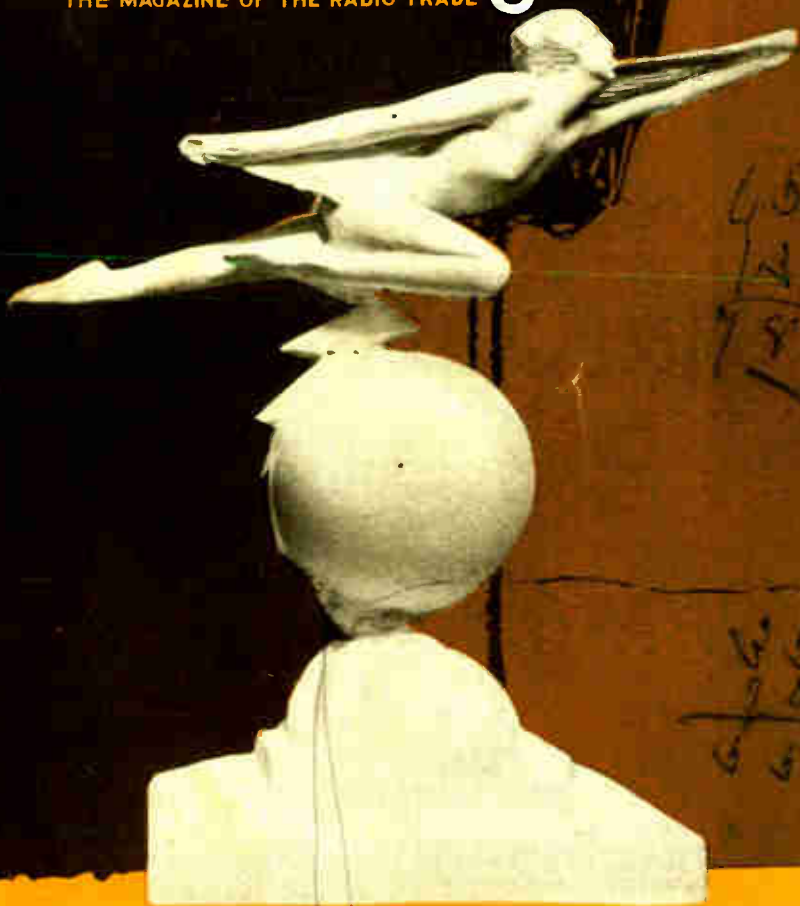


RADIO

Merchandising

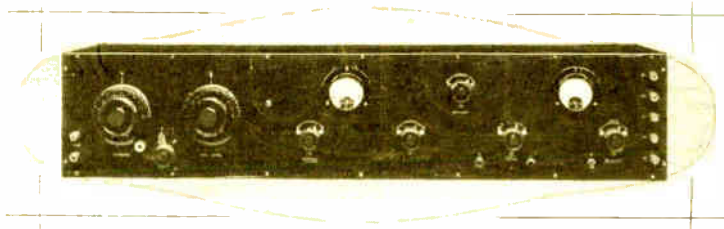
THE MAGAZINE OF THE RADIO TRADE



MARCH
1924

**Some Important Questions
and Answers**

(See pages 1, 2, 3 and 4)



The Super Hetrodyne Is Insulated with

FORMICA

THE Super Hetrodyne set of the Experimenters' Information Service, "The Rolls-Royce of Radio," is insulated with Formica panels and tubes—an indication that radio engineers working without limitations of cost or price use Formica because it is the best there is. This is more evidence that men who know radio use Formica.

Hetrodyne and Neutrodyne sets everywhere are being insulated with Formica tubes—and Formica tube capacity has been greatly expanded to take care of the requirements imposed by these new hook-ups.

Dealers: Panel and tube buyers know the dominant standing of Formica as radio insulation. Demand is big, turnover fast, and advertising and sales co-operation is the most aggressive and effective in the business.

THE FORMICA INSULATION COMPANY

1644 Spring Grove Avenue, Cincinnati, Ohio

FORMICA
Made from Anhydrous Bakelite Resins
SHEETS TUBES RODS

Some Important Questions and Answers

There are some questions which keep recurring in regard to RADIO MERCHANDISING which have all been answered before but which need answering again, so I answer them here as a matter of record:

Question: How does RADIO MERCHANDISING get its circulation?

Answer: The entire country is laid off into trade zones and the subscription price of \$1.00 per year for every worth while retailer of radio sets and parts for his zone is paid to us by some prominent radio jobber in that zone. The reason the jobber pays is twofold: First, he wants to be of real service to the radio retailers in his territory; second, he carries a four-page advertisement in every copy of the publication coming into his territory.

Question: .Who are the jobbers who pay you for the circulation of RADIO MERCHANDISING?

Answer: These are the jobbers who have subscribed to RADIO MERCHANDISING for every worth while retailer of radio in their territories. They are doing everything they know to help the retailer make money out of his business. They are anxious that RADIO MERCHANDISING reach everyone who is in the business, and they are in position to know everyone who is in the business.

Julius Andrea & Sons Co., Milwaukee, Wis.

Carter Electric Co., Atlanta, Ga.

Detroit Electric Co., Detroit, Mich.

Doubleday-Hill Electric Co., Pittsburgh, Pa.

Doubleday-Hill Electric Co., Washington, D. C.

Erner Electric Company, Cleveland, O.

Interstate Electric Co., New Orleans, La.
 E. B. Latham & Company, Inc., New York, N. Y.
 Milnor Electric Co., Cincinnati, O.
 National Light & Electric Co., Newark, N. J.
 Pettingell-Andrews Co., Boston, Mass.
 Robertson-Cataract Electric Co., Buffalo, N. Y.
 The Sayre-Level Radio Co., Philadelphia, Pa.
 The Stubbs Electric Co., Portland, Ore.
 Van-Ashe Radio Co., St. Louis, Mo.
 Wakem & McLaughlin, Chicago, Ill.
 Western Radio Co., Inc., Kansas City, Mo.
 Western Radio, Inc., Los Angeles, Cal.
 C. C. White Electric Co., Dallas, Tex.
 C. C. White Electric Co., Mexico City, Mexico.
 Radio Publishing Co. Edition reaching all jobbers,
 manufacturers, manufacturers' agents, advertising
 agents, etc.

Question: Who does the mailing of RADIO MERCHANDISING?

Answer: RADIO MERCHANDISING is mailed by the publishers, from New York, direct to each retailer in an individual envelope. This prevents any overlapping of territories or duplication of copies to retailers.

Question: Are copies ever mailed in bulk for retailers?

Answer: Never. The only copies ever sent in bulk are those which the subscribing jobber orders for his "house copies" for salesmen, executives, employees of the firm.

Question: What other subscriptions do you have?

Answer: Many radio, electrical and hardware jobbing houses subscribe to RADIO MERCHANDISING for their road men, having the publication sent to their home addresses. Many individual subscriptions from importers, exporters, libraries, etc.

Question: How many jobbers do you reach?

Answer: Every radio jobber in this country and Canada whose name can be secured. These are all covered

by Radio Publishing Company Edition in which no jobber has any advertising.

Question: What is the editorial policy of RADIO MERCHANDISING?

Answer: The policy of RADIO MERCHANDISING is to scour the country for good ideas that merchants have used and found successful, and to publish these in RADIO MERCHANDISING so that other merchants can profit by them. Each story is told as briefly and in as practical a form as possible, and photographs, drawings, cartoons, etc., are used whenever possible. RADIO MERCHANDISING does not deal in untried theories, but in practical things that a merchant can take right out of the magazine and put to use in his own store. It always has been and always will be a crusader for the independent retailer, helping him meet all forms of competition and develop his business in all directions. No "write-ups" or "free puffs" of either manufacturers or jobbers are ever carried. We operate on the principle that the publication is best which serves the reader best; that the place for advertising is in the advertising pages. In this way we know that we keep the reader's confidence, which is the best asset of any publication to an advertiser.

Question: What class of manufacturers' advertising do you carry in RADIO MERCHANDISING?

Answer: Only those manufacturers who distribute their product through the retailer and jobber and who allow a jobber's differential on the merchandise advertised.

Question: How does your advertising rate compare with other publications in the field?

Answer: RADIO MERCHANDISING rate, per page per thousand readers, is one-half to one-third the rate of any other radio trade journal.

Question: . What is your circulation?

Answer: RADIO MERCHANDISING has from three to five times the circulation of any other radio trade journal. It is all radio. Circulation by states and countries gladly sent on request.

And, in addition to these things, RADIO MERCHANDISING is making a survey of the radio retail and jobbing trade, which will be available about March 15, which, we believe, will be the most comprehensive and reliable survey ever attempted in this, our industry. You should have a copy of it. Write me a line and I'll send it to you.

Very truly yours,

Frank C. Thomas

Advertising Manager.

RADIO MERCHANDISING
342 MADISON AVENUE
NEW YORK



SUMMER SALES

—an open letter to Radio Dealers

Two years ago, due to the demand outrunning the supply of standard dependable merchandise, radio dealers were obliged to turn to "mushroom" merchandise with the result that the public became discouraged with radio and at the first approach of spring weather the demand ceased, leaving the dealer badly overstocked with practically unsalable merchandise. Last spring, the dealers, remembering this experience and wrongly assuming that radio was seasonable, determined to stop selling as of May 1st, and did so.

The writer is convinced that this sharp shut off of radio interest is purely psychological, existent only in the minds of the dealers, and that the public maintains interest in radio all year round. This is confirmed by an examination of the records of this company which indicate that in the thirteen years preceeding broadcasting, when the amateur was practically the sole consumer of our products, the summer business never fell below 50% of the winter business.

The writer therefore ventures to predict that those radio dealers who will aggressively continue, and, if possible, increase their selling effort in the matter of newspaper advertising, window displays, direct by mail campaigns, attractive store displays, and efficient counter salesmanship during the coming summer season, will experience a volume of business which will not fall below 50% of the volume of their winter business.

Broadcasting and receiving have been improved, prices have been lowered, the coming Presidential campaign will utilize radio, churches everywhere are broadcasting, and—a final but important point—Brandes and the other leading manufacturers will, through intensive, national advertising campaigns, maintain the public's interest in radio this summer.

Sincerely yours,

M. B. Rypinski.

Vice-President.

Brandes

© C. Brandes, Inc., 1924.

Say you saw it in Radio Merchandising

World Radio History

Crosley Again Astounds

Greatly increased production

A New Crosley Two Tube



Crosley Model 51

New Two-Tube
Armstrong Regenerative
Price Only\$18.50



Crosley Model VI

Former Price...\$30
Present Price...\$24



Crosley Type 3-B

Former Price \$50
Present Price \$42

Ever since we started making radio apparatus it has been our fixed policy to offer to the public the best possible receivers at the lowest possible cost. That this policy has been appreciated is proven by the fact that a shortage of Crosley radio apparatus has existed at all times, although The Crosley Radio Corporation has been producing more radio receiving sets than any other organization in the world. Heretofore constantly added improvements have forced us to maintain steady prices, but so great has been the response of the public for Crosley instruments that greatly increased production allows us to lower the price of the entire line and still maintain our constant research for improvements.

As an astounding example of the results of this research, we now offer a new and wonderful two tube receiver consisting of Armstrong regenerative detector and one stage of audio frequency amplification, giving loud speaker volume on local stations at all times and on distant stations under fair receiving conditions. Otherwise head phones should be used for distant reception. This instrument, known as the Crosley Model 51, sells at the remarkably low price of \$18.50. It has been thoroughly tested in our laboratories, and its satisfactory performances have even surprised us.

Other Crosley instruments are well known. Their exceptional performances have given pleasure to hundreds of thousands of people in all parts of the United States. Note the following price reductions on these well-known Crosley receiving sets:

For Sale by the Best Dealers

THE CROSLEY RADIO

POWEL CROSLEY, Jr., President

Crosley Regenerative Receivers are manufactured under
Armstrong U. S. Patent Number 1,113,149

339 ALFRED STREET

CROSLEY

Better-Cost Less Radio Products

Say you saw it in Radio Merchandising

The Radio World

allows lowered prices

Regenerative Set at \$18.50

CROSLEY TYPE V, single tube Armstrong regenerative receiver, the same instrument used by Leonard Weeks in Minot, North Dakota, in his established communication with the McMillan expedition at the North Pole, formerly \$20.00, now reduced to \$16.00.

THE CROSLEY TWO STAGE. AUDIO FREQUENCY AMPLIFIER to match the Crosley Type V, formerly \$20.00, now \$18.00.

THE CROSLEY MODEL VI, two tube receiver incorporating radio frequency amplification and detector, formerly \$30.00, now \$24.00.

THE CROSLEY TYPE 3-B, a three tube Armstrong regenerative receiver, consisting of detector and two stages of audio frequency amplification, in a beautiful solid mahogany cabinet, formerly \$50.00, now \$42.00.

THE FAMOUS CROSLEY MODEL X-J, a four tube receiver, consisting of one stage of radio frequency amplification, detector and two stages of audio frequency amplification, probably the biggest selling radio receiver in the world, formerly \$65.00, now \$55.00.

THE CROSLEY TYPE 3-C, a three tube Armstrong regenerative console model with built-in loud speaker, formerly \$125.00, now \$110.00.

THE CROSLEY MODEL X-L, a four tube set consisting of one stage of radio frequency amplification, detector and two stages of audio frequency, formerly \$140.00, now \$120.00.

It is our firm belief and hope that these new lowered prices will enable every family to enjoy the benefits in pleasure and education that only the radio can give. Take advantage of this astonishing announcement. Choose a Crosley Radio Receiver today.

and Radio Jobbers Everywhere

CORPORATION

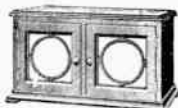
FORMERLY CALLED

The Precision Equipment Company and Crosley Manufacturing Company

CINCINNATI, OHIO



Crosley Type V
Former Price ..\$20
Present Price..\$16



Crosley Type 3-C
Formerly..\$125 Now..\$110
Crosley Model XL
Formerly..\$140 Now..\$120



Crosley Model X-J
Former Price \$65
Present Price \$55

CROSLEY

Better-Cost Less Radio Products

Say you saw it in Radio Merchandising

THE SATURDAY EVENING POST April 12, 1924



Announcing
the greatest
recent contribution
to Radio ~
R3
New Model

MAGNAVOX
The Reproducer Supreme

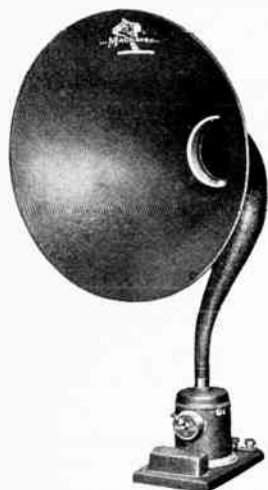
Reproduction (greatly reduced in size) of full page advertisement to appear in April magazines.

This important Magnavox announcement will have a combined circulation of over 9,000,000.

New Models of Type R Magnavox Radio Reproducer Supreme

GREAT as the volume of business has been in Magnavox Radio Reproducers R3 and R2, dealers can depend upon an extraordinary increase of interest in the new models now being shipped by distributors and jobbers.

THESE Magnavox electro-dynamic Reproducers set a standard of adaptability, beauty and economy far beyond the limits of any other reproducing equipment.



Reproducer R2
with 18-inch horn

Magnavox Reproducer R3 with Volume Control

As illustrated, the new model R3 is equipped with an electrical control of great usefulness, consisting of a simple switch that affects the sensitivity and controls the volume of reproduction from very soft to very loud. Current consumption reduced to a minimum. \$35.00

Magnavox Reproducer R2 with Volume Control

Designed for those who desire the very utmost quality in the reproduction of broadcast programs over the widest range of operating conditions. The ideal instrument for radio demonstration. New reduced price. \$50.00

Magnavox Reproducer M1 for dry battery Receiving Sets

Constructed on the semi-dynamic principle, the M1 consumes no current and is without a rival in its field. Standard finish black crystallized enamel—special de luxe model in polychrome finish if desired. \$35.00



Reproducer M1
with 14-inch horn

The public announcement of the new Magnavox models by means of full-page advertisements in April issues of *Saturday Evening Post*, *Literary Digest* and other publications, will create a situation which every efficient Radio Dealer can readily capitalize. Write for posters, booklets and other selling helps.

THE MAGNAVOX CO. OAKLAND, CALIFORNIA

New York Office: 370 Seventh Avenue

Canadian Distributors: Perkins Electric Limited,
Toronto, Montreal, Winnipeg



It is written:—

"A single conversation across the table with a wise man is better than 10 years' mere study of books."

Converse with the wise dealer; you will find him making friends and profits with Grebe Receivers.

Doctor H. H.



MORE than ten years of skillful scientific development by the pioneer is built into each



Type CR-12. A 4-tube Receiver combining Regeneration and Tuned R.F. . . . \$175⁰⁰
(Accessories extra)

GREBE

Broadcast
Receiver

Each detail of craftsmanship is fitting proof of dependability. Made in two types, each an Instrument combining graceful beauty and ease of operation. The rich walnut cabinets have compartments for all necessary batteries.

A. H. GREBE & CO., Inc.

RICHMOND HILL, N. Y.

Western Branch: 451 East 3rd St., Los Angeles, Cal.

Type CR-14. A 3-tube Receiver of exceptional value . . . \$110⁰⁰
(Accessories extra)



Licensed under
Armstrong U.S. Pat.
No. 1,113,149

Say you saw it in Radio Merchandising

RADIO

Merchandising

THE MAGAZINE OF THE RADIO TRADE

Registered U. S. Pat. Office

G. DOUGLAS WARDROP
EDITOR

VOL. 3

MARCH, 1924

NO. 6

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RADIO PUBLISHING CORPORATION

G. D. WARDROP, Pres. F. C. THOMAS, Vice-Pres.

D. MAGOWAN, Sec.-Treas.

FRANK C. THOMAS, Advertising Manager

WILLIAM KARPEN, Eastern Advertising Manager

342 Madison Avenue, New York

Telephone: Murray Hill 5059—9750

Here's The Big Seller



Long Profits

Radio Digest Blue Prints make you a handsome profit. They go like wild fire, increase your sales on parts.

Don't miss a winning bet. 50c List 40% off. Order today—immediate delivery

Radio Digest Publications

123 W. Madison Street, Chicago, Illinois

Indicate numbers desired

.....Neutrodyne	List 50c
.....Miloplex	EACH
.....Radio Circuits	
.....Reflex DeLuxe	
.....Reinartz	Net 30c
.....Flewelling	EACH

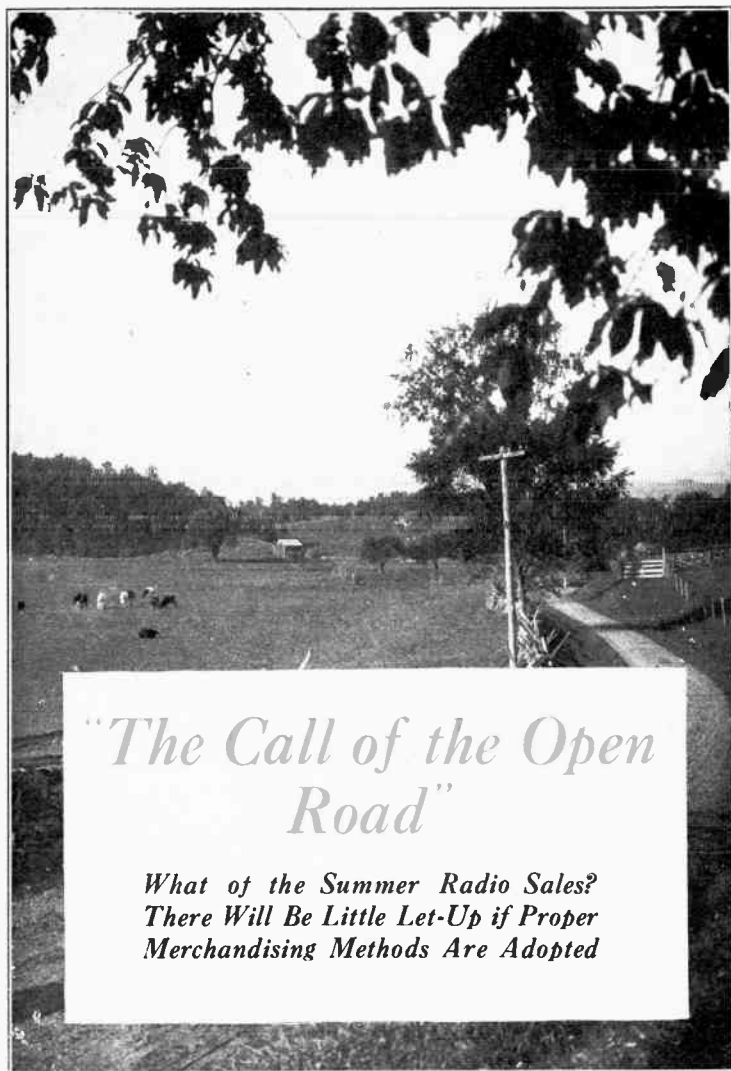
I am enclosing { Check } for \$.....
 { Money Order }

NAME

ADDRESS

CITY STATE

Say you saw it in Radio Merchandising



"The Call of the Open Road"

*What of the Summer Radio Sales?
There Will Be Little Let-Up if Proper
Merchandising Methods Are Adopted*



WITH the blustering March winds whistling around our heads it may seem a far cry to many radio merchants to the summer radio sales season. But coming events cast their shadows before, and the blinks of March sunshine are but fore-

runners of the sunny days of June, July and August, when the world responds to "the call of the open road." A look ahead for the radio retailer at this time will be profitable. Thousands of radio sales were lost last year because all too many radio merchants did not get to thinking about sales plans early



© International.

