

The RADIO DEALER

Vol. 12, No. 6

March, 1928

TWO DOLLARS THE YEAR

SINGLE COPY 25c

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Eye Value is as Essential as Performance -- in Present Day Radio Selling

WITH the perfection of the Electric Radio, public demand is for design that has a definite meaning in the decorative plan of the home—something permanent—concealing all the mechanical aspects of radio.

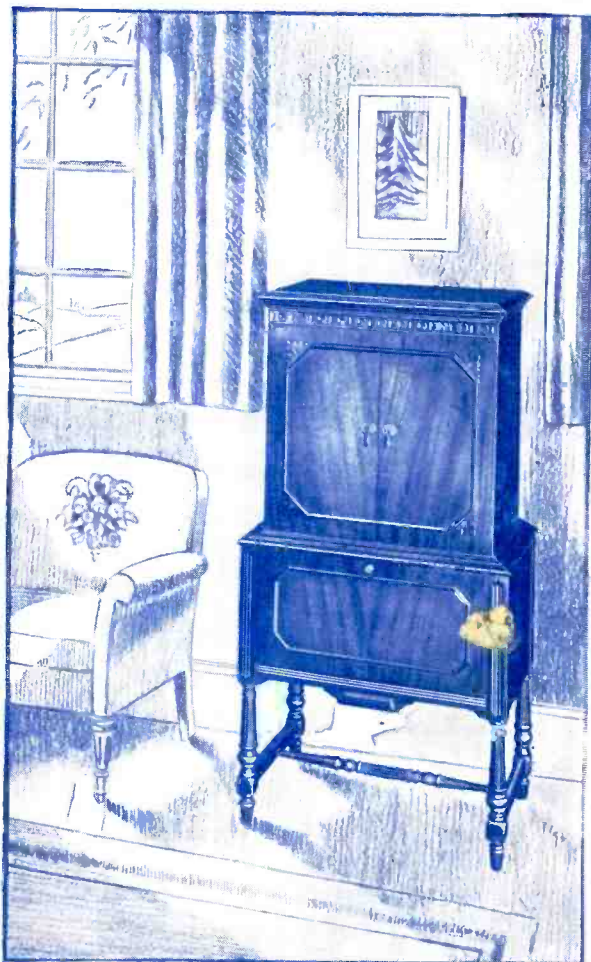
FRESHMAN EQUAPHASE ELECTRIC RADIOS

fulfill every current demand. The ever increasing sales of Authorized Freshman Dealers testify to that.

In scientific exactness and efficiency, the Equaphase Radio circuit is in a class by itself—simple to operate yet accurate and sensitive to a fine point of precision—*minimizing the necessity of service.*

A variety of cabinet designs adequately meet the requirements of present day home decoration.

Freshman Electric Radios are sold direct to Authorized Dealers—it will pay you to investigate our dealer franchise.



Model G-4 Freshman Equaphase Electric Radio paneled in genuine mahogany, complete—ready to operate including the new RCA, AC tubes.

Manufactured by
CHAS. FRESHMAN CO., Inc.
NEW YORK CHICAGO LOS ANGELES

\$225⁰⁰

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ACIDS
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WATER
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CHICAGO

JUNE 11th to 15th Inclusive

STEVENS HOTEL



A BIGGER SHOW

More manufacturers have signed up for exhibition space than for last year's show. There will be more to see, more to select from and more new products to sell and profit on.

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A MORE INTERESTING SHOW

The variety and number of exhibits and entertainment features will surpass last year's show—and that was a hummer! Many manufacturers are arranging to entertain you—to make your visit both profitable and pleasurable. The R. M. A. banquet will have for its speakers the leading men in the industry.

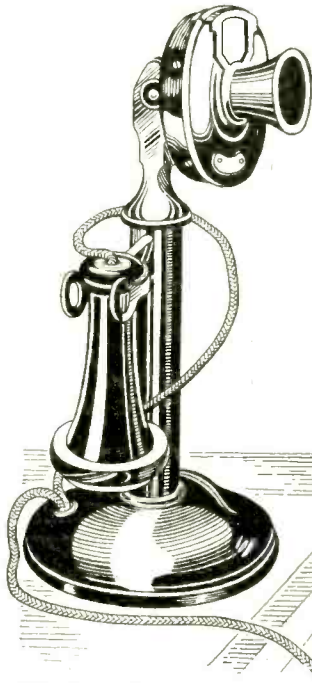
YOU MUST GO

Distributors, dealers and jobbers will be admitted by invitation only. Full particulars regarding your credentials will be sent to you in April. For any other information address

Radio Manufacturers' Association Trade Show

UNDER DIRECTION OF U.J.HERRMANN AND G.CLAYTON IRWIN, JR.

Room 1800 Times Bldg, New York City



Telephones

are Protected with

Lightning Arresters

Telephone and telegraph companies, knowing that all electrical instruments are subject to damage by lightning, protect their equipment with Lightning Arresters.

YOUR RADIO Is Subject to Damage by Lightning Induction and Should Be Protected With A

BRACH
STORM KING



*This Arrester Carries
\$100.00
 FREE INSURANCE*

Lightning Arrester

-The Arrester that Gives You \$100 FREE INSURANCE

**[OVER 2,500,000 BRACH ARRESTERS]
 [NOW USED TO PROTECT RADIOS]**

NEWARK.
 N. J.

L.S. BRACH MFG. CORP.
 ENGINEERS AND MANUFACTURERS

TORONTO,
 CAN.

The RADIO DEALER

"Reg. U. S. Pat. Office"

The Radio Trade Journal for the Radio Business Man

Vol. 12

March, 1928

No. 6

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STONE *Beautiful and responsive
to a degree never before
attained. Tomorrow's Radio
standards in a strikingly
new and masterful
interpretation*

all Electric



**ARGUS
ELECTRIC RADIO**

PATENTED MAY 15TH 1923 - OTHER PATENTS PENDING

ARGUS RADIO CORP.
257 West 17th St.
New York, N.Y.

**4
YEARS**

*Just
Plug
in*

*Pioneering
Electrical
Radio
Exclusively*



Let Our Free Service Bureau Help You Supply Your Needs

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

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|---|--|---|---|---|

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

TEAR OFF HERE

Service Bureau The Radio Dealer
10 East 39th St., New York City

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

Name


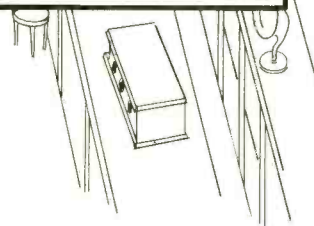
Address

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

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*Shamrock
Repeats
This
Message*

EVER since the beginning of Radio, Shamrock has said, "Judge by Performance." Ever since the beginning of Radio, Shamrock has insisted, "Demand Quality."

Despite an avalanche of exaggerated advertising claims and competition from back door methods. Shamrock stood its ground firmly. Today, Shamrock dealers are doing a bigger volume than ever. The Shamrock set is being perfected as far as human skill can do so.

Again Shamrock repeats its message. "Judge by performance. Insist upon quality. It will pay you in the long run."

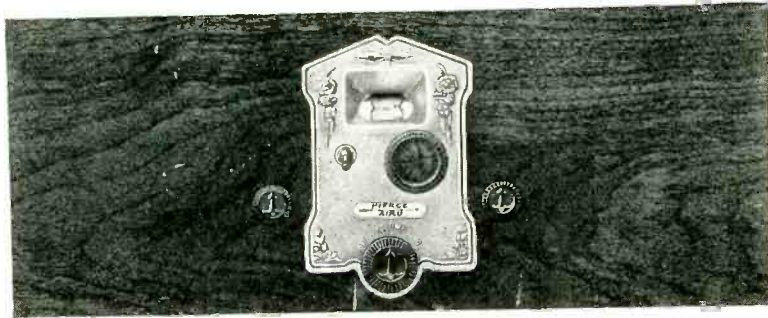
SHAMROCK
RADIO SETS

LEADERS BY PROVEN PERFORMANCE
SHAMROCK MANUFACTURING COMPANY
196 Waverly Ave.,
Newark, N. J.

PIERCE

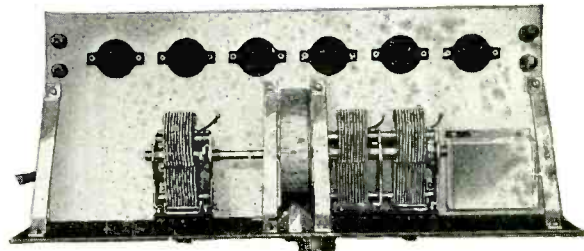


AIRO



Tune in on This Big Seller and Increase Your Sales

THE PIERCE-AIRO Electric AC Chassis is a big seller because it meets the need for an electric socket power chassis which thousands of customers want installed in a cabinet of their own choosing. No chassis meets this need better than PIERCE-AIRO. That is why PIERCE-AIRO dealers are steadily increasing their sales. Tune in on this big seller NOW and increase YOUR sales!



Engineering Features:

The PIERCE-AIRO uses standard type 226 tubes throughout with the exception of detector, which is a type 227. Tone is entirely free from AC hum. Self-regulated transformer in power supply furnishes power for filament and substantial "B" supply unit supplies steady current for plate. Ordinary line voltage changes do not affect operation of set. Chassis is heavy aluminum and will fit any standard 7 x 18 cabinet or console. Subpanel is braced to prevent distortion of electrical units. Single control illuminated drum dial simplifies tuning.

*Mail Coupon TO-DAY
for Further Particulars*

PIERCE-AIRO, Inc.

117-119 Fourth Avenue New York City

BRANCH OFFICES

Chicago Boston Philadelphia
 San Francisco Los Angeles
 Minneapolis Cincinnati St. Louis
 Canadian Offices: London, Ontario

PIERCE-AIRO, Incorporated,
 117-119 Fourth Ave., New York City.

Please send me immediately further particulars concerning the PIERCE-AIRO AC Electric Chassis.

Name

Address

City

State

The RADIO DEALER

THE PIONEER RADIO TRADE JOURNAL

Editorial and Executive Offices at

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

Vol. 12, No. 6

MARCH, 1928

Two Dollars the Year

The Radio Industry Needs Co-Operative Advertising

By Mac Harlan, Advertising Manager

Kellogg Switchboard & Supply Company, Chicago

DURING the past five years we have seen the rapid development and increasing use of group advertising. Some of these group or association campaigns have been notably successful, while others have been of little value to the industries which they were supposed to benefit. Without doubt, the outstanding co-operative advertising campaign has been that of the California Fruit Growers. Campaigns of the Lumber Association, the Brick Manufacturers, the Sauerkraut Makers, the Paint Manufacturers, the Oil Burner Industry, et al, have been more or less successful. Generally speaking, association advertising has proved very beneficial to the industries it has served. But none of these various associations has ever had a greater need for co-operative national advertising than has the radio industry at this time. Right now the public of the nation is hungry for facts about the radio business, especially the kind of facts that will give them confidence in their radio purchases.

Radio manufacturers must remember that their chief competition does not come from other radio manufacturers. The whole industry is in competition with dozens of other industries for a share of the consumer's luxury dollar. Manufacturers of all luxuries and near-luxuries are giving radio manufacturers the stiffest kind of competition.

Therefore, if radio manufacturers are to present a solid front in this battle for the consumer's luxury dollar, it is high time that they get into co-operative advertising action. Certainly much good will result from radio association advertising, provided it is intelligently planned and efficiently administered.

In the beginning any industry having as wide a popular appeal as radio, finds the demand greater than can be supplied. No outstanding sales ability is required to satisfy this spontaneous demand. The chief problem of producers is to keep up with orders. In the radio industry it is safe to assume that by this time the "spontaneous" demand has been practically satisfied.

So producers are planning more intensive selling, which, of course, includes more and better advertising. Such intensive sales and advertising effort necessarily must be directed toward that group of radio prospects whose desire for radio is lukewarm, or who may even be opposed to the use of radio in their homes.

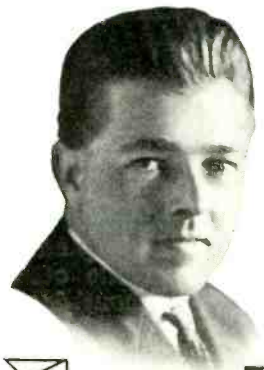
This group of radio prospects represents a vast section of the market. Most of the people in this group are ultra conservative in their purchases. They are the ones who never try anything when it is new.

Most of the people in such a group are confused by the various claims of radio manufacturers. Their natural conservativeness is heightened because of this confusion, so they do not buy. A campaign of association advertising setting forth, in a straightforward manner, the benefits of radio will do more to sell this group than all the advertising of individual manufacturers put together.

In addition to advertising the benefits of owning a radio set, there is a real opportunity for broadcasters to advertise their outstanding programs. Since the success of both broadcasters and set manufacturers is interdependent, it is logical to suggest that any campaign of group advertising should be financed by both.

So it may be advisable for radio manufacturers and leading broadcasters to get together. We suggest a combination of the brains and resources of these two groups for the purpose of financing a campaign of national advertising to include trade and general magazines, newspapers and outdoor media.

When



L. M. CLEMENT
CHIEF ENGINEER
F. A. D. ANDREA, INC.



PAULA A. CHAMBERLAIN
CHIEF ENGINEER
MOHAWK CORP. OF ILL.



FRED STEIN
PRESIDENT
STEINITE RADIO CO.



JOHN W. MILLION, JR.
CHIEF ENGINEER
KING MFG. CORP.

Specify



Meter tests, voltage tests, life tests, prove POLYMET Quality, Power and Stability.

These Engineers know that POLYMET Condensers will "stand the gaff" of the varied operating conditions existing throughout the country thus assuring the perfect performance of their receivers wherever sold.

We have been of material assistance in solving many condenser problems of various manufacturers, and our Engineering staff will welcome the opportunity to be of assistance to you.

POLYMET MANUFACTURING CORPORATION
599 Broadway, New York City

THERE is no
Guesswork about
their **Decision**

POLYMET CONDENSERS

Less Demonstrations Plus Better Business

Oklahoma City Dealer at Parting of Ways Decides on Policy Which Banishes Waste Effort in Store

By John T. Bartlett

A RADIO dealer of Oklahoma City, Oklahoma, came to the "parting of the ways" in the Fall of 1925. Since 1922, he had been dealing aggressively in radio sets. He had taken up the home demonstration along with other enterprising dealers the country over, and had given it a complete play. And the result? He was running his radio department into the ground, so far as profit went. Continuing with demonstrations, he could not see the way out for his company.

"I'm through with home demonstrations!" he announced to his men. Lattin himself admits he didn't know what would happen. He may have had "a hunch," but, he says honestly, he was uncertain, much, concerning his radio future. He was determined, however, that he was absolutely through with the demonstrations, and that, in the future, with absolutely no exception, he would be "off" them. He has kept his resolution.

Result? The Winter of 1925-1926, Lattin did a radio volume. In 1925-1926 season, the store sold \$15,000 more in radio than it had the year before. For 1927-1928 season his volume will be about one-third better than it was last year!

Reading between the lines, the members of the trade perusing this will understand that, since his ethical decision of Fall, 1925, Lattin has really made money in the radio business. Lattin considers the decision to cut home demonstrations was the best business move he had made since he took on radio. Incidentally, it is worth mentioning that he is the oldest radio dealer in Oklahoma City. He started his phonograph business in 1921, and the following year went to radio.

"I found home demonstrations expensive selling, and unsatisfactory selling, as I believe thousands of other radio dealers are finding them," Lattin courteously told the writer of his experiences. "I wasn't making money and I didn't see any way that I possibly could do so.

"I realized that if I eliminated home demonstrations, I would need to exercise special enterprise elsewhere. My idea was to keep old customers satisfied, to give them much better service than, under the demonstration system, we had been able to give though always we had prided ourselves on keeping the customer well satisfied,

whatever the cost. From the first, we have had a very well known line of radio sets. We had added in 1923 another nationally-advertised line. Making our new move, we broadened out somewhat again.

"When we eliminated demonstrations, we stood on our record with the public. That had been a good record. And we redoubled our service. We did not increase our newspaper advertising. We spend for advertising 3½ to 5 per cent of our volume. We believe in using tie-ons when our manufacturers advertise in the papers here. This season, especially, we have spent a great deal of money in this way. We believe it is of cardinal importance to associate our name with the sets we handle when the manufacturers advertise them in our locality, to our own people."

They Came to Lattin's, Too

Undoubtedly, the several years the Lattin Company had been in the radio business, during which demonstrations had been held, had established the company as a foremost factor in the radio business, during which demonstrations had been held, had established the company as a foremost factor in the radio trade of Oklahoma City. This was apparent from the number of requests for demonstrations, frequently made over the telephone, which had continued to be made to the company after its new policy was in force.

In fact, turning down requests for demonstrations has been a perpetual sort of thing in this shop. "There undoubtedly was a period," went on Mr. Lattin, "when home demonstrations were a necessary thing in the evolution in the radio trade. Radio sets were new to the dealers as well as to the people of the community. None of us really knew what our sets would do.

"Whether or not radio could have been merchandised in the extensive way it was without demonstrations is, perhaps, doubtful. Now, however, this condition is changed. Radio is an accepted thing. Everybody, nearly, is familiar with radio, knows what to expect from it, knows of standard sets, owned by friends, nationally advertised. So, where three or four years ago we might not have been able to sell without demonstrations, now we can."

In 1926-1927, the company has found rebounding to

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Artistic Japanese Room—Yorkville Radio Co., New York City prides itself upon the novelty and sales appeal of displays. The one above was a recent feature.

it as a major sales argument the fact that it does not demonstrate in the homes—and can guarantee, accordingly, delivery of brand new sets.

In fact, seeing the appeal of the suggestion, the Lattin Company uses it strongly.

A woman, asking the store over the telephone to send out a set for demonstration, became quite excited when the store declined to do so. "Do you mean to say," she asked, "that you prefer to keep your radio set in the store, and lose the sale, to sending it out on demonstration?"

"Absolutely," was the reply. "We deliver sets to our customers which are unused, are new. If we had sets out on demonstration here, there, everywhere, how could we do this?"

"Any customer buying a set from Lattin's can know absolutely that it is a new, unused set."

"Send out the set, and I'll give you a check!" the lady ordered.

Incidents of this sort have frequently occurred. In fact, Mr. Lattin declared to the correspondent that he could tell of at least fifty customers who had bought sets the present season from him in considerable part because they felt they could be absolutely sure they were getting a set the value of which had not been impaired in any way through demonstrations.

The promiscuousness of the demonstrations is pretty fairly understood by the public. It is known with what freedom radio dealers have placed valuable sets in the hands of prospects, and left them there.

Radio "joy-riders" are to be found in every city of considerable size—certainly in Oklahoma City, Mr. Lattin declared.

He mentioned one woman who happens to live in the "neighborhood" of his home, who has had at least 20 sets out on demonstration in recent months. And she has not purchased a set yet.

When she approached the Lattin store for a demonstration, Mr. Lattin explained the store policy, and learning of her address, suggested that the family could come over and hear the set at his own home. The lady, then, quite frankly declared she had no immediate intention of purchasing a set. She would not impose upon him by visiting him!

And through one entire winter, another man, well

known to Lattin, kept himself supplied with radio entertainment—first one, then another.

Lattin's did not supply one of the sets.

The past fall, when this chronic offender actually bought a set for himself, he bought it at Lattin's—where he would get an unused set!

These people whose intentions are not sincere are only one of the objections to the home demonstration. The home demonstration, as Lattins tell the customer repeatedly, does not protect the customer. Home demonstration may sell the buyer, through unusually good atmospheric favoring reception, a poor set—and very poor receiving conditions unsell the prospect on a very good set.

When the Lattin Company eliminated home demonstrations, it cut its expense for man power, its overhead, for radio selling, about one-half.

Ten Minutes To Sell A Set

How much time is required in a radio store, when the customer comes in already interested, to sell a radio set?

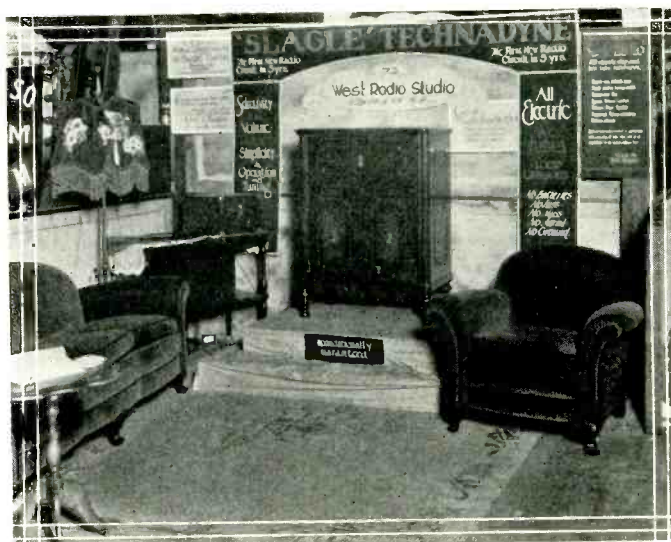
"About ten minutes!" is the answer of Ralph A. Lattin. Lattin, who sells 95% of all sets sold by his store, has sold hundreds in ten minutes and less. It is almost never that a sales conversation lasts as long as 45 minutes. If a customer is going to buy, he will buy quickly at Lattins. That is the store experience.

"I let the customer talk himself into a sale," Mr. Lattin related. "I'm not much of a talker, when it comes to selling. I don't do as much talking as the customer, usually, I am a good listener, on principle.

"I want to learn first several things—the price range in which the customer is interested, whether he wants an inside or an outside aerial, whether he is interested in wet or dry batteries. I get the price range many times by showing models at various prices, and noting at what price the customer's attention rests.

"Then I let the customer talk, leading the conversation along—seeing to it that, talking, the customer talks himself into a sale. That is the best idea in radio salesmanship that I know about—letting the customer do most of the talking. He'll talk himself into a sale in most cases, if you watch closely, guiding the conversation, and lead him where you desire him to go.

"I don't talk technical details at all. I remember



In Home Surroundings.—The view above was arranged by the West Studio, Canton, O., and stresses importance of radio in the home. The home atmosphere is predominant.



The Fireside Environment.—Once again we perceive the home atmosphere depicted in a radio display. The one shown above was presented by Thomas Goggan & Bros., San Antonio, Texas, during the recent radio show held in that city

once when an inquirer began to ask about technical details of a store employee. 'Look here,' I remarked, good naturedly, 'do you really want to know that—or do you want to know what comes out of the horn, and how well it comes?' The customer saw the point. We didn't have to go into technical details. And he bought."

The selling of radio sets, as Lattin does it, is a quiet, but speedy process. If the sale is going to be made, it should transpire in a brief time.

A Successful System

Lattin keeps the trade-in situation well in hand with a bargain sale idea, wholly window display.

"When enough sets have accumulated to fill one of

my windows," he related, "I put the sets in the window with price cards, and let the window do the rest. The prices I put upon the cards are very reasonable, of course. The customer can buy these traded-in sets on terms.

"During the winter, we'll have one of these window bargain sales about once a month. They last two or three days, only. In one such recent sale, we sold 23 sets in two days. There is no other publicity but the window and we never let the sale last more than three days.

"The plan demonstrates well how our window displays will sell. Frequently, someone will call up on the telephone, and ask us to set aside one of the sets in the window, saying, he will call at noon for it. We tell the customer just what these trade-in sets will do.

"In that respect, our policy is just the same for new radio sets. We have never been interested in suggesting to the customer performance which the set would not deliver. When we used to demonstrate in the homes, and unusually good reception conditions would help us, we always would explain that reception was unusually good, and the customer could not expect the same performance all the time. We never found that such strict honesty interfered with successful selling, and it did insure for us in future the customer's good will.

"When one of my windows is used for a bargain sale of used radios, I usually employ the other window for high-grade stuff in radio sets, offsetting the price-appeal display to an extent. Ordinarily, only one window at a time is in radio, but during bargain sales, I may use two, as I am the present week."

This radio dealer changes his displays from two to three times a week. The common procedure is a window display put in late Saturday night, and another put in the middle of the week. Sometimes, however, three changes are made.



Wins Window Trim Award.—Attractive window display arranged by the Radio Service Studio, Washington, D. C., and recipient of fourth award in national display competition.

Picking Your Retail Radio Manager

This Important Factor Together With Proper Merchandise Displays Are Generally Overlooked

By Frank V. Faulhaber

IN the radio business there are many merchants. Competition is great. It is worrying. Always the dealer does not draw in the trade as desired. Oft are the times when there is the temptation to bring the matter to a close—sorry course, indeed. Then have we those many merchants who do some how simply manage to hold on—and a wearying process it is. Many times the suggestion crops up that the dealer go easy a little on expenditures—it is necessary to save money. However—and here an all-important question presents itself—when the radio dealer is saving money, is he really making money, or at least as much as he could?

Fine distinction to be drawn here. Question: Is the radio dealer in the business to save money or to make money? You have answered the question. On what object, then, is he going to concentrate? Prime purpose, obviously, would be the business of making money. Why, then, will radio merchants pare, here and there, expenses; skimping, economizing, retrenching; yes, retrenching, into the background, often succeeding thoroughly to cover up the business? That way out—a sure, but losing, out.

Too frequently does the radio dealer save at different points of the business, the aim being always to save, particularly when the going is difficult, the realization evidently being not that thereby the radio dealer is not making money. No matter at what end economizing is being done, sooner or later that end is going to indicate deficiency, inattention, neglect, failure. That way lost trade. That way suffering radio business.

It is all well and good for the radio dealer to look out for the pennies, in the interest of unnecessary waste; but there is such a thing as saving pennies and losing dollars. The wise radio merchant also realizes that by spending dollars sensibly he is going to make dollars in multiplicity. Is the radio dealer more interested in saving money? Is he more interested in making money? Is he out to save pennies? Is he out to make dollars, and many of them?

Let the radio merchant look those questions thoroughly

in the face. Let him ponder them. Let him, incidentally, view his business unbiasedly; let him review where he has been economizing mostly in his business, to possible detriment. Let him probe and reflect; let him decide where an about face is desirable, perhaps even imperative. There is, yes indeed, such a thing as saving too much, unwisely, unprofitably, unsuccessfully.

The radio dealer is out to make money. Lots of it. He wants to succeed. Now he's got his mind on dollars. He's got his mind on the heights—not miserly intentions, his! Out in the forefront, so people will be aware that there's a certain, alert and alive radio merchant up and about, his store a veritable magnet for trade. That way progress. That way profits. Prosperity. Success.

How often has the radio store owner been impelled to cut down on expenses, never promoting big possibilities? He may have quality stock, the best of it, but, is everything else in the store in comport, to stir interest and consideration among discriminating and exacting prospects? Are the store fixtures, for instance, up to date, attractive,



Desk and Set Combination.—University Radio Laboratories, Berkeley, Cal., very effectively combine the two in this window trim recently presented by the store.



Effective Use of Cards.—Each card tells a different point of interest to the customer in the window display above presented by Carl Richard, Richmond, Cal.

everything in line, compatible with the merchandise handled, so that there is nothing out of place? How, indeed, can the radio dealer hope to gain proper consideration for his products when there is unsuitable background? How indeed can he draw attention to his quality merchandise when the store displays and arrangements overshadow, verily nullifying his object? How, indeed, can he hope to expect people to have in him confidence, convinced that his is the store to furnish a quality radio set, when his very store arrangements are out of joint?

Harmony. Everything in concord. You have recognized quality radio sets and accessories. Very well. What we need, then, is appropriate store fixtures, of the best, kept ever in neat trim; displays frequently altered and arranged to befit novelty and interest; thus to advertise the store's aggressiveness, progress, its merchandise,



Jobbers Feature Attractive Booth.—Merchandise attractively presented is half of the selling game according to North Eastern Radio, Inc., Boston, Mass., which arranged the booth shown above.

its success. That way only can rightly be anticipated the utmost in sales possibilities.

Find out where the store lacks in the matter of furnishings, arrangements, displays; question also whether the store-front is all that it should be. You may be up and there with quality radio stock, but what is the answer in regard to the introduction to that stock pertaining to the store-front? If the store's exterior is negative, uninviting, illy-kept, belonging to days bygone, how then can it be expected that people will decide your place is the one to visit when an A-1 radio set is in contemplation? Something wrong, here. What we want is appropriate introduction—an attractive, modern store-front, shining in success, in line with your merchandise.

Is the store's interior all that is should be? Are counters and cases dilapidated, racks and shelves rickety and dusty, and the floor not so good? And how about your ceiling? When people look up there, are they disappointed? Enters then, perhaps, the sudden decision that yours, after all, is not the store to furnish a first-class dependable radio set? Is the store's atmosphere on the whole as inviting as it should be? If not, why not? Is the radio dealer saving too much money, thereby discouraging prospects and customers, and thereby putting the damper on very much business and very many dollars?

Why not visit other radio dealers for a time, observing how the more successful ones go about installing fixtures and furnishings, all in keeping with a first-class radio shop? Get the suggestions, ideas, and observations from other radio merchants; then decide upon some needed changes. You will be spending more money, wisely, sensibly. But, also, you will be on the way to making considerably more of it. The radio dealer must spend money to make money. It's all a matter of judicious investment.

The radio store owner may be ready with first-rate merchandise, but again there is something lacking—he has back of him not the character of salesmen that could do justice to his merchandise. Perhaps he is saving money. Mayhap he has sought for the cheaper class of assistants; and mayhap he has been successful there. It

is a question whether his helpers really are helpers or hindrants. Unprofitable policy here. You are saving money, but decidedly not making it as you should.

First-class salesmen are assets. They are worth money. They represent investments. Not-so-good salesmen, clock-glancing clerks, and second-rate order takers, stand out as liabilities. Shun them! Quality merchandise; salesmen, too, of distinguishing characteristics—a worthy combination! How, indeed, can your sales objects be effective when your best or radio merchandise is unsupported by capable, interested and enthusiastic salesmen? Better salesmen, sure, cost more; but, they're also worth more. You need them to properly represent you and your business.

Maybe you're saving at advertising. Perhaps you've never outlaid a Lincoln Red towards the advance of your business. Maybe you think it's not worth it. But what have been, and what are, other radio merchants doing in the day of advertising? Money is being expended, regularly, on advertising, in the interest of the store.



Simplicity of Display.—This is the keynote in the showing arranged above by Radio Supply Co., San Antonio, Texas, during the recent show.



Henry Schwartz, Jr.

THE Mile High Photo company, 320 Seventeenth street, Denver, Colo., and of which Henry Schwartz, Jr., is proprietor, has built a very successful radio business. At the start Mr. Schwartz made some of the same mistakes which have caused so much grief to radio merchants. He stocked up on several kinds of sets, unlimited accessories, unproved products and the problem of replacements soon presented itself.

He began cutting down on varieties, experimented to ascertain those which would give the greatest satisfaction, and finally narrowed down to but two standard sets and only the most highly satisfactory equipment. Since then he has realized the value of concentrating on expensive substantial sets and accessories of commensurate durability.

The price, Mr. Schwartz believes, has little to do with a sale in comparison to the personal service given by the company. The average purchaser can be convinced that it is to his advantage to secure an article costing more than another because of the greater and more enduring satisfaction to be derived from the former.

Not only does Mr. Schwartz know well the products he offers for sale but insists that his salesmen have the same knowledge. The customer expects the person with whom he is dealing to have expert knowledge and nothing could be more disconcerting to him that to receive an "I don't know" answer to a query regarding the article being purchased. Likewise a guess on the part of the salesman would result in diminishing confidence on the part of the customer.

