

Diamond Batteries

*Give more dependable
Radio Reception over a
longer period than any
other Radio battery*



This dependability means satisfied customers for you.

Write for dealer proposition
**DIAMOND ELECTRIC
SPECIALTIES CORP.,**

101-103 So. Orange Ave.,
NEWARK, N. J.



contribute to confusion on the part of the dealer and the public.

"Sound engineering—economical manufacturing—and conservative merchandising, will do much towards helping to establish prosperous radio business all along the line."

Steadier Growth Seen in 1926

While the sales increase in the radio industry will be on the upgrade in 1926 it will not be in proportion to 1925, declares M. Frankel, president of the Audiola Radio Co., Chicago. Mr. Frankel summarizes his predictions as follows:

1. Sales for 1926 will show a steady increase over 1925, but the percentage increase will be far less than in the past. 2. There is going to be a greatly increased demand for the console type of set as against the small cabinet type. 3. There is going to be an increased tendency for dealers to purchase from manufacturers within a reasonable distance of them, so that ample service can be rendered direct from the factory when necessary.

This will mean a lessened dominance of a few large manufacturers and a greater number of substantial small manufacturers, somewhat paralleling the condition of the furniture industry.

4. Business will be better this spring than last spring, but the usual late spring and summer slump can be anticipated."

Older Methods to Prevail

Merchandising methods which are in vogue and which cover older commodities in the American markets will also prevail in the future distribution and selling of radio merchandise, states Arthur E. Case, president of the Indiana Manufacturing & Electric Co., Marion, Ind. Mr. Case's viewpoint follows:

"We feel, from the operations of the last year, that we are justified in extending in a general way, our selling efforts for 1926. This is done from the establishment of a satisfaction of our products and from funds we have accumulated out of this year's operations. This we feel is the better policy than those concerns who have advertised out of their capital stock.

"Radio business for next year, as it appears to us, will be on more of an established basis and will revert to methods employed in manufacturing and merchandising of older and better established commodities."

Bargain Sales Detrimental

William H. Priess, president of the Priess Radio Corporation, New York City, believes the trend of the last few months indicates very clearly 1926 expectations. "There has been a very pronounced movement toward stabilization," he said.

"Sales in the large cities have been delayed either through lack of confidence on the part of the public or by their expectation of bargain sales. A large price cut means that the article was originally overpriced or was not in demand, because it was not good merchandise in the competi-

\$2⁵⁰



S-4000
5-volt
¼ Ampere
Detector
Amplifier

Over 1000 New York Dealers Are Making Full Tube Profits

Look over your profits on tube sales! Discouraging isn't it? With competitors all around you cutting prices there's no money in handling ordinary tubes. That's what over 1000 dealers in Greater New York thought—until the Schickerling franchise

was put up to them. Now every one of these dealers is making a real legitimate profit on tubes—a margin that enables them to build up a real tube department and go after tube sales. Let us put the proposition squarely up to you—write.

SCHICKERLING PRODUCTS CORPORATION
401-407 Mulberry Street, Newark, N. J.
Philadelphia Office: Jefferson Building, 1015 Chestnut Street

SCHICKERLING RADIO TUBES

With the Stabilizing Triangular Plates

tive sense. Huge stocks are only created when the public does not buy and the public, of course, does not buy where it feels it is not getting value for its money.

"There has been created in the last few weeks some public recognition of this situation sufficiently pronounced to cause these so-called 'bargains' to move sluggishly. In my opinion this is doing more to stabilize the radio situation than any other agency. The public has been getting enough 'bargain-experience' to make it wary. Their caution is making them try out sets before purchasing. Such caution will eliminate manufacturers of unworthy apparatus.

"This is bound to have a salutary effect on conditions in the forthcoming year. Eliminating unworthy competition will benefit those who deserve to progress. Inasmuch as the public, through its growing sense of radio values is responsible for the quickening elimination of those whose performance cannot live up to promise, the benefits naturally will be passed on to the public.

"All in all, 1925 has been a good year for radio. The rural sections and the cities of lesser size have more than made up for the spotty conditions of the larger centers. 1926 undoubtedly will be even better."

Orders Booked Inspire Optimism

The manufacturers who are establishing and holding a reputation for quality in their merchandise, according to E. A. Tracy, of the Northern Manufacturing Co., Newark, N. J., will be the ones who will remain in the running for years to come. Mr. Tracy's statement follows:

"We believe, however, that the early part of 1926 will be far better than any preceding year and base this belief on the fact that our orders on hand call for and indicate the sale of our entire production until approximately April 1.

"Beyond this data we have nothing on which to base any expectations for 1926 business except that generally in the radio industry there are various manufacturers who are establishing and holding the reputation for quality in their production and good policy in their merchandising methods."

Conditions Insure Prosperity

Dealers who are farsighted enough to visualize future sales possibilities, will, according to Leslie F. Muter, president of Leslie F. Muter Co., Chicago, be the ones to enjoy the results which will be possible.

"Appreciating that every radio dealer endeavors to purchase ample material to meet his requirements," writes Mr. Muter, "and at the same time wishes to avoid a surplus of stock for the summer months, we believe that practically all dealers and jobbers have depleted their stock of materials over the holidays and that they can safely anticipate a substantial demand in the first three months of 1926.

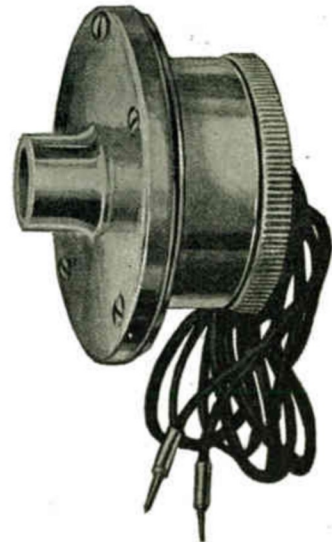
"Business in general, public interest in radio, and the tendency of the weather, are all very favorable to the above statement. Confirmation of the above is also evident

Our Latest Type Adjustable Unit!

Extra wide knob insures sensitive adjustment.

It makes no difference whether our units are used on phonographs, in horn type or cabinet type reflectors;

Its capacity is the same.



LIST PRICE \$6.50

Write today for samples.

Mutual Phono Parts Mfg. Corp.

151 LAFAYETTE STREET

NEW YORK CITY, N. Y.

**CHAMPION
Radio Batteries**

QUALITY FIRST *Makes this* BATTERY LAST

AN ENTHUSIASTIC ARMY
OF RADIO FANS CHOOSES

Champion Radio Batteries

From coast to coast sweeps the overwhelming demand for Champion Radio Batteries. Radio fans appreciate the receptivity, durability and efficiency of these super-batteries designed and built scientifically, economically and with a view to giving lasting satisfaction.

Stock up with Champion
Radio Batteries... you're
sure to please your trade
and you're doubly sure to
make real profits.



The CHAMPION CARBON MFG. Co.

Dept. A-1 301 First National Bank Bldg.
CINCINNATI, OHIO