Radio Is Now Very Fashionable at Palm Beach and Other Southern Resorts. The North Will Follow Suit Later On.

enough. With last year's experience behind us we should have learned our lesson for the coming season.

Evidently the radio manufacturers have seen the light, for there will be available this year a greater number, and greater variety, of portable models than there were a year ago.

So now is the time, Mr. Merchant, to get your house in order. The first item on the program will be to write your jobber and get him to send you all possible information on the portable models that he will have. Study this data over very carefully. get all of the essential facts in mind, then spend a few hours with your mailing list—not only the prospect list, but your customers list. The man who has bought a two hundred dollar outfit is very likely to be the kind of a chap who goes on a vacation and who will have a fifty dollar bill ready for a por-

table set. You could send him a letter something like this:

Pretty soon the call of the wide open spaces is going to be heard. Maybe you're going camping, or fishing, or auto touring? And maybe you're going to miss your box of radio tricks in the evening? But you needn't do that, for we have just gotten in a line of portable receivers that will fill the bill and that will perform! Drop in and look them over.

The real radio bug will respond to such a suggestion. There is still enough novelty to the portable radio to make the prospect realize that in touring through the backwoods he will be a subject of envy by the hicks on account of his having such a set.

One of the biggest assets in selling summer radio is the merchant's store window. The

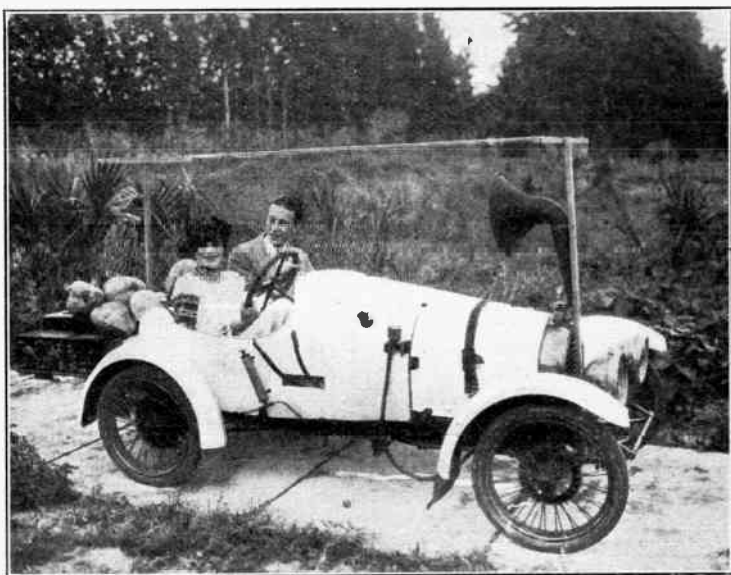
sporting goods window with its array of fishing tackle never fails to draw an audience. Take a leaf out of the sporting goods dealer's experience and get the "call of the open road" in your windows.

Realizing that the automobile is the symbol of outdoor life in these days of rapid travel, R. L. Berry of Springfield, Illinois, showed in his window an automobile entirely constructed of talking machine parts. The same thing can be done with radio. The body can be made of the cabinets of two or three sets, a dial can be used for the steering wheel, and four larger dials for the wheels. Doll dummies could constitute the occupants of the car, which should have a miniature aerial and miniature set. A card down front will announce "Portable Radio Receiving sets \$???. Step in for a demonstration." The

background of the window should savor of the out-of-doors.

Another catchy window can be made by having the floor covered with sand, the back screen representing the ocean, on one side the section of a tent, and on the other a canoe. Through the flap of the tent should be visible aluminum cooking utensils, fishing gear, etc. Outside the tent, on a camp stool, a portable radio, either with a loop or a lead-in from an aerial rigged up on the tent pole. Put a placard in the front of the window, "Bring the World to Your Camp When You Want To."

A dealer in New Jersey last year made a composite window display in which he showed on the one side of the window a boxing arena, using miniature figures in the squared ring, and with a replica of J. Andrew White broadcasting the story. From the broadcasting tower,



© International.

Daisy Anna Smith Aroused Much Interest at Palm Beach With Her Radio-Equipped Speedster.



© International.

Do the Youngsters Like Radio? You Bet They Do. On the Sands
They Can Get a Lot of Fun Out of It.

streamers represented the radio waves to the other side of the window, where a miniature camp scene was depicted and where several miniature figures representing campers were "listening in" to the fight broadcast "way up in the woods." There will be several outdoor fights

broadcast this summer, so that this idea may be put to work by merchants in other sections of the country.

These are only a few of the summer thoughts that the radio merchant should give attention to. We will have more suggestions to offer in our next issue.



Experience Taught Me This

By Thomas Dreier

My religion is a pretty simple sort of thing. To be happy is my main job. Experience has taught me that I am happiest when I am doing most to add to the happiness of others. Such help, of course, must be rendered not as a duty, but as a pleasure. There's a dickens of a lot of difference, you know, between being hatefully helpful and lovingly helpful. Has your experience taught you this — or hasn't it?



© Underwood & Underwood

The Out of Doors Will Soon Call the Youngsters. They Should All Be Radio Equipped.



Sell the Customer the Right Set!

A Careful Estimate of the Customer and the Purpose to Which the Set Is to Be Put Will Help a Lot in Making the Set Stay Sold

By Sewell Peaslee Wright

THE Wellers are the wealthiest folks in our neighborhood, and so it seemed quite logical, I suppose, for the first radio dealer they went to to send out a \$350.00 console, on approval.

I saw it the day it arrived. It was a beautiful set in every way; the cabinet work was wonderful, the set itself a beautiful thing with its black and nickel, and its five glowing tubes. Expensive, yes indeed, but the Wellers could very well afford \$350.00 sets. They own a Marmon and a Stutz, and belong to the best clubs—all that sort of

thing. But that \$350.00 console set didn't stay.

In the first place (and the dealer knew this) the eighteen year old son was buying the set. His mother went along with him, but she was not at all interested in the set. It was something for a boy; a toy. The dealer tried to sell her, but she would not sell. Nevertheless, he sent out a set that was primarily a piece of furniture. Boys aren't interested in furniture, and the mother, who was interested in furniture, did not regard the set in that light. The result was that neither were satisfied. The boy wanted something that he could carry around with him;

Receiving Up in the Air



©Kadel & Herbert

Bird Millman, Champion Tight Rope Walker, Receiving Broadcast Programs Twenty-five Stories Above New York City Streets.

up into his own room, to entertain his friends with. The mother thought the big set a nuisance, and while the \$350.00 would have been nothing had the set suited, still, that sum for something that didn't please was a different story.

I put a friend of mine, in the radio business, wise to the situation as I sized it up—all the foregoing was merely conjecture on my part; opinions founded

on chance remarks. He called up and offered to demonstrate a smaller set; one running, complete, a trifle over a hundred dollars. He got his check for it today, he told me.

It is that sort of thing that I mean by selling the right set to the right party. I could go on illustrating from my own personal knowledge, for half-a-dozen pages. Not a week ago a friend came up to me and told

me that he had a set that worked fairly good for a time, and now wouldn't work at all. He cussed the dealer who had sold it to him, and he cussed radio in general. He stated, with considerable satisfaction, that he had "queered" several sales for this particular dealer, and that he was going to "queer" a lot more. He was going to— I finally managed to interrupt him, and asked what kind of a set he had. He named it; an

inexpensive make, featuring radio-frequency amplification. Then I understood.

It was just another case of selling the wrong set to the right customer. This friend didn't know any more about radio than a cat knows about Sunday. All he wanted was something that would catch the broadcasting. He wasn't interested in radio at all; all he wanted was speeches, music, entertainment. And yet some wise

and Receiving Below the Ground



©Kadel & Herbert

Programs Received Below River and Earth in the New
York-New Jersey Tunnel.

radio man sold him an exceedingly delicate, critical, complicated radio-frequency set. That's mighty bad business, if you ask me.



ANOTHER stunt that many radio dealers are guilty of is selling a single tube set to a man who can use only a loop or indoor aerial. Now, so far as I know, there isn't ANY single tube set in the world that will work any reasonable distance under those conditions, no matter how efficient they may be with a regular aerial. There are a lot of loose claims made, I know, but what I'm talking about is actual results under ordinary working conditions, in the hands of the average B. C. L.—and that's what the dealer should be talking about when he's talking to the customer, by the by.

A case of that was brought to

my attention not so very long ago. A young man bought a very good regenerative set; a standard, advertised make, a set I knew was good, and could recommend. Later, it turned out that he could only use a little thirty-foot wire, up in the attic, as an aerial. Had I known that, of course, I should have told him that without a two-step he couldn't hope for anything much—but mark you; the dealer knew that, and he said nothing! The result was that KSD, fifty miles away, came in with just fair audibility; more distant stations were too faint to be listened to with any degree of enjoyment, or were inaudible.

Of course, a two-step will remedy all this, but a two-step costs money, and the young man feels that he has been cheated. Naturally, he is no friend of the man who sold him the set. Personally, I think the dealer would have been better off if he had



©Kadel & Herbert

Keeping the Builders Contented by Radio. A New Sales Opportunity for the Radio Merchant.

!!!
Quicker Sales
and Greater
PROFITS
with the



\$3.50
2200 OHMS

"EVERYTONE"
GUARANTEED
RADIO HEADSET

—most popular low priced phone on the market today. It has all the quality of the higher priced headsets—clear reception, comfort, long life. Backed by a one year written guarantee.

You can afford to stock more Pacent Everyone Headsets, because they cost you less and are easier to sell. Made in 2000 ohms at \$3.50—and 3000 ohms at \$3.75.

The Pacent Universal Plug No. 40 illustrated is well known as an efficient, economical plug—recent improvements making it even more simple to connect to the cord tips. Price 50c.

Write for Bulletin M-3

PACENT ELECTRIC CO. INC.
22 Park Place New York



With
Plug
50c.
Extra

Pacent
RADIO ESSENTIALS

Say you saw it in Radio Merchandising

told the truth, for he must have known what the result would be, if he knew anything about radio at all.

Right here I want to digress a minute, for I am reminded of something that came up in connection with the above incident that may prove of value.

The young man to whom I referred felt confident that the set was a good one (which it was), and being rather a timid soul, he did not like to bother the dealer when he found that it wasn't "doing its stuff." And so he called into council a lot of these wise hombres who have learned all there is to know about radio in the last two or three or four months. You know the kind I mean; the lads who heard their first broadcast program six months ago and now come in to argue with your old-time radio man who pounded brass back in the days when we made our own calls, transmitted on any old wave, and knew no detector save galena and carborundum and silicon. That kind of a hombre!

Naturally, these two-bit radio men gave the lad a lot of advice. Just as naturally, none of them helped. When he called me into consultation, I had a forty-five minute job with the soldering iron, getting the connections back into place.

The point of the digression is this: Warn your customers about these wisenheimers who know nothing at all, and profess to know everything. Tell them to bring their troubles, should they have any, to YOU. Of course, this has to be done carefully, and with discretion, but DO it! These self-appointed "radio men" with their well-meant but asinine suggestions, are doing a whole lot of harm to the game, whether you've ever noticed it or not.



BUT to get back to our original subject. I'd like to urge that you find out something about the prospect before you try to sell him on any particular set. You'll naturally get some idea as to how much he wants to spend, but try to find out as well who is going to use the set, how it is going to be used, and all that sort of thing. Use your head in regard to the selection you try to sell, and don't try to get rid of the most expensive set you have, just because the prospect may have money enough to pay for it. After all, the good radio dealer, like the good dealer in any line, must try first of all to please the customer.

There is a definite place for the portable set; there is a definite place for the reflex sets with their loops, and a definite place for the small, compact, detector-only set. There is a place for the big seven-tube sets, and a place for three tube sets. The big console goes properly into one home, while the smaller enclosed type with built-in loud speaker may go into still another. In some homes a loud speaker should never be sold; in others, one should by all means go with the set.

The dealer should help the customer make a logical suggestion; he should NOT leave it up to the customer. Remember that he is purchasing something that is usually utterly new to him; he is in no condition to know what he wants. It is up to you, as a good dealer, to find out what he should have, and then sell it to him. And either sell him that, or tell him frankly that you think he is making a mistake. Then he can't come back at you.

In the shoe business, when a woman insists upon a shoe shorter than the salesman recom-

(Concluded on page 90)

"THE AIR IS FULL OF THINGS YOU SHOULDN'T MISS"

EVEREADY**Radio Batteries**
—they last longer

Eveready gives you the right Battery for every Radio use



EVERY Eveready Radio Battery represents thirty years of battery experience. Every Eveready represents millions of dollars invested in men, methods and machinery. Overseeing Eveready production is the greater battery laboratory known to science. Eveready chemists and scientists are constantly searching for new substances, better combinations, or improved treatment of Eveready materials. To standardize Eveready serviceability, batches of Eveready Batteries are set aside for daily performance tests extending well over a year's time.

To be certain of battery satisfaction insist on Eveready Radio Batteries—they last longer.

NATIONAL CARBON COMPANY, Inc., New York and San Francisco
Headquarters for Radio Battery Information

Canadian Branches: Canada Co., Limited, Toronto and other Toronto, Ontario

Independent and other service houses on Radio Batteries also may be secured. If any firm are equipped regarding radio batteries write to Radio Division, National Carbon Co., Inc., Uniontown and Battery Division, Long Island City 16, N. Y.

This is the left-hand page of a two-page advertisement of a series of Eveready Radio Battery advertisements now appearing in leading national publications.

Presenting the Eveready family to each radio buyer

EACH Eveready Radio Battery is outstandingly the best of its type. Moreover, they are all of one family and each one has its particular and distinctive duty to perform.

All radio batteries you sell, whether "A," "B" or "C," can and should be members of this justly celebrated Eveready Radio Battery family.

Behind it stands the greatest battery organization in the world for research, development, manufacture and distribution. Ahead of it lies ever-increasing demand, and ever-growing profits for dealers. Ask your jobber.

NATIONAL CARBON COMPANY, Inc.

Headquarters for Radio Battery Information

New York

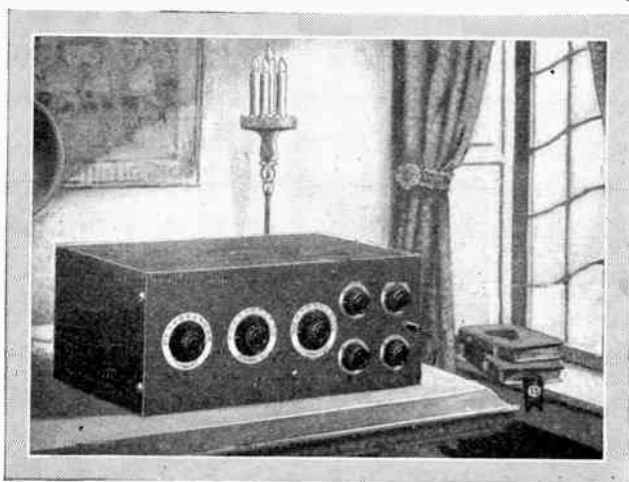
San Francisco

Canadian National Carbon Co., Limited.
Factory and Offices: Toronto, Ontario

Say you saw it in **Radio Merchandising**



1924's GREATEST RECEIVER



The C & W TELEDYNE, Dr. Cutting's and Mr.
Washington's Greatest Contribution to Radio

Cutting and
Standard of Excellence

Say you saw It in Radio Merchandising



5 Vital Improvements

In the new C & W TELEDYNE, Dr. Cutting and Mr. Washington have struck with their characteristic directness at the five vital points in radio development.

- 1—TELEDYNE is super-sensitive, catching and developing the weakest signals.
- 2—Extremely selective—TELEDYNE tunes local stations out.
- 3—Greater volume—this is a real LOUD-speaker set.
- 4—NO RADIATION—no regeneration howls on the air.
- 5—and it's easy to pick up new stations with TELEDYNE.

Four tubes (do the work of five and save batteries), dry cell A and B batteries, complete in cabinet \$190.00

Console model, complete with batteries, tubes and self-contained Magnavox Loud-speaker \$350.00

Write for complete details and the C & W Dealer Plan

THE CUTTING & WASHINGTON RADIO CORP.

Kasota Building
Minneapolis, Minnesota

Washington

in Radio Since 1914

Should There Be a Definite Time for the Announcement of New Models to the Trade?

*A Discussion of One of the Most Important
Problems Confronting the Radio Industry*



IN the Manufacturers' and Jobbers' Edition of the February issue of RADIO MERCHANDISING we published an open letter to the trade under the title "A Definite Model Time," in which was discussed one of the most important problems confronting the radio trade at the present time. This letter has opened up a general discussion of the subject on the part of manufacturers and jobbers and it is now desirable that the retail trade should have an opportunity of expressing its views. For this purpose we are republishing Mr. Thomas' open letter to the manufacturers, and also a few excerpts from letters that we have received.

We want to take a vote of the retail and wholesale trade, and, for this purpose, we are enclosing a post card ballot which we are very anxious to have filled out by every retailer and jobber in the country so that we may offer to the radio manufacturers an exact statement on the consensus of opinion of the trade on this vital subject.

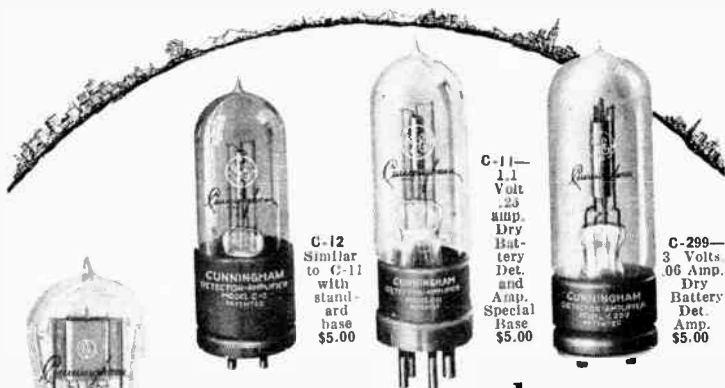
Mr. Thomas' Letter

January 20th, 1924.

Two weeks ago I had dinner in Chicago with a leading radio manufacturer, and he made a suggestion which seems so sound that I want to place it before the trade with a hope that it may be thoroughly discussed and, if found feasible, some machinery got together to carry it out. There is no claim made here as

to originality of the plan; all that I want to do is to give publicity to a move which should have been made before, and one which will be of distinct service to the trade.

The suggestion is that all responsible manufacturers have a given time of year to announce new models and prices of sets and parts, and, so far as possible,



C-300—6 Volts
(Gas Content De-
tector \$5.00.

