

RADIO

Merchandising

THE MAGAZINE OF THE RADIO TRADE



DECEMBER

1934

Broadcasting Selling Ideas to 23,000
Responsible Dealers



Buy High Grade Parts and **FORMICA** Panels

IF you want real results from your radio set, buy high grade parts, low loss condensers, good transformers and Formica panels! The manufacturers of the finest radio sets built in America have endorsed Formica by using it. It is the panel material of 125 leading makes.

There are reasons for this almost unanimous choice of Formica—and the reasons are longer life, no warping and sagging, low electrical losses and fine appearance. Formica is made in four splendid finishes: Gloss black, dull black, mahogany and walnut.

It is the standard radio panel material from coast to coast. More of it is used every year. In big sets incorporating radio frequency amplification, it is now regarded as essential for base panels and terminal strips. Mount everything on Formica. Don't let it touch wood.

DEALERS: Formica service and quality and the universal demand for the material make it the most satisfactory and profitable panel line you can carry.

THE FORMICA INSULATION COMPANY
4644 Spring Grove Avenue, Cincinnati, Ohio

"Hear the Formica band every Wednesday Evening from 9 to 10 central time over WLW"

FORMICA
Made from Anhydrous Bakelite Resins
SHEETS TUBES RODS



Ye Editor Doing His Stuff Before the Mike

Broadcasting Selling Ideas to 23,000 Responsible Dealers

This is Station RMNY—RADIO MERCHANDISING, New York—broadcasting the newest and best selling ideas for December to over 23,000 radio merchants throughout the United States.

During the great national political election, the speeches of the leaders of the nation were picked up by the microphone and hurled out through the ether to listeners-in in cities and far-away hamlets. Our President relied almost exclusively on the radio to get his views on national problems before the electorate. People grouped around the cracker barrels in stores along the Main Streets of the country and hurrying thousands in the mammoth marts of trade in big cities alike were able to "sit in" and hear the national candidates of all parties through the offices of the radio.

In like manner has station RMNY—RADIO MERCHANDISING, New York—picked up the best and most successful merchandising ideas of radio merchants all over the country through its microphone—a staff of

trained editors and correspondents—and has relayed them through its aerial, this handy, pocket size magazine—to its large nation-wide audience.

Progressive merchants, in both large cities and small, have been able to “listen in” to these terse, profit-producing messages on retail radio selling.

Station RMNY broadcasts its merchandising messages to every responsible radio merchant in the United States whose name can be secured by the twenty-two jobber members of the RADIO MERCHANDISING syndicate.

While this broadcasting by RADIO MERCHANDISING is vast and inclusive, it differs from radio broadcasting in that it is also controlled—its “listeners in” must be responsible radio merchants. RADIO MERCHANDISING does not go to them if they are not.

Can you picture an actual crowd of over 23,000 people listening to an address, especially a business message? Crowds of that size are almost a thing of the past—except at a football game or a prize fight! The radio has given to many people the opportunity to hear speeches by prominent men right in their own home, even to hear the plaudits of the people actually attending the meeting.

The accompanying photograph shows a part of a crowd of 25,000 gathered in Madison Square to hear the Democratic Convention speeches. This picture gives but a partial idea of the vast audience that RADIO MERCHANDISING “talks” to every month—an audience not massed together in one place but widely separated in the various retail radio stores throughout the country.

RADIO MERCHANDISING, even as the radio, reaches its “listeners-in” in their most responsive attitude; it goes to them in their stores, and, more important, it goes right into the dealer’s pocket to be carefully read and digested. Unlike the radio, its messages are not of the moment—now delivered and then gone, leaving only an impression on the memory. They are in tangible form, put up in the small handy magazine that the dealer can slip into his pocket and read at home, if he desires, and they can be kept for future reference by easy, convenient filing.

In another way RADIO MERCHANDISING is like the radio. When a speaker talks over the radio and a singer sends her notes out over the ether, they cannot hear the applause from their unseen audience. They do not know that their speech or song is “getting across.” The only way the radio speaker and entertainer can



There Are Only a Few Thousand in This Picture. Think of What a Group the 23,000 Radio Merchants That Read Radio Merchandising Each Month Would Make

learn that their work is being appreciated by the listening thousands is from letters that some of the listeners write in to the radio station. That our "broadcasts" are getting across, we have ample evidence every month. Our dealer audience assure us that we are sending out the kind of "programs" that enable them to conduct their businesses more efficiently and at greater profit.

Editors are human like other folks; they like to know when they are hitting the mark with stories and articles of help and interest to their readers. Our response from our unseen audience is extraordinarily gratifying. It is a spur to greater effort.

And not alone do we hear from the great group of radio retailers that are making a radio America—but we hear frequently from the radio manufacturers who know, and are benefiting from, the constructive service we are rendering the American radio industry. Let's quote a few of these letters:

"I regard RADIO MERCHANDISING as the greatest constructive force in American radio."

"The November issue of RADIO MERCHANDISING was a dandy. We do not hesitate to say that, in our opinion, yours is one of the liveliest radio publications of the day."

"I want to tell you how much I enjoy your little magazine. Of the whole lot of radio literature on the market, RADIO MERCHANDISING is the one and only A-1."

4

"Your magazine is easily the foremost radio magazine published in the United States setting forth new ideas in radio merchandising."

"RADIO MERCHANDISING has struck a responsive chord everywhere."

The range of station RMNY is not confined to the boundary confines of the United States—vast as our territory is. We are "heard from" throughout the Dominion of Canada, and throughout the Republic of Mexico. To South and Central America, to Australia, to Europe, to Asia, to Africa—to every country in the world where American apparatus can be sold, we carry the message of the American radio industry.

Yes, we have a responsive editorial audience. And the keen buyer of advertising prestige, who is telling his story in the advertising columns of RADIO MERCHANDISING, knows that we have a responsive, and responsible, buying clientele for his products.

Mr. Manufacturer, if you are not already on the monthly program of Station RMNY—RADIO MERCHANDISING, New York—ask any advertiser in this issue if you should be * * * and we will have your advertising contract form ready when your request for it reaches us.

We Have Moved

the headquarters of Radio Merchandising from
342 Madison Avenue to

243 West 39th Street

New York City

where we have much larger business and editorial offices. We extend a cordial invitation to all our friends to visit us in our new home where the same courtesy and co-operation await them.

Table-Talker

The horn of the *Table-Talker* is matched to the unit. No scratchy sounds!



Just clear, mellow,
true tone-all the time.



Sell *Table-Talkers*
by their *Tone!*

Brandes

Superior
Matched Tone
Headset \$6
\$7 in Canada

Table-Talker
\$10.
The name to know
of the Nation
in Canada '42 '43

Navy Type
Matched Tone
Headset \$8
\$9 in Canada

The name
to know in Radio

Say you saw it in Radio Merchandising



THE comprehensive view of the whole radio industry afforded by the recent important National Shows has made it possible for far-sighted dealers to choose their merchandise on the basis of rock bottom values.

The most rigorous comparisons favor Magnavox Radio all along the line: the distinctive appearance and unfailing operating excellence of every Magnavox product; and in the exceptional completeness of cooperation afforded

12T



Magnavox
Receiving Set
TRF-5

A 5-tube tuned radio frequency receiver with Unit Control, in carved mahogany cabinet. Complete with a Magnavox Reproducer.

\$125.00

TRF-50

Identical with the above as to circuit and panel but encased in carved mahogany period cabinet with built-in Magnavox Reproducer: (shown large at top of page).

\$150.00

every Magnavox Registered Dealer.

At the height of the holiday season, it is the Registered Magnavox Dealer who is best equipped to take full advantage of the enormous impetus which the radio business has received this year.

Become a Registered Magnavox Dealer

Application for enrollment as a Registered Magnavox Dealer should be made on regular forms provided for that purpose by representatives of Magnavox distributors and jobbers.

As the number of dealers is limited to the point where each dealer can be assured a large volume of Magnavox business, application should be made at once.

We will be pleased to send you our broadside announcement describing the complete Magnavox Radio line and dealer policy. A personal representative will also call upon you on request made to nearest Magnavox Distributor or Jobber, whose name will be sent you on application.

THE MAGNAVOX COMPANY

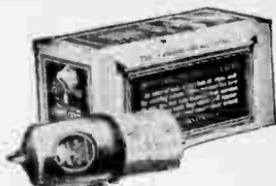
Oakland, California

NEW YORK
350 West 31st St.

CHICAGO
162 No. State Street

SAN FRANCISCO
274 Brannan St.

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



Magnavox Tubes

Can be substituted for ordinary tubes to great advantage in any receiver. \$5.00



R3

M4

Magnavox Reproducers for all receiving sets

The first radio Reproducer ever made was the famous Magnavox electro-dynamic type.

These instruments contain reproducing units of extreme sensitivity and power.

M4—\$25.00

R3— 35.00

**FADA
NEUTROCEIVER**
—a new and better
five-tube Neutrodyne

THE better you become acquainted with this FADA improved five-tube Neutrodyne, the more you will wonder at its amazing performance. There's nothing else like it in appearance, too, the Neutrodyne cover is in a beautifully designed and proportioned piece of art furniture. The cabinet is perfectly balanced and inclines at a gentle slope to facilitate easy tuning.

Try the FADA Neutroceiver. You have a treat in store. Volume as loud as you want. Selectivity to an unusual degree. Easy to tune. Tone—so clear and sweet and true as the music or voice itself. Disturbances at your command as locally. Designed to use powerful tubes and guaranteed to give powerful results. Operates satisfactorily on both outdoor and simple indoor circuits. Price (less tubes, batteries, etc.) \$160.

Other FADA three, four and five-tube Neutrodyne receivers at your dealer's.
F. A. D. ANDREA, INC.
1581 ELIZABETH AVE., NEW YORK



FADA Neutroceiver No. 175-A. Enclosed panel and room but very small. Price (less tubes, batteries, etc.) \$160.

**FADA
Radio**
NEUTRODYNE

**FADA
Neutrola Grand**
the aristocrat
of radio receivers

ALL the good features that are characteristic of a radio receiver are combined in the FADA Neutrola Grand. It is a masterpiece of engineering and art. The cabinet is made of mahogany and is finished in a rich, dark stain. The design is simple and dignified, and it is perfectly balanced and proportioned. The cover is in a beautiful piece of art furniture. The cabinet is perfectly balanced and inclines at a gentle slope to facilitate easy tuning. The FADA Neutrola Grand is a masterpiece of engineering and art. It is a masterpiece of engineering and art. It is a masterpiece of engineering and art.



FADA Neutrola Grand. Price (less tubes, batteries, etc.) \$225.

**And NOW—
three-tube
FADA
Neutrodyne**

A FULL-FLEDGED, powerful three-tube Neutrodyne radio receiver designed to use powerful tubes and give maximum performance—the FADA Neutro-Junior. It meets the demands of a receiver of this price and excellent performance, the Neutro-Junior more than fulfills expectations. Operates satisfactorily on either outdoor or indoor circuits. It is simplicity itself in control, and most metropolitan users get Chicago and other distant stations on the loud speaker. Price (less tubes, batteries, etc.) \$75.



FADA Neutro-Junior. Three-tube Neutrodyne that is a wonderful performer. Price (less tubes, batteries, etc.) \$75.

Say you saw it in Radio Merchandising

Advertising that helps YOU sell FADA receivers

YOU have seen the striking full-page FADA advertisements in *The Saturday Evening Post* month after month. Look for the issues of December 6th and December 20th. The December 6th issue carries a big two-page smash *in colors* that will create interest and boost holiday sales of FADA Neutrodyne receivers. On December 20th, just when Christmas sales are heaviest, purchasers are again reminded to buy a FADA Neutroceiver or FADA Neutrola. This *Saturday Evening Post* advertising is supplemented by pages in all the leading radio magazines, by pages in *The Literary Digest* and *The American Magazine*.

In addition to one of the largest magazine campaigns ever conducted for radio receivers, FADA is using newspaper space generously in the leading radio centers. Some of this advertising is reproduced here—greatly reduced. It localizes FADA sales and brings customers to the stores selling FADA receivers.

Tie up with this FADA advertising. We will furnish mats or electros of FADA newspaper copy in 12 and 28½ inch space, with plenty of room for your own name. Use it before Christmas. This material is supplied free to dealers who agree to run it in their local papers. Write for further information about FADA Neutrodyne receivers and FADA advertising.

