

This Is National Radio Week

December 23rd to 30th

The purpose of National Radio Week is to cause a closer spirit of co-operation and friendliness between the hundreds of thousands of Americans who "listen in" during all hours of the day and night. No invention of the past has been so quickly and enthusiastically adopted by the American people as has the radio telephone. While some may call it a passing fad, the fact remains that it is even now a great national necessity and every week sees its usefulness increase particularly to the rural population, for it places the farmer, miner and woodsman in constant touch with the news centers of the nation.

Radio development continues day by day, and the time is near at hand when the speaking film—a picture that talks, will take its place in the gallery of Radio marvels. Then the voice of the star will be heard as the lips of the picture move.

It is fitting that Philadelphia be a promoter of National Radio Week. It was here that A. Frederick Collins built the first wireless telephone about twenty years ago. Mr. Collins made the first public demonstration at Narberth, where he succeeded in talking about one-half a mile with telephones without the use of wires. While Marconi was experimenting with wireless telegraphy Collins was experimenting with wireless telephony, and when the New International Encyclopedia was compiled and published in 1904 Collins, then considered the best authority on the subject, wrote the data for the article on wireless communication.

The electrical principles involved in radio and the amplification of sound are said by some to be destined to make startling changes in the future achievement of mankind. The results of Paul Revere's ride could now be accomplished by radio in less time than it took him to bridle and saddle his horse.

We cooperate during National Radio Week by offering a ten per cent. reduction on the following items:



\$2.98
A Pair

THE FRANKLIN
Guaranteed Wireless Phones
As clear and loud as 3000-ohm phones. Guaranteed to give satisfaction of your money back. Head bands, 45¢. Patent Test, 10¢.

A COMPLETE RADIO SET..... \$11.98
Receiving set made of the best materials and included in a high-grade, lock-top box. Antenna wire, ground wire, clamp and foundation and one pair of phones with head band. All packed in a box ready to set up. No batteries required. Fully guaranteed. Never sold for less than \$15.00, and worth more. Quantity limited.

GENUINE "BRUNET" FRENCH NAVY PHONES, 4000 Ohms. Wonderfully constructed. Heavy-duty. Selling for \$30.00. Pair complete with head band.....**\$6.98**

CLIFTON B. DRAKE
23 N. TENTH ST.

If It's for Radio We Have It



WE carry the largest stock of standard guaranteed sets and equipment in Philadelphia. Ask the man who buys here.

"The Sport Centre"

OPEN EVERY EVENING

527 MARKET STREET

MAIL ORDERS 10¢ EXTRA
DO NOT SEND STAMPS

Robert Bros. Electric Co.
426 So. 52nd St.
RADIO CENTER OF WEST PHILADELPHIA

FRANK H. STEWART ELECTRIC CO.

The **Radiola Grand**

Marconi said of it:

"It comes closest to the dream I had when I first caught the vision of radio's vast possibilities. It brings the world of music, news and education into the home, fresh from the human voice. It solves the problem of loneliness and isolation."

In tone quality, in simplicity of manipulation the Radiola Grand is unrivaled. A child can turn the switch and move the signal lever that tunes the Radiola Grand and floods a room with song and speech from far and near broadcasting stations.

You are cordially invited to hear the Radiola Grand in our Radio Show Room.



FRANK H. STEWART ELECTRIC CO.
35, 37 and 39 North Seventh Street
Cor. 7th & Filbert Streets

PHILRAD UNASSEMBLED SET

Complete With Illustrated Diagram



Batteries, Headset, Vacuum Tube, etc., Bakelite Panel cut and drilled. All parts with wire and tubing. Everything for assembling, including all necessary screws. This set uses a volt and a half tube, but is adaptable for six-volt tube if desired.

Philrad Complete \$3.75
Antenna Outfit.....**\$37.50**

Ready for Operation When Assembled

On Display at Your Dealers
THE SAYRE-LEVEL RADIO CO.
Wholesale Only

Looking Ahead

Radio is here to stay. Build for the future! Be sure the equipment you sell is right. Do your part to maintain the good opinion of the public, and prosperity will be yours.

We are makers and distributors of tested and proved radio products. Our large stock includes a complete assortment of Radio Corporation of America apparatus; General Electric and Westinghouse sets; our own "Geraco" Line of supplies (variometers, vario-couplers, potentiometers, transformers, phonograph attachments, etc., etc.) and that superb loud-speaker, the Music Master Radio Amplifier.

GENERAL RADIO CORPORATION
Walter J. Eckhardt, President
Makers and Distributors of High-Grade Radio Apparatus.
Chicago 624-628 Market St. Pittsburgh Philadelphia



GERACO
PROVED RADIO PRODUCTS

RADIO

"Hook up at Burger's and you'll NOOK UP Right!"
We handle only such apparatus as has been tested and proven satisfactory! It costs you no more than inferior grades.

