D. C.

Jobbers

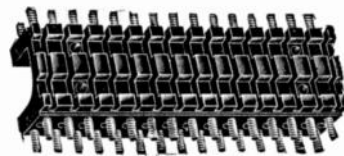
Since 1870

**Radio Equipment
Electrical Supplies and Appliances
Machinery and Mill Supplies
Automobile Accessories**

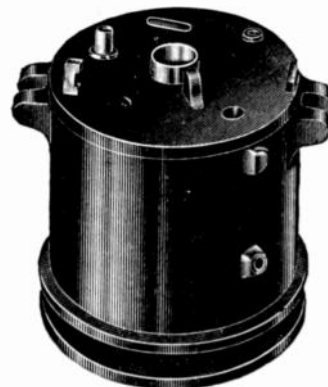
Authorized Distributors for Radio Corporation
of America—Music Master—Fada—Dubilier, etc.

"INSULATE"

MOLDED COMPOSITION
(Registered Trademark)

A part molded with 60 inserts and 36 holes
therein

Any shape
Molded to Order
from
"INSULATE"
or
"HI-HEET"
(BAKELITE)



Facilities Large



Deliveries Prompt

GENERAL INSULATE CO.

1000 Atlantic Ave.

Established 1904

Brooklyn, N. Y.

**Dealers in
Radio!**

Wire or write
at once for the
exclusive Apex dealer
franchise plan.
It is a money maker

Apex Electric Mfg. Company
1415 W. 59th St., Dept. 1015, Chicago



Stock the Full Line of French RAY-O-VACS

A sale is profit and every sale you lose runs up your overhead. You need never lose a battery sale with a stock of French Ray-O-Vacs for they are built right, priced right and there's a size and shape to meet every customer's demands—ten models in all.

All French Ray-O-Vacs are built to the same high standard of quality, but the larger sizes last longer in proportion to cost and you make more profit. Push the larger sizes.

FRENCH BATTERY COMPANY, Madison, Wisconsin
ATLANTA DALLAS KANSAS CITY CHICAGO NEW YORK MINNEAPOLIS

FRENCH RAY-O-VAC

Radio's Best Batteries



**100%
SALES**
Full Size
\$1.50
Complete
with Lamp

**The New
CARTER
"IMP"
Pilot
Switch**

Here is a product every set owner wants. Put a Display

Carton on your counter, they sell themselves. A quarter turn battery switch, which automatically shows by a red light when the tubes are burning—and is out when the set is "off." Operates on either 6 or $4\frac{1}{2}$ volts. Packed in individual boxes of 10 to attractive display carton.

Write for illustrated price list of complete line of Carter Radio products.

Have you seen the new Carter "Dialite"?

In Canada: Carter Radio Co., Ltd., Toronto

Carter Radio Co.
300 S. MICHIGAN AVENUE
CHICAGO, ILL., U.S.A.

ELECTRASOTE

TRADE MARK
(New Type)

Radio Panels

have a High Volume and Surface Resistivity, excellent Tensile and Transverse Strength and a very Fine Appearance.

M. M. FLERON & SON, Inc.
Exclusive Sales Agents
113 N. Broad St. Trenton, N. J.



Lincoln
Refills Paid Office
RADIO PRODUCTS

Collapsible Loop Aerials

Standard of the Radio Industry

Popular prices, national advertising, and the recommendation of one user to another, have made Lincoln Loops leaders in their field. Lincoln Four-Point Tapped Loop lists at \$8.00. Lincoln-Center Tapped Loop at \$6.50.

Write for catalog fully describing Lincoln Loops, Low-Loss Condensers and other Lincoln Guaranteed Products.

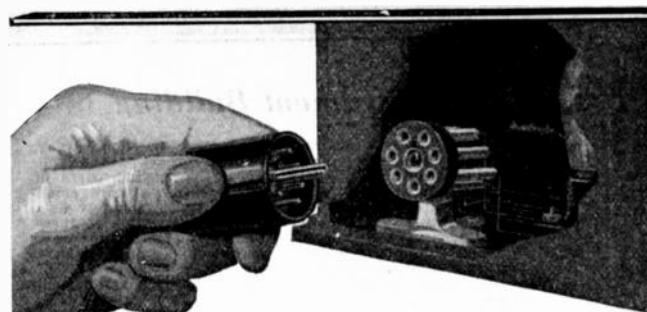
LINCOLN RADIO CORPORATION
224 North Wells Street. Chicago



Oh boy
KESTER
Rosin Core
Radio SOLDER
Sure is Safe and Simple

A genuine solder with pure rosin flux approved by radio engineers and used by set builders throughout the country. Attractively packed in carton holding ten cans. Steady sales—year round repeats. Dealers—your jobber can supply you. Manufacturers—let our Service Department work with you on Specials.

CHICAGO SOLDER COMPANY
4253 Wrigleywood Av., Chicago, U.S.A.
Originators and World's Largest Manufacturers of Self Fluxing Solder

**START RIGHT!**

Handle Radio Sets Multi-Plug Equipped or Equip Those You Have With Our Type BP Adaptable to Any Set.

