

RADIO

Merchandising

THE MAGAZINE OF THE RADIO TRADE

SEPTEMBER, 1924

\$1.00 A YEAR



Are You Hitting on All Twelve
in Your Plan of Distribution?

World Radio History (See pages 1, 2, 3 and 4)

125 MANUFACTURERS USE FORMICA FOR RADIO PANELS AND INSULATING TUBES



The fact that nearly all of the important independent radio set makers use Formica is after all its best recommendation to the amateur. These firms have tested and tried everything. They know what causes the least trouble—and they prefer to rest their reputations on Formica insulation.

In radio frequency sets, they are using this year many Formica base panels and terminal strips to stop leakages that reduce volume and distance.

You can get a Formica panel in any desired size and in three beautiful finishes: Walnut, mahogany or gloss black.

Dealers: Formica will sell better this year than ever. There will be more and better advertising and sales promotion.

The Formica Insulation Company
4641 Spring Grove Avenue, Cincinnati, Ohio

FORMICA
Made from Anhydrous Bakelite Resins
SHEETS TUBES RODS

Are You Hitting on All Twelve in Your Plan of Distribution?

An Open Letter to the Radio Manu- facturing Industry

By Frank C. Thomas

In going over the country this summer in the interest of Radio Merchandising I have been very greatly impressed by the thoroughness of distribution of some radio products and by lack of distribution of some others.

Take, for example, the products of two Chicago manufacturers. Both make fine merchandise. They have been in the business a long time. Both are fine houses; they are non-competitive. I have found the product of one in nearly every store I have been in from Maine to Kansas. I have found the other with intensive distribution in St. Louis and Chicago, but not on sale in many, many places I have inquired. Both these houses have maintained about the same amount of consumer advertising. But it is a fact that one has consistently used the trade papers and the other has not. Also one has consistently maintained very close

dealer jobber relations and the other has not. In the instance of the concern which has effected good distribution they have, to my knowledge, for the past two and a half years kept up a constant drumfire by mail and through advertising on the distributing forces of the radio industry and, I believe, have secured a minimum of ten thousand retail outlets. They have a twelve months' business; true, not as heavy during the summer as the winter, but it is regular and sure, and I have never seen them without orders.

The other manufacturer has neglected the distributing channels and relied on his consumer mail order business and spotty distribution to get him by, and it just doesn't work. He has today a fair stock on hand for this fall's delivery and will sell it, but his business is good for only eight or nine months out of the year and he is flat the rest of the time.

This is written here hoping to hit those manufacturers who neglect the second greatest thing in the radio business. After making a good product what good is it to you or anyone else if it isn't sold? And the only permanent and sure way to have it sold and kept moving is to and through the retailers and jobbers of the country. There are over twenty thousand stores in the United States selling radio today. There are over seven hundred jobbers, over half of them quite well rated, and any manufacturer making a real good piece of radio can get a hearing. True, no one jobber will carry every line—he would be foolish to do so—but he has competition, and the others traveling the same territory may be interested. **RADIO MERCHANDISING** has compiled a very complete list of job-

bers selling radio. That list will be sent to any manufacturer asking for it. There is no obligation whatsoever. If you have neglected to put your product before the jobbing trade and before the retail trade you have neglected building the foundation of your business.

There is no secret hocus pocus about marketing radio. The business is no different from any other. It is, if you make a good product, nothing but consistent hard work in plugging constantly those houses which serve the public in their radio needs.

When distribution is effected, then and not until then is it advisable to advertise a given product to the public at large. Of what use is it to create "consumer demand" when the poor consumer can't get your product except by catalogue and mail? He may not know just what he wants, and what he buys by mail may not at all fill the bill. If he can go to a store and see and learn just what your product is and what it does, then, product and price being equal, he is your satisfied customer.

The matter of distribution in the radio industry is not receiving the attention it deserves. Many manufacturers try to laugh it off by saying it is all such a new business that no one has more than the other fellow and they guess they are as good as the next one. But unless they have the acquaintance of the merchandising forces of the business in a national way they are not "sitting pretty" and are only fooling themselves.

Before me is a circular letter from a contemporary publishing a consumer paper, who writes that 58% of all radio is bought through the mail, that

28% is bought from the few big mail order houses. I do not know where his figures come from nor how reliable they are, but if they are correct then the manufacturers of the radio industry are only two-fifths on a sound basis.

Handling radio accounts, I know many courageous advertising agents who, knowing absolutely that Rome was not built in a day, have refused to handle accounts which desired to rush before the consumers in a national way before some distribution had been effected. It seems to be the thought of some manufacturers that they "can go into the radio business" and break every established rule of business, but they cannot do it, and eventually the receiver who is appointed lays down to them as a new principle the fact that most of the retail business of the world is done through stores. They find it out then, and it is frequently too late.

The trade press of the radio industry is earnest in its efforts to further distribution of legitimate radio products. It is closer than any other division of publishing to the great concerns whose co-operation means success to the radio manufacturer. RADIO MERCHANDISING wants to do its part toward establishing cordial relations between manufacturer, jobber and retailer. It is rendering such service to many of the leading houses in the industry and is in a position to be of signal service to those manufacturers who take as their first principle "make good merchandise" and as their second one "distribute it through the legitimate and permanent channels of trade."



\$10,000,000 worth of **Brandes** products

*will be sold by dealers
in the next six months*

Only 3 Items in the Line

The MATCHED TONE Superior Headset . . . \$ 6.00
The MATCHED TONE Navy Type Headset. . . 8.00
The TABLE-TALKER 10.00

The most popular, fastest turning,
easiest selling and most profitable line
in Radio today.

Never have radio dealers been backed
by more complete and effective win-
dow displays, broadsides, booklets
and national advertising.

Tie-Up Stock-Up and Cash-In

Brandes

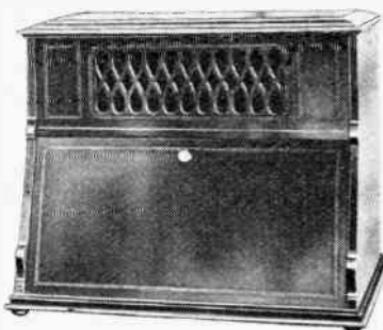
*The name
to know in Radio*



Say you saw it in Radio Merchandising



Now FADA gives Neutrodyne



FADA Neutrola
No. 185-A

Mahogany cabinet, beautifully inlaid, including self-contained loud speaker and ample room for batteries. A five-tube Neutrodyne. Drop desk lid conceals panel when receiver is not in use. Price (less tubes, batteries, etc.) \$220.

WHATEVER your customers want in a Neutrodyne, you can satisfy them completely with one of the new FADA models. If they want de luxe cabinet work combined with utmost radio efficiency, there are the FADA Neutrola and FADA Neutrola Grand, the FADA Neutroceiver and Neutroceiver Grand. If they want a more economical set, offer them the FADA Neutro Junior, three tubes. And always there is the famous FADA "One Sixty"—the four-tube receiver "that has taken the country by storm."

The de luxe models provide cabinet space for batteries, and every model embodies the latest and best improvements in Neutrodyne.

*If you have not received complete
new catalog, write for it now.*

F. A. D. ANDREA, INC., 1581 JEROME AVENUE, NEW YORK

FADA Neutroceiver
Model 175-A

Mahogany cabinet, inclining panel and roomy battery shelf. Five-tube Neutrodyne. Price (less tubes, batteries, etc.) \$160.



Say you saw it in Radio Merchandising



you a complete Line

IN addition to the three FADA Neutrodynes illustrated, the FADA line includes the following: FADA "One Sixty" (No. 160-A) four-tube Neutrodyne. Price (less tubes, batteries, etc.) \$120.

FADA Neutro Junior. Three-tube FADA Neutrodyne. A wonderful performer. Price (less tubes, battery, etc.) \$75. FADA Neutrodyne Cabinet Table. Model 190-A. Handsome mahogany base unit for either Neutrola or Neutroceiver. Price \$75.

FADA Neutrodyne Phonograph Panels. Panel-mounted five-tube FADA Neutrodyne adapted for installation in prominent makes of phonographs. No. 196-A. Five-tube panel 15 3/16" x 16 27/32". Price \$110. No. 197-A. Five-tube panel 14 1/2" x 17 13/32". Price \$110.

Get in touch with your distributor

F. A. D. ANDREA, INC., 1581 JEROME AVENUE, NEW YORK



FADA Neutrola Grand
Model 185/90-A

This is the five-tube Neutrola 185-A mounted on FADA Cabinet Table 190-A. Price (less tubes, batteries, etc.) \$295.

FADA

R a d i o



Say you saw it in Radio Merchandising

ELECT

They



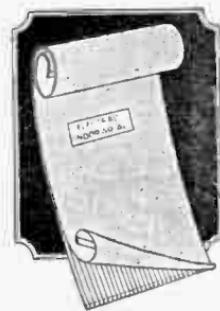
CERTIFIED LEAKS. Guaranteed Accurate Calibration Permanent Fixed Resistance from 1-2 to 10 megohms. List 50c.



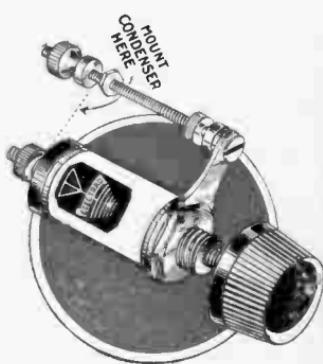
DISPLAY CABINETS. Handsome Mahogany Display Cabinets. Thieffproof. Given free with all orders of 1-2 gross of assorted Certified Leaks.



LEAD-IN — Guaranteed 3000 volt test. Insulation not skimped. Soldered connections. Fitted with Fahnestock Clips. List 40c.

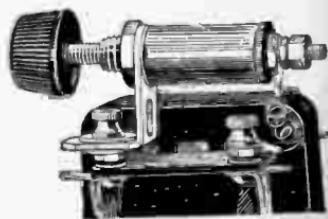


INDORARIAL— Eliminates static, gives wonderful directional effect. Can be hung or laid anywhere. List \$1.50.



VARIOHM. The perfect Variable Grid Leak. Once set stays permanently. Used with any fixed condenser. Range, 1-4 to 30 megohms. List 75c. Mounted \$1.00.

RESISTANCE COUPLED AMPLIFIER KITS. Necessary mounted audionhums and mounted Certified Leaks for 3 stage resistance coupled amplification. Kit No. 1, \$8.25; Kit No. 2, \$6.00.



Say you saw it in Radio Merchandising

RAD

Sell — They Satisfy They Insure Repeat Business

On every count Electrad products offer you more.

Electrad Certified parts are unrivaled in quality. Only the finest of materials are used, only the highest grade workmanship is allowed. Then—they are priced right. Giving you generous mark-ups, they are still priced for retailing at a figure that won't make your customers wonder where the value is, and why they should cost so much.

Backed by a strong advertising campaign, their superior qualities, their points of real distinction and merit are known to your customers.

**Here is a line you can get behind and push.
Order through your jobber. Write direct for details
on our advertising program and for display material**

ELECTRAD, INC., Dept. B
428 Broadway, New York

ALSO MAKERS OF

Hydrogrounds, Variable Grid Leak and Condenser Combined, Lightning Arresters, Aerial Outfits, Fixed Resistance Units, Glass Grid Leaks, Grid Leak Mountings, Verni Tuner

UDIO H.M. For
arity and volume
control, place one
end the secondary
the transformer.
nt \$1.50 with ad-
stable bracket.

LAMP SOCKET AN-
TENNA — Simplest,
neatest, most effec-
tive on the market.
List 75c.



The DAY-FAN Set Has Made Its Mark

When the Model OEM, DAY-FAN receiving set, was placed on the market it met with instant approval.

Its ease of operation, clearness of tone, appearance, and all around performance have stamped it as one of the outstanding achievements in the radio field this year.

You don't have to know anything about radio to operate this set. Even a child can tune in on the station desired. Full instructions are sent with each set.

Thoroughly satisfied users, many of whom were formerly radio "doubters," testify to the excellence of both the OEM-7, four tube set, and the OEM-11, three tube set.

**The DAYTON FAN and
MOTOR COMPANY**
DAYTON-OHIO

*Manufacturers of High Grade Electrical
Apparatus for Over Thirty Five Years*

**Model OEM-7
Four Tubes-\$98**

**Model OEM-11
Three Tubes-\$90**



DAYTON FAN & MOTOR CO., Dayton, Ohio.

Without obligation send me complete information concerning your Model OEM, receiving sets.

Name

Street No.

City State

RADIO

Merchandising

THE MAGAZINE OF THE RADIO TRADE

Registered U. S. Pat. Office

G. DOUGLAS WARDROP
EDITOR

VOL. 3

SEPTEMBER, 1924

NO. 12

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RADIO PUBLISHING CORPORATION

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F. C. THOMAS, Vice-Pres.

D. MAGOWAN, Sec.-Treas.

FRANK C. THOMAS, Advertising Manager

342 Madison Avenue, New York

Telephone: Murray Hill 5059—9750



A Feature Vital with Manufacturer and Dealer

National Advertising
Spaulding advertising is also directed to promote the sale of complete radio sets and coils using Bakelite-Duresto panels. Tie up your product with this advertising.

**SALES OFFICES
WAREHOUSES**
484 Broome St., N. Y. C.
141 N. 4th St., Phila.
13 Elkins St., Boston
639 W. Lake St., Chicago
171 Second St.,
San Francisco
310 E. Fourth St.,
Los Angeles

Its beautiful mirror finish is an appealing characteristic feature of Bakelite-Duresto. Ability to retain this brilliant lustre indefinitely and against the most severe climatic conditions is made possible by a special Spaulding process of manufacture.

In addition, Spaulding Bakelite-Duresto panels do not chip in sawing or drilling—do not warp—possess high dielectric properties and great tensile strength.

Line up with this definite step forward in Pakelite manufacture to keep pace with the increasing demand for mirror finish. Our nearest branch has it in stock. Panels shipped in standard sizes, special sizes to order.

Write for descriptive circular

SPAULDING FIBRE COMPANY, Inc.
Factory: TONAWANDA, N. Y.

Spaulding
BAKELITE-DURESTO
Panels · Sheets · Tubes & Rods



Are You Going to Entertain the Overflow Crowds in the Manner Above Shown? It Will Build Good Will for You.



Are You Ready for the World's Series?

The Broadcast of This Great Event Can Be Translated in Increased Profits If You Get Busy Now



HE American and National Leagues are in their final struggle for leadership. In a month the all-absorbing topic of conversation will be the World's Series. Are you all set for the radio sales that will parallel this great event? Last year the play-by-play story of the games was broadcast from several of our most powerful stations, and it is planned to have this broad-

casting service materially increased this year. Thousands of sets were sold to baseball fans last year, and with the increased broadcasting service contemplated it is logical to assume that there will be a very much greater demand this year.

Now is the time to get your house in order for this business and to get your sales campaign under way.

Some of the things that were done by radio merchants last

year may be of general interest now.

A New Jersey merchant fixed up a post card with a picture of Babe Ruth and the legend, "Are you going to see the Babe do his stuff at the World's Series? No! Then you'll want to hear Major White's play-by-play description of the big games right from the Polo Grounds and Yankee Stadium. We have good receiving sets, ranging in price from \$50 to \$150, that will put you in a front seat for every one of the games. Come in and let us demonstrate for you, or let us come over to your home and we'll demonstrate it there." This card went out to all the merchant's prospects, and he arranged demonstrations that sold several sets.

In New Haven, a merchant fixed up his window as a replica of a baseball field, with a miniature diamond and small dolls representing the players. Where

the score board ordinarily would have been, he had a placard reading: "If you can't go to the games, you'll certainly want to listen in on the play-by-play description. You can purchase a receiving set for the price of a box seat for the various games, and when the World Series is through, you'll have all the other joys of radio."

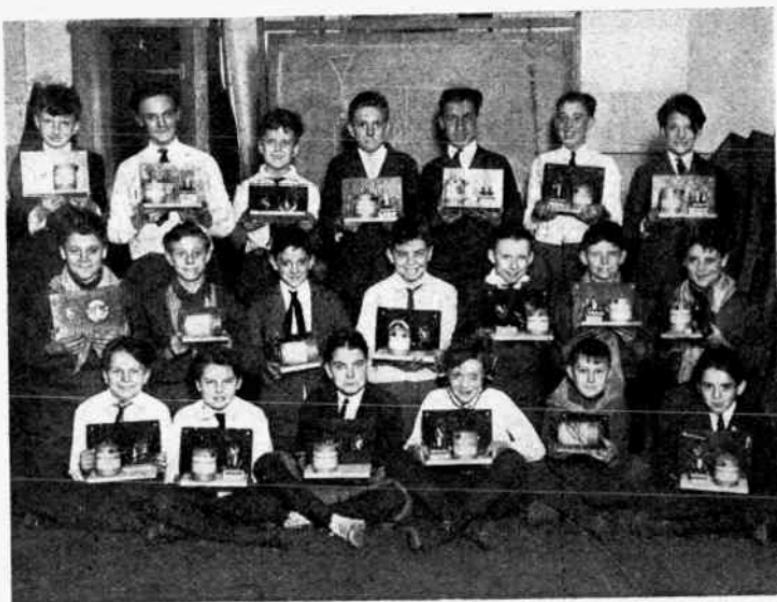
Quite a number of radio merchants played up the World's Series in their advertising last year. Many of the manufacturers have made mats and electros this year, and if you haven't already had proofs from the manufacturers whose products you sell, get in touch with them right away. A few dollars spent in advertising now may very materially increase your World Series sales.

Intelligent and aggressive sales effort around the World Series games will result in increased sales and profits.



©Foto Topics.

Most of the League Teams Have Their Portable Sets. Art Nehf Is Giving Two Fellow Giants a Little Concert Between Innings.



© Foto Topics

You Bet They're Proud of Their Work. And Why Shouldn't They Be?

