

United Lan-Sing Model 50

Probably made by Wilcox Laboratories, Charlotte, Michigan

Marketed by United Engine Co.

Lansing, Michigan -- circa 1926/27

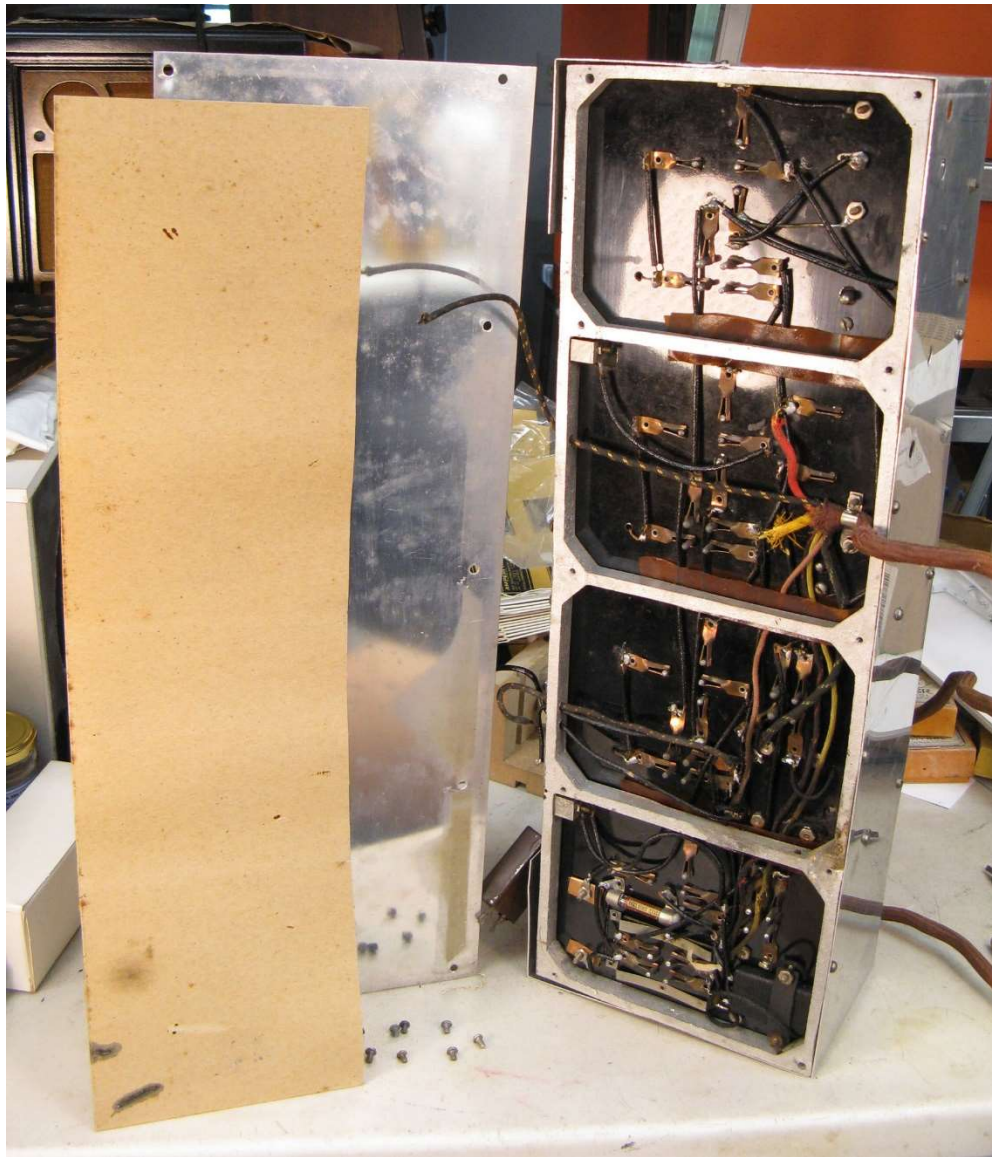


With Plug-In RF coils – Numbered (Left to Right) 4, 3, 2, 1 - Primary turns range from 11 to 7.



Rack & Pinion drive of straight motion interleaved capacitor vanes.





All tubes test good. Previous owner installed replacement Hammond transformer cores on original frames. Wiring to volume control and 0.1 ufd. bypass capacitor not connected. Circuit tracing required to sort out.

Comments from Facebook postings:

From Jim Clark: I was born and raised in Lansing, Michigan where these radios were manufactured. Also, I have collected antique radios for 50 years. I can absolutely confirm that all United Lan-Sing/United Engine Co. radios were manufactured by The Wilcox Laboratories. Chester Wilcox started out selling early radio parts and eventually built and sold complete battery and electric radios. Eventually he moved his company to Charlotte (shar-lot), Michigan, a small town 20 miles from Lansing, in about 1926/1927. Eventually he partnered with a fellow named Gay, and they formed the Wilcox-Gay Co. One thing I would point out...this particular radio is HEAVY, weighing in at 41lbs WITHOUT BATTERIES!! Also, this radio was built about 1926.