You can then demonstrate one or a number of sets from one set of batteries as all Multi-Plugs are interchangeable. A plug and socket connection between the batteries and the radio is as essential as a cord and socket on an electric iron, and your customer will want one with the set he buys or for the set he now has. It will pay to stock Jones Multi-Plugs which are nationally advertised and non-competitive. Write today for descriptive folder and prices.

HOWARD B. JONES
618 S. Canal St. Chicago



Jones MULTI-PLUG

THE STANDARD SET CONNECTOR

HERE IS A REAL SELLER!

List
Only
\$17.50

SUPERADIO SUPER HET KIT
with Matched Transformers and Filter

Everybody wants a "Super"—and now everybody can have one: a real one! This new Superadio Super HET Kit contains 1 Oscillator, 1 Antenna Coupler, 3 perfectly matched intermediate transformers and a filter tuned to the same identical peak. And you can sell this outfit at the nationally advertised price of only \$17.50. Also made up in a complete Kit. Write us at once for prices—and further details. Also ask for the new Welty Catalog—a sure guide to profitable retailing.

WM. A. WELTY CO., 36 So. State St., Chicago

NIAGARA

Radio "B" Batteries

SUPERIOR
QUALITY
and
PERFORMANCE

assures ever increasing volume repeat business. Write for illustrated bulletin.

NIAGARA
SALES CORPORATION
3-S Waverly Place
N. Y. City



AJAX—St. Louis—
Distinctive,
Approved Parts
and Accessories—
Greatest Values—
On Antenna Sets—
Porcelain Insulators—
Binding Posts—
Rheostats—
Crystal Sets—
Detectors—
Crystals—
Straight Line Frequency Condensers—



AJAX ST. LOUIS

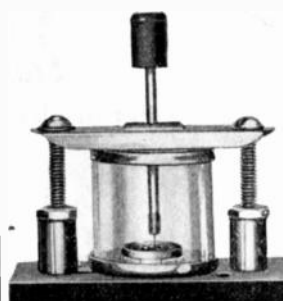
Multi Radio Plugs

No. 18—For Jacks
No. 18A—For Binding Posts
Connect One, Two, Three or Four Receivers or Loud Speaker—Always in Series. Giving equal amount current to all. Multiple connections will give good results only to one of least resistance.

AJAX ALWAYS IN SERIES
WITH POSITIVE CONTACTS



Ajax Electric Specialty Company
Radio Bldg., 1926 Chestnut St., St. Louis, Mo.
Manufacturers and Jobbers—Samples and Quotations on Request—Electros for Your Catalogue



There will
always be
a demand for

CRYSTAL DETECTORS

List, 30c.

THE AIREX COMPANY

799 Greenwich Street, New York, N. Y.

Instrument Building

Because of the very exacting nature of their work, instrument makers must depend in great part on operating conditions. For instance, the moving parts of instruments, especially the miniature types, are small and delicate and the clearances are proportionately fine. The Jewell organization gives full consideration to these requirements and supplies them in a complete way. Good illumination—clean surroundings—ample room—proper equipment—in fact every facility that proves of value in maintaining accuracy of the instrument is found here.

Twenty-five years of experience in making instruments that have proven accurate under various conditions assure you of successful results with all Jewell installations.

Jewell Electrical Instrument Co.
1650 Walnut Street, Chicago, Ill.



SEE FULL PAGE THORDARSON ADS IN LEADING PUBLICATIONS FEATURING THE EXCLUSIVE USE OF THORDARSON TRANSFORMERS BY MACMILLAN ARCTIC EXPEDITION. CASH IN ON THIS.

ZENITH
KENNEDY
Radiodyne
Planstiehl
Howard
Thermodyne
GLOBE
Deresnadyne
ADLER-ROYAL
MURDOCK
MU-RAD
Valley
Silver-Marshall
QZARKA
ULTRADYNE
Newport
LEICH
NUNN-LANDON
KUSTOMBILT
and many others

Advertised Everywhere!

Biggest Advertising Campaign in Thordarson History Now Running

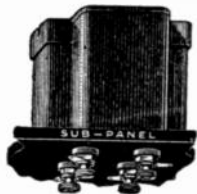
Unconditionally Guaranteed

THORDARSON

Super
TRANSFORMERS
Standard on majority of quality sets

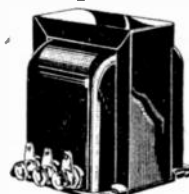
Put in plenty of Thordarsons—demand will be multiplied

STOCK THESE NEW TYPES, TOO!



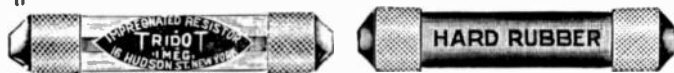
Thordarson Audio Freq. Transformers—sub-panel Mounting Type (pictured at left). Same ratios, same prices, as the Thordarson standard top mounting type: 2-1, \$5; 3½-1, \$4; 6-1, \$4.50. Thordarson Autoformer All-Frequency Amplifiers (latest Thordarson development—also being widely advertised see cut at right), each \$5. Thordarson Power Amp. Transformers, pair \$18. Thordarson INTERSTAGE Power Amp. Transformers, each \$8. Prices quoted are list.

Thordarson jobbers everywhere!