A Drive to Keep Youngsters Off the Streets

*Knights of Columbus and Boy Scout Organization
Co-operating in Plan*

AMIGHTY interesting attempt is being made in New York City to solve the problem of youngsters playing in the streets after dark. Initiative in the plan has been taken by the Knights of Columbus and the Boy Scouts and the first of a series of radio workshops has been opened where the youngsters are being taught the rudiments of radio construction. A glance at the pictures illustrating this brief story will quickly prove the interest the boys are taking in their work. They are rapidly becoming real hams,

and the sets they are constructing do them real credit.

If radio merchants will talk with their local fraternal organizations, and Boy Scout leaders, there is no reason why this movement, started in New York, cannot be put into effect in every village, town and city in the country. It would be a great stimulus to interest in radio, and at the same time the radio merchant helping to start such a movement in his community would have the knowledge that he was helping to make that community a better place to live in.



Pictorially



A Navajo family
on the brink of the
Grand Canyon, Ari-
zona. The Indians
are enthusiastic B
C L's.



©Fotograms

Radio Is Certainly a Boon to the Coast Guard Service.
Hours of Monotony Have Been Converted Into
Entertainment and Education.

Speaking!



The Jazz hound—
latest model. Sure
he's enjoying it
and he's giving
you a good suggestion
for your next
window display.

©Keystone



©Foto Topics.

Four Maidens, a Pup and a Radio! What Could Be
Sweeter? Radio Out-of-Doors Has Come to Stay.



New York City on the Air

AFTER trials and tribulations New York City is now officially on the air. The Municipal Station WNYC is heard from each day and evening, and the world is hearing all about what a marvelous place we New Yorkers live in.

The ever-hard-to-please radio merchant in the New York area is now complaining that he is having too much of a good thing. We now have too many local stations, he says, and fans within the New York City zone are going to find it hard to break through the local stations and get DX.

It was ever thus! But in any event the programs of the New York stations are equal to or better than the programs elsewhere, and the dealers will find that the majority of fans in the immediate environs of New York will always get something to suit their taste. So what more can we wish?

The superabundance of broadcasting stations is just one more proof that 1924 is going to be the greatest radio year yet.

Mr. Merchant, don't worry about having too many stations. Your time to worry will come when there may be a retrenchment rather than an enlargement of broadcasting facilities.

What Pacent Leadership should mean to you

Pacent Radio Essentials

Adapters
Audioformer
Coil Plug
Coll Plug Receptacle
Condensers, variable
Detector Stand
Duojack
Duoplug
Duo Lateral Coils
Headsets, Everyone
Jacks
Jack Set
Loop Plug
Loop Jack
Multijack
Plugs
Potentiometers
Rheostats
Resistances, Cartridge
Sockets
Super Audioformers
Twin Adapter, etc., etc.



WITH the fact that over 30 of the leading and most widely known radio set manufacturers equip their sets with Pacent Radio Essentials is proof conclusive of Pacent quality.

What more convincing and stronger selling arguments could you use to sell Pacent Radio Essentials to *your* customers! And in selling Pacent Radio Essentials you are selling consumer satisfaction—confidence in you, as a dealer—your greatest business asset. If you do not carry Pacent Radio Essentials, get in touch with your jobber or write to us for our complete catalog M-9 and dealer's discounts.

PACENT ELECTRIC COMPANY, Inc.
22 Park Place New York City

Pacent RADIO ESSENTIALS



THIS BATTERY
WILL MATERIALLY REDUCE
OPERATING COSTS ON
HEAVY CURRENT SETS

NEW!

Eveready Heavy Duty "B" Battery.
45 volts. Three Farnesock Clips. Length, 8 $\frac{3}{4}$ inches; width, 4 $\frac{1}{2}$ inches; height, 7 $\frac{1}{2}$ inches; weight, 13 $\frac{3}{4}$ pounds.

New low price, \$4.75

New Heavy Duty 45-volt "B" Battery No. 770. Extra Large Cells—Extra Long Service

SELL the New Eveready Heavy Duty 45-volt "B" Battery for maximum "B" Battery economy in the following general cases:

- 1—On all receiving sets operating at 90 volts or more, having four tubes without a "C" Battery.
- 2—On all sets having five or more tubes, with or without a "C" Battery.
- 3—On all power amplifiers.
- 4—On all sets that pull heavy currents from the "B" Battery.

Under the above conditions, the New Eveready Heavy Duty 45-volt "B" Battery will give much longer service than the 45-volt "B" Battery of usual size.

This is the battery for those who demand maximum "B" Battery economy and convenience even under the most severe conditions of use.

No inatter what receiver your customer uses, there is an Eveready "B" Battery for him, supreme in economy and efficiency. Sell Eveready Radio Batteries—they last longer. Buy them from your jobber.

Manufactured and guaranteed by
NATIONAL CARBON COMPANY, INC.
 Headquarters for Radio Battery Information
 New York—San Francisco
 Canadian National Carbon Co., Limited, Toronto, Ontario



No. 771
 Eveready "C" Battery
 Clarifies tone and
 prolongs "B" Battery life



Eveready 6-volt Storage
 "A" Battery



No. 766
 Eveready "B"
 $22\frac{1}{2}$ volts. Six
 Fahnestock Spring
 Clip Connectors



No. 772
 Vertical 45-volt, large
 size "B" Battery



No. 7111
 Eveready Radio
 "A" Dry Cell
 Specially
 manufactured for
 use with dry cell
 tubes



No. 764
 Vertical $22\frac{1}{2}$ -volt
 "B" Battery

EVEREADY

Radio Batteries

—they last longer



© Kadel & Herbert

What is afternoon tea without a radio concert? Hopelessly out of date!

"Cashing In" on the Woman Interest in Radio

How to Tie-In Sales With the Broadcast Features of Special Interest to the Ladies

By J. Farrell

HERE is a two mile area in the District of Columbia where the number of radio sets runs considerable higher than in any similar area in the National Capital. Almost every other house in this section of home owners seems to be strung with radio antennae.

I sought the reason for this widespread use of radio among the neighborhood radio dealers. These dealers for the most part began to sell radio sets as a side line in hardware stores and phonograph sales rooms. The

side line is now one of the leading departments in most of the stores.

These dealers are cashing in on the interest of women in radio by playing up the practical value of radio to the housewife. Each dealer has a working radio set in his store and whenever style talks, society gossip, home economics and the other subjects that are the breath of life to women are being broadcast, the women customers in the store are urged to listen in. The sets sell themselves.

L. S. Richardson, radio editor for the United States Depart-



**Crosley Trirdyn
3R3—\$65.00**

The Trirdyn 3R3 incorporates radio frequency amplification, regeneration, reflex and additional audio frequency amplification. With only three tubes it will give better performance than the customary four and five tube sets. It easily tunes through local broadcasting to bring in long distant stations on the loud speaker.

Other Crosleys from
\$14.50 to \$120.00

Prices quoted are without
accessories

*All Crosley Regenerative Receivers Licensed under Armstrong
U. S. Patent 1,113,149.*

Write for Catalog.

The Crosley Radio Corporation

POWEL CROSLEY, Jr., President

939 Alfred St.

Cincinnati, O.

*The Crosley Radio Corporation Owns and Operates Broad-
casting Station WLW.*

The dealer who enjoys a Crosley Franchise will, many times a day, repeat that phrase. Wide publicity and continued satisfactory performance have made Crosley Radio Receivers the largest and easiest sellers on the market. If you handle Crosleys every prospect can be quickly converted into a purchaser.

Decide today to standardize on this Complete Line. For Sale by Good Jobbers Everywhere.

CROSLEY
Better-Cost Less
Radio Products



Say you saw it in Radio Merchandising



Helping You Sell *The* **BLACK BEAUTY**

BIG SPACE—lots of it—in the leading newspapers throughout the country—a strong—pulling advertising campaign instituted to help dealers sell the Black Beauty.

The Black Beauty is the biggest value in loud speakers on the market today—the most that can be accomplished at the price. Packing's right—list is right—discounts are right. Your jobber has the whole story.

*Ask him and get aboard
with this profit proposition*

UNITED RADIO CORPORATION
NEWARK, N. J.



ment of Agriculture, has made a special study of this proposition of woman interest in radio. As a result, the Department now gives what is tantamount to a Government course in home economics by radio in which thousands of women in all parts of the country are enrolled. The lectures on home economics are broadcast twice a week from 184 broadcasting stations in all parts of the country.

"We have found," Mr. Richardson told me, "that men and boys do most of the radio buying. The mechanical bent of the male is the reason for this, but once this mechanical curiosity is satisfied, and the women of the household get a chance at the set it is they who make the most practical use of radio. This practical use of radio by women presents a sales outlet that has been almost entirely overlooked."

The Department determined that whereas the men of the household use radio only a few hours in the evening when entertainment is mostly desired,

the women of the home have the use of the set throughout the day. This gave opportunity to secure a vast women audience during daylight hours for talks in home economics. The "agriogram" service—a word coined by Secretary of Agriculture Wallace—the Department called its new system of bringing radio into the home. Tuition is free to all who have a radio set.

For more than two years the Department had been broadcasting by radio market reports on supplies and prices of meats, fruits and vegetables in the leading consuming centers. The service was intended primarily for farmers to bring them quickly the market information needed in the proper distribution of farm products, but it was found that many housewives were listening in on the market news for information regarding local produce supplies and prices. This information enabled housewives to plan their canning activities, and knowledge of the wholesale prices of food commodities gave them an official check against retail prices.

"When this interest of the women was learned," Mr. Richardson said, "we decided to complete the service so as to tell them not only about the supplies and prices in the markets but to give advice in the cuts of meats and quality of products to buy and how to prepare the food at the lowest cost of human and mechanical energy."

One of the first messages sent out read:

"The United States Department of Agriculture has been investigating the uses of the many cuts of pork, lamb and mutton. This shows that the cheaper cuts may be made as tasty as the higher priced cuts. Many recipes have been worked out



© Kadel & Herbert

A unique radio installation, calculated to fit into the general atmosphere of the room

Sets that sell quickly and stay sold!



MRC 2—Michigan Midget 2-tube
Detector \$32.50



MRC 11—Michigan Midget 2-
stage Amplifier \$30.00



MRC 12—Detector and 2-stage
Amplifier \$57.00



MRC 3—Michigan Senior Re-
generative Detector and 2-
stages of Amplification... \$87.50



MRC 4—Michigan "De Luxe"
4 tubes. The most beautiful set
in America \$150.00

Last season we were never able to catch up with the demand for Michigan Sets. Factory space was doubled—and still the same conditions.

Of all the thousands of sets shipped out and sold, returns from all electrical causes were less than one set for each 1000 shipped. What does that mean to the dealer—few returns, less expense, more profits.

The 1924-5 line is the most advanced electrically—most reasonably priced and the most beautiful in America.

Write for Illustrated Folder.

*Licensed under Armstrong Pat. 1, 113, 149
and Letters of Pat. Pend.
807, 388.*

MICHIGAN RADIO CORPORATION

31 Pearl Street

Grand Rapids, Michigan

and are now available to the public upon application."

The service met with immediate success, and many letters were received from radio stations and housewives commanding it, and requesting recipes.

The agriograms are prepared by Mr. Richardson on the basis of information developed in the Bureau of Home Economics in the Department. This bureau is headed by Dr. Louise Stanley, who is internationally known in the field of home economics. An experimental kitchen that is a revelation in household economy is maintained in this bureau and here the nature and uses of agricultural products used in the home for food are studied, the making of jellies, economy in gas consumption, the economical use of different cooking fats, and methods of utilizing animal products.

Experiments to determine the digestibility of foods such as animal and vegetable fats, cereal grains, flour, raw starch, meats and meat products are made. Menus intended to yield the maximum food values in mixed diets are prepared. The uses of agricultural products for clothing, and the kinds of clothing most conducive to health and economy are studied. Studies calculated to remove the drudgery from housework through the efficient planning of kitchens and the proper selection and care of household equipment are also constantly being made.

This wealth of data of such great importance to both city and farm housewives is made promptly available for radio broadcasting, and according to Mr. Richardson there are numerous instances where as a result local radio dealers have utilized the service to increase radio sales. Many women who had not owned radio sets have

bought radio equipment largely upon assurance from the Department that its home economics radio service would be continued. In fact, it was largely due to this increased demand for service that the home economics work in the Department was expanded and located in a single bureau that now ranks with the other important bureaus in the Department.

The agriograms also contain considerable information of general interest along agricultural lines, but the larger part of the "copy" is made up of the home economics data. "Jellied Sliced Peaches are Good for a Change," reads the heading on a recent issue, followed by a general statement of the merits of the detailed recipes given. "Hot Weather Fruitades" is the title of another message that gives instructions in making hot weather drinks.

"A Well-Scrubbed Closet Keeps Flies From Food," says another piece that tells housewives scientific methods to be followed. "Sweet Curds Good in Pie," another message announces. "Whey and How to Use It," "Methods of Detecting a Bad Egg," "Bacteria, Yeasts, and Molds Cause Good Food to Spoil," and "Ways of Using a Breast of Lamb" are all titles indicating the wide scope of the radio home economics service.

The messages are dated for release on Mondays and Thursdays, the copy being mimeographed and mailed to the broadcasting stations for simultaneous release. Within a few weeks after the service was started nearly 500 broadcasting stations in all parts of the country were officially designated by the Department of Agriculture as its agents for broadcasting the agriograms. Since then an effort has been made to concen-

(Concluded on page 92)

**Quality
plus
Service
since
1915**

CUNNINGHAM
DETECTOR-AMPLIFIER
MODEL C-9
TYPE 20

CUNNINGHAM
TUBE
TYPE 20

CUNNINGHAM
TUBE
TYPE 20

Cunningham RADIO TUBES

**will bring more
RADIO BUSINESS
into your store**

The immense possibilities of the radio field for the dealer who has the foresight to tie in with the right product is emphasized by the estimated figure of \$350,000,000 which will be spent this year in radio equipment.

Thousands of new radio enthusiasts will have become familiar with the name CUNNINGHAM in connection with Radio. They will seek out the store that is identified with Cunningham Radio Tubes in your territory.

For our advertising messages, broadcast all over the United States, drive home the fact that the name Cunningham stands for the highest type

of Radio apparatus. We offer you an opportunity to sell Cunningham Radio Tubes in your territory—to reap the benefit of our extensive advertising—to accept the market we have created for you.

PATENT NOTICE—Cunningham Tubes are covered by patents dated 2-18-08, 2-18-12, 12-30-13, 10-23-17, 10-23-17 and others issued and pending. Licensed for amateur, experimental and entertainment use in radio communication. Any other use will be an infringement.

RADIO DEALERS—Cunningham 40-page DATA BOOK fully explaining care and operation of radio tubes now available at our San Francisco office upon request.

PRICES THE SAME ON ALL FIVE TYPES
C 301 A
C 300
C 299
C 11
C 12

Branch
Chicago

HOME OFFICE:
182 Second Street
SAN FRANCISCO

Branch
New York

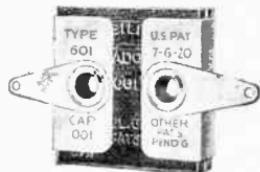
Every Fan knows Dubilier!

He has confidence the minute he hears the name. He knows at once that whatever is claimed for the product—that it will do. Efficiency of performance—quality of material—the two combine to make every Dubilier product an article of highest merit. And the fan knows it. He knows it from ads. He knows it from his own experience. He knows it from the experiences of his friends. The fan is Dubilier's best advertiser.

Stock Dubilier Products

Show them -

The Micadon



It's the most satisfactory condenser out. It appeals especially to the fan because its structure permits the easiest and quickest installation.

The Duratran



The really powerful radio-frequency transformer. It amplifies on the whole broadcasting band—225 to 550 meters—exactly 20 times.

Staples Every Radio Dealer Should Carry

*For address of nearest jobber address
47-49 W. 4th St., N. Y. C.*

Dubilier

CONDENSER AND RADIO CORPORATION

Told in Pictures



This group of radio fans are literally holding on by their teeth to hear what's on the air. But at Rainier National Park the reception is fine.

©Kadel & Herbert.



©Foto Topics

These Little Cripples Are Having the Time of Their Life. Operating This Portable Was the Outstanding Event of Their Picnic.

A Unique Broadcast

Did any of your customers hear C. A. Jackson broadcast from the bottom of the sea? It was a mighty interesting stunt and it thrilled the radio audience.

©Foto Topics.



©Foto Topics.

The Boat From Which Jackson was Lowered to Tell the Radio Audience All About the Denizens of the Deep.



TRF-50

These new Broadcast Receivers
complete the
MAGNAVOX Radio Line

THEY possess three decisive advantages: unequalled simplicity of control; reproduction of exceptional clearness; and handsomely carved period cabinets.

The simplicity of control is provided by the Magnavox Unit Tuner which does away with all complicated dialing, and places the novice on the same footing as the radio expert.

In point of selectivity and distance, these receivers also satisfy the most discriminating.

Magnavox Radio TRF-50

A 5-tube tuned radio frequency receiver consisting of two stages of tuned radio frequency of special design, detector, and two stages of audio frequency.

Magnavox Unit Control Tuning. Built-in Magnavox Reproducer unit.

Cabinet of true period design, beautifully carved, with hand-rubbed antique finish: height, $14\frac{3}{4}$ in.; length, $20\frac{1}{2}$ in.; depth, $18\frac{3}{4}$ in.

Price [without tubes or batteries] \$150.00

The name Magnavox is now identified with a complete radio line including Broadcast Receivers, Vacuum Tubes, Reproducers, Power Amplifiers and Combination Sets.

Write us regarding the assistance we furnish those who become Registered Dealers, and for the name of the Magnavox Distributor in your territory.

THE MAGNAVOX CO., Oakland, Calif.
New York: 350 West 31st Street San Francisco: 274 Brannan Street
Canadian Distributors: Perkins Electric Ltd., Toronto, Montreal, Winnipeg

Magnavox Radio TRF-5

Same as TRF-50 but encased in simpler cabinet without built-in reproducer. Cabinet measures: height, $9\frac{5}{8}$ in.; length, $20\frac{1}{2}$ in.; depth, $14\frac{3}{4}$ in. Loudspeaker and "A" battery terminals in rear.