Robert, I also have the same radio as yours. However, mine is a model 150. Although yours seems to be stamped 50, I believe it is a model 150. Our layouts are identical. In addition I am including pics of my Wilcox Cathedral Grand Six...which as you can see is the same radio with a different brass plate and speaker grill. BTW, both of my "sister" radios have the same tag (different serial numbers of course) indicating they are model 150s.

The Wilcox Cathedral Grand, less accessories was priced at \$140 (apparently with tubes). That equates to \$2100-\$2300 in today's dollars!!!!

I "rediscovered" I have 2 almost identical booklets...one for THE WILCOX LABORATORIES radios and the other for The UNITED ENGINE CO. radios.

Jim & Greg youse guys have just provided me with the BEST feedback I've ever received on a FB forum THANKS! My picture of the name plate did have me wondering if the model number was 150 instead of 50. 150 would certainly make more sense in the progression of things... I did pull-down my cute little compact model 80... It needs some attention.... I'll certainly add your info to my web page....

United Engine Company Announces Complete New Line

ONE of the outstanding achievements in radio is the United Lan-Sing line, with its time-tried features and sales principles. No excessive manufacturing or merchandising methods have been forced, rather a steady, quiet development of both the fields and products.

For nearly two decades, the United Engine company, Lan-sing, Michigan, have been prominent in the manufacturing of farm power, such as cream separators, gas engines, milking machines, electric lighting plants feed grinders and a score or more of similar products. As a result the company is well known to the farmers of the entire country.

Some two years ago, the demand for farm radio became so pronounced that the firm decided to add this new product to their older established line.

Naturally the United Engine company has become strongly entrenched with its own dealer organization. Distribution was therefore simple, leading dealers were consulted as to the advisability of the new line. These distributors were enthusiastic, strongly supporting the plan.

Skilled radio engineers were then engaged, plans arranged and the "Lan-Sing" line of radio was the result. This line then consisted of five models, from the small compact model to the larger phonograph type of receiver.

The personnel of this company has always been one of practical conservative men, consequently, the firm entered the

radio field in the same unassuming way, upon which the foundation of the organization had been built. Gradually the radio products were built up in their respective fields, where other radio manufacturers have attained a far less degree of success than did United. It was but logical that a firm with such ample resources and distribution should soon become a leader in the radio field.

Today these markets of United are by no means confined to the farm field. Rather United markets have been extended to both rural and city buyers, placing the concern in an ideal position to practically choose their dealers.

This season, witnessed many new features with United radio. The line is now known as the United Lan-Sing line, combining the firm name with the formerly used "Lan-Sing."

These receivers are now built with six tubes. Additional new features are the one-dial control, using only the single dial, and the monoglide tuning with straight line wave length characteristics. These new features mean better tuning and finer selectivity. Scales read directly in wave lengths with the usual hundred divisions. The volume control is located on the left end of the panel, giving complete control from loud to soft. On the right end of the panel is the switch for turning set on or off.

The new United Lan-Sing line has also each radio frequency stage individually shielded. This permits greater amplifi-

'United Lan-Singer'



MODELING, we understand, was primarily intended for the purpose of calling home stray cows high up in the Alpine mountains. However this "mysterious" gentlemen has found another purpose for the art and instead of calling cows he is calling a vast amount of attention to the "United Lan-Sing" line of radio products.

An artist in every sense of the word, "United Lan-Singer" whose tour is sponsored by the United Engine company has recently appeared at a number of radio broadcasting stations in the northwest: WCCO, WAMD; and WRHM of Minneapolis as well as WDAY of Fargo, North Dakota.

Arrangements are being made to have "United Lan-Singer" spend several weeks in this territory.

Pioneering One Dial Control Brings Reward to Mohawk

The Mohawk corporation of Illinois is the pioneer of the one dial radio. This corporation had the first one dial set on the market, in 1923, and since then has promoted this idea and brought it to the point of perfection through many stages of investigation, experimentation, improvement and dependability. This year the

attention and selectivity, as well as smoothness of operation.

Model 80 is of the compact type. It is also used in combination with the model 29 cabinet speaker, which model is known as number 100. The model 150 has four condensers and four coils, with built in speaker. A very attractive base cabinet is also designed as a companion piece for the model 150. Model 160 is the built-in cabinet and speaker type. Cabinets are genuine walnut, two-toned lacquer finish. Panels are of unusual designs, largely of Chinese origin, with copper electro-plated finish.

United Lan-Sing radios have established notable reputation for operation, efficiency and appearance. For some time demand has exceeded the firm's ability to supply machines. In these newer fields of endeavor the United company has attained the same degree of unusual success, such as has been their's for years in their older field.