Personal Contacts Count

Successful Retail Dealer Believes That
Is Best Method of Increasing Business

By Ira Alexander

The installation men must "know their stuff" even more than the salesmen for obvious reasons. Faulty installations never yield repeat sales, nor do they speak well for the firm responsible for them. Experts are employed to do the installation work and they are held strictly to account for expert work. Mr. Schwartz could not keep up his ninety-day free service plan under any other conditions.

Mr. Schwartz has solved the problem of replacements by not making any. Nothing is sold until it has been tested and found in perfect condition. Where necessary the factory or jobbers test will be sufficient evidence of the condition of an article sold and the customer cannot come back and claim faulty goods in the face of these tests, often performed in his presence.

There was a time when a customer could return an article, claim it to be defective and have it replaced but that was in the days when Mr. Schwartz sold many varieties and did not himself have the confidence in them he now has in the two sets he sells. Today he has confidence in his goods, backs up this confidence with a thorough inspection of each article so that when a sale is made he knows there can be no comeback.

Strange to relate he has very few

requests for replacements and when he does he can generally show the customer that it was some fault of his which caused damage to the article. This policy of no replacements, as practiced by the Denver radio merchant, therefore, hinges on handling things radio that you have confidence in and knowledge of what you sell so that you can show how an owner of a set is responsible for the set.

Personal contacts hold first place in Mr. Schwartz's sales ideas. His men take almost as much interest in a customer's set as in their own. A record is kept of every sale and follow-ups are the rule. Ninety days free service on sets is given permitting excellent opportunity for a follow-up. If no requests for service come in Mr. Schwartz or his salesmen go out on calls to ascertain if everything is satisfactory. This personal interest reaps its dividends. The customer appreciates it, feels that the Mile High company desires to do the square thing, and certainly is going to tell his friends of the service accorded.

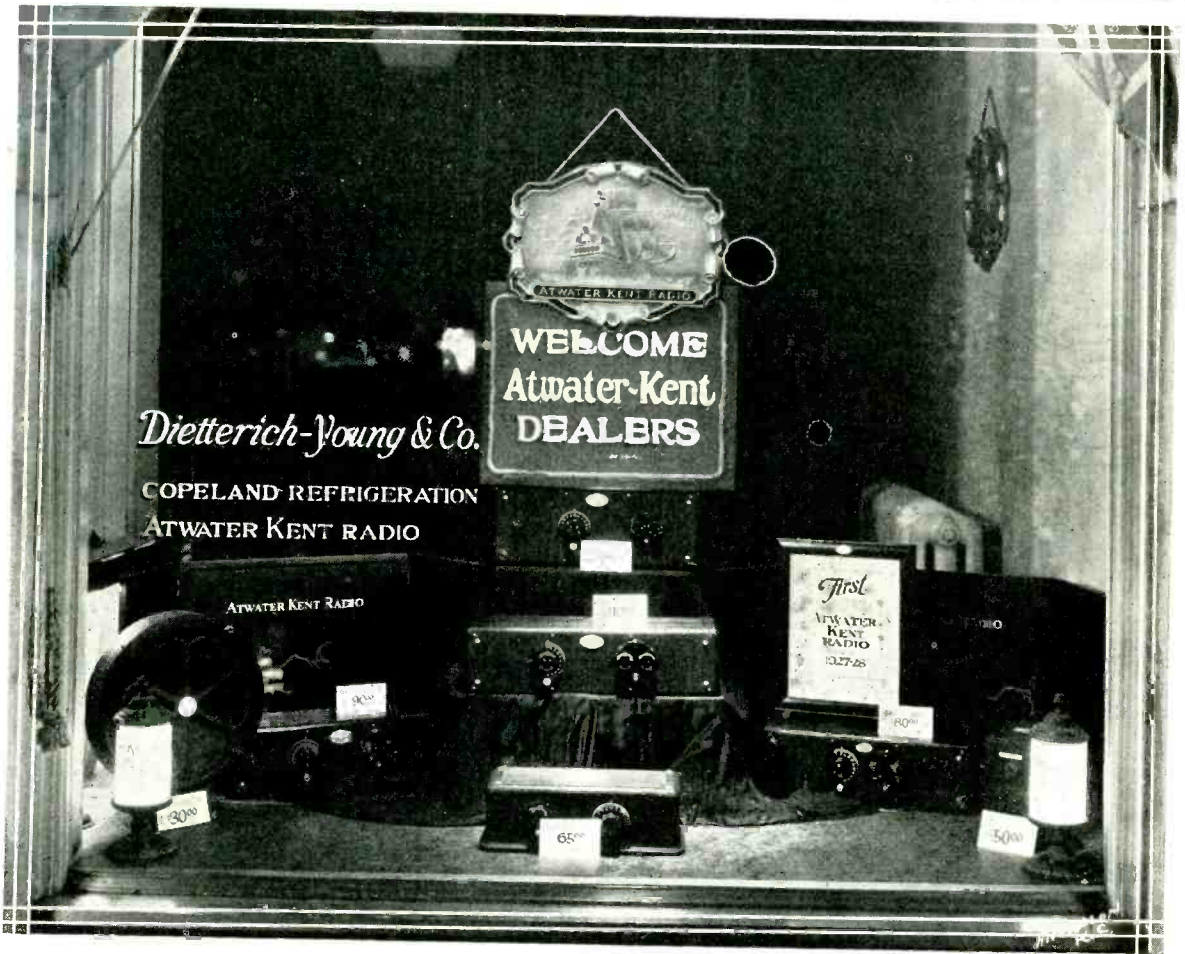
The calls often times lead to other sales. For in meeting the customers in their homes and talking with them often leads the customer to tell of friends in the market for a radio. Permission is received to tell the pros-

In the accompanying article Mr. Schwartz makes it clear that knowledge of both customers and merchandise is most certain method of insuring business success. What is your reaction to that viewpoint?

*
Combining Radio and Music.—The San Antonio Music Company was able to achieve this result during the recent radio show held in that city. Their booth is shown in the accompanying illustration.
*



Extends Cordial Welcome.—The recent dealer's convention staged by the Dietterich - Young Co., Cleveland O., was fittingly commemorated and stressed in the attractive welcome display arranged by the company. In addition to arranging an attractive display of merchandise the concern saw to it that a handsome sign was placed in the center of the window emphasizing the greeting.



pect that the set owned by the customer is giving satisfaction and that is a sales boost and helps the sale.

Mr. Schwartz can give the name and address of every customer who has purchased a set and from his records can tell the history of that set since being installed. This information proves very handy with prospects. A prospect is interested. Mr. Schwartz can give him the name of a neighbor or acquaintance for reference. The prospect gets in touch with the owner of a set and the Mile High company comes in for a good word at his hands. More often than otherwise a sale follows and the cycle continues. Every customer becomes a booster, a fine tribute to the personal contact ideas of the seller.

Another thing, Mr. Schwartz insists that the salespeople in his store learn the names of his customers and it is a part of their business to be able to call a customer by name when he comes into the store the second or third time. This gives the person a friendly feeling toward the Mile High company as they know that the firm takes a friendly interest in them.

The Mile High Photo company has become a two-sided business, you might say. The radio was added first as a side-line, but has become the

backbone of the business during the winter months, when the photo end of the business slackens. Since the summer season is the shorter season and the radio is growing by leaps and bounds it would not be far out of the way to say that ere long the radio department, added as a sideline, will be just as big a factor in the firm's success as the commercial photo business. The radio department now is given just as much attention as one could possibly give to any pet business and that is one of the reasons for the growth of the Denver establishment.

During the winter months the people passing the Mile High store observe an inviting display of radio sets and equipment from which they can learn the what, where and when of radio. Newspaper ads inform the reader of what he could purchase in the radio line from the Mile High company. Direct mail advertising

supplements the newspaper ads. The lists for the sales letters are made up from church memberships, clubs, and names submitted by customers.

The Mile High company does not have to depend on sales and cut prices to put over radio. Not even in the spring time when dealers naturally desire to get out from under does Mr. Schwartz put on a sale of sets. They must be sold on their merits or not at all. He holds a sale of accessories occasionally but even at these sale price is subordinated to quality. Sets are sold on the installment plan and the installments may run a year. Interest at eight percent is charged in such cases. Calls for repairs are made at a flat rate of \$2 for night calls and \$1 for day calls.

If sales of equipment total \$10 no charge is made for the service. Night service calls must be arranged during the day. No out of town service is given. To keep abreast of the times Mr. Schwartz, his service men and salesmen attend all service schools conducted by the factories. They read all the printed matter sent out by the factories as well as all radio news. Consequently they KNOW radio and are in a situation to render satisfactory service.



Sales Appeal in Dealers' Trade



1



2

If you want reception that is faithfully exact in the reproduction of every tone and shading - adding nothing - taking away nothing - Compare the ARBORPHONE

Selectivity and cruising range - that will make a little friendly boasting safe

Compare the ARBORPHONE

Such ease of operation that the veriest beginner can handle it like an expert - Compare the ARBORPHONE

A choice of models and cabinets that will fit your taste - your home furnishings and your pocketbook -

See the ARBORPHONE



3



4

Ever hear a Real Receiver?
Improved SILVER Shielded Six

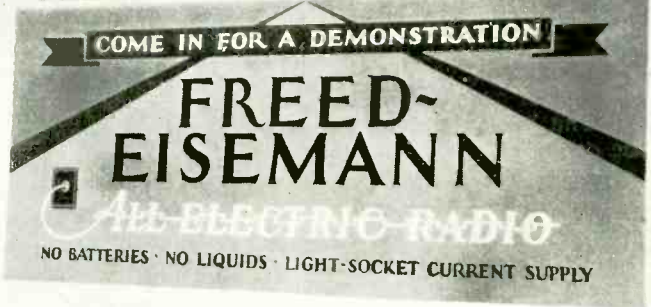


SILVER-MARSHALL, Inc.

6



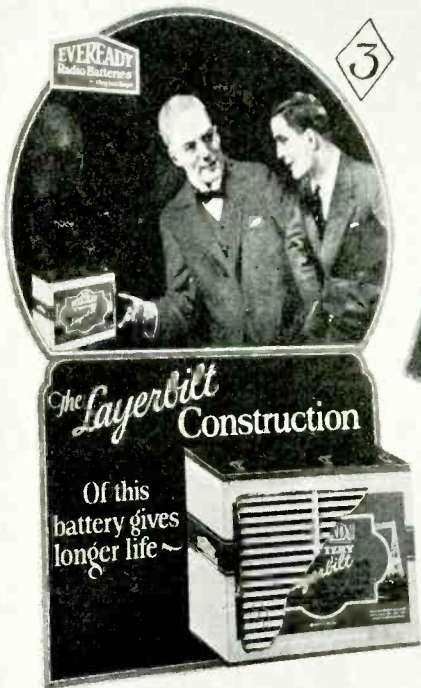
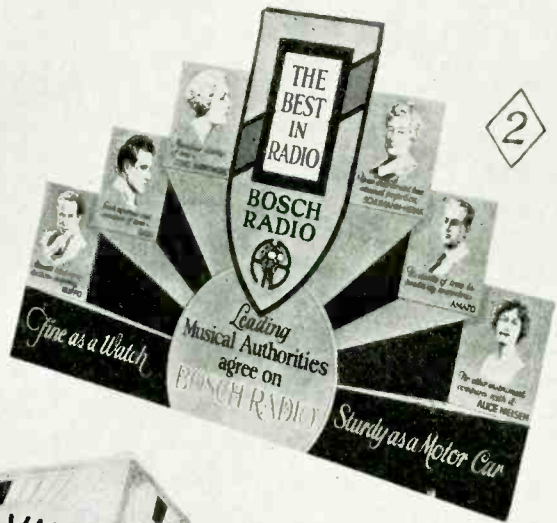
5



COME IN FOR A DEMONSTRATION
FREED-EISEMANN
ALL-ELECTRIC RADIO
NO BATTERIES · NO LIQUIDS · LIGHT-SOCKET CURRENT SUPPLY

1. Artistic easel card done in oil color effects depicting a realistic home setting now being distributed by Federal Radio Corporation, Buffalo, N. Y.
2. Three sided panel illustrating in open book form the salient features of Arborphone sets manufactured by Precision Products Co., Ann Arbor, Mich.
3. The panel to the right of the display card featured by Sterling Mig. Co., Cleveland, O., permits different cards being inserted which feature other Sterling products.
4. Silver-Marshall, Inc., Chicago, are using this attractive window card with unusually good results in their dealers' establishments.
5. One of the most artistic dealer display numbers featuring a well-known trade mark in an artistic frame by Charles Freshman, Inc., New York City.
6. Blue and gold are artistically blended in this interesting window card which calls attention to the products of Freed-Eisemann Radio Corporation, Brooklyn, N. Y.

Display Helps to Increase Profits



1. Window transfer emblem indicating the authorized dealers who are representing the Steinite Radio Co., of Chicago, Ill., and Atchison, Kans.
2. Six of the world's foremost artists who have contributed their best talents to radio are indicated in the special window card adopted by American Bosch Magneto Corporation, Springfield, Mass.
3. The salesmen representing the National Carbon Co., New York City, and Chicago, see to it that dealers receive personally these attractive sales helps.
4. A cozy home atmosphere is depicted in this unusual dealer help now being distributed in the trade by the French Battery Co., Madison, Wis.
5. The simplicity of converting the average set to A. C. operation is pointed out in this window card issued by the Radio Receptor Co., New York City, as a Powerizer sales help.
6. Handsome gold embossed and lettered counter easel which is one of a series recently issued by Kellogg Switchboard & Supply Co., Chicago.



The following day Phil and the local dealer went over the books and the complete inventory.

Proper Administration of Law Proves Help to Dealer's Store

Near Receivership Shows Sales Manager Important Points of Blackstone as Interpreted by Unscrupulous Small Town Lawyer

By A. C. Brady

Illustrations by Joseph Moroz

WITH the coming of spring, both Phil Thompson and the Superba Radio Corporation began to feel the annual radio depression and Phil was hard put to keep things going. The jobbing house had cut down on its stock and its traveling men had been ordered to get business or get out—not quite as rough as that but at least Phil had let them know this was the time of the year when they absolutely had to jack up the dealers to keep things going. Despite this there had been some trouble here and there and only last week Phil had been called away to a small city where the local dealer had gone in rather too far and had, as a consequence, been forced to call a meeting of creditors. Superba had been the chief of these but Phil felt that this dealer, who shall remain nameless, was a good man and if he could be carried through his trouble, he would eventually turn out all right.

He had attended the meeting and like all these affairs, there was one creditor who was hard boiled enough to insist upon a receivership despite the fact that the dealer owed him only a comparatively trifling sum which Phil, acting for Superba offered to settle for full value. This creditor happened to be the local electric light and power company, a none too popular local "octopus," which was so insistent upon a full settlement that Phil was thoroughly aroused. At last he rose in the meeting and addressed them all and in particular the lighting company.

"This radio dealer," he said, "is the one and only one in this particular neck of the woods and we have always found him to be a reliable and honest man. He has been unfortunate this year in loading up with more than he can sell and we, as his largest creditors, feel that he should be given another chance. We are sure that he can pull

through if we will but cooperate with him and I believe that most of us here feel much the same way about him.

"He has been instrumental in selling many devices which help to pay dividends to the electric light and power company and even in the battery operated sets, he has increased the company's revenues through the longer hours of lighting used by the local consumers. He has sold battery eliminators, he has sold chargers and the new a. c. tubes. It is quite probable that the lighting company has made more money out of this man's efforts than he has himself.

"And now we find that this same company wants to be the means of putting this man out of business. If he is put out of business, it will mean a loss to all of us for he will never be able to settle at anywhere near one hundred cents on the dollar. If he is allowed to continue to run under proper supervision, I believe that we can pull him through and in time he will be able to meet his obligations and even order more goods. This one lesson to him should make him more cautious in the future and I move that we continue to play ball with him as long as he continues to show us that he is on the level."

The lawyer of the lighting company, though, was a tough nut to crack and he yielded not one bit to Phil's argument, despite the fact that the other creditors all nodded their approval of Phil's suggestion.

At last, thoroughly exasperated, Phil rose again.

"Gentlemen, we have given this local octopus every opportunity to cooperate with a local dealer who has been a real asset to them. Now, gentlemen, I propose that we divide the creditor's bill among us on a prorata basis according to the debtor's obligations to each of us. I propose that we meet this small obligation, surely not a heavy load for any of us, and that we satisfy this creditor to the full extent. I furthermore propose that this dealer be put under a sort of advisory committee."

Phil's suggestions were carried out to the last letter and the rather disgruntled small town lawyer withdrew with a check for the full amount due his clients. He was rather more than sore because he had hoped to show the lighting company that he could fight a case in court and he had hopes that someday he would be able to handle most of the company's legal business. He had won, of course, in a sense, in that his client had received a full settlement but he felt that he had been cheated out of a dramatic court room appearance and (Continued on Page 30)



"We failed to recognize the importance of radio merchandise in our every day sales average."

DOLLAR PULLERS

Sure Winner Sales Ideas for Radio Men

Comparison Proves Aid To Dealer

THE Main Auto Supply Co., of Fort Wayne, Ind., well-known local radio dealers, find it good business to tell about the number of sets of other makes than those sold by the establishment, which are repaired in the store's service department. This helps to emphasize the idea that the makes sold by the concern need little repair work and is of consequent help in selling more of their particular sets.—S. B., Ind.

Features Both Customer and Set

WHENEVER we sell a set we put a similar set in our show window with a sign on it giving the name and address of the person making the purchase and stating that the set he has bought is just like the one on display.—E. S., Del.

The Headline Tells The Story

TO ASSURE customers that their sale of radio sets is not just an offer of inferior receiving sets but is actually a price allowance on fine stock, a Chicago store advertises: "A Hundred Dollar radio set looking

Telling the story in a headline is one of the surest methods of clinching sales which are in doubt.



for \$78 buyers instead of a \$78 radio set looking for a \$100 bill. . . It's all in the headline; and the distinction in the headline is right in the set: the cabinet is of the \$100 class, the labor is of \$100 craftsmanship, and the reception with its qualities are both of the \$100 kind.—L. B., N. Y.

Store Re-Logs Customers Stations

WE GAVE our business a decided boost by advertising that we would put present wave lengths on old log cards for all those folk who brought their old log cards to us. This brought a large number of

FORTUNATE CONTRIBUTORS

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

First award, \$15. Miss Charlotte Hilton, Ludlow Radio Co., Madison, Wis. Subject: "Keeping Satisfied Service Customers."

Second award, \$10. E. P. Van Hercke, Boicourt, Kans. Subject: "New Sales Ideas Worth Adopting."

Third award, \$5. Clifford McFaul, Lachute Mills, Province Quebec, Canada. Subject: "Opens New Avenue of Sales."

Stimulate Retail Trade

The popularity of the Dollar Pullers Department continues unabated. Seemingly dealers have been quick to realize that many new prospects can be created and many new sales recorded as a result of adopting the profit-paying ideas which appear in this department each month.

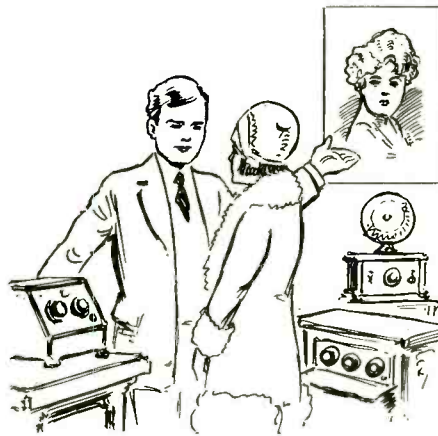
The past policy of paying fifteen dollars for the idea continued. Ten dollars will be paid for the second best idea which is published and five dollars for the third best suggestion. All other contributions published will each receive one dollar.

Contributions will be acceptable from everyone in the radio trade with the exception of members of THE RADIO DEALER staff. Kindly address all contributions to: Editor, Dollar Pullers Department, THE RADIO DEALER, 10 East Thirty-ninth St., New York City.

people to the store and we made some excellent sales.—J. L., Cal.

Makes Special Appeal to Women

WE MAKE a big play for feminine patronage and have a separate mailing list of feminine prospects—such as school teachers, business and professional women, widows, etc. In circularizing the feminine



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

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

A Brief But Sincere Message

NO better advertisement could be written for a retail shop than that which is written in neat gold letters on the window of a merchant in Kew Gardens, L. I. Not only does it speak volumes but it wastes little time in making the point clear. It reads:

"Walk in, Please. Walk out, Pleased."—D. R., N. Y.

Prompt Deliveries Satisfy Stores Patrons

BELIEVING that the "customer is nearly always right," the Dwyer Brothers radio store of London, O., has adopted a special plan to insure quick deliveries when required by the customer.

To make sure that special attention is being paid to cer-

DOLLAR PULLERS

Sure Winner Sales Ideas for Radio Men

tain orders, the London firm has a large yellow card upon which is printed, "RUSH" and which is placed in a prominent place on the order by the clerk who completes the making up of the order.

The delivery man or boy is directed to make sure that



Quick deliveries have often been the means of helping a store toward increasing its customers.

all orders which bear the yellow card are given preference over all other orders, even when an extra trip is necessary to comply with the customer's request.

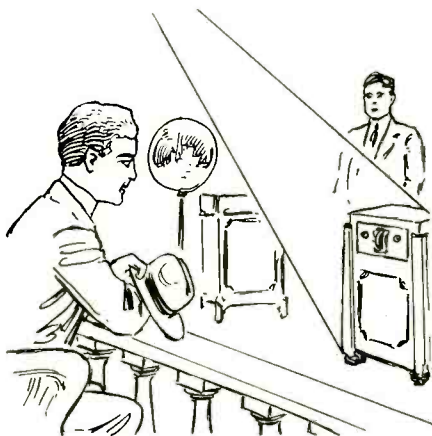
The Dwyer store has used this plan in all instances, even when the extra trip requires the delivery truck or wagon to make a trip to a section of the town which has been covered within a short time previous.

By means of this system, the firm is enabled to make good on all promises to 'deliver the goods' and although it often costs a bit of profit, the end justifies the means and some really big orders have been booked because of the attention to the 'little' things that some people demand.—A. K. C. Ohio.

Stagelike Presentation Helps Sales

A PRESENTATION on a Broadway stage has nothing on the presentation made in the radio department of the Rau Company, Denver, Colo. Customers who enter the department are seated in a tiny booth located at the entrance. From this point, they can look down on the floor below, where a salesman, under the glare of a spotlight, quickly and quietly pushes into position one radio after another.

This idea facilitates proper comparisons and enables purchasers to listen to the music from each instrument under the best possible conditions. Entrance to the floor,



A touch of the theatrical while sometimes expensive justifies itself in the number of inquiries created.

when purchasers wish to make a more minute examination, is by means of a flight of steps leading down from the booth.—H. L., N. Y.

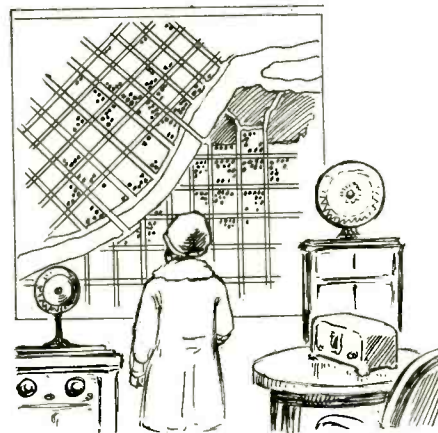
Sign Protects Both Dealer and Trade

UNIDENTIFIED customers who might be inclined to proffer checks in payment of merchandise bought at Selber Bros., Shreveport, La., are usually deterred from doing so by a little exhibit posted near the cashier's desk.

Enclosed within a frame, glass covered, are ten checks that have been turned down for various reasons by a number of banks. A brass plate affixed to the frame reads: "Ten reasons why we cannot accept checks from unidentified customers."—S. L., La.

Red Stickers Indicate Stores Patrons

ONE of the best window display stunts we have used was a big map of the city on which we pasted red stickers to indicate the locations of homes and businesses using sets bought from us. We noticed that when we put this map in our show window it attracted



The customary map indicating the number of patrons served by a store helps convince many skeptics.

a great deal of attention and, judging from the comments of visitors and customers, it impressed people with the thought that we were doing a big business which, of course, helped us in getting more business. L. M., W. Va.

Voice With Smile Helps Sales

WE employ a girl to regularly call upon our customers and other folk for the purpose of trying to sell tubes, batteries, sets, etc. When calling up our customers the girl asks if sets are working O.K. and if they need anything new. When calling up other folk the girl introduces herself and asks them if they need any new tubes for their sets.

In this way the girl finds out if they haven't sets. If they don't own radio sets the girl solicits their business at once, of course. If the prospects prove to be really live ones we send out a salesman to see them. All this is of great help in building more business.—S. L., Wis.

The Trade Followed Dealers Footsteps

IN THE dead of the night, before Andrew Giles, of Philadelphia, Pa., moved to a new location just around the corner, he appeared on the scene with a can of chalky paint. From the entrance of his old store to the

DOLLAR PULLERS

Sure Winner Sales Ideas for Radio Men

entrance of his new, he then painted on the pavement a continuous series of footsteps. People were naturally interested the next morning when they observed the trail, and on tracing it to its source—the old store—they found a huge placard which enjoined them to: "Follow the Footsteps to Our New Location Around the Corner."—*L. W., N. Y.*

White Elephant Sales Moves Stock

A PARADE of white elephants moving across the top of an advertisement of Hartman's, Chicago, drew attention to a novel sale idea designed to move old radio sets, tables, console cabinets, etc. In heavy black type beneath the parading elephants were the words, "WHITE ELEPHANT SALE."

"They're White Elephants to us—sensational bargains for you!" the text explained. One radio secretary was described at "A White Elephant for Us—A Super Bargain for You!"

Everyone knows what a white elephant is—something of no use to them, yet perfectly good and in the right

WHITE ELEPHANT SALE
of Nationally Known and Popular
RADIOS and RADIO CABINETS

AT SAVINGS UP TO TWO-THIRDS AND MORE!

<p>Here's a Saving of \$1211 Take Self Contained OPERADIO Originally \$1332 Now \$59</p>	<p>SAVE \$242 on Big White Elephant Bargain! A White Elephant for Us— A Super Bargain for You! Originally \$179.00 Now \$14.89</p>	<p>RCA Radiola Super VIII Super-Heterodyne Originally \$188.00 Now \$98</p>
<p>And These Bargains! A Special Number of FREDERICK'S ... \$39.00</p> <p>... \$29.99</p> <p>... \$19.00</p>	<p>Other Typical Bargains! ... \$89.75</p> <p>... \$34.00</p> <p>... \$19.75</p> <p>... \$29.75</p>	

Hariman's
1233 Broadway, New York City

Display advertising often permits the use of many features and novelties very well applied to radio sales.

hands, full of value. The term white elephant applied to a sale says without undue explanation that here is an opportunity to buy first class merchandise at a very reasonable price, simply because the store wishes to shift the stuff to other hands. It bespeaks bargains.—*M. A. B., Ill.*

Pictures Tell Complete Radio Story

THE writer is somewhat of a photographic expert, as well as radio expert, and when going around to customers' homes and see particularly attractive ways in which sets are arranged, take views of such sets and then display the pictures in our show window with proper captions attached, giving names and addresses of people whose homes are pictured. These pictures always receive a lot of attention and are of real help to us in increasing our sales.—*T. R., S. C.*

Score Cards Prove Sales-Getters

FOR the radio dealer, the radio broadcasting listener's sport score card, is a timely and inexpensive business and good will getter, whose sales message is read by the prospect at the very moment he is most concerned with what the dealer has to sell him.

Radio announcers who broadcast any sport generally handle their job as well as can be expected. But at their best, their interpretation of the movements of the teams is cursory. The radio listener needs something that will enable him to visualize the gridiron or diamond and in this

Through the medium of photography a dealer can combine both a human interest touch as well as a home environment.



way by pen or pencil follow the movements and changes of the game.

On a sport card form, columns for scoring could be placed next to the replica of the gridiron or the diamond. On the reverse side, interesting material on rules and penalties as well as standing of the leagues, and so forth, will make reading matter during the lulls in the game. Sandwiched in with this the dealer can present copy about his wares, right at the time the prospect is most concerned with efficient radio broadcasting reception.

These cards can be distributed to prospects through the mail and to customers from a simple cardboard counter stand. If necessary, to save expense, the game field replica and message can be printed entire on the reverse side of a one cent government postcard. Better, however, is the card printed on both sides and sent in an envelope to the prospect, four at a time, one for each quarter in the case of the football game.—*H. K. New York.*

Every sport with few exceptions lends itself to the use of score cards which permit much additional publicity.





From the Editorial Viewpoint

Trade Survey Completed

RADIO business during 1927 approximated a half-billion dollars according to information gathered by direction of Marshall T. Jones, Chief of the Electrical Equipment Division, Bureau of Foreign and Domestic Commerce. The average radio dealer did a business of \$11,000 in 1927, according to the returns.

Loud-speakers, socket power units and "A-C" tubes and sets showed a slight increase in this survey, as of January, 1928, in comparison with October, 1927. A slight decrease is to be noted in battery operated receivers, dry cells, and direct current types of radio tubes. Radio sets in use today are estimated to be eight million, of which it has been figured that at least one million are "A-C" tube sets.

Certain relationships can be made as a matter of interest, between the number of sets sold and the amount of broadcast power used by transmitting stations, in given regional areas in the country. The survey shows that dealers located in the New England, North Atlantic and Great Lakes region have approximately one half the total stocks of battery operated sets, and about three-fourths of the stocks of "A-C" tube operated sets. In these same regional areas, the committee is advised, are concentrated about three-fourths of the broadcast power used by sending stations.

An American Necessity

AMERICAN industry today is organized on a new scale. It is a battle, for the consumers' dollars, of one industry against another. Dealers and jobbers probably often think that their worst competitor is a rival radio dealer down the street, while in fact the hardest adversary is the dealer, representative of another organized industry, competing with an automobile, furniture, refrigerator, sewing or washing machine, or some other necessity or luxury for the dollars of your radio prospect.

His industry is strongly fortified and organized; ours can and must be also if we are to maintain, let alone develop, the position of radio as a necessity in American life. And let me remark in passing that radio certainly is a necessity, not a luxury, in the high standards of living it has helped to establish in the American home.

The great common interest of the broadcasters,

dealers and jobbers, and manufacturers in the radio industry never required closer cooperation and stronger organization than today when the young radio industry, as an industry, is meeting new challenges and new competition, not only from new, but from old, strongly entrenched and organized industries.

Not only for your self interest and protection against us rapacious and greedy manufacturers, and to work not for but with us and endeavor to adjust our problems and trade practices in a spirit of friendly cooperation and also build a real radio industry which will be impregnable in its protection of our mutual industry, do we wish your development and seek your friendly hand.—B. P. Geddes, Federated R. T. A. Address.

Serves Common Purpose

ECONOMIC conditions make strange bedfellows" declared M. F. Flanagan, Executive Secretary of the Radio Manufacturers Association recently, "and in the radio industry, those forces that were antagonistically competitive a short time ago are today faced with the pertinent situation of protecting their mutual interests, because of the fact that the rapid evolution of this trade has actually made their future progress dependent upon working together with a common purpose."

Nowhere in radio is this so glamorously evident as in the jobbing or wholesale division. The process of evolution among the retailers has reduced the number of outlets that can be truthfully called radio stores from approximately 45,000 in 1925 to approximately 30,000 in 1927, and it is reliably predicted that it will perhaps dwindle to 25,000 in 1929, has drawn the jobbing interests from a competitive standpoint, so close together that they cannot well afford to work at variance with each other.

When it is considered that the electrical, automotive, musical and independent jobbers of yesterday were each serving their specific trade channels and that today, these same trade channels have been virtually blended into one, there can be no other logical conclusion to the vital question of jobber salvation than an organized effort to maintain and improve the standing and outlook of this link in the chain of radio distribution.