Price [without tubes, batteries or reproducer] \$125.00

Magnavox Radio Receivers will be announced in full-page advertisements in Saturday Evening Post on September 13th and 27th, followed by a strong list of general, radio and farm papers issued October 1st, the total combined circulation being eight millions.



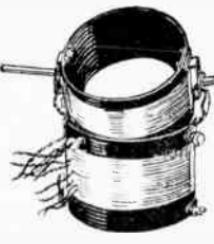
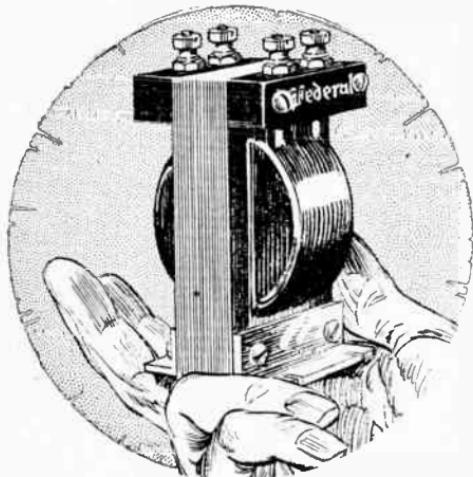
Say you saw it in Radio Merchandising



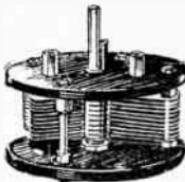
Which Will Get the Glad News in November?

ALREADY the first national radio political bombardment is on. Which will get the glad news in November, the Elephant or the Donkey? It's going to be a strenuously fought campaign. The result is not a foregone conclusion. The radio audience will get more kick out of the campaign than any other group of our citizenry. Tie up now, Mr. Merchant, on the sales possibilities.





No. 95
Variocoupler



Variable
Condenser



Head Telephones

Guaranteed by Federal

THE famous Federal No. 65 Audio Frequency Transformer and over 130 other standard radio parts now bear the Federal ironclad performance guarantee.

If you want exceptional tone beauty, selectivity and distance range in your home assembly, insist that each part bear the Federal Guarantee.

A Book "The Radio Work Bench," aids you in avoiding construction pitfalls. Sold by Federal dealers; 25c; Canada 35c.

FEDERAL TELEPHONE AND TELEGRAPH CO.
Buffalo, N. Y.



Federal

Standard RADIO Products

Boston

New York
San Francisco

Philadelphia

Pittsburgh
Bridgeburg, Canada

Chicago

Say you saw it in Radio Merchandising

*The Thompson advertisement in this month's
radio magazines and newspapers*

"Experience is the Vital Factor in Excellence"

The Thompson reputation is a reputation gained from making radio products exclusively for over 14 years. It is a reputation which is meaning more and more to those who want to get the best that experience can build.

THOMPSON

Neutrodyne Radio

Thompson power and selectivity, Thompson ease of operation, and Thompson freedom from trouble, are features that should be investigated before an investment in radio entertainment is made.

The Thompson 5-tube, factory-built Neutrodyne Radio is made up of parts that are known to be the standard in their group. Yet, the manner in which these parts are built into the finished instrument is the chief reason why the Thompson Neutrodyne Radio is a revelation to both layman and expert.

If your dealer does not handle Thompson radio products, write to us for descriptive literature and the name of a Thompson dealer near you.

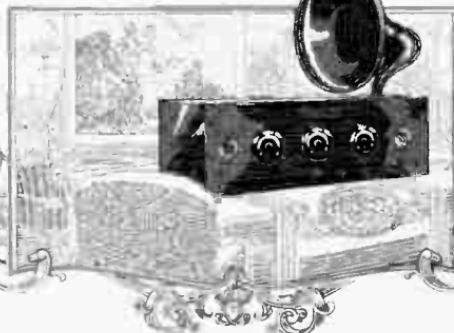
The Thompson Neutrodyne Radio is NOW \$125 without tubes or batteries. The Thompson Speaker with adjustable sound knob is \$24

R. E. THOMPSON MANUFACTURING CO.

Manufacturers of Radio Apparatus for the U. S. Army and Navy and numerous foreign governments

10 CHURCH STREET • NEW YORK, N. Y.
FACTORY JERSEY CITY, N. J.

NEUTRODYN



*Thompson Radio Products are Nationally
advertised every month in the year.*

The demand for Thompson Radio products has necessitated doubling Thompson capacity.

With this increased production we have effected savings which make possible the present list prices of Thompson products.

THOMPSON

...the Radio Neutrodyne now at \$125 and the Radio Speaker now at \$28. Both create new business whenever they are in operation.

Because:

Thompson Radio products are made by engineers that have been building radio apparatus ever since "radio" was called "wireless."

ASK YOUR JOBBER
FOR THOMPSON DATA

R. E. THOMPSON MANUFACTURING CO.

*Manufacturers of Radio Apparatus for the U. S.
Army and Navy and numerous foreign governments*

50 CHURCH STREET, NEW YORK, N. Y.
FACTORY, JERSEY CITY, N. J.



"That's Why They've Got So Much," Old Timer Philosophised.

Making Prospects Out of Customers

Old Timer Puts Reverse English on the Old Idea

By Sewell Peaslee Wright



LD TIMER drew his rattling, protesting, antiquated old car to a shivering halt in front of "Seaford's only Exclusive Radio Shop." Just as he hopped out, Southwick, boss of the Radio Shop, came to the door, chatting with a couple of men, and bade them a cordial farewell.

"Greetings, Southwick!" called Old Timer, knocking out the ashes from his pipe, and pulling a tin of tobacco from his hip pocket. "What's the good word today?"

"Hello, there! Lots of good

words today! Any particular preference?" grinned Southwick.

"Who were the two birds you were so tearfully parting with?" asked Old Timer idly, lighting his pipe as he spoke. "Seems to me I know that tall fellow——"

"You ought to; that's Oldham, one of the richest old birds in town."

"And that reminds me; I gotta go back and put down that other fellow's name and address before I forget it. Come along in; maybe you'll see something you'll want."

"I'll see enough I want," grumbled Old Timer as he followed

A New Operadio

*Greater
Than Ever*



The Truly Wireless Radio

Absolutely portable. No outside wires or connections of any kind required.

A remarkably efficient six tube set with loud speaker and all parts contained in a compact carrying case. Large dry cell equipment.

Extremely selective.

Long range.

Wonderfully clear and natural tone.

Simple to operate.

Can be carried anywhere as easily as a suitcase.

Introduced last year—the Operadio created a country wide sensation. The new set is an even more startling development.

The Operadio Idea—a complete self-contained set without external wires or connections—has been a sensational success. Thousands of Operadios are now in use. More than a year's experience has proved the soundness of the principle and pointed the way to still further revolutionary and exclusive developments. All the present features retained; many new ones added. Write immediately for full particulars.

The Operadio Corporation
8 South Dearborn Street, Chicago

OPERADIO

The Original Self-Contained Radio Set

Southwick into the cool interior of the shop, "trouble is to pay for it. I'm a poor but honest working man, I am."

"Your credit's good," commented Southwick, making a brief notation in a note book which he took from a shelf. "There! That's another live prospect for a set!"

"Who, Oldham?" inquired Old Timer. "You ought to hang a five hundred sale on him, boy, what with the money he's got."

"No; Oldham's friend, Peck. I've already sold Oldham, but it wasn't any five hundred deal, I'll admit. These old boys with all the jack don't loosen as easily as you might think."

"That's why they've got so much," philosophised Old Timer. "What kind of an outfit did you sell Oldham, though?"

Southwick told him; an installation that would gross less than a hundred and fifty dollars.

"Vascillating variometers! Is that the best you could do with him? You ought to have put some sales pressure on him and sold him something he would be proud to have in that big home of his, and not a cheap outfit like that. What was the matter with your salesmanship that day?"

"Nothing whatsoever!" defended Southwick. "I just told you that a bird like Oldham is a hard hombre to pry loose from his money. I was lucky to do as well as I did. I really ought to have sold him something better, though; perhaps I will, some day. He's sure tickled with the set he's got."

"Is his name on that prospect list of yours?"

"No. Why should it be? Prospect list is for the boys to work on; make demonstrations, and that sort of thing. Send factory literature to them, and write them a letter every once in a

while. What the Sam Hill would Oldham think if I sent HIM a letter asking him to buy a radio set, when I've already sold him one?"

"Well maybe his name doesn't belong on the same prospect list with his friend Peck, but according to my way of looking at it his name does belong on some kind of a prospect list; his name and the name of every other customer of yours who, in your opinion, was undersold."

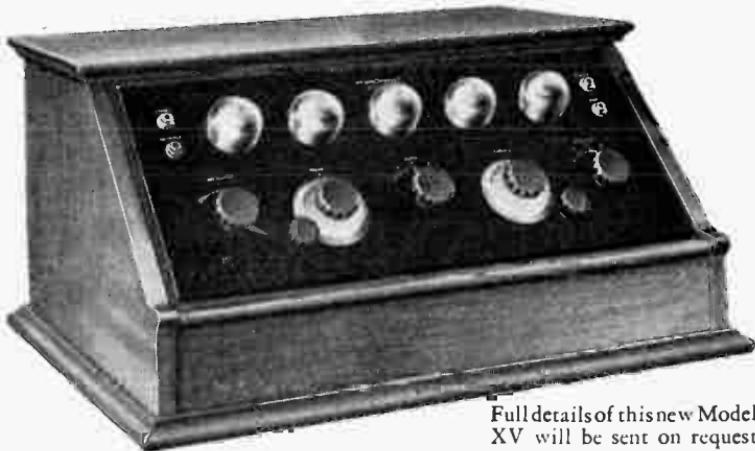
"Well, now," replied Southwick cautiously, "don't know about that. I'm not so sure, in the first place, that he would like the idea of me suggesting that he could afford a better set. He's one of these cranky individuals who thinks he knows his own business best. And there're a lot more just like him."

Old Timer pounced upon the objection with blood in his eye.

"Of course he would! Your move would be not to tell him he could afford a better set, but to SELL him the better set and let him convince himself he could afford it. Send him the factory literature of the type of set he should own. Write him and tell him how much better the new sets are than any which have gone before—not better than his set in particular, but better than the older type of set. Get the point?"

Southwick nodded understandingly, and Old Timer continued, driving home his points with sharp stabs of his pipe-stem.

"Try to demonstrate a better set besides his present one. Show him how much better the bigger one is. Show him how much more convenient it is. Show him how much better it looks in his home; how much better its fine cabinet work fits in with his expensive furniture. Appeal to his vanity; his pride of ownership. I don't care if he



Full details of this new Model XV will be sent on request

Added to the Kennedy line—

An ultra-selective receiver for cutting through powerful local broadcasting

HERE'S the set that answers the question, "Will it tune out strong local stations and tune in distant concerts on the loud speaker?" It will. And it brings back any desired station whenever it is on the air, for once the dial position for a certain station is noted, that station always comes in on its own setting.

Five tubes—two of tuned radio frequency amplification, one detector, two of audio frequency. Works well on an inside aerial or a loop where an outside aerial cannot be put up. A wonderful set for distant

reception; you needn't wait until after midnight when the locals close down.

One of the advantages of being a Kennedy dealer is that you have back of you a manufacturer who originates—not imitates. You are therefore offering the buyer a more advanced set than he can buy elsewhere. Kennedy sets are non-radiating—they do not interfere with nearby sets. The Kennedy line now includes several standard models—three, four and five tube sizes—all noted for superior tone quality.

*If you are interested in a Kennedy dealer proposition,
write and we will advise whether your territory is still open*

**THE COLIN B. KENNEDY COMPANY
Saint Louis**

K E N N E D Y

The Royalty  *of Radio*

The New Cabinet Model Music Master

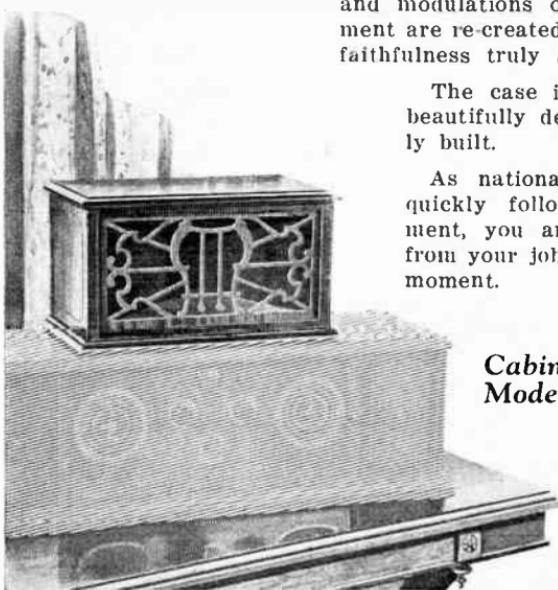
ANOTHER voice has been added to radio.

It is that of a second Music Master, a cabinet reproducer with "full floating" horn of violin wood, and all the other proved principles of sound reproduction which have made the horn type Music Master supreme among loud speakers.

And what a wonderful effect is produced! The most delicate inflections and modulations of voice or instrument are re-created with a purity and faithfulness truly astounding.

The case is solid mahogany, beautifully designed and sturdily built.

As national advertising will quickly follow this announcement, you are urged to order from your jobber at the earliest moment.



Cabinet Model VIII \$35

music
RADIO

Say you saw it in Radio Merchandising

--and the Original "Musical Instrument of Radio"

THE cabinet type Music Master, shown on the opposite page, was designed not to supplant the horn type Music Master but to supplement it.

Both types have their adherents. Each is unrivaled except by the other member of its own family.

The highly sensitive unit, the cast aluminum tone chamber and the violin wood amplifying horn are possessed by both models. It is the combination of these elements that is responsible for the beautiful, natural tone quality of each Music Master Speaker.

Attach either to set as you would headphones. No batteries required. No adjustments. Unconditionally guaranteed.

Your jobber can supply you.

Model VI, 14 inch horn . . . \$30

Model VII, 21 inch horn . . . \$35



Music Master Corporation

Makers and Distributors of High Grade Radio Apparatus

10th and Cherry Streets

Chicago

PHILADELPHIA

Pittsburgh

**Music
Master**
REPRODUCER

Say you saw it in Radio Merchandising

is lousy with the filthy lucre; he's got all the human weaknesses."

"Sounds pretty reasonable," commented Southwick thoughtfully. "Still, I don't think I could sell him the big set now if I could the first time. I would have sold it to him first crack out of the box if it had been possible, you know."

"My, you're a confident soul, aren't you?" replied Old Timer sarcastically. "Don't you realize that the set he has now has been selling him all the time he's had it? That the very fact that tonight, when he happened to be passing, he brought in his friend and showed him some of your apparatus, indicates that the old radio bug has gotten in its nasty licks and rendered him pretty nearly helpless before the wiles of the real radio dealer? These old duffers are canny; they don't believe all they hear about radio. Radio's a good deal like golf, young fellow; you don't

think it's half what it's cracked up to be until you start it, and then—"

"And then," interrupted Southwick feelingly, "a birdie means more than a record-breaking day at the store."

"Exactly! When you sell some of these old moss-backs their first set it's merely a sort of experiment on their part. They won't go the limit on a set any more than they'll buy a whole bag of expensive clubs when they take up golf. But maybe you've noticed how those first four clubs grow into a half dozen and then seven and eight and nine—"

"I'll say I have," groaned Southwick.

"It's the same psychology that makes the old duffers better prospects for an expensive set AFTER they've got a reasonably priced one than they were before they had any," argued Old Timer. "And that isn't true of

(Concluded on page 9)



"You're Not So Dumb as You Look," Admitted Southwick.

Is This Business—Getting RADIODYNE ADVERTISING Working—

Programs from Distant Stations

WHEN you own a Radiodyne you can listen in on programs thousands of miles away. Jazz music from Chicago—speeches from Washington—opera from Boston—“Hits” from Broadway—news from “The Coast”—your Radiodyne brings them to you no matter where you live.

Gets Wonderful Results With 60 Foot Aerial

Radiodyne

WL

CL

Works Just As Well Without Loop or Aerial

“I am using a 60 foot outside aerial and the results are wonderful. I use no ear phones. Am reaching from coast to coast with a loud speaker.” Harry Herz, Milwaukee, Wis.

“With a 30 ft. wire lying on the floor we heard 32 stations in one night including Omaha, Newark, Atlanta and Ft. Worth on loud speaker, clear and distinct.” H. N. Walker, Detroit, Mich.

Write for illustrated folder which describes the RADIODYNE in detail. Every radio fan will be interested in this new type receiver.

Western Coil & Electrical Co., 302 Fifth St., Racine, Wis.

for You?

Over nine and one half million Radiodyne prospects see advertisements similar to the above each month. Some of them live in your locality. You will get your share of the resulting profitable business if you hold a Radiodyne franchise. Better investigate now before some other dealer in your locality gets it. Write us for complete information and sales plan.

*Distributors in twenty-five principal cities.
We do not sell individuals or dealers direct.*

WESTERN COIL & ELECTRICAL CO.
310 Fifth Street, Racine, Wis.

Say you saw it in Radio Merchandising



Quality and Profit

Most merchandising failures are the result of sales at a loss instead of at a profit. Strange as it may seem, figuring profits is a Chinese puzzle to a lot of merchants.

They don't seem to realize that they have a lot of expenses—clerk hire, lights, rent, taxes, delivery. Some even think paper and string are given away. It's all well and good to sell at a close margin, to figure volume of sales will offset the small profit, but be sure there is a profit on every sale. Every merchant who tries to undersell his competitor is paving the way to a sheriff's sale. Buyers want reliable merchandise and in most cases are perfectly willing to pay a fair price which will allow the merchant a legitimate profit.

Know Your Line.

This is the day of salesmanship. The radio retailer of today is not merely a storekeeper. He is not merely expected to hear his customer's wish and hand over the article. There are times when he must know his goods and sell them to the person who comes in as a prospective and leaves, if he be successful, as his customer. There is one positive way of successful selling and securing a future customer, and that is by telling the truth. And that is what the radio dealer should know—the truth, the facts concerning the goods he sells. Goods sold on a plain statement of truth leave the purchaser without regrets and convert him to your steady list of customers.