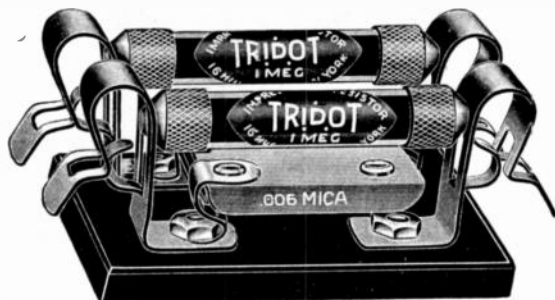
THORDARSON ELECTRIC MANUFACTURING CO.
Transformer specialists since 1895
WORLD'S OLDEST AND LARGEST EXCLUSIVE TRANSFORMER MAKERS
Chicago, U.S.A.

"IMPREGNATED"



Your own name or trade-mark if desired

OUR NEW DOUBLE RESISTOR MOUNTING



OUR RESISTOR MOUNTINGS ARE COMPLETELY ASSEMBLED
AND SUPPLIED WITH ALL RESISTORS AND CONDENSERS

The No Extra to Buy Amplifying Kit

TRIDOT

Reg. Trade Mark

ELECTRIC CO., INC.

AERODYN COMPANY

1780 Broadway New York, N. Y.
Factory Sales Agents

"EAGLE" Battery Chargers

The Leader
of Radio Battery Chargers

THE "EAGLE" CHARGER—at no additional cost, uses Standard Rectifier Tube.

The Special Transformer in THE "EAGLE" CHARGER cannot burn out Radio Tubes.

THE "EAGLE" CHARGER charges 130 Volts of "B" Battery in series—distinctly an "EAGLE" feature.

The Variable Charging Rate of THE "EAGLE" CHARGER enables you to control the charge.

THE "EAGLE" CHARGER has an accurate graduated scale—correct at 110 Volts.

THE "EAGLE" CHARGER is silent in operation.

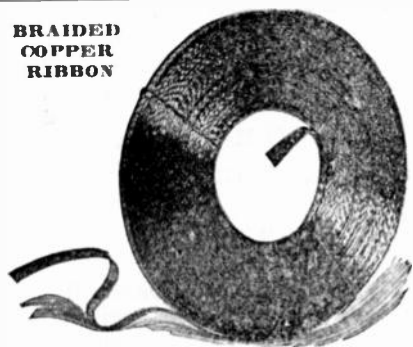
You can charge your "A" and "B" batteries without disconnecting batteries from your set.

The Real Charger to Build into Your Set
Distributed by All Leading Jobbers and Dealers

EAGLE CHARGER CORPORATION
121 North 8th Street Philadelphia, Pa.



BRAIDED
COPPER
RIBBON



Note the
many strands



Shown here
exact size

No. 25 Copper Web
BRAIDED RIBBON
Antenna Wire

—is made of 25 strands of copper wire braided into a strong flexible ribbon aerial three-eighths inch wide, and containing in each 100 feet nearly one half-mile of single copper strands. This gives greatest possible capacity and conducting surface with less resistance, and will increase the efficiency of sets from 25 to 50%. It is equally good for an indoor antenna, and due to its great tensile strength is the

ideal outdoor aerial. Brings in distant stations clearer, louder and with better tone. Takes less battery current to operate.

Made in copper, tinned copper and enameled copper, and put up in coils of 50 ft., 100 ft., 150 ft. and on spools of 500 ft.

Sold by all radio and electrical jobbers and dealers.

We also make round, braided and stranded wires—all metals.

Litz Wires—Cotton Covered Wires—Springs.
ROSS WIRE COMPANY

69 Bath St.

Providence, R. I.

A SURE BET

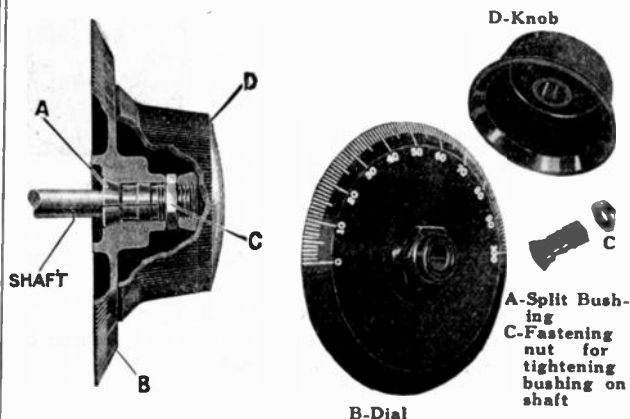
The "Hawley" 22½ volt un-acid ever-lasting rechargeable "B" storage battery \$2.95 list. Includes chemicals. 90 volts, \$10 list. Other and larger sizes. Sold for over 3 years on a non-red-tape 30-day trial refund with a further guarantee of 2 years. Complete ready to run "B" battery charger \$2.75 list. Ask about the "Hawley" franchise giving exclusive and protected territory. The "Hawley" is backed by an aggressive advertising campaign in over 12 national radio publications. The "Hawley" is getting the business—you can by getting in on the ground floor. Free literature, same day service and friendly relations will make it worth your while.