F. A. D. ANDREA, INC.

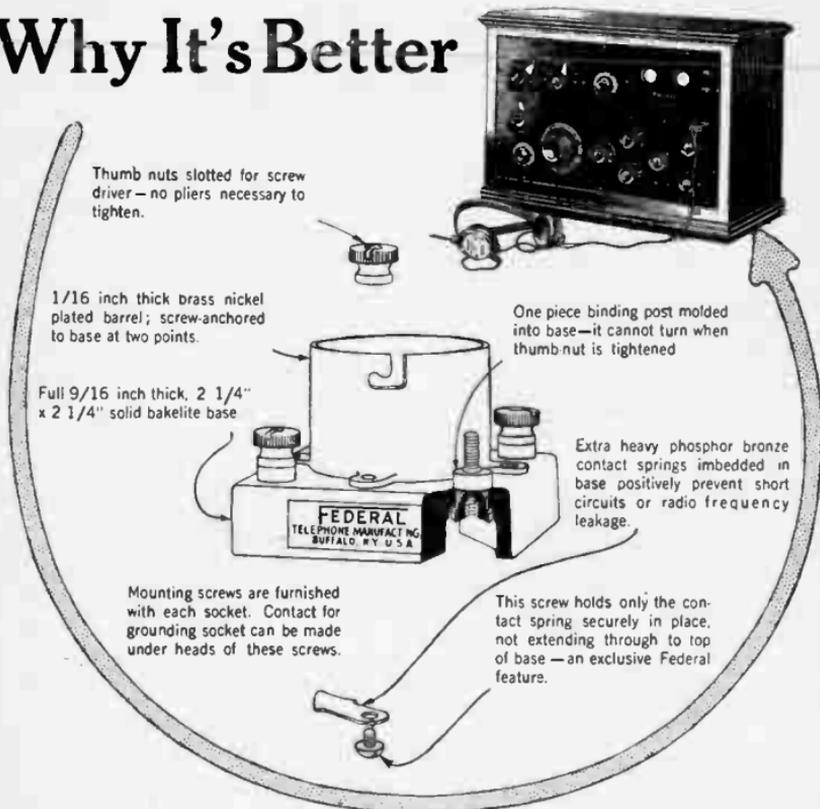
1581 JEROME AVENUE

NEW YORK

FADA

Radio

Why It's Better



THE picture tells the story—seven practical, sensible reasons why Federal sockets should be in your "pet" hook up.

Federal sockets are but another evidence of the care and engineering skill used in designing and making Federal Standard Radio Parts.

There are over 130 standard parts bearing the Federal iron-clad performance guarantee—their use means—"Balanced Circuits" with better performance.

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

Boston, New York, Philadelphia, Pittsburgh,
Chicago, San Francisco, Bridgeburg, Canada.



Federal

Standard **RADIO** Products

RADIO

Merchandising

THE MAGAZINE OF THE RADIO TRADE

Registered U. S. Pat. Office

G. DOUGLAS WARDROP
EDITOR

VOL. 4

DECEMBER, 1924

NO. 3

TABLE OF CONTENTS

How They Sell Radio by House to House Solicitation. By Frank H. Williams	13
If Tut Had Only Possessed Radio. By W. B. Soddard.....	17
A Voice Amplifier for Your Store. By Harry Bridge, Jr.....	18
Breaking Into Christmas Gift Field With Radio Sets. By Ernest A. Dench	20
Are You Letting Your "Sa'es Helps" Help? By Sewell Peaslee Wright	34
Window Displays for Christmas and New Year. By Sewell Peaslee Wright	42
Radio. By Eric Palmer	54
Salesmanship and Advertising. By Florence M. Manson....	55
What the Editor Thinks	64
The Dealer's Calendar	66
Pictorially Speaking	76
Southwick Agrees. By Sewell Peaslee Wright.....	78
How to Pick a Good Radio Salesman. By Frank H. Williams	82
New Government Broadcast Service Opens Radio Sa'es Outlets in Business Offices. By J. Farrell.....	93
Told in Pictures	97
What Is Home Without a Radio.....	98
Merry Christmas. By James Edward Hungerford.....	100
Survey of the Use of Radio by Farmers.....	102
Telling Selling Tips. By A. Rowden King.....	112
Recent Radio Patents	126
Humor	128
Index to Advertisers	131

Copyright, December, 1924, by the Radio Publishing Corporation

RADIO PUBLISHING CORPORATION

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

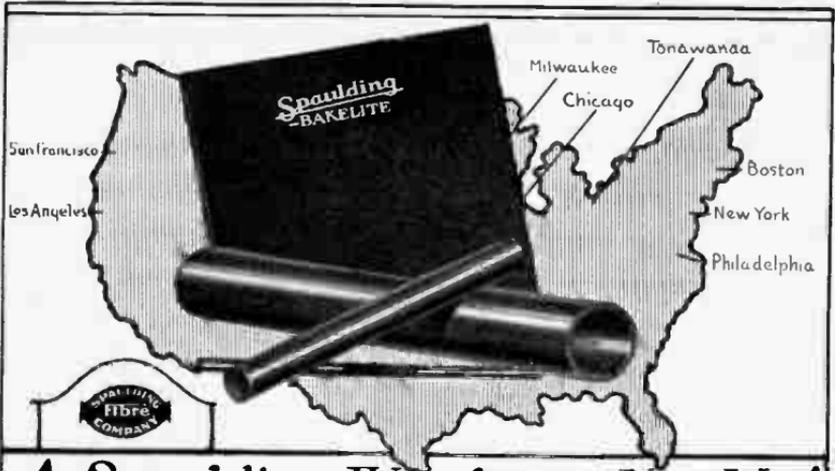
DAVID MAGOWAN, Sec.-Treas.

FRANK C. THOMAS, Advertising Manager

243 West 39th Street, New York

Telephone: Pennsylvania 7966-7

Printed in United States of America



A Spaulding Warehouse Near You!

Spaulding -Bake-
lite Panels En-
dorsed by:

Andrew Radio Co.
C. D. Tuska Co.
Chelsea Radio Co.
Coto Coll Co.
Rawson Elec'l
Instr. Co.

The Framing-
ham Co.
Elec'l Pro-
ducts Mfg. Co.
Forest Elec. Co.

American
Mechanical
F. A. D. Andrea
Resas, Inc.
Magnus Elec-
tric Co.

R. E. Thompson
Dynamotive
Radio Corp.
Ware Radio
Corp.

Phenix Radio
Corp.
Chicago Radio
Laboratories
Operadio Cor-
poration
Howard Radio
Co.

H. G. Saal Co.
Krasco Mfg. Co.
Wells Mfg. Co.
Ferro Mfg. Co.
Joy Kelsey Corp
Clapp Eastham
Co.
De Witt
LaFrance Co.
Cutler Hammer
Mfg. Co.
Shepard-Potter
Co.

When time is a critical factor, and quality dare not be sacrificed, remember that Spaulding-Bakelite, specially processed for radio panels and tubing and of supreme dependability—has warehouses conveniently located on the Atlantic and Pacific Coasts and Midcontinent. In every conceivable way, you can buy safely when you specify "Spaulding-Bakelite."

Beautiful, black everlasting high gloss finish; drill, saw, engrave without chipping; positively will not fade, shrink or split. Widely advertised. Supplied in standard sizes, individually packed in envelope containers—special sizes cut to order.

Spaulding-Bakelite tubes are highest in dielectric properties.

Shipments from nearest branch promptly made in any quantity.

Spaulding Fibre Company, Inc.

Factory—Tonawanda, N. Y.

Sales Offices—Warehouses

481 Broome St., N. Y. C. 15 Elkins St., Boston
639 W. Lake St., Chicago 310 E. 4th St., Los Angeles
141 N. 4th St., Phila. 171 Second St. San Francisco, Cal.
509 First National Bank Bldg., Milwaukee





How They Sell Radio by House-to-House Solicitation

A Practical Plan That Can Be Put in Operation by Any Merchant Who Wants to Go After Business

By Frank H. Williams



SOME radio salesmen and dealers are particularly successful in selling radio sets and equipment by house to house solicitation. They put over sales to a very good percentage of the homes where they call and without any apparent great difficulty or effort.

How do they do it?

Undoubtedly, in the methods used by these live wire radio salesmen and dealers there will be hints and suggestions for other dealers and salesmen. So

the writer recently interviewed a considerable number of highly successful house-to-house radio salesmen and from them obtained summaries of the methods they employ.

The most interesting and worth while of the methods thus revealed are as follows:

Always Starts Out by Offering to Demonstrate in the Home

"Everyone is interested in radio," said one particularly successful house-to-house salesman, "but not everyone is a prospect. Some people are not

prospects because they feel that they can't afford to buy sets. Others aren't prospects because they already have sets, and still others aren't prospects because they feel that they aren't home enough to make it worth while for them to purchase sets.

"My problem, then, in selling radio by house-to-house solicitation is to say something early in each interview which will get the interest and attention of the people to whom I talk—not merely those who may be thinking of making a radio purchase.

"But what can I say that will do this?

"I answer this question by always right in the start of every interview telling the people to whom I am talking that I will be glad to send up a receiving set and install it in their homes and let them try out the radio in their own homes for three days. I tell them that the set I'll send up will be a dandy and

that it won't have outside aerials and so it won't be any trouble to install it and the installation won't tear up their property at all.

"This sort of proposition interests everyone—those folks who haven't radios, those who already have radios but who are always willing to try a new one, those that think they can't afford a set, and those that won't be home long enough to enjoy a set. And, in a very big percentage of cases, the people tell me to go ahead and install the radio as I've suggested. Once I get it placed in a home there are mighty few families that are willing to let me take it out again. So, therefore, this method makes a great many sales which otherwise would probably never be made."

Talks New Things in Radio

"There's one thing about radio fans that every radio salesman ought to know and take



© International

Two Kinds of Fishin' at One Time. What Could Be Finer?



The Girls Are Building Their Own. They Represent Real Live Sales Prospects.

advantage of," declared another enterprising salesman. "This fact is that things are constantly changing in radio—new sets are coming out, new methods of getting good results are being put over and all that sort of thing, and the great majority of radio fans know all about these things and are mighty anxious to keep up with them all the time.

"So when I call at a home I always start out something like this:

"I'm from the Radio Den. I've got something real new here that I want to show you. You want to have the latest thing there is in radio, of course."

"Then if the folks haven't got a radio set they tell me so and I at once start in on them in the effort to sell a set to them. But if they do have a set they are, of course, considerably interested in the thing I'm trying to sell them, and so it is easy to talk to them and eventually put over a sale.

"In all of my experience in house-to-house selling of radio receiving sets and equipment I've never yet found anything that is so effective in getting results as this thing of calling the very latest things in radio to the attention of all the people who can be considered to be prospects."

Extends Invitation to Prospects to Visit the Store and Try Out Radio Equipment for Themselves

"People always like to feel that they are getting something for nothing or that they are being favored more than other folks," said another progressive salesman who has made a big success of house-to-house selling of radio. "I cash in on this fact quite strongly in house-to-house solicitation of radio business.

"When I call on folks I tell them who I am, and then I tell them that the radio shop I'm representing is putting on special demonstrations and con-

certs for such people as I invite to come to the store. I invite the folks to come to the store at a certain hour on the following day and tell them that at that time there will be something new in the way of radio equipment for them to try out at the store. I tell them that they can operate the receiving sets themselves and so get all the kick out of radio that there is to be gotten. And I emphasize the fact that this isn't a general invitation to all the public but is a special invitation to them and to a few others.

"Of course this arouses the interest of the folks and makes it easy for me to talk to them, because they can't be grouchy with me after I've given them such a cordial invitation. So it is easy for me to find out whether they are really interested in radio or not and whether or not they already have sets and whether or not they can afford to buy sets.