The complete line of Cunningham RADIO TUBES

FOR EVERY TYPE OF RECEIVING SET

WHATEVER type of re-
ceiving set or circuit
you are using—one or more
of these five Cunningham re-
ceiving tubes will be ideal
for obtaining maximum dis-
tance reception with perfect
reproduction of both voice and
music.

C-299, the latest develop-
ment in Radio Tubes, is com-
pact in design and highly
efficient in operation as a
radio frequency amplifier, a
detector and as an audio-
frequency amplifier. The
most remarkable feature of
this tube is the new patented
filament used which draws
only .06 amperes at 3 volts.

C-11 is a dry battery tube
with a special base for use
in sets having special sockets.
It is a good detector and
audio-frequency amplifier.
The filament is lighted from
a single dry battery and
draws .25 amperes.

C-12 is identical to C-11 in
operating characteristics, but
is mounted on a standard
base to permit the use of a

dry battery tube in sets
equipped with standard sock-
ets without the aid of special
adaptors.

Whenever storage battery sup-
ply is available for filament
lighting, the C-300 will be
the best tube to use as a de-
tector because it is the most
sensitive for the reception of
distant and weak signals.

Under the same condition,
C-301 A will be the best tube
for amplification at either
radio or audio frequency, be-
cause it gives greater gain
per stage than any other tube
on the amateur market. The
new patented filament used,
similar to that in C-299,
draws only .25 amperes at 6
volts, reducing the necessity
of frequent storage battery
charging.

PATENT NOTICES: Cun-
ningham tubes are covered
by patents dated 2-18-08 and
others issued and pending.
Licensed for amateur, ex-
perimental and entertainment
use in radio communication.
Any other use will be an
infringement.

C-301A
—6
Volts
¾ amp.
Ampli-
fier
\$5.00



E. J. Cunningham Inc.

Home Office
182 Second Street
San Francisco, Cal.

154 W. Lake Street 30 Church Street
Chicago, Ill. New York City, N.Y.

all improvements which will be utilized for at least six months.

The suggested dates are July or August first and April or May first. The main reasons for these dates are that the manufacturers may have complete cuts and illustrations of their products so that jobbers may include them in their catalogs for the fall and spring seasons.

The first obvious objection to the plan is that radio is moving so fast that such a plan might prove very detrimental, but that is overcome by the fact that no new development amounting to very much has gotten into production in less than six months' time and making wild announcements, which do not turn out so well in the user's hands, has not done anybody any particular good.

The first obvious good to be seen is that such a plan will enable the jobbers over the country to issue their catalogs at a sufficiently early date to be ahead of the retail demand, to know something about what actually will be sold through the ensuing season, and to place their orders accordingly. As it is today, jobbers' catalogs are issued when the spirit moves them and, regardless of when they are issued, the date is just a little wrong. Price changes and discounts are changed for any or no reason at all, and in many instances the catalogs are out of date before they are off the press.

These kaleidoscopic changes are the main reason for jobbers in many cases buying from "hand to mouth." The jobbers tell me that they do not know what minute prices or models will change, and they do not intend getting stuck with a lot of high-priced or obsolete stock on hand. The manufacturers tell me that this and that jobber is a broker or-

dering half a dozen after he has sold a half dozen, and the reason for both manufacturer and jobber dissatisfaction is that the jobber does not know where he stands from day to day.

Having a given time to bring out new designs—say July or August first for the fall—and the flat announcement that these designs and prices would stay put by these manufacturers for at least six months, would enable the jobbers to size up the field and make their decisions on lines in time to get out a complete catalog for that fall and winter. The retailer would also have a lot more confidence in the early catalog, and the manufacturers could go into production much earlier and stay there. Today the retailer buys only what he has to from the earlier catalogs, believing that the next one along will have either newer things or lower prices, and he can, and frequently does, postpone buying much of anything from anybody. If the retailer knew that he was sure of protection for a few months, giving him time to move a respectable stock, he would feel better about buying, and so would the jobber.

The jobbers' September first catalog undoubtedly should be supplemented or replaced—particularly in the North—with another one about May first, in which new models, improvements, etc., will add very greatly to the volume of business for summer sales.

All indications point to a very real sale of radio for the coming summer, and, if a concerted move, such as is proposed here, is put on the way now, everybody could cash in on it six months from now.

This plan is offered here with the intent and hope of getting the comment of both jobbers and manufacturers. I would appre-

CAMCO PRODUCTS

A Pure Tone Phone for Any Loud Speaker

Camco Loud Speaker Unit is a pure tone phone that may be attached to any Loud Speaker Horn or to the tone arm of a Phonograph. This unit will appeal to your hard-to-please customers.

To Adopt Camco Products as your leading line means to increase your business with people you are most anxious to serve.

Name
 Address
 City State
 Jobber's Name

Please check phones interested in:

Loud speaker Unit
 Cannon Ball Headset, retail price \$3.50.....
 Superb Headset, retail price \$4.50
 Grand Headset, retail price \$5.00.....
 De Luxe Headset, retail price \$7.50.....



CANNON E. MILLER SALES CORP.

47 W. HURON ST. — BUFFALO, N.Y.

ciate it very greatly if you who read this and are interested in the matter would sit down and write me what you think.

I have already taken it up with several jobbers and find the plan meets with their very hearty approval. I have also talked it over with several manufacturers and they absolutely agree that it is the right thing to do.

Will you, then, please take the time and write me, giving your idea as to the best method to go about it. Already several manufacturers have written offering to act as regional secretaries to see that they and their associate

manufacturers get into line, and see that the plan is carried through, and it seems to me that if the plan is sound—as it looks to be on its face—that a hearty response from the trade should be forthcoming.

Herewith I am printing a few excerpts from letters from a few prominent jobbers over the country relative to the merits of the plan as here set down, and I should like very much if you who read this would immediately write to express your own opinions.

Very truly yours,
FRANK C. THOMAS.

Answers for Mr. Thomas

Replies to his Letter Published in the Manufacturers' Edition of February Radio Merchandising, on "A Definite Model Time."

W. G. Kluge, Manager Radio Sales, Julius Andrae & Sons Co., Milwaukee: "The writer has at various times intended to write you with reference to this matter intending to bring this out for the radio dealers and radio manufacturers in the form of an editorial, but the press of duties has prevented doing so. However, since you are so favorably inclined towards this idea, let me say that practically all of the real factors in the radio business believe this plan noteworthy, and the writer believes that no resistance will be encountered in putting this plan across."

"The Electrical Supply Jobbers' Association, Radio Division, are very keen about this plan, and the writer hopes that you will use every possible influence through the medium of your magazine to bring about a proper understanding in the matter between the manufacturers and jobbers and distributors who represent them in the field."

E. H. Bradley, Manager Radio Department, Pettingill-Andrews Company, Boston: "My suggestion would be to have all improvements and changes necessary completed

and announced by or before the first day of August of each year. The distributors' catalogues could then go to press between that time and September 1st, which I believe would be a much more satisfactory arrangement than the present method being used."

Roy A. Whipple, Manager, Wackem & McLaughlin, Chicago: "I have your letter of the 15th, and the idea of 'a definite manufacturers' model time' has been in my mind for quite some time, and on one occasion I meant to speak to you about it, but it slipped my mind until after you had left Chicago. The idea is a splendid one and would work out to the advantage of not only the manufacturer, but the jobber and dealer as well. as at the present time there is no definite plan and no set policy for bringing out new ideas or discontinuing old ones, and the jobber or dealer is at the mercy of every one."

G. W. Hartman, Manager Sales Department, Western Radio Corporation, Inc., Kansas City: "We know that if the dealer and jobber



Making the FADA "One Sixty" Neutrodyne the Best Known Receiver on the Market

Look at the newspaper advertisements above. They illustrate the type of copy that is making the FADA "One Sixty" the talk of the radio world—the best known Neutrodyne receiver on the market.

FADA advertising is doing a big job for the trade. It appears several times a week in the biggest newspapers in America—including New York, Philadelphia, Chicago, Cleveland, Boston and Los Angeles—an enormous market for radio receivers and one that is being sold strong on FADA Neutrodyne.

Every time a FADA advertisement appears it means 6,553,659 individual FADA advertisements. Including advertising in the radio magazines, the rotogravure news sections and newspapers over a period from January to May, FADA advertisements will appear 217 times—the stupendous total of 66,668,137 individual printed FADA advertisements.

This advertising coverage means but one thing—that the FADA "One Sixty" is the best known, most talked about and fastest selling Neutrodyne receiver on the market. Don't lose out on possible sales. Your customers want FADA Neutrodyne.

Write today or telegraph for full information and prices.

F. A. D. ANDREA, INC., 1581 Jerome Ave., New York

were assured that there would be at least three or four months in which to sell any merchandise that might be purchased they would all feel more like placing more substantial orders with the manufacturer.

"As it is now, a jobber may purchase in quantity a certain item or certain set, and thirty days from the time that this merchandise is received the manufacturer who sold the jobber will announce new models, etc., and accordingly make it difficult to sell their present stock at regular prices and in most cases cause them to dispose of said merchandise at reduced prices with everybody losing money."

C. M. Shropshire, C. C. White Electric Company, Dallas: "We think your ideas as to having the manufacturers state a specific time for the announcement as to their new models is an excellent one. 'A definite manufacturers' model time' would be a wonderful thing for the radio industry, providing same could be accomplished. However, while we heartily approve of its inception, we doubt its accomplishment."

"If they would standardize their announcement time, advise us and make their announcements accordingly about the 1st of June or July, we could then put the entire lines in our catalogue for the coming season. Then if they would stick to their announced designs and not redesign and put out new articles until the following season it would greatly help in the stabilization of the industry."

F. Clifford Estey, Chelsea Radio Company, Chelsea, Mass.: "We are very much in favor of the proposition you have outlined. As a matter of fact, in accordance with our trade policy on August 1st of last year, we agreed not to change models except once each year—namely, August 1st."

"Accordingly we brought out our line on August 1st of last year and have not changed since that time,

except where increased production has enabled us to decrease prices, in which case we have protected our distributors and rebated to them the difference between old and new prices of all of the material that they had in stock."

"Since making this announcement of our sales policy on August 1st we have found it advisable to change the wording of our policy to enable us to bring out new models twice each year, even though we do not change models previously announced, and in the future we will announce our complete line on August 1st and make any additions to our line on February 1st. This will enable our jobbers to bring out their new catalogue about September 1st and a supplement February 1st covering new items."

"We are very much in favor of your suggestion and trust that you give it enough publicity that it may become a standard in the radio field."

H. R. Weckerle of Cannon & Miller Sales Corp., Buffalo: "The writer feels that the matter covered by your letter appearing on page three of RADIO MERCHANDISING is a capital one, and I would say—let's go."

L. E. Taufenback, Western-Radio, Inc., Los Angeles: "We are very much in favor of a definite 'end of the season' standard time, dated about June 1st or 30th."

"This would give the manufacturers the month of June or July to announce new products and would enable the jobbers to include these products in their fall catalogues."

"We would heartily endorse any propaganda on your part issued in furtherance of this idea."

M. W. Kunkel, Secretary, Pittsburgh Radio & Appliance Co., Inc., Pittsburgh: "I heartily agree with you in your article, and there is hardly anything more that I can



Vote Today



In this issue you will find a post card, stamped and addressed, on which we desire to have you express your views on the question "Should There Be a Definite Model Time?"

Please Mark Your Vote and Mail Now

*This is a matter of history now
- but a lot of dealers cashed in on it!*

JUST for the sake of record we mention the fact that during 1923 the Burgess Battery Company introduced the first—

Vertical 'B' Battery (No. 2158)

Radio 'A' Dry Battery (No. 6)

Another Vertical 'B' Battery
(No. 5158)

If you are interested in what we have to offer, ask your jobber or just drop us a line.

BURGESS BATTERY COMPANY

ENGINEERS • DRY BATTERIES • MANUFACTURERS
FLASHLIGHT • RADIO • IGNITION • TELEPHONE

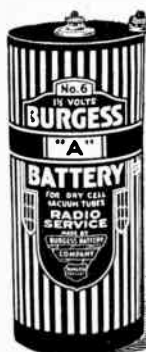
GENERAL SALES OFFICE: HARRIS TRUST BLDG., CHICAGO
LABORATORIES AND WORKS: MADISON, WISCONSIN

BRANCHES

NEW YORK	BOSTON	KANSAS CITY	MINNEAPOLIS
WASHINGTON	PITTSBURGH	ST. LOUIS	NEW ORLEANS

IN CANADA

PLANTS: NIAGARA FALLS AND WINNIPEG
BRANCHES: TORONTO • MONTREAL • ST. JOHN



Say you saw it in Radio Merchandising

add to it, as it seems to cover the subject thoroughly.

"It is my intention to present your plan to the manufacturers that we are dealing with and would appreciate it very much if you would be so kind to send me about fifty copies of your article for this purpose.

"I am sure that this plan will have the hearty indorsement of the entire radio industry."

F. G. Macomber, Sales Manager, Stern & Co., Inc., Hartford: "I have read the article by Frank C. Thomas in the February issue of your publication with considerable interest.

"At the close of the 1922-23 season—that is to say, last July—Stern & Co. adopted a definite policy that they would not stock any item of radio merchandise that was not presented to them in time for inclusion in their annual catalogue, which was issued about the middle of September, and we have lived up to this decision on the basis of 98%.

"It is true that exceptions have been made in the case of what we considered exceptional merchandise; but, on the other hand, we have passed up a number of very attractive propositions because they were not included in our catalogue.

"I want to endorse Mr. Thomas' theories in the fullest and to add that it is my belief that Stern & Co. will follow a policy along the above lines to the extent of better than 99% during the coming season. The manufacturer who comes to us with either a new model receiving set or a new item of radio merchandise after our annual catalogue has gone to press the middle of next August is going to be out of luck in so far as Stern & Co. are concerned."

E. C. Ivey, Secretary & Treasurer, The Southern Toy Company, Hickory, N. C.: "We have read with interest the article by Frank C. Thomas, entitled 'A Definite Model Time.' We think that Mr. Thomas is very sensible in his conclusions and has pointed out a sore spot in Radio Merchandising.

"It is very natural that jobbers and dealers should hesitate to stock freely with the knowledge that in a few days or weeks the goods may become practically obsolete.

"It is our observation that many persons delay the purchase of radio sets for fear that a better set may be put on the market in a short time. The plan suggested would largely remedy this attitude of the customer."

Morris Klosner, General Manager, Klosner Improved Apparatus Company, New York: "We have read with interest the article and agree

fully with your thoughts on the matter. We believe this should be the first step towards standardization of business practice among radio manufacturers and at the same time would like to suggest that later on this standardization can be extended to include discounts and credit information. Radio industry is in great need of these things, and when that day comes it will really be on a regular business basis."

H. H. Hodge, Adv. Mgr., Robertson - Cataract Electric Company, Buffalo: "The plan as suggested in your letter of a 'definite manufacturers' model time'—or a definite time for announcing new merchandise—appeals to me.

"The date you suggest, July 1st or August 1st, also is good. July 1st is preferable, because the new merchandise coming out at that time would tend to put a little pep in a dull season—midsummer.

"Any plan that tends to reduce the midsummer valleys in plotted sales charts will look good to dealer and to jobber, and I think your plan would have that tendency if the 'model date' is in midsummer."

P. Stern, President & Gen. Mgr., Interstate Electric Co., New Orleans: "Your suggestion is indeed a good one. The manufacturers of radio merchandise should now realize that their efforts should be devoted towards stabilizing the industry as quickly as possible.

"No manufacturer should change the design of a set or bring out any new merchandise after the beginning of the season. All new improvements or designs should be put upon the market no later than July or August 1st, and full data to be supplied to the distributor so that this information can be placed in the distributor's catalogues.

"I believe that the latest date should be August 1st, although the information should be furnished to the jobber by July 1st. Even though the manufacturer does not have a cut of the article in question to furnish the distributor, sufficient space in their catalogue can be left so that it can be inserted at the last moment.

"We assure you that this movement is a good one."

George Ollendorf, National Light & Electric Co., Newark: "Your active interest in such matters as outlined in your letter will sure be appreciated.

"While we all, more or less, are going through experiments in radio merchandising, it nevertheless would be a wise policy to cash in on the experience of the musical instrument dealers, who have already gone through the cycle that



"The Loveliest Thing I've Ever Heard Over the Radio—Mary Garden"



Increased range and volume, as well as elimination of distortion, follow installation of Erla transformers. Reflex and Cascade types, \$5



Exclusive ability of Erla audio transformers to amplify three stages without distortion assures improvement in any receiving set. List, \$5

Only the most flawless reproduction, free from distortion and parasitic noises, could earn a tribute so unreserved from America's queen of song.

The exquisite tone quality and purity of Duo-Reflex reception that appealed so irresistibly to Miss Garden is finding equally enthusiastic appreciation in the homes of super-critical radio lovers everywhere.

Not only in sheer tonal perfection, but in range and volume, have Erla Duo-Reflex receivers demonstrated decisive superiority. Tube for tube, they are the most powerful receivers known.

Complete Erla parts, including celebrated synchronizing radio and audio transformers that enable vacuum tubes to do triple duty, guarantee success to the amateur who "rolls his own." Easily understood blueprints guide every step of construction and assembly.

Never has a greater opportunity for sales and profits been created for radio dealers. Consult your jobber.

Electrical Research Laboratories
Dept. N 2515 Michigan Ave., Chicago

ERLA



Say you saw it in Radio Merchandising

probably the radio business must wind its way.

"I feel that you are surely in a position to obtain facts and problems which the musical trade have overcome and apply them to the radio business.

"I do hope that this opinion will help you in putting across this very good thought that you have in mind."

H. A. Abrahamson, President, Detroit Electric Company, Detroit: "I have your letter of January 15th and wish to inform you that regarding the questions brought up in your letter, particularly the one 'A definite manufacturers' model time,' I have to say to you that it is a good idea if it would work out satisfactorily. However, I feel that many manufacturers would not give their support at this time, due to the still rapidly changing developments of the industry. It is surely worth a trial, however, and to show you how beneficial I feel it would be I wish to offer you such services as I may be able to give which would assist you in bringing the idea to a reality."

H. H. Tully, Sales Manager, Doubleday-Hill Electric Co., Pittsburgh: "It is the writer's personal belief that it would be better for all concerned if the radio manufacturers would bring out any new models at a definite time, preferably around July or August 1st.

"This would enable the jobber not only to properly catalogue the new unit, but also would eliminate uncertainty and of necessity the drop-off in sales on account of the public holding off thinking new models are coming out. Such action would be eliminated, of course, if everyone knew that at a certain period the new sets would appear and continue to the next season."

L. E. Latham, Secy., E. B. Latham & Co., New York: "Referring to your interesting letter of the 15th inst., would say that I have given quite some thought to the idea set forth therein with reference to setting a definite time of the year for manufacturers to bring out new models of radio apparatus. "On first thought it would seem that the idea would be excellent, but after giving it more consideration I am inclined to believe that it might not prove so good in operation. My principal objection would be that if the public in general knew that all of the manufacturers would announce any new ideas in their line on a certain date they would hesitate buying the apparatus on the market for a period of probably three or four months before the new item was announced.

thereby injuring the sale of the apparatus in production by manufacturers and in the hands of the distributors.

"This has always been one of the great drawbacks in the automobile industry, bringing out new models at a certain time, and I know, as a matter of fact, that hundreds of dealers are stuck with cars of the previous year's model which they have to dispose of at a reduction in view of the public preferring the later model."

R. H. Scott, Advertising Manager, Carter Electric Company, Atlanta: "The idea 'A definite manufacturers' model time' is no doubt a splendid one theoretically, and if you can make it practical more power to you.

"The only question in my mind is whether or not radio has reached a constant in development. Of course improvements will always be made, but I am inclined to think that we are still riding on the high wave of experiment and improvements.

"There is no doubt but what such an idea put into effect would be a great help to all of us. It is just a question of whether time is right to make it practical. It may be it is."

Walter Van Ashe, Secretary, Van Ashe Radio Co., St. Louis: "We believe this is a step in the right direction, as it would eliminate many objectionable features, such as new items being left out of the catalogue and change of prices after the catalogue has gone to press and would also tend to stabilize the business to such an extent that a jobber would be in a position to place substantial future orders and at the same time allow the dealer to place with the jobber future orders.