B. H. SMITH
39 Washington Ave., Danbury, Conn.



KURZ-KASCH Aristocrat Line

"Aligns rite—Holds tite"



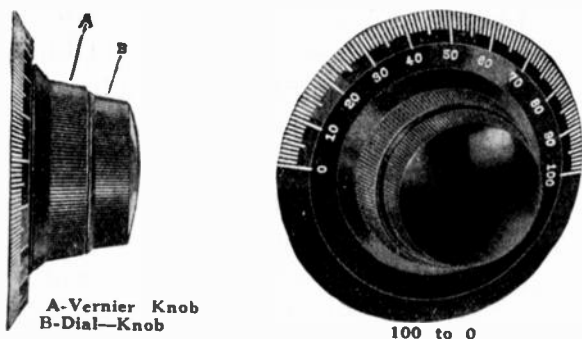
The Kurz-Kasch patented split bushing method of mounting at once became popular. Over two hundred Radio manufacturers and thousands of set owners, appreciating these products, have purchased them in ever increasing quantities. The high quality and workmanship have earned for Kurz-Kasch products the position of leadership. They are the acknowledged best.

Kurz-Kasch Aristocrat E-Z-TOON

(EASY TUNE)

"The Key to Simplified Tuning"

The Kurz-Kasch Aristocrat E-Z-Toon gives that close vernier adjustment so essential and desirable, greater distance, closer selectivity, simpler tuning. Used as standard equipment by some of America's best set manufacturers.



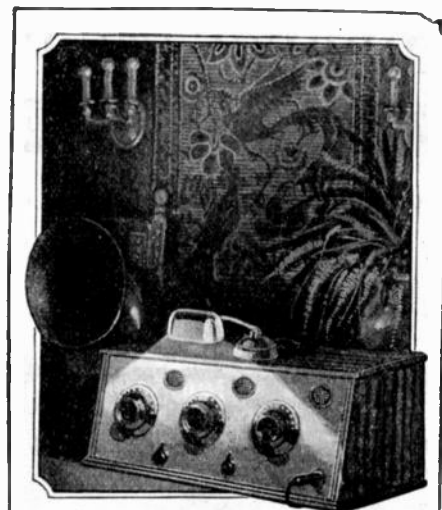
Kurz-Kasch
bear this
—Insist on



Products
Trademark
the genuine

Write for illustrated literature on complete Kurz-Kasch line, Dials, Knobs, Sockets, Potentiometers, Rheostats, etc.

The Kurz-Kasch Company
Largest Exclusive Moulders of Bakelite
Factory and Main Office: Dayton, Ohio



A Lamp de Luxe

DIALITE

Jobbers and Dealers

An attractive Lamp to satisfy the demand for a Portable Radio Light which illuminates the dials, and serves as a Trouble Finder.

Liberal discounts.



Manufactured by
ACCESSORIES MFG. CO.
2311-29 N. Crawford Ave.
CHICAGO




The Perfect Insulating Material

for Electrical Radio and Mechanical Products. Also Ideal for Novelties.

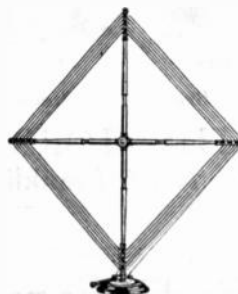
All Radio Parts in Stock

Quotations supplied from blue prints or sample promptly

Ballston Insulating and Composition Co., Inc.
Ballston Spa, N. Y. New York Office: 18 Hudson St.

A Sign of Good Service

Today the radio dealer wants to impress his customer with the *quality* of his stock—for the wise radio buyer now knows what quality means in radio. The Bodine Loop looks its quality—in beauty of design, in its special features, in its obviously different construction. You not only increase loop sales, but give your customers an impression of quality when your counter or show window displays the




BODINE FOLDING LOOP

The basket weave method of wiring used exclusively by the Bodine Loop insures superior results. A calibrated dial allows directional logging of stations, and an insulated handle for turning loop prevents the effects of body capacity.

The Bodine is a really artistic bit of furniture—graceful and beautiful, with green silk wire and slender frame of brown mahogany finish. Two feet square when set up. Folds into a box $3\frac{1}{4}$ x 6 x 18 inches in size.

There is a Bodine Loop designed to give perfect service with every set suited to loop reception. Excellent for Remler Super Het; special models for Grube Synchrophase and Radiola Super Het. Prices \$8.50-\$10.

BODINE ELECTRIC CO.
2248 W. Ohio Street, Chicago, Ill.



Criss-Cross the country with a Premier Ensemble. A hundred thousand radio buyers will be enjoying this new development of the Premier Electric Company in the next few months—and getting the triple combination of wonderful reception, distance and selectivity at a third or a quarter of the price they expected to pay.

A complete ensemble (not a kit) of Genuine Premier parts, already attached to Genuine Bakelite panels, beautiful dark walnut grained. Premier quality through and through and retailing at \$35!

Dealers. Write us at once. It is the slickest and easiest selling set of the year. Write—we will tell you something that means big profits for you.

Premier Electric Company
Dept. L-27 1800 Grace St., Chicago, Ill.



EBY PATENTED BINDING POSTS

are round, naturally; yet they can boast five distinct *points* that all wide-awake dealers appreciate.

1—Built-in superiority. 2—Proper packaging. 3—National advertising. 4—A consistent demand at 15 cents retail. 5—A worth-while profit.