The radio merchant should know the selling points of each line of merchandise that he carries. He should acquaint himself with all of the facts concerning its manufacture and should ascertain what results might be expected from its use. On this knowledge depends in a great measure the merchant's success with his

customers. They regard him not only as their dealer, but as adviser in matters they know little or nothing about when they come to him.

Study the products on your shelves. Know the difference between one and another so that you can give your customers and prospective customers the knowledge and advice they seek and you will receive not only their trade, but also a reputation as being an expert in your particular line of business.

*Speaking of
Advertising*

Today more than ever the realization that advertising is the very foundation of business life is being driven home to large and small business men alike.

Small merchants who have taken the bull by the horns and are spending a liberal amount of their surplus for advertising purposes are the fellows who eventually are going to be the big men in their districts.

This takes us back to the manufacturers who are spending thousands upon thousands of dollars each year to increase the sales of the products they are manufacturing and distributing in this section of the country.

It is sufficient that if the BIG manufacturer covers this field completely with his advertising propaganda and backs that advertising up with quality merchandise the small merchant who ties to the lines he represents is going to reap a rich harvest of profits.

*Who Knows
Best?*

It is comparatively easy for a sales manager to sit at a desk in a great city and figure out with a map where his products are selling in greatest volume, with reports at hand and records at his beck and call. It is another matter, however, to "dope out" the best thing to do a thousand or more miles away, especially when each distribution center has its own individual peculiarities. And that is where the branch manager's acquaintance with local conditions and the preference of his jobbers and dealers is valuable—if said S. M. at his desk will use the information. Many a branch manager has begged for newspaper campaigns to assist him and his hard-working sales force and begged in vain because some other sections of the map didn't register a call for it. The dealer and jobber can uphold the hands of the branch managers in such matters, and he should by all means do so.



Don't swing around in circles. Put the ideas below to work and increase your profits.

The Dealer's Calendar

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

Monday, September 1st: This is about the time your mailing list should be carefully gone over and completely re-checked. Radio fans are settling down for the long haul and a well directed mail campaign will sell lots of batteries, chargers, etc.

* * *

Tuesday, September 2nd: A radio merchant in an exclusive suburb of New York has just put out a mighty interesting mailing piece. It was in the form of an Egyptian papyrus roll. When unrolled it was eighteen inches long, and five and a half inches wide, attached on each side to two wooden "ends." The paper was heavy oilskin. The message to the prospective buyer was in facsimile handwriting in black ink. For mailing it was wrapped with ends protruding so as to excite curiosity. It was sent special delivery. It resulted in substantial sales.

* * *

Wednesday, September 3rd: The youngsters are all back in school again. Have you made

any special effort, by window displays, to get the juvenile hams into your store? You should.

* * *

Thursday, September 4th: Elsewhere in this issue you will find described a good way of tying up with the "keep the youngsters home" movement. There are sales in it for you.

* * *

Friday, September 5th: A lot of radio apparatus is now being purchased by women. Are you keeping this in mind when you trim your windows and when you prepare your direct mail matter?

* * *

Saturday, September 6th: A supply of wallboard or sheet-rock serves as a perpetual source of material for attractive window displays to a New Jersey merchant. All sorts of objects may be cut from this with a small key-hole saw and paint can be applied freely. Backers for cut out figures can easily be made out of this material.

Campaign with the Candidates!

The family takes to politics

Radiola Regenoflex
New Radiotrons
Distance
Selectivity
Clearness
Dependability
\$191.00

WAS a time when we voted Pa's ticket 'cause he did and his Pa did. When most of us couldn't get much closer to a candidate and his ideas than the soap box orator on the corner. When bonfires and torchlight parades were as exciting a part of election day as the candidates and issues. Politics was no place for ladies, and what little the women knew about it they gleaned from scraps of the men folks' talk.

Radio has changed it all. Every home—every city living room—every counter radio store will be a gathering place for the people, listening in. There'll be a Radiola Regenoflex on the porch, where distance demands a sensitive receiver. There'll be a Radiola Regenoflex in the city home, where selectivity is most important—to tune out conflicting stations. You'll find one bringing the candidates and the issues right into the home—building America into a real democracy.

"There's a Radiola for every purse"

Radio Corporation of America
Sales Offices: Suite 149
233 Broadway, New York 10 So. La Salle St., Chicago, Ill.
433 California St., San Francisco, Cal.

Radiola
REG. U.S. PAT. OFF.



This symbol
of quality is
your pro-
tection.

WITH the presidential candidates talking to millions this year, instead of to thousands—with the local candidates bringing home issues right into the home—there's a new spirit abroad. It's a new live sense of national government and personal partisanship. It's a big enthusiasm. And it means big sales for the radio dealer who times his sales campaigning—who features the sets that get the stations get them clearly—need least servicing. That means—the dealer who sells RADIOLAS. And to start his campaign ball rolling, here is a big national ad on the Radiola Regenoflex, in October magazines. Tie-up!



"There's a Radiola for every purse"

Radio Corporation of America

Sales Offices: Suite 149
233 Broadway, New York 10 So. La Salle St., Chicago, Ill.
433 California St., San Francisco, Cal.

Radiola

REG. U.S. PAT. OFF.

Radiola Regenoflex
will come powerfully into the foreground of biggest sellers with the days of political campaigning. Distance. Selectivity. Clearness. Dependability.

With four Radiotrons WD-11 and Radiola Loudspeaker. With compartments to hold the batteries. Complete except batteries and antenna.....\$191.00

Say you saw it in Radio Merchandising

Say you saw it in Radio Merchandising

Monday, September 8th: Have you ever thought of the advertising value of giving your customers only new currency when making change? It creates a favorable impression and arrangements can easily be made with your bank to serve your needs.

* * *

Tuesday, September 9th: Have you given your customers log cards recently? They are a perpetual reminder of your store, and one of the best pieces of "printed salesmanship" you can invest in.

* * *

Wednesday, September 10th: Now's the time to lay your plans for the World's Series broadcast. Through the co-operation of your local sporting goods dealer you can fix up an appropriate window display.

* * *

Thursday, September 11th: Through your local advertising, invite local baseball fans to your store to hear the story of the games. If there are no local regulations against it, have a loud speaker at your door.

* * *

Friday, September 12th: You could probably stimulate a lot of interest in a guessing competition as to the outcome of each day's game of the series. In any event, such a contest would give you a good talking point on your local advertising. Offer a small prize each day, or a more substantial prize for the person having the best average on the contest over the series.

* * *

Saturday, September 13th: Talk with your local clubs and hotels and arrange for the installation and demonstration of sets during the series. Secure permission to place on the set a neatly printed card stating that the set has been supplied by your store. The operator of

the set could judiciously pass out your firm's business cards.

* * *

Monday, September 15th: Follow up your club and hotel demonstrations by permanently selling them on the radio idea. Persuade them to let your set remain as a fixture, and offer them the services of your operator when there is something big on the air.

* * *

Tuesday, September 16th: Confer with your sales staff and arrange for a sales competition next week. Get them all in friendly competition to turn in the best sales record, and reward the winner with a cash bonus at the end of the week.

* * *

Wednesday, September 17th: Try out the plan of increasing your mailing list of receiving set owners by giving the boys of your district an opportunity of a free movie show Saturday night. Every boy bringing in ten new names might qualify. Have a good window placard announcing the plan.

* * *

Thursday, September 18th: The Fall Hunter is a good prospect for portable sales. Try out a window display, "Get the World's Series While on Your Hunting Trip," or "Follow the Political Campaign While Hunting in the Woods."

* * *

Friday, September 19th: How's your advertising? Are you using as much space as your brother merchant — the grocer or the dry goods store? You should be.

* * *

Saturday, September 20th: Many dealers are using the comic-cut idea in their advertising. It reaches the eye and gets the advertising message read.

The new Type W



LOUDSPEAKER

meets a big need!

HERE are customers who trade at your store who would like to own loudspeakers, but have delayed purchasing either because they are displeased with the quality of sound of ordinary speakers,

or because they dislike the appearance of the usual horn, or because really efficient speakers heretofore have been so high-priced.

With the new Type W. N & K Imported Loudspeaker you can overcome every one of these objections.

The new principle of sound reproduction, the new shape and appearance, and the new improved quality of reproduction are arousing enthusiasm over this newest N & K product wherever it is shown. They will meet with the same success in your store.

ADVERTISING TO 70 MILLION READERS

Undoubtedly the largest audience ever approached on a radio accessory will read about the N & K Imported Loudspeaker, N & K Imported Phones and N & K Imported Phonograph Unit, beginning in September. The fall and winter campaign includes such favorite home publications as

Saturday Evening Post	Ladies' Home Journal
American Magazine	Woman's Home Companion
Popular Mechanics	Country Gentleman
Farm Journal	Good Housekeeping
Popular Science Monthly	Pictorial Review
Boys' Life	Boys' Life
American Boy	American Boy

and fourteen other popular publications, giving a combined circulation of over seventeen and a half million copies. With the very conservative estimate of four readers to each copy, a total of more than 70 millions will be reached by the N & K campaign.

We are already receiving repeat orders from dealers who stocked at the time of our preliminary announcement. If your jobber is not yet supplied, get in touch with us.

TH. GOLDSCHMIDT CORP.

Dept. R M 9, 15 William St., New York
41 Common St., Montreal, P. Q.



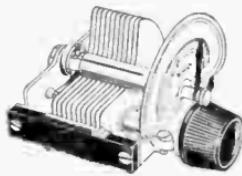
Type W. N & K Loudspeaker stands 14 inches high. It is made of burltex, a new lightweight material which destroys counter-vibrations and increases beauty of tone. Sends the sound waves, by reflection, into all parts of the room. Used without batteries. Handsome finishes. Retail price \$27.50.



This loudspeaker is made by the makers of the famous N & K Imported Head Set, Model D, 4000 ohms, Price \$8.50, and the N & K Imported Phonograph Unit, Price \$7.50

SIGNAL

Vernier Variable Condenser



Sizes and prices of
V. V. condensers.

23 Plate
\$5.00
LIST

43 Plate	6.00	List
17 "	4.75	"
11 "	4.50	"

HERE'S a condenser that will sell on sight. Its remarkable features can be seen and appreciated at a glance. All you have to do is show it and you'll make a sale. A quarter of a million Signal Condensers sold last season.

Write for illustrated folder giving full particulars.



85c
LIST

SIGNAL SOCKET

Signal Sockets are the most popular on the market. Thousands in daily service are giving silent testimony of their superiority. Write for information on Signal Cabinets, Tables, Rheostats, etc.

Order from your Jobber.

SIGNAL Electric Mfg. Co.

Factory and General Offices:
1924 Broadway
Menominee, Mich.

Boston Chicago Minneapolis Montreal New York Pittsburgh St. Louis
San Francisco Toronto Philadelphia Los Angeles Seattle Havana Cuba Winnipeg

You'll find our local address in the Telephone Directory

Say you saw it in Radio Merchandising

Monday, September 22nd: A grumbler, a knocker, a "pin-head" can cause more dissatisfaction among a sales force in a week than an enthusiastic worker can overcome in a year. See that you haven't any of these on your force. If you have, they are losing dollars for you every day.

* * *

Tuesday, September 23rd: Borrow some travel posters from your ticket agency—or fill your window with time-tables and steamship folders. Then place a placard in the window—"Special Tour—Chicago, Cleveland, Cincinnati, Kansas City, New Orleans, Palm Beach, etc., etc., only \$..... (use here the price of your best high grade receiving set). All the way by air. Details Inside."

* * *

Wednesday, September 24th: Being caught "just out of it" loses sales that you have worked hard to get. So 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 the counters for easy access by the salesmen. By keeping close tabs on your stock, you can sell more sets and still carry a smaller line of goods.

* * *

Thursday, September 25th: Your superintendent of schools will be glad to allow one of your salesmen fifteen minutes each week for a radio talk, when several classes are assembled. Have him point out the educational values of radio. This plan can also be worked with your churches.

* * *

Friday, September 26th: Every time one of your manufacturers puts out a specially good

piece of equipment, send a notice to your customers' list telling them that a demonstration of this particular device will be given on such and such an evening. Write a personal letter asking them to come in and see it. "Just a line to tell you that the new (give name of apparatus) would fit in nicely with your present hook-up and would increase its sensitiveness greatly, etc."

* * *

Saturday, September 27th: This is a suggestion for a collection letter that helps keep friends and bring home the bacon at the same time:

Dear Mr. Delinquent:

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

* * *

Monday, September 29th: Many radio stores are having their anniversary about this time. Plan for a Radio Pioneers Day. Ask the old-timers who bought the first sets to let you exhibit the old style apparatus next to the apparatus they use today. Use this placard when you get these sets together: "Radio is Growing Up. Here are the Clothes He Wore When He Was a Kid."

* * *

Tuesday, September 30th: Use some sort of insignia for your store so that any package that goes out of it will have your mark on it. We suggest a label with a radio design on it. This can be easily pasted on the wrapper.

A quality plug
that adds
refinement
to any radio
set

75¢
EVERWHERE

The Weston is the pioneer Instant Change Plug. Interchangeable in two seconds from headphones to loudspeaker. Merely press triggers to pull cables out. Shove cables in to connect. No tools. Operators everywhere admit its infinite superiority. Sells on sight. Do you know the tremendous hit this new plug is making? Practically every set owner will ultimately buy and use one or more of these plugs. Don't lose these sales.

Dealers everywhere recognize the advantage of handling only the best. In radio instruments, this means Weston. The Weston Electrical Instrument Company has pioneered the development and manufacture of electrical indicating instruments for 36 years in every branch of the electrical industry. The name Weston on an instrument means distinguishing merit.

Booklet J which describes all Weston Radio Instruments will be sent promptly on request.

Weston Electrical Instrument Company
14 Weston Ave., Newark, N. J.
Offices in All Principal Cities

Electrical
Indicating
Instrument
Authorities
Since 1888

WESTON

STANDARD - The World Over

Say you saw it in Radio Merchandising

Boost Your Profits

By Paying Attention to the Little Details That Often Escape Store Managers

Retailing Calls for Full Use of Windows

MODERN retailing calls for the fullest use of the window as an advertising medium. If your windows are small, poorly lighted, or if you have no facilities at hand to make a proper display, make a point to improve them. Patent interchangeable display stands, etc., can be purchased nowadays at a small cost and they more than pay for themselves within a few months by the time saved and also by the wider range of display effects possible to obtain with them.

Also have the architecture of your windows changed until they are properly suited to display purposes. If they are fitted with small panes broken up by many sashes, tear them out and put in larger plate glass, which allows plenty of light and does not hinder the vision.

One of the ways for obtaining good window effects is by using built-in plate mirrors at the end of the window. The mirrors reflect both light and merchandise and create the illusion of great length. Many of the store windows in large cities are built in this manner and the better effect in display gained by such



**How Does Your Demonstration Room Compare With This?
Every Effort Should Be Made to Have Your Sales
Prospects as Comfortable as Possible When
They Are Hearing A Demonstration.**

A "Shepco"
Product

Thermiodyne

Pronounced
'Ther-my-o-dine'

TF6



All radio endeavors in
the past have been but
strivings toward the
Thermiodyne—the ultimate
in radio reception.

SIX TUBES — SINGLE CONTROL

14 Points of Thermiodyne Supremacy

- 1—Single Control
- 2—No Outdoor Antenna
- 3—No Directional Loop
- 4—Calibrations in Meters and Kilocycles instead of meaningless degrees and numbers
- 5—Cannot Squeal
- 6—Cannot Howl
- 7—Cannot Distort
- 8—Your Newspaper gives the Dial Setting
- 9—Identical Setting Always
- 10—No Logging. No Memoranda
- 11—No Interference of Stations
- 12—Six tubes; Three Stages of Thermionic Frequency, Detector and Two Stages of Audio Frequency
- 13—Distance, Volume, Clear as a Bell without fuss or apologies
- 14—A 180 degree turn of the Single Control is like an Instantaneous Tour of Dozens of Cities

Three Tuned Stages Before Detector

The Thermiodyne is the nearest thing to absolute perfection in radio reception yet developed. A six tube receiver embodying entirely new principles, with but a single control, it brings in any desired station with an ease and efficiency never before attained.

Common Sense Control

The single control is calibrated in meters and kilocycles. That is all the user need know. The stations come in at the same point EVERY time.

No Outside Aerial or Loop

A short strand of wire strung in the room is the Thermiodyne's antenna. For nearby stations even this is not needed.

Perfect Performance

Thermiodyne reception is a marvel of purity. It is as if the actual performer were in the room. Positively no squeals, howls nor distortion. There is no extraneous noise in the receiver.

Priced Right

The Thermiodyne is sold at a price to bring it within the reach of all. The discount assures a handsome profit for both jobber and retailer.

In genuine mahogany "Shepco" built cabinet with space for all batteries for dry cell operation.

**List \$140
Price**

Extensive National and Local Advertising is now being placed. The Thermiodyne is destined to dominate the radio field.

Write now for descriptive Thermiodyne Brochure and details of territorial allotment.

SHEPARD - POTTER CO.

INCORPORATED

Plattsburgh, N. Y.

"Shepco" Absolute
Guarantee behind all
claims made above.
Let us substantiate
them with a compar-
ative test with your
pet set.



©Norsinger

A Simple, But Effective, Window Display. The Range of Sets Appeals To All Tastes and Purses.

a window makes it worth a reasonable expense in altering old style windows for the retailer in the smaller town.

The Two Words That Are The Best Sellers

If all the brightest minds of the country, selling experts, scientists and savants of all kinds, were to assemble for the purpose of deciding just what two words were best adapted to the purpose of bringing an advertiser back to the ad counter to do business a second time, what do you suppose they would decide?

What two words would they recommend that the ad-taker should always use as a means of encouraging future business? What two words would come first and foremost in this connection.

That's rather an easy one, isn't it?

Any competent ad-taker's opinion on this subject is worth as much as that of the most profound mind in the country.

Because all opinions would be exactly the same.