It is a definite fact that jobbers must keep a firm hold on their prestige with their dealer organizations. They must of necessity keep their

identity as the middle men between the manufacturers and the ultimate outlet as a means of combating the growing and natural tendency of reverting into some clearing house for merchandise that has in the past few years become firmly established in the minds of both the retailers and the public on a very definite trade name basis.

Their function in the manufacturers' sales policy must be emphasized continually on a coordinated plan in an undeniable and persistent manner. Their mutual interests must be crystallized so concretely as to leave no room for doubt on the part of every factor concerned that their economic position is essential and a profitable one to continue.

They must present a unified front and act in concert on the problems that are facing them today, which the very nature of the industry predicts will probably be more numerous in the future. This necessarily minimizes the effect of individual effort along these lines and makes cooperative action urgently necessary if their voice is going to be given the attention it deserves.

Throughout practically every branch of radio, with the exception of this one, organized effort has made decided progress without a loss of individuality. On the contrary, it has strengthened and supported individual effort and ethics, and prevented in a large measure the decadence of this important faction, which without a thorough study of the situation has in this and other industries prevented competitors from getting together on a common ground.

A survey of the radio industry from its beginning will show very clearly to any jobber who has been engaged in this business from the start, many opportunities that have been lost, many weak points in the foundation of the jobbing business, particularly in his relations with manufacturers, which could have been anticipated through definite organized cooperation.

For example, there have been many instances of where a virtually unknown product has been firmly established through the jobbing trade, with retailers from coast to coast, which after a few years of intensive national advertising, have won such complete public and dealer acceptance, that the jobbers have lost their position in the front ranks of the distribution cycle and have been almost eliminated entirely through direct selling, particularly to those outlets that buy in large quantities.

The jobber's influence with his trade which has been stimulated by the popularity of his feature product has been undermined, and because competitive jobbers who have been faced with the same problem but who did not realize it quite so quickly, have inadvertently helped aggravate the

very situation that eventually also came to disease their own structure.

In the face of the past twelve months, there should be no need to stress the immediate necessity for an organization of jobbers in each jobbing area in the United States, that would act in behalf of its membership on all important issues confronting them from an economic, merchandising, legal and trade standpoint.

Ample Territory Exists

“**R**ADIO entertainment has reached the enviable point of causing all other diversions to tremble with fear” states the New York Times. Not long ago the movies, expensively produced and prodigally embroidered in presentation, frightened the theatre into pale thoughts of its own early demise.

However, it has been discovered that there is room for both. New York has never had so many theatres in operation, and the larger towns of other sections are supporting road shows and permanent repertory companies generously. Meantime, the picture houses increase their seating capacity yearly.

Here is comfort for those two branches of the amusement world, in spite of the prodigious radio show. No theatre anywhere could afford to pay its performers \$1,000 a minute. Even the extravagant movies could not hire “AL” JOLSON regularly for \$7,500 for a few minutes' work, which is what he received for his radio performance.

With such competition, and with promises for the near future of drama, seen as well as heard, brought to every fireside, it is not surprising that the more timorous of the theatre and movie magnates quail. Yet they are surviving each other's encroachments with increasing prosperity, and there must be means for squeezing them out.

A prevailing human characteristic on which they can count is the instinct for socializing. It will be pleasant to sit at home on a stormy evening, turn a switch, and see and hear the play. But there will be many evenings when it will be even jollier to fare forth with a congenial companion.

To see other people, to mingle with a crowd, enjoying the contact with the audience as an added fillip to a merry show, will still be desirable. Theatres and movie palaces, instead of disappearing from the earth, will probably have to be increased in size or in number to provide for the millions who have heard the voice and seen the shadow of the famous radio performers. Nothing quite takes the place of the personal appearance.

With the Radio Trade Associations

Federated Divides Association Into Three Sections in The Interests of Greater Working Organization

Jobbers, Dealers and Direct Factory Representatives Complete Triangle—Radio Manufacturers and Broadcasters Pledge Hearty Support—Harold Wrape Re-elected President for Third Term—Prominent Speakers Address Convention—Delegates Slate Rochester, N. Y., for 1929 Convention

Written exclusively for The Radio Dealer by Harry LaMertha, President of the National Association of Radio Writers and Radio Editor Globe-Democrat, St. Louis.

MILWAUKEE, Wis.—The rapid development of the radio industry and a tendency to specialize in the functioning of sales organizations was noted in the decision of the Federated Radio Trades Association at its February convention here to separate that body into three distinct groups for the purpose of better organization.

At the very successful meeting held in this city February 14 and 15 more than three hundred delegates attended from the North Central States and from the entire Eastern section of the country.

The decision to operate under the triangular association of jobbers, dealers and direct factory sales representatives with coordinating committees between each group, was adopted following a motion upon the part of the Radio Manufacturers Association which indicated its unqualified support of the rapidly growing organization.

The unqualified endorsement of the work of the F. R. T. A. by the National Association of Broadcasters also served to strengthen the bonds of the two associations and now the radio industry as a whole is coordinated through the "big" triangle of the Radio Manufacturers Association, the National Association of Broadcasters and the Federated Radio Trades Association, the latter an amalgamation of the "little triangle" of jobbers, dealers and factory representatives—all intent upon backing up any move which will clear up the faults and conditions which would mar the prospects for a better radio season next year.

In organizing the "little triangle" within the Federated Radio Trades Association, Tom White, of Buffalo, was named vice president of the jobber group which will represent all jobbers. The dealers—and many of them attended the big Milwaukee show—elected as their vice president Julian Sampson, of St. Louis, the ethical method of salesmanship of whose firm has become well known throughout the country. The factory direct representatives selected George H. Riebeth to look after their interests in their division.

The big meeting took place in the commodious new Schroeder Hotel nearing completion on Wisconsin Avenue in Milwaukee. The radio industry according to Harold Wrape, seems to have a penchant for "breaking in" new hotels, having given the Stevens Hotel in Chicago a real thriller in the tremendous crowd who entered its portals as an opener last June.

From the minute the staff of the Milwaukee Convention Bureau commenced to log the arrival of the tradesmen it was readily apparent that Michael Ert, president of the Wisconsin Radio Trades Association had looked to the comfort of the visiting

delegates. When the last curtain was drawn after the party which was held on the night of February 15, every man of

Federated Convention Highlights

MILWAUKEE, Wis.—The Federated Convention, held in this city February 14 and 15, was attended by 250 delegates from every state in the Union.

President Harold Wrape made the President's address and spoke of the past activities of the Federated and the important position it has attained in the radio industry in the short space of time it has been in existence.

Bond P. Geddes, executive vice-president, read an able paper on the dealer, jobber and manufacturers relations.

Richard M. McClure spoke on organization, L. S. Baker on broadcasting and the radio trend, Martin Flanagan, on the need of a jobber organization, Alfred Waller on NEMA.

Short talks were made by Arthur Haugh, Herbert H. Frost, Ernest Reichman and Irwin Kurtz.

The Federated Radio Trade Association approved of the Radio Trade-In Book published by the Radio Trade-In Book Company of Memphis, Tenn. The Association has divided itself into three sections: one for the jobbers, one for the dealers and one for the manufacturers' agents and each to be governed by its own Board Officers.

The following officers were elected for the coming year: Harold J. Wrape, re-elected president; Thomas White, vice-president and chairman of the jobbers section; Michael Ert, vice-president and chairman of the Association section; Julian Sampson, vice-president and chairman of the Dealers section; George Riebeth, vice-president and chairman of the Manufacturers' Agents section, and H. H. Cory, honorary secretary and Harry Alter, honorary treasurer.

radio knew that the city of Milwaukee had stretched a point or two to entertain the tradesmen.

Harold Wrape Re-elected President

Harold Wrape of St. Louis, was re-elected president of the Association and Michael Ert, president of the Wisconsin Radio Trades Association as First Vice president.

The following group vice presidents were elected: (Jobbers) Thomas White, Buffalo Radio Trades Association; (dealers) Julian Sampson, St. Louis Radio Trades Association; (Manufacturer's Sales Representatives) George H. Riebeth, Northwest Radio Trades Association. Harry Alter, of Chicago was elected Treasurer and Harry Corry, of the North-

west Radio Trades Association, Secretary. Wrape and Sampson were also elected members of the National Executive Committee of the Association.

Trade Leaders Address Convention

Bond P. Geddes, Executive Vice President of the Radio Manufacturer's Association Inc., gave the principal talk Tuesday on the subject: "Dealer, Jobber and Manufacturer Relations." Geddes impressed upon his listeners the fact that for radio retailer and jobber as well as for the industry in general organization is essential. "There are few who can follow the path of the 'lone wolf' successfully in business" he said. "Who ever heard of a lone wolf who was a desirable companion or had any fat on his ribs. Individual enterprise is not crushed or impeded through co-operation."

In the afternoon "Trades Organization and their Importance" was discussed by R. M. McClure, president of the American Trade Association Executives, in an interesting manner. A talk was also made by Art Haugh (of Gobi Desert fame) who in addition to being a naturalist of great repute is Past President of the Radio Manufacturers' Association.

L. S. Baker, Managing Director of the National Association of Broadcasters told of the efforts of his organization in clearing up the broadcast situation.

The Association voted to hold its next convention in Chicago at the Stevens Hotel during the week when the annual Radio Manufacturers' Show is to be held. The 1929 convention the delegates voted to hold in Rochester, N. Y.

St. Louis Assn. Elects

Julian Sampson President

ST. LOUIS, Mo. — Julian Sampson, vice president of the dealer group of the St. Louis Radio Trades Association, was elected president of the association at its annual election of officers, held at the Claridge Hotel February 23.

The entire radio trades fraternity turned out en masse for the event and the further discussion of important trades questions, including proposed regulatory legislation which has been a subject of interest at the past three meetings of the association.

Robert E. Lee, director of the Automobile Dealers' Association, addressed the radio men on the subject of "Organization, Its Value to an Industry," and told of the many trials which had been the part of the automobile industry in the past, but which have been cleared up advantageously.

Harold J. Wrape gave a resume of the recent meeting of the Federated Radio Trades Association in Milwaukee, of which he was again elected president, and told of the organization work which was being carried on throughout the country.

Other officers elected were: Sam B. Singer, secretary; George Van Sickle, vice president; Arthur G. Brandt, vice president; W. A. Ward, treasurer; Walter H. Dyer, vice president.

Retiring President Bennett was given a rising vote of thanks for his work during the 1927 term of office. The secretary, Wm. P. Mackle, was also given a vote of thanks.



The Radio Dealer's Service Corner

Some Notes On A.C. Equipment

Important Factors in Set Construction Together With Various Service Pointers

By John J. Hagan

THE rapidly increasing use of alternating current operated devices has probably left some confusion and doubt in the minds of many service men and dealers and it is the purpose of this brief article to roughly outline the requirements and possibilities of such equipment.

At the present time there are a great many makes of a. c. operated tubes and by a. c. operation we mean that the filaments or cathodes of these tubes are actually heated by alternating current and that no batteries are used whatever in such a circuit. These tubes do not, however, supply their B battery voltage and this must be supplied either through a good B battery eliminator or, if you are not particular, through ordinary dry B batteries. Of course the eliminator may be used with any kind of a set but its use with a. c. tubes means a set which is entirely independent of batteries.

The tubes themselves come in a variety of voltages ranging from one and a half, two and a half, five, six and fifteen volts. The detector tubes require 2.5 volts generally and the radio frequency tubes 1.5. The power amplifier will require five volts. These are for tubes of the 327, 326 and 371 variety. Other makes of tubes require six and fifteen volts.

The ordinary two and a half volt detector tube requires a special five prong base, plate, grid, a. c. filament terminals and the cathodes connection while the others are all of the standard four prong type but require rewiring to some extent as a general thing in the set itself. Some of the new a. c. harnesses are well fitted for this work and are easily adapted to almost any set now on the market. These harnesses consist of adapters which fit into the tube sockets in the battery operated set and come in many varieties and styles for five tube sets with and without power amplifiers, six tubes and seven tubes in the same variety.

Current for the filaments is, of course, supplied through a small step down transformer which is usually tapped to give the necessary voltages wanted. It is not wise to overload a. c. operated tubes for they are delicate, particularly the detector tube, and a slight overload will cause sure trouble.

Some of the a. c. tubes have filament terminals which come from the top of the tube instead of the base and here, too, it is necessary to do some rewiring before the set can be put into operation. The actual tuning units and amplifiers will not, of

course, be touched in any way, the only rewiring in any of these sets being in the filament connections which must be made.

Suppose as a concrete fact, that we have a five tube set which is to be converted to full a. c. drive. The first requirement will be a good B battery eliminator which is capable of delivering the necessary amount of current. If the set is built with a power amplifier, the eliminator must also be capable of delivering the necessary voltage for this tube.

The ordinary filament wiring should ordinarily be disconnected from the detector and power amplifier sockets and an adapter placed in the detector socket—that is an adapter having five holes which will take the base on the new type of tube. If the rest of the filament wiring is insulated, it may do the trick but it is better to have separate wires which are kept separate from all the r. f. leads to prevent possible a. c. induction.

A step down transformer having the necessary taps will be needed and for a set using the 327, 326 and 371 tubes, it will be necessary to have voltages of one and a half, two and a half and five volts. The grid returns will be grounded through a resistance such as the Carter H-600 and also a half mfd. condenser.

The detector grid return will pass through a 5,000 ohm fixed resistor and a fixed condenser of the same capacity. Condensers and rheostats are in parallel. On a. f. units the filaments will be grounded through a center tap resistance. In some circuits it will also be necessary to have a potentiometer

across the B-90 volts to B negative which will govern the amount of voltage on the r. f. tubes. This will probably have to be in the nature of 6,000 ohms.

Actually, the best way to change an old set to full a. c. drive is to supply a good B-eliminator and a small sized storage battery with a trickle charger of approved design. By using a double acting relay here it is possible to have the a. c. operation automatic throughout for the relay will act with the battery switch cutting off the trickle charger and cutting in the B-eliminator as soon as the set is turned on.

Shutting off the set has the reverse action and you may be reasonably assured that the set will give satisfaction for a long time to come provided the battery is given an occasional "drink." Some of these relays, though, are so poorly made that they actually stick sometimes and it would hardly pay to put such a device in the home of a customer only to be called out continually on "service" calls which would consist of shaking the relay back into position. A little extra money here will be well spent.

In servicing a. c. operated sets, about the first thing to look for will be the condition of the various tubes for it is quite possible that a sudden surge in the lighting lines may have overloaded the filaments to such an extent that they have been burned out. In sets where the tubes are apparently in good condition, look for trouble in the eliminator. If filament tubes are used for rectifiers, look them over carefully for sometimes they will let go rather unexpectedly.

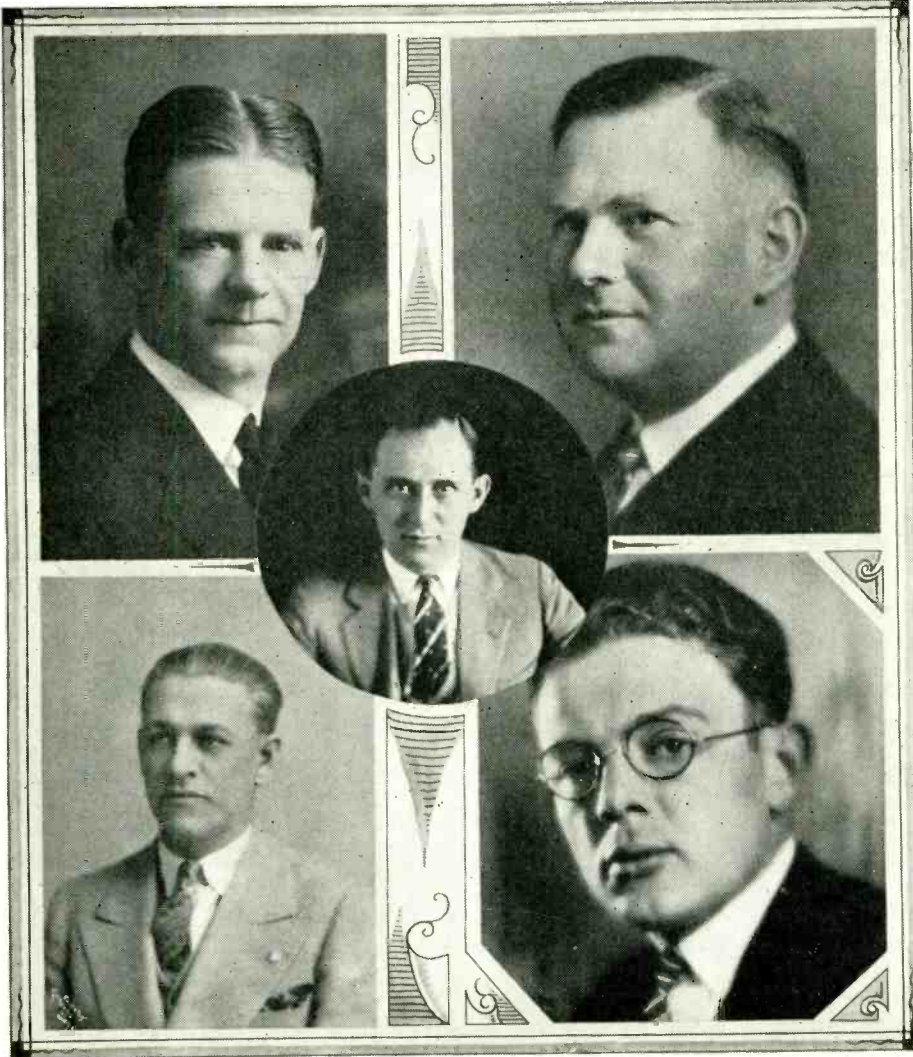
The chief trouble at this point, though may generally be found in "blown" filter condensers or in burned out resistors although in modern instruments of this kind, these troubles have been largely eliminated. Do not handle the eliminator with the electric plug in and be sure to discharge the condenser block through a screw driver which has an insulated handle. A large condenser block will hold its charge for a long time.

In sets using a separate power driven loud speaker, operated from a. c., it will be found that this part of the equipment may be connected into the relay in parallel with the B-battery eliminator but since some of these devices draw a rather heavy current it will be necessary to break this with the relay and there is always a possibility of sticking or arcing at this point. A good relay is essential in order to overcome this, one having adequate points of contact preferably of some material which will not heat and pit easily.



Service Department Editors of THE RADIO DEALER are willing to answer any particular questions which refer to problems experienced by the everyday radio dealer in his establishment. Address: The Radio Dealer Service Corner, 10 East Thirty-Ninth street, New York City.

Newly Elected Federated Chieftains



The annual election of officers marked the February convention of the Federated Radio Trade Association held in Milwaukee. Harold J. Wraps, upper left, was re-elected president; Michael Ert, Milwaukee, (right) vice president; Julian Sampson, St. Louis, vice president, Dealer group; Thomas A. White, lower right, Buffalo, vice president, Wholesale division; inset, Harry Alter, honorary treasurer.

FIRST NATIONAL CONFAB OF WHOLESALERS IS HELD

Washington, D. C. is Scene of First Representative Meeting of 200 Varied Industries

By F. E. Kunkel

THE first National Wholesaler's Conference ever to be held in the United States was called to meet in Washington, Feb. 14 and 15, under the auspices of the U. S. Chamber of Commerce.

From Toronto in the North to Tampa in the south, and from the coast of Maine to west of the Mississippi came some 200 odd leading representatives of the wholesale industry, running the gauntlet of the automotive

industry, coal, drugs, drygoods, electrical industry, groceries and hardware, flour and feed, paints and lumber, carpets and rugs, textile and clothing, seeds, shoes and leather, paper and stationery, radio and tobacco.

This conference brought under a single roof for the first time some of the leading wholesalers of the United States, and most if not all of the National trade associations. These representatives naturally covered the large distributing areas and centers of population in the United States, presenting also a good cross section of the country's wholesale business.

Truly did this convention mark an epochal period in the annals of American business, for while wholesaling as a method of distribution is on the decline in other fields, it brought out

that the automotive and radio industry are in a stronger position today than ever before in the history of wholesaling.

Addresses were made by Judge Edwin B. Parker, Chairman of the Board of the U. S. Chamber of Commerce, Mr. O. H. Cheney, Vice President, American Exchange Irving Trust Company, New York City, Lincoln A. Filene of Boston, Robert R. Ellis of the Hessig Ellis Drug Company, Memphis, Vice President of the U. S. Chamber of Commerce for the Southern Jurisdiction, Dr. E. M. West, Sales Consultant, New York City, who presented the only resolution adopted by the conference. W. M. G. Howse of the Johnson Larimer Drygoods Company of Wichita, Kans., a director of the U. S. Chamber of Commerce and President of the National Wholesale Drygoods Association, acted as chairman of the Conference. Other speakers included Sidney Anderson, President of the National Millers Association, Alvin E. Dodd, etc.

A number of valuable government and chamber publications on wholesaling were furnished those in attendance, and these can of course be obtained by readers of *The Radio Dealer* if desired, upon application:

- A Guide to Marketing;
- Analyzing Wholesale Distribution Costs;
- Distributors of Many Commodities find "Wholesale Grocery Atlas" applicable;
- Domestic Distribution Department;
- List of Publications Issued by the Domestic Commerce Division;
- Market Research Agencies;
- Practical Aids for Domestic Commerce;
- Principles of Business Conduct;
- Retail Store Problems;
- Sales Quotas;
- Self-Regulation by Business;
- Spring Number of the Standard Brand;
- The Problem of Distribution;
- Trade Abuses;
- Trade Association Activities.

Short talks were made during the open forum discussion by different leaders in the wholesale field, men famous throughout the country as exponents of wholesaling principles.

At the outset of the conference it was pointed out that the important problem of the conference was to study wholesaling *without regard to any particular type of merchandise* for the purpose of discovering the business principles involved as a whole for the industry and for arriving at the problems that affect wholesaling *generally*, with a view to achieving more economical distribution of the country's merchandise based on new business methods in important branches of the trade.

After the opening session and a

(Continued on page 34)

Radio Personalities



H. CURTIS ABBOTT

Newly appointed radio sales manager for the Crosley Radio Corporation, Cincinnati, O., who brings a wealth of experience in radio and music fields to the new connection. He was formerly associated with Lyon & Healy, and Kellogg Switchboard & Supply Co., Chicago, as general sales manager.



ROBERT W. BENNETT

Wellknown St. Louis Radio Trade Association executive who upon the recent completion of his term as president of the organization departed for Dayton, O., where he will become general manager of the A. C. Dayton Co. His many friends in the trade wish him well in his new affiliation.



W. L. JACOBY

President of the Kellogg Switchboard & Supply Co., Chicago, who has held that post for the past year. He is ranked as one of the outstanding leaders of big business in this country having at various times been head of large mercantile and industrial organizations. He is a prominent speaker.



HARRY H. SOUTHGATE

Every one in the radio trade knows Brother Southgate, sales manager for Kolster Radio, Newark, N. J. At least once a year he covers the country from Canada to Mexico stopping for a few days at important trade centers. It is said that he knows every jobber in the country by his first name.

In The Realm of Radio Shows

JUNE TRADE SHOW SPACE ENJOYING ACTIVE DEMAND

Growing Interest is Also Being
Evinced in New York and
Chicago Public Shows

CHICAGO.—Space for the June Trade Show sponsored by the Radio Manufacturers Association is enjoying a lively demand according to a special announcement which appears in the current issue of the R. M. A. Bulletin, published by the association.

The article follows:

"The three radio shows sponsored and endorsed by the Radio Manufacturers Association are two of the outstanding assets that may be put to extraordinary use by everyone in the industry.

"After much consideration the R. M. A. practically took under its guidance the destiny of the two Public exhibitions of the industry. The supervision of these two shows by the R. M. A. was assumed because of the great advantages offered the exhibitor. It was a clearing house of the manufacturer to the public.

"Then it became evident that the manufacturer needed a clearing house for the trade, and the first Trade Show was held last year. The manufacturer has now the advantage of bringing his new or improved merchandise to all the dealers and jobbers months in advance of the showing to the general public.

"A branch of the display rooms of his very factory is transported to the Stevens Hotel and the entire trade of the country visions the new creation. After a period of six months the same creation is exhibited to the public. In the meantime, the dealer has the advantage of telling his trade in whispered confidence the wonders to be expected from the new sets, or the improvements over the current set. The manufacturer is well paid for the amount of his expenditures for space, etc.

"The most tremendous pulling advertising is mouth-to-ear advertising. The manufacturers have the benefit of this for a full half year between his exhibition at the Trade Show and his display at the Public Shows. This advertising is carried by the consumer, one to the other, and the money value of this kind of advertising cannot be over estimated.

"Space for the trade show to be held in the Stevens Hotel in June is in demand and subscriptions for location are evidence that much is expected from it. Coincident with the subscriptions for space in June, are many inquiries for the Public Shows in the Fall. The exhibitors find that one is necessary to the other. As one manufacturer stated, they are as inseparable or good as the White and the Seidlitz powders; both must be taken to get the best good.

"The manufacturer who wishes his dealers to be well informed and able to have advance orders for next season will be in evidence in both the Trade and the Public Shows. It is to be a year of sales efforts and every day the public is becoming more versed in radio. More pertinent

questions are asked of the dealer and it is imperative that he know the merchandise he handles, and he can get this knowledge nowhere better than at the booth of the manufacturer in question. The practical demonstration to the customer can be made at the public show, and as a consequence, sales made."

"The three shows are inseparable."

Texas Radio Special

DALLAS, TEX.—F. A. Snyder, manager of the radio department of Southwest General Electric Supply Co., this city, announces that a large Texas delegation of radio dealers will ride on a Texas Radio Special made up by the Texas & Pacific-Missouri & Pacific Railroad to the 1928 Radio Trade Show to be held in the Stevens Hotel, Chicago, June 11 to 15. Delegates will meet at some North Texas station and will have delegates from Houston, San Antonio and other Texas towns, as well as some from Oklahoma.

Southwestern Radio Expo to be Held Week Sept. 17-22

ST LOUIS, MO.—The St. Louis Radio Trades Association voted at their recent meeting to set the date for the Fourth Annual Southwest National Radio Show to be held in this city September 17th to 22nd.

However, the final decision on this date will be decided by the 1928 Directorate.

The Show Committee will be nominated at the March meeting. Beginning in February, the By-Laws of the Association will provide for six of the twelve Directors to serve two years and the other six for one year.

Twelve new Directors will be elected and each year thereafter only six directors will be elected each year. Those of the two year period, with the remaining six, will constitute the Board.

To Discontinue Journal

MINNEAPOLIS, Minn.—Harry H. Cory, secretary of the Federated Radio Trades Association, announces the discontinuance of the Federated Radio Trade Journal. They will issue instead a monthly bulletin or house organ similar to the one issued by the RMA and the Broadcasters' Association. Mr. Cory thinks this is a step in the right direction as publishing a magazine is a business in itself.

Temporary Quarters

NEW YORK CITY.—J. B. Ferguson, former president and founder of J. B. Ferguson, Inc., has taken temporary quarters at Room 404, 15 Park Place, this city.

Federal Issues Manual

BUFFALO, N. Y.—Federal Radio Corp., 1732 Elmwood Avenue, this city, announce a handy service manual for the use of Federal Ortho-sonic wholesalers and retailers. It is a looseleaf book with index tabs and standard supplements, provided by the company, can be inserted when necessary. According to Federal engineers nearly all adjustments can be made by reference to the Federal Service Manual.

FIFTH ANNUAL NEW YORK SHOW TO OPEN SEPT. 17

Show Management Reports 82 Per
Cent of Floor Space As Sold
—The List of Exhibitors

NEW YORK CITY.—G. Clayton Irwin, Jr., general manager of the Radio Manufacturers' Show Association, announces the Fifth Annual Radio World's Fair to be held at Madison Square Garden, September 17th to 22nd, 1928.

The leading radio dealers have taken over 82% of available exhibition space. Exhibitors can obtain space up to March 1, after which time space can be had by all radio manufacturers.

Floor plans showing the location of the remaining 18% exhibition space, can be had by applying either to the New York or Chicago office, in care of the Radio Manufacturers Show Association.

The list of exhibitors follows:

Acme Apparatus Company; Acme Wire Co.; Adler Manufacturing Co.; Aero Products, Inc.; Aerovox Wireless Corp.; All-American Radio Corp.; Allen-Bradley Co.; American Bosch Magneto Corp.; American Mechanical Labs., Inc.; Amplion Corporation; The Amrad Corporation; Arcturus Radio Co.; Argus Radio Corporation; Atwater Kent Manufacturing Co.

Bakelite Corporation; Nathaniel Baldwin, Inc.; L. S. Brach Mfg. Co.; Bremer-Tulley Mfg. Co.; Bright Star Battery Co.; Buckeye Manufacturing Co.; Burgess Battery Co.; Burt Brothers, Inc.

Carter Radio Co.; C-E Manufacturing Co.; Chicago Solder Co.; Chicago Telephone & Supply Co.; Colonial Radio Corp.; Cornish Wire Co.; The Crosley Radio Corp.; Crown Phonograph Co., Inc.; E. T. Cunningham, Inc.

DeForest Radio Company; Tobe Deutschmann Co.; Diamond Electric Corp.; Dongan Electric Mfg. Co.; Dubilier Condenser Corp.

Electrad, Inc.; Electrical Research Labs.; Electric Storage Battery Co.; Empire Electric Products Co.

Fansteel Products Co., Inc.; Farrand Mfg. Co., Inc.; Federal-Brandes, Inc.; Federal Radio Corp.; Freed Eisemann Radio Corp.; French Battery Co.; Chas. Freshman Co., Inc.; Herbert H. Frost, Inc.

General Radio Co.; A. H. Grebe & Co.; G. R. P. Products Co., Inc.; Grigsby-Grunow-Hinds Co.

Hamilton Mfg. Co.; Hammarlund Mfg. Co.; Hartford Battery Mfg. Co.; Hoyt Electrical Instrument Co.

Jewell Electrical Instrument Co. Karas Electric Company; Kellogg Switchboard Supply Co.; King Manufacturing Co.; Kodel Radio Corp.; Kolster Radio Company.

Musical Products Co., Inc.; Mayolian Corporation; Mohawk Radio Corp. of Ill.; Leslie F. Muter Co.