"As it is now the jobber will not order any quantity, because next week a new model may come out that will make obsolete all present stock, and a dealer absolutely refuses to place future orders for the same reason.

"The only objection we can see to this idea would be that it would more than likely cut down the interest in radio. It has been our experience that these new circuits coming out every week or two and being played up extensively in the magazines, such as the Neutrodyne, Reflex, Grimes Inverse Duplex, etc., tend to stimulate business immediately, the confirmed 'radio bugs' buying the special parts used in these circuits and trying them out.

"The only business that would not be affected by this 'Definite Model Time' is, in our opinion, the complete set business. However, considering everything, we would be in favor of a 'Definite Time.'"



Murdock Radio Phones

FOR 20 years Murdock has been making a radio phone of the highest efficiency that sells at a moderate price. Over 1,000,000 users have accepted our standard of quality and price as the best measure of radio phone value. Thousands of Murdocks are being sold today. This great wave of popular favor offers dealers an unlimited field for profits. An aggressive advertising campaign is being featured in the leading radio magazines to make sales easier for dealers. If you want to share in this big yield of profits—place your order now with your jobber, or mail coupon.

A multiple plug jack that plugs in volume sales

The Murdock multiple plug is meeting a great popular demand—for a one to four 'phone plug at a low price. These plugs sell easily because they are an outstanding value. Order from your jobber, or send for sample.

WM. J. MURDOCK CO.

387 Washington Ave., Chelsea, Mass.

Sales Offices: Chicago and San Francisco

Standard since 1904

WM. J. MURDOCK CO.

Washington Ave.,
Chelsea, Mass.

Gentlemen: Send me complete information and dealer discounts on Murdock Radio Phones and plugs.

Name

Address



Say you saw it in Radio Merchandising



Hundreds of DURATRANS *are sold every day*

The reason why hundreds of Dubilier Duratrans are being sold every day by progressive dealers is this:

The Dubilier Duratran is a radio-frequency transformer which amplifies *twenty times* over the present broadcasting wave length band of 225-550 meters. It amplifies well over an even wider band.

Circulars describing the use of the Dubilier Duratran in radio-frequency circuits will be sent to dealers for distribution to their customers.

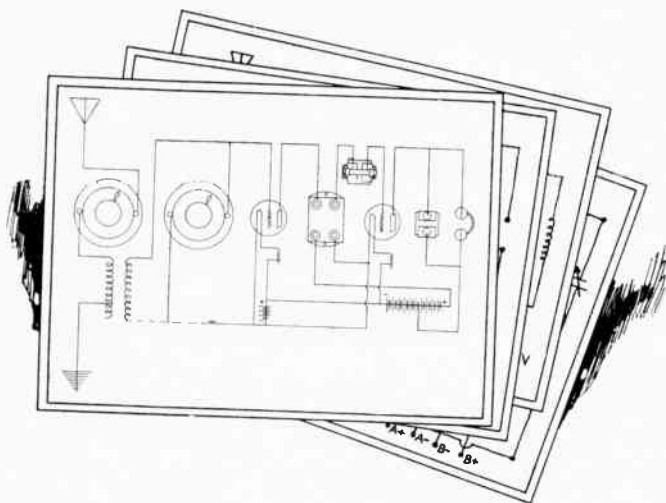
Retail price \$5.00.

DUBILIER CONDENSER AND RADIO CORP.
44-48 West Fourth Street New York

DUBILIER

Say you saw it in Radio Merchandising

World Radio History



These Free Blueprints Will Bring Duratran Customers to Your Store

The leading radio magazines and newspapers will soon publish Dubilier advertisements that read:

"Ask you dealer for free blueprints of Duratran radio-frequency hook-ups."

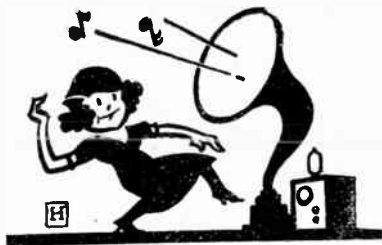
Dealers should stock up with these free blueprints now. Write to us and tell us how many you will need.

The advertised offer of free blueprints will send customers to your store. Give them a set of blueprints and show them a Dubilier Duratran—the radio-frequency transformer which amplifies twenty times over all broadcasting wave lengths.

List price \$5.00.

DUBILIER CONDENSER AND RADIO CORP.
44-48 West Fourth Street New York

DEVICES



“Breaking Into” Apartments —for Business

A Plan That Will Get the Janitor and the Superintendent on Your Unofficial Sales Staff

THE radio merchant in the country or rural district usually has one prospect to the house, but in the city some of the apartment houses accommodate a population equal to that of a small village, and when the radio retailer decides to “break into” the apartment radio prospect field he is up against quite a problem. In most apartment houses, canvassers get as far as the outside door and there authority, personified by the janitor, bars further progress. But that same personality—the janitor—better still the superintendent, if these two offices are not combined in one person, offers the key to the solution of the problem. Sell the janitor on radio, then use him to help you sell the rest of the tenants.

A merchant in the residential section of New York opened up his radio store early in 1923—in the days when all the sales effort that was necessary was to have a sign out proclaiming “Radio” and possibly a loudspeaker just inside the door exclaiming the same thing. But conditions

changed, and in the fall of last year he found business that should have been his was going to the department stores, that were able to use advertising space in the daily newspapers.

One evening the janitor of a nearby apartment came into his store to look at a set, and that gave the merchant an idea. The price was a little high for the janitor, but the dealer insisted on his taking it along and trying it out in his own home—first finding out that the janitor had the usual quarters in the basement of the apartment. The dealer sent along his installation man to see that it was properly linked up. A loudspeaker went with it. Pretty soon the tenants knew that the janitor had a set; they couldn’t get him to talk about anything else for a month. During that month the radio merchant got a lot of information from the janitor, the names of the tenants, whether they had sets, if not, whether they had victrolas, etc.

Then the merchant got busy. Of course, he had no difficulty

(Concluded on page 90)



**This is one of
130 Standard Radio Parts
Designed, Manufactured and Guaranteed
by**

FEDERAL

THE advantage of handling a complete line of mechanically accurate radio parts, plus the value of Federal's good name and Federal's iron-clad guarantee, is an advantage of actual dollars and cents for every radio dealer.

Investigate !

**Federal Telephone and
Telegraph Company**

BUFFALO, NEW YORK

Boston

New York

Philadelphia

Chicago

Pittsburgh

San Francisco

Bridgeburg, Canada

London, England

Federal
Standard **RADIO** Products

Say you saw it in Radio Merchandising

World Radio History

"The Voice of the Nation"



W Radiodyne CL

NO LOOPS ~~~~~ NO ANTENNA

The RADIODYNE meets the needs of more radio prospects than other types of sets. Uses any standard tubes—dry cell or storage battery. Extremely selective. Simple to operate—only two controls. Wavelength, 200 to 700 meters. Many Radiodyne operators report receiving broadcast programs from both Honolulu and Glasgow, Scotland.

The increasing demand for this type set is driving thousands of buyers to dealers' stores. Be the first dealer in your locality to handle the RADIODYNE.

Write for complete information concerning this fast-selling set. You will be interested in our Sales Plan, discounts and service policy that makes every customer a booster for you.

WESTERN COIL & ELECTRICAL CO.

310 5th STREET

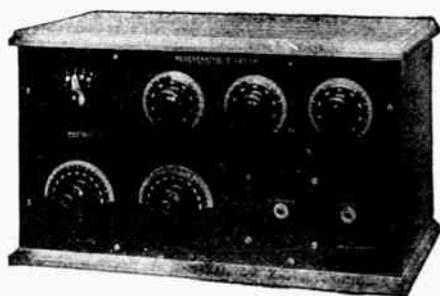
RACINE, WIS.

Say you saw it in Radio Merchandising



Radio Dealers!

Excessive service uses up your profit. Sell your customers Chelsea sets. Licensed under Armstrong Pat. 1113149. Simple to install. Easy to operate. Always work everywhere. Built to last.



Regenerative Receiver No. 102 \$95.00

Nationally advertised. Attractive appearance. Individually packed. Mahogany cabinet built to hold both A and B batteries. Liberal discounts. Fills a long felt need in your radio department. Only one item of a Complete line. See your jobber or write direct.

Chelsea Radio Company
177 Spruce Street Chelsea, Mass.



© International

A Happy Group of Entertainers at Station WHN Keeping the Radio Merchants' Customers Contented.

A Successful Plan for Building Your Prospect List

*Small Initial Effort Will Result in Constantly
Increasing Profits*



T is essential that the radio merchant who does more than simply remain in his establishment waiting for customers to come in should have a live list of prospective customers. The work of outside salesmen, or direct by mail solicitation, will be comparatively ineffective unless real effort is spent on building up a worth-while list before

such campaigns are started. Once the radio retailer has decided that he is going to build up a prospect list, he is confronted with two ways of doing it. First, employing door to door canvassers, hitting every home and hoping that the percentage of interest will be high enough to warrant the expense. The second way is to decide to spend a fair sum of money immediately and follow the plan

Amplify Your Profits with Kellogg Transformers



Here is your opportunity for more business.

The Kellogg audio frequency transformer overcomes the defects of all other makes and delivers the very best amplification with minimum distortion.

An unprejudiced radio expert voluntarily told us that the Kellogg transformer was superior in volume and tonal quality to any other audio frequency transformer on the market today.

This is a guaranteed product built by a quality house and made to sell for only \$4.50 each.

A stock of Kellogg transformers means immediate profit due to a quick turnover, and satisfied customers that will bring more business.

No. 501-4 $\frac{1}{2}$ to 1

No. 502-3 to 1

*with
Kellogg*



*Use Is
the Test*

KELLOGG SWITCHBOARD & SUPPLY COMPANY

1066 W. ADAMS ST.,
CHICAGO, ILL.

of a radio merchant in Ohio, who staged a radio musicale that cost him about seventy-five dollars and netted him a list of over three hundred prospective customers.

This merchant "hired a hall," got permission to rig up an aerial, installed a good receiving set on the stage, and invited, through advertisements in the local papers, and distributed handbills, the whole town to come to his radio concert. Through tests he found out just what stations could be relied on to come in clearly. He listed these stations in his advertisements and advised the folks that their programs would be announced and they could determine for themselves just what they wanted to hear.

Two or three of the leading vocal artists of the town were engaged and they rendered song numbers while the operator was changing from one station to another—using headphones.

This merchant stirred up a lot of enthusiasm about his radio concert, and he cashed in on that enthusiasm by carrying the line in his advertisements and on his handbills—"Tickets of Admission Can be Secured Gratis at my Store."

When a call was made at the

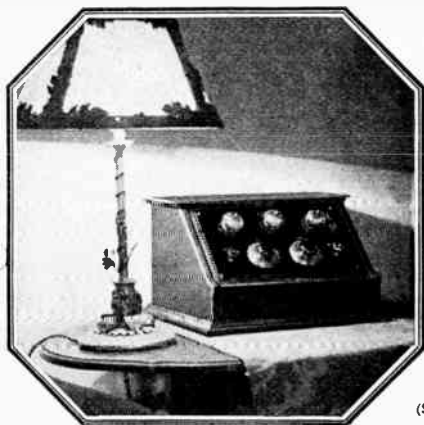
store for the tickets a clerk announced that they planned to have further radio concerts and in order to avoid calling at the store next time would the caller kindly give the name and address and tickets would be mailed. No offense could be taken at this, and no attempt was made to solicit business, but the stock of the store was more than usually attractively displayed and many of the visitors inquired about sets before they left. The set to be used at the concert had a prominent place with a printed card reading, "This is the Set You Will Hear at the Radio Concert."

Programs of the various broadcasting stations were mimeographed, and a copy presented to each member of the audience at the concert. An endeavor was made to bring in any item requested. And the gods of good fortune were with the dealer, for reception on the night of the concert was very clear and the stunt went over very successfully.

This plan resulted in the merchant having the best list of radio prospects in his town, and it gave him excellent material for his canvassers to work on.

The Simple, Frank Man

The most agreeable of all companions is a simple, frank man, without any high pretensions to an aggressive greatness; one who loves life and understands the use of it; obliging alike, at all hours; above all of a golden temper; and steadfast as an anchor. For such an one we gladly exchange the greatest genius, the most brilliant wit, the profoundest thinker.
—*Lessing*,



\$125
fully equipped
 (\$127.50 west of Rockies)

New Kennedy Receiver, Model V

Combines Quality Performance with Simplicity of Operation

This new Kennedy Radio Receiver, Model V, marks an advance in radio manufacture and radio merchandising.

The fundamental integrity and quality of Kennedy Radio Receivers have been established for 12 years. This is the logical outgrowth of a policy always to produce radio equipment that stands out with the distinction surrounding only the limited few recognized as leaders in their class.

Model V reproduces music and voice with unsurpassed purity—every tone shade and musical definition is remarkably preserved. Reproduction is pure, sweet and undistorted and free from the internal noises often associated with forced volume.

It is simple to operate—after an initial setting is made tuning is controlled with a single dial. Dial settings are always the same for any given station—regardless of where the receiver is used or what kind of antenna is employed. Covers the entire broadcast wave

range—operates on any ordinary antenna, outside type preferred.

As a piece of furniture, Model V has an attraction of its own. In design it follows an elegant simplicity that blends with any surrounding. Cabinet is of mahogany, hand-rubbed to a satin finish that is not easily marred or scratched. The panel is placed at an angle determined after much experimenting to provide the greatest ease in tuning.

Model V is priced at \$125.00 (\$127.50 west of Rockies), including all dry-battery tubes, dry batteries and Kennedy 3000-ohm phones with plug. Other models range from \$285.00 to \$325.00 (slightly higher west of Rockies), completely equipped—including built-in loud speaker.

Learn about our exclusive dealer proposition which assures Kennedy representatives an increasingly profitable business. Write for illustrated literature and full information.

Kennedy Radio Receivers are licensed under Armstrong U.S. patent 1,113,149.

THE COLIN B. KENNEDY COMPANY
 SAINT LOUIS SAN FRANCISCO

KENNEDY



Say you saw it in Radio Merchandising



Half a Billion By 1925

In an address before the Electrical Supply Jobbers' Association at Buffalo, David Sarnoff, General Manager of the Radio Corporation of America, offered the prophecy that the radio industry will be worth, within the next three years, half a billion dollars a year in consumers' prices. The realization of this promise is well within the bounds of possibility. With the performance of the industry in the past two years of doubling the volume each year Mr. Sarnoff's prophecy is indeed a very real probability. This means that each retailer must bend his efforts to doubling his sales this year, and quadrupling them next year. Let's all get together and realize the half a billion mark.

Dealer Helps

If you had to sit down and plan just one of the many "dealer helps" that come to you from the jobber and manufacturer, from the nebulous idea stage to the finished printed product, you bet you would make good use of it in your store. Why not have the same attitude towards the work the other fellow is doing for you? Real brains and real money go into the window trims, display cards, cut-outs, and consumer folders that you receive, and by the same token, real money can be gotten out of them if they are intelligently put to work. Look around now and see how much of your jobber's and manufacturer's money is dust-collecting in your back store room.

Hit the Line Hard

The football devotee who hits the line hard is the man who checks up his personality on the team's score. The aggressive spirit is an essential. And so it is in merchandising radio. There is a great need for a more aggressive spirit in the retail radio trade. Dealers and salesmen are not boosting their business, and its marvelous possibilities as they should and could. When one considers

the position of radio as an educator, and a stimulator of musical taste and appreciation, it seems as if we all were not doing our full share in proclaiming the unique position which it occupies. Through the use of radio not only can the best in music but the very personality of our best musicians and educators be heard right in our homes. It is clearly the duty of every manufacturer, jobber, dealer and salesman to act as a missionary, to the end that they bring home the merits of radio reception to larger audiences of Americans.

Get out and reach the people. Don't wait until they come to your store. Real business can only be developed by intelligent and well considered effort. And, remember, only an inconsiderable part of the American public know the joys of radio in the home and radio out of doors. Your opportunity is of the present—go capitalize it.

Investment or Liability

You wouldn't think of taking your installation service man, dressed in grimy overalls, and put him behind your counter to serve your preferred customers. Then why expect a dusty, ill-arranged window to attract trade to your store? Pretty nearly one hundred per cent of the radio merchants throughout the country dolled up their windows for Christmas. It paid most of them. Since it did pay, isn't it logical to assume that a monthly—better still a weekly—change of window costume will pay you too? Constantly changing windows spells progressive management, good service to the customer. Frequent window changes are an aid to more rapid turnover, and that's the straight road to increased profits.

A Look Ahead

Everything comes to him who waits, but who works while he waits. And this rule applies to the sales of radio in the forthcoming summer. Most of the manufacturers will have practical portable models available this year and consequently the retail radio merchant can do a good job selling radio this summer if he has a mind to. The present in-between season is a good time to start making plans for June, July and August. Elsewhere in this issue a few suggestions are offered for boosting hot month sales. Each plan offered produced sales for retailers last year. Put them to work and cash in this year.



Turn your lantern on the following ideas then put them to work for you.

The Dealer's Calendar

"To Him a Profit Hath Come Who Layeth His Plans in Advance"

Saturday, March 1st: Start a "Why I Would Like a Radio Set in My Home" essay contest among the students of your high school. Offer a good grade set as first prize and, if possible, secure the co-operation of one of your local papers in putting the stunt over. The plan has good publicity possibilities and should also prove valuable in building up prospective customer mailing lists.

Monday, March 3rd: Have you got anybody that "draws pictures" in your town? A cartoonist? If so, try to get his services for a week, or at least part of his time and have him make sketches of your customers. Then make a window display of the collection under the general title "Are you in the gallery?" Cartoons always attract attention, and this home appeal will add to the effectiveness of the idea.

Tuesday, March 4th: Are you laying your plans to get after the big farmer market that we discussed in last month's issue?

There are a lot of sales waiting down on the farm.

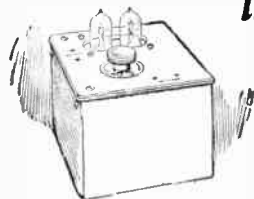
Wednesday, March 5th: Being caught "just out of it" loses sales that you have worked hard to get. Have stock slips printed for use in cases where an item is nearly exhausted. These slips can be made up into small sized pads and kept on all counters for easy access by salesmen. By keeping close tabs on your stock you can sell more and turn your stock more often.

Thursday, March 6th: Cash in on the interest that friends and relatives of your employees have in their success. Have a one day sale for each employee. Call the day "John Smith Day," etc., and if you advertise, run a cut of John in the paper. It may even pay to give your employee a small percentage of the gross sales for that day to induce him to bring his friends into the store.