There isn't the little chance for a division of opinion.

Because when a favor has been received everybody knows enough to say—

"Thank you!"

Watch Your Barometer!

HE who wants to know what the weather is going to be for the next twenty-four hours keeps an eye upon his barometer and, similarly, the merchant who desires advance information as to business conditions for the next few months makes a practice of consulting his barometer frequently. The only difference is that the for-



America's Greatest Headset Value

The result of many years' experience in the making of sensitive hearing aids for the deaf and fine radio phones.

Actually superior in comfort, sensitivity and rich tonal quality to all previous Globe models. With highly polished nickel finish, large ear caps, leather head band and concealed terminals. Yet priced only

\$5.00

Canada \$7

Guaranteed 100% Satisfactory

Volume Production of this one Splendid Model enables Quality and Low Price to Meet.

Jobbers! Dealers!

The big practical advantage in selling Globe Phones is that you can get the full price and make your full fair profit on every set.

Information as to discounts and territories will be sent jobbers who are interested in this sort of clean money making business.

And this is certainly a business getting and business keeping combination that is hard to beat.

Radio jobbers and dealers who have had their own troubles with many phone models and many phone prices are already planning to specialize on Globe Phones—one price, one quality, one policy.

GLOBE PHONE MFG. CO.

READING, MASS., U. S. A.

mer instrument is fashioned of metal and glass, encased in wood, while the latter is made of paper and ink and is usually known as a "record of charge sales."

Is the barometer too high? Are charge sales increasing? Does this mean that the store is too liberal in its extension of credit? What effect is this having upon collections? Is the amount of the average charge sale also increasing? Has the type of customers changed, or are the older ones being forced

to pay more for their goods?

Is the barometer too low? Is charge business decreasing? What's the reason? Fewer active charge accounts, or are they buying less? Possibly some new collection methods have been installed which have alienated the patronage of those whose pay is slow but sure? Is the discrepancy being made up in cash sales, or is it going to another store?

These are only a few of the important questions which can be answered by analyzing



It's a Good Plan Once in a While to Have a Window Display of Tubes Exclusively. They Always Attract Interest.

Tested and Listed as Standard by Underwriters' Laboratories

This noiseless bulbless battery charger

gained universal acceptance in less than a season



The Balkite Battery Charger is entirely noiseless. It has no bulbs or moving parts. It cannot deteriorate through use or disuse. It has nothing to adjust, break or get out of order. It cannot discharge, short circuit, or damage the battery by overcharging. It is simple, efficient, unfailing in operation, unaffected by temperature or fluctuations in line current, and indestructible except through abuse. It will charge a completely discharged battery, and can be used while the set is in operation. It operates from 110-120 AC 60 cycle current, and charges the 6-volt "A" battery at 3 amperes. Special model for 50 cycles. It will also charge "B" batteries of the lead type without added attachments.

The Balkite is widely advertised in trade papers, national magazines and newspapers. More than 30,000 were sold last year in little more than half the season. The profit on each sale is large and clean, for the charger does not come back to the dealer. It stays sold. Put it in stock now.

FANSTEEL **Balkite Battery Charger** Price \$19⁵⁰

West of the Rockies \$20 · In Canada \$27⁵⁰

Manufactured by Fansteel Products Company, Inc., North Chicago, Ill.

DEALERS: Order through your jobber. **JOBBERS:** Write to our factory representatives. Where we have no representative, write to us

Factory Representatives:

The Ekko Company
111 W. Monroe St.
Chicago

Chas. F. Saenger & Co.
919 Huron Road
Cleveland

A. S. Lindstrom
111 New Montgomery St.
San Francisco

J. P. Rainbault
50 Church St.
New York City

Detroit Electric Co.
113 E. Jefferson St.
Detroit

Burndept, Ltd.
172 King St. W.
Toronto

Wood & Lane
915 Olive St.
St. Louis

Thos. S. Hoy
719 McKnight Bldg.
Minneapolis
Sparling-Markle, Ltd.
276 Smith St.
Winnipeg

charge accounts, by watching the barometer which can give so much useful information with respect to future business, if only you will permit it to do so.

Value of Slogans

WHEN a manufacturer or dealer advertises for the first time there is one thing he usually thinks he must have, to put his product over. The amateur advertiser feels it is the sine qua non of advertising success. This feature which seems so essential to him is an advertising slogan.

The slogan idea has been so

widely adopted that it has lost much of its value, for every little slogan does not have a meaning of its own and there is much confusion. Many of them are very similar and contain nothing which associates them with their product.

There are a number of features which a good slogan must have. It should be as brief as possible. It should be easy to say and to remember, it should say something about the product, give some selling point or exclusive feature, and most important of all, it must contain the name of the product to be most valuable and effective.

A Few Questions About Advertised Brands

Almost every day, some salesman for unknown products comes into your store and offers the old, time-worn argument—"We do no advertising—we give the money it would cost us to you, thus making the price lower and increasing your profit!"

On the face of it this seems a very logical argument and often raises a question in the mind of the dealer. Is it true? Before deciding, answer the questions below and draw your own conclusions:

Would you be willing to clear out all advertised products and operate your store with unknown brands only?

If unknown products offer more profit in one case, why not in all, and would you not make more profit to handle only advertised products?

Go over your shelves and pick out the "Shelf-clingers." Are they well known or unknown goods?

Which sells more quickly and with less effort, advertised or unadvertised products?

Do your customers ever come in and ask for unadvertised goods or do you have to take time and make an effort to move them?

What percentage of your stock is advertised brands, and is there anything you could substitute for them?

It has been our experience that an unbiased and accurate answer to these few simple questions brings out the fact that the foundation of every dealer's business is on the well-known and advertised brands.

Latest Radio Science by the Box— Builds Best Circuit Best



With marked improvement in ease of control, Erla Selectoformer assures maximum range and volume. Cost and complication are reduced. \$5 each



Distortionless amplification of 3 stages, exclusive in Erla Audio Transformers, indicates their vast superiority. Price \$5.00



Millions of Erla Bezels are in use, enhancing beauty and utility in any set. 1" and 1 1/4" diameter for 1/8" to 1/2" panels. Nickel, black and gold. Price 20c-30c

Actual construction of Erla Duo-Reflex Circuits now is vested with advantages paralleled only by the matchless reception that is assured.

So much more powerful, tube for tube, these extra-efficient circuits now, too, are easiest to build.

Under warranty, factory sealed, the Erla blue-and-white protective carton brings every last thing needed for success. From synchronizing reflex and audio transformers, tested capacity condensers, balanced crystals, clear through to the drilled and lettered panel, stenciled baseboard and full size blueprint, nothing is lacking for correct, confident, precision assembly by any amateur. Professional results are assured.

Typifying the perfect simplicity to be expected, are Erla ingenious solderless connectors, which banish soldering; so that the only needed tools are screwdriver and pliers.

The completed receiver is bound to represent in their most intensive, accumulated form, all those superiorities of tone quality, selectivity, range, volume and ease of control, which make Erla units preferred in any set. Now each single sale of an Erla knock-down receiver gives you multiplied profit. An entire set, of Erla quality throughout, assures results which build business for you. Ask your jobber or write direct, giving jobber's name.

Electrical Research Laboratories
Dept. N, 2500 Cottage Grove Avenue, CHICAGO

ERLA



"TELLING" SELLING TIPS

by A. Rowden King




Momentum

An inquiring reporter strolled into the engine room down in the cavernous depths of the giant steamship Leviathan, the other day, when she was docked in New York, and drew Chief Engineer John J. Fagan into conversation. Of course he asked the usual foolish questions, one of which was: "Suppose, Chief, you were running at triple cruising speed, out in mid-ocean, and the signal came: 'Full speed astern,' how long would it be before this big boat would begin to move sternward?"

Engineer Fagan, who is far handier with information within his line than the average encyclopaedia, was ready with his reply, which was: "Between five and ten miles." Think of it! The giant mistress of the sea would move ahead at least one hundred ordinary city block lengths before her reversing propellers would begin to get the better of momentum and start her moving backwards!

Momentum is a great force. It keeps planets whirling about suns, and it whirls businesses along toward success or failure, as the case may be.

Here is a business—your business perhaps—which has never advertised, but which starts advertising. And if you are captain at its helm, you may be not

a little surprised that the results of that first advertising do not show themselves almost instant. Then never forget the testimony of the Leviathan's chief engineer.

For a business to change to a policy of advertising is to make a radical change in the propelling power behind it, and there must be a reasonable time allowance made before that new power may reasonably be expected to show itself and to reverse direction on the Sea of Merchandising. Engineer Fagan does not expect the impossible of his propellers, large and powerful though they may be, nor should you, Captain Merchandise, of your advertising.



Increasing
the Month's
Purchases.

A Bethlehem, Pa., merchant has very materially increased his monthly sales totals by means of a plan which operates to influence the customer to concentrate his or her purchases within a selected period of time.

In his case the period is one month and he gives script good for the purchase of \$3 worth of goods in his store to all those who buy a total of \$30.00 in merchandise from him during a month.

There is considerable of applied psychology behind this sales plan. To be sure, the

"PUTTING A SOUNDER HEART IN RADIO"



You be the Judge!

ALREADY the most notable jury of experts known to the radio world have given this much talked of new tube their hearty endorsement.

SUCH SPONTANEOUS enthusiasm has rarely greeted any new device before.

A TUBE CAN BE AS GOOD AS ITS FILAMENT ONLY—and there is the great secret of W. Harrison Cole's latest achievement.

WITH PERFECT OSCILLATION in all circuits, it brings to radio perfection of reception never before known.

*Unique in Clarity
Immense Volume*

WITH GUARANTEE THAT MEANS SOMETHING

LIST PRICE	WHOLESALE
\$3.50	EVERYWHERE \$2.25
Less 2-10-Net 30 F. O. B. Orange, N. J.	
BACKED BY A MILLION DOLLAR CORPORATION	



The Factory behind the BRENNDONNE Tube

Our Guarantee

We authorize dealers to replace any BRENNDONNE Tubes that light but prove unsatisfactory. New tubes or money will be refunded immediately upon receipt of any such tubes—without question.

National advertising is giving our sales great momentum. A BRENNDONNE distributorship will be a valued asset. Write for particulars at once! Dealer agencies will be taken up quickly. No obligation whatever. So do it before it slips your mind!

Sales Policy

Dealers will be given exclusive sale of BRENNDONNE Tubes in their section. We will co-operate with dealers in their advertising provided they maintain the full list price of \$3.50. Their name will appear in all local advertising.

Makers of the Brendonne Radiometer—Precision Tube Certifier

Jobbers - Distributors, Write for special discounts

BRENNDONNE
CORPORATION
ORANGE NEW JERSEY

Say you saw it in Radio Merchandising

script-reward mentioned represents a 10 per cent discount, which in these days of keen retail competition and close pricing means no inconsiderable proportion of total profits. But it must not be forgotten that this script does not represent 10 per cent of this merchant's total sales. The number of those who try, but fall short of the required \$30-in-one-month in purchases, is always bound to be large. On the other hand, both the latter type of purchases and those of the winners have proved to be far in excess of normal in view of the added inducement which is strictly temporary.

Then, again, of course, the script does not represent a full 10 per cent to the merchant, but merely goods which sell at retail at 10 per cent. Also, with the script plan in operation in a given month, there is then not the same need for cut prices. During that period, at least, this merchant can sell his goods at or very near standard retail prices, thus insuring maximum profits to him, out of which the apparent 10 per cent discount does not cut such a slice.

The plan has helped very materially in meeting active competition. It induces customers generally to concentrate their purchases during the month in question at this store, even to the disadvantage of other stores perhaps more conveniently located to the customer. And, once having become acquainted with this merchant's establishment to the tune of \$30 in purchases within a single month, the natural tendency for the customer is to feel well acquainted and to continue whether or not the Script Plan does.



Mary Gar-
den Pol-
ishes Off.

Attention to infinite details seems always to be an outstanding accompaniment of genius. Indeed, it may be the foundation of genius.

In preparation for her appearance in what is to be an operatic role new to her, that of Charlotte in the opera "Werther," Mary Garden has been taking lessons in the culinary art, since Charlotte is supposed to be a good German frau who is thoroughly familiar with cooking.

One might think that Mary Garden, with all her many years of wide experience on the stage at her back, would be able to carry out this new role without any such special preparation. But she feels that the end thoroughly justifies the means. For that reason she is willing to give such infinite attention to the details of her business.

But the number of merchants who, though they are playing the role of selling the same goods almost daily, will not lift their hands or go a step out of their way to gather some real, worthwhile information relative to those same goods, is almost legion.

They never have the time to visit the factories where those goods are manufactured, though their paths may lie almost past the very doors. Life is too short for them to study the underlying principles of window and store displays. Scientific Merchandising? Why, that to them is just a high-sounding phrase. They'll let their competitor waste his



This Is a Super-Hetrodyne Year

*Boone Super Radio Products offer you
an unusual opportunity to increase sales*

Are you ready to take advantage of the unusual popularity of super-hetrodyne? If you are not now carrying Boone Super Radio Products, you are missing a big opportunity for bigger business and better profits. Discriminating radio users—who buy only the best equipment—are specifying Boone. Don't delay—learn for yourself of the unparalleled selectivity and sensitivity of the Boone Super-Hetrodyne Transformer Kit, of the efficiency of Boone Super Folding Loop Aerials and Super Variable Condensers. Send the coupon today.

J. T. BOONE RADIO CORPORATION

BOONE SUPER-HETRODYNE TRANSFORMER KIT—This set contains 1 Short Wave R. F. Transformer, 1 Oscillator Coil, 1 Filter Coil or Input Transformer, which is carefully balanced with the 3 Long Wave R. F. Transformers, 1 Audio Frequency Transformer, Wiring Diagrams and Instructions. Price \$50.00.

BOONE SUPER-FOLDING LOOP AERIAL—3 ft. size, collapsible to 4"x4"x24". Center tap. Brown mahogany finish. Wound for broadcast range of 200 to 600 meters. Price \$20.00.

BOONE SUPER-VARIABLE CONDENSERS—Metal frame type. Brass Rotor and stator plates. Low loss, low resistance, small and compact, beautifully finished. Prices—.001 MF \$7.00; .00075 MF \$6.75; .0005 MF \$6.50; .00035 MF \$6.25; .00025 MF \$6.00.

TEXT BOOK "THE SUPER-HETRODYNE"—64 pages of worth while information on every phase of super hetrodyne. More than thirty wiring diagram and hookups, which alone are worth many times the cost of the book. Price \$1.00.

J. T. BOONE RADIO CORP., 3469 E. Jefferson, Detroit, Mich.

Enclosed is \$1.00 for copy of your text book "The Super-Hetrodyne." It is understood that with our first half-dozen order we will be credited with the trade discount.

Please also send us complete information and dealer proposition on your Super-Hetrodyne Transformer Kits—Folding Loop Aerials—Low Loss Variable Condensers.

Name Address (F 4)

time fooling around with it, but they guess that the selling methods which kept their fathers going will certainly more than suffice to keep their heads above water.

But "Let well enough alone" is not a motto either to make a successful grand opera star or merchant prince. Mr. Get-Up-and-"Git" has the curiosity of a child and the determination of a football player. He leaves no stone unturned which can in any way contribute to the sum total of his selling ability.

Be a genius in your line. Be thirsty for selling knowledge.



Outside Selling.

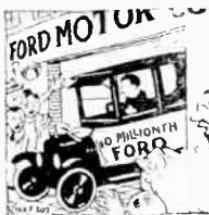
The merchant who persists in believing that all of his opportunities for selling are bounded by the four walls of his establishment and by the mails is losing a large and important part of his selling field. It is the big field, too, which the mail-order house never touches and the local chain store seldom if ever does, and these two are the hated competitors against whom the merchant never ceases to rail.

The field that he is losing is that of selling out from his establishment and from door to door at homes and business offices.

Out in a little Wisconsin town the name of which you probably never heard, Wausau, the local electric company has sold \$350,000 of home electrical devices. Ninety per cent of the sales were made upon the first call.

Perhaps electrical devices offer an opportunity for this type of outside selling which is unusually promising, but certainly any class of goods which is easily portable and which tends to sell itself upon demonstration naturally falls into this field. And where is there a merchant who does not regularly offer for sale at least one article of merchandise which can be easily carried and which is capable of furnishing an interesting and convincing demonstration?

In no manner may a merchant and his employees better evidence their ability and willingness to give service than in such a manner as this, and never more than today has a reputation for service to customers and community counted in effecting that Confidence which is the father of Satisfaction to the consumer and Sales and Profits to the merchant.



The Standardized Product.

The other day there was even more feverish activity around the Ford Factory than usual because of the completion of the ten millionth Ford car. If somebody had asked you ten years ago whether the world would ever live to see that many cars of one make, virtually without change, you would have laughed at the very idea. But here it is, an accomplishment, and eloquent testimony to the value of the standardized product.

Henry Ford is perhaps the master-example of a man who

Announcing
the beginning of a schedule of
color advertising of

WILLARD RADIO BATTERIES

The following magazines will be used:
Saturday Evening Post, Country Gentleman, Radio News, Popular Radio, Radio Broadcast, and others.

Starting this Month
Big, Full-Page Ads That Will
Bring You Business
for

A Rechargeable Radio Battery That You
Can Handle Bone Dry and Charged

Wire or Write Your Nearest Willard Branch for Details

WILLARD STORAGE BATTERY COMPANY CLEVELAND, OHIO

In Canada, Willard Storage Battery Co. of Canada, Ltd., Toronto, Ont.

WILLARD BRANCHES

ATLANTA, GA. Corner Ivy and E. Baker Sts.	INDIANAPOLIS, IND. 914 North Senate Ave.
BOSTON, MASS. 760 Commonwealth Ave.	KANSAS CITY, MO. 2020 Grand Ave.
CHICAGO, ILL. 3916 S. Canal St.	MINNEAPOLIS, MINN. Broadway and Ward Ave. N.E.
CLEVELAND, OHIO Chester Ave. and East 23d St.	NEW YORK CITY 4-6 LaSalle St.
DALLAS, TEXAS 2020-22-24-26 Jackson St.	OMAHA, NEB. 1108-10-12 Nicholas St.
DENVER, COLO. 2145-2155 Market St.	PORLAND, ORE. 106 14th St. N.
DETROIT, MICH. 5946-54 Cass Ave.	SAN FRANCISCO, CAL. 480 Second St.