Our name is on the base of every genuine E B Y post. Furnished either plain or engraved in twenty-five different markings. Your jobber can supply you.

THE H. H. EBY MFG. CO.
Philadelphia, Pa.

Specializing in the manufacture of
TUBE SOCKETS, BRASS—NICKEL PLATED ANY
 STYLE



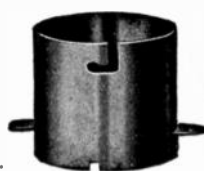
No. 5



No. 10 (4 ears)



No. 15



No. 8



No. 10 (2 ears)

Quick Delivery

Guaranteed
AccuracyPrices which will
interest you.

Brass Screw Machine Parts to Blue Print or Sample

THE TORRINGTON MFG. CO.

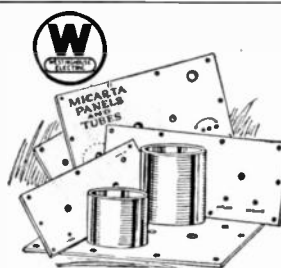
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**Radio Fans**

Did you ever try this?
**YAGER'S SOLDER-
 ING SALTS**, 1 part;
 water, 10 parts. Apply
 with a match the least
 drop of solution to joint
 and solder. **RADIO
 PERFECT JOB.**

Samples upon request
anywhere.**ALEX. R. BENSON COMPANY, Inc.**
HUDSON, N. Y.

For list of distributors see McRae's 1934 Blue-Book

**WESTINGHOUSE
Micarta Panels**

High Dielectric Strength
 Perfect Polished Surface
 Accurately Cut
 Beautifully Engraved
 Precision Drilling

ENGRAVING
 DRILLING
 SHEETS—TUBES
 CUT TO SIZE

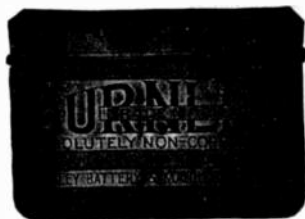
Engraving & designing
Since 1890

PAUL GOLDSTEIN & CO., Inc.
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 NEW YORK CITY

Telephones Franklin 3682-3

It's all over town!

—that for quick and
 easy soldering, Burnley
 Soldering Paste can't be
 beat. Solder flows
 smoothly and the joint is
 firm and secure every
 time. Write for free
 sample and try it your-
 self.

**Burnley Battery & Mfg. Company**
North East, Pa.**BATTERY LEAD TAGS**

PAT. PEND.

Mfd. by **PAUL GLAMZO** 203 Lafayette St., New York**HARD RUBBER**

Sheets—Rods—Tubing

Special parts made to order. Send samples or sketch for
quotation.**PANELS**

HARD RUBBER

**"RADION"
ANY SIZE**

N. Y. HARD RUBBER TURNING CO.
 212 Centre Street, New York, N. Y.

ALLEN FLUX
 NON-ACID—FOR SOLDERING
**SUCCESSFUL
 SOLDERING**

When you join two metals with solder
 the joint is stronger than the metal
 it joins if good solder is used with—

Allen Soldering Fluxes

for sure, secure soldered joints—

Send for free samples now.

L. B. ALLEN CO., INC., 4550 N. Lincoln Street, Chicago, Illinois

at it
 since
 '93

**Crescent Braid Co., Inc.**
Providence, Rhode Island

Makers of "Blue Ribbon" Extension Cords,
 Telephone Cords and Battery Cables for Radios

Specializing in braided materials made
 to large manufacturers' specifications

HEATH CONDENSERS

For Real Radio Reception

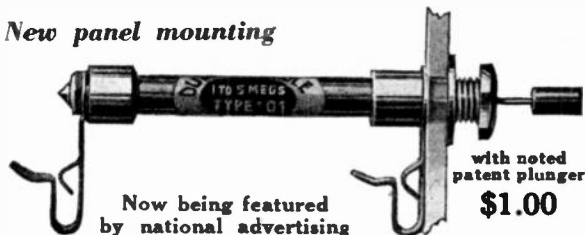
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Heath Radio & Electric Mfg. Co.
 206 First St., Newark, N. J.

Give 'em what they want—

DURHAM Variable High Resistance

New panel mounting



Now being featured
by national advertising

with noted
patent plunger
\$1.00

Early orders indicate full capacity production shortly. Better order now.

Standard
style



Fits all clips 75c

Both
types
in these
sizes

No. 100—1,000 to 100,000 ohms
No. 101—0.1 to 5 megohms
No. 201A—2 to 10 megohms

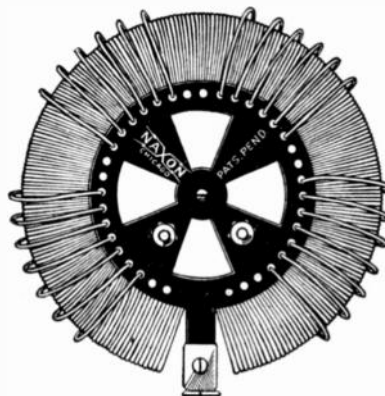
Order by style and size

Write for New Fall Sales Plan.