"Then, if I can't sell sets or

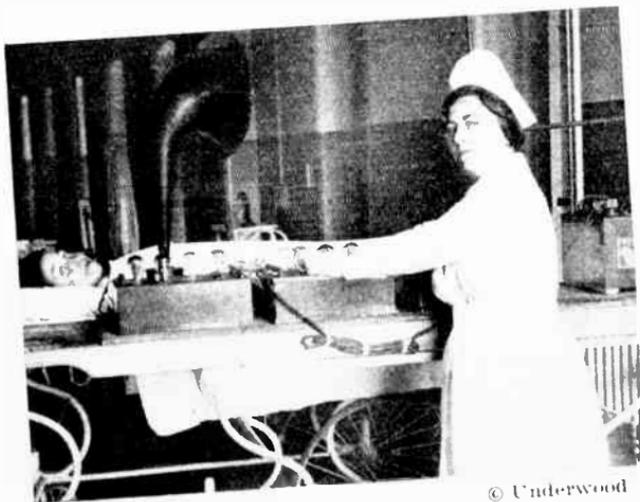
equipment to them right on the spot, I try to make certain that they will come to the store at the suggested time. And, of course, I see to it that I am in the store at the time I've asked them to call so that if they do call I can make them feel at home and sell them goods.

"This plan has worked very successfully with me in the past in selling more radio receiving sets and equipment and I can't see any reason why it won't continue to work successfully in the future."

Offers Supply of Free Log Cards to Prospects

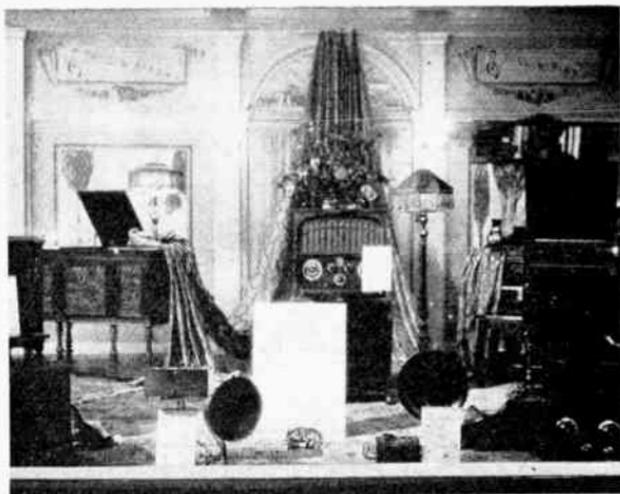
"When I make house-to-house calls in the effort to increase my sales," said a middle western radio dealer who has been in the retail end of the business only a comparatively short time but who has done wonders in that length of time, "I always take along a good supply of 'log cards' which I've had printed,

(Concluded on page 124)



© Underwood

Radio Is a Great Boon in the Hospitals. Very Soon Every One Will Be Radio Equipped.



If Tut Had Only Possessed Radio

By W. B. STODDARD



A NUMBER of house-furnishing stores have taken up radio, recognizing that it has become almost as indispensable as a phonograph in the furnishing of a modern home. In order to conduct a successful department the publicity must be on a high plane, so that the housewives, who do most of the buying for furnishings, will not confuse it with the cheap amateur apparatus which interests the boys and men. Few women know or care anything about the construction of radio sets. What they want is a high-class instrument that they can place in their homes and use whenever they wish, just as they would a piano or telephone. With this in mind, the publicity campaign of Tull & Gibbs, Spokane, Wash., could well be taken as a model

by other firms handling high grade radio.

Their newspaper advertising injected a shade of humor without in any way detracting from the practical selling value:

IF RADIO HAD COME SOONER!

Shades of Tut! How delighted our ancestors of the stone age would have been. Today—radio is almost too common for comment—everyone who wants to enjoy the real, good things of life has one or is getting it.

Just listen in and hear the program in the air! Tune in on an Eastern concert—spend awhile in Canada—finish up the evening listening to the St. Francis Roof Garden orchestra, San Francisco!

It is yours to enjoy—**OVER THE RADIO!**

THE RADIO BRINGS THE

(Concluded on page 120)

A Voice Amplifier for Your Store

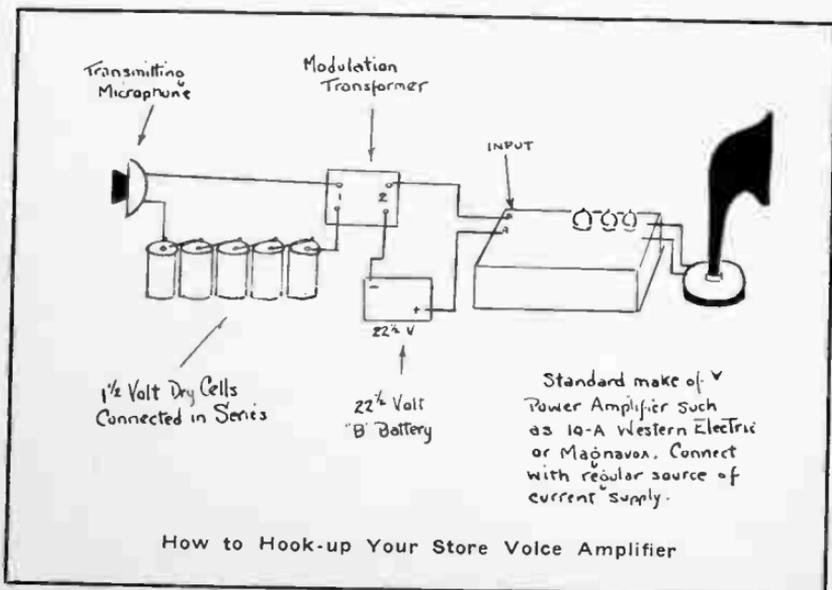
How a Power Amplifier May Be Utilized in Several Novel Ways as a Radio "Puller" and Attraction to Your Store

By Harry Bridge, Jr.

RADIO loudspeakers each day grow more essential for reception—but radio loudspeakers have the habit of amplifying only what the broadcasting stations happen to be sending at the time you want to use them. Here is a Voice Amplifier which may readily be built—or rather, merely assembled—by any radio dealer which will produce anything you tell it with remarkable clarity and volume. The uses the average storekeeper will find for such an outfit are many and varied.

This is merely a radio loudspeaker, of the power amplifier type, hooked up with a microphone in such a way that it will repeat in much greater volume what is given into the microphone. Wide awake dealers will readily foresee the many and novel advertising stunts such an outfit would make possible.

Window demonstrators have always been handicapped by the fact that they are unable to give their sales talk to the crowds watching them from the sidewalk. Their show must be entirely pantomime. Some demon-



strators have endeavored to overcome this disadvantage by using a series of printed signs explaining the points of interest they wish to emphasize. Imagine, however, the increased success of such a demonstration if the demonstrator could talk into a small unobtrusive microphone and be heard distinctly by those who watch him from a loudspeaker and power amplifier on a shelf or table outside the window.

For a pure publicity stunt, the following is unbeatable and the store using it will find its prestige as radio headquarters considerably increased.

The microphone is suspended in front of the store and a sign placed under it reading something as follows:



HEAR YOURSELF BY RADIO!

Speak into the
Microphone and
Hear How You Would
Sound over the Radio.

BROADCAST YOUR VOICE!



As used in the window demonstration, the loudspeaker and power amplifier are connected with the microphone and the passer-by who follows directions and speaks into the innocent appearing disc is surprised to hear his voice roared forth from overhead in greatly increased volume. The shelf holding the loudspeaker should be high enough to be inaccessible to the curious. If this can be placed at a second story window, the increased height will frequently

mean that the voice can be heard several blocks from the store.

Of course, the idea of testing their voice over the radio appeals mostly to the youngsters, yet even their use of the thing is sure to attract much curious attention and even elicit feelings of wonder from those unacquainted with electricity in all its divers uses. It is sure to have a crowd around the store window and a good trim of radio material will receive much closer inspection than it might otherwise get.

In case the outfit as designated in the accompanying diagram does not give sufficient amplification, the transformers and batteries may be done away with and the terminals of the microphone hooked directly across the ground and antenna connections of a two or three tube re-radiating type receiving set. This set can then be tuned for proper amplification of the voice. The lead-in wires to the set should be disconnected or it may otherwise act as a transmitting station for short distances and be the cause of interference on nearby receivers. In some cases, such a hook-up might work better with the microphone in series with the ground.

If a larger and more pretentious looking microphone is desired, a wonderfully effective instrument can be readily made by using an ordinary electric heater of the headlight type. Merely remove the element and guard from the heater and use rubber bands to fasten an ordinary telephone microphone to the hole. A rubber bath sponge with a hole cut through the center can then be placed between the microphone and heater to act as an efficient shock absorber.



Breaking Into Christmas Gift Field With Radio Sets

Hints on How to Put Radio in the Forefront of the Shopping Lists

By Ernest A. Dench



HERE may be more retail establishments selling radio equipment in your town than the population warrants.

Healthy competition of this kind will never hurt anyone if he plays the game as it should be played.

If your nearest competitor institutes (1) "gyp" merchandising tactics, (2) slashes prices to ruinous levels and (3) back-bites other local radio retailers—let

him continue to "cut off his nose to spite his face." It may be hard sledding at first for you and other reputable dealers, but the tide will turn when people find themselves bitten too many times.

Christmas is coming—and with it a far more aggressive form of competition. Legitimate competition too. Here are you, the young "upstart," breaking into the Christmas gift field, whereas for years—and generations in some cases—many other



“—it is easier to sell Pacent Radio Essentials”

WITH the market flooded with a great number of nondescript radio parts it pays the retailer who is building for the future, to handle only standard quality parts.

You are probably handling one or more of the 30 odd radio sets whose manufacturers have standardized on one or more Pacent Radio Essentials. So when a customer asks for a rheostat, jack, or any other radio essential, show him a Pacent and point to a standard make set that is so equipped. Your sales resistance will dwindle to almost nothing, for a radio fan likes to feel that he is using the same make parts the big fellows are using.

If you are not handling Pacent Radio Essentials your jobber can supply them or get them for you. Make your selection from our complete catalog —mailed to you upon request.



THE PACENT ELECTRIC COMPANY, Inc.

91 Seventh Avenue, New York City

Washington
Chicago

Minneapolis
Birmingham

Boston
Philadelphia

San Francisco
St. Louis

Jacksonville
Buffalo

Pacent

RADIO ESSENTIALS

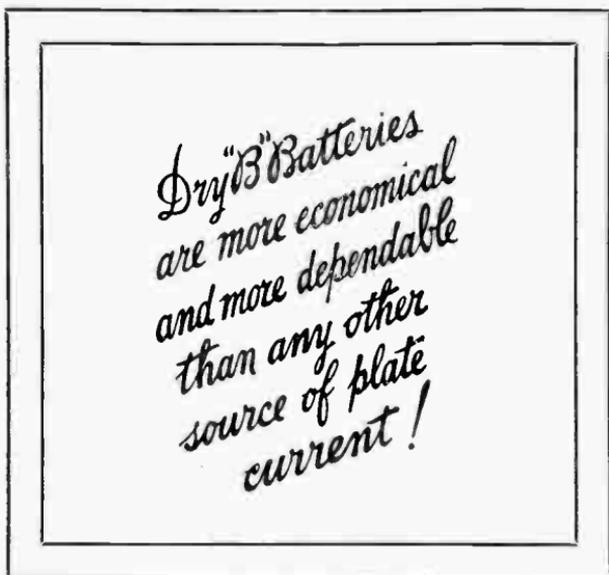
"DON'T IMPROVISE — PACENTIZE"

Say you saw it in Radio Merchandising



Progressive Charlotte Is an Eveready Town

“Eveready Headquarters— free testing service—come in and get the right battery for every radio use.” Thus the Interstate Radio Corporation, Charlotte, N. C., has advertised and grown. It has recognized the value of attractive window displays. Charlotte has about 50,000 population and a number of active radio shops. This one shop turned the trick of



selling 200 Eveready "B" Batteries in a week.

Ask Mr. R. F. Ferguson, vice-president of the Interstate Radio Corporation. He will tell you that Eveready quality batteries mean satisfied customers, that Eveready trade service means dealer satisfaction, and that Eveready national advertising makes selling easier.

Eveready Radio Batteries are manufactured and guaranteed by
NATIONAL CARBON COMPANY, Inc.

Headquarters for Radio Battery Information

New York

San Francisco

Canadian National Carbon Co., Limited, Toronto, Ontario

Say you saw it in Radio Merchandising

lines of merchandise have had the right of way.