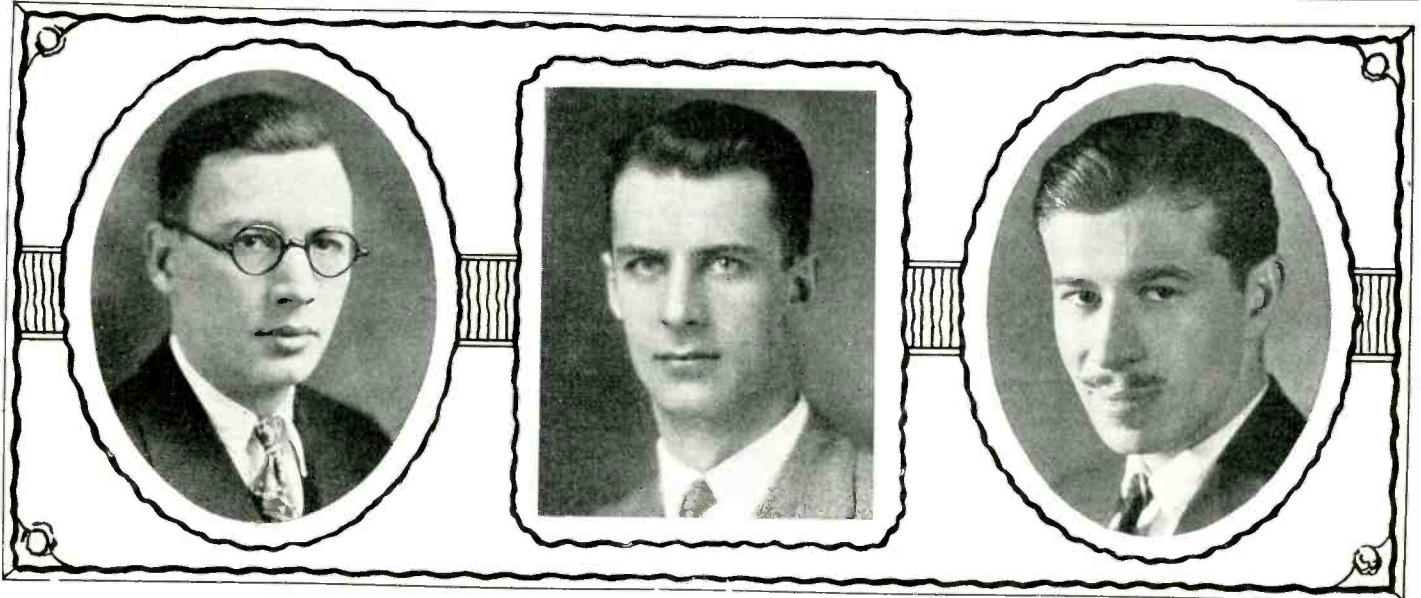
National Battery Company; National Carbon Co., Inc.; The National Company.

Pacent Electric Company, Inc.; Perryman Electric Company; Pilot Electric Mfg.

(Continued on page 30)

Among The Traveling Men

A Regular Department of The Radio Dealer to Which Contributions Are Invited
Conducted by WALTER S. BLANEY



R. R. TALBOTT

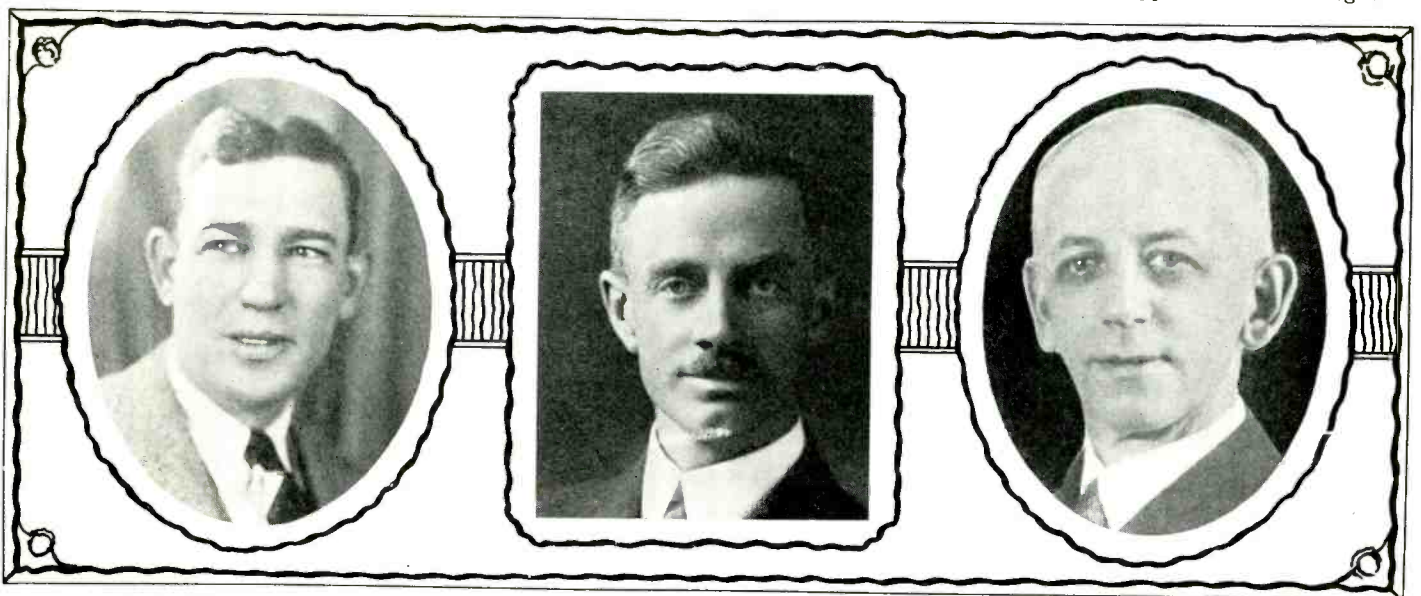
The genial "Rod" covers the busy states of Illinois, Wisconsin, Iowa, Missouri and Kansas for King Manufacturing Co., Buffalo, N. Y. We are inclined to believe that he is one of Burt G. Close's best lieutenants in the radio selling game in that territory. In fact we hope that he will continue in that worthwhile capacity.

R. H. CANNING

In addition to being a five year man—five years in service—with the Federal Radio Corporation, Buffalo, Brother Canning is six foot three inches in height. He is therefore the longest man in Federal Radio Service both in dimensions and time. He has enjoyed many important assignments for the company and been eminently successful.

REUBEN A. DUSKIS

Well known Chicago radio authority who is now sales manager of the American Supply Co., of that city, a company formed for the purpose of distributing Steinite Radio products. This is a recent photograph of the debonair Reuben and contains his autograph with a wish for "our continued success and achievement." We appreciate the thought.



C. J. MATTHEWS

Recently appointed the National Broadcasting Company's commercial representative for the mid-west with headquarters in the NBC Chicago studios, 180 North Michigan Boulevard, Chicago. Mr. Matthews has lived the greater part of his life in the middle west and has had wide experience there in sales and advertising fields.

N. F. ANDRUSS

During the past eight years Brother Andruss has been representing a number of nationally known organizations in automotive, electrical and radio endeavor on the coast. He is of the belief that the year 1928 will prove one of the best in radio history for those who are progressive and aggressive enough to go after the business which exists.

ROY S. DUNN

Who recently joined the staff of the Splittdorf Radio Corporation as western salesmanager. Mr. Dunn will handle all radio sales for the organization in the North Central states. He is a former radio sales executive and is bringing a wide following in both music and radio fields to his new connection.

Proper Administration of Law Proves Help to Dealers Store

(Continued from page 18)

he was disappointed. He had visions of himself as a great orator but in his present capacity he felt more like a plain, everyday bill collector.

Phil had also been appointed as a supervisory committee of one and since business was rather dull back in the office, he wired that he would be gone for a few days. That night he wrote a letter explaining to the boss just what had happened.

The following day he and the local dealer were closeted for several hours while Phil went over his books and inventory. Phil had a feeling of resentment against the lighting company and one of the first things he did was to arrange a window display of sets which were entirely battery operated with the implied threat carried on a card that there were certain factors which made full electric drive impractical for this particular locality. To make matters even warmer for the local lighting company, he called up the business office and requested that the meter be taken out as no electricity would be used in this particular store from that date onward. Phil then made arrangements to take on an agency for a certain farm lighting outfit and had it installed in the other window where it would be a working demonstration of reliability and with this he put in a partial line of electrical appliances all of which were of the proper voltages for the farm lighting plant.

Within the first week they sold three of these outfits to householders who were not connected with the lighting company's mains and even though the radio business did not pick up to any great extent, Phil thought that he had done something worth while and had started his unfortunate friend on the right track.

He then went back to the city where he held a protracted session with the boss with the result that Superba entered the electrical appliance field, at the same time taking over the distribution of farm lighting outfits. Their salesmen were sent the necessary literature and it was not long before business began to trickle in in sufficient quantity to keep things going in much better shape than if the corporation had been working on radio alone. Salesmen were encouraged and the entire organization took on a new lease.

Then, one day, Phil received a letter from his late enemy, the lighting company. Would he come to see them at once?

The following morning he arrived in town and went at once to see how his friend was making out. The store was transformed and showed evidence of prosperity. The goods for which he had advanced the necessary credit were selling in good shape and on the strength of the pulling power of the electrical goods, radio had taken on a little spurt and his dealer friend showed Phil the books which indicated that he would be able to pay off most of his indebtedness within a short time. Phil at once sent a report to the other creditors and then went to interview the president of the lighting company.

After he was comfortably seated in the president's office and that individual had

offered him a good cigar—which Phil, of course, took—the president broke the ice by saying:

"Mr. Thompson, I am sorry that we have had a little difficulty with you and the local radio shop and since we have learned the whole story, the affair has taken on quite a different complexion. Our lawyer failed to tell us the whole story and had we known about the situation in time we would have been only too willing to cooperate. I don't mind telling you that your campaign here has affected our revenue to some extent and I can see where it will go even farther if allowed to continue. Now Mr. Thompson, I want to make you a proposition."

Phil, taken a little by surprise at the president's remarks expected to be approached with the kind of a "proposition" which would be highly distasteful to him, and so he began to feel a trifle warm under the collar. However, he made no reply, but nodded, for he wanted to hear what was coming.

"We have failed to recognize the importance of radio in our business," continued the lighting company's head, "and it is this little difficulty which has brought it to our attention. Briefly outlined, what we propose to do is this: 'We will take over this local radio dealer, lock stock and barrel. We will continue to handle his radio lines, we will pay him a good salary and put him in charge of our own electrical and radio show rooms which we intend to open soon. We will buy out the stock that he now has on hand and through this gesture of good will he will probably be able to meet his creditors for the full amount of his indebtedness.'

"No, Mr. Thompson, we are not philanthropists in any sense of the word. We have seen the handwriting on the wall and there is no doubt but what radio is here to stay and that it has reached the stage of a public utility which should pay us dividends from several sources. Then too, there is the matter of farm lighting equipment which should prove a valuable adjunct to our business for the remoter regions where our pole lines do not, as yet, reach.

"We plan to open a new show room for these and other electrical necessities and your friend here will be in full charge.

Needless to say, Phil was more than pleased at the turn of events and with further assurances of good will from the president and also an incidental assurance that the pompous little small town lawyer would hereafter be forced to take orders from someone in authority, Phil left to break the news to his friend and ex-debtor.

He stayed over to see that the final details were cleared up and was able to report that all creditors were fully satisfied both financially and mentally. Furthermore there was a nice little nest egg left over for the former radio dealer and on the day Phil left he was installed in his new show room, busily engaged in setting things to rights.

Again we find Phil in conference with the boss and this time that worthy is all smiles;

"Well Phil, you put it over again. That deal with the lighting company was a knockout and that one account should more than repay us for any time you may have lost on other business. You have made a life long friend out of the man who is now in charge of the sales room of the lighting company and I guess your acquaintance with the president of same concern, will have a vital bearing on future business with us. I'm going to make this your own personal account because I believe that you

Advance List of World's Fair Show Exhibitors

(Continued from page 28)

Co.; Polymet Manufacturing Corp.; The Pooley Company.

The Q. R. S. Music Co.
The Radio Corp. of America; Raytheon Manufacturing Co.; Red Lion Cabinet Co. Samson Electric Co.; Sandar Corporation; Schickerling Products Corp.; Scoville Manufacturing Co.; Showers Brothers Co.; Silver Marshall, Inc.; Sleeper Radio & Mfg. Corp.; Sonatron Tube Company; Sonora Phonograph Co.; Sparks-Withington Co.; Spaulding Fibre Co., Inc.; Spittorf Radio Corp.; Steinite Radio Co.; Stettner Phonograph Corp.; Stewart Warner Speedometer Corp.; Stromberg-Carlson Tel. Mfg. Co.; Fred C. Strype; Superior Cabinet Corp.; Superior Cabinet Company; Sylvania Products Company.

Televocal Corporation; Temple, Inc.; Tower Manufacturing Co.

United Radio Corporation; United Scientific Labs., Inc.; Utah Radio Products.

Vitalitone Radio Corp.
Walbert Manufacturing Co.; Watson-town Table & Furniture Co.; Westinghouse Elec. & Mfg. Co.; Weston Electrical Instrument Co.; Willard Storage Battery Co.; Wiz Manufacturing Co.

Zetka Laboratories, Inc.; Zenith Radio Corporation; Brooklyn Metal Stamping Corp.; Racon Electric Company, Inc.

are the only man with diplomacy enough to handle it. I have received a letter from the company in which they want full particulars on our entire line of radio and electrical goods and I can also thank you that we were fortunate enough to handle this electrical stuff. A few more accounts like that and I'm going to turn the business over to you while I make a trip to Europe."

Dayton Holds Show

DAYTON, O.—The Dayton Radio Show held under the auspices of the Dayton Radio Trade Association, this city, February 9-11 was a great stimulus to all year around radio. The show was held in the rooms of the Van Cleve Hotel, just opened to the public, where forty rooms were occupied by exhibitors. More than 20,000 people attended the show.

It was the first time a radio show has been held in hotel rooms. The displays were particularly attractive and a great number of sales were made as a consequence.

Dominion Trade Increasing

OTTAWA, Ont.—Statistical surveys made by the Department of Marine and Fisheries, which department is in charge of radio work throughout the Dominion, indicate that the number of Canadian radio fans is rapidly increasing. In one eleven months' period there were approximately 207,328 radio receiving licenses issued. This total represents an increase of 77,462 over the number granted during a similar period the preceding year.

Ontario, it is shown, leads the other Provinces by a large margin, 97,851 licenses having been issued.

Frank Sherwood
News Editor

THE NEW YORK RADIO DEALER

A DEPARTMENT of the Radio Dealer for March

10 East 39th Street
New York City
Telephone
Caledonia 0560

RADIO IS NOW A GROWING SCIENCE SAYS J. V. L. HOGAN

Highlights in Development of Radio From Engineering Standpoint Discussed at R. M. A. Meeting

NEW YORK CITY.—Radio, as an agency of service to the public and as a growing science, was discussed by Mr. J. V. L. Hogan, a radio engineering pioneer, at the monthly luncheon of members of the Radio Manufacturers Association, at the Hotel Commodore, February 24.

Attention to inventive and engineering developments, as well as commercial progress, was urged by Mr. Hogan, past president of the Institute of Radio Engineers, and one of the prominent contributors to radio engineering science.

Another speaker at the RMA luncheon, which was presided over by Alexander Eisemann, was Irwin Kurtz, president of the Talking Machine and Radio Men, Inc., New York, who told the radio industry gathering of the recent successful annual national convention of radio retail dealers and jobbers under the auspices of the Federated Radio Trade Association at Milwaukee, February 14 and 15. Mr. Kurtz told how the Federated National Association was linked with the RMA and the National Association of Broadcasters in the triangle making up the new radio industry.

The RMA Code of Ethics, the rule and guide for RMA members in the Association's responsibility to the radio public and industry, was presented by Mr. Eisemann in accordance with action by the RMA Board of Directors in their desire to secure observance of the ethical code.

"Highlights in the Development of Radio from an Engineering Standpoint" was the subject of Mr. Hogan's address. From an engineering viewpoint, Mr. Hogan said, there were two outstanding highlights.

"The old art of radio was something of extremely high inventive ingenuity. Today the business of radio is to a large extent imitative. The last five years have shown a few new things, some of very great importance, but during this period of years radio has been characterized by a tendency to drift into a channel.

"All of the things that have made radio go back to something that was of inventive ingenuity. By some today it is said that radio now is merely a business, and in the old days that it was only a science. The answer is that radio is not merely a business; it is a service, a tremendous service, not only in broadcasting, but as an agency of communication.

"Radio is an industry, a big industry. Also it is still an art and still a science. Its future rests on invention, new ideas, new thoughts. You manufacturers must keep your eyes open and look for the new things and encourage the new things."

Popular Radio Personality



BEN J. OPPENHEIM

Wellknown radio authority and president of the B. & O. Radio, Inc., wellknown distributors of radio products with headquarters located in Newark, N. J. "Ben" as he is better known to the radio trade of the east has in addition to proving himself one of the outstanding radio merchandisers in the east also advanced as one of the outstanding radio personalities.

Pat Kiley Makes Change

NEW YORK CITY.—Pat Kiley, radio manufacturers representative, this city, announces that he has severed connections with Herbert H. Frost, Inc., and Remler, and will not undertake any new factories until he returns from a vacation in Florida.

C. R. Ablett Passes Away

NEW YORK CITY.—The Charles A. Ablett Company, 22 Reade street, this city, announce the death of the president of the company, Charles R. Ablett, on February 17. Mr. Ablett was wellknown in the radio business, being manufacturers of vacuum tubes.

Martin Cohn Resigns Tri-Volt

NEW YORK CITY.—Martin Cohn, radio pioneer and one of the best known radio engineers in the east has announced his resignation from the staff of the Tri-Volt Electric Corporation of this city. Mr. Cohn, who has been associated with many of the foremost radio concerns in the east, has been considering a number of engineering offers with prominent radio organizations in this city.

INDEPENDENT TUBE MAKERS FILE SUIT AGAINST RCA

S. E. Darby, Chief Patent Counsel Announces Move Which Is Said to Exceed \$10,000,000

NEW YORK CITY.—Suits for damages in excess of \$10,000,000 against the Radio Corporation of America are to be filed by a group of independent radio tube manufacturers, S. E. Darby, Jr., chief patent counsel for the De Forest Radio Company announced February 15.

The actions are based on the February 6 decision of Federal Judge Hugh Morris at Wilmington, Del. granting an injunction restraining the Radio Corporation from alleged violation of the Clayton Anti-trust Act in the sale of its radio tubes.

These suits by De Forest and other tube manufacturers mark another chapter in the independents' fight on what is alleged to be a three billion dollar trust controlling the radio industry.

The General Electric Company, Westinghouse Electric and Manufacturing Company and American Telephone and Telegraph Company are charged by the Radio Protective Association as being parties to this trust in the present investigation by the Senate Committee on Patents at Washington, as a result of Senator Dill's bill to forfeit patents used by corporations who violate the Clayton and Sherman anti-trust laws. The Radio Corporation, through contracts with General Electric and Westinghouse, acts as selling agent for the radio products manufactured by these corporations.

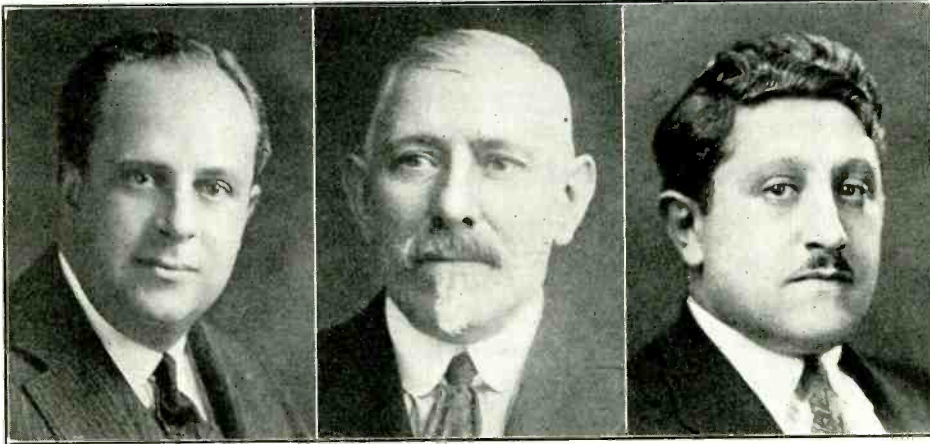
The decision of Judge Morris, with the temporary injunction granted De Forrest and the other companies, held that R. C. A. through Section 9 of its licensing agreement to twenty five of the largest radio manufacturers in the country, was violating Section 3 of the Clayton law. Such violations may be penalized by actions for treble damages and the independent tube manufacturers charge losses ranging from \$3,500,000 to \$6,750,000, according to Mr. Darby.

Hogan Grants License

NEW YORK CITY.—Another step toward clarifying the patent situation has just been completed by the granting of a license to the Colonial Radio Corporation under the Hogan single-control tuning patent. The inventor, John V. L. Hogan, has licensed more than forty other radio manufacturing organizations, and these companies have the right to market simplified one-dial receivers using his device. The licensees include Radio Corporation, General Electric, Westinghouse and Atwater Kent.

On notification of Hogan's claim of infringement, the Brandes Products Corporation, manufacturers for Federal-Brandes, Inc., of the Kolster one-dial receiver, have

Heads of Racon Electric Company



Max Abrams, president of the Racon Electric Co., New York City, is shown in the center panel. To the left is H. R. Fletcher, newly elected sales manager of the company and A. I. Abrahams, right, popular vice president, acoustic authority and horn designer.

also completed a license and royalty agreement under the patent. This amicable settlement by acknowledgement of the importance of the Hogan patent has obviated the necessity of another radio patent suit.

In addition to the Colonial and Brandes companies, Hogan licenses have within the past two weeks been issued to the Wireless Radio Corporation of Brooklyn, and the Premier Electric Corporation of Chicago.

For New England Area

BUFFALO, N. Y.—The Federal Radio Corp., this city, announce the addition of the Plymouth Electric Co., 218 State Street, New Haven, Conn., as distributors of their product in the states of Connecticut, western Massachusetts and parts of Rhode Island.

RCA Launches Campaign

NEW YORK CITY.—The Radio Corporation of America announce a direct mail campaign for RCA dealers. It consists of six mailings, posted twice a month and covering a period of three months. The dealer uses his own mailing list and the literature is printed with the dealer's name, sealed, stamped and addressed. RCA is sharing the cost on a fifty-fifty basis.

K. E. Reed Takes Trip

BUFFALO, N. Y.—K. E. Reed, sales manager of the Federal Radio Corporation, this city, is at present visiting Federal wholesalers in Dallas, Los Angeles, Seattle, Vancouver, Winnipeg, Calgary and other cities. Mr. Reed is well known in radio fields and the music trades.

Annual Radio Banquet

NEW YORK CITY.—Byron Forster, Chairman of the entertainment committee, announces the annual banquet and entertainment of the Talking Machine and Radio Men, Inc., of New York, New Jersey and Connecticut, to be held Monday, April 23, at the Hotel Commodore, this city.

He urges all tickets be purchased by April 16, so that proper provision can be made for service and seating. The price of a ticket is \$7.50. Checks for same may be made payable to E. G. Brown, Secretary, 124 Main Street, Hackensack, N. J.

Prominent Radio Pioneer Joins Racon Electric Co.

NEW YORK CITY.—H. R. Fletcher, widely known radio merchandising authority and pioneer has joined the staff of the Racon Electric Co., Inc., of this city, as general manager, according to an announcement made by A. I. Abrahams, president of the concern.

The new Racon official will shortly leave on an extended sales trip throughout

Western District Appointee



CAPT. F. W. PIFER

Newly appointed salesmanager in charge of the western district with headquarters in Chicago for the United Radio Corporation of Rochester, N. Y. Captain Pifer was formerly associated with the Amplion Corporation of America as sales engineer having been associated with them since their inception.

the country in the interests of the special line of horns and loudspeakers manufactured under the Racon trademark.

Mr. Fletcher brings to the new position a wealth of experience in radio fields having at various times been associated with the Apco Manufacturing Co., Amsco, Inc., Algonquin Electric Corporation, and other radio interests.

He is a prominent member of the Radio Manufacturers Association and is actively identified with a number of its most important committees.

Takes New Quarters

NEW YORK CITY.—The Continental Radio & Electric Corp., formerly located at 15 Warren Street, this city, have taken larger and more modern quarters at 160 Varick Street, where they have better shipping facilities.

Berel Resigns Ferguson

NEW YORK CITY.—The J. B. Ferguson, Inc., 225 West 57th street, this city, announce the resignation of Milton Berel. The development of a new device, which can be attached to any radio set for eliminating interference from neighboring stations, is announced by Mr. Berel.

New Farrand Speaker

LONG ISLAND CITY, N. Y.—A new type Concert loud speaker is announced by George H. Kiley, vice president of the Farrand Manufacturing Co., largest makers of radio loud speakers in the country. C. L. Farrand was the inventor who first used the cone speaker for radio work.

Freed-Eisemann Survey

BROOKLYN, N. Y.—Leo Freed of Freed-Eisemann Co., this city, has just returned from a trade survey through New England and the Middle West, and announces this a wonderful radio winter. D. W. May, Inc., Newark, N. J., Horrick-Ibbotson Co., Utica, N. Y., and Barrott Electric Supply Co., St. Louis, Mo., have been appointed distributors of Freed-Eisemann products.

Takes Larger Offices

NEW YORK CITY.—P. W. Mack, Inc., this city, announce the removal of their offices to 122 Greenwich Street, where the staff remains the same. They are representatives of the Acme Apparatus Corp., Cambridge, Mass.

New Freshman Distributor

NEW YORK CITY.—Charles Freshman Co., Inc., 240 West 40th street, this city, announce a new distributor for their products in the state of Michigan. Grinnell Brothers, the largest retailers of radio and musical instruments in Michigan have taken a complete line of Freshman electric radios.

Outgrows Old Quarters

MALDEN, Mass.—William A. Ready, president and general manager, announces the removal of the National Company, Inc., from Cambridge to Sherman, Abbot and Jackson Streets, this city, where a modern plant with three times the floor space of the old buildings, gives capacious room for this company's growing business in radio and engineering products.

REDUCTION OF DELIVERY COSTS SOUGHT BY R. M. A.

Captain William Sparks Heads Committee Which Is Seeking Fair and Lower Shipping Rates

NEW YORK CITY.—A movement to reduce the delivery cost of radio products has been undertaken here by the Radio Manufacturers Association through its Traffic Committee, of which Captain William Sparks, of Jackson, Michigan, is chairman.

After new conferences in New York with RMA directors and officers and also traffic experts of RMA members, Captain Sparks headed a delegation which appeared January 12 before the Consolidated Classification Committee and inaugurated the effort to secure fair and lower railroad rates for radio receiving sets, accessories and parts.

The Classification Committee indicated its agreement with the RMA delegation on the latter's plea to reduce the minimum carload weight required under the tariff for radio cabinets and receiving sets. The present carload minimum of 20,000 pounds cannot be loaded by radio manufacturers except in rare instances. The average carload is from 12,000 to 18,000 pounds, and the RMA delegation's request for a minimum of 16,000 pounds appeared to be favorably received.

Chairman Sparks of the RMA Traffic Committee will make a report to the RMA Board of Directors on January 26 and intends to submit plans for a drive by the Association to secure lower freight and also express rates for radio products. Many of the rates and classifications were established two years ago, and are now inequitable, levying an unnecessary tribute on the radio buying public.

There are no classifications for many radio products which did not exist when the original tariffs were drawn, and the whole rate structure affecting the radio industry, Captain Sparks and his conferees believe, should be adjusted in an endeavor to save thousands of dollars in transportation charges to manufacturers and the consuming public.

In addition to Chairman Sparks of the Traffic Committee, those participating in the rate reduction conferences included Morris Metcalf of Springfield, Mass., J. J. Lynch of Jackson, Mich., Bond P. Geddes, Executive Vice President of the RMA, G. W. Knight, John F. Moriarity, W. F. Lowman, F. S. Ottenheim, and W. F. Rogers, of New York.

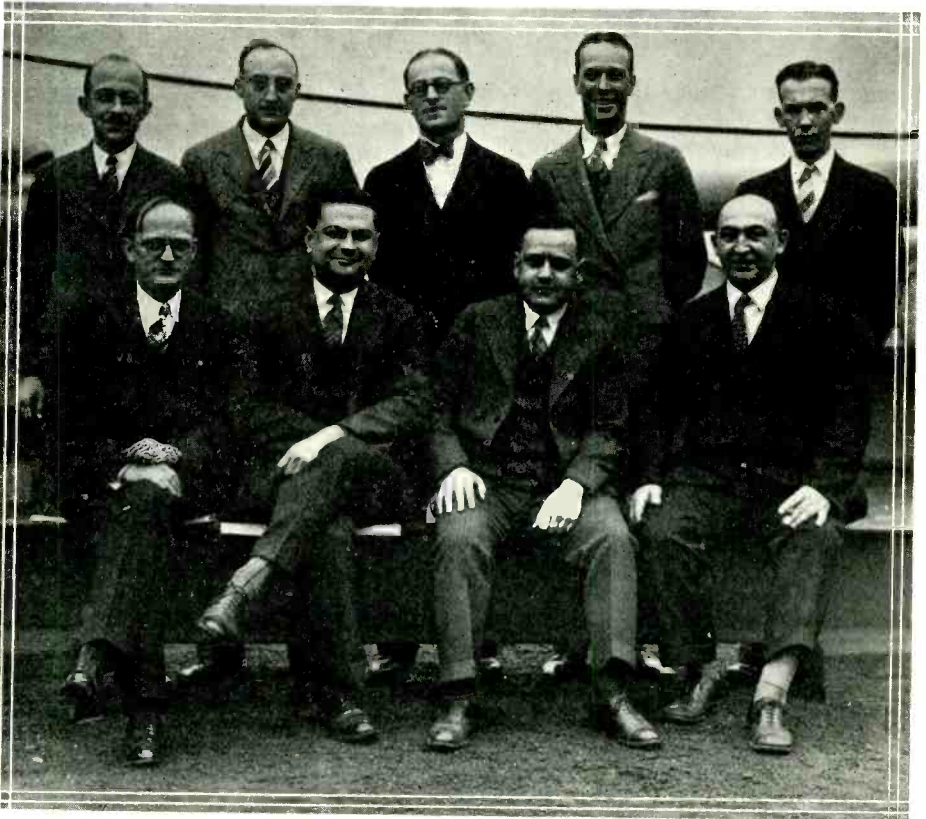
Announces New Dial

NEW YORK CITY.—The Pilot Electric Manufacturing Company, this city, is producing a new double drum dial equipped with a vernier feature. Also a single drum dial which takes condensers on both sides. E. Manuel, export manager of the Pilot Company, was entertained at a dinner before he sailed on a tour of Cuba, Mexico and South America.

Picture Transmission Successful

NEW YORK CITY.—The broadcasting of photographs by radio and the reception of such pictures on a small and simple outfit in the home, attached to an ordinary radio receiver in much the same manner as a loud speaker, was publicly demonstrated for the

The Men Who Make Aerovox History



Brooklyn Concern Holds Conference.—Members of the executive and sales staff of the Aerovox Wireless Corporation, Brooklyn, N. Y., can be seen above during recent sales conference. Front row, left to right: H. Gerber, S. Siegel, president and chief engineer; S. I. Cole, treasurer and general manager; H. C. Lieberman, Back, left to right: W. W. Boes, P. G. McConnell, L. Alexander, W. C. Hitt, W. Laing.

first time by the National Broadcasting Company to a party of radio engineers and newspapermen here January 26.

This demonstration, conducted over WEAJ on its regular wave length, was made possible by apparatus developed by Dr. E. F. W. Alexanderson, consulting engineer of the General Electric Company and member of the board of consulting engineers of the National Broadcasting Company, who but ten days ago thrilled the radio world with a demonstration in Schenectady of a practical home television receiver.

The photographs were broadcast from the NBC laboratory in Fifth Avenue over its high power station at Bellmore, L. I. and received in the home of Dr. Alfred N. Goldsmith in West End Avenue at 82nd Street, a distance of 25 miles from the transmitting antenna. Dr. Goldsmith is chairman of the board of consulting engineers of the National Broadcasting Company.

Complete Equipment Featured

WASHINGTON, D. C.—President Coolidge's recent trip to the Pan-American Congress at Havana, via Key West, Fla., was made on the battleship Texas which was equipped with the most up-to-date radio apparatus. The Texas had receiving sets for broadcast programs and included thirty-seven men in its radio personnel. Seven vacuum tube transmitters, some of them capable of working several thousand

miles, were installed in the radio room. This was the most modern radio equipment to be found on the seas.

Stone Moves To N. Y.