DURHAM & CO., Inc.
1936 Market St. Philadelphia

NAXON

TOROIDAL TRANSFORMER



Unusual results are obtained with Naxon Toroidal Transformers, because of the following principles:

1. Correctly distributed external primary.
2. Maximum magnetic coupling with minimum capacity coupling.
3. Absence of usual secondary eddy-current losses.
4. Sturdy construction without coil housings to absorb energy.
5. Each turn a perfect toroid. No trick style winding with losses at every angular bend.
6. Low resistance-spaced windings.
7. Silver-plated primary reduces skin loss.

Because of the above features, coupled with special attention-getting carton, dealers find Naxon Toroidal Transformers exceptional sellers.

Get the Facts—Write Us!

NAXON ELECTRICAL LABORATORIES
Insutance Research Division
4526 Cottage Grove Avenue CHICAGO, ILL.

No Missionary Work Needed for These Well Known S-M Parts

The new line of Silver-Marshall parts for the impending season represents the last word in scientific development. They have been recommended for use in the most up-to-date receivers by such authorities as M. B. Sleeper and McMurdo Silver. The new Silverplated Straight-Line Wavelength Condenser has caused an instant demand. Nationally advertised in newspapers and magazines. Send for description.



The new S-M S-L-W Condenser. Lowest loss known. Plates entirely silver plated. Retailers for \$6.00, \$5.75 and \$5.50. A winner!

New Transformers Now Ready



New S-M Bakelite case transformers.
Retail at \$8 ea.

The Silver-Marshall "210" and "211" transformers are the finest ever made. Each transformer supplied with its individual curve. New Bakelite case increases efficiency 30 per cent.

Dealers and Jobbers: Send for complete literature of S-M Products, and our exclusive sales proposition for your territory.

Silver-Marshall

113 So. Wabash Ave.,

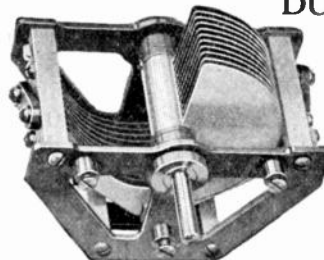
Chicago, Ill.

Get a "Line" on the Condenser Market



Learn about the DUPLEX S.L.F. Condensers, designed to meet the requirements of the straight line frequency demand. Backed by a clean merchandising policy that helps eliminate unfair competition. Nationally advertised; known everywhere as precision instruments! Reputation, appearance and performance make them easy to sell.

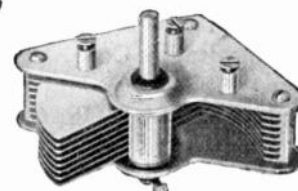
DUPLEX STANDARD



DUPLEX STANDARD Straight Line Frequency Condensers. "none better made," conform to Bureau of Standards specifications for lowest losses and best electrical characteristics.

DUPLEX JUNIOR

DUPLEX JUNIOR Straight Line Frequency Condensers, "best at the price," are for set builders who seek performance—with economy.

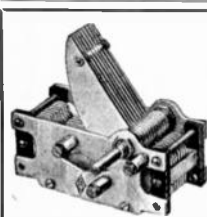


The specially cut-out stator keeps DUPLEX S.L.F. Condensers to the same small panel space occupied by the previous models. There is no odd-shaped rotor to cause short circuits.

Duplex Condenser & Radio Corp.
30 Flatbush Avenue Extension, Brooklyn, N.Y.