Friday, March 7th: It's a good rule always to deliver sets on the day purchased. If installations are required every effort

There's a Radiola for every purse —

New and Remarkable Radio Achievements in the new Radiolas —



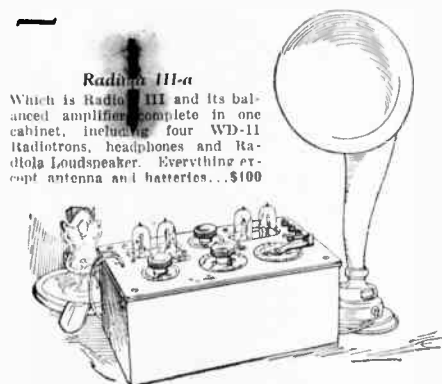
Radiola III Amplifier

Two tube balanced amplifier for Radiola III, including two Radiotrons WD-11\$30



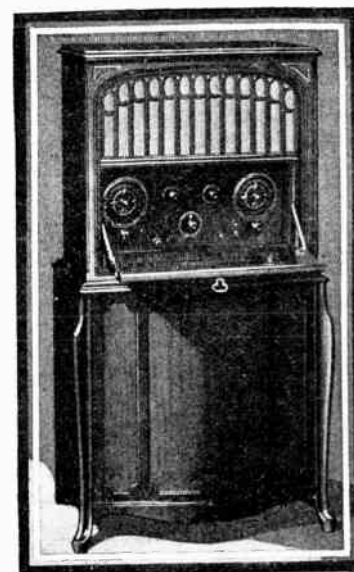
Radiola III

An improved two tube receiver of antenna type, sensitive and selective. Complete with two WD-11 Radiotrons and headphones (everything except batteries and antenna)\$35



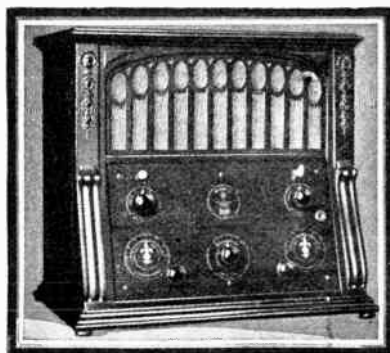
Radiola III-a

Which is Radiola III and its balanced amplifier complete in one cabinet, including four WD-11 Radiotrons, headphones and Radiola Loudspeaker. Everything except antenna and batteries...\$100



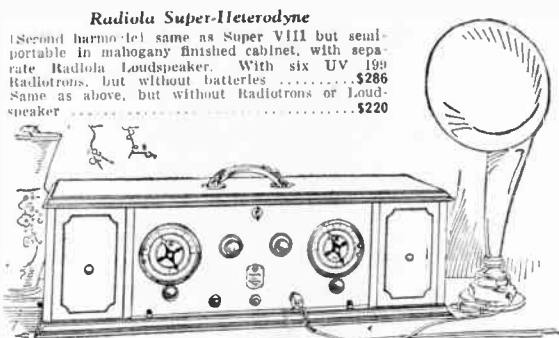
Radiola Super-VIII

An Improved Super-Heterodyne Selective and non-radiating. With no antenna, and no ground connection. It receives far distant stations, even while local ones are operating. Loudspeaker built in. Complete with six UV-199 Radiotrons — everything except batteries\$425



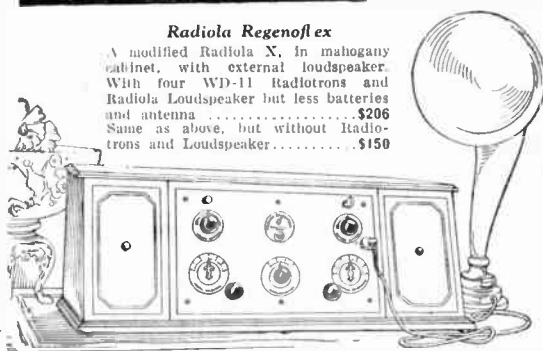
Radiola X

Ultra refined receiver of the antenna type, selective and non-radiating. Remarkable for distance reception and perfect reproduction. Built in new type loudspeaker. Complete with four WD-11 Radiotrons — everything except batteries and antenna. \$245



Radiola Super-Heterodyne

(Second harmonic) same as Super VIII but semi-portable in mahogany finished cabinet, with separate Radiola Loudspeaker. With six UV 199 Radiotrons, but without batteries\$286
Same as above, but without Radiotrons or Loudspeaker\$220



Radiola Regensflex

A modified Radiola X, in mahogany cabinet, with external loudspeaker. With four WD-11 Radiotrons and Radiola Loudspeaker but less batteries and antenna\$206
Same as above, but without Radiotrons and Loudspeaker\$150

Prices \$35 to \$425

DEALERS: It is impossible to give here full description of these revolutionary new sets. Send this coupon for an illustrated booklet that gives detailed description of every set.

Radio Corporation of America

Sales Offices

233 Broadway, New York 10 So. La Salle St., Chicago, Ill. 433 California St., San Francisco, Cal.

RADIO CORPORATION OF AMERICA
Dept. 143. (Address office nearest you.)
Please send me your new free Radio Booklet.

Name _____

Street Address _____

City _____ R. F. D. _____

State _____

Radiola

REG. U.S. PAT. OFF.

This symbol of
quality is your
protection



should be made to have this done also on the day of purchase.

Saturday, March 8th: A display card with a stand on the back has a much more dignified appearance than a card which may be pasted on your window glass or glass counter. It can also be removed or changed more easily.

Monday, March 10th: Have you ever tried using comic cuts to illustrate your multigraphed sales letters? If not, and you want to, we'll tell you where to get them.

Tuesday, March 11th: A friendly letter to your customers in the form of a questionnaire will help you build up good will:

(1) Is your radio working properly and giving you the results expected?

(2) Are you getting the benefit of all its features?

(3) Is every part of it thoroughly clear to you?

(4) Have you studied all the instructions sent you with the set?

(5) Has our representative served you satisfactorily when calling on you?

(6) Have any of your friends become interested in radio since you've had yours?

(7) If so, we would appreciate having their names and addresses.

(8) Are you in need of supplies at present?

Wednesday, March 12th: This is a suggestion for a collection letter that helps keep friends and bring home the bacon at the same time:

"Dear Mr. Dontdelayit:

"Here's a message we'd like to get over the air tomorrow:

" 'This is Station I. O. U. Our check for Dollars is being mailed today. Sending conditions are not as favorable as could be desired but we do not want to disappoint you.'

"Won't you oblige"

Thursday, March 13th: Do you offer your repair and assembly room facilities to local amateur radio clubs? This idea

has proved a good investment for lots of dealers.

Friday, March 14th: Use a circular in the form of a double postcard for your next campaign. The card should have one fold with perforations along the fold. One half of the folder, front and back, should be used for your selling talk and the other should be your order stimulating copy.

Saturday, March 15th: Here's a suggestion for your newspaper advertising—or for a placard in your window. "What are you going to do after dinner tonight?" should be the keynote of the copy. "When the paper is finished and you don't want to go to the movies—what are you going to do? We have a good idea for a pleasant way to spend the evening—and if you will come in we will explain."

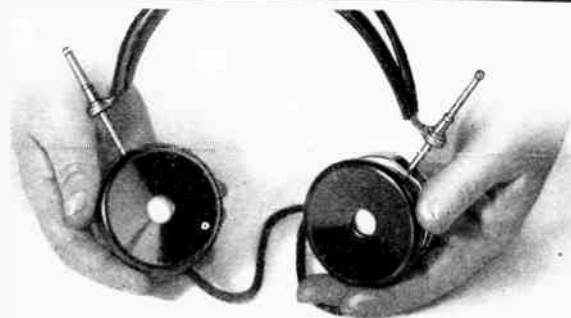
Monday, March 17th: See that your delivery boy is one who is interested in radio so that he can help enthuse the customer.

Tuesday, March 18th: Plan your next advertisement to be in the form of a radio diary. Use the caption "RA-DIARY" for this. Give a different radio happening for each day in the week.

Wednesday, March 19th: Here's the title of an advertisement that brought home the bacon. "A trip across the continent by the air line route—Commutation ticket good forever—Price (give cost of radio set).

Thursday, March 20th: Have a photo of your store printed on the back of your business card and stationery. Folks remember a picture easier than a name.

Friday, March 21st: If your customer asks, "What is the price?" before he examines and



N & K PHONES—Model D, 4000 ohms. Nickel-plated sound chambers, handsome leather-covered, sanitary head bands. Superior workmanship throughout. Greater comfort to wearer. \$8.50 retail.



Gives You a New Selling Angle

THE remarkable success of N & K Imported Phones during the single year that they have been on the American market, without advertising, is proof of very definite superiority. Because of this superiority, the manufacturers authorize all dealers to sell them under a very definite money-back guarantee. The Saturday Evening Post ad reproduced above, features this selling angle, based on the N & K's

Clear, Mellow Reproduction Qualities

Offered to your customers on this basis N & K Phones cannot fail to greatly increase your head set business, especially since this money-back offer is being broadcast through the medium of N & K National Advertising.

N & K Phones come packed in convenient display cartons of ten containing window and counter cards, leaflets, etc. Pending announcement of our complete distributor organization, we will accept orders direct. Stock now and watch your head set profits increase.

THE GOLDSCHMIDT CORP.
Exclusive Distributors for U. S.
and Canada

DEPT. R. M. 3

15 WILLIAM ST., NEW YORK



This full page ad from the March 15th Saturday Evening Post, features a method by which you can get N & K Head Sets into your customers' hands. Same advertisement appears also in Popular Mechanics, Radio News, Wireless Age, Popular Radio and Q. S. T.



Licensed
under Arm-
strong U. S.
Pat.
1,113,149
and pending
letters of pat-
ent 807,388.

**The Biggest
Seller
Today!**

MICHIGAN

Midget and Amplifier

M 12
\$57
LIST PRICE

Does your trade want

Selectivity

DISTANCE

Simple Operation

Volume

If it does, then here it is in the M 12 Michigan Midget. And at a price well within the range of everybody's pocket-book.

Quantity production, special tools and a well rounded organization has enabled us to offer you this set for sale at the unheard of list of \$57 and at a discount to you that is more liberal than you ever expected. Here is a set that will please your customer, sell readily and net you a big profit besides.

Don't Wait to Write—Wire Us Your Order

OTHER MODELS

M 10—Midget Detector, only \$27.00
M 11—Midget Amplifier 30.00

MICHIGAN RADIO CORPORATION

GRAND RAPIDS, MICH.

Say you saw it in Radio Merchandising

understands the quality of the set, don't tell him. Evade the question gracefully. Say, "Look over the set and then I'll tell you." You have a better chance of selling your goods if you show them before telling the price.

Saturday, March 22nd: Have as complete information as possible on your price tags. Show the date your merchandise is received, the date placed on your shelves, purchase price and selling price. These tags will serve as valuable records from which you can get at a moment's notice information on just how fast certain lines are moving and the investment slow moving stock represents.

Monday, March 24th: Use heavy white cardboard signs, circular shape, with each radio set in your window display. Print in large letters the number of miles that each set will cover and place each poster behind its respective radio set.

Tuesday, March 25th: Some dealers are making real money erecting aeriels. Are you cashing in on this?

Wednesday, March 26th: A

dealer in New Jersey writes that he used a postcard, with the following message, very effectively: "Don't borrow your neighbor's music. We'll tell you how to get a set of your own."

Thursday, March 27th: "A radio pays for itself every month on the farm" is the selling slogan of a radio merchant in rural Oklahoma.

Friday, March 28th: Just before the President of the United States spoke over radio recently, a radio store had a window display comprising one receiving set and a loud speaker. In the horn of the loud speaker was a picture of the President and below a placard asked the question, "Will you hear the President?"

Saturday, March 29th: Time to be thinking of radio and the out of doors. Put the ideas printed elsewhere in this issue on your memo of things to be done.

Monday, March 31st: The baseball season will soon open up. Map out a window display to get some of the "ball" atmosphere in it.

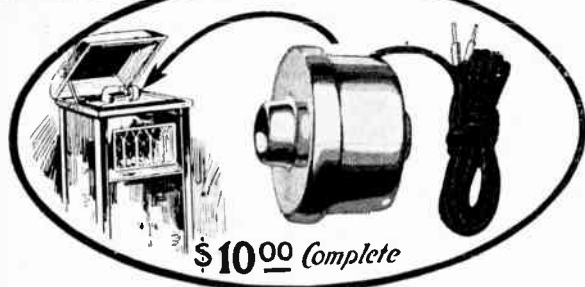


How Can I Help Giving Thanks?

By Thomas Dreier

I am sure of one thing and that is: If I did not have to work for a living, I would miss joys that cannot be won in any other way. Every day, except when I am unusually tired, (which, thank goodness, doesn't happen often) I give thanks to the immortal gods for the jobs that keep me so busy thinking about the problems of other people. Those who make me work hard enrich me more than they realize. Not once have I been guilty of complaining that I have been over-worked. Of course I have had my share of uninteresting and disagreeable work. Every worker has that. Not to have uninteresting and disagreeable work would keep from us the true joys of work that is both interesting and extremely agreeable. For whatever the day brings, therefore, I give thanks.

Morrison



Loud Speaker

WHY MORRISON IS POPULAR

Sold on a basis of satisfaction guaranteed or money back, Morrison is established in the minds of radio fans everywhere as a really reliable loud-speaking unit. Its sterling reproducing qualities continue to win new enthusiasts. Furthermore, Morrison is adaptable to practically any make of phonograph and horn.

COMPLETE WITH 5 FOOT CORD

\$10.00 List

Jobbers and Dealers know this is a good, profitable line to carry. Our merchandising plan is interesting.

Write today for catalog and sales plan.

Morrison Laboratories, Inc.,

333 East Jefferson Avenue

Detroit, Mich.

Say you saw it in Radio Merchandising

Getting Back at the Mail-Order Price Cutters

An Old Timer Yarn

By Sewell Peaslee Wright

"HELLO there, young fellow; how goes it?" Old Timer draped himself more or less gracefully over a low counter and watched Southwick, proprietor of The Radio Shop, rearranging stock on the shelves.

Southwick grunted non-committally. "Fair to middlin'," he answered. "Not kicking at all, though, at that." He straightened up a row of B batteries and stepped back to admire the effect.

Old Timer reached for his pipe and tobacco. "You're an enthusiastic cuss, aren't you?" he asked sarcastically. "I never heard you come right out and—"

The front door flung open.

and admitted Red, Southwick's valued assistant. It was evident that Red was out of sorts; he flung his hat on the counter with an air of disgust and spat out an ejaculation that sounded decidedly profane.

"What's the matter, Red?" asked Old Timer, pausing in the rite of filling his pipe, and grinning broadly. "Lose a sale, or wouldn't—"

"Lose a sale nothin'!" interrupted Red savagely. He turned to Southwick despairingly. "You remember that bird that was in here yesterday that had the set that he couldn't get to percolate? I was out to see him. He got one of these mail-order affairs, and put it together himself, and then expects us to get it to working for him, just be-



The Influence of Radio on Milady's Headgear. Paris Leads of Course. Pass the Thought Along to Your Retail Jeweler Friend.

At Last!



R-90 Oscillator Coupler, complete, with mounting brackets, bank wound inductances and adjustable coupling coil with locking device.



R-91 Intermediate Radio Frequency Transformer. Very sharply tuned and shielded.
R-92 Special Transfer Coupler for Last Stage of Intermediate Frequency. Very sharply tuned and shielded.



R-93 Specially Designed Coupler for Using Antenna

An Intermediate Radio Frequency Transformer READY FOR IMMEDIATE DELIVERY

AFTER rigorous tests we have proved these transformers to be very efficient and suitable for radio frequency amplification.

THE DEMAND IS HERE. Your customers want to build Super Heterodyne Receivers. Sell them all the necessary Parts.

Write us today for all information



Display this card in your window or showroom. It appears in all our national advertising.

CHAS. A. BRANSTON, Inc.

827 Main Street

Buffalo, N. Y.

*Manufacturers of the famous Branston
Violet Ray High Frequency Generator.*

In Canada—Chas. A. Branston, Ltd.,
Toronto, Ont.

Say you saw it in Radio Merchandising

cause he bought the batteries and the head-set here."

"Well, Red," said Southwick mildly, "perhaps we could afford to give him a little service, for the sake of making a friend, you know. It isn't right for him to expect it, of course, but then—"

The auburn-haired assistant was in no mood for mildness.

"Yeah!" he exclaimed. "I'm for giving them service—all kind of service, if they rate it. But that bunch of mail-order junk that he's got, you can't give service on that sort of stuff, can you? I claim I've got as much patience as the next one when it comes to shootin' trouble, but there are limits to everything!"

"Phew!" exclaimed Old Timer, applying a match to his pipe, and letting loose a great cloud of odorous smoke. "The boy's all worked up, isn't he?"

"I'll say I am! You don't have to contend with that sort of

thing, like we do. You've got a snap, you have!"

Old Timer laughed grimly. "M-m-m-m! Some snap a line-man has. But go on Red; don't let me interrupt you!"

"I say that this is getting to be a real problem, and Southwick will tell you so too," argued Red. "These birds buy a lot of cheap junk from some cut-price mail-order house, and then wonder why it doesn't work. Of course, they buy part of their stuff, tubes and phones and batteries, maybe, of us, and then expect us to give them service on the whole layout. It can't be done! Junk is junk, and these complicated, delicate, critical new circuits won't do their stuff unless the parts are absolutely O. K.—and absolutely O. K. stuff isn't being sold for fifty and thirty per cent of the standard market price."

"Hardly," agreed Southwick grimly. "Not unless those birds

Whispers or Yells?



OT long ago Arthur Brisbane, the well-known editorial writer, gave a talk before the Advertising Council of the Chicago Chamber of Commerce. He summed up advertising in these few words:

"Suppose a man comes into this room and wants to reach all of you as I am doing. He goes to the man at the door and says: 'How much will you charge me to whisper?' The man says: 'I will charge you \$2 to whisper.' How much will you charge me to yell?' 'I will charge you \$10 to yell.' The man buys five whispers and nobody knows he is advertising. (Laughter) If he bought one good yell, you would have said: 'That is an awful bunker, but at least he is on earth.'"

Which class are you in? The whispering class or the yelling class? No amount of whispering will ever get you anywhere. If you are sold on your own business give a good lusty yell about it, once in a while and the public will have to listen.



Filament Voltmeter

Show Customers How This Voltmeter Improves Reception

A little time spent in explaining the value of this voltmeter as an aid to better reception will pay large returns to any dealer.

With this Weston Voltmeter the user can always duplicate instantly any voltage required. Exact tuning is therefore a simple matter. Although this model 301 costs slightly more than a tube it is invaluable because it saves many tubes from burning out. Constant voltage on the filament very greatly prolongs the life and usefulness of the tube. For quick and easy tuning, it is an absolute necessity. Case diameter $3\frac{1}{4}$ in.

Booklet "J" is a real aid in selling these instruments. It contains hookups of how to test transmitting and receiving circuits and gives connections. Write for full details and copy of booklet.

Weston Electrical Instrument Co.

14 Weston Ave.

Newark, N. J.

Branch offices in all principal cities

Electrical
Indicating
Instrument
Authorities
Since 1888

WESTON

STANDARD - The World Over

Say you saw it in Radio Merchandising

buy a whole lot lower than anybody I know of!"

"You can't get good radio goods unless you pay a good price for it, any more than you can get virgin wool clothes, hand-tailored, for shoddy hand-me-down prices," stated Old Timer didactically. "I've tried it, and I know. You gotta pay for EVERYTHING you get in this world," he added, with brilliant originality.

"That's true enough," admitted Southwick, "but what I want to know is, how are we going to get around this situation? If we don't give these folks service, they'll go around knocking us, and they'll knock radio as well. And then, they DO buy some stuff locally, and in the aggregate their trade is worth quite a bit. Eventually, too, they will see the error of their ways, and will want to buy some REAL stuff, and we want to sell them that, when the time comes."

"Naturally!" nodded Old Timer, drily, emitting an approving stream of smoke.

"But—and here's the well-known rub!—it's just as Red here says, you can't service that sort of stuff satisfactorily, because it just hasn't got the right sort of stuff in it. You can't make it work. And then, it isn't right that we should have to send a man around to work on stuff that we didn't sell, now is it?"

"I'll say it isn't!" said Red heartily.

Old Timer devoted himself to the task of blowing a little smoke ring through a large one. Having accomplished this rather difficult feat to his own satisfaction, he propounded his opinion:

"It seems to me, young fellow, that this proposition could be handled in such a way as to become a real asset; that is, to cut

down a lot of the mail-order business, as well as eliminate the servicing of sets bought out of town."

"Spring it, for the love of regeneration!" begged Southwick. "Red and I'll give you a rising vote of thanks if you've got an idea that'll do all of that."

"Will, eh?" asked Old Timer. "Rather have a meal on you. Rising votes of thanks buy no gas for the flivver."

Southwick considered. "Well" he said cautiously, "I've seen you eat, and so I don't know—"

"You be the judge, then!" cut in Old Timer. "Here's my idea, anyway. Give me that piece of cardboard."

With a short pencil Old Timer wrote rapidly for a minute or so, and then held his handiwork out for inspection.

"There! A good sign like that in your window ought to open a few eyes, and will surely keep the service requests down to zero, or thereabouts. 'Don't you think?'"

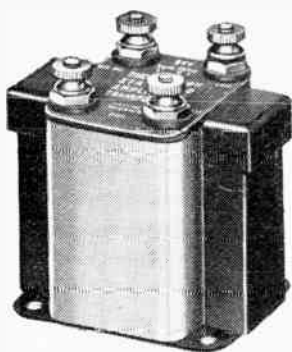
Southwick and Red scanned the sign. "We're always glad to give any service on sets bought of us, but we'll admit that our radio men aren't up to making cut-price mail-order sets do real work. You can't take out what was never put in."