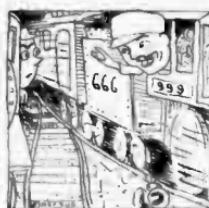
Say you saw it in Radio Merchandising

has succeeded because he has seen the wisdom of a simplified line. Probably not a day has passed in the past decade that has not brought some opportunity for broadening out the Ford group of cars. But Mr. Ford has wisely chosen to "hew to the line," so to speak, to concentrate his whole energy as regards a popular-priced automobile on this one car, with its strictly limited number of body models, day in and day out until now ten million of it have been manufactured. Today he virtually has no competition in this chosen field. His car is the standard. His dealers do not argue to sell 'em. Rather they argue to satisfy on delivery dates.

If more business men—manufacturers and retailers—would realize the worth of specializing in a selected field until the goods they make or sell are standard, it would be vastly better.

Ford is a past master in the art of effecting Quick Turn-Over. He prefers to make and sell one car like hot cakes than to make a greatly diversified line of cars and tie up his money before they sell. And the retailer who is anxious for profits does well who patterns his business methods along similar lines of least resistance. Standardized goods on the dealer's shelves have that same inborn alacrity which makes for quick profits that standardized profits in the factory have.

Get a reputation for selling known values, Mr. Business Man, and the consumers will wear the proverbial path to your door, whatever its location.



Minimizing Operations.

The Empire State Express has long been a "crack" train of the New York Central, yet, in spite of its splendid running time, it never until this day has operated upon a schedule which omitted a change of engines at Syracuse. It had always been figured by the railroad's officials that the change of engines was an economy because it saved the wear and tear on their engines and cut down on repair bills.

But recently, for the first time, the Empire Express sailed through Syracuse without even hesitation and made the entire trip from Buffalo to New York with one engine, thus clipping a number of minutes off its running time. It was made possible by late perfections in locomotive construction.

Minutes count in railroading—even a very few minutes—and correspondingly details which seem small in today's merchandising really loom large in the final Profit-or-Loss accounting. Superior equipment, both mechanical and mental, is paramount. S-p-e-e-d spells the spirit of the day in merchandising quite as much as it does on the ribbons of steel which tie our great cities together.

The stocks which fail as to speed of turn-over spell loss of profits and poor business to a merchant quite as much as trains which fail as to speed spell retrogression to a railroad.

Backing Up the Dealer 100%

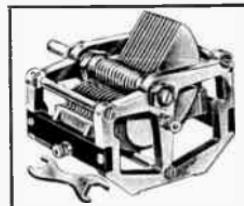
The Bremer-Tully "Lifetime" Condenser

Electrically Perfect — Mechanically Beyond Comparison

"If you don't find it better, send it back"

We claim this condenser has more advanced features, more vital improvements, more essential advantages than any other and back this with the above guarantee.

Here is your opportunity to sell a perfect condenser. Nationally advertised and fully guaranteed. You'll agree this is 100% backing. "Twenty point folder" gives the details.



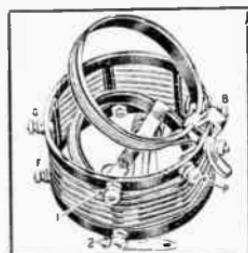
150 m. m. f. 7 plate \$4.25
250 m. m. f. 13 plate 4.50
522 m. m. f. 23 plate 5.00
800 m. m. f. 35 plate 6.50

Bremer-Tully New Low Loss Tuner

Two Types

Broadcasting 200 to 565 meters short wave 50 to 160 meters

\$5.00



This is the former popular B-T Tuner, which sold so readily last season—with vital and important improvements. New Adjustable Primary, New Bearing, New Coil Form (Bureau of Standards type), New Coil Windings.

Two types 1. Covering broadcasting wave lengths. 2. for short wave work. (These ranges covered with B-T 11 plate "Lifetime" Laboratory condenser.)

This tuner will be one of the "sensations" of the season.

Order from your jobber at once.
National advertising already started.

SPECIAL OFFER FREE

Copy of "Better Tuning" will be mailed dealers free. "Tells you why and shows you how." It will help you in selling radio. Send for copy.

Bremer-Tully Mfg. Co.
530 S. Canal Street - Chicago



Model J-10
\$ 25

Sell this for Quick Profit and Quick Turnover



a Musical Instrument for the Radio

Easy to sell because it has novel and exclusive improvements and because its performance is unexcelled.

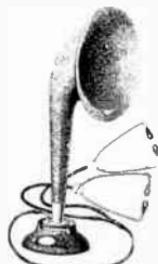
HAS DUAL ACTION,—Tuning and amplifying off the same Master Phone.

SUPERSENSITIVE STETHOSCOPE ATTACHMENT eliminates the use of head phones. Any number of Stethoscope sets may be used without extra tax on the batteries.

ONE-PIECE HORN, SILVER PLATED METAL PARTS. Best workmanship and beautiful dark gray crystalline finish throughout.

Tuning in with Stethoscope in ears, then one turn on lever cuts off stethoscope and operates the horn. No plugging in and out of Radio Set. Lever Controls Sound Volume.

**DEALERS and JOBBERS
write for terms NOW.**



Model H-8
\$18.50

DUAL LOUD SPEAKER CO.
210 West 54th Street, NEW YORK CITY

Say you saw it in Radio Merchandising

BURGESS DEALER CO-OPERATION



Burgess National Advertising Reaching 12,593,118 People

Some of these millions are *your* customers—or they will be when you stock the Burgess line.

Confidence and good-will in Burgess products is everywhere established. Carry the complete line. Display it. Get together *now* with your jobber.

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

Pittsburg - St. Louis - New Orleans

In Canada: Plants, Niagara Falls and Winnipeg

Branches: Toronto - Montreal - St. John

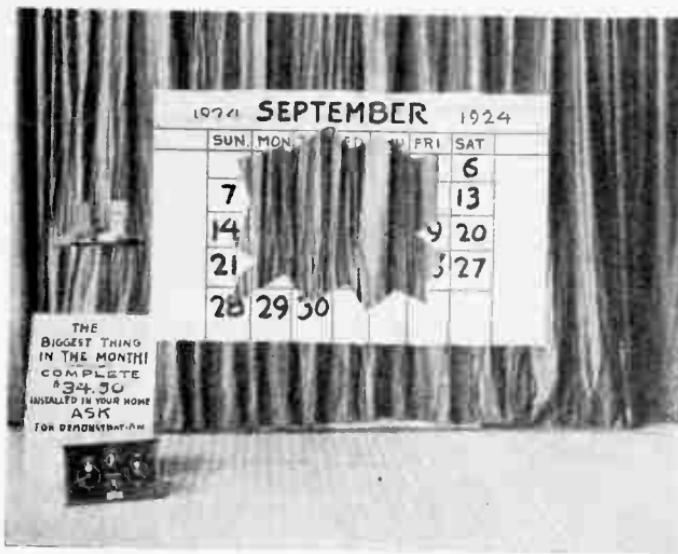


Fig. 1. This Display, as Will Be Seen, Is Made Up of But Little More Than the Goods to Be Featured. It Can Be Completely Installed in a Few Minutes

Some Timely and Practical Window Displays

By Sewell Peaslee Wright

SNCE starting this series of articles on effective radio windows I have had several requests for something new and really different in the line of a "sale" window.

Now, any good window is a sale window in the sense that it makes sales, but I have been depicting windows designed to sell radio sets as a whole rather than any particular set. Since the average radio dealer does wish to push a particular set at one time or another, I am presenting this month an idea that

will prove both flexible and effective.

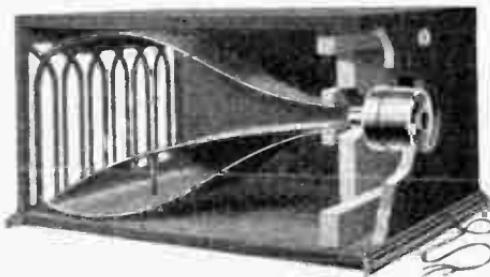
Very little material is needed, as is evident from Fig. 1. Get your local sign-painter to draw you up a big calendar sheet, or, rather, the top and edges of such a calendar, for the center is cut out as shown in this picture.

This calendar is suspended by fine wires, hanging so that the center of it is just about on the eye level of a person outside on the sidewalk. It should be placed pretty well back in the window. Unless you have a very deep window I would suggest that the card hang within eight-

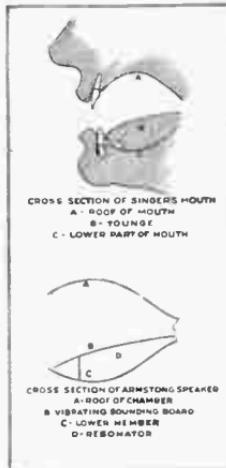
THE ARMSTRONG SPEAKER

Patents Pending

SHAPED LIKE A SINGER'S MOUTH



This speaker has caused more favorable comment, more enthusiasm than any Radio Invention of recent years.



Remarkably natural in reproduction. Cabinet finely finished, occupying little space. Adjustable unit.

Shaped like a Singer's mouth. Vibrant sounding board augmenting and naturalizing the tone.

100% Sales Possibilities. Absolutely satisfactory in performance.

List Price \$27.50

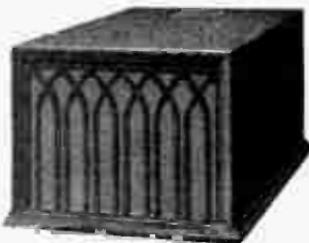
If your jobber cannot supply you, send to

**McKINLEY
Phonograph Co.**

Office:
1501-15 E. 55th St., Chicago

Factory: Rockford, Ills.

Sample on display at RADIO MERCHANTISING'S permanent exhibit



Say you saw it in Radio Merchandising

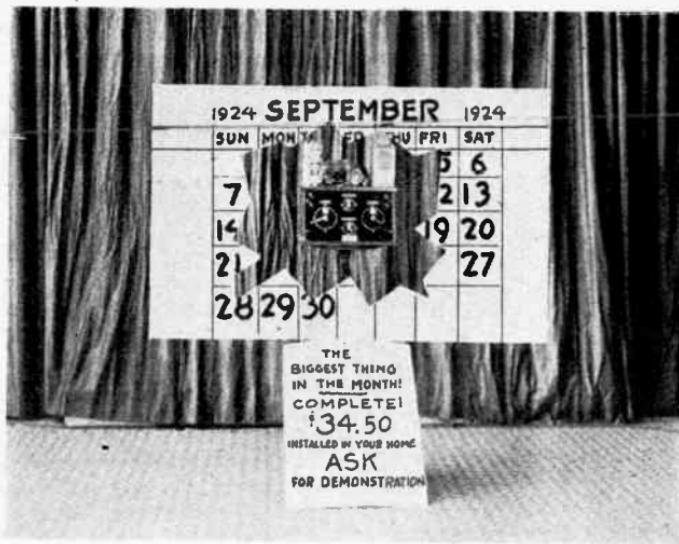


Fig. 2. It Is Not Necessary to Feature, as Has Been Done Here, a Complete Set, With an Installed Price. The Set Alone May Be Featured Just as Effectively

een inches of the background. If it is too near the glass, the effect is spoiled.

Back of the card is placed the radio set you wish to feature, making sure that it is located so that it is centered in the opening through the calendar. It may be supported either by a bracketed shelf attached to the background, or more simply, as shown in Fig. II, upon a slender pedestal of some kind.

In the illustration it will be

noticed that the card at the foot of the pedestal features a complete set at a very attractive price, but it is not, of course, necessary to feature a complete installation in this window. Since it is a "sale" proposition, however, the price should be featured, and, naturally, it should be an attractive price. If used this month, the idea of a low price at the very opening of the season will be found effective.

Window Number Two

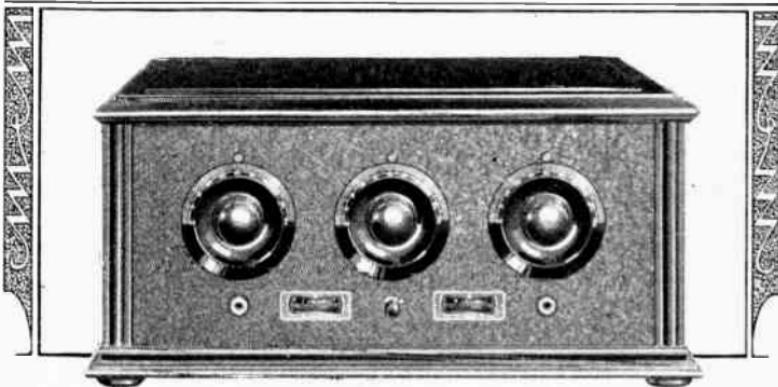
Radio is being merchandised by a great many music dealers these days, and oftentimes where window space is limited a combination window is much to be desired.

The window I am going to describe will also serve to show the people more clearly than they perhaps now have the idea just what the relation is between the radio set and the phonograph. It is suggested

that radio dealers who do not sell musical instruments get some nearby music dealer to co-operate with them in putting in this window, each to put in the same general sort of a display. The radio dealer will lend the music dealer the radio apparatus, and the music dealer will lend the radio dealer the phonograph. Each on a card would give the other credit, and in this way each dealer would

EISEMANN

ELECTRICAL EQUIPMENT



Announcing the 6-D Receiver

TYPE 6-D embodies the most modern developments in radio engineering, together with unusual design and workmanship. It meets the most exacting requirements of discriminating buyers.

The outstanding characteristics of this new Receiver are extreme selectivity, extraordinary distance range and exceptional clarity. Tuning is very simple. The 6-D is a non-oscillating Receiver, and no potentiometer or stabilizer is employed.

Start the season right. Display this new receiver in your store, and prove to your customers that you are keeping apace with the latest developments. Volume sales will follow. If your jobber cannot supply you, write to us.

SPECIFICATIONS

Circuit: Two stages of tuned radio frequency amplification, detector and two stages of audio frequency amplification.

Tubes: Five in all. Jacks provided for either five or four tube operation.

Batteries: Either storage or dry-cells.

Cables: Complete set supplied for "A" and "B" batteries.

Wave lengths: 200 to 600 meters, with uniform efficiency of reception.

Aerial: 75 to 125 feet, single wire.

Panel: Aluminum, with attractive crystal black finish. A perfect body capacity shield.

Dials: Sunken design. Shaped to fit the hand and permit a natural position in tuning.

Rheostats: Adequate resistance for all standard base commercial tubes.

Condensers: Single bearing, low leakage losses.

Sockets: Suspended on cushion springs which absorb vibrations.

Cabinet: Mahogany, with distinctive lines and high finish. Ample space provided for "B" batteries.

Price, Without Tubes
and Batteries, \$125.00



For Sale by
Reliable Dealers

EISEMANN · MAGNETO · CORPORATION
General Offices: 165 Broadway, New York
DETROIT SAN FRANCISCO CHICAGO

Say you saw it in Radio Merchandising

World Radio History



Fig. 1. There Are Not Many "Props" Used in This Display, But Those Used Are Somewhat Bulky.

"scratch the other's back" most effectively, making new friends and customers for each.

For this display you will need some sort of a table, a scarf and some knick-knacks for same, a

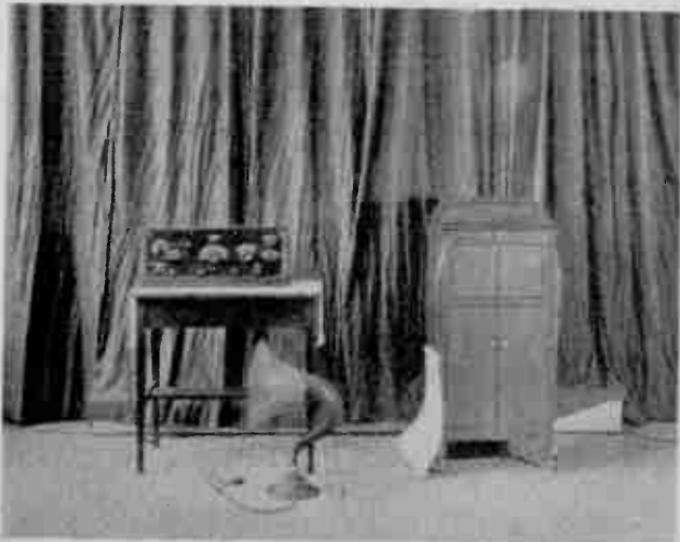


Fig. 2. Whipping This Window Into Shape Will Be Found an Easy and Interesting Bit of Work. Care Should Be Taken to Arrange the Various Items as Suggested in the Accompanying Article.

MAR-CO CONDENSERS



**MAR-CO
CONDENSERS**

43 plate	\$6.50
23 "	5.50
17 "	5.00
11 "	4.50
without dials.	

Choose the safe—
and leak-proof way!

Specify MAR-CO whenever
you buy radio instruments.

MARTIN-COPELAND COMPANY
Providence, R. I.

The name
“MAR-CO” on the
carton—and one
good look at the
construction—is
enough for those
who know a good
condenser when
they see it!

This powerful full page advertisement will appear this Fall in Radio News, Popular Radio, Radio Broadcast and Radio.

Get in touch with your jobber or write direct at once for details of the big profit possibilities for you in MAR-CO condensers.