Mohawk one dial six tube shielded set is, probably the best set of any make on the market at any price—any five or six tube set.

Mohawk this year has perfected a chassis housed in seven models from \$57.50, the drawer model, Seneca, and two table models, the Cherokee, at \$65 and the Winona, at \$80 up to the Pocahontas, cabinet model, at \$300 with three consoles, the Chippewa, at \$110, the Pontiac, at \$140, and the Geneva, at \$185 list.

"We have in the Mohawk one dial, six tube, shielded radio set an instrument," says Chief Engineer De Mare, which in tone quality, selectivity, sharpness of tuning, volume, securing of distant stations and particularly in simplicity of operation will give you for \$65 the table model, as much as any five or six tube set at any price."

And our merchandising policy," remarked Otto Frankfort, "is clean, dependable, protective, ironclad and a profitable one for the Mohawk exclusive distributor and dealer.

The Republic Radio Corporation of Detroit and Grand Rapids are Michigan distributors for the new Mohawk line which has been given a splendid ovation by the trade throughout the state.

Announcing United Lan-Sing Radio

*Tune In On Our
Famous Yodeler
the United
Lan-Singer*



GET acquainted with the United Lan-Sing line of Radio. Complete, well balanced and backed by a well organized sales plan. A line that has already been included in the first ranks of finer Radio. To see and hear any one of these receivers is the desire to own it. United Lan-Sing will always retain this deserving individuality. Indicative of this sincere faith is the fact that the entire line is backed by a broad guarantee.

Significant in the steady development of United Lan-Sing are new features with fuller volume, wider range and sensi-selectivity. For instance, the one-dial control, the Monoglide tuning unit, with its straight line wave length condensers. Too, each radio frequency is individually shielded, producing greater amplification and selectivity and smoothness of operation.

On the floor of any live dealer the United Lan-Sing Line is a money-maker. This radio meets the requirements of every buyer—a line that will stimulate trade, turn rapidly—with substantial profits. United Lan-Sing attracts all radio business in its territory.

Each model is standardized six-tube. Ample cable length for battery connections. All stages tuned. Range entire wave band from 150 to 550 meters. Cabinets—walnut, lacquer finish.

To dealers we suggest Quick Action. Demand for the United Lan-Sing line is rapidly increasing. Write or wire for full selling plans and complete details.

*Are You The Dealer To Sell The Line of
United Lan-Sing Radio?*

United Engine Company

C. L. SPRINKLE, PRESIDENT
LANSING, MICHIGAN

BRANCHES

ELMIRA, NEW YORK INDEPENDENCE, IOWA KANSAS CITY MO.
MINNEAPOLIS, MINN.

Model 80
\$80.00

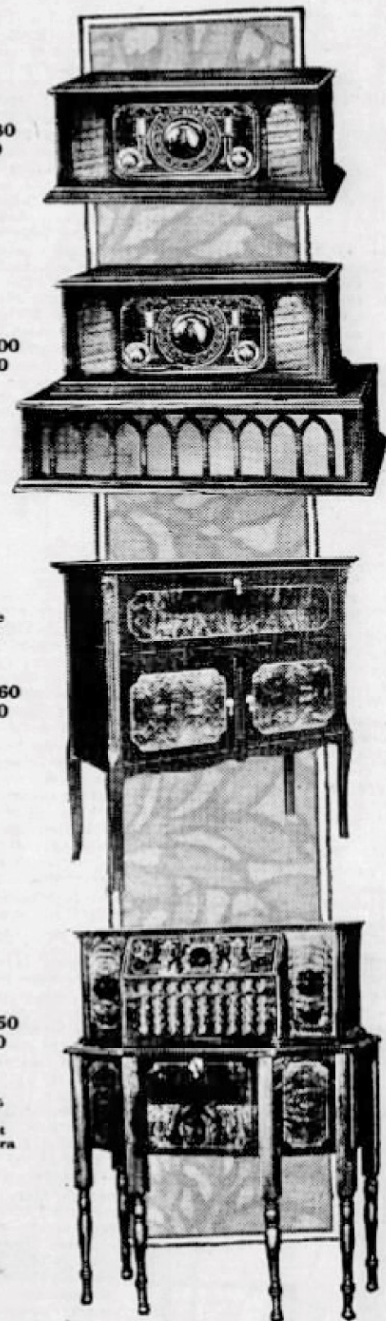
Model 100
\$100.00

Console
Type

Model 160
\$160.00

Model 150
\$150.00

No. 25
Base
Cabinet
\$35 Extra



SEE THIS SPLENDID LINE AT YOUR DEALERS OR OUR LANSING SALESROOM

The same receiver with different graphics for the front panel are seen here:



The 5 tube model 80 also exists with different graphics for the Wilcox and Lan-Sing brands:



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