People have only a limited amount of cash to spend on presents at the holiday seasons. They are open to suggestions, for preparing the annual gift list crops up every December. In one way the seller's task is an easy one; in one way it is a hard job.

Easy because the buyer is in an undecided state of mind. Hard because retailers in all lines from automobiles to women's wear are on the same salesmanship errand as your worthy self.

Resort to military tactics. Gather all your forces together to penetrate the front line held by your friendly "enemy." Have plenty of ammunition—the most convincing Christmas sales arguments—at your command. Place your fighting forces—window displays, interior displays, newspaper advertisements, direct mail advertising, demonstrations, etc.—on the firing line. You will not win every sales battle, but if your military tactics are right you will score sufficient victories to warrant the advance preparations made.

The sales strategy "fired" last December by other militant radio merchandisers may help you to win some "battles" this December.

Importance of Gift Boxes

One sure-fire "shot" is to pack wireless sets and parts in holly boxes. It is done in practically every retail field. Although it involves added selling expense, it pays handsomely because people like their gifts to look Christmassy, even though they are not especially so otherwise. This "shell" was exploded to good effect in Newark, New Jersey, from 243 Washington street headquarters of the Ace Radio Shop. Other ammunition con-

sisted of two well-worded show-cards, lettered in green against a white surface:

"A Radio Outfit would make a merry Christmas for the entire family."

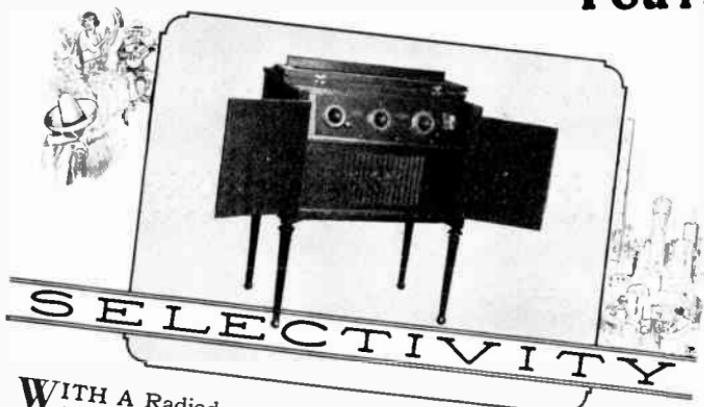
"An inexpensive gift—Radio Crystal Sets and Phone, in gift boxes, \$6.50."

A few of the holly boxes, in which crystal sets were packed, were placed about the sides of the holly decorated crepe paper floor. One aim that just missed the target was a bronze bust of a young woman, stationed on a red crepe paper covered mound at the rear centre. She was listening in with a headset. The unique crown she wore was a coil of electric wiring, covered with tinsel in a floral shade, with a couple of tiny electric light bulbs, one green, the other red, at equal distances apart on the wiring. The crown made an attractive display feature when it was illuminated at night. The missed aim was in not introducing a figure or a bust of Santa Claus, to increase the festive appeal.

Religious Music at Christmas

It is safe to state that during the coming Christmas—as at last's—the stations will broadcast holy music by church choirs and other appropriate musical features that will be welcomed on Christmas eve and day. What "guns" are you firing to win over enthusiasts to your side? Although Herrold, San Jose, Calif., is a shoe retailer, he devised a window background last season that would admirably dovetail with a wireless display based on this religious theme. Out of beaver board, which was appropriately painted. Mr. Herrold produced a realistic representation of a cathedral window. This served as the background. For the next feature of the proposed trim we need the idea

Make RADIODYNE ADVERTISING Yours



WITH A Radiodyne you can choose from any of the programs on the air. Nearby broadcasting cannot prevent you from getting distant stations. The Radiodyne will bring in the program you select clear and distinct no matter where broadcasted or where you live.

If you can get it with any set you can get it with the

W Radiodyne

Some
RADIODYNE
Type WC-12
Features

- Has an Amazing Degree of Selectivity
- Uses Dry Cell Tubes
- Receives from Great Distances
- Has Wonderful Volume
- Exceptional Clarity
- Self Enclosed in Beautiful Two-Tone Mahogany Cabinet
- All Models are Comparatively Low Priced

Write for Our Free Booklet

WESTERN COIL & ELECTRICAL CO.
302 Fifth Street
Racine, Wisconsin

Radiodyne advertisements similar to the above are appearing in national magazines which are read by over ten million radio prospects. You can make this Radiodyne Advertising earn profits for you by handling the Radiodyne and listing it in your local advertising. Right now is the time to cash in on the fast-growing demand for Radiodyne receiving sets. Write us for our sales plan and we will give you the name of the nearest Radiodyne distributor.

We do not sell individuals or dealers direct

Western Coil & Electrical Co.

315 Fifth St., Racine, Wis.

followed by Ladouceur's, stationers, New Rochelle, N. Y. This store made an impressive showing with a large red wax candle, about four feet high and six inches in diameter. Around the middle of the candle was a green silk ribbon bow. The candle was lighted, of course, and burned for a long time. Procure an altar-shaped candlestick and place the lighted candle in it, just at the middle of the background. Exhibit a radio cabinet model at each rear side, with ordinary sets and parts on the floor down in front. You need some strong "shells" to relieve the serenity of the setting, so we will break up a timely newspaper advertisement by Otta and Kuhns, Decatur, Ill., into a series of showcards:

"THIS IS A RADIO CHRISTMAS—

"You have heard and read about the wonderful music, speaking, church services and other interesting stories heard

over the Radio from California to New York, from Kansas City, St. Louis, Cincinnati, Atlanta, Ga., from ships at sea and Foreign lands as well."

"Now you can make this Christmas a merry one for the whole family with a radio outfit."

"Let us install one of these outfits in your home for Christmas; be in time to hear the season's greeting on Christmas Day by wireless."

The window card arguments, if strung together, can be used as a newspaper advertisement, supplemented by descriptions and prices of different outfits. Also price the outfits and parts in your window show.

Santa Never Fails to Aid Sales

Santa Claus is an evergreen Christmas display theme, but he never fails to attract attention and create sales. He's a mighty sure target to aim at, as the Winnipeg Piano Co., Winnipeg,



© International

Here's how they'll celebrate Christmas down in Florida



4,000,000 Radio Fans

and every one reached by the Radio "Sam" advertisements. In color in The Saturday Evening Post, Country Gentleman and Radio News, also in Popular Radio and Radio Broadcast.

WILLARD RADIO BATTERIES

are the most reliable and satisfactory source of energy. It pays to sell Willard Batteries, and the job is *easy*.

*Write or wire for merchandising
plan and discounts.*

WILLARD STORAGE BATTERY CO., CLEVELAND, O.
In Canada, Willard Storage Battery Co. of Canada, Ltd., Toronto, Ont.

Say you saw it in Radio Merchandising

World Radio History

Man., Canada, discovered last season. A frame, decorated with red and brown tissue paper, was run across the centre. The tissue was stranded criss-cross fashion over the upper part of the frame, which was entirely hollow. Inside this frame, under a green cloth awning, which sloped to the extreme back of the trim and hung downwards, an outdoor winter scene was represented. The base was covered with cotton batting, liberally sprinkled with imitation snow. At the left rear corner stood a miniature two-story cream-colored frame house, trimmed with white, with a sleeping balcony and trellised porch (a large doll's house borrowed from yours or a relative's little girl could be utilized in this manner). A two-wire aerial, with lead-in, was suspended between the house and a Christmas tree to which it was attached. Another small tree was placed at the right rear corner. In the foreground of the frame, the figures of Santa Claus in a sleigh drawn by two reindeer, were carved from flat boards and then painted. Hanging from the part representing Santa's pack, were several radio outfits and parts. The reindeer harness consisted of white canvas, with red crepe paper streamers for reins. Radio parts were attached to both front sides of the frame, which practically extended from the floor to the ceiling. On the floor outside of the frame, radio outfits and parts were grouped. While the goods were all priced, no sales ammunition was shot via the showcard route, so let us explode a little more "powder" from the Otta and Kuhns, Decatur, Ill., advertisement copy. How about this for a large centrally located card?

"THIS IS A RADIO CHRISTMAS—

"It is a gift that will last and be a real enjoyment to your family and friends. These outfits are not expensive and are simple in operation. You operate them by simply turning dials until you get what is called a wave and then tuning in to the music from whatever place you want to hear."

Taking Outside World to the "Shut-in"

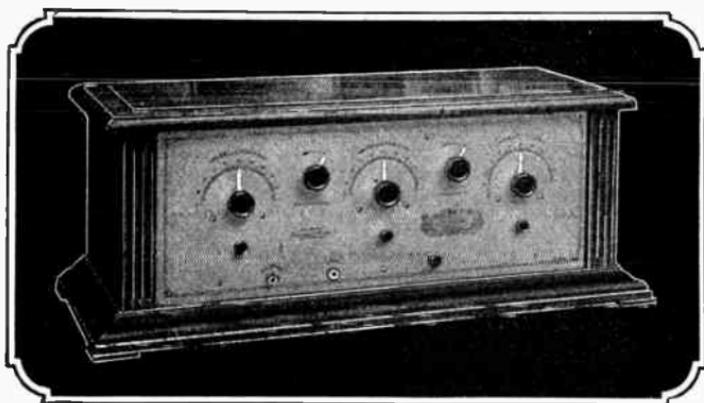
One of Lord and Taylor's, New York City, big selling guns was in suggesting the radio as a form of entertainment to those friends and relatives, who because of sickness or infirmities, are confined to their rooms at the season of goodwill. This store told of the advantages of wireless in bringing the outside world to their ears. Displayed copy in the local dailies was employed. Go "over the top" with a window display, for which purpose remove a door temporarily from its hinges (say from the stock room or the attic in your home) and lean it against the background. Hang a holly wreath over the door for the festive atmosphere, with the following card attached to the door knob:

"Let the outside world penetrate the domain of the SHUT-IN. A radio set knows no barriers. Watch the radiant glow on her face as she gets the first station on your thoughtful Christmas Gift."

Cover the floor with cotton batting—and let your goods do the rest of the talking.

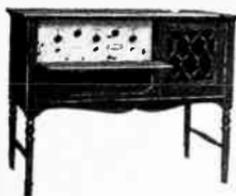
The Radio Hut

What kind of a Christmas welcome "salute" are you planning to "fire" inside your store? Make the store interior look Christmassy. If you have the room in your demonstrating



Five Tube Tuned Radio Frequency Set \$120.00

The Powerful, Coast to Coast S U P E R CLEAR-O-DYNE



The Super Clear-O-Dyne in a console cabinet. \$190.00

Loud speaker signals that will fill your house over distances of 3,000 miles in good radio weather! The greatest selectivity that is possible in any set. Stations always come in at the same settings—a child can get distance!

Solid mahogany cabinets and gold finished panels—a set that harmonizes with the richest furnishings.

You can't buy more in any radio set! At the astonishingly low price of \$120.00 this is the greatest purchase in radio today!

Clear-O-Dyne is a sensation. It is going big. Quick deliveries on your orders.

Clear-O-Dyne Model 70.....	\$75.00
Clear-O-Dyne Model 71.....	90.00
Clear-O-Dyne Model 72 Console	135.00
Clear-O-Dyne Model 80.....	120.00
Clear-O-Dyne Model 82 Console	190.00
Other sets from \$60.00 up.	



THE CLEAR-TONE RADIO COMPANY · CINCINNATI, OHIO

quarters, build a little Radio Hut, such as was the radio department attraction of Bloomingdale's, New York City. The hut was constructed of lumber, painted over to give a red brick appearance. The roof had a red tiled effect. A space at each side was left to simulate a little window, curtained, with a table lamp gleaming through it. Holly wreaths were hung in both windows. At each side of the opened door was a green and white tub of evergreens, which also contributed to its appearance. Visitors went inside the hut to listen-in to the outfits being demonstrated.

Holiday Service to Customers

It never pays to desert old customers for the new, even at the busy holiday season. The business is not to be despised, in that such customers help to keep your establishment going throughout the year. As an added service feature, G. T. Tye, Jr., Sydenham, London, England, kept his Wireless Charging Station open night and day so that patrons might have

their accumulators charged in time for Christmas. "Enjoy Your Christmas Holidays" he suggested to the public. He then went on to tell how:

"To enhance the enjoyment of your Christmas Holidays make sure that your accumulators are fully charged for listening in. TYE'S CHARGING STATION will be kept running day and night to enable everyone to get their accumulators charged in time."