**MARTIN-COPELAND COMPANY
PROVIDENCE, R. I.**

Say you saw it in Radio Merchandising

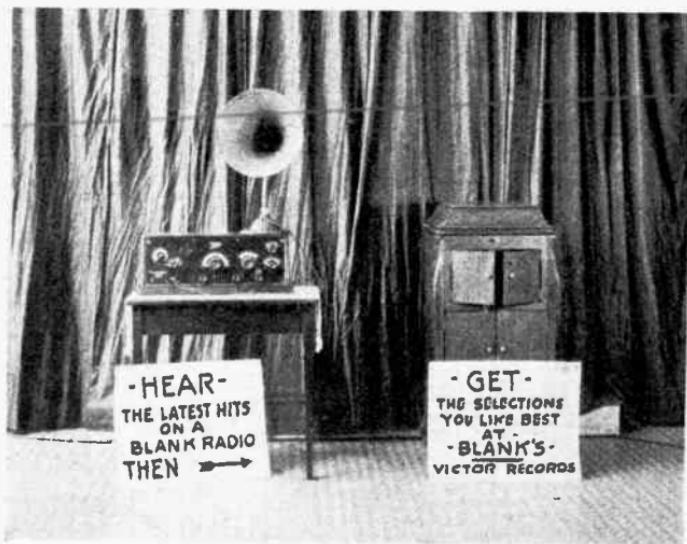


Fig. 3. Probably It Would Be Better to Show the Phonograph Lid Raised. The Words on the Card Should Be Changed to Meet Your Individual Requirements.

radio set with accessories, a chair, a pad, a pencil and a phonograph. All the required items are pictured in Fig. I, which shows you what you have to start work with.

As will be seen in Fig. II, the phonograph is placed at one side of the display, and the table at the other, but they should not be separated too far. If your window is very long, I would suggest that you utilize part of it with a display of some other kind. The radio and the phonograph should be kept in friendly proximity, separated just far enough so that they will strike the eye as two separate points of interest.

Here is a case where the display should be quite close to the glass, not close enough to touch it, of course, but close enough so that if the spectator on the sidewalk desires he can read the notations on the pad beside the radio set on the table, and perhaps even identify the

record on the turn-table of the phonograph.

The pad should have written on it something of this sort: "Drop in at Berry's tomorrow and get (run in names of the latest popular record releases, two or three of them). Also some loud needles for dancing." This should be written hastily and perhaps a little bit angling, just as one would jot down a hurried memorandum. On the phonograph should be placed one of the records mentioned in the note.

The cards in front of the table bearing the radio set and the phonograph may be worded to suit the fancy, the suggestions given in Fig. III being, of course, entirely tentative. It will be seen from this picture of the finished window that it puts over its message quite effectively, and when used as suggested at the beginning of the description will get results of a most tangible kind.

Get Ready for a Season of “SUPER” ACTIVITY

Present indications foreshadow a big season for the Superheterodyne. You should prepare at once if you have not already done so for sweeping sales in Superheterodyne apparatus.

Type
271



M. F.
Transformer

The Ideal 30 K. C. Transformer

For use in the Superheterodyne General Radio Type 271 M. F. Transformers are unequalled. They are specifically designed for amplification of medium frequencies, and are not merely adaptations at radio or audio amplifying transformers.

In the Superheterodyne circuit four of these transformers may be used with excellent results without an output transformer.

Stock up on these instruments now and be ready to supply the "Super-Het" builders in your community when radio sales start to boom.

Price \$5.00

When selling parts for the "Super" don't forget General Radio Low Loss Condensers, rheostats, potentiometers, sockets, dials, and the new coupling coils—they're all "super-instruments."

GENERAL RADIO CO.

CAMBRIDGE MASS.

On the Job Again!

By JAMES EDWARD HUNGERFORD



AM back from my vacation, and I've
had a hummin' trip!

I've got hayseed in my hat-box, and
alfalfa in my grip;
I've got oats in my umbrella, and corn-tassels
on my cane;
I've got honey in my eyebrows, and fried chick-
en on the brain;
I've got sorghum down my shirt-front, and my
shoes are full of bran,
But the emblem I'm most PROUD of—is my
coat of golden TAN!

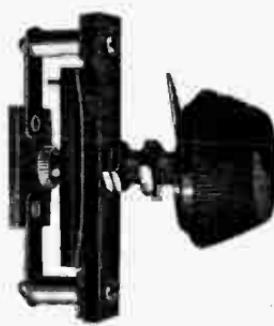


WAS one morning in the wheat-field,
Mother Nature took her brush;
Ran it lightly o'er my features—and be-
hold I wore a BLUSH!

Next she turned my nose to crimson; then the
bald-spot on my head;
Then she daubed on pigment freely, 'til my face
was turkey red;
Ah, but when she'd finished painting, and the
peeling part began—
Then I wasn't so enamored with the thought of
wearing TAN!



UT in time the crimson faded, like the
blighting of a rose;
Darker grew my blazing bald-spot;
darker bloomed my blistered nose;
And each day old Mother Nature quietly plied
her mystic brush,
'Til there came a rich, brown tinting, to sup-
plant my brazen blush!
Ah, the pride that welled within me—how it
thrilled my inner man,
When I knew I was possessor of a full-fledged
coat of TAN!



*A smoothly
adjustable*

GRID LEAK

*that gives even regulation
from $\frac{1}{4}$ to 8 megohms*

We also
manufacture
the

Centralab

Rheostat

No. 206—
6 ohms . . . \$1.25

No. 230—
30 ohms . . . 1.25

Non-Inductive Potentiometer

No. 110—
400 ohms . . . \$1.50

No. 111—
2000 ohms . . . 1.75

Battery Switch

No. 300 50c

The Centralab (formerly CRL) was one of the first and most successful variable grid leaks on the market. It gives smooth, unbroken adjustment through 900 degrees—2½ turns of the knob—and gives absolutely uniform variation from $\frac{1}{4}$ to 8 megohms. It makes possible the finest gradations and holds the value at which the knob is set. Single hole mounting.

No. 106 \$1.25

No. 107—
(with .00025 condenser) 1.60

To JOBBERS and DEALERS: The trade mark
of products of the Central Radio Laboratories
has been changed from **CRL** to **Centralab**.
Write for literature.

Centralab

CENTRAL RADIO LABORATORIES

297 Sixteenth Street

MILWAUKEE, WIS.

Sell the Big Market Waiting for

E-Z-TOON

(EASY TUNE)

RADIO DIALS

Size	List
3"	\$2.00
4"	\$2.25

Write for
Liberal Discounts



Smooth easy movement, no cog, gears, back lash or lost motion.
Easy to Install



Attractive display stand furnished to dealers. Write for full particulars.

Every radio set owner wants a set of these dials for his receiver as soon as he sees them. This is the best vernier dial obtainable. It permits of distant stations being brought in clear and loud. It makes possible the separation of stations close together.

Packed in standard package of 12 dials each in individual display carton.

We also supply knobs to match for Rheostats switches, etc.

E - Z - Toon Radio Company
3238 W. Washington St. Indianapolis, Ind.



THINK!

Radio's Great Year Begins!

Choose wisely the Receiver you will back with your effort, your money and your name. Choose well the manufacturer, upon whose ability and co-operation you must base your plans.

FREED-EISEMANN offers you radio receivers of tested worth—of excellence so outstanding that the new models differ from the old only in refinements. And back of the product is an organization of great integrity and resources—insuring Permanence.

NOW! The Advertising Begins

FREED-EISEMANN announce an impressive advertising campaign to the general public—pages and double pages in The Saturday Evening Post, and color pages in quality magazines, throughout the radio season.

Free booklet, catalogs, newspaper ad-helps, cuts, etc., all are part of the FREED-EISEMANN Plan to offer real help to real dealers.



FREED-EISEMANN RADIO CORPORATION
Sperry Building, Manhattan Bridge Plaza, Brooklyn, N. Y.



Freed-Eisemann
RADIO RECEIVERS

Say you saw it in Radio Merchandising

Beauty Contest Winners



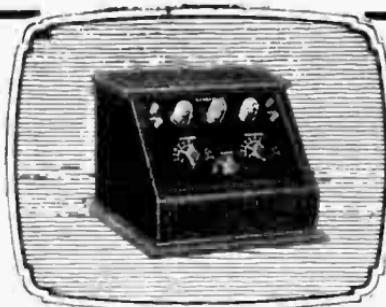
First Prize: Gladys Simpson, With
Robertson-Cataract Electric Co.,
Buffalo



Second Prize: Margaret M.
Connelly, With C. D.
Tuska, Hartford



Third Prize: Mary Dicks,
With the Carter Electric
Co., Atlanta



Echophone "3"

A 3 tube regenerative. Tunes in on loud speaker stations 1,500 and 2,000 miles distant. Twin band tuning control. Operates on dry cells—very economical. Without tubes and batteries \$50.00.



Echophone "4"

The last word in radio receivers. Regenerative circuit. Extremely selective and powerful. Uses four tubes of any standard make operating with equal efficiency on either dry cells or storage batteries. Without tubes and batteries—\$125.00



Echophone "5"

A 5 tube receiver employing both radio and audio frequency amplification. Operates on loop small indoor or outdoor aerial. Assures exceptional volume, selectivity and tone quality. Without tubes and batteries—\$110.00.

Echophone Regenerative Receivers are licensed under Armstrong Patent No. 1,113,149.

A Line of Leaders

With the Echophone line of Radio Receivers you can take care of every prospective radio buyer in your community.

For the great majority of fans who want a good yet low priced receiver that will provide clear loud-speaker reception of any of the better known stations in the country there is the Echophone "3."

For those who want longer range, still greater volume—in short, the ultimate in radio reception—the Echophone 4 and 5 tube receivers offer very unusual values.

Built right by pioneers in the radio industry, Echophone Receivers sell quickly and stay sold. Write for details of the Echophone selling plan—The Armac Radio Company, Agents, 1120 No. Ashland Ave., Chicago, Ill.

Manufactured by

THE RADIO SHOP

1120 N. Ashland Ave.
Chicago, Ill.

Long Beach
California

Sunnyvale
California

ECHOPHONE RADIO RECEIVERS

Say you saw it in Radio Merchandising

(Continued from page 46)
 old folks only. Lots of young rich folks are the same way. And lots of folks who aren't rich will buy a better set than they can afford to replace their present one if you'll go after them along the right lines."

"I don't know about the ethics of selling somebody a better set than he can afford," said Southwick. "It doesn't seem to me—"

"Poppycock! You've put dozens of great big beautiful mahogany Vics into homes where the rest of the furniture was mail-order quartered golden oak, and called it O. K. Don't worry about ethics, young fellow. I've got ten times more money tied up in radio myself than I can really afford, and I'm proud of it—

and GLAD of it. The American public, Southwick, loves to skimp on necessities and blow itself on the luxuries. You go ahead and sell them all the radio sets they will buy, and after they buy it and get all enthused about it see if you can't sell them a better one."

"You're not as dumb as you look," admitted Southwick, slowly, a bit of a grin on his face. "I think I'll start that second prospect list and see how your idea works out."

"You'll find that it will work out mighty profitably," Old Timer assured him, leaning back comfortably against the counter and pulling contentedly on his scarred, black old pipe. "And now tell me what's the newest 'dyne' set they've brought out. Last one I heard of was 9 o'clock last night, and I suppose there's been several since then!"

The Sunshine of Your Smile

People like sunshine, flowers and all bright things.

The clean, attractive store front attracts the passerby and draws him into the store.

The neat, well lighted interior puts the customer in a pleasant frame of mind which helps him spend his money cheerfully.

But of still greater importance is the SMILE BEHIND THE COUNTER.

Nothing attracts more than a pleasant smile pictured upon a human face.

There is a magnetism in it that draws trade just as surely as a magnet draws iron.

Moreover, it will hold trade year after year.

If you are willing, anxious to please, and show it on your face and in your manner, people will come back to trade with you time after time.

Remember this for the sake of sales!

Your store may have the most attractive front in town; it may be the cleanest, neatest and best illuminated.

But with all this there is something lacking to the customer unless it is lit up with "the Sunshine of your smile."

RAVEN Superheterodyne KIT

List Price \$25.00

Contains as one unit, 3 air-core transformers, 1 two-coil filter circuit and 3 sockets with binding posts. No hookup required. Synchronized before assembly and then sealed. Shell of one piece molded genuine bakelite. List price \$25.00



One-third
Actual Size

Under the direction of P. A. E. Armstrong, we have taken all the guess out of Superheterodyne; have fixed the spacing between wires with absolute accuracy and have reduced the number of connections to the very last word in simplicity, we are convinced that the Raven Superheterodyne Kit will be the most called for during the coming season. Every retailer should investigate the Raven Superheterodyne Kit thoroughly before making his commitments for this fall. Ask your jobber or write or wire to us today.

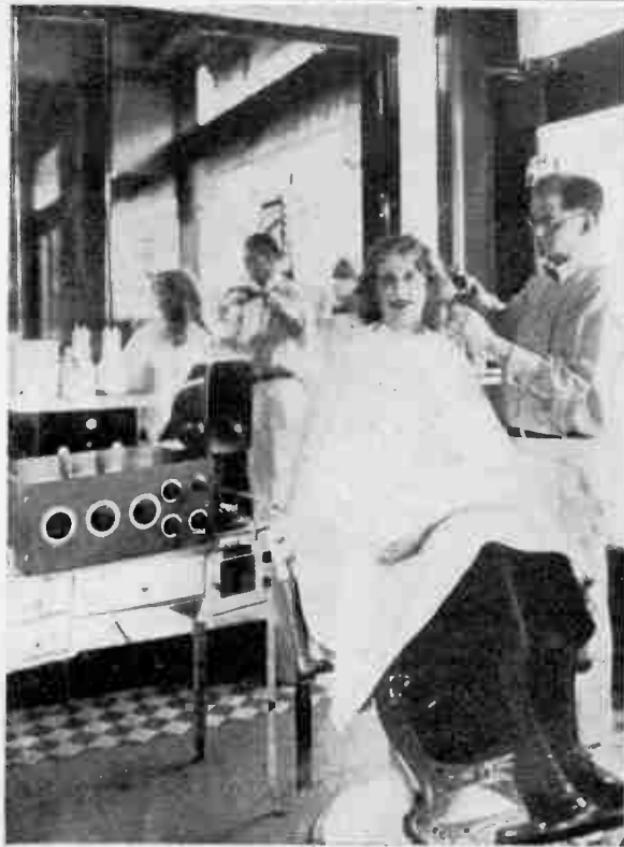
RAVEN RADIO, INC.
8 Learned Street, Albany, New York

(Continued from page 28) trate the work in the hands of the larger stations, and 184 of the more important stations are now flashing out the material on regular schedule.

Mr. Richardson in discussing the opportunities for developing the sales outlet for radio equipment among women stressed the variety of information having a distinctly feminine appeal that is now being broadcast by the leading stations. The women, he said, care nothing about radio technique but they are deeply interested in radio as a medium for practical infor-

mation that will aid them in their home management. Gratifying results have been obtained by dealers who have gone after new business along this line.

One radio dealer in Washington now sends demonstrators of radio sets into the residential sections of the city. Loop aerials are used, the set is placed on a dining room or living room table, the proper wave length is tuned in, and the messages are received. The sets are sold on the time payment plan, and numerous sales have been made.



© Kadel & Herbert

So interested is madam in the radio program she forgets to register her grief at the severance of her curly locks!

EVIDENCE!

Unsolicited praise is the best evidence of superiority. Every mail brings us word that the

CONTINENTAL LO LOSS CONDENSER

greatly increases the receptive range of the most efficient circuits, and permits sharper tuning than was ever thought possible. The average amateur is "sold" on the appearance and construction of Continentals, and stays "sold" on their performance.

Continental Lo Loss sales are rapidly taking the lead over all high quality condensers. Is your stock sufficient to meet the big Fall demand?

GARDINER & HEPBURN, Inc.

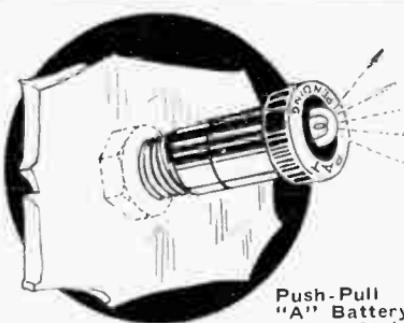
Sales Department—611 Widener Bldg., Phila.
Factory—21st & Washington Ave., Phila.

List Prices

13 plate—Capacity .00025.....	\$5.50
18 plate—Capacity .00035.....	5.75
25 plate—Capacity .0005	6.00
45 plate—Capacity .001	7.00

Price without Vernier—\$1.00 less on all sizes.

If your jobber can't supply you write to us.



"The Kant-Blo Switch on our Super-Heterodyne does all that you claim for it. If we had installed this signal long ago it would have paid for itself hundreds of times."
(Copy of letter on request)

Your Money Back

If You Blow a Tube

WHEN YOUR RADIO SET
IS EQUIPPED WITH A

Kant-Blo

SIGNAL

"Lights on any Short Circuit"

Nationally Advertised
Write for Prices & Discounts

The Kant-Blo Signal is easily installed. Simply takes the place of either the ordinary push-pull "A" Battery Switch or one "B" Battery Binding Post now on set.

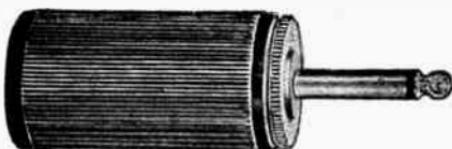
Kant-Blo Signals—both Binding Post Style and Switch Style—are at all the best radio stores.

Only one Kant-Blo needed to protect any number or any kind of radio tube.

Sole Distributors
APEX RADIO COMPANY

Suite 208, 503 Fifth Ave., New York
Telephone Murray Hill 3520

Manufactured by Ganio-Kramer
Co., Inc., New York



Philmore Duo-Plug

Ribbed jacket of highly polished composition. Metal parts nickel-plated in either black or mahogany. Packed in individual boxes.

AJAX RADIO PRODUCTS

*The Guaranteed Line of Highest Quality
Priced Lower Than Seems Possible*

Over 130 Items in the Complete Ajax Line

Contact Points	Dials	Detectors
Binding Posts	Sockets	Phonograph Attach-
Lettered Posts	Plugs	ments
Insulators	Jacks	Crystals
Switch Levers	Variable Condensers	Buss Wire
Inductance Switch	Vernier Condensers	and
Spaghetti	Rheostats	MANY OTHER ITEMS

New Illustrated Catalog and Price List Sent on Request

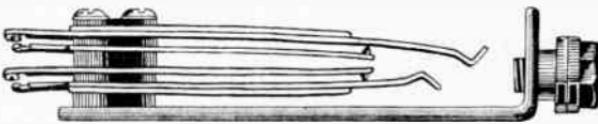
Philmore Mfg. Co., 105 Chambers St., New York

The best Jack that long experience and ample manufacturing facilities can produce. Reinforced springs of phosphor bronze. Brackets, Nipples, Washers and Screws of Brass. Blades prepared with non-corrosive flux.