OAKLAND, Calif.—Lieutenant-Commander Ellery W. Stone, president of Federal-Brandes, Inc., Newark, N. J., and Federal Telegraph Co., of California, has closed his home in this city and moved to New York City where he will reside.

Farm Conditions Improving

BUFFALO, N. Y.—R. H. Canning, special representative of the Federal Radio Corp., this city, reports after a trade survey of most of the prominent cities in the United States and Canada, that the farmers have the biggest harvest in years. This will naturally affect the radio industry as well as other trades and industries he declared.

Southern Splittorf Distributors

NEWARK, N. J.—Hal P. Shearer, general manager of Splittorf Radio Corp., this city, announces the appointment of the Exide Carolina Distributing Company, of Columbia, S. C., as wholesale distributors of Splittorf products.

Guy M. Tarrant, president of the Exide Carolina Distributing Company, states his company will cover the following territory: Georgia, Southwestern counties of South Carolina and southern counties of North Carolina, for the Splittorf company.

First National Confab of Wholesalers Held

(Continued from page 26)

general discussion of the speeches, the conference therefore divided itself into four groups to study these problems and to formulate principles which would require further investigation by the U. S. Chamber of Commerce. As was said by Alvin E. Dodd on the second day of the convention: "This shows how difficult it is to define wholesaling, and this report brings out the difficulties of developing panaceas for the wholesaler's ills, but does show it advisable to develop methods which will give us the benefit of valuable experiences and an array of data on which conclusions may be drawn, and later on after reports are ready, to call this assembly together again, and so reach a final conclusion with regard to the general status and the place of wholesaling in the chain of distribution in the United States."

The object of the conference was, therefore, to exchange facts and to consider the current needs and problems in the wholesale field, to formulate principles for investigations by ascertaining the present status of wholesaling and the various services performed in different trades, the place of wholesaling in distribution and its relation to industry as a whole. The chief topics for group discussion centered about:

- (1) Wholesale Functions and Services;
- (2) Economic Factors Affecting Wholesaling;
- (3) Business Analyses;
- (4) Financial Aspects.

The conference clearly showed the need for such a "get-together." The wholesalers of the country are facing a changing future which makes it necessary for them to adapt themselves to such recent competition as the chain store, the mail order house, group buying, etc. There is some uncertainty as to the exact situation in the wholesaling field, and whether the wholesaler can any longer afford to warehouse merchandise in view of the "hand to mouth buying" program. There is even greater uncertainty as to what developments may be expected in the future. By thus bringing all the wholesalers of the country together and organizing one National Group, the problems of all wholesaling may be worked out.

With wholesalers holding widely divergent opinions, and with the different branches of trade confronting

a variety of conditions, which are being met in a variety of ways, it is becoming apparent that there are many *things in common* which can be worked out for the good of the industry as a whole. For instance, the automotive wholesale industry has something good to offer to the radio industry; the radio wholesaler has something to offer for the good of the automotive industry, and so in an exchange of views, and facts and experiences, the wholesalers in every line can club together for mutual profit and for advancing the art of wholesaling to a new high level.

By outlining current conditions in their respective fields and describing the methods now being worked out, the conference arrived at a common basis of mutual understanding for all wholesalers, covering among other things style changes and group buying, profitable trading areas, economic minimum of profitable orders, cash discount privileges, bad debt losses, selling terms instead of merchandise, etc.

It was demonstrated that a great part of the country's merchandise continues to flow through wholesale channels and the remarkable growth of the automotive and radio wholesaling industry was pointed out as a typical example.

Ranked as Pioneer



JESS B. HAWLEY

Ranked as one of the pioneer radio manufacturers in the middle west and treasurer of Newcomb-Hawley, Inc., St. Charles, Ill. In addition to being an active worker in connection with the Radio Manufacturers Association he is also regarded as a trade authority.

Radio Jobbers Form New National Body

By A. G. Erstrom

MILWAUKEE, Wis.—One of the outstanding features of the Bi-Annual Convention of the Federated Radio Trade Association in Milwaukee was the foundation of a national organization of radio jobbers.

This organization to take in individual jobber members throughout the entire country and to become a part of the Federated Radio Trade Association. The Jobbers Section will act individually and of its own accord and will build a strong foundation for the Federated. They will work on their own individual problems for the good of the entire industry but will not attempt to dominate the sections of the Federated as a group.

The Chairman of the Jobbers Section will automatically become a Vice-President of the Federated Radio Trade Association and the Jobbers Section will be governed by an Executive Committee composed of two representatives from each of the nine zones, eight of which comprise the entire United States and the ninth the Dominion of Canada. This executive committee will act as the Board of Directors of the Jobbers Section and will govern it when the division is not in session.

They have appointed five major committees who are now functioning and will make a report of their activities at the next meeting of the Executive Committee which will be held within the next ten days.

The Executive Committee is composed of the following: Thomas White, Chairman, Wholesale Radio Equipment Company, Buffalo, N. Y.; R. C. Coleman, Geo. C. Beckwith Company, Minneapolis, Minn.; Martin Wolf, Electric Appliance Company, Chicago, Ill.; Harry Alter, the Harry Alter Company, Chicago, Ill.; Fred Wiebe, Brown-Hall Supply Co., St. Louis, Mo.; J. F. Connell, Kruse-Connell Company, Indianapolis and W. H. Roth, Radio Specialty Company, Milwaukee, Wis.

The Finance Committee is automatically headed by Thomas White of Buffalo as Chairman. The Manufacturers Relations Committee headed by Harry Alter of the Harry Alter Company, Chairman with Mr. Purdy, Geo. C. Beckwith Company, Milwaukee and Mr. Richardson, Young, Lorrish & Richardson Company, Chicago, with one advisory member from each of the zones.

The Dealer Relations Committee is headed by F. A. Wiebe of the Brown-Hall Supply Company with Martin Wolf of the Electric Appliance Company, Chicago and Mr. Pflager of the General Ignition Company, Milwaukee with one advisory member from each of the zones.

The Membership Committee is headed by J. F. Connell of the Kruse-Connell Company, Indianapolis. The Publicity Committee is headed by Martin Wolf of the Electric Appliance Company, Chicago.

On admission for membership:—A jobber shall become eligible for membership in the Jobbers Section of the Federated Radio Trade Association if he does business on a substantial wholesale basis and does pass the requirements of the Membership Committee.

Many wholesale radio houses throughout the entire country have signified their intentions of joining this national movement and its success is already assured.

Geo. B. Ansbro
Manager

THE MID-WEST RADIO DEALER

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

A DEPARTMENT of the Radio Dealer for March

CROSLY RADIO APPOINTS ABBOTT AS SALESCHIEF

Nationally Known Sales Executive
Joins Working Group of 166
Distributors, 18,000 Dealers

CHICAGO.—H. Curtiss Abbott, of Chicago, nationally known in the fields of radio and music, has accepted the position of general sales manager for The Crosley Radio Corporation.

Mr. Abbott, a Yale graduate, has had many years of experience in the radio business and has made an enviable record in the selling end of the industry. For a number of years he was assistant to the owners of the Lyon and Healy Company, Inc., one of the foremost music concerns of the country and as sales manager of the Kellogg Switchboard and Supply Company, Chicago, for the past two years became widely known in the radio distribution field.

With the Crosley Radio Corporation, Mr. Abbott has a working organization of 166 distributors and more than 18,000 dealers, representing every community in the United States.

Mr. Abbott firmly believes that the surface has hardly been scratched in the radio field. He believes the demand for Crosley products this year will be greater than ever and is laying plans for the most successful business in its history.

"While there probably will be an ever present demand for battery operated sets, the public is being thoroughly sold on the advantages of the one unit sets which are operated from light sockets," Mr. Abbott said, "and the future is very bright for this product. It has been on the market long enough to have proven its worth and there is no reason why a company with the reputation of the Crosley Radio Corporation for manufacturing the best radio sets at the lowest possible price, should not do a tremendous business in 1928."

Manly Named Sales Manager

CHICAGO.—C. H. Thordarson, president of the Thordarson Electric Mfg. Co., 500 W. Huron Street, this city, announces the appointment of H. P. Manly as sales manager for the company. Mr. Manly has been with the company for four years and will continue its sales policy.

Rocky Mountain Merger

DENVER, Colo.—Merger of the Rocky Mountain Radio corporation and Gray Brothers company, two of the oldest wholesale radio firms in Denver, was announced during the past month by Baxter Lanian, president of the Rocky Mountain

Represents National Lines



FRED GARNER

Prominent radio pioneer who announced the recent formation of Fred Garner & Co., with offices at 302 South Wells street, Chicago. The new head of the organization will represent a number of nationally known radio lines in Ohio, Michigan, Illinois, Wisconsin and Indiana. Fred's many friends throughout the trade are wishing him success in his new enterprise.

corporation. F. W. Gray, president of Gray Brothers, becomes manager of the refrigeration department of the Rocky Mountain corporation. This corporation will take over some of the most important lines offered by Gray Brothers. Offices of the company are at 1512 Broadway.

Radio Subcommittee Named

WASHINGTON, D. C.—The subcommittee on radio of the House Committee on Merchant Marine and Fisheries has just been announced by Representative Wallace H. White, Jr., of Maine, chairman of the committee, and who was chairman of the subcommittee on radio during the last session of Congress.

The radio subcommittee is composed of Representative Rowbottom of Indiana as chairman and Representatives Lehlbach, of New Jersey; Bowman of West Virginia; Magrady, of Pennsylvania; Davis of Tennessee; Bland, of Virginia; and Larsen, of Georgia.

RADIO NOW FACED BY STIFF LUXURY COMPETITION-Waller

Managing Director of NEMA
Urges Abolition of Radio Myths
at Milwaukee Convention

MILWAUKEE, Wis.—Radio as an industry is today surrounded by more vigorous and formidable competitors than ever before and among other things faces a competition from luxury industries spending more than \$10,000,000 during 1928, Alfred E. Waller, Managing Director of National Electrical Manufacturers Association told the Federated Trades Association at its recent convention.

He urged the explosion of various myths surrounding radio—for instance—that radio sets will not operate satisfactorily in the summer; that a large percentage of the population do not use their sets in the summer time; that good programs will not last; and that radio will not stand on its feet as a utility device.

He pointed out that a year ago NEMA had gone on record to the effect that the number of broadcasting stations would have to be reduced, adding that present day developments confirm this analysis.

The luxury competition to which Mr. Waller referred was described by him as being competition from "single cylinder" industries, that is by industries producing a single product. They are not confronted with the multi-cylinder problems or powers of the electrical industry.

He urged the organization of dealers, jobbers, and manufacturers through national associations to the end that service for radio sets may become as regular and satisfactory as that for automobiles, and that accurate knowledge of the public's taste and preference for radio products be obtained through the use of statistics from jobbers and dealers.

Freight Charge Dismissed

WASHINGTON, D. C.—Charges on a mixed carload shipment of radio receiving sets and radio loud speakers from Nicetown, Pa., to Des Moines, Iowa, and on a carload of radio receiving sets from New York City to Omaha, Nebr., have not been found unreasonable by the Interstate Commerce Commission in the case of Harger & Blish against the Chicago, Milwaukee & St. Paul Railway Company. The complaint has been dismissed.

Radio Replacing Ukulele

HONOLULU, H. I.—Teves & Joaquin, radio and electrical dealers, this city, announce that radio is replacing the native strumming of the ukulele on the Hawaiian beaches, as most of it is now being done in broadcast studios. Teves & Joaquin, distributors for Fada in Hawaiian Territory, have entered upon an advertising campaign in which they featured an automobile with Fada receiver and cone speaker that was driven around

the streets of Honolulu, causing untold delight to the inhabitants.

According to R. C. Ackerman, export manager of Fada, the Hawaiian Territory possesses finer types of sets than most places because they are desirous of receiving the Pacific Coast programmes. Lewis M. Clement, chief engineer, was sent to the Islands in the early days of radio to supervise the building of a sending station for commercial work, so that the contact with commercial wireless through local stations, has long since educated the Hawaiians to radio usage.

Service Ordinance Opposed by St. Louis Trade Interests

ST. LOUIS, Mo.—W. P. Mackle, secretary, acting for President Bennett, at a recent meeting of the St. Louis Radio Trades Association, this City, announced the acquaintance of the tradesmen with a move to enact City regulation of radio service by Ordinance.

The Association called attention to a group who were fostering a movement to create in this city an Ordinance to provide for licensing of Radio Servicemen. Some of the members were in favor of the Ordinance and some were against it and so it was voted to investigate more fully before taking action.

R. Fullerton Place, of the St. Louis Advertising Club, spoke at the meeting on stressing the idea of selling the public the great artists and entertainment instead of the mechanics of a radio set.

Metcalf Joins Wonderlite

OAKLAND, Cal.—Herbert E. Metcalf has resigned from the Magnavox Company, this city, to become president and chief engineer of the Wonderlite Company of America, Inc., makers of luminous tube signs. Mr. Metcalf will engage in consultation work and also continue his teaching of radio in the University of California.

Named Western Distributors

KANSAS CITY, Mo.—John D. Todd, vice president and secretary of the Missouri Valley Electric Company, this city, announces his company has become the western distributors for the Shamrock Manufacturing Co., Newark, N. J., makers of Shamrock receiving sets. The Missouri Valley company is a well known distributor of electric supplies and apparatus in the middle and south west and they have now entered the radio field.

Formed to Stimulate Trade

WASHINGTON, D. C.—Col. Manton Davis, general attorney for the Radio Corporation of America appearing before the Patents Committee of the Senate in connection with the Dill patent bill, said to be directed to the corporation, told the committee that the corporation was brought into being with the sole purpose and intention of creating and stimulating trade in the radio industry, as opposed to the claims of some of the corporation's detractors, that it operates as a trust and in restraint of trade.

Asserting that most of the patents under which receiving set manufacturers are licensed are combination patents, Col. Davis pointed out that the United States Supreme Court has held that, in such patents it is the combination that is the

Heads Own Organization



MAX L. HAAS

Former president of the Haas Electric Sales Company, Cleveland, who recently announced the formation of his new organization with headquarters in that city. Mr. Haas will represent a number of nationally known radio lines in the Sixth City and has been widely congratulated by his many friends in the trade.

invention and that whoever uses or contributes to its use is an infringer of that patent. It was further pointed out that the tubes are component parts of the patented articles licensed to be made.

Col. Davis asked that the committee examine into the motives of those who have appeared before it, and concluded by charging that the arguments presented against the Radio Corporation were in effect pleas for Congress to forfeit RCA patents and to "bring to bear the great power of the government so that those who have spent their time and money developing radio shall be handicapped over all other men in seeking the rewards radio may bring."

Bremer-Tully Distributor

CHICAGO.—Bremer-Tully Mfg. Co., this city, has appointed the Frank M. Brown Co., of Portland, Maine, their distributor for this territory. C. L. Steining, assistant sales manager, announces a new B-T. speaker coupler. The terminals of the speaker cord are simply inserted into the receptacles of the speaker couples, making installation easy and convenient without using any tools.



Denver Association Planning Big Membership Increase

DENVER, Colo.—Any person or firm directly interested in radio is eligible for membership in the Colorado Radio Trades association, which was reorganized at a meeting in this city during the past month.

Eligibility for membership includes retail dealers, wholesalers, jobbers, manufacturers, manufacturers' agents and broadcasters which will take in not only firms but individuals.

The purpose, it is explained, is to include all interested in radio and to promote radio not only in Denver, but throughout Colorado and the Denver trade territory. There will be a paid secretary to direct the affairs of the association and an office for the association will be opened downtown. It is proposed that here will originate all the activities of radio in the western country.

Membership is open to those eligible throughout the Denver territory and it is expected that the present membership of 35 will be increased to more than 60 within the next two or three months, and it is hoped to eventually have all who can become members brought in.

The control of the association is left with a board of eight directors, with four representing the four important groups, as follows:

Dealers—Frank M. Fletcher, Knight-Campbells Music Company. Jobbers—Tom Savage, Radio Sales & Supply Company. Manufacturers—George Preble, Stromberg-Carlson Company. Broadcasters—Freeman H. Talbot, General Electric, KOA. Directors-at-large—Orville Petersen, B. K. Sweeny Electrical Company; Harold Bird, Moore, Bird & Company; Paul B. Lanus, Rocky Mountain Radio Corporation, and C. G. Scott, Scott Bros. Electric Company.

Following the election of the eight directors, they met and elected the following officers for the ensuing years:

Tom Savage, president; Freeman H. Talbot, first vice president; George Preble, second vice president; Paul B. Lanus, third vice president; Orville Petersen, treasurer. The office of paid secretary has not as yet been filled.

The association will meet once each month.

Visits Local Representative

DENVER, Colo.—W. G. Steiner of Cincinnati, sales manager for the Formica insulation company of that city, was a recent visitor in Denver. While here he conferred with Eugene P. O'Fallon of radio station KFEL, local Formica factory representative.

Radio Song Hit

DES MOINES, Ia.—H. B. Sixsmith, composer and general sales manager of the well known wholesale radio distributors. Harger & Blish, this city, has just written a new radio song. This song is published in full, with words and music, in "The Mike," house organ for his company. The chorus is as follows:

"Radio, we're rooting for you every minute,
Radio, there's not another game that's in it,
And we want the whole, wide world to know,
We're full of pep,
And right in step,
Hurrah for radio!"

MARCH, 1928
Vol. 12, No. 6

BROADCASTING STATION ACTIVITIES

Arthur Treanor
News Editor

The Only Medium in This Field

Edited Monthly, at 10 East 39th Street, New York City, a Department of The Radio Dealer

KPRC HOUSTON NOW MEMBER OF NATIONAL NETWORK

Post Dispatch Station Is Now
Linked With Northern Stations
on National Broadcasts

HOUSTON, Tex.—Radio station KPRC owned and operated by the Houston *Post-Dispatch*, has joined the chain of National Broadcasting Stations and the first program over the air linked with this chain was broadcast recently and was well received. Linking up with this national chain will bring to radio fans of Texas the cream of radio entertainment and programs and will prove both educational and pleasing in every respect.

Previous to making the new arrangement, KPRC was a member of the Maxwell House chain, but through special arrangements was able to tie in on many outstanding events. G. E. Zimmerman is supervisor of KPRC.

Hotel Has Radio Studio

SAN ANTONIO, Tex.—One of the features of the new Blue Bonnet Hotel recently opened in this city, is the operation of radio station KGRC from a private studio on the second floor of the building. Aerials are on the roof of the structure, which is ten stories in height. KGRC is operated by the Paramount Radio Company, which cooperates with the hotel in furnishing programs. The new downtown store of this firm, which is dealer in Atwater-Kent radio sets, is located in the hotel building.

KWWG Community Programs

BROWNSVILLE, Tex. — Radio station KWWG, formerly operated as a municipal broadcasting station, is to be operated for the benefit of the Rio Grande Valley as a whole, and programs are to be invited from communities and organizations from all parts of the valley, it was announced here recently. A privately-owned firm is to operate the station and has extended a cordial invitation to all industrial concerns, civic organizations and other enterprises to take part in the programs.

Station Anniversary Celebrated

SEATTLE.—At the close of their first year of broadcasting, it is believed that station KOMO, the Totem Broadcasters, Fisher's Blend Station, Inc., established a world's

record. The record achieved was 4,760 hours, or an average of fourteen hours a day during the entire year.

A special program was held on New Year's Eve to celebrate their first anniversary, at which Mayor Bertha K. Landes made a speech, as well as Harry J. Martin, of the National Carbon Company, and J. B. Power, president of the Radio Listeners' Club. Rev. J. E. Crowther repeated the invocation which he presented when station KOMO first opened. He also gave an address congratulating station KOMO on the good work it had done.

A Unique Speaker

NEW YORK CITY.—John W. H. Hanley, this city, has perfected an attachment whereby a sea shell can be transformed into a loud speaker.

Joins United Radio Corp.



H. C. GOODRICH

Well known radio broadcasting and acoustical authority and former representative of King Mfg. Corporation who has been named district representative in the middle west for United Radio Corporation, of Rochester, N. Y. He will cover Michigan, Ohio, Indiana and Iowa.

TWO RADIO BILLS ABSORB ATTENTION OF CONGRESS

Senator Watson and Representative
White Sponsor Measure
Aiding Radio Legislation

WASHINGTON, D. C.—Two new radio bills have been introduced in Congress, one by Senator Watson of Indiana in the Upper House and the other in the Lower House by Representative White of Maine.

The Watson bill merely provides for the continuation of the Radio Commission for another year after March 15 while the White bill does that and also makes some changes in the present law. The Watson bill follows:

"That all the powers and authority vested in the Federal Radio Commission by the Radio Act of 1927, approved February 23, 1927, shall continue to be vested in and exercised by the Commission until March 16, 1929; and wherever any reference is made in such an act to the period of one year after the first meeting of the Commission, such reference shall be held to mean the period of two years after the first meeting of the Commission.

"The period during which the members of the Commission shall receive compensation at the rate of \$10,000 per annum is hereby extended until March 16, 1929."

"The bill which I am now introducing in the first instance," said Mr. White discussing his bill, "extends the original authority of the Commission for an additional year. This is effected by several verbal changes in the present law." He continued:

"Another amendment which I am offering enlarges the authority of the Commission with respect to chain broadcasting. It gives the Commission power to fix the time during which chain broadcasting may be carried on, to designate the stations which may be in a general or in a particular hookup, to limit the number of stations which may take part in one of these chain broadcasting programs and it authorizes the Commission to impose special conditions with respect to the wave length and power to be used.

"Another amendment," said Mr. White, "is aimed directly at the alleged monopoly in radio patents. I am not yet certain that

in the Committee I shall approve this provision. I hope that the question can be opened up before our Committee. We considered this question in the Merchant Marine Committee some time ago. The matter was not so important then as it is today. The subject is surely worthy of investigation and study.

Radio Advertising Approved

NEW YORK CITY.—Dr. H. K. Nixon, head of the advertising research laboratory of the Columbia University School of Business, sent out 900 questionnaires to "white collar" workers to ascertain from these listeners-in the value of air advertising. He found that anyone who has anything to sell appreciates its value and realizes that it brings them many purchasers or at least makes known a product.

The Happiness Boys and the Capitol Theatre received the most votes and a 5 to 8 per cent increase in familiarity on ten leading products advertised by radio. Atwater Kent, Lopez Orchestra, Roxy, Eve-ready Hour, McAlpin Hotel Orchestra, Cluquot Eskimos, Goodrich Silvertown Orchestra and the Waldorf-Astoria Orchestra also received the listeners-in check of familiarity.

New Radio Chief

WASHINGTON, D. C.—Morse Salisbury has just been appointed Chief of Radio Service for the United States Department of Agriculture to take the place of Sam Pickard, who established the Radio Service in 1926. The new service will start on February 22nd with a new series of talks on cooperative marketing, is announced by Mr. Salisbury. They will be broadcast over fifty stations for a period of ten weeks.

Having been prepared by experts of the Division of Cooperative Marketing and the Division of Economic Information of the Bureau of Agricultural Economics, they will form the regular farm economics sections of the U. S. Radio Farm School programmes.

Opposes Radio Tax

NEWARK, N. J.—The Radio Protective Association at a recent meeting in this city was authorized to notify the Federal Radio Commission that the organization opposed any tax on radio. Canada charges a tax on listeners and England charges a tax per tube on new receiving sets for the support of the Patent Pool but the Radio Protective Association claims it would be unfair to tax American listeners as they have already paid a tax of 7 per cent on their radio receiving sets.

New Canadian Station

TORONTO, Canada.—The studio of Canada's new Station CKGW will be in the King Edward Hotel, this city. Gooderham & Worts, distillers, have built the five-kilowatt station CKGW at Bowmanville, forty miles east of Toronto. This will be Canada's most powerful station, as it does not share time with any near-by station and will become a permanent network station. General Electric Company equipped the station.

New WOR Studios

NEW YORK CITY.—The new WOR studios, 1440 Broadway, this city, occupy the entire 25th floor of the building.

The new sheet copper shielded transmitting station at Kearney, N. J., has all apparatus in duplicate and the control building uses nine miles of wire in its ground system. Ruby lights in the WOR aerial towers warn aviators at night.

TELEVISION TEST PROVES SUCCESS OVER FEW MILES

Broadcasting Carried On Using Methods Perfected by Dr. Alexanderson and Aides

SCHENECTADY, N. Y.—Radio television leapt the barrier between the laboratory and the home January 13 in the first demonstration of television broadcasting, arranged by the Radio Corporation of America and the General Electric Company.

At three different points in this city, including the home of E. W. Allen, Vice President of the General Electric Company, groups of engineers, scientists and newspaper men standing before the first "home television sets" ever to be demonstrated, saw the moving images and heard the voices of a man and a woman transmitted from the research laboratories of the General Electric Company several miles away. So lifelike were the lights and shadows reproduced from the research studios that the curl of smoke from a cigarette and the flash of an eye were transmitted by radio just as a picture unfolds on a screen.

The first home television set is of very simple construction, not unlike the familiar phonograph cabinet in size and exterior appearance. It was developed by Dr. F. W. Alexanderson, consulting engineer of the Radio Corporation of America and the General Electric Company and his assistants in the laboratory here.

In this instance the transmission of the moving object was made on 37.8 meters wavelength while the voice was simultaneously sent through the air on 379.5 meters, the normal wavelength of WGY. The receiver which Dr. Alexanderson used differs from the ordinary short wave receiver in that it converts the electro-magnetic wave into light instead of sound and the light becomes an image corresponding in movement to the action of the artists at the transmitting end.

The elements of the television home receiver are a light source, the scanning device and the synchronizing system.

Radio for South Sea Islands

SAN FRANCISCO, Cal.—The Burns-Philp Company, this city, have been appointed exclusive distributors for the South Sea and Western Pacific Islands. This company maintains steamship lines and are extensive traders in the Pacific, doing business in Australia as well. Regular radio service is furnished passengers on trans-oceanic steamers in far away places heretofore deemed outside radio area.

New Studio for KQW

SAN JOSE, Cal.—KQW will locate its studio and headquarters in the Sherman, Clay & Co. Building, South First Street, and the first broadcast from this point is scheduled for September 1, according to an announcement by Fred Hart, managing director of the station. The dedicatory program will be given by talent favorably known in San Jose and San Francisco.

Army Demonstrates Radio

NEW YORK CITY.—At the military athletic tournament recently held in Madison Square

Garden, this city, the Military Athletic League, which comprises 24,000 members of the National Guard and Naval Militia, demonstrated radio's part in modern warfare. Commander Major Andrew G. Otto, Jr., was in charge of manoeuvres which demonstrated a new system of "flash" radio. Colonel Walter A. DeLamatz, president, announced that radio which had been most used for commercial and entertaining purposes was now replacing flags, pigeons, telephones, telegraphs, and signal lights in the navy, army and aerial establishments.

Broadcast Employees Dance

NEW YORK CITY.—The S. B. Davega Employees Cooperative Association recently held their third annual dinner-dance at the Hotel Biltmore which was broadcast over WMCA for two hours. The program was given under the direction of Herman Jacobson of the association and H. Emerson York, recording director of the Brunswick-Balke-Collender Co.

Inaugurates Dance Programme

NEW YORK CITY.—Station WABC, has inaugurated a radio innovation by broadcasting for four and one-half hours Saturday evening dance music. The Atlantic Broadcasting Corp., believes there is a demand for this music to be utilized by numerous gatherings, parties, dances and clubs. Dance hostesses may depend upon this dance music every Saturday night between 7:30 and midnight.

London Broadcast Successful

SIDNEY, Australia.—The chimes of Big Ben in London rebroadcast by station 2FC, this city, went on the air over Station WMAK, Buffalo. Wellington Muir, engineer, under an arrangement made by the Buffalo Evening News, was responsible for this first experiment in the history of radio when the London chimes were heard in Buffalo after traveling nearly around the world.

"Charlie" Garland Returns

CHICAGO.—Charlie Garland is again Director of WBBM, Chicago. The return of this well known radio personality to that station from which he first started his radio career is no surprise to his many friends. Charlie has during the past three years twice given up his position as Director of WBBM to head a popular school of syncopation.

The microphone lure and the desire to devote his entire efforts to the entertainment of his radio friends is a temptation too great for him to resist forever, and so Charlie now says that he has "positively" returned for good.

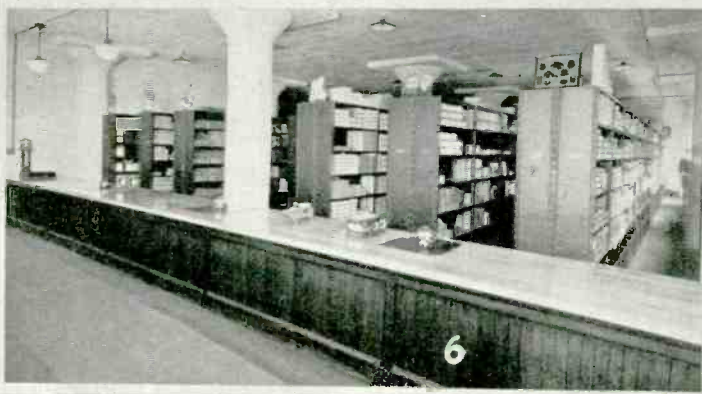
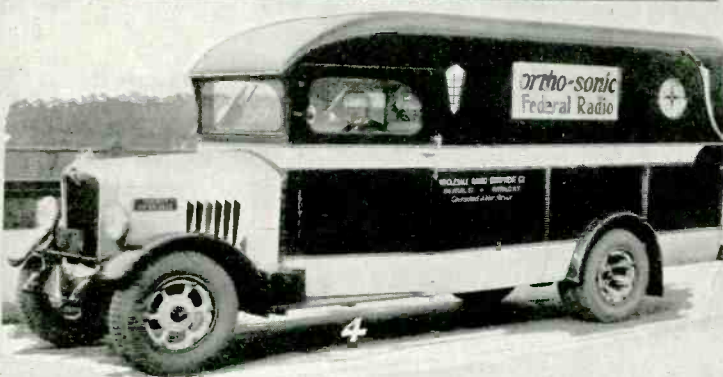
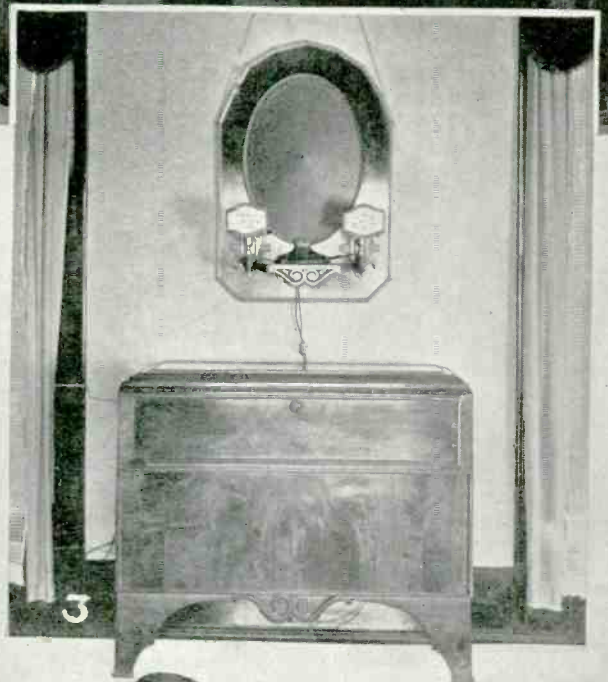
Radio Saves U. S. Money

WASHINGTON, D. C.—The Army radio network through which millions of words are handled, saved the Government more than \$121,733 in six months. This service is used by other departments as well as by the Senate, the Alaskan Railroad, the American Battle Monuments Commission, the House of Representatives, the Panama Railroad, the Weather Bureau, the Hydrographic Office, the Marine Corps and twenty-eight other Government agencies.