Index to Advertisers

A-C Electrical Mfg. Co.	67	Klitzen Radio Mfg. Co.	82
Accessories Mfg. Co.	108	Kurz-Kasch Co.	108
Ainsworth Radio Company, The.	88	Liberty Transformer Co., Inc.	98
Airex Co., The.	105	Lincoln Radio Corp.	104
Ajax Elec. Specialty Co.	105	Lundquist Tool & Mfg. Co.	113
Allen Co., Inc., L. B.	110	Machine Specialty Co.	89
American Electric Co.	92	Mohawk Corp. of Illinois	85
Amplion Corp. of America	94	Montrose Radio Laboratories	112
Andrews Radio Co.	18	Moulded Products Corp.	103
Apex Electric Mfg. Co.	89, 104	Muter, Leslie F.	113
Atlantic Elec. Lamp Co.	100	National Elec'l Supply Co.	103
Atwater Kent Mfg. Co.	6, 7	National Transformer Mfg. Co.	113
Ballston Insulating & Composition Co.	109	National Vulcanized Fibre Co.	11
Belden Mfg. Co.	95	Naxon Elec'l Laboratories	111
Benson Co., Alex R.	110	New York Hard Rubber Turning Co.	110
Blandin Phonograph Co., Inc.	89	Niagara Sales Corp.	105
Bodine Electric Co.	109	Ohio Stamping & Engrg. Co., The.	78
Braun Co., W. C.	80	Pal Sales Corp.	92
Burndept Wireless of America	94	Parcells & Co.	88
Burnley Battery & Mfg. Co., The.	110	Paramount Elec'l Supply Co.	94
Carter Mfg. Co., The.	113	Parker Radio Co., The.	69
Carter Radio Co.	104	Perryman Elec. Co., Inc.	16, 17
C. E. Mfg. Co.	100	Potter Mfg. Co.	102
Chicago Daily News, The.	75	Preis & Co., Inc., H. P.	112
Chicago Solder Co.	105	Premier Elec. Co.	109
Console Master Speaker Co.	90	Q R S Music Co., The.	10
Crescent Braid Co., Inc.	110	Radio Cabinet Co.	94
Duplex Condenser & Radio Corp.	111	Radio Corp. of America	8, 9
Durham & Co., Inc.	111	Radio Units, Inc.	102
Eagle Charger Corp.	107	Reichmann Co.	Back Cover
Eagle Radio Co.	86	Richardson Radio Corp.	83
Eby Mfg. Co., The H. H.	109	Roberts Radio Co., Inc., Henry C.	80
Eisler Eng. Co.	100	Ross Wire Co.	107
Electrical Products Mfg. Co.	87	Saal Co., H. G.	93
Fansteel Products Co., Inc.	3	Scranton Glass Instrument Co., Inc., The.	101
Federal Radio Corp.	81	Signal Elec. Mfg. Co.	102
Fleron & Son, Inc., M. M.	104	Silver-Marshall, Inc.	111
Florentine Art Productions, Inc.	92	Smith Co., B. H.	107
Freidag Mfg. Co.	94	Spartan Elec. Corp.	88
French Battery Company	104	Stewart-Warner Speedometer Corp.	12, 13
Freshman Co., Inc., Chas.	71	Sunbeam Radio Corp.	84
Gage Pub. Co., Inc., The.	114	Supertron Mfg. Co.	99
General Insulate Co.	103	Thordarson Elec. Mfg. Co.	106
Glamzo, Paul	110	Timbre-tone Mfg. Co.	92
Goldstein & Co., Inc., Paul	110	Torrington Mfg. Co., The.	110
Grigsby-Grunow-Hinds Co.	Inside Back Cover	Tridot Elec. Co., Inc.	107
Heath Radio & Elec. Mfg. Co.	110	Trimm Radio Mfg. Co.	91
Holmes Elec. Mfg. Co.	101	United Radio & Elec. Corp.	14, 15
Hoosick Falls Radio Parts Mfg. Co.	96	Utah Radio Products Co.	Front Cover
Howe Auto Products Co.	80	Valley Elec. Co.	77
Irving Radio Corp.	73	Vulcanized Rubber Co.	113
Isolantite Co. of America, Inc.	4	W.-K. Electric Co.	89
Jefferson Elec. Mfg. Co.	97	Wakem & McLaughlin	100
Jewell Elec'l Instrument Co.	106	Walnart Elec. Mfg. Co.	Inside Front Cover
Jones, Howard B.	105	Welty Co., Wm. A.	105



The New M. R. L. Straight Line Condenser

Made in All Sizes and Capacities.
This new condenser is efficient
and rigid in construction. Scientifically
designed to prevent electrical
losses; for sharp and accurate
tuning.

Manufacturers of Parts, Sets,
Kits—Popular Priced.
Dealers and Jobbers Write for
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MONTROSE RADIO LABS.
1333 Fulton St., Brooklyn, N. Y.



DECKEL ENGRAVING MACHINES

EIGHT TYPES AND SIZES
H. P. PREIS & CO. INC. NEWARK, N. J.



TRANSFORMERS

Mean
Better Amplification

Correctly Designed to Give
Maximum Volume With
No Distortion

National Transformers Are Tested
and Guaranteed



Manufactured by

NATIONAL TRANSFORMER MFG. CO.
154 Whiting St. Chicago, Ill.



CONFORMING TO BUREAU OF STANDARDS'
REQUIREMENTS

Hard rubber in rods, sheets and tubing. Molded and turned parts for every electrical purpose.

THE VULCANIZED RUBBER CO. INC.

251 Fourth Avenue

New York



*The Yankee Meter
for all "B" Batteries
and Dry Cells*

Gives readings instantaneously, irrespective of polarity of terminals on either battery or meter. It is a scientifically designed pocket meter for measuring "B" battery voltage and "A" battery amperage.

Inspected—tested—guaranteed.

Write for details

Lundquist Tool & Mfg. Co.
WORCESTER, MASS.

MUTER

Dependable
Radio Products



Resistance Amplifiers—
Completely assembled - - - List **\$8.00**



Audio Frequency Transformer
— Quality at a popular
price. - - - List **\$2.25**

Sold by Leading Jobbers — Ask for Catalog

LESLIE F. MUTER COMPANY
76th and Greenwood Ave. Chicago, Illinois

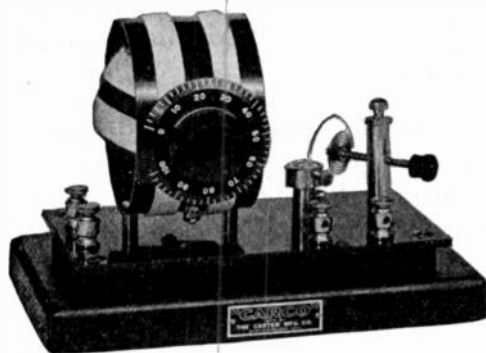
LET'S GO WITH "CARCO"

A set for every prospect with a "Carco" Crystal Set for the beginner. Later he will develop into a prospect for a multi-tube set.