PHILMORE

QUALITY

JACK



Transcontinental *Ribbon* Copper Aerials

Guaranteed to improve tone, volume, distance, selectivity. A sensational seller. Sweeping the country. Tremendous demand. Over a million now in use. Backed by big national advertising campaign.

BIG PROFITS FOR DEALERS

Liberal discounts, one price, quick turnover insure big profits for dealers. Counter and window displays, circulars, selling helps, etc., supplied free. Newspaper advertising at our expense when sales justify it.

LIST PRICES

50 Ft. \$1.50	100 Ft. \$3.00
75 Ft. 2.25	150 Ft. 4.50

If your jobber cannot supply you, write us direct.

Acorn Radio Mfg. Co., Dept. 429
307 W. LAKE ST. CHICAGO



Manufacturers Agents Wanted

For One of the

**Fastest Selling
Heaviest Advertised
Radio Lines**

Write fully in
confidence

Address Box 40
c/o Radio Merchandising

Say you saw it in Radio Merchandising

**LOOK FOR THE BULGE—
LOOK FOR THE NAME—**

AND OBTAIN STERLING GENUINE POCKET
METERS AND REAL PROFIT

Some fifty thousand babies have been christened Calvin this year but only one at a time can become president.

Likewise there have been lots of imitation pocket meters put on the market but they can't be called Sterling because the genuine Sterling meter is in a class by itself and is characterized by the bulge on the face.

Don't be misled. Specify "Sterling" when you order pocket meters. There is a type for every need—a need for every type.

THE STERLING MFG. COMPANY

2830 Prospect Ave.,

Cleveland, Ohio

Sterling
POCKET
METERS



*Has
the
Bulge
on
them
all*

New! **DURHAM**
Metallic
Grid Leak

The biggest
little thing in Radio



Think up all the kicks you've had about grid leaks. Then forget 'em!

The new Durham Metallic Leak is the practical realization of a scientific ideal. If you don't believe it, send for samples and try to find a flaw.

DURHAM Metallics come in 28 fixed sizes—guaranteed for accuracy—and 3 variable ranges, fitting standard bases. DURHAM bases may be had also, plain, condenser clip, or double for resistance amplifiers.

Your whole stock of DURHAMS goes on a counter space only 10"x12"—all items individually boxed.

Write for further details



DURHAM & CO., Inc.
1930 Market St., Philadelphia.

Humor



Healthful

Patron (very disgusted)—Waiter, what are these black spots in my coffee?

Waiter (after great deliberation)—Well, sah, Ah thinks they is some of them there vitamins you hear so much 'bout nowadays.

Cutting the Price

A young matron in which the shopping instinct was strong asked a German grocer the price of lard.

"Twenty-five cents a pound," he replied.

"But," she said, "the price at the next corner is only 20 cents."

"Vell," asked Otto, "vy don't you buy it down there?"

"They haven't any," she explained.

"Oh, I see," replied the grocer. "Ven I don't have any I sell it for 10 cents."

Suggestive

Here's a good one displayed in a store in Tennessee:

"We will hold your horse,
Mind your baby,
Sell you stamps,
Loan you tools,
Crank your Ford,
But we will not cash your check."

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."

His View of It

"California is a place I adore. Oh, these wonderful flowers!" gushed a young Buckeye mother.

"And her 'Fig Syrup'!" put in her observant hopeful.

Old Stuff

Nick—It's a wonder anybody can still find some "Yes, we have no bananas" jokes left to crack.

Mike—You're right there. But they'll probably be cracking all the more, now the banana has turned into a chestnut.—The Progressive Grocer.

Way It Used to Be

The head of the firm caught the office boy telling falsehoods.

"I'm surprised at you," he said. "Do you know what they do with boys who tell lies?"

"Yes, sir," was the reply. "When they get old enough the firm sends them out as traveling salesmen."

Pulling Windows

Young Pugsley window dressing drew

Their eyes and then their feet,

Then made them draw their purses too—

Young Pugsley's hard to beat!



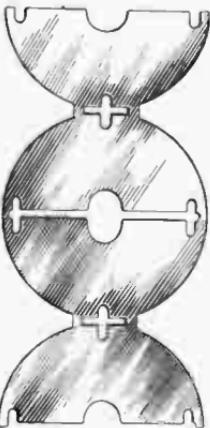
Point
Number One

ONE PIECE STATOR

One of Several New
Features in Four
New Types

Stamped out of one piece of aluminum—the one piece stator eliminates broken contacts and soldered joints. Positive results—no leakage.

Found in types 3 and 4, celoron end plates, and vernier types 5 and 6, low loss.—metal end plates.



100% Guaranteed

For full particulars of our co-operation policy and details of our new lines

MAIL THE COUPON NOW!

U. S. Tool Co., Inc.

110 Mechanic St., Newark, N. J.

Kindly send me particulars of your policy of co-operation.

Name

Street

City

*A whirlwind
Success!*

AMERICAN BRAND CONDENSERS



with the **100 to 1
Worm Drive**
23 Plate, only \$5.00

America's foremost radio jobbers have been quick to appreciate the importance of this wonderfully constructed condenser. The results have been overwhelming.

Immediate sales are registered wherever these condensers are shown.

Retail dealers have seized upon American Brand Condensers as a mid summer sales stimulus.

Jobbers, who have placed orders for August and September delivery, now want American Brand Condensers at once.

Our Big National Advertising Campaign

has created an instant demand. What are you doing about it? If you are not yet on our Jobbers list, write us without further delay.

Better still—send in your sample order.

American Brand Corporation
8 West Park St., Newark, N. J.
Factory—Philadelphia

This Fall...



Enlarged Line

Best Merchandise

Heaviest Sellers

Trebled Advertising

Biggest Opportunity

*Are You
Ready?*

RAULAND MFG. CO.
2662 Coyne St., Chicago

Pioneers in the Industry

THE LINE THAT'S "LIVE" FOR '25!



This mark your guarantee of reliable apparatus, dependable service, and "Trouble-Proof" Products that are always good sellers

MAKERS OF GOOD GOODS ONLY

New Refinements!

Additions and improvements to American stock cabinets offer much of interest to manufacturers, dealers and jobbers. Write for full information. Estimates gladly furnished on production contracts.

American Radio Cabinet Co.

Grand Rapids, Mich.

Exclusive Eastern Representative M. A. Carpell 110 West 40th St. New York City	Exclusive Western Representative H. E. Lapkin 671 14th Ave. San Francisco, Calif.
--	---



CARTER "ONE-WAY" PLUG



50c

Order this and other items in the Carter Line from your jobber.

This is the plug which makes fifty cents look like a dollar. Never before have such quality and workmanship been offered for fifty cents.

In Canada—CARTER RADIO CO., Ltd.—Toronto

Write us
for catalog

Carter Radio Co.
1601 REPUBLIC BUILDING CHICAGO

Insist on
the original

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!"

Convalescent

Judge—Rastus, why don't you be a man? Go back home with your wife and take your medicine.

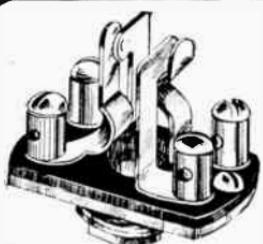
Rastus—Ah don't need no

medicine, Yo' Honor. Ah's cured!

Slight Difference

Judge—Rastus, why don't you not strangle this man to death?

Sippy the Sap—Not guilty, Your Honor. In the scuffle he cut himself on the chin, and I wrapped a tourniquet around his throat to keep him from bleeding to death.—Sun Dodger.

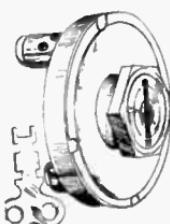


Double Jack.....60c

NON-SOLDER JACKS AND SWITCHES

See Our New
"Keelok" Switch

Same principle as the ignition switch on your automobile.



"Keelok" Switch....75c

METRO ELECTRIC MFG. CO., Inc.

121 PRINCE ST.

NEW YORK, N. Y.

Say you saw it in Radio Merchandising



**"Concert"
Model No. 80**

The Trimm Standard Unit now combined with new and improved type of goose-neck horn sells at \$25.00. Accessible adjustment provides an easy control of tone and volume. Write us now, giving jobber's name.

**Trimm Radio Mfg. Co.
Dept. F.**

24 So. Clinton St., Chicago, Ill.
Member Radio Mfrs. Assn.

Campbell R A D I O CABINETS

"From the Lumber to You"

PRICES—Cash with order, prepaid east of Missouri River; west, add 15 cents to quoted price. Send Post Office or Express Money Order.

Panel Sizes	Imitation Walnut	Genuine Walnut
	or Mahogany	or Mahogany
2x10x 7	\$ 3.00	\$ 4.75
2x14x 7	3.30	5.50
2x18x 7	3.82	6.75
2x24x 7	5.25	9.00
2x26x 7	6.05	10.00
2x28x 8	7.25	11.50
2x27x 9	7.25	12.50
2x40x10	11.25	18.00

Special Sizes
to Order



Mounting Boards 50c Each

Will not warp or crack. Made of No. 1 wood finished in either Mahogany or Walnut, bright or rubbed finish to match the finest of furniture.

Manufacturers' and Dealers' liberal discounts sent upon request.

THE PERKINS-CAMPBELL CO.

(Established 1879)
410-440 New Street, Cincinnati, O.
(References: Dun or Bradstreet's)



There is only one

GENUINE

EBY Binding Post

"With Tops which Don't Come Off"

EBY Posts are scientifically designed, beautifully finished and their price is right.

This is our Ensign post which can be furnished either plain or engraved in twenty different markings.



ENSIGN
engraved

EBYS are Binding Posts PLUS

H. H. EBY Mfg. Co., Phila., Pa.



EHLERT'S RADIO CABINETS

The Kind the Radio Public Want

4 Styles of Cabinets
26 Standard Panel Sizes Each
in Genuine Black Walnut or
Select Birch

Capacity—600 Cabinets Daily
Illustrations and Prices Sent upon
Request

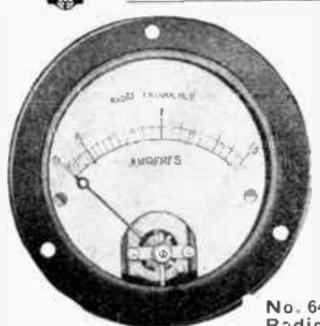
EHLERT CABINET CO.

2701-2705 VLIET STREET

MILWAUKEE, WIS.

Phone West 5678

Say you saw it in Radio Merchandising



Jewell Instrument

are being extensively advertised in all the leading radio papers. Dealers are profiting by their popularity. Jewell Instruments lead in radio.

Every dealer should have Jewell 15-A Catalog for distribution.

Jewell Electrical Instrument Co.
1650 Walnut St. - Chicago

No. 64
Radio
Frequency
Ammeter



Wave Lengths 150 to 21,000 Meters

Supply your customers' every want with Branston Duo-Lateral Honeycomb Coils and Mountings. Coils made in 16 sizes, mounted or unmounted. Mountings made for front or back of panel, plain or geared, two- or three-coil. Licensed under DeForest Patents.

Write for catalog of Branston Standard Radio Parts

Chas. A. Branston, Inc.

827 Main Street Buffalo, N. Y.

In Canada

Chas. A. Branston, Ltd., Toronto
London, Eng.

PATENTS

To the Man with an Idea

I offer a most comprehensive, experienced, efficient service for his prompt, legal protection and the development of his proposition.

Send sketch, or model and description, for advice as to cost, search through prior United States patents, etc. Preliminary advice gladly furnished without charge.

My experience and familiarity with various arts, frequently enable me to accurately advise clients as to probable patentability before they go to any expense.

Booklet of valuable information and form for properly disclosing your idea, free on request. Write today.

RICHARD B. OWEN

Patent Lawyer

38 OWEN BUILDING
WASHINGTON, D. C.
2276-V WOOLWORTH BLDG.
NEW YORK CITY



\$60.00

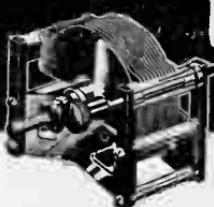
**5-TUBE TUNED
RADIO FREQUENCY**

**FRESHMAN
MASTERPIECE**

Write for new complete
catalog and discounts

Chas. Freshman Co. Inc.
Perfected Radio Products
106 SEVENTH AVE., NEW YORK

HICO



Variable- Condenser

*Dealers
Here It Is!*

5 Engineers Built This Condenser

The HICO is the result of the combined efforts of five engineers to produce the kind of a condenser that is right and will work in all circuits. It has all the best features and is adjustable to any position. Low loss, brass plates, adjustable cone bearings, carefully insulated and.

Noiseless Cam Vernier on Stator Plates

New Feature Allows minutest Adjustment

Made in Four Capacities

11 plate .00025 microf.	\$4.50	Retail
17 " .00035 "	4.75	
23 " .0005 "	5.00	
43 " .001 "	6.00	

Make HICO your selling condenser.

Discounts on request. Send for sample.

HARTFORD INST. CO., 311 Pearl St., Hartford, Conn.

FROST-RADIO

Ask Your Neighbor

*A distinctive advancement in
socket design and construction*

THE scientific cushioning of vacuum tubes to reduce noises from jar-ring presented special problems which FROST-RADIO engineers solved in these Shock-Absorber Sockets. As the socket is separated from the base by a cushion of pure sponge rubber, there is no perceptible ringing in a socket of this construction. We supply these sockets in single and gang types. Note that each is suitable for panel or table mounting, and that base as well as socket is moulded from pure bakelite, with polished finish. All metal parts are triple nickel plated, hand buffed.



FROST-RADIO

No. 616-619 3-gang \$3.25
Shock Absorber Unit

HERBERT H. FROST, Inc.
154 WEST LAKE STREET CHICAGO ILLINOIS.
NEW YORK CLEVELAND KANSAS CITY LOS ANGELES

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*The
Standard
of
Excellence
for audio
amplification*



*Now made in
two types—*

Type AF-6 (Turn ratio 5), for use in first stage.

Type AF-7 (Turn ratio 3½), the companion transformer for use in further stages.

AMERTRAN

TRADE MARK REG.U.S.PAT.OFF

American Transformer Co., Newark, N. J.

Designers and builders of radio transformers for over 23 years

ADDRESS NEAREST DISTRICT OFFICE:

623 Victory Bldg.
Philadelphia, Pa.

705 Granite Bldg.
Pittsburgh, Pa.

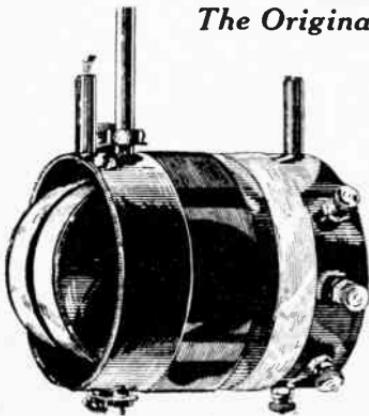
302 Flatiron Bldg.
Atlanta, Georgia.

508 S. Dearborn St.
Chicago, Illinois.

303 Rialto Bldg.
San Francisco

UNCLE SAM MASTER TUNING COIL

The Original 3-Circuit Tuner



The Uncle Sam Master Tuning Coil is the fastest selling all Litz Tuner on the market. Backed by extensive advertising, a tremendous demand has already been created — not a bit of sales resistance to overcome.

By Far the Best for

SELECTIVITY—DISTANCE—VOLUME

Jobbers—Write for Interesting Literature and Prices

UNCLE SAM ELECTRIC CO.

PLAINFIELD

NEW JERSEY



Get Ready!

Get Set!

GO!!!!

We're off with a romp for the biggest selling season radio dealers have ever experienced. Every owner of a receiving set needs a battery charger. Sell 'em APCO—the charger you can depend on for results—the quiet Charger that covers you with an ironclad guarantee.

There's an APCO Charger for "A" and "B" Batteries

APCO "A" Charger, 7½ ampere capacity (shown above) sells for \$18.50.
Dealer \$12.50.

APCO "B" Charger for 24 or 48 volt "B" storage batteries. Sells for \$10.
Dealer \$6.75.

ORDER FROM YOUR JOBBER

Apco Manufacturing Company

FACTORY AND MAIN OFFICES
Providence, Rhode Island

APCO Branches

Apco Mfg. Co., 1438 So. Michigan Ave., Chicago
Apco Mfg. Co., Export Office, 130 W. 42d St., New York City
Apco Mfg. Co., Electrical Office, Tribune Bldg., 154 Nassau St., New York
City
Apco Mfg. Co., 2005 E. 15th St., Kansas City, Mo.
Canadian Factory, Apco Canadian Co., Ltd., 3150 Jeanne Mance St.,
Montreal
Southwestern Office, M. L. Martin, 2006½ Commerce St., Dallas, Texas

APCO

BATTERY CHARGER



The advertising campaign behind the C-H Radio Socket will put a million over the counters this season—are you ready to profit?

Announcing a Winner

Another link in the chain that has tied "C-H" into radio.

Heralded into the field by more than a million rheostats "by the Master Builder," and the sweeping sale of nearly half a million C-H Radio Switches during the past season, the C-H Radio Socket will carry the same prestige, the same enthusiastic endorsement of radio engineers everywhere—the same quick "pull" on the radio world.

On top with the C-H trademark in every radio mind—set apart to every eye by its bright orange Bakelite shell and attractive display container, this new device will set new sales records.

THE CUTLER-HAMMER MFG. CO.

*Member Radio Section, Associated Manufacturers of Electrical Supplies
Milwaukee, Wisconsin*

CUTLER-HAMMER