"That's the stuff!" enthused the youthful Red. "'You can't take out what was never put in'—I like that line! That's good, that is!"

Old Timer grinned his appreciation, and turned to the more reserved Southwick. "What do YOU think of it, young man?" he asked.

"To tell you the truth, Old Timer, it seems a little bit—what would you call it? Flip-pant?"

"It is all of that," agreed Old Timer. "You know, some times I



Even
Amplification
over the
Entire
Musical
Range

Super Audio Transformer For Your Neutrodyne

Have you tried the new Super Transformer in your Neutrodyne? If not, there is a pleasant surprise in store for you. Ordinary amplifying transformers are over-powered and over-saturated by the great signal strength of the neutrodyne. The Thorardson Super Transformer contains a generous $\frac{3}{4}$ " 7 mil silicon steel core, which makes over-saturation impossible. Through this transformer you can reproduce speech and music to perfection up to the maximum capacity of the amplifying tubes.

Prominent manufacturers of neutrodyne sets are rapidly turning to Thorardson transformers as the solution of this problem of over-saturation.

WRITE FOR MORE PARTICULARS

You'll want to handle the Thorardson Super-Transformer—surely your customers deserve and want the best. Yes, the price is right. Ask us for all the facts.

THORDARSON

ELECTRIC MFG. CO.

500 W. HURON ST

CHICAGO, ILLINOIS

wish I were an advertising man, so I could put some backbone and good red blood into some of the ads I see. This dead-and-alive, wishy-washy, neither-one-thing-or-another stuff that you read in some ads gives me a pain. If ads are printed sales-talks, and that's the way I size them up, then they ought to talk straight talk, and not book-stuff. Isn't that right?"

Rather overwhelmed by Old Timer's vehemence, Southwick nodded.

"Well, then!" said Old Timer. "Why not make the card talk right out, man-fashion? Why beat around the bush? And another thing, a card like that is likely to make a man smile to

himself—it's out of the ordinary. It makes a deeper impression on him, all that sort of thing. And by adopting that tone it seems to me that you can put over stuff that might sound funny if couched in more serious language; in this particular case if you were too dignified it might sound like mud-slinging or something; as it is, nobody in the world could object to it. Isn't that right?"

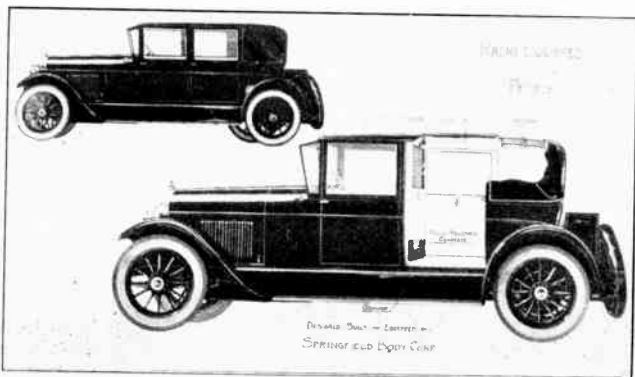
"As usual, I guess you've got the right line on it," agreed Southwick. "We'll sure give it a fling, anyway."

"Good!" exclaimed Old Timer. "And now—do we eat?"

"We do!" said Southwick. "Wait till I get my hat!"

The Radio Equipped Auto

This ingenious installation of radio in a Peerless Sedan points a way for radio merchants throughout the country to do increased business amongst automobile owners. A working arrangement could be made with your local automobile dealers whereby every purchaser of a new car this spring would be advised that he could have his car radio equipped at your store. Perhaps you could also persuade your automobile dealer to put a placard in his window stating that purchasers can have their cars radio equipped when desired.



FROST-RADIO

Ask Your Neighbor



This **2-FONE** FROST-RADIO
New Plug No. 140
Price 60c

Has Captured America

EVERY radio set owner who has seen this new 2-Fone FROST-RADIO Plug has given it his unqualified approval—countless thousands have been bought—and still the demand comes from all parts of the country for the No. 140. Two set-screws hold four fone cord tips tightly—and never work loose.

FROST-RADIO Jacks are Selling Fast Everywhere

No. 131—80c



HERBERT H. FROST, Inc.

154 WEST LAKE STREET, CHICAGO, ILLINOIS.

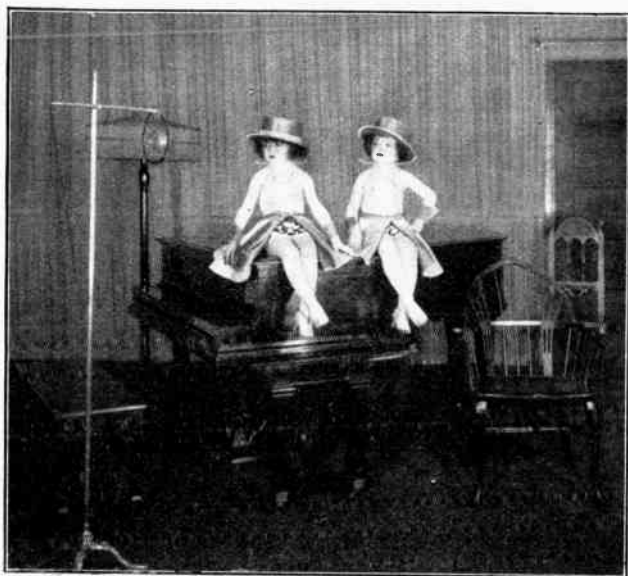
550 Gates Bldg., Kansas City, Mo.

30 Church Street, New York



Say you saw it in Radio Merchandising

No Sir! They're Not Models



©Kadel & Herbert

They're Real Live Lilliputians—the Royal Sisters—Doing Their Stuff at WGY. And There's a Suggestion With the Picture for a Window Display.

Examples of Alertness in Radio Retailing

By Ernest A. Dench



N some of our large cities radio retailers have congregated along certain streets. Clustered within a few blocks along Market Street, Philadelphia, for example, there are at least a dozen radio shops. Some of them, unfortunately, compete solely on a price appeal basis. The wise radio retailer is the one

who emphasizes service, quality and a varied stock in his advertising mediums.

Motor Business Comparison

Consider the automobile industry today. Facing an almost overloaded market, manufacturers and dealers have had to develop new sales outlets by the adoption of enterprising business-building methods. Even Ford, the conservative Ford

AJAX--Quality Radio Products

ST. LOUIS



AJAX No. 18 and No. 18A

ST. LOUIS.

Multi Radiophone Plugs and Connectors

Patent Pending—Approved
By Radio News Laboratories

\$1.75 Each

Needed by every Radio Fan to connect two or more head sets or loud speakers in SERIES

No Two Receivers or Loud Speakers Are Alike

If two or more Receivers or Loud Speakers are connected in multiple equal results cannot be obtained.



Trade Mark
Reg. U. S.
Pat. Office

AJAX—No. 18 and No. 18A

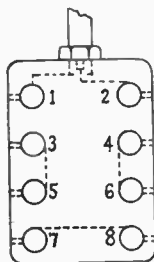
Connect one—two—three or four Receivers or Loud Speakers.

Always in Series

Giving equal amount current to all with POSITIVE CONTACTS under Brass Screws.



Always in series as follows:



The diagram illustrates the Plug Circuit.

For ONE phone only, connect to Binder Posts Nos. 1 and 2.
For TWO phones connect one to B/P Nos. 1 and 7, the other to B/P Nos. 2 and 8.

For THREE phones connect one to B/P Nos. 1 and 3, another to Nos. 2 and 4, and the third to Nos. 5 and 6.

For FOUR phones connect one to B/P Nos. 1 and 3, another to Nos. 5 and 7, a third to Nos. 2 and 4, and the fourth to Nos. 6 and 8.

LIBERAL DISCOUNTS TO TRADE

AJAX RADIO PLUG NO. 17

—UNIVERSAL—

Fits all standard jacks and takes TWO cord terminals of any character. Tip-spade round and plain. Use one or two phones. Small, compact, built for service.

Guaranteed Against Breakage.

No. 17—Each 50 Cents

Write for Circular on Complete Line
Quality Radio Products

Ajax Electric Specialty Co.
1926 CHESTNUT ST ST. LOUIS



Say you saw it in Radio Merchandising

when it comes to spending money for advertising, is parting with several million dollars this year to newspapers and magazines.

We heard a lot about preparedness, or the lack of it, during the Great War. If radio retailing is to profit by the mistakes of other new industries, it should not be caught napping when the critical time comes, and when the consumer market is seemingly oversold.

We have not many unusual business-building methods to pass along at this time to radio retailers, but what they lack in numbers are made up for by their meritable qualities.

Radio Amateurs' Prize Contest

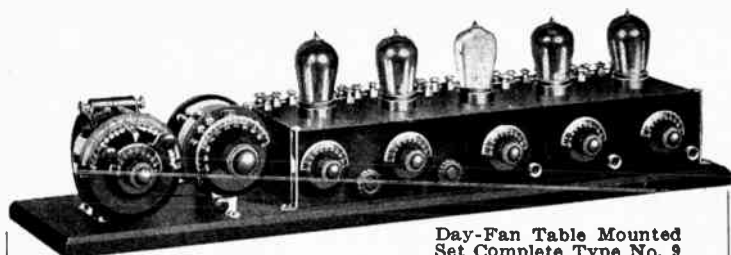
Many examples of amateur radio handicraft were entered in the prize contest conducted by Chandler & Farquhar, Boston, Mass. Farsightedness was shown by this concern in not

making it compulsory to purchase parts at the Chandler & Farquhar store in order to participate in the contest. The contest was spread over one month, the prizes being awarded ten days after it had closed. Anybody could enter the contest by complying with the simple rules: (1) The work submitted must have been built or assembled by the contestant. (2) Any number of entries could be made by the same entrant. (3) Those engaged in the manufacture or sale of material for radio sets were ineligible. (4) A written statement had to be submitted with the entry, to the effect that it was built or assembled by the entrant. (5) Prize winners had to agree to leave their winning work and prizes for store window exhibition for at least six days after the awards were made. The latter ruling permitted the Chandler & Far-



© International

The Toothache Transformer! Pains Into Smiles.
Sell Your Dentist the Idea.



Day-Fan Table Mounted
Set Complete Type No. 9

Another Opportunity for Bigger Profits

Radio dealers everywhere are increasing their sales and making bigger profits by selling complete Day-Fan Radio Units.

These units are so simple and complete, so practical and durable, and give such satisfactory results, that they win new friends and bring repeat business for the merchant who sells them.

The table set illustrated above is only one of a complete line. They may also be had in panel mounting. Ask your jobber, or write us, for complete details. It will pay you.

The Dayton Fan & Motor Co.

Established 1889

Dayton

Ohio

quhar Company to attract the attention of radio enthusiasts with some unusual radio models. Radio sets of all types were represented. One of them was a crystal set, so small that it could be slipped into an inside coat pocket. Some of the heads of the concern thought the entrant was "kidding" them, until they connected it up and discovered that they could get very clear programs from several broadcasting stations in the Boston territory.

As fast as the entries came in, they were placed on exhibition in glass showcases inside the store, or in one of the windows, several being set aside for this purpose.

The contest was advertised for several days in the newspapers and by means of circulars placed on the store counters.

This contest, we should have explained, was not confined to the radio department, but took in all the departments of this hardware store. Seven groups, with ten prizes in each group, comprised the contest. The ten radio prizes ranged from loud speakers to head sets. The contest was judged by instructors and others from several local technical schools and institutes.

On the evening of the awards representatives of the Boston newspapers were present, including radio department editors. A news story dealing with the contest appeared the next day.

New Slant to the Home Theme

The radio retailer who is seeking a new idea for a display will welcome with open arms the one contributed by the Haynes Company, Emporia, Kansas. The theme of this was "Radio in the Home." Nothing startling about the theme, is

there? It is like the familiar but popular plot dished up in a fiction story in a new way. The theme of this Haynes display is one that almost every radio retailer has dealt with at some time or other and will continue to do so indefinitely; its treatment in this case was highly original.

A miniature wooden house, stuccoed, and roofed with prepared paper, was in the foreground of the window. Through oiled paper windows one could see a cosy lighted interior. Against one of the windows was cast the shadow of a man inside the house. The man, made of paper, was "listening-in." The house was, of course, equipped with an aerial.

Broadcasting Display Appeal

A week later another striking radio display by the Haynes Company, an electrical device was employed to send out what appeared to be waves and flashes of light from a miniature replica of a broadcasting station at the rear of the window. Down in front, sitting before a little table containing a radio receiving set, the wax figure of a man (borrowed from a local men's clothing store) was tuning in. He appeared to be highly entertained by what he was hearing. In both of these displays was a well-balanced arrangement of radio sets and parts about the floor at the sides.

Entertainment Instead of Mechanics

The radio retailer should not try to sell radio sets; he should sell radio entertainment. Lots of people cannot even work up a mild degree of enthusiasm about the mechanics of radio. Such technical details make them dizzy. What they will buy, however, is entertainment.



This attractive carton for window and counter display will help you sell—will sell for you.

Double Your Business

Sell Advertised Electrad Products

Other Fast Selling Electrad Products



New Diode Tubes

Replaces the crystal and acts as a rectifier in all reflex circuits, acts as a detector tube on all circuits. Gives greater sensitivity, clearness and volume, no distortion. Requires no B Batteries. List\$2.50 including socket.



Lead-Ins

Fit under closed windows, can be bent to any shape, covered with fireproof insulation of 1000 volt resistance, which prevents grounding on wet sills. Fitted with Fahnestock Clips. List 40c.



Fixed Grid Leaks

Absolutely uniform unvarying fixed resistances. A superior product of dependability in all resistances from 1/4 to 10 megohms. List 30c.

For instance, the Variohm—the most precise and dependable variable grid leak on the market—ask any radio or electrical engineer. Here is an instrument of precision that will enable the radio fan to get exactly the correct resistance for his set from 1/2 to 30 megohms—that will double his distance, eliminate circuit noises, that is moisture proof and non-microphonic.

Absolutely without peer on the market, yet its list price is one-half or less than competition.

Well advertised in all the leading radio papers, the Variohm and other Electrad Products offer you liberal margin of profit, quick turnover, constantly increasing sales—and a quality of merchandise you can be proud to handle!

Order through your jobber. If he cannot supply you, send us his name, and we will see that you are supplied. Write for our price lists and special combination offers.

ELECTRAD, Inc.

DEPT. "B," 428 BROADWAY
NEW YORK

ELECTRAD

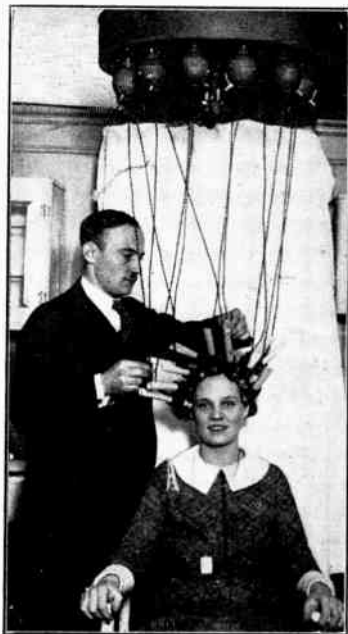
A name stamped only on Superior
Radio Products.

Say you saw it in Radio Merchandising

You don't see phonograph dealers going into the smallest detail about the smooth running motor, how many revolutions it makes a minute, how the apparatus is fitted into its wooden cabinet. Few people would buy phonographs if he did. He wisely tells of how the world's greatest singers, composers and players can be heard in the privacy of one's home.

The Children's Hour

Joseph Ruttenberg, 423 Kaighn Avenue, Camden, N. J., had the right idea when he tried to sell *Bedtime Stories* in his radio display. Hanging on one of the side panels was a wooden cuckoo clock, the hands of which pointed to seven. Below this a card briefly announced: "Children's Hour." A larger card at the rear center went a little more into detail:



©Kadel & Herbert

Curls by the Radio Wave Route.
What Next in Radio?

"Bedtime Stories on the Radio Every Evening. Helps mothers to get their kiddies to bed."

The rest of the display helped to support the cards. A radio receiving set was placed on a toy table at the center. Seated on a baby chair beside the table was a small stuffed terrier dog, with a head set clamped over his head. At the other side of the table was a little girl doll who was also "listening-in." Another girl doll nearby was riding in a toy motor car and had radio attachments over her ears. Radio head sets were attached at regular distances apart in straight lines. Both parts and complete sets were distributed about the floor at the sides.

Enterprise by Tiny Radio Shop

At 243 Washington Street, Newark, N. J., is the Ace Radio Shop. It is a little bit of a store, but what it lacks in size is made up for in enterprise. It takes space in the local newspapers, and just below the name and address of the shop appears the ace of spades, which trade mark characterizes all of their advertising. "Ace High in Radio" is the particularly appropriate slogan employed by this concern.

The other day, as we were passing the Ace Radio Shop, which is just off of one of the main streets, we noticed a clever card adorning the glass door entrance. This card said: "Park Your Radio Troubles Here." The picture on this card was that of a man behind the counter of this tiny shop.

Selling Higher Priced Sets

To sell more expensive radio sets, the windows must be in accord with them. By this we mean that the display setting

(Concluded on page 90)

UNITED TRANSFORMERS

*"Give me
a United,
please"*



With over 250,000 "UNITED" Transformers giving perfect satisfaction in home-built, locally-built and nationally-built sets (such as those of General Radio Corp'n, Michigan Radio Corp'n, Globe Electric, Joy-Kelsey, Walter Lytton, Inc., Wilson & Jaspert, Couch Mfg. Co., Harmony Mfg. Co., Donaldson Radio Co., Orator Radio Corp'n, Telmaco United Distg. Co., etc.).



"UNITED"
AUDIO FREQUENCY
TRANSFORMER
Ratios 1-5—1-3½

List \$4.50

Naturally there is a rapidly increasing demand for them, aided, of course, by "UNITED" publicity which keeps hammering away at the fans.

Backed by their money-back guarantee, "UNITED" Transformers, "UNITED" Units and Sockets are fast sellers.

As for profits!—you can easily sell 100 "UNITED" Transformers every week, which means almost \$200 profit!

Get our selling proposition. Write us today!

United Mfg. & Distg. Co.

Radio Division

9710 Cottage Grove Ave., Chicago

New York Office: 145 W. 45th St., New York City
San Francisco Office: 709 Mission St., San Francisco, Cal.



Say you saw it in Radio Merchandising

RAFLEX



Not "JUST ANOTHER Receiving Set"

Every dealer who is building for the future—thinking ahead of the immediate present—whose judgment is not stampeded by fads, freaks and exaggerated claims—knows that the great unsatisfied market for Receiving Sets is that class of buyers who demand, above all other things, Dependability. Efficiency, Selectivity without use of a loop, extremely high toned quality, loud speaker volume without additional amplification, simplicity in operation—all this at a price that represents no fictitious values.

To fill this very definite position in the world of Radio, RAFLEX RECEIVING SETS were designed. They stand entirely alone in their field. Without Raflex Receivers no dealer can truthfully claim that his stock represents the best in every class or fills every requirement.

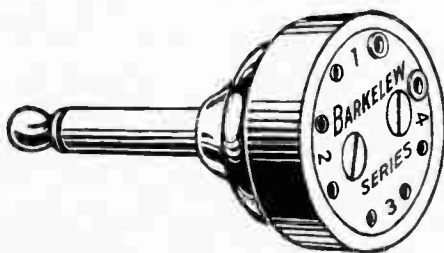
Exclusive Territory will be assigned to dealers, and Raflex advertising will direct all sales in their territory to them. Write for particulars.

Raflex Manufacturing & Sales Co., Inc.
644 West 44th St. New York

Barkelew Four-Phone Plug

PATENTS PENDING

Connects four phones or less in series to
any Radio Set employing standard
telephone jacks



Cat. No. 616
Price \$1.50

It adds to the appearance of any set.
With all phone tips adjusted, the
diameter is but $1\frac{1}{4}$ inches

CHICAGO, ILL.
15 S. CLINTON ST.

BARKELEW

SAN FRANCISCO.
73 FREMONT ST.