Charles Freshman Recovers

NEW YORK CITY.—Charles Freshman, president of the Charles Freshman Co., Inc., this city, is well on the road to recovery following a serious attack of pleurisy.

Industrial Progress As Glimpsed



1. Visiting The Plant.—Executives and salesmen of the Sampson Electric Co., Chicago, on the occasion of their recent visit to the plant of the Atwater Kent Mfg. Co., Philadelphia.
 2. The Home of B. & O.—Spacious building and headquarters of B. & O. Radio, Inc., well known radio distributors of Newark, N. J. The sign can be seen for many miles at night.
 3. An Unique Plaque.—S. F. King, president of the Sidney Welding Works, Sidney, O., recently designed this plaque combining a Farrand speaker and electric lighting fixtures.
 4. Salesroom on Wheels.—Handsome truck featured by Wholesale Radio Equipment Co., Buffalo, N. Y.
 5. Pictures in the Air.—Ernst Frederik Werner Alexanderson, radio and electrical genius, examining radio television apparatus.
 6. A Real Sales Aid.—Sales counter and stock room of Radio Distributing Co., Detroit.

Through the Camera's Lens



1. Speeds Set Deliveries.—One of a fleet of trucks recently purchased by Mohawk Radio Corporation, Chicago.

2. The Radio College Head.—Dr. Walter Damrosch, whose efforts in bringing music more prominently before the nation by means of radio, snapped recently while at WEA, New York City.

3. The Mechanism That Counts.—Dr. Alexanderson (cit) inspecting television apparatus.

4. Attractive Executive Offices.—Home of the Radio Distributing Co., Detroit, Mich.

5. Aggressive Selling Efforts.—Reception committee greeting fifth carload of sets received by Hamburg Bros., Pittsburgh. Left to right: W. Gray, J. Harr, sales manager, E. Hamburg, L. Hamburg, Jr., William Herlihy, Steinite factory representative.

6. A Royal Reception.—Banquet and reception tendered H. A. Bellows, former Federal Radio Commissioner, by Northwest Radio Trade Association, Minneapolis, Minn., last month.

The Radio Manufacturer

A SECTION OF THE RADIO DEALER
for
RADIO MANUFACTURERS AND ENGINEERS

Multi-tube Sets in Demand

Chassis Business Still Remains One of Radio's
Strong Manufacturing Points But Small Sets Pass

By W. F. Crosby

THE OLD days of the five tube, three control radio set are slowly but surely passing and in fact it is apparent to anyone familiar with the business, that such sets have almost reached the stage of a drug on the market. In place of such sets we find that the average modern chassis is composed of single dial tuning and runs anywhere from six tubes upward but it is interesting to note that even with this improvement the average price is not any higher and in most cases it is actually somewhat lower.

This is due to several reasons, increased production, better buying powers, economical design and the use of cheaper materials, but not so cheap as to effect the quality of reception. Cheapness is logical and permissible where the design is such that even with such construction the receiver is still capable of performing in a creditable way and the designing engineer should not hesitate to take such steps provided he is prepared to make up any discrepancies by improved design.

As a concrete example of this, take the case of the much despised steel when used for a sub-panel, panel or even complete encasing of the R. F. and A. F. units. Supposedly steel will cut down on efficiency, broaden tuning by increasing resistance, effect the fields of the inductances and half a hundred other things which are supposedly against all the tenets of radio engineering. Yet, such sets have been built and they have worked surprisingly well when everything is taken into consideration.

Keeping the radio frequency in-

ductances away from the steel will have a good effect and where the small diameter solenoid coils are used, if the openings of these will be kept parallel and at a respectable distance from the steel, there will be no difficulty due to broad tuning or to oscillation.

The writer has had occasion recently to do some work along these lines and for all practical purposes, steel has had little or no effect on the performance of five and six tube receivers. One five tube set comprising two stages of R. F., detector and two stages of transformer coupled A. F. was gradually encased in steel until the entire structure except the var-

iable capacities was enclosed and all without in any way effecting the set in so far as the ear could determine. For extreme distance it is true that there was some effect noticeable but for local work, which after all is the work of most modern receivers, the use of steel made no difference whatever.

This, of course, means reducing the cost to no small extent for expensive bakelite, copper and aluminum are completely eliminated in such a receiver and a six tube chassis may be made at a correspondingly lower price. Several prominent manufacturers of sets have recently gone in for steel variable condensers, suitably plated of course to prevent rusting, and in experimenting here, even where high frequencies are rather common, the audible difference could not be detected. In fact one of the best sets experimented with had steel end plates and a steel shaft.

The saving in material here is small but by using the stronger metal it is possible to cut down somewhat on the thickness necessary to end plates and although the "scrap" value of steel is nothing, it will nevertheless work out as a more economical proposition and will permit lower costs, in fact it will materially aid in manufacturing a six tube chassis as cheaply as any of the old five tubers.

Just what the function of the sixth tube shall be is a problem which seems to be bothering most manufacturers and as a result we find that it is usually simply a blocking tube stuck in ahead of the first R. F. stage where it will add little if anything to the overall efficiency of the receiver.

If this sixth tube could be made into something more useful it would greatly improve

THE PURPOSE OF THIS NEW DEPARTMENT

THIS department, henceforth a regular feature of THE RADIO DEALER, has been created in order to assist the manufacturers, engineer and production man in improving their combined output. Not highly technical, it will be just enough so to make clear some of the points upon which there may be controversy or misunderstanding.

New devices of use to manufacturers will be described in detail and also, advance information will be given on the trends of the market and buyer's demand.

Discussion will be welcomed on any topic of general interest. From time to time detailed specifications of new sets or parts will be given and where full data is available, the specifications of several makes of similar articles will be presented.



Testing condensers is ranked as one of the most important operations in the construction of present day receiving sets. By means of a special testing block the operator in the view to the left is able to pass quickly and competently upon the individual instruments.

the functioning of the set but it must be admitted that such practice will add a little to the cost. That sixth tube might be made into an additional stage of tuned radio frequency but this means an additional variable condenser and inductance not to mention the fact that in drum dial construction it means the matching of another unit so that all may tune alike.

On the other hand, if we take that sixth tube and shift it over into the audio circuit, we have a different story for we shall thereby greatly increase the volume and hence the apparent power of the set. Suppose that we make it a stage of resistance coupled amplification the output of which will feed into the ordinary two stage amplifier. Resistance units and the by-pass condensers are not excessive in cost, they will take up but little room and considering the added performance of the set over the use of a simple blocking tube, the difference would appear to be well worth while.

Another alternative arrangement would be to make the sixth tube one of a pair acting as a push pull amplifier at the output of the set. Here, too, we will find increased volume and better quality and some of the coil manufacturers are prepared to supply the windings at no additional cost over the ordinary medium ratio audio unit. Of course one more transformer must be used but the difference in performance would also make this worth while over the blocking tube.

To get right down to brass tacks, of what use are several stages of tuned radio frequency when most receivers are used for purely local work?

Can we not work out a simple one dial receiver in which the detector is the first tube and all the others are simply there as audio amplifiers? Of course, immediately you begin to think of regeneration and two stages of straight transformer coupled audio amplification but why not carry this even further?

Suppose that we make a non regenerative detector the first tube in the set. This will comprise one variable condenser, one inductance, socket and the necessary grid leak and condenser. Then to the end of this we tack two stages of resistance coupled amplification, one stage of transformer coupled and then wind up with a stage of push pull. That would make quite a set, would it not?

Six tubes, all of which add to the amplification yet at the same time each separate unit should work to the goal of quality with distortion provided fairly good materials are used and they are laid out into the set in such a way that interstage coupling can be avoided.

With such a set, too, distance should not be difficult to secure even though there is

no radio frequency ahead of the detector. By eliminating at least two variable condensers, the cost should be reduced somewhat even with the resistance and push pull amplifiers. As an experiment we intend to build a set of this kind some day soon.

It would probably be best to have the last two tubes of such a set as power amplifiers—probably nothing larger than a 112 type being quite sufficient.

Some ambitious manufacturer might come along some day with a set designed purely for local work with special emphasis on quality only. Such a set might have a really good crystal detector and an audio amplifying circuit of highly perfected parts

Volume Control and Its Workings Under Proper Mechanical Conditions

Variable High Resistance Shows Good Engineering and Performs Well Under Test

By James E. Cartier

A VARIABLE high resistance is usually made with the actual resistance element in direct contact with a wiping arm which will, in time, cause either the wearing away of the graphite or a coating of metallic material from the arm itself, either one of which will cause the element to become useless. There have been several such elements on the market at one time or another and not one has stood the test of time.

The Tonatrol, made by Electrad, Inc., though, is not to be classed with such devices as this for its design shows care and the instrument will stand up indefinitely since there are no moving contacts in direct connection with the high resistance element. This device, a trifle larger than the average rheostat is made especially for locations where a variation of high resistance is necessary but where the current carrying capacity is limited to extremely small amounts.

It is not in any sense of the word adopted to work in various tap devices but rather as a volume control by means of which the output of one of the audio transformers is partially short circuited thus decreasing volume yet at the same time permitting the vacuum tubes to operate at their normal capacity. It is a recognized fact that volume control through filament adjustment is not always

with a suitable output filter circuit—all of the finest possible and with simple control of tuning. Such a set need not exceed a total of five tubes at the most and it is quite possible that a suitable price it would prove to be a ready seller provided it was advertised for exactly what it would do and nothing more. Such a scheme would lend itself beautifully to A. C. operation.

Of course in pure A. C. sets, if the entire equipment is to be included in the price of the chassis, it will necessarily run into some money unless the manufacturer cuts down dangerously on the filter system and at every other point. A. C. is, of course, the thing and it is rather a strain on the ingenuity of the engineer to be able to turn out such a set at a price which will meet competition in the battery field.

To get rid of the hum and at the same time provide a good eliminator unit is a difficult matter particularly where price plays an important part. One way of accomplishing this might be to iron out the hum by means of a special filter circuit which would be designed to take out everything, music and all, at frequencies used by the commercial lighting companies.

The lower the frequency, the easier this would be—particularly on the ears of the listener—for with ordinary frequencies, the musically sensitive ear would easily detect the lack of lower frequencies and therefore condemn the set. There are possibilities, here though, and we understand that already one well known set is made and is using such a scheme, thus greatly reducing the manufacturer's cost of the set.

a suitable means of accomplishing this end and hence the Tonatrol.

The device itself, when first examined appears to be of the ordinary rheostat variety but upon closer examination it will be found that the resistance wire is actually cut throughout the length of the windings in such a way that when the movable arm which travels on the edge of the wire, exactly like a rheostat, is moved back and forth, it actually makes contact with but one wire at a time.

On one side of the wire, and not underneath it, will be found a piece of paper upon which the graphite resistance has been applied until the coating is of the proper value. This is wedged against the wire by means of bakelite discs which fit snugly about the wire element. The instrument has three binding posts, the center one being attached to the movable arm and the other two to the ends of the wire which are in the circular strip.

Actually these wires perform much the same as would a series of very close taps but they have the added advantage of positive contact with all points of the graphite resistance and at the same time are easily and quickly assembled. When all the resistance is cut in, the instrument has no effect whatever upon the volume of the set but as the transformer is partially shorted, it will slowly reduce the volume without any attendant decrease in quality.

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A Forecast of Set Construction

Increasing Number of Tubes, Less Width and Greater Depth, Easier Control and A. C. operation Take Center of Stage

By James E. Cartier

STRICTLY speaking there may be nothing particularly new or startling under the radio sun, but there are constant changes going on all about us and to those of us who are cooped up in some laboratory, office or factory it is a comparatively easy thing to lose track of these little niceties.

A few years ago one and three tube sets were in the ascendency but these soon gave way to the five tuber and now we find an increasing number of tubes up to six and seven in many cases with the evidence at hand that this may go even farther. Before the days of radio frequency amplifiers, three tubes was the practical limit and the wonders that we performed on those old sets. Then came the reflex and along with it tuned radio frequency with its multi controls and oscillations.

Controls have been boiled down to the point where at present the drum dial with a small control knob is the major tuning control of a set. There may be a volume control of some kind and a battery switch in addition, but that is about the limit at the present time. A volume control and battery switch combined would still further simplify the panel but so far as we know this has not been done as yet although there are several makes of switch rheostat on the market.

In the matter of tubes, the logical set is the one which employs two stages of r.f., detector and two stages of a.f. for here the controls are simplified to only three, but with drum dials and gang condensers there is practically no limit to the number of stages of r.f. possible. Many modern receivers use three stages of r.f. with single control and still others used fixed radio frequency units which require no controls at all. Either way it is possible to increase the number of total tubes and hence the power and saleability of the set.

Another way is to increase the stages of audio frequency by means of combinations of resistance and transformer or transformer and impedance coupled. Either system will give one more additional tube and we see the dawn of seven tube sets.

Some manufacturers have gone in for additional stages of a.f., even beyond this point but difficulty here increases to such an extent that no additional advantages can be given to the set. Such circuits require so many by passes that it may be safe to assume that no additional advantage is to be secured.

There is, at the present time, a distinct trend toward smaller sets, not that the cubical contents are any smaller but that the apparent size is greatly reduced. You may recall in the older days of radio that it was customary to string out the five tubes in a single row directly in back of the panel and you have undoubtedly noticed that at present, and for some time in the past, this has given way to using two banks of tubes arranged one in back of the other.

Probably this will be carried still further to the point where there may be three banks of tubes, but in any event, it is certain that the depth of the cabinet has been greatly increased where the front panel may not be half as wide as the old time five tube set, yet there may be three or four more tubes in this newer receiver.

A few years ago, the standard depth of a cabinet was seven inches but now it has reached ten inches and it will probably go even further before long. One thing is certain, a narrow panel set is certainly more pleasing than one having the characteristics

In the opinion of Mr. Cartier the past year has seen tremendous improvements in structural design of radio sets. His article is well worth perusing.

of a coffin and with our present day drum dial and single dial controls, such a panel may be made to look like a real work of art. If things keep on as they are at present, it may be that some day we will be using the old cabinets again, but tuning them from the end instead of the front!

While on the subject of panels it would appear that there is a distinct tendency here to lean a little too far toward the "arty" type rather than the plain, dignified kind which is more suitable for the average home. At present we find a wide variety of distinctly "loud" bezel plates, for drum dials particularly, which are entirely out of harmony with the rest of the radio set. It is not necessary to make a flamboyant door knob in order to have it beautiful for many of our best and most beautiful ones are along severe colonial lines.

To keep the local "expert" from tinkering with the set interior every time there is an SOS or a run down battery, set interiors are being so built that it is not easy to get at the actual wiring. Shields have had a lot to do with this and improved sub-panel construction permits only the tubes to be placed in the sockets and the necessary battery connections to be made. It is interesting to go back, at this point, over a number of years when the old time regenerative sets were made and sealed at the factory and breaking the seal meant a voided guarantee.

Despite the fact that we have been hearing about A. C. operated sets for the past several years, there are still many receivers which are made primarily for battery operation. However, house current operated sets are constantly on the increase the recent new models are being put out at prices which were thought impossible for a battery operated set a few years back. Improvements in design and construction, quantity production and other factors have made these things possible and not a little of it is also due to the new A.C. vacuum tubes which were marketed last summer. These tubes have done much to solve the problem and it is quite probable that within the next year we will see many manufacturers going in for such construction.

A.C. operation is the thing, there is no doubt about that and up and coming set makers are already figuring on such construction, if they have not already put out such a receiver.

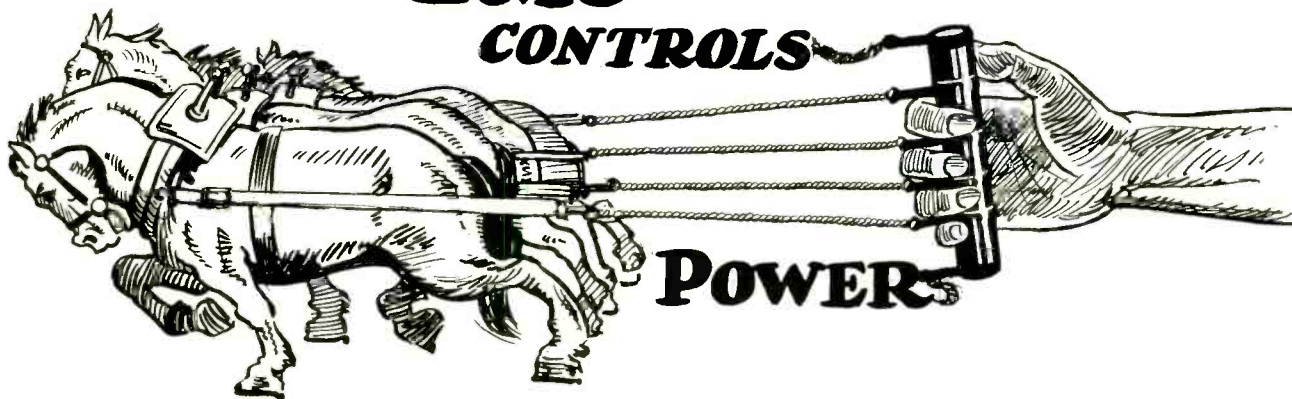
Eliminators of all kinds will and must be reduced in price to meet competition of cheap A.C. sets and already there are signs of a break in this market, some of the newer devices, notably in the trickle charger class, being marketed for a fraction of their corner cost. The B-battery eliminator, already overcrowded, is about due to a thorough shaking up for competition is extremely keen here with manufacturing costs running close for most of the different makes, A.C. tubes will have a decided effect on this market.

Taken all in all, though, radio is looking up. This past year has seen tremendous improvements in structural design and outward appearance and, as has already been pointed out in these pages, the increasing use of magnetic metals in chassis construction will do a lot toward cheapening and improving the rigidity of such construction.



Simplicity continues to be the keynote in the operations which are involved in the manufacture of radio receiving sets. In the view to the left operators in the plant of the King Radio, Inc., Buffalo, N. Y., are able to accomplish considerable work of a painstaking nature under the able guidance and watchfulness of a skilled supervisor.

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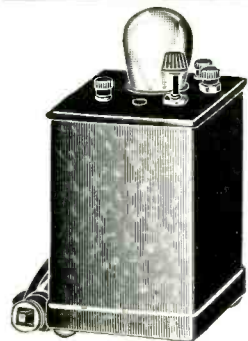
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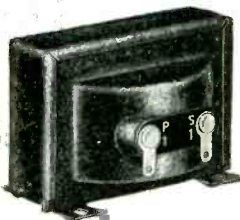
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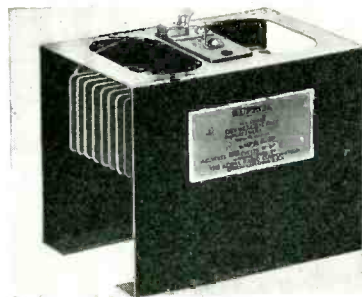
DURHAM GRID SUPPRESSORS. Manufactured by the International Resistance Co., 2 1/2 South 20th Street, Philadelphia, Pa. Low range resistance units of values from 250 to 3000 ohms using metallized filament type construction designed to be free from inductive or capacitive effects.



SONATRON Tube Type X222. Manufactured by the Sonatron Tube Company, 108 West Lake street, Chicago, Ill. Amplifier tube with following characteristics: 3.3 filament volts, .132 filament amperes, 135-180 plate volts, 1 1/2 volts "C" battery. May be used with 4 1/2 volt dry cell or 4-6 volt storage "A" supply. List price \$6.50.



AMPERITE Type No. 622. Manufactured by the Radiall Company, 50 Franklin street, New York City. Automatic filament rheostat designed especially for use with 222 type tubes.



KUPROX REPLACEMENT UNIT. Manufactured by the Kodel Radio Corp., Cincinnati, Ohio. Dry metallic specially constructed replacement unit for replacing electrolytic jars on Philco units. Sixteen small Kuprox discs are used in correct measurements for replacement use. List price \$5.00.



ACME ABC POWER UNIT. Manufactured by the Acme Electric and Manufacturing Co., 1444 Hamilton avenue, Cleveland, Ohio. ABC power unit for converting D. C. sets to A. C. operation. Made in two models: one for use with Arcturus tubes, other for use with 226 and 227 type tubes. Cable harness with proper adaptors furnished. Mounted in steel container finished in brown crystalline lacquer. 7 1/2" high, 11" long and 5" wide.

Coming Events

June 11-15.—Second R. M. A. Trade Show, Hotel Stevens, Chicago. Auspices of the Radio Manufacturers Association, 32 West Randolph street, Chicago, Ill.

July 16-17.—National Electrical Credit Association. Hotel Statler, Boston. Frederic P. Vose, Secretary, 1008 Marquett Building, Chicago, Ill.

Aug. 18-25.—Pacific Radio Exposition. Civic Auditorium. Auspices Pacific Radio Trade Association. W. J. Aschenbrenner, Secretary, 905 Mission street, San Francisco, Calif.

September 17-22.—Rochester Radio Show. Convention Hall. Sponsored and managed by Rochester Radio Trades, Inc., 122 Cutler Building Rochester, N. Y.

September 17-22.—Southwestern Radio Exposition. Public Auditorium, St. Louis. William P. Mackle, Executive Secretary, 1207 Syndicate Trust Building, St. Louis, Mo.

Oct. 1-6.—Pittsburgh Radio Exposition. Duquesne Gardens. J. A. Simpson, Director, 401 Bessemer Building, Pittsburgh, Penna.

Letters to the Editor

A Sane Radio Year

EDITOR, THE RADIO DEALER:

The rapid advancement of Radio has made the merchandising end of the business very unprofitable from manufacturer down to dealer.

In the early days of radio, six months—September to March—were considered the boom months for the sale of radio products, but with the rapid strides that have been made in the improvements of sets, and greater facilities for broadcasting, it has developed into an all year round business which can be made profitable in 1928 if good sane business methods are applied.

Not so, however, in the radio industry. Short sighted manufacturers start out with a line of sets and after a high pressured sales and advertising campaign succeed in stocking up the jobber who in turn overloads the dealer. They then take it upon themselves to place on the market a supposedly improved set, again start a great advertising campaign, flaunting before the public in every conceivable advertising medium the advantages of this article over the other units.

What is the result? Curtailment of sales, due to the indecision of the consumer who is naturally skeptical and consequently the potential market has been killed, and, the jobber and dealer has been left with a large stock of old models which must be sold at a sacrifice to satisfy the poor and unwarranted merchandising policies of the set manufacturer.

The Radio Manufacturers Association now being active and the Dealers Show assured each year, the above could be carried out to the betterment of the industry as a whole and with a saving of millions of dollars.

R. S. Mowry,
Universal Battery Co., Chicago.



Listen to Piano Music

on the new Baldwin "99" with the latest balanced armature and new tone chamber—it's the supreme test of good reception.



**Baldwin
"99"**

Write
for
Unit
Catalog

Standard
the
World
Over

This speaker employs the very latest type Baldwin Balanced Armature Unit and a Tone Chamber which combines exponential and conical curves in an entirely new way. The material of the tone chamber has two hard surfaces and a soft core. This non-vibrant soft core does not absorb the richness of the outpouring sound and is free from harshness, giving a mellowness of sound not found in other speakers.

The "99" is tested on a 210 tube, the most powerful of power tubes, at 400 volts before leaving the factory. It is designed to give clear volume without rattles or blast on the most powerful electrical sets. Price \$28.50

CONSOLE CABINETS DELUXE

Containing Latest Baldwin Unit

We have a few beautiful walnut console cabinets containing the RACON exponential 104 inch horn, combined with the latest BALDWIN UNIT, which we will close out at very interesting prices. Write for cabinet folder.

J. W. & W. L. Woolf

227-229 Fulton St., New York City

Factory Representatives and Exporters for

NATHANIEL BALDWIN, Inc.

In Canada: Baldwin International Limited, Toronto

CORRECT RADIO FURNITURE

Ehlert Radio Furniture is manufactured by a firm with 40 years' experience in making furniture with regard for artistic beauty. This radio furniture is built as drawing-room, living-room, library and main room furniture, and is above the class of bed-room type furniture such as highboys, lowboys, and orthophonic type cabinets, which is not appropriate as main room furniture.

These two consoles really sell the sets. All we ask you to do is to put our cabinets on your floor and watch your sales increase.

Accommodates All Sets



Super Excellent Cabinet on Super Excellent Speaker Console.

Especially fitted for Atwater Kent 37, Radiola 16 and 17, Crosley, Freshman, Kolster, Pfanstiehl, and many other popular receivers. Also now used with latest circuits designed by Tyrman, Camfield, Silver-Marshall, Nine-In-Line, and others.



No. 3100 Super Excellent Radio Desk.

Supplied with or without 60-inch non-vibrating air column orthophonic tone chamber, with De Luxe King, Utah's best unit, list price on horn and unit \$19.50, or Rola magnetic cone speaker, list price \$22.50, which reproduces all audible sounds faithfully. In stock ready to ship.

Special Designs Built To Order
WRITE FOR COMPLETE CATALOG

EHLERT RADIO FURNITURE CO.
2468 LINCOLN AVE. CHICAGO, ILL.



A. C. Filament Control Meter

The advent of vacuum tubes having filaments adaptable for excitation from alternating current, creates the necessity for an absolute means of control other than the filament rheostat. Variation in house lighting voltage is often such that a permanent setting of the filament rheostat cannot be made with any assurance that it will be correct for more than a few minutes. Again the characteristics of the radio set are frequently found to be such that a particular setting of the filament rheostat is necessary to eliminate objectional hum.

Because of the reasons given above, the Jewell A. C. Filament Control volt-meter pattern No. 190 is an instrument much demanded by set builders. It has a body diameter of 2 inches and it has an accurate movement of the moving van type designed for continuous service and with special modifications for the small size case. The energy consumption is very small.

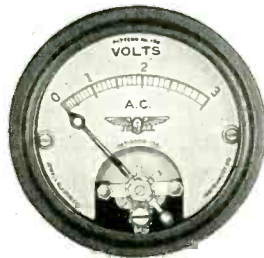
The instrument is available in ranges of 0-1.5, 0-3, 0-8, 0-10, 0-15 and 0-150 volts.

Write for descriptive circular No. 1145.

Jewell Electrical Instrument Co.

1650 Walnut St. - - Chicago

“28 years making Good Instruments”



Pattern No. 190
A. C. Filament Control Meter

Here and There With the Editor

The Old Question

Present owners and prospective buyers of radio sets are interested in the question: When will the present models be obsolete? In the opinion of George Scoville, Chairman of the Merchandising Council, NEMA Radio Division, the factor of obsolescence in radio sets is being greatly reduced, and while the problem of yearly models is still a worrisome one, the responsible manufacturers are not dodging it.

“A shift in the art appeals to the public often gives rise to new models,” according to the NEMA Chairman, “but the better manufacturers, anticipating refinements and developments, have designed their sets with provisions for keeping the audio-frequency part of the equipment as modern as the art itself. Then the only factors which are likely to become obsolete are the appearance of the set and its controls. By good engineering judgment and sound manufacturing experience it is possible and has been so demonstrated by a number of companies in the NEMA Radio Division, to keep the appearance of the older sets on a par with the newer ones,” said Mr. Scoville.

“We frankly admit that as an industry we are not sure of the answer to the question: ‘Shall there be yearly models?’ In the reproductive part of the apparatus we are constantly making refinements and improvements, but in such a manner that present set owners are able, at a slight expense, to modernize their equipment every year or so.

“This represents an achievement for the radio manufacturers and a genuine public saving. It is considerably better than the automobile companies have been able to do in this problem of obsolescence, because a study of the situation would show, I feel sure, that automotive obsolescence is greater than radio receiver obsolescence.”

New Literature

The Federated News. Published by the Federated Radio Trade Association, Chicago.

New monthly bulletin outlining the activities of the associations numbered in the Federated group. Many familiar faces gleam from the pages of the first issue together with considerable association news. We were considerably surprised to note the number of budding reporters whose work in connection with the activities of their individual associations added lustre to the pages of the first issue.

N. B. C. Increases Cooperative Insurance

NEW YORK CITY.—Supplementing the gift of a half million dollars of group life insurance made to its employees in the earlier part of last year, the National Broadcasting Company, has provided its employees with an additional \$500,000 of life insurance on a cooperative basis. By this means, the employer shares the cost with the employees.

Underwritten by the Metropolitan Life Insurance Company, the plan provides approximately 200 employees with additional life insurance in proportion to their annual salary. These amounts range from \$1,000 to \$5,000 each.

A. S. Foster
Representative
Columbia,
South Carolina

THE SOUTHERN RADIO DEALER

B. C. Reber
Representative
108 Hess Street
San Antonio, Tex.

A DEPARTMENT of the Radio Dealer for March

FIFTY RCA DEALERS FURTHER PLANS AT FLA. BANQUET

Promotional and Sales Plans Are Given Added Stimulus at Affair—Officials Attend

JACKSONVILLE, Fla.—Plans for the promotion and sale of RCA radios in this territory and throughout Florida were outlined at a banquet held February 16, at the Hotel George Washington and attended by approximately fifty RCA dealers.

The power of advertising and letting the radio public know the various features of a product was stressed by Pierre Boucheron, advertising manager for RCA. He stated that radio would not have progressed so far as it has without the constructive educational advertising accomplished by the pioneer manufacturers in the business.

E. A. Nichols, eastern sales manager, gave a peppy talk to the dealers. He pointed out many features of selling used in other sections of the country and impressed upon his listeners that they had a product comparable with the finest in its line in any industry. The growth of radio and the big field for further expansion was stressed.

The entertaining feature of the program was the talk by George Clark, Egyptologist of RCA. He spoke on the early origin of radio and logically explained that it had originated with the early Egyptians and that there was nothing new even in the latest of the present inventions. His talk brought many laughs.

Of particular interest to the dealers was the demonstration of radio photography, the latest in radio although not as far advanced as the experiments with television. An attractive display of ancient and modern radio sets proved of interest.

Other short talks were made at the banquet, including some by the dealers who aired their views and spoke of their problems. The Florida Electric Supply Company, one of the two RCA distributors, was represented by H. R. Worthington and F. Weinberg. The Pierce Electric Company, the other RCA distributor in this field, was represented by A. H. Ashford and J. A. Mook. F. Spaulding, local RCA representative, was also present.

Pioneer Radio Company Moves

SAN ANTONIO, Tex.—Announcement has been made by C. O. Lorenz that he has sold his interests in the Pioneer Radio Company, located at 401 South Alamo street, and that henceforth the headquarters of the firm will be at 105 Mebane street. Mr. Lorenz has been allied with the radio industry in this city for the past nine years.

Dallas To Get Radio Office

DALLAS, Tex.—Plans have been practically closed for moving the main office of

the fifth radio district comprising the territory in the Southwest, from New Orleans to this city, thus making this the headquarters for radio activities throughout the southwest. Government headquarters for opening up an office in this city have been offered in the Chamber of Commerce building, and two representatives from the radio division of the United States Department of Commerce, are expected here soon to look over the ground and complete arrangements.

Establishment of such an office here would be to trace out illegal stations, regulate wave lengths and supervise radio broadcasting in this section generally.

Commerce Department Offers First Radio Census Results

WASHINGTON, D. C.—A survey of radio dealers' stocks just completed by the Electrical Equipment Division of the Department of Commerce, the first of its kind ever officially undertaken returns from 7,842 dealers out of a total of 31,485 indicate that there was an average of nine receiving sets and loud speakers per reporting dealer on October 1, 1927.

"B" and "C" battery's stocks showed an average of 31 per reporting dealer, in units of 45 volts, and seven storage batteries for "A" power, whereas eliminators averaged five per dealer. Receiving set tubes, not A. C., averaged 63 per dealer, whereas A. C. ones averaged four. The survey showed that other types of tubes for rectifying purposes averaged five per dealer.