By applying some of these military measures to your Christmas sales battle, you will stand up well against those opposing you in the business fray—and, in particular, the jeweler, the clothier, the toyman, the furniture retailer, the gift shop owner and the departmental store. If your holiday sales tactics are as good if not better, than theirs—remember, honest competition never hurt anybody; in fact, it has opened the door to bigger and better business opportunities, which would have remained undiscovered were it not for the driving force of competition.



© Kadel & Herbert

Here's a radio class of the U. S. Army. They use a lot of trappings that will appeal to Boy Scouts



More Crosley Customers for You

This December advertisement in the general magazines shown, as well as in all the prominent radio publications and many farm papers, will add even a greater impetus to Crosley Sales.

**BE SURE AND PREPARE TO MEET THE DEMAND
GOOD JOBBERS EVERYWHERE HANDLE
CROSLYS**

Write for Complete Catalog

The Crosley Radio Corporation

POWEL CROSLY, JR., President

1239 Sassafras St.

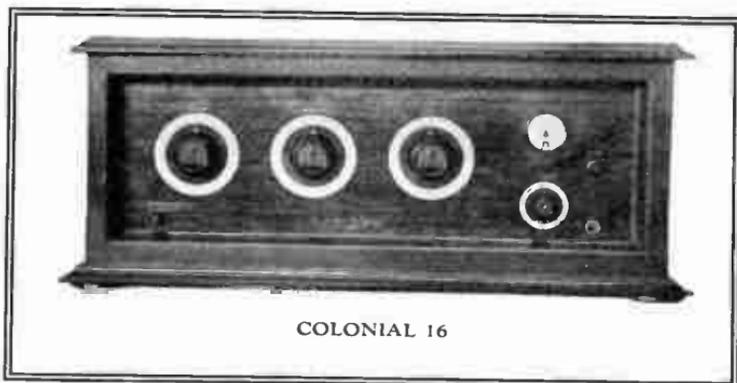
Cincinnati, O.

Crosley Owns and Operates Broadcasting Station WLW

Say you saw it in Radio Merchandising



Announcing the COLONIAL



COLONIAL 16

The Colonial 16 is a five-tube dry battery operated receiver. It employs two stages of tuned **compensated** radio frequency amplification, detector, and two stages of audio amplification. All circuits are shielded and compensated to give uniform response on all waves. No regeneration; no radiation; no howling.

Cabinet by Brewster, the finest builder of custom built automobile bodies in the world. Beautiful in design; executed in the best of taste. Panel in bronze, done by a new etching process. Maximum of selectivity and sensitivity. Can be logged with greatest accuracy. Absolutely no body capacity. All batteries enclosed in cabinet.

The Colonial 17 is a four tube, dry battery operated receiver. It employs one stage of tuned **compensated** radio frequency amplification, detector, and two stages of audio amplification. The cabinet and panel is a novel combination of beautifully decorated metal and natural grained, lightly polished wood. It is highly sensitive and its selectivity is well above the average. Can be logged with ease and accuracy. All batteries are enclosed in cabinet.

A Revelation in RADIO



Experts in radio have described Colonial 16 and 17 as "a revelation in radio." They are the latest contribution to radio science of Dr. Fulton Cutting and Mr. Bowden Washington, and represent the culmination of years of experimenting and testing. We waited until we were absolutely sure that the sets were mechanically and electrically perfect before we placed them before the trade. Now we know they are absolutely right and we guarantee every Colonial receiver that leaves our factory to give perfect satisfaction.



COLONIAL 17

MERCHANDISING POLICY

Exclusive franchise and absolute territorial protection are two of the outstanding features of what Colonial gives its jobbers or distributors. We believe the jobber is entitled to this protection from the manufacturer.

Colonial has developed a dealer co-operative sales service that is unique and that is sure to be of signal importance to the retail merchant. Colonial offers direct to the dealer, through the jobber, this sales plan personally inaugurated by Colonial "dealer salesmen." This has at once been recognized as the best, most direct and most efficient manner of securing dealer sales that has yet been devised for radio.

We have a booklet completely describing the Colonial Merchandising Plan. Write for your copy today.

COLONIAL RADIO CORPORATION

East Avenue and Tenth Street
LONG ISLAND CITY, NEW YORK

Say you saw it in Radio Merchandising



Just a few of the valuable "dealer helps" that weren't being allowed to help.

Are You Letting Your "Sales Helps" Help?

By Sewell Peaslee Wright



T didn't take me long to dig out enough "sales helps" to convince me that my friend, the Radio Dealer, like about 97 per cent of the other radio and other dealers throughout the

country, was overlooking a big bet.

I might pause here to explain, for the sake of those who didn't read the first part of this little article, which appeared last month, that the comments I received on an article I wrote some



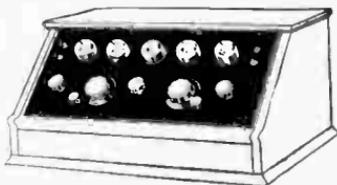
A privilege worth having

TO be known as the authorized Kennedy dealer in your locality is a profitable privilege. It can only be given to merchants with established business reputations, because The Colin B. Kennedy Company assures the public that "Authorized Kennedy dealers are reliable." This is a buyer's guide that is as helpful as the signpost at a cross road. And it brings trade to the dealer who merits such an endorsement from a nationally established manufacturer.

Better selling methods are replacing the old buyer-be-ware practices as the radio takes a higher social standing. Authorized Kennedy dealers do not find it necessary to slash prices. With a well-advertised line and a growing list of enthusiastic Kennedy owners, sales are easily made by demonstration. Bargain hunters are not Kennedy prospects—we sell to those who want permanent satisfaction in their radio set. They appreciate the Kennedy.

A window featuring Kennedy radio would arrest the attention of thousands who pass your store. Suggestions for sales creating displays are part of the service that authorized Kennedy dealers receive. Kennedy national advertising arouses interest. Your store can become the place where Kennedy sales are clinched.

MODEL XV
Tuned R. F.
Retail \$142.50



THE COLIN B. KENNEDY COMPANY · Saint Louis

KENNEDY

0720-13

Say you saw it in Radio Merchandising

time ago touching upon the use of the material that dealers are supplied with by the manufacturer led me to look into the matter first hand to see just what the facts were. Last month I discussed my findings in regard to the mailing pieces with which every radio dealer is deluged. This month I am dealing with the so-called "dealer helps."

In the illustration you will see some of the things I found, and I'm willing to leave it to you or anybody if in this list there aren't some things of real value. And the picture by no means shows them all.

Let's consider first the big picture that forms the background. It has been used so much in the big national magazines by one of the largest of all the manufacturers that it is practically a trade mark for a great line of radio goods by now. I found it in an obscure spot where a customer would have to crane his neck to see it. Its potential value was high; as it was used, it was worth practically nothing.

The big bronze-colored girl's head, advertising very effectively a well known brand of phones—can you guess where it was? Up on top of the high stock shelves covered with dust and so far back toward the walls that it was invisible from the floor. Incidentally, the receivers were still on the head, although why, I couldn't say.

This dealer help is a splendidly gotten-up affair, and must have cost the manufacturer a pretty penny. It would have been a real help to sales if kept clean and attractive and displayed on the counter or in the window. But up near the ceiling where I found it it couldn't possibly have helped.

See all those bundles of printed matter in the foreground? If

I had put all I found in the picture there wouldn't have been room for anything else. These are just samples.

I'll admit that this stuff was being used more than almost any of the other material. It was under the counter, and if anybody asked for it they could have it. Some of it was actually being mailed out with statements. But it wasn't being used as effectively as it COULD be used.

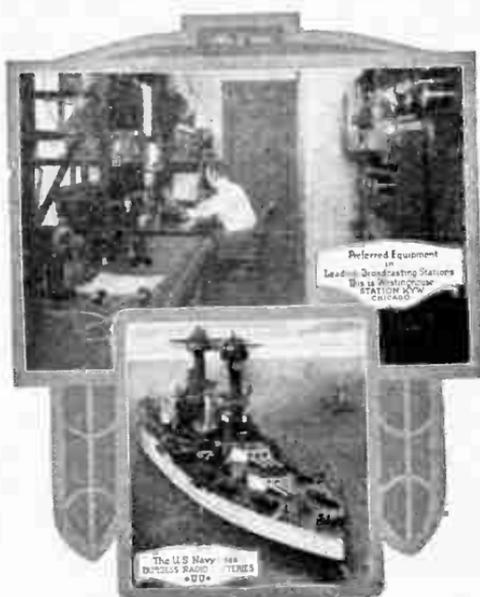
I'm an advertising man by profession, and I know advertising. This was good stuff, good illustrations, good copy, good typography, good printing, good stock. Given a chance it would sell merchandise and make profits for the dealer, but leaving it under the counters and sending it out half-heartedly with the statements isn't giving it a chance.

A regular mailing list, regularly circularized, and neat piles of literature invitingly displayed on the counter all the time will make material of this kind of real help. I wonder why it isn't given a chance?

Notice the cut-out to be used in the mouth of a certain make of loudspeaker. Rather effective, isn't it? Not a bad idea, either, eh? Know where I found these cut-outs? Safely in the desk of my friend, the R. D. He was going to use them some day, but in the meantime his stock of horns of this make were standing about mute-mouthed when they could have been shouting a sales message. Oh, procrastination, thou thief of time, what have you to answer for!

There's a modest little wall-panel with all the fixed condensers mounted on its face. It shows, at a glance, the famous line of condensers put out by this manufacturer and should be a really valuable asset to any

You tell these tales of
BURGESS RADIO BATTERIES



U. & U. Photo

FROM these tales will come sales. You like winners. So do your customers. And Burgess is a winner—every day in every way.

Burgess Radio 'A,' 'B' and 'C' Batteries get first call of the radio engineers everywhere.

Just tell the people who are buying batteries a few of the big exploits Burgess has taken part in. Turn these tales of adventure into sales.

BURGESS BATTERY COMPANY

Engineers DRY BATTERIES Manufacturers
 Flashlight • Radio • Ignition • Telephone

General Sales Office: Harris Trust Building, Chicago
 Laboratories and Works: Madison, Wisconsin

Branches: New York • Boston • Kansas City • Minneapolis • Washington
 Pittsburgh • St. Louis • New Orleans

In Canada: Plants, Niagara Falls and Winnipeg
 Branches: Toronto • Montreal • St. John

Say you saw it in Radio Merchandising

radio dealer. This is the only one of all the sales helps that I found being given a real chance. It was hung on the wall in a good location, and, although considerably below the eye, the normal line of vision, still it was given a chance, and I'll bet good hard cash that it has brought in business for my friend, the R. D.

There's a frame with a news picture shown in the illustration, too. I dug it up in the stock room, along with a dozen or more mailing tubes containing new pictures. These latter had not even been opened.

The frame was a mighty neat piece of work, very nicely finished, indeed. The photographs, to be changed every week, were of real news value—or were when they first arrived. As a window display, or even to use inside the store, the thing was actually worth a whole lot of money. All my friend remembered about it was that it had come in a long time ago, and that they had stopped sending the pictures for it.

Ye gods! If all the radio dealers treated these valuable helps the way my friend did the only wonder is that they didn't stop sooner. And, by the by, I'm having my friend's name inked out where it was imprinted on the picture. Just so he can't get me for libel or something!

For several weeks there stood on the counter a little rectangle of bakelite or hard rubber, with a dial and a micrometer dial adjuster installed on it just as they would be installed on a real panel. A little easel propped the thing up, and any customer while waiting for change or a clerk could twiddle the dial and the patent micrometer gadget and sell himself on the idea. Very clever little thing.

I wanted to put this in the picture, but my friend shook his head when I asked him about it.

"I think we threw that out a week or so ago," he informed me. "Why?"

Now, don't think that my friend, the R. D., is worse than the average. He isn't. His radio business is a prosperous one, and he himself is a young, intelligent business man. He's just overlooking a whole lot of mighty good bets, that's all.

I went over the whole matter with him, much as I have gone over it with you here, and do you know what he said?

"I intend to use the stuff, and then it gets side-tracked, one way and another, and something new comes in, and—say, you want to remember we're busy around here! Lot's to do besides stick up those jim-cracks. Not that I don't admit they're all right and all that sort of thing—" and so on.