ELECTRIC MANUFACTURING CO.
MIDDLETOWN, — OHIO

Say you saw it in Radio Merchandising

Men Who Write for Radio Merchandising

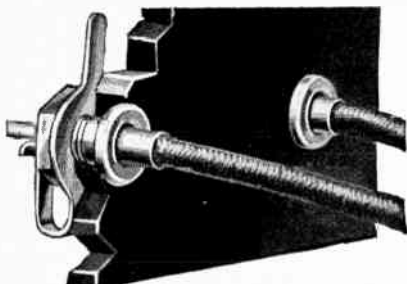


Sewell Peaslee Wright

WHEN the editor asked Old Timer to send along a picture and some biographical data, this is what we got:

About all that would probably interest your readers is the fact that I've been connected with radio for so many years that I've almost lost count; since Jack Binns became famous via the Republic disaster, whenever that was—about a dozen years ago, or better, I believe. In those days we used nothing but crystal detectors, of course, and I can remember that we did real DX work with them. From my home in Toledo I copied ships in the Atlantic and amateurs over six or seven states—and that was nothing at all remarkable. Today we light up a whole flock of tubes and think we are doing something if we hear Havana or Los Angeles. Everything considered, we're not doing so much at that, are we now? But then I'm an old timer and prejudiced in favor of the good old days perhaps; those days when a "ham" was a "ham" and the B. C. L. never heard of. R. I. P., ye bygone days!

Professionally, I'm an advertising writer; have been for the last eight or ten years. Do a bit of fiction and a world of trade journal work "out of hours." Got a book on advertising coming out next fall. Hobby, radio. The pipe in the picture is one of a large collection; pipe collecting is another hobby of mine; smoking them a favorite amusement. Married, still a bit this side of thirty, and a Democrat in politics.



UNION RADIO TIP JACKS

(Patent Pending)

Retail price

**25^c A
PAIR**

They Telegraph Re-orders for This Fast Selling Radio Specialty

They sell like wildfire—these Union Radio Tip Jacks. Retail stores are selling them almost as fast as we can make shipments. No wonder, every man who builds a set or experiments with new circuits wants and needs them.

They do away with old style and inefficient binding posts, give quickly made positive electrical contacts. Come in 2 sizes. **STANDARD TYPE A** for panels up to $\frac{1}{4}$ " thick. **SPECIAL TYPE B** for all panels, cabinet walls and partitions from 5-16" to $\frac{1}{2}$ " thick. Will firmly grip all wires from No. 11 to No. 24 B. & S. Gauge. Can easily be reamed to hold antenna wire, etc. All parts heavily nicked.

Packed in attractive Counter Display Cartons, 1-12, $\frac{1}{2}$ and 1 dozen gross. No trade discounts on less than standard package orders. Retail Price U. S., 25c — Canada, 35c a pair

FREE: Let us send you an attractive Counter Card displaying a pair of Tip Jacks.

Other Fast Selling Union Radio Parts

DIAL ADJUSTERS for minute adjustment of all dials. Absolutely necessary for close tuning, a handsome addition to the panel. Retail price 60c.

TUBE SOCKETS of the finest quality molded condensite, highly polished. Heavy phosphor bronze contact springs. Connective symbols embossed on base. Reinforced bayonet slot prevents breakage. Absence of metal shell reduced capacity effect to a minimum. Accommodates all standard tubes. Retail price 70c.

Write for our liberal trade proposition, dealer's catalogue F.
Attractive proposition for Radio Set Manufacturers.



UNION RADIO CORPORATION
200-MT. PLEASANT AVENUE, NEWARK, N.J.
NEW YORK OFFICE 116 WEST 32ND STREET



Show Card Lettering

No. 5. The Balance Layout

By W. L. Walker of the Koester School, Chicago

(Copyright, 1924)

In planning a layout the size and the height of letters must be governed by the size of the card and the amount of lettering to be placed thereon. The sizes of cards most commonly used are as follows: Full sheet (22x28"), half sheet (14x22"), quarter sheet (11x14"), eighth sheet (7x11").

Letters on upright cards should generally be made a trifle higher than on landscape cards. A slightly condensed letter of fairly good height appears better on an upright card and a slightly extended letter of medium height looks better on a landscape card. A generous amount of margin or blank space should be allowed on all sides of the layout. As a general rule never come closer to the border line with any line of letters than the border line is from the edge of the card. Top and bottom margins are determined by the quantity of matter on the card, but they should never be less than the side margins, though they may be greater. Cards look well with the display line and price in vertical lettering, the descriptive lines or groups in slanting letters.

Guide lines should always be ruled for the height of the letters, using a medium hard lead pencil and faint lines. Some prefer stick charcoal as the lines may be erased after the lettering is dry with a piece of chamois silk. Prominent lead pencil lines should be

Sale of
Boys' Sweaters
Specially priced
\$4⁹⁵

©K.E.F. W.S.



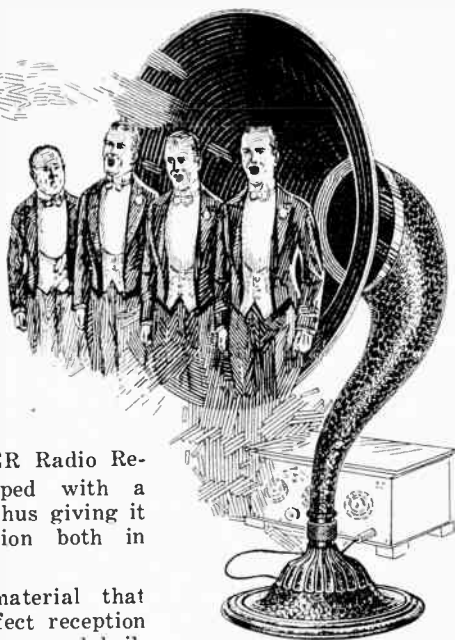
What a Difference a Wood Horn Makes!

THE MUSIC MASTER Radio Reproducer is equipped with a wood amplifying bell—thus giving it character and distinction both in quality and appearance.

Wood is the one material that makes possible the perfect reception of radio. Tones are clear and brilliant yet full and resonant—a lifelike re-creation of the original.

The correctness of the MUSIC MASTER principle, established years ago in the talking machine art, is again proved by actual performance in radio.

To increase your sales and profits and the number of your satisfied customers—take on MUSIC MASTER at once.



14-inch Horn for the Home\$30

21-inch Horn for Concerts\$35

Comes complete, ready to attach in place of headphones. No batteries required. No adjustments.

MUSIC MASTER CORPORATION

(formerly General Radio Corporation)

Makers and Distributors of High-Grade Radio Apparatus

S. W. cor. 10th & Cherry Sts., PHILADELPHIA

1005 Liberty Ave., PITTSBURGH

**Music
Master**
RADIO REPRODUCER

Say you saw it in Radio Merchandising

removed with art gum. For practice work, make a layout of the following phrase on a quarter sheet card: "Sale of Boys' Sweaters, Specially priced, \$4.95."

First draw the border line $\frac{3}{4}$ " from the edge of the card, then locate the center of the card and draw a light center vertical line the height of your layout. Next locate the lines of letters by pointing off with dots on the center lines, the spaces the letters will occupy. Next draw light guide lines to limit the height of the letters, after which the letters should be roughly sketched in.

"Boys' Sweaters" and the price "\$4.95" being the principal features of this layout, should be given the most prominence. Make the letters about one inch in height and the dollar numeral two inches. The cent numerals are generally made about one-half the height of the dollar numeral with a dash placed beneath them. Never make the dollar sign more than half the height of the dollar numeral. For the words "Sale of" and "Specially priced" the letters should be about $\frac{1}{2}$ " in height. Two guide lines are preferable to three, always ruling them for the height of the lower case letters. For those which extend above the top line, you may draw another line if you wish. In placing this same layout on an upright card (11x14") you should allow a little more margin at top and bottom of the card. On a half sheet card or larger the border line should be 1" or more from the edge of the card.

Border lines may be ruled with the brush as follows: Point the brush, holding it in the same manner as for lettering, allowing the last two fingers to rest against the back edge of the ruler and on the surface of the card, draw the brush rapidly the length of the line.

Things That Have Blasted Promising Careers

A soft snap.

Being somebody's pet.

Being held in a position by influence, instead of earning it.

Being pushed, leaning upon others, depending upon others for influence, waiting for something favorable to turn up, trying to get the most without trying honestly to earn it.

Depending upon luck or a pull.

Trying to be somebody else.

Getting into a position which he could not honestly fill, which he didn't have the training, the education, the preparation to fill.

Getting a job does not always mean that one is able to fill it, and has ruined many a career.

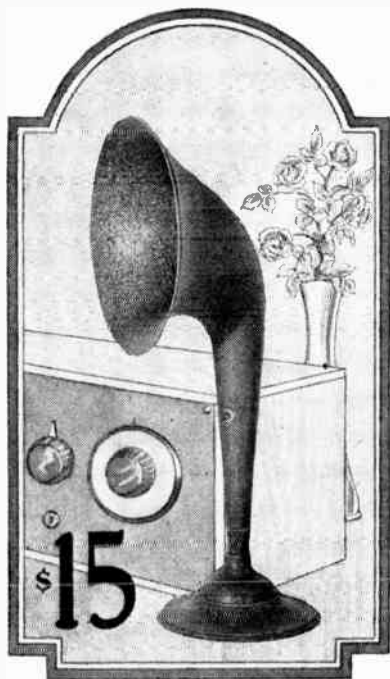
Perfectone

TRADE MARK

*FAMOUS
for performance*

*ATTRACTIVE
in appearance*

*POPULAR
in price*



Phonograph Attachment

\$8.75

It is refreshing to demonstrate a Perfectone as its tone is a convincing sales argument.

Before you stock a loud speaker or phonograph attachment at any price, see and hear the Perfectone.

Write for discounts and full information on the entire Perfectone line.

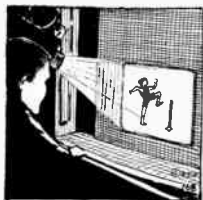
PERFECTONE RADIO CORPORATION
490-B Broome St. New York

Broadcasting is the universal stage—Your arm chair a box seat

Say you saw it in Radio Merchandising

"TELLING" SELLING TIPS

by A. Rowden King



What the
Slow-
Pictures
Show

One of the most interesting novelties which the silver screen has offered us in some years has been the Slow Picture. Moving pictures are normally taken and normally exposed at the rate of sixteen a second. But when the rate at which they are taken is materially increased but the rate of projection is kept the same, objects seem to move with uncommon slowness. Under such circumstances we may analyze the movements, for example, of running horses and men. What business in general and retailing in particular need perhaps is to be able to review, as with the Slow Pictures, their standard activities and thus be able to better analyze their shortcomings and thereby be able to benefit. The process would result in the elimination of much of the present guesswork methods and the substitution of methods much more akin to those of the scientist. What business needs more than anything else is self-analysis, which will discover and rectify its many flagrant wastes, its leaks, its shortcomings. An expert figures that in coming in late and leaving early even the worker of average conscience loses twenty minutes a day which at fifty cents an hour

means a loss in a year in a factory employing 1000 of \$50,000. And there are, too, the wastes of too great economy, of show windows poorly lighted "to save money" and the like. Bring on the Slow Movies of Business!

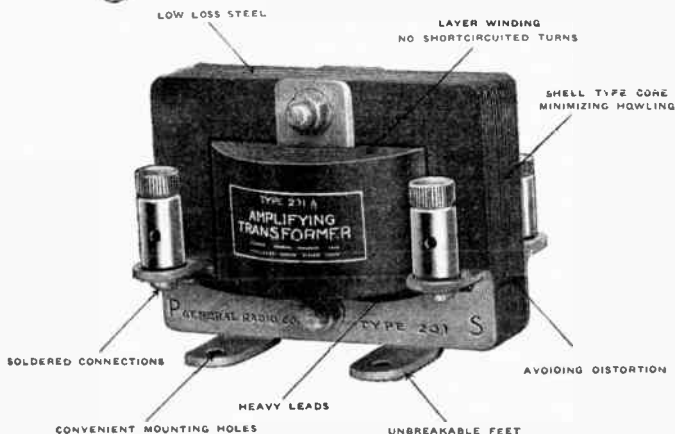


The
Rainy
Day

"Rain, rain, go away; come again some other day"—it's the old plaint of the nursery; yes, and of the business man as well. We are all of us fair-weather sailors by preference. And yet there are those who have the vision to make capital of what others are wont to look upon as their hard luck. Rainy day? Why, here's what one sales manager tells his men: "Whenever we gaze out at the elements and declare that it's either too cold, or too hot, or too wet, or the wrong day to solicit a prospect, we simply gather together our working tools and sally forth. We know that 99 per cent of our fellow humans are thinking the same thing and that 98 per cent will persuade themselves that they are right. That leaves us but 2 per cent to compete with." And a retailer whom we know of always has a special advertisement standing in type at the newspapers, ready to slap on



Amplification— Undistorted



Type 231-A Audio F.M. Transformer

The efficiency of a broadcast receiver is often destroyed by poor amplification—due to inferior transformers.

More and more the radio public is insisting upon electrical and mechanical efficiency as well as price and appearance.

The features which have gained the GENERAL RADIO CO. Type 231-A Transformer its enviable position as a leader among Transformers are:

Low loss steel used in its core construction.

Layer winding prevents short circuiting of turns.

Air gaps in core avoid distortion.

Unbreakable feet with convenient mounting holes, make installation easier.

Soldered connections eliminate losses from poor contacts.

Not only has this Transformer a high amplification factor, but the amplification is nearly uniform throughout the entire audio range—making it *best for all stages*.

Carried in stock by all good radio dealers.

Turns Ratio 3.7 to 1.

Impedance Ratio 10 to 1.

Write **TODAY** for Instructive Folder—

"Quality Amplification" and Bulletin 917Z.

Price \$5.00

GENERAL RADIO CO.

Manufacturers of

Electrical and Radio Laboratory Apparatus

Massachusetts Ave. and Windsor St.

CAMBRIDGE

MASSACHUSETTS

Say you saw it in Radio Merchandising

the presses immediately upon his telephoned instructions. Such advertisements elaborate in pictures and word upon the services which this store is prepared to furnish those who do not care to face the elements if they will phone in their orders. Another retailer, on rainy days, sends out all but a corporal's guard of his clerks to solicit customers and prospects at their doors. Don't let rainy days blunt your courage. They are really days of great potentiality.

sold. Using that as a basis, it is relatively easy to figure the percentage of carrying cost in each instance; and, once it has been established, a merchant is at once in a position where he can handle the subject of mark-up with real intelligence. Also he can knowingly determine whether quantitative discounts for large purchases from the manufacturers do or do not outweigh the carrying costs and hence whether it may not be best to buy in smaller quantities and oftener.



**Carrying
Costs**



**Avoid
Costly
Falls**

An article should sell at a price which represents the total of four elements: its original cost plus the costs of selling it (including salaries, advertising, deliveries, bookkeeping, etc.) plus profit plus carrying costs. It is the last named which is too frequently overlooked and not considered; yet carrying costs may easily be so large as to mean all the difference between success and failure. They include rent, taxes, interest on investment, insurance, depreciation. In these days the enterprising retailer takes the time and pains to establish pretty carefully just what the percentage of carrying costs is on every line of goods handled. Nor is it a difficult thing to figure. Purchase invoices, considered in conjunction with sales slips, easily show up the average period for which any line is usually carried in stock before it is

This is the time of the year when, over a large part of the country, the retailer's net income may be in constant danger of being wiped out through carelessness in not keeping his sidewalk clean of ice and snow. One fall, one injury to a passerby—it need not be a severe one either—may go far to wipe out the profits of months of hard and skillful merchandising. That is quite aside from possible police court fines for such sidewalk neglect. And there is, too, the positive side, the advertisement-value of a reputation for keeping the sidewalk in front of one's store carefully clear of ice and snow. Not only should the snow which falls be removed promptly, but in cold weather when show windows are washed one should be constantly guarding against the possibility of the water used in the process running across the sidewalk and



You Can Capture Most of the Spring Portable Set Sales

**COTO PARTS
are
GUARANTEED**

Variable Air Condenser with Vernier, Moulded Variometer and Variocoupler, Audio Frequency Amplifying Transformers, 3 to 1, \$2.50, 5 to 1, \$5. Cotogrip Tube Sockets, etc. All laboratory tested.

Get the jump on competition in your town by making up a Coto Compact portable set. Just think of a two tube set on 4x8 inch panel. Build a sample and display it. You can sell right through the summer.

If you are a Recognized Dealer, write for Samples on Memorandum.

COTO-COIL CO., 87 Willard Ave., Providence, R. I.
 Los Angeles, 329 Union League Bldg.
 Minneapolis, Geo. F. Darling, 705 Plymouth Bldg.
 Atlanta, C. P. Atkinson, Atlanta Trust Co. Bldg.
 Canada, Perkins Electric Co., Ltd.,
 Montreal, Toronto, Winnipeg.

Profit



the MODERN way!

Tens of thousands of radio fans are amplifying the Modern Way as a result of our advertisements in leading radio magazines.

This advertising, new bulletins of hook-ups for distribution through dealers, and the best line of "Push-Pull," Reflex and Audio Transformers are the reasons why you should stock the Modern Line.

Ask Your Jobber

for Modern Transformers or write direct giving jobber's name.

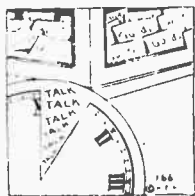
The Modern Electric Mfg. Co.
 Dept. 803 Toledo, Ohio



Trade Mark

Say you saw it in Radio Merchandising

freezing in a smooth slippery sheet. There may be court precedents to prove that one is not responsible when the cleaning is done by arrangement with a window washing company. But such a loop-hole is precarious at best and an ounce of caution is worth a pound of possible legal exoneration.



Too
Much

A very successful teacher of public speaking has this to say: "I find, almost without exception, that the beginner under my tutelage talks too fast. He takes it for granted that his audience, which really may not be in a mood to listen to him at all, will be willing to follow him intently and steadily while he 'gets out of his system' with all possible speed the knowledge which may represent much time, care and enthusiasm in the gathering. Audiences proverbially do not like to think in any manner, let alone your manner; they must be taught to, made to; and the only way to accomplish the latter is to 'feed it to them' slowly, the while always holding their keen interest by what we know as Suspense." What is true of public speaking is just as equally true of that sort of "private speaking" which we know as "over-the-counter" salesmanship and as show-window salesmanship. Try to crowd too much into a five-minute selling talk or too much goods into a show-win-

dow, and there can be no persuasion. The usual prospect may be willing to be persuaded but really dares you to do it. One thing at a time and that done well is a good rule for the speaker, the clerk and the window-dresser.



Make
It
Short

One of the first, big lessons that a new salesman must learn is that it is the easiest sort of thing to "unsell" a prospect, after a certain point in the argument has been reached. Of course not every man can sell on the basis of the same cut-and-dried plan; but it certainly is a fact that more salesmen err on the side of saying too much than of saying too little. Nor is it the difficult matter that many salesmen may think to boil down the selling talk until it is within practical compass. It ought to be easy enough to describe the advantages of radio in a ten minute talk when the mighty thought of Eternity, an impossible subject, has been described by Hendrik Van Loon in exactly fifty-eight words as follows: "High up in the North, in the Land called Svithjed, there stands a rock. It is a hundred miles high and a hundred miles wide. Once every thousand years a little bird comes to this rock to sharpen its beak. When that rock shall have been worn away, then a single day of eternity will have gone by."

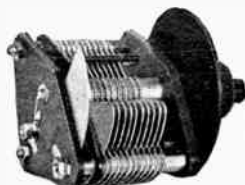


RADIO PRODUCTS

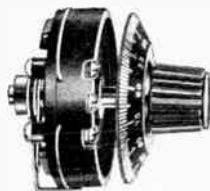
Signal Radio Products make the cash register ring—you cannot find equal quality at anything like the price—and Radio Fans have long ago learned that Signal quality can't be beat at any price. Take advantage of this—by having Signal parts ready to fill orders.