A total of 936 jobbers was circularized of which 236 replied. The number of receiving sets per reporting jobber was 373, loud speakers 385, "B" and "C" batteries 1220—45 volt units, storage batteries 105, eliminators 254, tubes other than A. C. ones 3,140, A. C. tubes 97, and rectifying tubes 171, all per jobber.

The following table shows combined dealers and jobbers stocks, actually reported:

(1) Receiving Sets.	No. on Hand
(a) Radio Receiving Sets without accessories, for battery operation	153,817
(b) Radio Receiving Sets wired for AC operation not including power supply	9,498
(2) Loud Speakers.	
(a) Loud Speakers only	153,001
(b) Loud Speakers with associated power amplifier	5,018
(3) Batteries.	
(a) Dry "B" and "C" Batteries in terms of 45 volt units	534,721
(b) Storage Batteries not associate with trickle chargers	77,143
(4) Socket Power Units.	
(a) "A" Socket Power Units using storage battery	15,560
(b) "A" Socket Power Units not using storage battery	7,503
(c) "B" Socket Power Units with or without "C"	51,979
(d) "A" and "B" Socket Power combined units with or without "C"	26,237
(5) Vacuum Tubes (Receiving)	
(a) Tubes designed for operation from 6 volts D. C.	1,008,278
(b) Tubes designed for operation from 4 volts D. C.	230,053
(c) AC Tubes (either heater or filament type)	52,147
(6) Rectifying Tubes or Units.	
(a) High voltage tubes or other rectifying units for "B" power supply	58,070
(b) Low voltage tubes or other rectifying units for "A" power supply	18,546

PARAMOUNT RADIO TAKES NEW QUARTERS IN HOTEL

San Antonio Retail Establishment Celebrates Expansion by Moving into Spacious Sales Room

SAN ANTONIO, Tex.—The Paramount Radio Company, formerly located at 103 San Pedro avenue, has moved to its new home in the Blue Bonnet Hotel, having the street address of 432 North St. Marys.

The company, which is one of the largest retail radio stores in the city, will continue merchandising Kolster and Atwater Kent receiving sets as before.

In addition to radio, it is also planned to carry a stock of Brunswick Panatropes and records.

The store will be in charge of L. G. Weber.

Atwater-Kent Dealer Appointed

SAN ANTONIO, Tex.—Arrangements have been completed by which The Fox Company of this city will become dealers for Atwater Kent radio sets and loud speakers, according to an announcement made by W. B. Malone, manager of this department recently. With the addition of this firm as an Atwater Kent dealer, the Straus Frank Company, local distributors, will now have five dealers merchandising these products in San Antonio. The other dealers are: A. F. Beyer, Liberto Radio Sales, Gene Roth and Praeger Hardware Company.

The Fox Company was the first retail establishment in San Antonio to handle radio equipment, getting in their first stock seven years ago.

Pancoast Busy In Texas

SAN ANTONIO, Tex.—J. C. Pancoast, Texas representative of the Atwater Kent Manufacturing Corp., was a visitor in this city recently, assisting local dealers of this line to line up their retail sales for the winter campaign. Mr. Pancoast has his headquarters in Philadelphia, but spends the greater part of his time in helping the Atwater Kent dealers in Texas. Following his visit in this city, Mr. Pancoast left for the Rio Grande valley district where he expects to assist dealers and line up new business.

Coast's Radio Row

LOS ANGELES.—The vicinity of Twelfth and Wall streets is fast becoming a radio jobbing center of Southern California. Among the jobbers now close by and along the row are Yale Radio Electric Co., Leo J. Meyberg Co., The Electric Corporation, Western Radio, Inc., Pacific Wholesale, Inc., A. J. Tobey Co., C. C. Lawton. In addition there are a number of manufacturers' agents.

Single Code of Standards R. M. A. Proposal

STANDARDIZATION PLANNED BY SPECIAL COMMITTEE

Move Made in Interests of Clarifying the Situation and Making Uniformity Possible

NEW YORK CITY.—Efforts of the Radio Manufacturers Association to bring about a single code of standards for the radio industry are at last achieving the desired results, according to an announcement from the Radio Manufacturers Association.

The man who builds his own radio set, as well as the manufacturer, will be benefited by arrangements made toward the establishment of a single industry standard, to be determined with the aid of the American Engineering Standards Committee.

The R. M. A. announced last June that it would not publish any new standards until a very comprehensive plan could be made for the establishment of a single industry standard. A study of the situation showed that personal differences balked the single standard as long as it bore any trade association name.

In recognition of this situation and as a practical expression of its sincere desire to bring about a single industry standard, the R. M. A. arranged last September to drop the use of its name in connection with standardization, and to lend its efforts and influence toward the formation of a single industry standard.

With the R. M. A. taking this position and also desirous of securing valuable standardization suggestions from any expert source, a meeting was arranged by Dr. Agnew, Secretary of the American Engineering Standards Committee, and by Dr. Goldsmith, Secretary of the Sectional Committee on Radio of that association, with engineering representatives of the radio manufacturing interests to discuss their specific problems and differences.

The result of this meeting, held recently, (with the R. M. A. represented by the Chairman of its Engineering Division, Mr. H. B. Richmond of the General Radio Company, Cambridge, Mass.) was that a complete reconsideration is to be given to the existing codes of standards and their variances. An agreement was reached that all items on which there is no conflict shall be announced as radio industry standards.

On items on which there is a disagreement the American Engineering Standards Committee will endeavor to analyze the situation, hear all evidence, and establish the industry standard with the understanding that any conflicting standards will be brought into harmony and agreement with the radio industry standards as rapidly as possible.

Chain System Vital—Goldsmith

CHICAGO.—The present system of network broadcasting is essential if the outstanding programs of the air with the leading artists of the operatic and concert stage, and the keen rivalry for the improvement of radio programs are to continue, said Dr. Alfred N. Goldsmith, Chairman, Board of Consulting Engineers of the National

Broadcasting Company, speaking on Feb. 29 before the Radio Division of the National Electrical Manufacturing Association at its mid-winter convention in Chicago.

"Radio broadcasting employs artistic and other talent of which there is but a limited supply and that found only in relatively few parts of the country in readily available form," Dr. Goldsmith said. "Fortunately, network broadcasting by groups of fairly high power stations enables the obtaining of the necessarily large audience which will economically justify the finest possible programs, utilizing the most capable performers.

"There is in addition a large class of non-commercial features which can reach the public nationally through network broadcasting or not at all," he continued, "A speech by the President of the United States, the reception of a trans-Atlantic flier, a great sporting event, or some other feature of wide public interest taking place at a given time in a definite locality must be syndicated by network broadcasting if the public is to get it at all."

WGL Opening

NEW YORK CITY.—The International Broadcasting Corporation, this city, recently entertained the New York radio editors with a dinner and reception at the Army and Navy Club, to celebrate the opening of their new studios. Colonel Lewis Landes, president of the Board of Directors, presided and afterwards accompanied the guests to the new WGL studios in the Park & Tilford Building, Forty-second street and Fifth Avenue.

District Representative



HERBERT KERCHEVAL

Who recently opened headquarters with the Harper-Megee Co., at Spokane, well-known distributors of Crosley radio apparatus. Mr. Kercheval is district representative for the Crosley organization.

CUSTOM BUILT SPECIALISTS STIMULATE BETTER SALES

Trade Report Shows Amateur Builder Still to be Important Factor in Industry

CHICAGO.—Despite the fact that there has been a decline in the number of home set builders there has been no corresponding decline in the sale of manufactured parts. This statement was made in a recent report issued by the Radio Parts Committee of the Radio Manufacturers Association. The report follows:

"Obviously the parts manufacturers are prosperous. And the explanation for their prosperity lies in the rise of a class of technicians, who, while they have been with us since the early days of broadcasting, have only come prominently to the fore as the non-technical circuit hound and home-set builder has receded into the background. They specialize in custom-built receivers. The majority of them are keen business men and practical engineers. Consequently, they are well qualified to build receivers that conform to individual tastes and which are best suited to the localities in which they are used.

"Almost invariably the builder of custom-made receivers does not solicit business. It seeks him, and generally it comes in this wise. The prospective buyer of a radio set, perhaps predisposed in favor of some particular make by reason of its advertised virtues, enters a radio store and asks for a demonstration of that particular set. The salesman is only too glad to oblige. The set is a good one—one of the best perhaps—but the customer is not entirely pleased. Perhaps the set does not seem sufficiently selective. He objects that when the dials are turned to a certain setting another station can be faintly heard in the background. The salesman courteously explains that this particular receiver is being demonstrated in a metropolitan center where broadcasting congestion is terrific, and, furthermore, the test is being made almost under the shadow of the aerial of Station So and So, while less than a mile away is a five-kilowatt station.

"The prospective customer protests that almost the same conditions would be met in his own home. Whereupon the salesman points out that under average conditions the set would be entirely satisfactory; that it is economically impossible for a manufacturer to produce sets on a quantity basis that will fully meet the requirements of every location. The manufacturer, he explains, must study average broadcasting conditions and build his receiver accordingly.

"Except in the case of the super-heterodyne and a few other circuits which cannot be used generally in factory-made receivers because of license restrictions, a receiver capable of tuning out a five-kilowatt station located a block away, could not reasonably be expected to give satisfaction to a fellow situated on the Arizona desert and depending for his market reports and en-

Parts Sales on Increase Report Shows

tertainments on stations hundreds of miles away. The set manufacturer is in the unenviable position of trying to please everybody—something that simply cannot be done. The most he can hope to do is to please some of the people some of the time. The whole thing, he explains, is worked out according to the law of averages.

"The customer, admitting the logic of all this, asks to hear other sets. He notices that the sharpest-tuned receivers do not seem to give the required volume, or they do not sound exactly as he thinks they should. Being a man of moderate means, he must confine his selection to receivers within a certain price range, and he soon learns that the sets that come closest to meeting his requirements are so high priced as to be entirely out of his reach.

"He is irritated, disappointed. He mentally compares the receivers under test with the one his friend Bill had made for himself by some fellow, and which cost considerably less than the best of the factory-built products he has just heard. He is at a loss to understand why the factory-made jobs should compare so unfavorably. He unloads his mind to the salesman, who listens sympathetically and explains that his friend's receiver is undoubtedly custom-built and designed specifically for the locality in which it is used. If he wants such a receiver, and, apparently, it is the only solution to his problem, he will be glad to give him the name of a builder of custom-made sets. The salesman has no compunctions about this. He knows that in the circumstances, he cannot hope to sell a factory-built receiver and that the parts that go into Mr. Prospective Owner's custom-built set will come from his store.

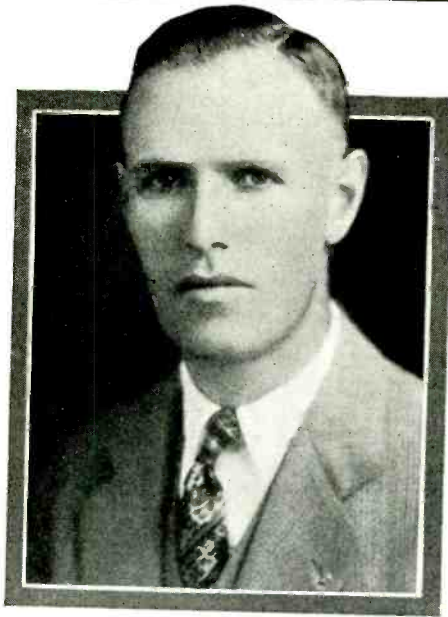
"And so the builder of custom-made sets gets a new customer.

"Or again, there is Mr. Brown, who has never been particularly sold on radio, principally because he likes music and the tinny, artificial sounds he has heard issuing from his friends' loud speakers have been at best poor substitutes for music. His friends tell him they have paid anywhere from \$150 to \$300 for these receivers and that they are considered good, but he remains unconvinced. Then one evening, during a pause in a bridge game, his friend Jones turns on the radio.

"Mr. Brown is astonished. There is complete realism in the thundering, crashing crescendos, the big drums sound like drums and the violins like violins. That is the set he has been waiting for—he asks the name of the maker and is informed that it was not made in a factory but was custom-built. Mr. Brown is at a loss to understand why the well-known set manufacturers are not producing sets of equivalent quality. His friend gets technical and, remembering what the builder of his set had told him, tries to explain.

"Quality reproduction, he points out, is largely a matter of specialization. The various units used in his set, for example, were not all made by the same manufacturer, but by different companies, each specializing in some particular department of radio reception. The condensers, for example, were made by a company that did nothing but make condensers and which spent thousands of dollars yearly in research aimed at improving its product. The long-wave radio-frequency transformers were made by another company, which, because of specialization, was able to produce

Elected President



JAMES W. CONDON, Jr.

Manager of the Portland, Ore., branch of the L. C. Warner Co., who was elected president recently of the Oregon Radio Trades Association. Mr. Condon served as vice president of the organization during the past year.

a unit that was exceedingly sharp but which would not mutilate the signals on the way through. Further, the audio units had special cores, made of a material that could not economically be incorporated in the audio units of the factory-built receiver.

"Even when the audio amplifier is of high grade, the accurate reproduction of the bass notes required many thousand times the energy for notes in the upper registers. Unless the power supply is designed to afford the necessary high voltages and current, together with the proper grid bias, the mere use of power tubes would cause worse distortion than would tubes of the 201-A type. His power supply, he explains, like his receiver, was built from parts selected to meet his particular requirements.

Radio in Trade Promotion

PHILADELPHIA, Pa.—The Public Ledger, this city, have started a trade promotion campaign to run for twelve months and consisting of a series of full page advertisements of modern home appliances. Three pages of radio will appear, urging every body in Philadelphia territory to enjoy modern radio reception and to purchase radio sets and accessories from radio merchants in this market.

The Ledger will furnish advertisers any quantity of high class printed convenient broadsides at actual cost of printing. This is handled by the Merchandising Service Department and they feel it will stimulate the selling of radio in the Philadelphia territory.

SEATTLE GROUP PLANS WIDE TRADE EXPANSION

Recent Election of Officers Is Marked by Aggressive Drive For Trade Betterment

SEATTLE, Wash.—That the annual meeting and election of officers of the Radio & Music Trade's Association of Seattle will mark the beginning of a period of rapid expansion and development is the assurance of association officers.

The meeting was held at a banquet in the New Washington Hotel last week, with an excellent attendance. Plans of future activities were discussed and a really intensive program laid out. Enthusiasm ran high and the spirit of co-operation was the earmark of the evening.

Reports from the different group directors showed a marked progress in the last year with plans for continued development.

The newly elected officers are all men of high standing and prominence in Seattle's music world, and have voiced their intentions of putting over the Association one hundred per cent. One of the first activities will be the launching of a membership campaign with a hope of incorporating the entire state within the year.

The trade looks forward with a great deal of anticipation to the accomplishment this year and under the able direction of the new body of directors, success is assured. The new officers are: President, W. H. Graham, Hopper-Kelly Company; First Vice-President, Gordon Prentice, Sunset Electric Co.; 2nd Vice-President, A. S. Kincaid, University Radio Co.; Secretary-Treasurer, Geo. J. Marsh, Sherman, Clay & Co.

The Directors of the various groups are: Radio—Harry J. Martin, National Carbon Company; Piano—Ned Douglas, University Music Stores, Inc.; Phonograph—A. S. Cobb, Brunswick, Balke & Collender Company; Sheet Music—C. C. Engelhard, Martius Music House; Small Goods—A. B. Miller, Pacific Music Company.

USL Holds Convention

NIAGARA FALLS, N. Y.—From 1400 service stations in 1921 to over 14,000 USL service stations and dealers in 1928 tells the story that caused unprecedented enthusiasm among the 300 USL Central distributors who assembled for the USL annual sales convention held here February 8 and 9.

It was an occasion for awarding the prizes in the recent three months USL National Sales Contest, the winners of the contest being: First: Birmingham Battery & Electric Company, Birmingham, Ala., Second: R. T. Clapp Company, Knoxville, Tenn., and Third: Florida Battery Service, Tampa, Fla.

The two days were devoted to business sessions, luncheons and banquet and various scenic tours around Niagara Falls.

Service, sales and advertising plans for USL batteries and USL radio equipment were developed in the business sessions.

Activities of the Jobbing Trade

SPLITDORF SERVICE SCHOOL OPENED FOR ITS JOBBERS

Ten Men First Sent to Strategic Jobbing Centers of Country to Inaugurate Schools

NEWARK, N. J.—The first service school system for all-electric radio receivers to be established in the United States was recently announced by Splitdorf Radio Corporation.

Ten men, experts in the servicing of electrical apparatus, went to strategic jobbing centers of the country to establish schools for the instruction of the wholesale element of the trade and their own servicemen in the proper handling of the new-day electrical radio apparatus.

From the jobbing houses the system will be extended out to the dealer trade and to the servicemen of the dealers carrying this type of equipment. Splitdorf jobbers will make available to the radio dealers handling the latest models of all-electric sets all the information gleaned at first hand from men skilled in the art of making adjustments and repairs to the electric section of the compact receiving outfits.

Steinite Distributors

ST. LOUIS, Mo.—The Campbell Iron Company, this city, H. J. Gorke, Syracuse, N. Y. and Crescent Electric Supply Co., Dubuque, Iowa, have been appointed Steinite distributors.

New Kellogg Distributor

CHICAGO.—Kellogg Switchboard & Supply Co., this city, has appointed Perry B. Whitsit Co., Columbus, Ohio, their distributor in central and southern Ohio, eastern Kentucky and southeastern West Virginia. The Whitsit Company is a music trade pioneer in the central west.

Appoints Detroit Distributor

DETROIT, Mich.—The Precision Products Co., Ann Arbor, Mich., announce the appointment of the General Sales Co., 124 Woodward Avenue, this city, as distributor for Arborphone speakers in this territory. Louis Ingram, sales manager of General Sales Co., states that increase in radio sales is expected here as a result of the re-opening of the Ford Motor plants and the increased business in all motor factories.

Appoints Denver Jobber

DENVER, Colo.—Tom H. Phillips, southern and western sales supervisor for the American Bosch Magneto corporation, was in Denver and following a careful survey of the territory, appointed the Tritch Hardware Co., this city, wholesale representative of his company in the Rocky Mountain territory.

Service Company Formed

LOS ANGELES.—Radiolec Laboratory is the name of a new service organization recently opened at 523 E. Pico St. R. C. Kyle, former owner of C. C. Radio Laboratories,

"Jobber Here to Stay"

Editor, THE RADIO DEALER

The writer is at the present time attending a meeting of Steinite dealers held by our jobbers Peasle-Gaulbert Co., of this city (Louisville, Ky.) There is evidenced by the dealers a keen desire to learn everything possible about our product, so that they may become better dealers. This willingness to learn will make dealers better merchandisers and improve the radio industry in general.

More and more retail selling is getting away from hit-or-miss methods and is assuming the aspects of a profession in that scientific methods based upon statistical facts and information are employed by the more progressive dealers everywhere for the furtherance of their business. On the other hand, again, the jobber is eagerly encouraging these valuable meetings and takes pleasure in assisting their dealers whenever possible.

Jobbers are strengthening their reasons for existence in working closer than ever with their outlets, supplementing their functions as a warehouse and a credit clearing bureau, by their activities along sales creative lines. The radio jobber is here to stay. He will always take a very vital part in the general scheme of radio distribution because he knows better than any other agency his local conditions and is better fitted therefore to be of service both to his dealer and his manufacturer.

Our company's success has been built upon the wonderful cooperation of its jobbers both with our dealers and ourselves. And we would, indeed, feel privileged to defend the jobbers economic position in the field of distribution.

OSCAR GETZ,
Steinite Radio Co., Chicago.

Culver City, and M. C. Fippenger, formerly with Precision Electric Manufacturing Co., are associated in the new venture. The laboratory will serve dealers, jobbers and factory representatives.

Andrews Co. Moves

LOS ANGELES.—J. M. Andrews Co. has recently moved to new quarters at 1818 S. Grand, opposite the Olympic Auditorium.

Joins Coast "Row"

LOS ANGELES.—Another jobber has joined "radio row." The Howard Radio Distributing Co. has moved from 6229 Banner Place for 1236 Maple Ave.

Named Karas Agent

LOS ANGELES.—E. M. Park, 316 Commercial St., has been appointed Southern California representative of The Karas Co., Chicago manufacturers.

Federal Sales Conference

BUFFALO, N. Y.—The Federal Radio Corporation, this city, recently held its annual mid-winter sales conference. K. E. Reed, sales manager and C. J. Jones, assistant sales manager, addressed the meeting. The following representatives were promoted: R. H. Canning, R. F. Lovelee, E. C. Hill, P. J. Rundle and W. R. McAllister.

GOOD WINTER SEASON IN DENVER TERRITORY-OWEN

Better Money Conditions Cited by Vreeland Radio Co. Head as Harbinger of Better Business

DENVER, Colo.—C. S. Owen, president of the Vreeland Radio, Co., this city, predicts a big radio business this winter in this section. He says: "There is every reason for big business this winter, for Colorado farmers have big beet and other crops and the money is beginning to roll in for them. The same is true of Western Nebraska, Western Kansas, Wyoming and New Mexico, which form a part of our territory. The farmer is taking up radio, too, and realizes the information, news and entertainment that he gets out of a set."

In New Home

DENVER, Colo.—The Western Radio Co., this city, is now nicely located in its new home at Second street and Broadway.

Federal Radio Winners

BUFFALO, N. Y.—The Federal Radio, this city, announces the winners of six prizes in gold for the best window displays. City Music Company, Detroit; James McCreery & Co., New York City; C. W. Sowerwine, Huntington, Ind.; Radio Service Studio, Washington, D. C.; Whitney-Allison Co., Terre Haute, Ind. and Ralph L. Franklin, Red Oak, Iowa.

Opens Greenwood Store

SEATTLE.—Opening in the Greenwood district is a branch of the Mast Radio Company, owned by Fred Mast of Seattle. This store will handle exclusively the Crosley and Kolster radio sets and will render a very complete and efficient service. The main store is located in the heart of the Green Lake business section and has shown a wonderful development in the past two years.

Reports Excellent Business

DENVER, Colo.—J. W. Walton of the Zerozone Colorado Co., local distributors of Sparton radio, just recently returned from a trip to the factory at Jackson, Mich. While there he was informed by Harry G. Sparks, sales manager of the Sparks-Withington Co., that the plant would have to work 24 hours each day until April or later to keep up with orders on file.

Trade Revival Seen

DENVER, Colo.—Farmers and isolated communities throughout Colorado and Wyoming are buying radio sets according to R. Y. Reaves, sales and advertising manager of the Vreeland Radio Co., this city, who has returned from a tour of the two states. "There is a marked revival in interest in radio all over Colorado and Wyoming," he said. "The business outlook in both states is good, with every indication that radio dealers will mark up new records during 1928."

New York Dealers Enjoy Hospitality of T. M. R. M. Inc.



Members of the radio trade of greater New York City were the guests of the Talking Machine & Radio Men, Inc., at its regular monthly luncheon held in the Cafe Boulevard, New York City, March 7. Members of the executive staff of the Freed-Eisemann Radio Corporation and dealers were also guests of the popular eastern association.

CROSS-LICENSING SEEN AS TRADE ADVANTAGE

Patent Committee Now Working on Plan to Be Submitted at June Convention

NEW YORK CITY.—To make available to the public the widest possible use at lowest cost of modern radio and future improvements is the object of a plan for cross-licensing of radio patents now being completed by the Radio Manufacturers Association.

Radio patents will be exchanged and made available equally to all manufacturers joining the RMA patent interchange plan.

At Buffalo, February 6, the RMA patent interchange draft was perfected by its special patent committee. The successful patent pools of the automotive and aeronautical industries are being followed in part.

Broadening of radio patent cross-licensing to include future developments, such as television, is provided for in the RMA plan. Also it is proposed to include the new devices for reproduction of programs and pictures via electric light and telephone wires.

Although it is not probable that television and other developments, now in the experimental stage, will be available soon to the public commercially, the RMA patent pool is being broadened to take in the radio future as five years' trial of the patent cross-license plan is contemplated under

the RMA draft, with automatic extension thereafter, if successful.

As now being completed by the RMA Patent Committee, it is believed that the patent cross-licensing system proposed will be acceptable to the necessary majority of eligible manufacturers when it is presented to the RMA membership meeting next June. Immediate complete cross-licensing of all radio manufacturers is not expected to ensue, but gradual growth of the patent interchange operations is the aim of its sponsors.

At the Buffalo meeting of the RMA Patent Committee, presided over by Captain Williams Sparks of Jackson, Michigan, in the absence of A. J. Carter, of Chicago, Committee Chairman; C. C. Hanch of Chicago, author of the automotive patent pool; C. C. Colby of Canton, Mass., President of the RMA; John W. Van Allen of Buffalo and Frank D. Scott of Washington, RMA counsel, and other Association officers participated in drafting the patent interchange plan and also in re-drafting the RMA Constitution and By-Laws to extend the Association's activities.

T. M. R. M. Discuss Legislation

NEW YORK CITY.—The members of the Talking Machine and Radio Men, Inc., an association of retailers in New York, New Jersey and Connecticut, met March 7 at a luncheon meeting in the Cafe Boulevard to discuss the possible effect of pending Federal legislation. Irwin Kurtz, President of the association, presided. He returned recently from Washington, D. C., where he conferred with representatives of the Radio Manufacturers' Association and the Federated Trades Association in a vain effort to induce Representative Davis of Tennessee to substitute "equitable" for "equal" in his amendment to the Watson Radio bill.

COMMUNICATIONS BILL NOW SPONSORED BY COUZENS

Would Replace Present Radio Commission Although Practically Functioning the Same

WASHINGTON, D. C.—A Communications Commission is provided for in a bill which has been introduced in the Upper House of Congress by Senator Couzens of Michigan.

The bill creates a permanent Commission on Communications of five members, appointed as the Federal Radio Commission is now appointed. To this Commission is transferred all the power and all the duties now vested in the radio commission and also all the power and duties now vested in the Interstate Commerce Commission so far as that power extends to telegraph and telephone companies.

The work of the Radio Commission has not yet been accomplished sufficiently to permit of the retirement of the commission to the place of an appeal body; and while there may be no immediate need for action with reference to telephone and telegraph rates, the problem of regulating these companies is one which a permanent commission must handle at some time.

The Interstate Commerce Commission has now the authority to regulate telegraph and telephone companies, but the railroad problem is so difficult that the Commission has been unable to give attention to telephone and telegraph companies and their practices. It is doubtful if the present development of radio would justify this.

ROGERS MAKES GOOD UNDER VERY TRYING DIFFICULTIES

Inside Story Revealed How Humorist Addressed Radio Dinner Without Breaking His Contract

NEW YORK CITY.—It has taken two years to uncover the real story of the night Will Rogers made his memorable radio appearance in New York, when for a quarter of an hour he convulsed listeners throughout the country and the diners at the Second Annual Radio Industries banquet explaining why he was not permitted to address them.

To the listening public, and to many of the diners actually present, Roger's appearance seemed only an amusing, impromptu stunt, but behind it there was the making of a few gray hairs for the cowboy comedian as well as several others. Incidentally, as a result of the occurrence, came a lasting respect of certain persons.

Paul B. Klugh of Chicago, the Executive Chairman of the National Broadcasters' Association, thus tells the story:

Klugh Tells Story

"It was in the afternoon, about 4 o'clock," he said. "I was presiding at the annual meeting of the National Association of Broadcasters. A note was handed me from Major J. Andrew White, reading, 'Rogers has run out on us. What shall we do?'"

"There we were, two hours from our banquet, covers laid for 1,500 at the Commodore Hotel and twenty-six large broadcasting stations in all parts of the country were to go on the air at 9 o'clock with our program, the largest single broadcast up to that time. United States Senator Dill of Washington and Commander Donald B. MacMillan, the explorer, were our speakers, with a long list of distinguished radio entertainers, topped by the star, Will Rogers. Of course everybody wanted to hear Rogers on a national chain broadcast.

"I stepped out of the meeting for a hurried conference with Al Grebe, the banquet treasurer, and Major White. Negotiations with Rogers were checked up and found to have gone back over a period of three months. Different men interested in radio had talked to him and he had consented to speak for fifteen minutes.

Committee Meets Rogers

"Some one expressed the thought that Rogers had led us into a pocket and at this late moment withdrawn on the theory that he ought to be paid for his services. It was decided that Mr. Grebe and Major White go over and catch Rogers as he finished his afternoon performance at the New Amsterdam Theatre.

"When they reached the dressing room Rogers was just coming off the stage in his well-known cowboy make-up. Our representatives explained to him the predicament in which he had placed the banquet, and offered him a sum of money if he would go on—all the money, by the way which the association would command at that time.

Showed True Character

"There is where they made the mistake of their lives, and the true character of Will Rogers came out. He refused the money absolutely. Prior to giving his

promise to broadcast at the banquet, he said, he had made a contract to go on a long tour which meant many thousands of dollars to him (Rogers), and as soon as his manager heard about his going to broadcast at the banquet he had prohibited it, and referred him to a clause in the contract which give the manager the power to stop him.

A Resourceful Chap

"Then came a period of silence and some embarrassment on the part of the banquet representatives. Finally Rogers spoke up. He was a showman, he said; a showman should be resourceful, and if he could not develop a way out of this difficulty he was not worthy of the name. He scratched his head, rubbed his chin, squirmed around, and finally said he had a plan.

Talk Makes Hit

"It was simple. He would come over to our banquet at the appointed time and he would tell the people of the United States why he could not speak publicly during the period of his contract. Well, he did this, and those who listened to his rambling explanations have often said that of all the entertainment provided by Rogers this exposition of his difficulties was by far the most humorous talk he has ever given."

New Manufacturers Agent

CLEVELAND, O.—Max L. Haas of this city, announces that he has severed connections with the Haas Electric Sales Company which he had formed, and is now established as a manufacturers' agent at 300 Erie Building. Mr. Haas was organizer, president and general manager of the Haas company, a wholesale concern selling electrical supplies and this firm was the first Cleveland jobbing house to enter the field of wholesale radio supplies.

Joins Spokane Firm

SEATTLE—H. C. Phillips, for years connected with the Radio Sales Corporation of Seattle, has left to accept a position with Sherman, Clay & Company in Spokane. Mr. Phillips was highly respected in the trade, and has always been a strong Association worker.

Remodels Radio Showroom

DENVER, Colo.—The B. K. Sweeney Electrical company, this city, recently opened at 1422 Court place an uptown retail store and display room for electric refrigerators and radio supplies. The three-story building at this number has been purchased by the firm for \$140,000. About \$16,000 was spent in remodeling the lower floor.

Opens Novel Store

PORTLAND, Ore.—H. A. Hall, announces the opening of a novel radio store at 2186 East Stark Street, under the name of Hall Spiral Antenna Company, and resembles a model 25 Orpheus table radio set.

It is a one-story building 20 x 28, with the dial side facing the street. Exterior is stucco. Light is obtained from windows not seen from the roadway. Inside the main room is 14 x 20 feet, is plastered in three-tone California jazz stucco. It has hardwood floors. This room will be used for sales and demonstration.

Hall erected this place for the construction of the spiral antenna which he invented and for the sale of Orpheum radio sets, for which he is dealer in Eastern Multnomah county.