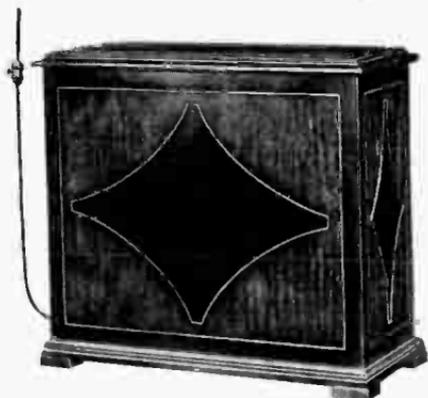
Of course, I don't have to tell you that all the "dealers' helps" that come to you or that are offered to you aren't as good as those I have mentioned. Some manufacturers haven't learned to be unselfish in such matters, and they try to hog all the benefit. But the tremendous majority of this material is really valuable, worthy of a place on your walls, in your display cases, on your shelves.

Every manufacturer knows that merely selling YOU the goods isn't his objective; he's got to move the goods off your shelves so that you can buy MORE of his goods, else he can't keep going. Through his national advertising and his "dealers' helps" he is trying to move his goods for you. He pays high-priced advertising men big salaries to help him help you.

And you—yes, YOU—are refusing a greater or a lesser part of this proffered help.

Why?

The Question of "B" Battery Current Has Been Solved With the Trans-B-Former



No. 502

The Kellogg Trans-B-former furnishes the necessary plate voltages for radio sets, from the 110AC, 60 cycle, electric light socket, without any interference of any kind.

This unvarying current is furnished at less than one-fifth cent per hour.

The Kellogg Trans-B-former will:

Improve reception.

Reduce operating cost to a minimum.

Add to the appearance of the set.

Increase DX possibilities.

Developed, perfected and guaranteed by the Kellogg Switchboard and Supply Company.

Send in your orders promptly for early shipment

Each \$50.00

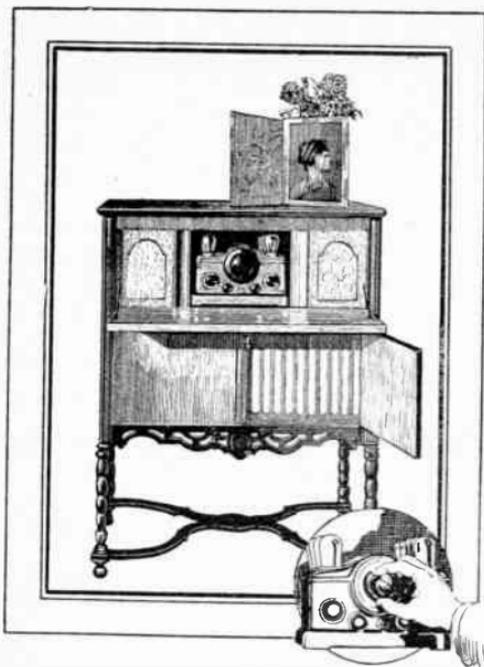
Use—Is the Test



KELLOGG SWITCHBOARD & SUPPLY COMPANY

1066 West Adams Street,

Chicago, Ill.



The *only* radio receiver ever designed for home use that can amplify a weak signal one *billion* times.

The *only actual* single dial control receiver requiring *no* adjustment of compensating minor controls to bring in reception.

The *only* receiver that will produce *all* ranges of the musical scale with equal tone quality.

Receiver

\$195

In Table Cabinet

\$235

In De Luxe Cabinet

\$375

Approved! Accepted! Acclaimed!

From the enthusiastic reception accorded the Farrand-Godley *Single Nine*—from the very first hour of its introduction — it seems that all of the radio world had been waiting for it. Leading distributors and dealers the country over have been quick to demand agency appointment. Needless of mention, demonstration of the Farrand-Godley *Single Nine* has but further confirmed every pre-conceived opinion of its superiority.

In view of the widespread demand for selling territories, distributors and dealers are urged to make immediate application to

FARRAND MANUFACTURING COMPANY, Inc.
28 South Sixth Street

Newark, New Jersey

Farrand

Godley
Single "NINE"

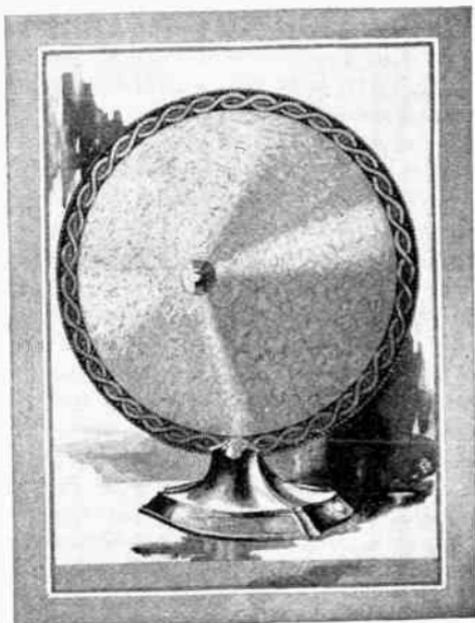
Say you saw it in Radio Merchandising

World Radio History

With the Farrand-Godley Speaker, all the heretofore hidden lower tonal effects are now faithfully, accurately reproduced—the resonant bass stringing of the cello, the full lower chords of the organ the true vibrancy of the human voice—every delicate shading heretofore lost or distorted.

The Speaker itself, is of diaphragm type, approximately seventeen inches in diameter, mounted on a distinctive bronze base.

\$32.50



Signalizing the Death Knell of the Horn Type of Speaker

Exit the Horn type Speaker! Enter the Farrand-Godley Speaker—an entirely new method of radio reproduction. The immediate, nationwide response to this marvelous Speaker, the surety of sale which follows its every demonstration, indicate selling possibilities that embrace, as prospects, every owner of a radio receiver. Dealers already claim that it is the easiest selling item they have ever handled.

Write immediately for details and full information governing the sale of the Farrand-Godley Speaker in your locality. Address

FARRAND MANUFACTURING COMPANY, Inc.
28 South Sixth Street Newark, New Jersey

**Farrand
Godley
SPEAKER**

Say you saw it in Radio Merchandising



FIG. 1

Simplicity is the keynote of effective windows. The less there is there, the better. "He who runs may read." The things you'll need for this window you probably have in the store-room right now.

Window Displays for Christmas and New Year

by Sewell Peaslee Wright

"**W**HAT are my windows worth to me?" a correspondent asks. That's a good deal like asking what a man's brains are worth to him, or his hands. It depends entirely upon how he uses them.

It has been figured out that a store window two feet deep has a potential value of eighteen per cent of the entire store's rent. This is figuring on the basis of a store one hundred feet deep. Note, however, that I say it has a potential value of eighteen per cent of the entire

One Dial to Tune



AT LAST! here it is—the MOHAWK five tube radio frequency receiver which will give coast to coast reception and cover the entire range of radio casting wave lengths—with just ONE Dial to tune.

The Mohawk 5 - TUBE RECEIVER

This decidedly different MOHAWK Receiver with its ONE DIAL control will do anything any other five tube set will do—and do it easier, quicker and better. The super-sharp tuning of the single high ratio Vernier Dial on the Mohawk and its compact construction make it a marvel of selectivity. Just ONE Dial to turn and as you turn it you tune in station after station. It has a record of 43 stations in one hour—and we can prove it. It cuts out the local stations with ease and brings in the distant ones with unusual volume and without the least particle of distortion. It is a beautiful set—beautifully made and a short half hour's demonstration will convince you that its performance is truly phenomenal.

We Want Dealers Everywhere

If you are looking for the selling agency on a Radio set which will meet and beat all competitive outfits on the market—if you are looking for a set that will attract the radio buyers to your store and bring you big, quick profitable sales—here it is. The new MOHAWK with just ONE Dial to tune. We do not ask you to take our word for all these claims.

You can prove it to yourself at our risk if you wish. Any reputable merchant can order a demonstrating set, test it out for himself and if the MOHAWK does not prove to be the finest five tube set you ever saw send it back and get your money. That is fair, isn't it? But do not wait. Write or wire us at once for full particulars and dealers' discounts on the MOHAWK. Do it today—tomorrow may be too late.



MOHAWK ELECTRIC CORP.

2228 Diversey Blvd.
CHICAGO, ILLINOIS, U. S. A.

Say you saw it in Radio Merchandising

store's rent. Whether the merchant makes the window yield the profits that it should be, or course, entirely up to him.

A really good window, that is, one that is better than the average, will increase this percentage, while careless, slovenly, seldom-changed windows will bring it down in proportion. So a little time and care and money expended in putting in a real window are good investments.

Don't begrudge the time and thought you put into your trims.

Remember what they're worth to you if properly used, and then do your best to make them work overtime for you. It pays!

This month I have two more windows for you to use, one for Christmas and one for New Year's. This latter encroaches a little on next month, perhaps, but in order to get this material to you in time, it really has to appear in this issue.

The Christmas window, which we'll discuss first, isn't a catalog window. That is, it doesn't display a hundred and one



FIG. 11

Here's the finished window as it appears in the daytime. You'll agree that it will stop them and make them think about radio and your shop.



ALL-AMERICAN

TRADE MARK

Largest Selling Transformers in the World

OLEDO BEADL	The Oklahoma News	Chronicle
THE NEWS LEADER	The Des Moines Capital	THE COMMERCIAL APPEAL
Kashville Lanner	THE DAILY TIMES HERALD	Columbus Evening Dispatch
The Birmingham News	THE DAILY TIMES HERALD	St. Paul Evening Pioneer Press
THE SUN	THE SPRINGFIELD UNION	TELEGRAM
THE CINCINNATI	THE DENVER POST	THE INDIANAPOLIS JOURNAL
THE DALLAS HERALD	THE DENVER POST	THE INDIANAPOLIS JOURNAL
THE NEW YORK	THE DENVER POST	THE INDIANAPOLIS JOURNAL
THE OMAHA	THE DENVER POST	THE INDIANAPOLIS JOURNAL
THE DES MOINES	THE DENVER POST	THE INDIANAPOLIS JOURNAL
THE DENVER POST	THE DENVER POST	THE INDIANAPOLIS JOURNAL
THE KANSAS CITY STAR	THE DENVER POST	THE INDIANAPOLIS JOURNAL
THE MINNEAPOLIS JOURNAL	THE DENVER POST	THE INDIANAPOLIS JOURNAL
San Francisco Examiner	THE DENVER POST	THE INDIANAPOLIS JOURNAL
THE MILWAUKEE JOURNAL	THE DENVER POST	THE INDIANAPOLIS JOURNAL
The Atlanta Journal	THE DENVER POST	THE INDIANAPOLIS JOURNAL
THE BOSTON HERALD	THE DENVER POST	THE INDIANAPOLIS JOURNAL
ST. LOUIS POST-DISPATCH	THE DENVER POST	THE INDIANAPOLIS JOURNAL
Boston Sunday Post	THE DENVER POST	THE INDIANAPOLIS JOURNAL
The Boston Traveler	THE DENVER POST	THE INDIANAPOLIS JOURNAL
The Sun	THE DENVER POST	THE INDIANAPOLIS JOURNAL
THE CHICAGO DAILY NEWS	THE DENVER POST	THE INDIANAPOLIS JOURNAL
HERALD-EXAMINER	THE DENVER POST	THE INDIANAPOLIS JOURNAL
CHICAGO AMERICAN	THE DENVER POST	THE INDIANAPOLIS JOURNAL

Over Fifty of the Country's Largest Newspapers Are Telling Each Week the Story of the New Complete All-American Line.

Say you saw it in Radio Merchandising



FIG. 1

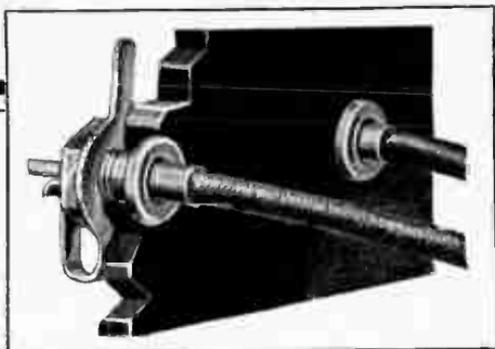
The spotlight isn't clearly defined in the photo, but this will give you a good idea as to how the window appears at night.