These wonderful values tell the story

MAGNA VOX LOUD SPEAKERS 33.95
Limited quantity. Reg. 45.00. Special at 33.95

BALDWIN HEADSETS 10.95
No. 101-100,000 to 5 Megohms. Special at 10.95

PHONES	VARIABLE CONDENSERS
Turnes, 3000 ohms, 6.50 value..... 3.25	23 Plates, finest quality, heavy aluminum, capacity guaranteed..... 95c
Westinghouse Carbon Type 2-A, 7.50 value..... 4.85	Reg. 3.50, 48 Plates..... 1.19
Western Electric Navy 3290, Reg. 15.00..... 7.85	VARIOCOUPERS
Brandes Superior..... 5.75	Guaranteed, wound with green silk, 5.00 value..... 1.65
Diaphragm, 3000 ohms, Reg. 12.00..... 5.95	VARIOMETERS
	Long range, very selective, adjustable contact; mahogany finish, 5.00 value..... 1.85

WD-11 TUBES, 1 1/2-Volt Westinghouse
Detectors and Amplifiers. Operate on a single dry cell. Reg. 8.00.....**5.45**

Knipka Test Clips.....35c	WD 11 Tube Sockets.....30c
Diagrams with dial.....30c	WD 11 Adaptors.....95c
Bradyometers.....2.00	Switch Levers, 50c value.....15c
Potentiometers.....75c	Spaghettis, reg. 40c per ft.....7c
First Single Jack.....35c	Crystal Detectors, Glass enclosed, Reg. 1.50.....40c
First Double Jack.....40c	Copper Soldering Leads.....10c doz.
Traney V. T. Sockets.....30c	

We carry a full line of Standard Apparatus
AMRAD, Deforest, Westinghouse, Atwater Kent, etc.
Out of the Congested Traffic District

C.H. Burger & Co. Open Every Evening
1334 W. Girard Ave., Phila.

Holtzer-Cabot

RADIO TELEPHONE HEADSETS

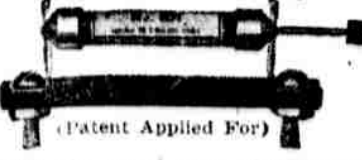
Are you getting the best results from your radio? Holtzer-Cabot Headsets are so efficient and superior that you will wonder why you ever used inferior sets. Seventy-five per cent. of Uncle Sam's battleships are equipped with Holtzer-Cabot Telephone Headsets. The radio headset is built to the same standard of excellent quality.

When you buy a headset insist upon Holtzer-Cabot.

Sold By All Responsible Dealers & Department Stores

SCHIMMEL ELECTRIC SUPPLY CO.
Wholesale Distributors
All Standard Makes of Radio Sets and Accessories
526 ARCH STREET, PHILADELPHIA, PA.
National Radio Week, Dec. 23rd-30th.

The Only One in America



With the usual type of "Grid Leak," which is of fixed value, it is necessary to try a number of them to determine the one best suited.

The Durham Variable High Resistance (Adjustable Grid Leak)

is the only one of its kind now on the market, because it is adjustable over a wide range and will maintain its value permanently after initial setting.—It is non-inductive and has negligible capacity. Made in two sizes: No. 101—100,000 to 100,000 ohm range. No. 102—100,000 to 5 Megohms.

Price, 75c

DURHAM & COMPANY
1936 Market Street, Philadelphia, Pa.
Order from the following Jobbers:
H. C. Roberts Elec. Co. Jomex Beach Elec. Co.
Schimmel Elec. Co. Rumey Elec. Co.

The Radiola

is now the standard of Radio Receivers. It is made in a number of different styles. A type to fit the purpose.

The Radiola is a product of the Radio Corporation of America, for whom we are distributors, and it can be seen and purchased at the store of your local radio dealer.

THE PHILADELPHIA ELECTRIC COMPANY SUPPLY DEPT.
130-32 So. Eleventh St.
Philadelphia

STORE OPENS AT 9 A. M. CLOSES AT 5.30 P. M.

TUESDAY, DECEMBER 26, 1922.

SNELLENBURGS
ENTIRE BLOCK—MARKET 11th & 12th STREETS

Use Part of Your Christmas Money to Get a First-Class Radio Set at Snellenburg's—Where Prices Are Lowest in the City



Aeriola, Sr. Receiving Set..... \$57.50	Aeriola, Jr. Receiving Set..... \$19.75
\$132.50 Westinghouse R. C. Sets..... \$112.50	\$8.00 Coryphone, Navy Type..... \$6.35
\$5.00 Frost Phones, 2000 Ohms..... \$3.95	\$16.00 Atwater-Kent 2-Step Amplifiers..... \$12.95
\$6.50 Burnet Phones, 4000 Ohms..... \$6.50	\$12.00 W. E. Head Phones..... \$8.25
\$3.00 Phonotach..... \$2.00	Yellow and Black Spaghetti, 2 lengths for..... 25c
50c Switch Levers..... 20c	\$1.00 Vernier Adjusters..... 54c
75c Hydrometers..... 59c	\$2.00 Keystone Lightning Arrester..... \$1.10
75c Stramey Horn Couplers, For Telephone Receivers..... 40c	\$45.00 Receptor Crystal Set..... \$25.00
70c HPMCO Fixed Condensers..... 49c	\$5.00 Chapin Crystal Sets..... \$3.45
\$12.00 Kellogg Head Phones, 2400 Ohms..... \$6.50	65c Jacks..... 39c
75c Aluminum Sockets..... 29c	U. V. 200 Radiotron Tubes..... \$4.25
U. V. 201 Radiotron Tubes..... \$5.50	W. D. 11-1 1/2 Volt Filament..... \$5.50