Vernier Variable Condensers

R 131	43 plate	\$4.50
R 132	21 plate	4.20
R 133	11 plate	3.90



Prices on
Plain
Condensers
on request



Rheostats

	Vernier	Plain
6 ohms	\$1.30	\$1.00
15 ohms	1.30	1.00
25 ohms	1.30	1.00
40 ohms	1.30	1.00
400 ohms Potentiometer		1.80

Write for catalog of complete line of Signal Radio Parts.

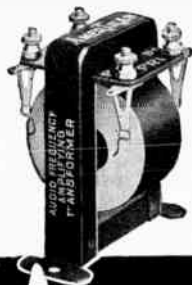
JOBBERs—write for discounts

SIGNAL Electric Mfg. Co.

FACTORY AND GENERAL OFFICES

1924 Broadway, Menominee, Michigan
Boston, Chicago, Minneapolis, Montreal,
New York, Pittsburgh, St. Louis, San
Francisco, Toronto, Philadelphia,
Los Angeles

You'll find our local address in your Telephone Directory



Type AF-6:
Turn ratio, 5:1
Amplification ratio,
30-40 times
audibility

STANDARD
OF
EXCELLENCE
for
audio amplification

With
all
tubes

AMERTRAN

TRADE MARK REG. U.S. PAT. OFF.

In
all
stages

American Transformer Co., Newark, N. J.

Designers and builders of radio transformers for over 22 years

ADDRESS NEAREST DISTRICT OFFICE:

623 Victory Bldg.
Philadelphia, Pa.
302 Flatiron Bldg.
Atlanta, Georgia.

1615 W. Genesee St.
Syracuse, N. Y.
705 Granite Bldg.
Pittsburgh, Pa.

1028 Fourth Ave.
Huntington, W. Va.
2005 Main St.
Dallas, Texas

2111 So. Michigan Av.
Chicago, Illinois.
303 Rialto Bldg.
San Francisco



Say you saw it in Radio Merchandising



You'll Like our Sales Policy

We sell through jobbers and give them co-operation of national and local newspaper advertising.

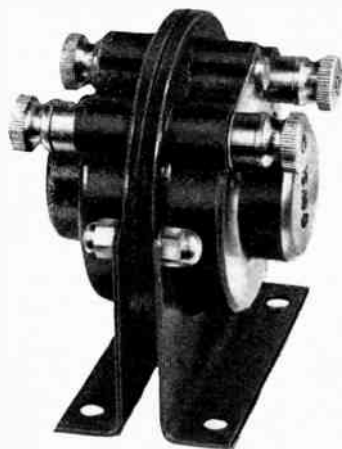
We maintain quality and protect Globe dealers from price cutting.

The result is clean, profitable business with every GLOBE user a satisfied customer.

They Sell Best in the Cut Price Centers

Wherever phone prices have become most demoralized and dealers are at their wits' ends to make an honest dollar on phone sales, GLOBES sell biggest. Thirty years' experience counts for the quality that your best customers are ready to pay a fair price for.

**GLOBE PHONE MFG. CO., READING
MASS.**



RAVEN
SUPER HETERODYNE
TRANSFORMER

New Raven Super Heterodyne Parts

**Transformers
Oscillator Coils
Theostats**

*Beautiful Workmanship
Highly Efficient*

Write us today for prices and jobber and dealer discounts

RAVEN RADIO, INC.

8 LEARNED STREET

ALBANY, N. Y.



*Amplion Dragon
AR-19 \$46*

“Uncanny!”

The clearness, softness and richness with which The Amplion reproduces voice and music are so real as to be almost uncanny. Radio critics are unanimous in the opinion that The Amplion has no equal.

It is the adaption, for Radio, of an electro-magnetic and acoustic instrument which for thirty years has ranked supreme all over the world.

Supplied in a wide range of models.
Attractive proposition for Jobbers. Write.

AMPLION

The World's Standard Loud Speaker

Patentees: ALFRED GRAHAM & COMPANY

SIGNAL ELECTRIC MFG., COMPANY

Sole United States Distributors, Menominee, Michigan

BURNDEN OF CANADA, LTD.

Canadian Distributors: 172 King Street W., Toronto



BRISTOL Single Control Radio Receiver

MOST SIMPLE TO OPERATE

The set for those who want results with little effort. Anyone in the family can quickly learn to operate it because technicalities and guesswork are eliminated. One Control Dial does it all.

DOES NOT INTERFERE WITH YOUR NEIGHBOR

Other close by reception is not disturbed when you tune in with this non-reradiating Receiving Set. It gives you a comfortable sensation of freedom to be able to change from one station to another knowing that you will not interfere with your neighbor's receiving.

CHOICE OF AERIAL OR LOOP

Where conditions make it difficult to install an outside aerial, as in congested sections of cities, good results can usually be had by using inside Loop. In fact, the directional feature of the Loop often brings in stations not possible with a stationary aerial.

Mounted in solid mahogany case with walnut finish, the Bristol Single Control Radio Receiver is handsome in appearance. The price is \$190.00. Bulletin AQ-3013 describing this set will be mailed on request.

THE BRISTOL COMPANY
WATERBURY, CONN.

Say you saw it in Radio Merchandising

Ecodyne

A New, Highly Selective, Long Range Tuned
Radio Frequency Receiver

CUT

Five tubes with which we have developed something NEW in radio. Solid mahogany cabinet, beautifully finished, excellent workmanship throughout.

Jobbers, dealers, you should write us for illustrations,
prices and discounts today

ECONOMIC APPLIANCE COMPANY, Irwin, Pa.

(Concluded from page 22)

mends, he writes in indelible ink upon the lining: "Fitted short." Then if the woman gets bunions and ruins her feet, it's her own look-out. She has been warned, and the shoe company has documentary evidence of the fact.

The good radio dealer, who is wide awake to his own interests, will see to it that he and his assistants don't "fit short" unless the customer insists.

And even then, an alibi is a poor excuse for a pleased, boosting customer!

(Concluded from page 72)

must be a little higher in tone and suggest class and refinement, if it is to appeal to people who have the means to purchase such sets and to whom a cheap looking window is repelling. How the T. Eaton Co., Ltd., Toronto, Ont., Canada, displayed fairly expensive radio

sets was to group them on little gate-leg tables and stands, which were draped with mouse brown plush. The floor was billowed with the same material. A card announced a—"Selected Showing of Radio Supplies."

We hope as time goes on to see more enterprise and initiative in radio display work, for it is one of the important, if not the most important, advertising mediums at the radio retailer's disposal.

(Concluded from page 40)

getting past the janitor—in fact, that worthy official helped him make some of his appointments, for he tipped the dealer off to just when the lady of the house was at home. The dealer usually talked the lady of the house into allowing him to install a set "just to surprise her husband." Out of forty tenants he sold twenty-nine and the sets averaged over a hundred dollars each. Not a bad little harvest in one apartment house.



No. 60

Mast Pipe Fixtures

Made in two sizes

The Freidag Aerial Fittings were designed to take the place of the unsightly, poorly installed wood pole or tower usually used for aerial supports. Packed one set to the box.

Jobbers and dealers write for trade prices

The Direct Sales Co.

International Distributors

431 South Dearborn St.

CHICAGO, ILL.

No. 70

Set No. 60—Price Complete (less pipe), \$3.50 per set.

Set No. 70—Price Complete (less pipe), \$1.00 per set.

If your dealer does not carry them, send price and dealer's name to

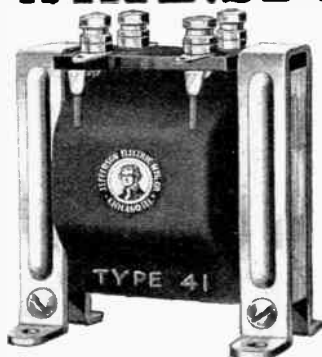
Freidag Mfg. Co., Freeport, Ill.



You can erect your Aerial in 15 to 30 minutes, when you use these fixtures.

Made to fit on any pitch of roof or a flat roof.

IF YOU WANT A TRANSFORMER



"That reproduces clear from near or far"

SELL A JEFFERSON

"That has just the right characteristics to meet every particular requirement—two radio, six audio frequency"

SELL A JEFFERSON

"That is backed by a national advertising campaign"

SELL A JEFFERSON

"That is made by a company which has specialized in this field for more than a generation"

SELL A JEFFERSON

The name JEFFERSON is known wherever Transformers are used. Descriptive literature and price sheet on request, or your jobber will gladly fill your order.

JEFFERSON ELECTRIC MFG. CO.

423 S. Green St.

Chicago

Say you saw it in Radio Merchandising

PHILOSOPHY

Good rewards come from good service.

A bluff is a handicap when it's punctured.

Forward or backward! You can't stand still in business.

Wise employers cater to the employees' sense of self-respect.

The bigger the business the more important courteous service becomes.

Every human being is "in business for himself," whether on wages, salary or dividends.

To the customer or client or prospect no company is any better than the man he meets representing it.

There are two kinds of wise men in the world, ones who are really wise, and those smart enough to keep quiet.

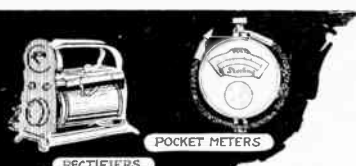
Discourtesy causes two reactions among humans. To one out of ten it is the horrible example that makes him more thoughtful for others; the other nine it moves to retaliation.

Until you feel that your life is important and your work necessary, you never will be happy, neither will you ever be a success. Put this in your clay pipe and smoke it.

A lost dollar may be found, but ten minutes of lost time will never be found this side of eternity.

Gloomer or Shiner

AS we move along our separate ways, we all leave a great stream of something behind us, just as a ship leaves a great white band of seething foam in its wake when speeding through the water. We can leave a stream of blessings, of sunshine, of gladness and joy, or we can leave a poison stream of pessimism, of negative thoughts, of bitterness, of envy and gloom. We can shine through life, or we can gloom through—whichever we please. It has nothing to do with our condition, whether we are rich or poor, homely or handsome, fortunate or unfortunate. We can be a gloomer or a shiner. just as we please.—*Marden.*



RECTIFIERS

POCKET METERS



FILAMENT METERS

**You
Can
Bank
on**

Sterling

RADIO NECESSITIES

EACH year and each month witness a vast increase in the production of Sterling Radio products.

Where there is smoke there is fire, and where there is increased production there must be increased sales.

Are you getting your share of this business lead by an avalanche of radio magazine advertising and flanked by a sound merchandising policy with a steadfast guarantee of perfect workmanship?

Write for folder telling about full line.

**The
Sterling
Manufacturing
Company**

2830 Prospect Avenue
CLEVELAND, Ohio



RHEOSTATS



12 POINT ROTARY SWITCH



AUDIO & RADIO TRANSFORMERS



Collect Your Profits *from the* Regal Reputation

Satisfactory merchandise mean "good will" and repeat orders. Regal lines are winning trade for hundreds of dealers.

Regal Vernier Rheostat

A big demand—show a Regal. Its new design allows finest adjustment and wins sales. 6 ohms or 30 ohms.



No. 120

List ... \$1.25

Regal Double Arm Inductance Switch

Hard Rubber, Knob and Dial. Easy to Mount on Any Panel. Perfect Contact.



No. 162

List ... \$1.50

Regal Audio Frequency Amplifying Transformer

for selected reception—sells on sight.



No. 200

Ratio—
3½ to 1, \$4.25 5 to 1, \$4.50

Send for our Circular No. 29 showing thirty big Regal items, also our dealer's proposition.

American Specialty Co.
Bridgeport, Conn.

Humor



This Hasn't Been Done Yet

"Shave without soap or brush or razor! Our muriatic acid bath takes away hair, skin and all the first wallop! Try it and shave no more. Why spend your life making lather and fooling around with razor blades? Send for your book of testimonials entitled 'The Acid Test.'"

Careful of His Customers

"Can't you wait on me?" asked the impatient customer. "Two pounds of liver. I'm in a hurry."

"Sorry, madam," said the butcher, "but there are two or three ahead of you. You surely don't want your liver out of order. do you?"

How Absoid!

"Do you suppose," began the clerk in the provisions department—

"S'pose wot?" unceremoniously asked his associate.

"That the jelly fish get their jelly from the ocean currents?"

All Out of Tune

Said the new ad writer:

"Try our quiet roller bearings. They fairly shriek of quality at every revolution of the car's wheels!"

Perfectly True

"There's one bird who advertises the truth," said Yabbsley as he jabbed his finger into a display ad saying 'lasting satisfaction.'"

"So?" said his friend.

"I'll tell the world. I bought something there once and I'm satisfied that one purchase will be my last."

Certainlee!

"I can't," said the boss, "understand why you quoted that chinaware so low for the big sale. Of course, however, I can see through your glass prices."

A Broad Hint

"I wish," said the employee in a crayon portrait factory, "you would arrange it so that drawing my salary weren't so suggestive of miniature painting."

Didn't Need It

"Don't you want a Staxon for your automobile?"

"A what?" Business of hand to ear.

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Combined Rheostat and Cut-Out: John Elliott Jenkins of Chicago, Ill. Patented November 20, 1923. No. 1,474,367.

Detector for Wireless Signals: Eugene F. Randall of Medford Mass., assignor to American Radio & Research Corporation of Medford, Mass. Patented November 20, 1923. No. 1,475,027.

Method of and Arrangement for Receiving Electrical Oscillations: Alexander Meissner of Berlin, Germany, assignor to Gesellschaft Fur Drahtlose Telegraphie M. B. H. Hallesches of Berlin, Germany. Patented November 20, 1923. No. 1,474,726.

Electrical Transmission of Communications: Harold Rowntree of Pass Christian, Miss. Patented November 27, 1923. No. 1,475,448.

Variable Current Generator: Charles A. Hoxie of Schenectady, N. Y., assignor to General Electric Company of New York. Patented November 27, 1923. No. 1,575,583.

Protective Device for Receiving Systems: Harold B. Herty of New Orleans, La. Patented November 27, 1923. No. 1,475,632.

Radio Signaling System: Ralph Bown of East Orange, N. J., assignor to American Telephone and Telegraph Company of New York. Patented November 27, 1923. No. 1,475,219.

Sound Detecting Device: Irving Langmuir of Schenectady, N. Y., assignor to General Electric Company of New York. Patented November 27, 1923. No. 1,475,190.

Signal-Transmitting System: Walter R. G. Baker of Schenectady, N. Y., assignor to General Electric Company of New York. Patented November 27, 1923. No. 1,475,164.

Radio Signaling Call System: De Loss K. Martin of Orange, N. J., assignor to American Telephone and Telegraph Company of New York. Patented December 4, 1923. No. 1,476,003.

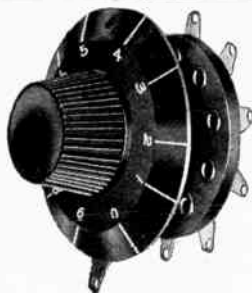
Radio Frequency Device: Harold Potter Donle of Meriden, Conn., assignor to the Connecticut Telephone and Electric Company, Inc., of Meriden, Conn. Patented December 4, 1923. No. 1,476,156.

Electrical Signaling: Louis Cohen and Joseph O. Manborgne of Washington, D. C. Patented December 11, 1923. No. 1,476,691.

Frequency Control System: De Loss K. Martin of Orange, N. J., assignor to American Telephone and Telegraph Company of New York. Patented December 11, 1923. No. 1,476,721.

Radio Modulation System: Frank Conrad of Pittsburgh, Pa., assignor to Westinghouse Electric and Manufacturing Company of Pittsburgh, Pa. Patented December 11, 1923. No. 1,477,316.

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Radio Receiving System: Ernst F. W. Alexanderson of Schenectady, N. Y., assignor to General Electric Company of New York. Patented December 11, 1923. No. 1,477,413.

Relay: Harold W. Nichols of Maplewood, N. J., assignor to Western Electric Company of New York. Patented December 18, 1923. No. 1,478,051.

Amplifying System: Chester W. Rice of Schenectady, N. Y., assignor to General Electric Company of New York. Patented December 18, 1923. No. 1,477,898.

Signal Receiving System and Method: Ray Edwin Hall of Chicago, Ill., assignor to Hall Research Corporation of Delaware. Patented December 18, 1923. No. 1,477,645.

Detector Stand: Robert J. Heitzman of Union Hill, N. J. Patented December 18, 1923. No. 1,477,826.

Method and Apparatus for Increasing Electronic Emission: Harold F. Donle of Meriden, Conn., assignor to the Connecticut Telephone and Electric Company, Inc., of Meriden, Conn. Patented December 18, 1923. No. 1,477,868.

Electronic Emission: Harold Potter Donle of Meriden, Conn., assignor to the Connecticut Telephone and Electric Company, Inc., of Meriden, Conn. Patented December 18, 1923. No. 1,477,869.

High Frequency Signaling System: Chester W. Rice of Schenectady, N. Y., assignor to General Electric Company of New York. Patented December 18, 1923. No. 1,477,899.

Radio Receiving System: Lee de Forest of New York. Patented December 18, 1923. No. 1,478,029.

Radio Receiving System: John Mills of Wyoming, N. J.,

assignor to Western Electric Company, Inc., of New York. Patented December 18, 1923. No. 1,478,047.

Modulation Circuits and Measurement: Edward L. Nelson of East Orange, N. J., assignor to Western Electric Company, Inc., of New York. Patented December 18, 1923. No. 1,478,050.

Vacuum Tube: Hendrik J. Van Der Bijl of New York, assignor to Western Electric Company, Inc., of New York. Patented December 18, 1923. No. 1,478,072.

Electron Discharge Device: H. W. Weinhart of Elizabeth, N. J., assignor to Western Electric Company, Inc., of New York. Patented December 18, 1923. No. 1,478,076.

Vacuum Tube: William Wilson of Maplewood, N. J., assignor to Western Electric Company, Inc., of New York. Patented December 18, 1923. No. 1,478,087.

Electrical Air Condenser: Ralph C. Lewis of Providence, R. I., assignor to Coto-Coil Company of Boston, Mass. Patented December 18, 1923. No. 1,478,342.

Method of Delivering Illustrated Lectures or Songs: A. F. Victor of New York. Patented Dec. 28, 1923. No. 1,478,806.

Electric Oscillator: Henry G. Cordes of Bremerton, Wash. Patented Dec. 28, 1923. No. 1,478,638.

Impedance Element: George H. Stevenson of Rye, N. Y., assignor to Western Electric Company, Inc., New York. Patented Jan. 8, 1924. No. 1,480,688.

Oscillator: Alphonsus L. Golden of Oakland, Cal., assignor to National Radio Company of San Francisco, Cal. Patented Jan. 8, 1924. No. 1,480,388.



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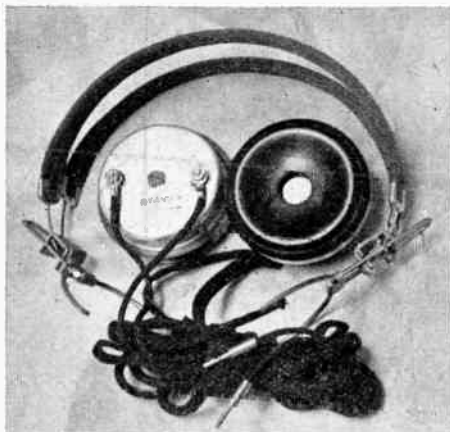
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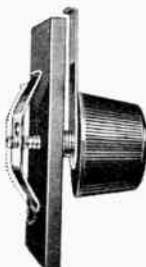
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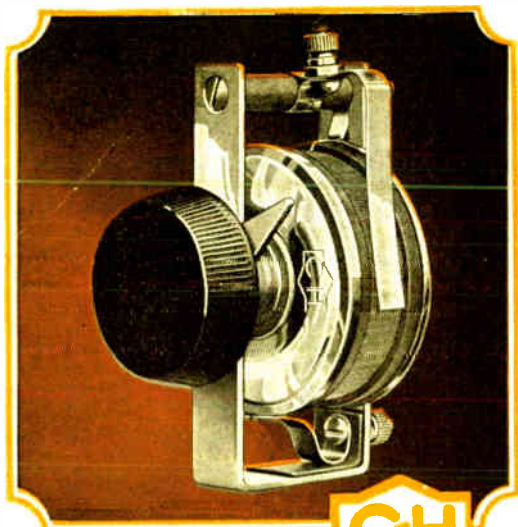
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