There should be very little or no main lighting; the entire attention being focused on the set by spotlighting it.

things that might be given as Christmas gifts. One of your other windows, or perhaps a later window, can be used to catalog your stock for the public, this window is designed merely to sell the shoppers on the big idea that RADIO is the thing this Christmas.

As will be seen, this window employs the same arch we used last month in our "Fall Fashion" window, trimmed differently, and this time with Christmas gear of various sorts. The

material needed will be found around the store, left over from last Christmas, or if you weren't that thrifty, can be secured at the nearest five and ten cent store for less than half a dollar. A couple of colored cardboard wreaths (you can use real ones if you want to, naturally) a roll or two of red and green crepe paper, and a Christmas bell are the main decorations. In addition, you will need the arch itself, enough tubes to make a semi-circle in front of



UNION RADIO TIP JACKS

25c a pair

They Keep You Busy Making Money

Used for All Temporary Connections

They give a quick positive contact on all tips, lugs, bus-bars and wire from No. 11 to No. 24 B & S Gauge. Just plug in. Come in two sizes for all mountings. STANDARD TYPE A for all paneling up to ¼" thick SPECIAL TYPE B for all cabinet walls, partitions, etc., from 5-16 to ½". The bushing is ¼" in diameter and fits a 17-64" hole. All parts heavily nicked.

Packed in attractive Standard Counter Display Cartons, 1-12, ½ and 1 gross pair.

Union Radio Tip Jacks are now being used by leading Set Manufacturers as Standard Equipment

Other Guaranteed, Fast Selling Union Radio Small Parts

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

Retail price 60c

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

Retail price 70c

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

Write for our liberal trade proposition and dealer's illustrated pamphlet F. Attractive proposition for Radio Set Manufacturers.



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



lllll

Say you saw it in Radio Merchandising

the arch, simulating the footlights of olden days, a tall, slender stand of some kind, and some set that you wish particularly to push. The first picture will give you a pretty good idea of the raw materials required; they can be varied to meet your particular requirements as you see fit.

The first thing to do is to thumb-tack the twisted paper into place, and to hang the bell in the center of the arch. This is the hardest part of the work, perhaps, as it is essential that the paper be properly placed and spaced, and that the twists be symmetrical and even. If you feel the call of originality, and wish to depart in any particular from the decorative scheme suggested in the second photo, go ahead. The work is mighty interesting, and experiments in it are fascinating.

After the paper is in place, set the stand in the center of the arch, and upon it place the radio set. A loudspeaker may be used on top of it or not, as desired, and the base may be draped with some rich material such as velvet or tapestry, as in the picture, or left unadorned, according to the tastes.

Next the bulbs are placed in a semi-circle in front of the

arch, care being taken to see that they are orderly arranged. You will find it advisable to take a string and a piece of chalk and strike the arch upon which they are to be set, so as to be sure that it is symmetrical. Be careful of the spacing between the bulbs, also. When these bulbs are in place, locate the two wreaths where they will do the most good, and put the two white cards bearing the explanatory legends at the side of the arch, right where the "A," "B," "C," "D," "E" cards that key the acts to the program in any vaudeville show appear, and you're all set for the lighting.

This window is one that is particularly impressive at night, although in the day time it puts over its sales idea very effectively, as will be seen from the second photograph. At night, however, the window should be quite dark, with a strong spotlight (colored if desired) thrown upon the set from above. I am having a third photograph taken to show the effectiveness of the window at night, and from it you may gain a full idea of how to illuminate the window to make it most effective.

Window Number Two

There are several dozen ideas for New Year's windows in my mind as I write, but I think that the present one meets the requirements of simplicity, economy and effectiveness as well, or better, than any of them.

A Christmas Selling Old Timer Yarn

As will be seen from the first photograph, there are only a few things required that you haven't got right in your store.

A dozen sheets of white cardboard are bound together at one end to form the calendar pad, the inside of the top page and the top of the second page being lettered up, either by a sign-writer or yourself, as shown in the second photograph. A little easel or prop of some kind is necessary to hold the pad in position, and a fine silk thread is used to keep the top leaf in the unturned position

(Concluded on page 129)

You Can Build with AmerTran

AmerTrans are designed to cause tubes to deliver the utmost in volume, clarity and tone quality—and they do it.

AmerTran, in addition to being electrically efficient, is a unit worthy of the support of the radio dealer, for when you sell AmerTran you sell audio satisfaction.

Sell them by the pair.

AmerTran is made in two types—
one quality—Type A F 6 (ratio 5)
Type A F 7 (ratio 3 1-2). List
either Model \$7.00 — discount
regular.

American Transformer Company
NEWARK, N. J.



"Transformer builders for over twenty-three years."

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

Say you saw it in Radio Merchandising



FIG. I

Not much material required for this display, and yet it is very effective when properly put in. Note the cardboard comprising the "calendar" rolled up beside one of the stands.



FIG. II

Our good friend the photographer had ideas of his own as to how the calendar should be displayed, so he suspended it against the background, as will be seen. I let him shoot the picture this way, and now you can choose for yourself the position you prefer—on the floor, propped on an easel, as suggested in the article, or as shown in this picture.

Well made---

*---attractively
packed*

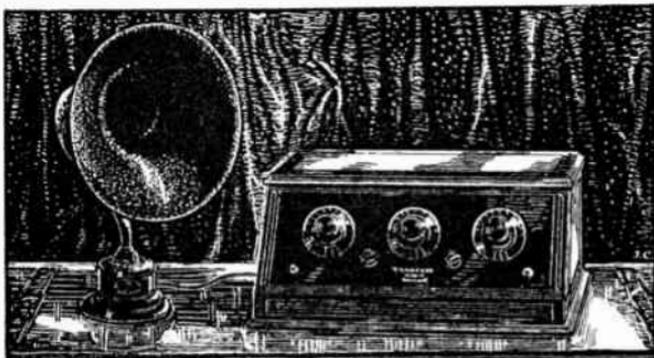
*---thoroughly
advertised*

*---the most complete
line of quality
parts in radio!*

MAR-CO


MARTIN-COPELAND COMPANY
PROVIDENCE, R. I.

Building Prestige for



The Thompson Organization and Experience

The Thompson Organization has a background of fifteen years' experience in the manufacture and distribution of radio products.

Its outstanding contributions to the development of radio have received broad recognition, and have earned for the company an enviable reputation over the entire world for skill, quality and reliability.

The United States and Foreign Governments have often relied on

the Thompson organization to design, develop and produce army, navy and commercial apparatus of the most intricate and exacting character.

The Thompson Organization's past indicates that it should be capable of keeping abreast of the future developments of the radio industry in the matter of improvements of a progressive and permanent nature. It is conscious of the deep responsibility it bears to its distributing and Dealer Organization in this respect.

The Thompson Policy on Quality

The Thompson Organization is dedicated to a permanent policy on quality product, available to the public at attractive prices and backed by Distributor and Dealer service. It believes that any temporary success at the expense of quality is foolhardy and poor policy. It is determined to place in the hands of the public only such merchandise as will be a continued source of pride and a permanent investment

for the user. Consequently it is determined to provide only products of correct design, attractive appearance and satisfactory performance; ignoring the fleeting novelty, but adhering to all that is sound and fundamental in manufacture and distribution of

radio apparatus.

Rigid manufacturing specifications call for products which will merit the user's enthusiastic recommendation to his neighbors and friends.



Say you saw it in Radio Merchandising

Thompson Dealers

THOMPSON RADIO NEUTRODYNE

The Thompson Position in the Radio Patent Situation

The R. E. Thompson Manufacturing Co., is the only company in the radio industry that has both a Hazeltine Neutrodyne license, and an Armstrong Regenerative license, and that can combine, when required, the best features of both.

The Thompson licenses, under the Armstrong Regenerative Patents and the Hazeltine Neutrodyne Patents, afford a bulwark of protection to its Distributors and Dealers, not duplicated by any other manufacturer. Practically all satisfactory types of Radio Sets, it is contended by the Patentees, fall under one or the other of these fundamental inventions. The R. E. Thompson Manufacturing Company has non-cancellable licenses under both patents.

The subject may be of only small interest today, to Distributors and Dealers generally, but business men of vision, who plan, work and build for the future, clearly realize that large financial interests in the past have never shown a disposition to let pirates walk away with patented ideas and principles of merit. Consequently, they place their efforts back of only those products whose future is safeguarded.

Thompson's position in the patent situation being amply protected assures Thompson Distributors and Dealers that a business built upon Thompson Products will continue and not be subject to interference or sudden interruption.

LIST PRICES

Thompson Neutrodyne 5-and 6-tube Radio Receiving Sets range in list price from \$125 to \$180. Thompson Speaker is now listed at \$28.

*Write to us for the name and address of the
Thompson Distributor in your locality*

R. E. THOMPSON MANUFACTURING CO.
30 CHURCH STREET, NEW YORK, N.Y.

"Experience is the Vital Factor in Excellence"

Say you saw it in Radio Merchandising

RADIO

Eric W. Palmer

- I am a university, right in your room.
I am an opera, sung by your fireside.
I am an orchestra, to set your feet a-dancing.
I am a band, to enthuse your musical soul.
I am an orator, whose eloquence holds you still.
I am a violin recital, rendered by a master at your side.
I am a statesman, conferring with you on the nation's needs.
I am a diplomat, voicing a foreign friendliness.
I am a doctor, coming to your home without charge.
I am a banker, watching your laid-away dollars.
I am a leader of industry, analyzing the economic trend.
I am a newspaper, describing events as they happen.
I am a drama, played in your parlor.
I am a debate, where you hear both sides on the day's problems.
I am a ball game, with thrills by the score.
I am a boxing championship, with a seat at the ringside.
I am a governess, teaching your children each day.
I am a scientist, revealing wonders that you know not of.
All these am I, and more—
I am a patriot, kindling anew your love of country.
I am a preacher, reawakening your faith in God!
Yet poor foolish men just call me RADIO.



Cunningham RADIO TUBES

SINCE 1915—STANDARD FOR ALL SETS
plus 7 attractive sale-displays in 9 colors especially prepared for

RADIO DEALERS

Designed throughout with an eye to the particular needs of the radio dealer, these displays are sure to increase the sales not only of Cunningham Tubes but of your entire radio line.

The displays shown in miniature in this ad are made with a new oil-paint process. The nine colors are attention-compelling; waterproof, fade-proof and washable.

A series of these Business Getters will be sent to you on the same day we receive your request.

ATTRACTIVE HOLIDAY CARTONS for CUNNINGHAM RADIO TUBES

containing 3 or 5 tubes will bring increased radio sales to you. These wonderful Christmas cartons in four colors will put a sales punch into your Christmas Radio trade. Why not sell 3 or 5 tubes instead of one that is real merchandising. These cartons will be sent to you free—send in your order today.



E. J. Cunningham Inc.

HOME OFFICE:
182 SECOND STREET SAN FRANCISCO
CHICAGO NEW YORK

Since 1915—Standard for all sets

TYPES: C301A, C299, C300, C11, C12 in the orange and blue carton.

Price \$4.00 each



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.
DATA BOOK: Cunningham 10-page Data Book fully explaining care and operation of Radio Tubes now available at our San Francisco office.

Say you saw it in Radio Merchandising

Salesmanship and Advertising

*How the Experience of a Leading Department Store
Can Be Used by the Radio Merchant*

By Florence M. Manson



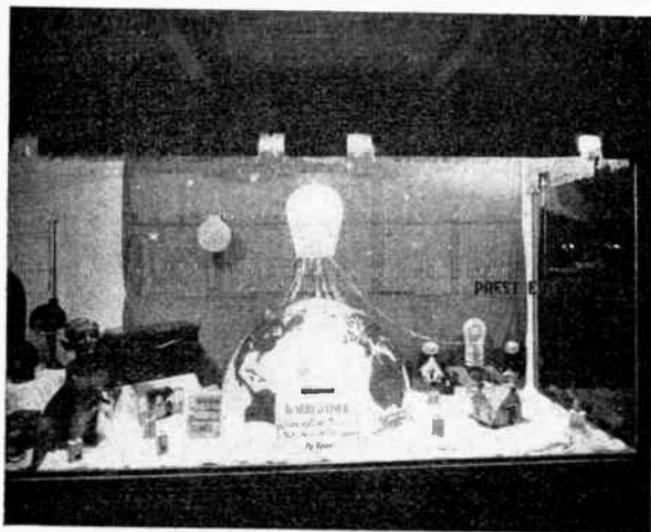
T was in one of the leading Department Stores of New York City. The eighth floor was all a-buzz with the voices of people. "The Home of the Radio" was apparently entertaining visitors in its customary manner. It looked more like a school-room. Scattered about, here and there, were small groups of men and women examining, with much interest, all the instruments on display. And in the center of each group, like a veritable schoolmaster, was a salesman, answering, most graciously, all the questions fired at him by his unusually eager pupils.