WIRELESS RADIO CORP. MARKETS NEW DRUM DIAL

Remotrol is Also Announced by Brooklyn Firm For Coming Season—Is Repeat Item

NEW YORK CITY.—The Wireless Radio Corporation of Brooklyn recently announced a general improvement throughout their line. One of the most important of these being the manufacture of a new, illuminated drum dial which rotates in back of a particularly beautiful escutcheon plate and which may be controlled by the usual gear and pinion arrangement or a friction drive if necessary. This firm has gone in recently for cadmium plating and parkerizing of brass and steel parts and these two forms of plating are now being applied to the various parts with excellent success. Cadmium plating forms an extremely low resistance path for radio frequency currents while parkerizing forms an insulated layer on either brass or steel.

The new Remotrol is one interesting innovation in this line. It comprises a small metal case, handsomely finished, in which are placed the various parts for controlling a radio set from a distance. The Remotrol actually controls the filament and loud speaker circuits and is adaptable to any set. Actual tuning of the set must still be accomplished by hand as the engineers of the company, after thoroughly investigating this field, decided that such a project is hardly practical at the present time, especially in an instrument which should be sold at a reasonable price.

The Remotrol is only six inches, by two and a half inches wide and two inches high and comes equipped with a suitable cable. Several of these may be used on one radio set and the arrangement is such that a loud speaker may be used on the set, operating at full volume, but a pair of head phones may go on a Remotrol and be cut down to whatever volume is required by means of the instrument. It is possible to have a radio set in a living room with Remotrols in the dining room and upstairs bedrooms permitting loud speakers or head receivers to be used in any of these localities all during the time that the radio set is in operation. With the Remotrol, a touch of the switch on either the radio set or the Remotrol will put the set in or out of operation. This also applies if several Remotrols are used in the same installation.

The Remotrol should make an extremely interesting item to dealers who desire to resell their old customers.

University Music Expands

SEATTLE, Wash.—With the removal of the University Music Co., in the University district of Seattle, to their new store in the same district, Ned Douglas, proprietor of the store, announces that they will open a large radio department, under the management of C. L. Gordon, an experienced radio man. It will be housed on the large balcony that has been built across the rear half of the store.

The store is located in the new College Center Bldg., at 47th and 14th N. E., a two-story structure designed along modified Spanish and Gothic lines. Mr. Douglas has secured the corner store and is having it decorated and fitted with the best of taste and all the most modern conveniences.

News and Views of Radio Trade Celebrities

✕

Finds New Desert



ARTHUR T. HAUGH

Former president of the Radio Manufacturers Association, now general sales manager of United Radio Corp., Rochester, N. Y., whose growing interest in the Gobi Desert (wherever that is) is bringing him world renown in the field of science.

Receives Canadian Souvenir



G. CLAYTON IRWIN, JR.

The genial Clay ordinarily goes to Porto Rico for his winter vacation but due to suffering from a severe attack of sunburn while there last winter visited this year in Quebec, Canada, during the past month where he caught a heavy cold. Clay predicts three great shows this year, June Trade, the New York and Chicago public shows all of which he manages.

✕

Budding Song Writer



H. B. SIXSMITH

We knew the time must arrive when the radio trade would develop a song writer. Brother Sixsmith, of Harper & Blish, Des Moines, Ia., radio wholesaler, is the author of a tender ballad which will soon be sung at all radio conventions.

✕

Tackles Big Job



H. G. ERSTROM

This gentleman tackled his first big job since becoming secretary of the Federated Radio Trade Association when he handled the organization's convention in Milwaukee last month. There was no detail overlooked by the popular official and no arguments.

"Pat" Startles Trade



PATRICK HUGH KILEY

Radio veteran who startled the radio trade of the east by the dynamic announcement that he had resigned Herbert H. Frost, Inc., with whom he had been associated for many years. Future plans are indefinite. The trade is slowly rallying from the shock.

Laughter Prevents Eating



ALEXANDER EISEMANN

Popular member of the Freed-Eisemann Radio Corporation, Brooklyn, N. Y., who has been growing in fame as an after dinner story teller. Most of his friends prefer that time due to the fact that if he starts before they are too busy laughing and cannot eat.

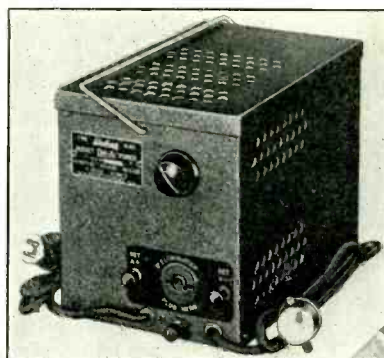
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The Radio Dealer Catalog of New Apparatus

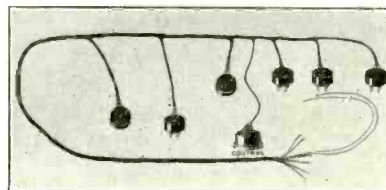
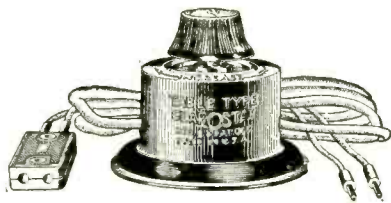


SONATRON POWER TUBE
Type X250. Manufactured by the Sonatron Tube Co., 108 West Lake Street, Chicago, Ill. Power amplifier tube designed for use with 7.5 volts at filament terminals. Draws 1.25 amperes for filament. Amplifier plate voltage 250 to 450 with 45 to 84 volts of "C" battery. 3.8 amplification factor. List price \$12.00.



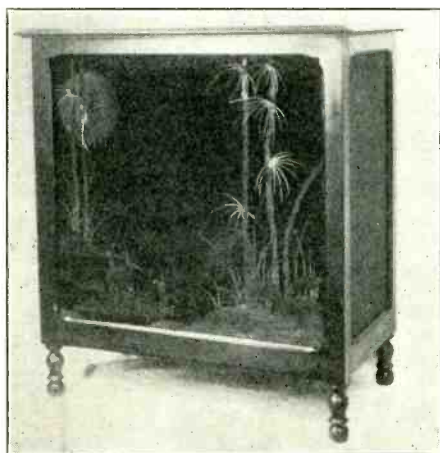
STERLING DRI-A SOCKET POWER UNIT. Manufactured by the Sterling Mfg. Co., 2831 Prospect avenue, Cleveland, Ohio. "A" power supply unit employing dry condenser construction. Full wave Tungar bulb used for rectification. Designed to fit into battery compartment of cabinet taking up no more space than an "A" storage battery. List price with tube, \$39.50.

Table Type CLAROSTAT. Manufactured by the American Mechanical Labs., 285 North Sixth street, Brooklyn, N. Y. Micrometric variable resistor of from 0 to 500,000 ohm range mounted in metal stand with two flexible conducting cords with tips as well as connection block to take speaker cord tips. May be used for volume control, electric pick-up control, remote control, etc. List price \$2.50.

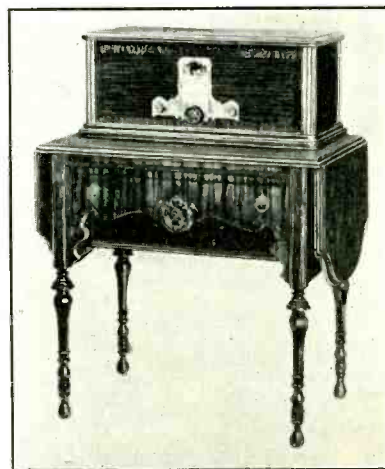


EBY A. C. ADAPTOR HARNESS. Manufactured by the H. H. Eby Mfg. Co., 4710 Stenton avenue, Philadelphia, Pa. Adaptor harness designed for use in converting receiver using D. C. tubes for A. C. tube operation. Designed for installation without rewiring receiver's circuit. Set of A. C. tubes and filament supply transformer needed for full installation and operation.

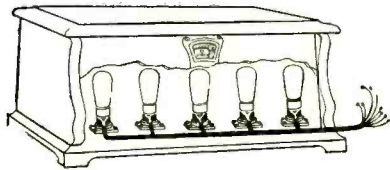
AIR-CHROME SPEAKER. Manufactured by the Air-Chrome Studios, 168 Coit street, Irvington, N. J. Speaker consisting of two fabric diaphragms tautly stretched upon two frames with the centres of the diaphragms being drawn in towards each other and interconnected. Employs "balanced tenston" vibrating surfaces. List price, in cabinet with tapestry front, \$65.00; without cabinet from \$15.00 to \$25.00.



FEDERAL ORTHO-SONIC RECEIVER Model E10. Manufactured by the Federal Radio Corp., Buffalo, N. Y. Six tube balanced circuit receiver with single control and illuminated scale. 27 1/2" long, 13 1/2" deep, 11 3/4" high. List price \$165.00. With current supply equipment and built-in coupler list price is \$275.00. E5 console designed to match E10 receivers, \$40.00.

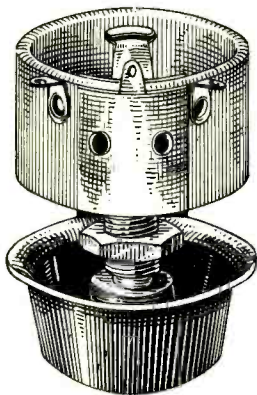


The Radio Dealer Catalog of New Apparatus



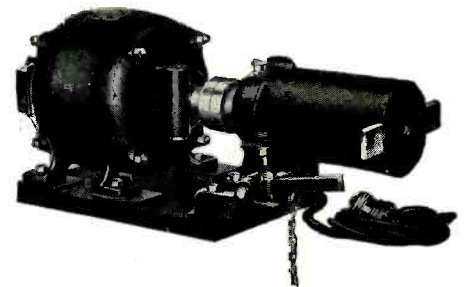
CORWICO A-C ADAPTOR HARNESS. Manufactured by the Cornish Wire Co., 30 Church street, New York City. House designed for use in converting battery operated set to one using A. C. tubes. Consists of twisted cable of flexible wire with adaptors. Step-down transformer necessary for full installation. Made in two types for RCA and Arcturus tubes.

RCA UX-250 RADIO-TRON. Manufactured by the Radio Corporation of America, New York City. Power amplifier tube with bulb larger than ordinary size but with regular UX base. Plate voltage 250 to 450; "C" battery 45 to 84 volts; plate current 28 to 55 milliamps; plate resistance (a-c) 2100 to 1800 ohms; mutual conductance 1800 to 2100 microhms; amplification factor 3.8; undistorted output 900 to 4650 milliwatts; 7.5 filament. List price \$12.00.



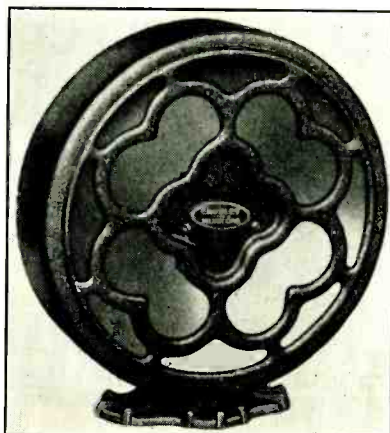
EL Menco HY-WATT RHEOSTAT AND POTENTIOMETER. Manufactured by the Electro-Motive Engineering Co., 127 West 17th street, New York City. One-hole mount air cooled rheostat and potentiometer with no metal or bakelite touching resistance element. Potentiometers made from 200 to 2,000 ohms. Rheostats made from 6 to 200 ohms. Heavy duty types for electric sets also available.

ZIERICK WIRE STRIPPER. Manufactured by the F. R. Zierick Machine Works, 6 Howard street, New York City. Machine removes insulation and twists stranded wire in one operation. Portable; occupies 12" x 7" of bench space.



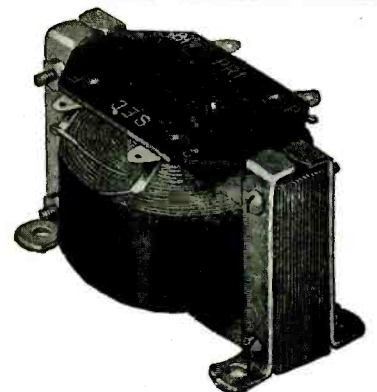
SONATRON TUBE Type X201B. Manufactured by the Sonatron Tube Co., 108 West Lake Street, Chicago, Ill. Storage battery operated detector or amplifier tube drawing .125 fil. amps. 9 volts of "C" battery recommended for amplifier use. Amplification factor 8. List price \$3.00.

KING COLE RESISTANCE UNIT. Manufactured by the Anylite Electric Co., Fort Wayne, Ind. Resistance unit for furnishing "A" current from 32-volt lighting systems direct to receiver. Screw into light socket outlet. Made in different sizes for four, five and six tube sets.



CROSLY MUSICONE Type D. Manufactured by the Crosley Radio Corp., Cincinnati, Ohio. 12-inch cone type speaker finished in crystalline brown to match Bandbox receivers. Baffle board construction used. List price \$15.00.

AIREX STANDARD Audio Transformer. Manufactured by the Airex Co., 799 Greenwich street, New York City. Audio frequency transformer of 65 laminations. Weighs one pound. Fine silicon steel used. Individually packed.



The Influence of Trade Associations

By D. H. Kelley

President, National Battery Manufacturers Association

MY experience of several years in trade association work has convinced me that, after all, the bone and sinew of a successful trade association lies in the spirit of its members and in the attitude, one toward another. The days of unrestrained and unrestricted competition may seem to be still with us in specific instances, but the general trend of business is away from such a state of affairs and toward a more human, more kindly manner of conducting business and meeting people, particularly our competitors.

The world with which we are familiar has become so large and the affairs of life and living are becoming so complicated that our relationships, one with another, assume a different angle and a different import. The business man is no longer a citizen only of the community in which he lives. As his interests broaden through sales and purchases, he finds himself interested vitally in the affairs of a greater area. His sales cover other states. His sales and purchases cover the nation and may be international area, and so he ceases, fundamentally, to be a citizen only of the community in which he lives and becomes a citizen of the world.

Because of this fact, his attitude is of vital interest in the affairs of the world in general through the channels for the purchase or sale of the products in which he is interested. The success or failure of the people from whom he buys or to whom he sells is of vital importance to the success of his own affairs. Therefore, through his business relationship, he finds himself tied to a greater or lesser degree, to the happiness and success of those of his kind over vast areas of the world.

The fact that business men got together in trade groups in the first instance, is an open recognition of the inter-relationship of business interests and affairs. It is a recognition of the fact that business men previously did things which should not be done in any industry and which business men today insist should never be done again. That recognition in itself is budding ethical principle in that organization. The fact that men get together now more than ever, and talk over their mistakes, and draw up trade customs, as the result of agreement on what is

right and what is wrong, what is fair and what is unfair, is just as much a statement of ethical principle and the development of ethical standard as it would be if a committee of business men were called together for the definite purpose of drafting a code of business ethics.

One can look over a large number of trade customs at the present time and find them an equal number of ethical principles. Every industry of size in the United States today has a trade organization of some kind and name, operating for the one purpose of improving the relationships existing among those engaged in the business of that industry. Ethical principles are with us everywhere. They are seen in the very check that we draw on the bank to pay a bill.

They are seen in the very traffic laws of our state and local communities. They are in the public sentiment that is aroused on every side at the appearance of injustice. The same thing is true in business. Practically every business relationship is put upon an ethical basis, and the fact that we have emphasized these principles so continuously, intentionally and unintentionally in our present activities, is recognition of the fact that ethics is fundamental not only to peace and happiness of individual mind, but to

Lived Up to Traditions



JOHN M. REDELL

One of the outstanding pioneers of the radio industry who was very much in evidence during the sessions of the Federated Radio Trade Association held last month in Milwaukee. The genial "Happy Jack" living up to the traditions which have endeared him to the trade saw to it that his old time hospitality was dispensed and the visiting delegates made to feel "right at home."

any permanent prosperity as well.

It is very interesting to note among trade associations generally, that the effort is to bring about a better relationship not only among the individuals in the industry, but with their customers and with the general public. Many organizations, as instanced by the National Lumber Manufacturers Association, have established cooperative agencies with the Government, whereby information of all sorts can be ascertained for the use of law-making and law-enforcing bodies and for any assistance needed in improving business supervision.

Piracy, inferior quality, substitutes, labor stealing, credit stealing, the bonus evil and other evils in industry are being eliminated by the effort of Associations.

A very interesting fact is to be noted in the laws being passed against commercial bribery. An investigation has developed the fact that the strongest supporters of those laws against commercial bribery have been trade associations.

We are discovering through our Association work, that the future of our business success does not necessarily lie solely in our ability to buy and sell at a profit, but that on the other hand, conditions which tend toward satisfaction for all those engaged in the industry must be realized in order that permanent success may be assured to each individual firm.

Even the music people found it necessary to establish uniform accounting systems for the retail distributing agencies and to have traveling representatives to assist these people in handling their business affairs successfully.

Again, I see the tendency on the part of those seeking the business we are now enjoying, to misrepresent our product, belittle our accomplishments, infringe upon our ideas and play the pirate in the market which is legitimately ours. No one individual in this Association can fight the battles of the industry alone. It must be a united front that we present to the disorganized, disorganizing and unfair competition which appears constantly in public print and in public address.

It was not until the Allies on the western front in France were under a single command and were advancing in a systematic manner, that the turning point of the War took place. In a like manner, in the industry in which you and I are engaged, we must present a united front in solving the problems which threaten our peace and pocket and the welfare not only of our own families, but the families of thousands of workmen who are dependent upon us for employment.

Current Comments

on Radio Topics

In connection with the plan of selling the dealer first, one radio set manufacturer, who made a hit with Texas dealers, sold 25 carloads of his receiver in that state alone during 1927, and the company is one of the small ones and has never done any extravagant national advertising. He has, however, been a constant trade paper user.—*Talking Machine Journal.*

* * *

The Government has handed down a decision that storage batteries and rectifiers need not be labeled "poison." That will be a relief to battery and radio manufacturers, who feared that the "skull and crossbones" would have to be placed on their merchandise. However, according to KFI, announcers are still under consideration, and rumor has it that the odds favor conviction, so we can all live in hopes.—*KFI Bulletin, Los Angeles.*

* * *

Throughout the world it is estimated that 90,000,000 people are served by radio. There are broadcasting stations in 57 countries, with America at the top of the list in numbers, and quality of programs. Over \$20,000,000 alone is invested in broadcast stations in this country. The industry gives employment, it is estimated, to more than 300,000 persons. There are between 40,000 and 50,000 radio dealers and jobbers in this country, and probably 3,000 manufacturers, large and small. In 1927 it is estimated that radio products valued at close to \$600,000,000 were produced in the United States, with exports of around \$60,000,000.—*R.M.A. Bulletin.*

* * *

"Surely our Government has every desire to bring this young radio industry out of the maze of conflicting opinions and to give every assistance to it in a sane, healthy development. We are in a twilight zone between a child's idea and one of the greatest economical forces known to man.—*George Lewis.*"

RECENT RADIO PATENTS

Copies of these patents can be obtained by addressing the Patent Office, Washington, D. C., enclosing ten cents in coin to cover the cost of each patent desired.

Patent No. 1,602,943, Karl Rottgardt, Dahlem, Germany. Refers to an electrical discharge vessel for the production or amplification of oscillations which may be provided with one or more auxiliary electrodes.

Patent No. 1,602,969 Fay O. Farwell, Toledo. This invention has for its object to provide a loud speaker for the amplification of the sound waves produced by the diaphragm of a receive which is so constructed that it will reproduce more perfectly and with more pleasing effect than is reproduced by the loud speakers now commonly known in the art.

Patent 1,602,212, Carl Rudolph Krone, Oakland, Cal. This invention relates to radio apparatus and concerns the particular construction of sockets for confining audion and amplifier bulbs or vacuum tubes.

Patent No. 1,603,156. Frank Seelau, Detroit, Mich. The main object of the invention is the provision of a variable condenser, particularly adaptable to radio telephony.

Patent No. 1,600,778, Earl H. Rollinson, Lyons Farms, N. J. In the recent rapid development of radio-telephony, there has been a tendency to very materially increase the power of transmission, and also the power utilized for sound amplification, with the result that the receiver diaphragm, being usually of very thin sheet steel or iron, is of sufficient bulk and thickness to carry the correspondingly



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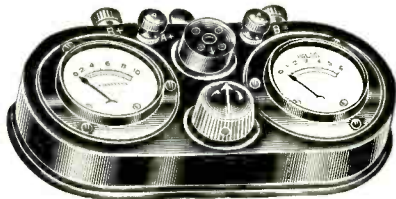
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increased magnetic flux without the accompanying increase in amplitude of vibration. If made thicker and heavier to withstand the increased magnetic pull, the attendant stiffness of the diaphragm will only impair the clarity of transmission. Since clearness is as essential as loudness in good transmission, it becomes quite necessary to provide some means for taking care of the increased flux in high powered receiving sets, without any damping effect upon the diaphragm.

Patent No. 1,600,870 was issued to Herbert Grove Dorsey, of Gloucester, Mass. Some of the objects of the present invention are to provide means for preventing interference in signaling; to provide means to prevent an intense signal of incorrect frequency from causing a responsive device to be actuated; to provide a mechanism for use with a sound controlled signal system to prevent other than a signal of predetermined frequency from operating said system, to provide means for causing a sound receiver to respond only to signals of a predetermined frequency; to provide means for causing a system to be actuated by sound signals of a predetermined frequency and to be rendered inoperative upon the receipt of signals of a different frequency; and to provide other improvements.

Patent No. 1,599,400 to Garrod L. Bailey, Newark, N. J. This invention relates to devices for enhancing or increasing the volume of sound emanations, rendering audition more satisfactory, such devices being variously termed sound amplifiers, loud speakers, resonators, horns, etc. One of the features of the present invention is in the provision of an amplifier made wholly of wood, because its resonant properties, shaped in a novel and attractive form and so arranged internally that microphonic sound waves are propagated and eventually diffused with greatly increased resonance due to the sympathetic vibrations of the structure.

Patent No. 1,599,540. Alexander Nyman, Wilk-insburg, Pa. This invention relates to sound reproducing apparatus and particularly to telephone receivers.

Patent No. 1,599,548 Edmund W. Baggott, Brooklyn, N. Y. This invention is directed to an improvement in vernier attachments and is particularly useful in the art of radio, being particularly adapted for application to any of the well-known instruments employed in the radio art in which a rotatable shaft is present, such, for instance, as variometers, vario-couplers, condensers, rheostats, potentiometers, etc.

Patent No. 1,587,587 was issued to Georg Karlo Villy Jorgensen, of Copenhagen, Denmark. The invention relates to a sound-funnel for radio-telephony or other sound-reproduction. The distinguishing feature of the invention is that the sound-funnel is formed of two layers of wood with an interposed helically wound steel wire (piano wire) by means of which the parts composing the inner layer of wood are bound tightly together. Hence the advantages are attained partly that the sound-funnel is reinforced so as to become solid and durable, partly that the reproduction of sound becomes exceedingly pure, clear and distinct and especially free of all disturbing secondary sounds.

Patent No. 1,587,657 was issued to Frederick A. Kolster, of Burlingame, California, assignor to Federal Telegraph Company, of San Francisco, California, a corporation of California. This invention relates to a radio signaling system and more particularly to a system for receiving signals from or sending signals to a selected point; in other words, a system having unidirectional properties. Such a system broadly has been described in several prior applications filed in the inventor's name, entitled Radio method and apparatus, Serial No. 274,054, filed January 30, 1919, which was patented Feb. 27, 1923, and bears Patent No. 1,447,165, and another entitled the same, but having Serial No. 426,503, filed Nov. 26, 1920. The present application deals with modifications which are better adapted under certain conditions to send and to receive unidirectional signals.

Patent No. 1,587,662 was issued to Fritz Lowenstein, of New York, N. Y.; John C. Wait, Administrator of said Fritz Lowenstein, deceased, assignor by mesne assignments, to Radio Patents Corporation, a domestic corporation. This invention applies itself to the control of alternating current, and more particularly to oscillation generating system in which a source of direct current or alternating current is produced.

Patent No. 1,592,834, George W. Lilienthal, New York, N. Y., assignor to Wireless Radio Corporation, New York. Relates to electrical condensers of adjustable capacity adapted to be used in radio transmitting and receiving circuits and for other electrical apparatus. An object of the invention is to generally improve this type of device and to provide a condenser of the character described of "low-loss" compact construction and which shall be adjustable for low minimum capacity and adapted to give various desirable capacity characteristics such as substantially straight line relation of the frequency or wave length to the dial setting, etc.

Patent No. 1,592,925, Fernand Carbenay, Paris, France. Relates in general to radio signaling systems. Provide means for easily and conveniently adapting a radio signaling system for the efficient reception of various wave lengths.

WHERE TO BUY RADIO EQUIPMENT

A Classified List of Radio Dealer Advertisers

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ANTENNA EQUIPMENT

American Radio Hardware Co., 135 Grand St., New York City.

L. S. Brach Mfg. Co., Newark, N. J.

BATTERIES, DRY CELL, "A," "B" & "C"

Advance Battery Corp., 59 Pearl St., Brooklyn, N. Y.

National Carbon Co., Inc., 30 East 42nd St., New York City.

Standard Elec. Nov. Co., 19 Bond St., N. Y. C.

BATTERY CABLES & PLUGS

De Jur Products Co., 199 Lafayette St., New York City

"B" POWER UNITS

The Airex Company, 797 Greenwich St., N. Y. C.

The Crosley Radio Corp., Cincinnati, Ohio.

Modern Elect. Mfg. Co., Mulberry St., Toledo, Ohio.

Sterling Mfg. Co., Cleveland, Ohio.

BINDING POSTS

De Jur Products Co., 199 Lafayette St., New York City.

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Ehlert Radio Furniture Co., 2468 Lincoln Ave., Chicago, Ill.

W. and W. L. Woolf, 227 Fulton St., N. Y. C.

CLIPS

Fahnestock Elect. Co., Long Island City, N. Y.

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F. W. Sickles Co., 135 Union St., Springfield, Mass.

COMBINATION PHONOGRAPH AND PICK-UP

Amplograph Co. of America, 1223 West Lake St., Chicago, Ill.

CONDENSERS, FIXED

Aerovox Wireless Corp., 60-72 Washington St., Brooklyn, N. Y.

De Jur Products Co., 199 Lafayette St., New York City.

Electro-Motive Eng. Corp., 127 West 17th St., New York City.

Polymet Mfg. Corp., 599 Broadway, New York City.

CONDENSERS, VARIABLE

De Jur Products Co., 199 Lafayette St., New York City.

Precise Mfg. Co., 254 Mill St., Rochester, N. Y.

United Scientific Labs., 80 Fourth Ave., N. Y. C.

Wireless Radio Corp., 41 Varick Ave., Brooklyn, N. Y.

CONSOLES

Aimone Furniture Co., 1565 Boulevard, Jersey City, N. J.

DECKS

Arthur Lynch, Inc., 1775 Broadway, New York City.

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De Jur Products Co., 199 Lafayette St., New York City.

Wireless Radio Corp., 41 Varick Ave., Brooklyn, N. Y.

DISTRIBUTORS (Illinois)

The Barsook Co., 53 W. Jackson Blvd., Chicago, Ill.

Telephone Maintenance Co., 123 S. Wells St., Chicago, Ill.

GRID LEAKS

Aerovox Wireless Corp., 60-72 Washington St., Brooklyn, N. Y.

L. S. Brach Co., Newark, N. J.

De Jur Products Co., 199 Lafayette St., New York City.

Eagle Elect. Mfg. Co., 59 Hall St., Brooklyn, N. Y.

Electro-Motive Eng. Corp., 127 W. 17th St., New York City.

Gardine & Hepburn, Inc., 611 Widener Building, Philadelphia, Pa.

Polymet Mfg. Corp., 599 Broadway, New York City.

GROUND CLAMPS

L. S. Brach Mfg. Co., Newark, N. J.

Eagle Elect. Mfg. Co., 59 Hall St., Brooklyn, N. Y.

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KITS

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LIGHTNING ARRESTERS

L. S. Brach Mfg. Co., Newark, N. J.

Jewell Elect. Inst. Co., 1650 Walnut St., Chicago, Ill.

LOUD SPEAKERS

Amplion Corp. of America, 531-535 West 37th St., New York City.

Crosley Radio Corp., 732 Sassafras St., Cincinnati, Ohio.

Farrand Mfg. Co., Long Island City, N. Y.

Chas. Freshman Co., Inc., 240 W. 40th St., New York City.

Pacent Radio Corp., 156 W. 16th St., New York City.

Pausin Eng. Co., 727 Frelinghuysen Ave., Newark, N. J.

Racon Elect. Co., 18 Washington Place, New York City.

Shield Speaker Co., Lebanon, Pa.

Stevens & Co., Inc., 46 East Houston St., New York City.

Temple, Inc., 1925 S. Webster Ave., Chicago, Ill.

Trimm Radio Mfg. Co., 847 W. Harrison St., Chicago, Ill.

Vitalitone Radio Corp., 88 University Place, New York City.

J. W. & W. L. Woolf, Inc., 227 Fulton St., New York City.

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PATENTS

Richard B. Owen, 41 Park Row, New York; 82 Owen Bldg., Washington, D. C.

Zoltan H. Polachek, 1234 Broadway, New York City.

PLUGS

L. S. Brach Mfg. Co., Newark, N. J.

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POTENTIOMETERS

Polymet Mfg. Co., 599 Broadway, New York City.

United Scientific Labs., 80 Fourth Ave., N. Y. C.

Wireless Radio Corp., 41 Varick Ave., Brooklyn, N. Y.

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Pierce-Airo, Inc., 80 Fourth Ave, N. Y. C.

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De Jur Products Co., 199 Lafayette St., New York City.

Polymet Mfg. Co., Inc., 599 Broadway, New York City.

George W. Walker Co., 2825 Chester Ave., Cleveland, Ohio.

United Scientific Labs., 80 Fourth Ave., N. Y. C.

Wireless Radio Corp., 41 Varick Ave., Brooklyn, N. Y.

SETS, RECEIVING

Argus Radio Corp., 257 West 17th St., New York City.

Browning - Drake Corp., Cambridge, Mass.

Crosley Radio Corp., 732 Sassafras St., Cincinnati, Ohio.

Federal Radio Corp., Buffalo, N. Y.

Chas. Freshman Co., Inc., 240 W. 40th St., New York City.

Shamrock Mfg. Co., 195 Waverly Ave., Newark, N. J.

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Capitol Labs., 159 N. State St., Chicago, Ill.

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American Radio Hardware Co., 135 Grand St., New York City.

Orange Research Labs., 247-249 McKinley Ave., East Orange, N. J.

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Wireless Radio Corp., 41 Varick Ave., Brooklyn, N. Y.

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Master-Craft Products Co., 3801 N. Clark St., Chicago, Ill.

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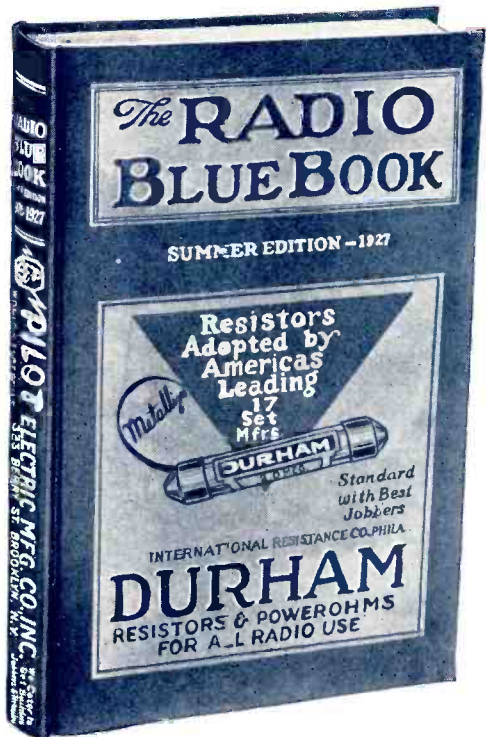
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