HERE IS A WAY TO HANDLE THE BEGINNER

First, sell him a "Carco" Crystal Set. Second, sell him a "Carco" Amplifier. Third, sell him a big multi-tube set.

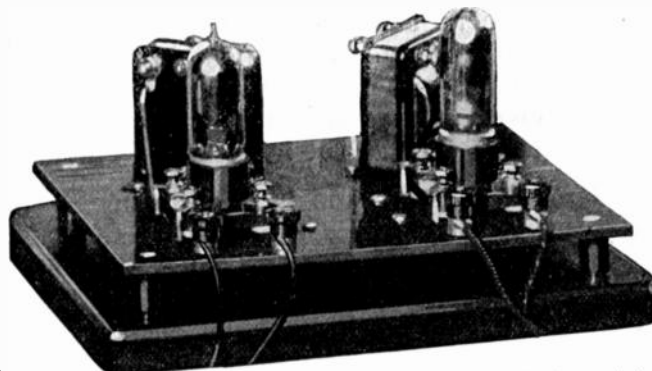
"CARCO" CRYSTAL SET



A snappy up-to-date crystal receiver that will receive stations within a radius of 50 to 100 miles, and under ideal conditions, much further. For local reception nothing can beat the "Carco" for tone quality and clearness. With an amplifier the "Carco" Crystal set will operate a loud speaker with most pleasing results.

List Price \$7.50

"CARCO" AMPLIFIER



This two tube amplifier is designed for use with crystal sets or single tube sets. It operates a loud speaker with good volume and very pleasing results. This amplifier will find a ready sale with beginners who have a small set.

List Price \$16.00

Line Up With "Carco" Products At Once.
Write for complete information and prices.

THE CARTER MFG. CO.
1729 COIT AVE., E. CLEVELAND, OHIO

How leading manufacturers are using Gage Radio Service to reach their wholesale and retail markets

TO reach the important electrical outlets for their radio products these manufacturers are finding a ready market in the advertising pages of *ELECTRICAL RECORD—the Business Paper of the Electrical Industry—since 1892.*

They know that practically all the trade subscribers of *ELECTRICAL RECORD* are now also actively interested in the selling and servicing of radio. And that these jobber and dealer prospects look to their business paper—*ELECTRICAL RECORD*—to serve them in the radio department of their business as it has likewise always served them in all other departments of their business.

To reach the important non-electrical outlets for their products, these

manufacturers use *RADIO INDUSTRY*. Through this *Business Paper of the Radio Trade* they reach all exclusive radio dealers, all phonograph, music, automotive, hardware, sporting goods, furniture and department store dealers of radio, and all jobbers in these lines who wholesale radio.

To supplement this advertising coverage of their radio trade prospects with personal canvass and direct-by-mail selling, the Gage Buyers List and Gage Addressing and Mailing Service are used.

Gage Radio Service, intelligently employed, cannot fail to produce profitable results for *any* radio manufacturer—if the product is right!

Full details concerning Gage Radio Service gladly given to interested manufacturers or their agents.

The Gage Publishing Company, Inc.

461 Eighth Avenue, New York, N. Y.

"There is no better loud speaker at any price"

Model WG-10
Majestic Reproducer
Ebony Finish
Retail Price **\$12⁵⁰**



Eliminates All Battery Troubles



Majestic
A&B
Current Supply
Retail Price
Without Tubes
\$47⁵⁰

Manufactured by

GRIGSBY // GRUNOW // HINDS // CO.
4540 Armitage Avenue, CHICAGO

In Canada: Benjamin Electric Mfg. Co. of Canada, Ltd. TORONTO



3 Routes to Sales



In the set market, biggest of all, Thorola dealers are fortified with the 5-tube Thorola Isodyne. It is the only receiver embodying the original *Isolated Power* principle of Thorola Low-Loss Doughnut Coils. Now interference is nil; selectivity is positive—you can demonstrate it. Sets are uniform; no embarrassing disappointments. The appearance is exquisitely distinctive. And tone is the tone which has made Thorola one of the permanently big names of radio.

Thorola tone also gives Thorola dealers the strongest loud speaker line. With new burnished Bakelite horn—the largest Bakelite form ever produced; with important technical refinements such as the self-harmonizing feature; with the identifying, beautiful gold throat-band, Thorola 4 at \$25 continues as the speaker aristocrat of the world!

Smaller, but bristling with Thorola quality, is the Thorola Junior at \$15, putting Thorola dealers powerfully into both ends of the speaker market.

Thorola stores also are the center of interest for set-builders. Only Thorola Low-Loss Doughnut Coils assure the results experimenters are seeking today. Not only the enclosed field of these coils, but the exclusive Thorola low-loss construction contributes to their epochal performance.

In complete receivers, in loud speakers, and in vital radio parts, Thorola dealers have a clear edge, backed by Thorola popular, class, and technical advertising. And with additional new Thorola parts: Low-Loss S. L. F. Condenser, Golden Audio Reproducing Transformer, Rheostat and Fixed Condenser, Thorola guarantees your 1925-26 season.

REICHMANN COMPANY, 1725-39 W. 74th St., CHICAGO



Thorola

I S L O D Y N E