

## Six Different Models in Apex 1926-27 Radio Line

All Models Are Six-Tube Receivers With Single-Dial Control—Company Will Continue Making the Five-Tube Line

CHICAGO, ILL., September 4.—The new 1926-1927 line of Apex radio receivers, including six different models, is being introduced to the trade at the present time by the Apex Electric Mfg. Co., Chicago. All of the receivers are



Apex Model 116

six-tube sets with one-dial control, housed in attractive cabinets. Model 6 is a table set built of five-ply walnut, highlighted, furnished with a bronze panel with oxidized wood grained finish. Model 16 is another table model containing a built-in loud speaker directly above the bronze panel. It is housed in a handsomely designed



Apex Model 106

walnut cabinet, with double doors. Model 106 is a combination of models 6 and 100, Model 100 being a console base, with a compartment holding the battery charger and other accessories. Models 16 and 100 are also combined into a beautiful console model known as model 116, finished in walnut with a bronze panel. Model 5 is a five-tube single-dial table type receiver with illuminated dial readings. This cabinet is finished in five-ply walnut veneer and the receiving set is equipped with a matched bronze panel. These receivers are priced from \$85 to \$175. Model 100 lists at \$60.

In cabinet and panel design the Apex executives and designers have striven for beauty and simplicity, together with compactness to conserve space in the home. The receiving set itself contains many further refinements, among them being the single-dial control feature and impedance coupling which is said to assure the best of selectivity, performance and accuracy of control. The new Apex line has met with enthusiastic approval wherever it has been shown, and the Apex officials are looking forward to a most satisfactory season for the sale of their products.

In addition to the new line of six-tube sets the Apex Electric Mfg. Co. will continue to sell the five-tube 1925, line, including the Apex Baby Grand Console, Apex Super Five, Apex Deluxe, both table models, the Apex speaker and the Apex Deluxe table. The Apex Baby Grand and the Apex Deluxe are furnished with either five or six-tube receivers, optional with the purchaser.

## Frank Reichmann Advocates Community-owned Receivers

President of Reichmann Co., Maker of Thorola Sets, States That Every Community Should Install Radio Sets for Use of Public

CHICAGO, ILL., September 7.—The government of Russia is showing the way to the United States and other countries by adapting the radio to its most useful purposes, according to Frank Reichmann, president of the Reichmann Co., Chicago, manufacturer of Thorola receiving sets and speakers. Receiving sets are being installed in every city, village and hamlet of Russia so that everyone, no matter how poor, can enjoy the benefits of high-powered radio receivers.

"This plan should be worked out in the United States," said Mr. Reichmann. "It could very easily be done. Many small communities have already installed community sets in the town hall, or some other place centrally located. In Poulan, Ga., for instance, the women's club of the town installed a set and the batteries are renewed by popular subscription. This set is in operation almost continuously, and anyone who wishes may drop in at the town hall and hear what is on the air.

"I believe it will not be long before every community will do the same thing. Once these sets are installed it would be very easy for the government to spread warning of disastrous storms, etc. The same system of communication could readily be used for the speedy apprehension of criminals. When a crime is committed in a small community and the criminal has escaped the town police could telephone the nearest broadcasting station and this station could then spread the alarm. In this way it would be practically impossible for the criminals to get away by following any road which ran through a village.

"In connection with community receiving sets, it must also be borne in mind that in every community there are persons, even in the United States, whose incomes are not sufficient to justify the investment in a high-powered, long-distance radio set. These people, however, are just as much entitled to enjoy themselves as any one else. This is especially true of the children. In the more remote towns a community radio set is just as essential to the progress and welfare of the community as is the public school. I hope to see thousands of these community sets installed before the end of this year, and will do all I can to help achieve this result."

Edward C. Evans, popular member of the sales staff of C. Brimo & Son, Inc., Victor distributors, New York City, accompanied by Mrs. Evans, spent his vacation on an extended motor trip. Mr. Evans' trip included the many scenic beauties in Pennsylvania, Virginia and Maryland.

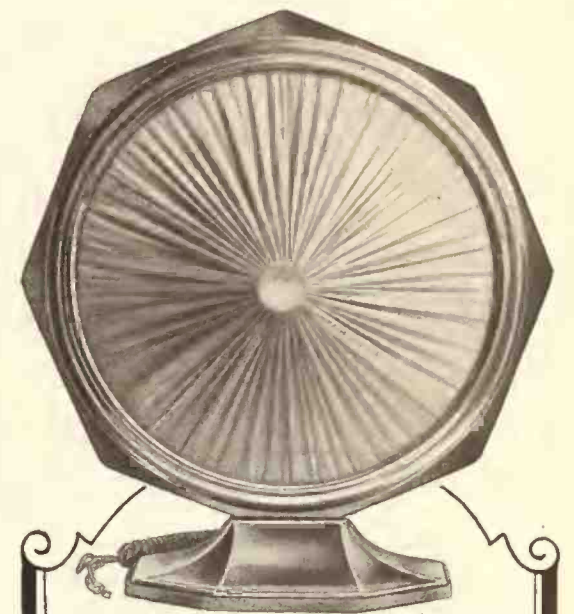
## Hubert C. Doyle Recovered From Three Months' Illness

Vice-President of Sleeper Radio & Mfg. Co. Returns to Desk After Protracted Illness—Well-known Design Engineer

The many friends of Hubert C. Doyle, vice-president of the Sleeper Radio & Mfg. Corp., Long Island City, N. Y., will be interested to know that he has returned to his desk after an illness of three months. Mr. Doyle has fully recovered and is busily engaged in rounding out plans for the new radio season. He has made an enviable reputation for himself as one of the best design engineers in the radio industry, having originated for the Sleeper Corp. many features now widely used.

During the war Mr. Doyle was production manager of the Thomas-Morse Aircraft Co., which produced over 1,200 Scout planes under his direction. He is still an enthusiastic aviator, and possesses a plane of his own.

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Back-View Table Model



Floor



Wall Model \$27

Model \$35