N. SNELLENBURG & CO.

RADIO

In Radio as in Sporting Goods M. & H. Sell It for Less And Sell and Recommend Only the Best

M. & H. Specials for Radio Week

\$18 Western Electric Head Sets, Navy Type, 2200 Ohms.....**\$6.28**
Includes Rubber Ear Pads and Extra Caps. New Lot Just In

\$10 Thompson-Levering Head Sets, 2000 Ohms, Special.....**\$4.98**

\$7 Thompson-Levering Vario-meters and Variocouplers Bank Wound.....**\$2.65**

\$5 Monrad Variocouplers and Vario-meters, now.....**\$1.75**

\$60 Ready-to-Be-Assembled Receiving Sets, now.....**\$20**
With Audion Bulb. Contains Best Materials for Most Efficient Receiving

Marvel Crystal Outfits.....**\$7.95**
Complete, Includes Head Set, Antenna wire ready for use.

\$6 Thompson-Levering 43-Blade Condensers.....**\$1.45**
23-Plate, \$1.15; 11-Plate, \$1

Acme Transformers—Radio & Audio.....**\$4**

Atwater Kent Transformers.....**\$3.29**

3-Y Transformers, R K Loud Speaking Horns.....**\$2**

Special Mounted Units on Bakelite 6x6 Panels at Half Price

\$10 Mounted Variocouplers.....**\$5.50**
\$9 Mounted Variometers.....**\$3.75**
\$9 Mounted Detectors.....**\$3.75**
\$20 Amplifying Units, complete.....**\$10.00**
Built with AK Transformer, Bradley Stat and AK Socket

Philadelphia Diamond Grid Storage Batteries, 80-amp. At Discharge Rate of 3 Amps per Hour.....**\$15**

Westinghouse Storage Batteries.....**\$8.25**

Goodman, 3-Coil Spider Web.....**\$6.50**
Pearl Vernier Condensers 43-Plate, \$4.35; 23, \$3.69

"B" Rheostats, 49c With Dial, 69c.....**95c**
240 Ohms.....

By Parcel Post

M&H SPORTING GOODS
MOSKOWITZ & HERBACH
512 MARKET ST. PHILA.

Look for the Number 512

HATS TRIMMED FREE OF CHARGE

Lit Brothers

MARKET : EIGHTH : FILBERT : SEVENTH
One Yellow Trading Stamp With Every 10c Purchase All Day

Radio Parts and Sets Far Less

Everything Standard and Fully Guaranteed NEW and Perfect. Yellow Trading Stamps With Every Purchase
Mail Orders Accurately and Promptly Filled

HEAD PHONES

\$5.50 Murdock, 3000 ohms..... \$4.75	\$5 Murdock, 2000 ohms..... \$4.00	\$8 Brandes, 2000 ohms..... \$6.50	\$15 Western Electric, 2200 ohms..... \$10.98	\$12 Western Electric, 2200 ohms..... \$9.98
Baldwin Type C..... \$12.00	Baldwin Type C Unit, for loud speakers..... \$6.00	The new Connecticut instrument head phones—very sensitive, with adjustable diaphragms, fine loud speakers..... \$8.00	Ever-ready Batteries, 110 amp. 6 volt, guaranteed 18 months..... \$20.00	Tungar—to charge your battery at home..... \$18 & \$28
Penn Loud-Speaker Unit for your phonograph..... \$10.00	Westinghouse Sr. Sets 1000-ohm range. One dry cell required. Very specially priced..... \$10.00			

Atwater Kent New Tuner.....**\$13.00**
\$16 Atwater Kent Detector and One Step.....**\$13.00**
\$16 Atwater Kent Two-Step Amplifier.....**\$13.00**
Philrad Sets—unassembled—complete in every respect. Range 1000 miles. In Christmas box.....**\$37.50**

EVERYTHING IN RADIO
COMPLETE SETS
SEPARATE PARTS
INSTALLATIONS

Pennsylvania Radio Co.
RADIO ENGINEERS
5214 WALNUT ST.

RADIO SET
ONE OF OUR SPECIALS TILL DEC. 30
TURNEY PHONES, \$2.95
WHY GO DOWN TOWN?
STARR & MOSS CO.
The Radio Shop of Distinction
3639 Germantown Ave.
AT BROAD ST. & ERIE AVE.
—OPEN EVENINGS—

RADIO SET \$4.50
With Phone \$7.00 Ridge Ave., Phila., Pa.

Exceptional Quality CORYPHONE RADIO
Head Sets, Loud Speakers
Chas. Cory & Son, Inc.
Philadelphia Branch, The Bourse

Lit Brothers—FIFTH FLOOR