"What a remarkably patient and courteous lot you all are," said one woman to the salesman whom she had appropriated all to herself, "and how well-informed."

"Oh, we've got to be," answered the smiling salesman, "or else we'd be no good at the job, you know. Courtesy is the best policy in this field, madam. And it acts like a boomerang. Moreover, one has to know an article from A to Z before he can attempt to sell it to anyone."

"Then are you specially trained?" the woman asked.

"Some of us, yes," he replied. "There are plenty of Radio courses to be had for those who



An arresting window display of the Best Electric Co., San Bernardino, Cal.

Fast Selling Radio Specialties



Micadon
the standard
fixed radio con-
denser, 35—75c

Ducon
standard antenna
socket plug—
\$1.50



Duratran
the efficient radio frequency
transformer—\$4.00

**By-Pass
Con-
denser**

For finer,
clearer re-
ception—75c
to \$3.75



Resistance Unit
the accurate grid
leak—50c.

Live radio dealers carry them.
For address of nearest jobber write
47-49 West Fourth Street, New York.

Dubilier

CONDENSER AND RADIO CORPORATION

Say you saw it in Radio Merchandising

are interested. Others of us, however, who have always had an innate inclination toward mechanics and electricity, have attended only the good, old school of Experience. All of us, though, are trained in the Art of Salesmanship,—and it's some Art, believe me."

"Tell me all about it," the woman said, coaxingly.

"Well, began the salesman, "in a Radio department, more than in any other, I believe, Courtesy and Patience are the big-letter words. The radio, you see, is a comparatively new thing. Daily, it is being discovered by more and more people. Daily, its influence is branching out into wider and wider circles. And the realization of its marvellous and unlimited possibilities takes greater and greater hold on the popular imagination. Naturally, people are flocking into stores to look around and to learn more about this wonderful instrument. A thousand and one questions lurk on their

lips. They want to be told all about it.

"Now, I'll grant you that it's a tax on one's patience and endurance to watch a woman take an hour to decide upon a ten-cent purchase. But the radio, obviously, is quite another matter. It is by no means a trifle. Though a person gets his money's worth over and over again, regardless of how much or how little he spends, he, nevertheless, wants to look carefully before making a selection. The salesman who takes his time, therefore, who is never too much in a hurry to explain wherein one instrument differs from another, and what its particular merits are, is likely to be the boy who will make a sale.

"This is a tip to all radio dealers. Though a department store can do things on a much larger scale, each radio floor is actually no more than a small radio shop. And its methods, certainly, are the methods that



© Wide World

Enjoying radio "on location" and "between sets." This field offers good sales opportunities.

AMPLION

The World's Standard Loud Speaker

England
Scotland
Wales
Ireland
Norway
Sweden
Italy
Denmark
Holland
Belgium



France
Spain
U. S. A.
Canada
Japan
India
So. Africa
New Zealand
Australia
Switzerland

The new Amplion "Dragon," Model AR-19. Stands 20½ in. high. \$42.50

Hear it~in comparison!

Learn Why it is Outselling Any Other Loud Speaker



The Amplion Junior DeLuxe, AR-111, \$27.50



Amplion Phonograph Units, \$19 and \$25

The new Amplions*—creations of the originators and world's oldest makers of loud speakers—will sweep you off your feet when you hear them.

Such supreme sensitivity, such depth, fullness and clarity of tone, such undistorted volume, you would not have believed possible. The Amplion's "Floating Diaphragm"—and the acoustically correct "dragon shape" of the sound Conduit in which resonance is eliminated by rubber insulation—are the result of 30 years' experience.

Jobbers and dealers, won entirely to the Amplion through comparison, are being appointed rapidly. Representation is going fast. Immediate inquiry is advised. New literature ready.



The Amplion Junior, Model AR-111, \$24.00



Amplion Dragonfly, Model AR-102, \$13.50

THE AMPLION CORPORATION OF AMERICA

Executive Offices: 280 Madison Avenue, New York City

Canadian Distributors, Burr dept of Canada, Ltd., 172 King St. W., Toronto

*Alfred Graham & Co., London, England, patentees

can be safely used by the smaller dealers. No matter how few the number of salesmen,—even if, indeed, there is no more than one,—the same kind of contact can be established. That one salesman should have facts at his finger-tips. Affability and patience should be his outstanding qualities. He should regard each visitor as a potential customer, but should never make him feel that once he has set foot in the store he must, of necessity, buy. He should rather encourage him to acquaint himself with the dealer's offerings, and then go home and talk about them to his family. It is generally conceded that things bought after reflection prove more satisfactory than things bought hastily. Moreover, the surest basis of success is satisfied customers.

"Advertising is, of course, a very important factor," continued the salesman. "The advertising of a department store is usually straightforward and direct. In simple, everyday language that particular set is advertised, which, either because of a popular price, or because of new improved attachments, is to be featured. At present, for instance, we are featuring the Transcontinental 'Type ZR-4 Receiving Set. Our advertisement appeared yesterday in all the evening papers. 'A New Low Price Level for a New High Quality Receiver' was our announcement. There followed a description of the instrument. And it did the trick, all right. That's why all these interested people are here today. Naturally, our display is in keeping with our advertisement. The Transcontinental is staged for the event. Against a special background, there, it stands out very effectively, doesn't it? Those little white cards help to de-

scribe the article. The salesmen do the rest. They explain that this Transcontinental is the result of much planning and consultation on the part of the store's engineers and those of a concern which has been making reliable radio apparatus for many years. To those who are further interested, little booklets are given with all the detailed information that might be desired.

"The small dealer can advertise in much the same way, and can feature a particular set in a similar fashion. First it is important to get the public to want to buy. The educational and inspirational value of the radio must be emphasized. Second, its adaptability as an article of furniture can be mentioned. To those, who are ready to buy, the fact that the radio can be had in a cabinet to correspond with the rest of the furniture in a room makes a great appeal. A slogan, fitting the particular line of goods, may be used. One store, for instance, uses this: 'Radio for every purpose and any purse.' Moreover, special appeals should be made to special groups. There are the Radio Builders. They enjoy building their sets and should be invited to look over the dealer's stock and to get his prices. Again there are those to whom all this mechanical stuff is a blamed nuisance. They should be informed of the radio that needs no outside wires and antenna. Take for example the following advertisement written by a dealer: 'Portable as a Chest of Silver. Place it in any room. Set it down wherever fancy dictates. No connections to make. Have it upstairs one day, downstairs the next. Indoors in winter. Outdoors in summer. It works as well in one place as another.'

KESTER *Radio* SOLDER



ROSIN-CORE

Approved by Radio Engineers

Kester Radio Solder has a natural rosin flux contained in itself. It is simple and safe to use—it “Requires only heat.” Makes joints of low-leakage and is absolutely non-corrosive. Recommended and used by leading radio and telephone manufacturers.

Kester Radio Solder comes in brilliant orange and black cans holding a coil of about 1-4 lb. each. Ten cans to an attractive display carton in three colors. Ten cartons or 100 cans to case lot.

If your local jobber cannot supply you, we will take care of your requirements as you may indicate on coupon.

CHICAGO SOLDER COMPANY

4234 Wrightwood Avenue,
Chicago, Illinois.



IF YOUR JOBBER CANNOT SUPPLY YOU,

Chicago Solder Co.
213 Wrightwood Ave., Chicago, Ill.

Gentlemen: Please send me the following as indicated.

CARTONS (10 Cans)
 CASES (10 Cartons, 100 Cans)
 Send C.O.D. Bill thru my Jobber

Name _____
Address _____
City _____ State _____
My Jobber _____

Say you saw it in Radio Merchandising

Such advertising is sure to arouse curiosity.

"The small radio dealer has a distinct advantage over the department store, you know. The latter has to rely a great deal upon the pulling power of its newspaper advertisements. Transients are not likely to drop in on the eighth floor of a building to look around. The small dealer, on the other hand, who has an attractive window display, with the necessary drawing cards, as: '\$1 weekly pays for this High Grade master-built 5-Tube Radio Set,' etc., does a doubly effective kind of advertising. Especially if his store creates in the neighborhood the reputation of being an open door to passers-by. And these passers-by are bound to be attracted. They invariably stop to look. Frequently they peek into the store. Almost involuntarily they are drawn inside. The kindly greeting of the salesman intrigues them. They ask questions, become more and more interested. Until finally, what was before a somewhat lukewarm curiosity develops into a gripping enthusiasm. Presto! a very real, live prospect! And not only in his window display has the

small dealer the advantage over the department store. He is helped by our very advertising. Folks read about the different kinds of sets and then trot off to the nearest dealer to buy them.

"But say, I'll talk you deaf, dumb and blind if you don't stop me," exclaimed the salesman, apologetically.

"But I don't want you to stop," persisted the woman.

"Well, then, let me show you our new Broadcasting Station. Station WGBS. The public can see how it's done any time between 9 A. M. and 5 P. M. Look at the mob there, will you."

Together they walked to the Broadcasting Rooms separated from the rest of the floor by glass partitions. They could see the artist enter the reception room, then go into the studio for his performance, and then, most thrilling of all, watch the effect, in the operating room, of music upon the transmitter and amplifier.

"I tell you," said the salesman excitedly, "the Radio can't be beat. And if you asked me quick, I'd be kinda inclined to say that it just naturally advertises and sells itself."

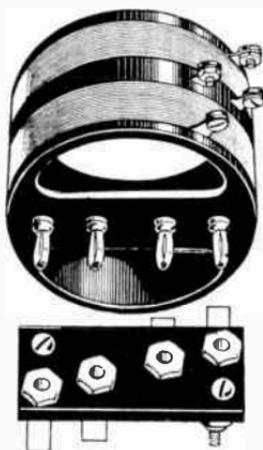


The NEW

Interchangeable

Low Loss Coils

As easy
to mount
as a
Vacuum
Tube



Prices
\$1.00
to
\$2.85

These new coils aroused a vast amount of popular enthusiasm at recent radio shows. This enthusiasm is sure to be realized by dealers in terms of turnovers and profits.

For use as oscillator coils and antenna coupling coils in superheterodyne circuits these coils are highly recommended. They are real low loss coils with a *big feature*—*as easy to mount as a vacuum tube*. A set of these coils may be used interchangeably to cover a wavelength range from 50 to 600 meters.

Write for our new catalog and price sheet if you have not already received one.

GENERAL RADIO Co

Cambridge, Mass.

Say you saw it in Radio Merchandising



Now It's Distribution

The retailer is coming into his own. The scientific study of how costs of production may be reduced is reaching the point of perfection. Invention has been dedicated to the discovery of machines which would cut down manufacturing costs and improve the quality of the article produced. Science in production has outrun the science of distribution, or marketing. This is peculiarly true of radio. Mass production to-day is a simple task compared with the problem of marketing the articles produced. Therein lies the opportunity of the retailer.

Now, science and invention are applied to the problem of distribution. The new inventions that will come in the next decade will not be in the form of machines of production, but in the form of more efficient distribution methods. Great strides already have been made in this direction. The increased use of advertising as a marketing force; the more efficient use of windows and counter displays; more intelligent salesmanship—all these things indicate the trend of thought toward securing more efficient marketing methods.

The retailer who can discover new sales ideas, who can discover means of eliminating various items now included in the selling cost, will have performed a great service to the world. Clear thinking, initiative and courage to carry out new ideas, will bring ample reward to the retailer who commands these virtues.

Constantly on The Job

When you buy radio products, buy merchandise which is "In the Spotlight." If a stranger walks into a bank and asks for a loan, he may get it, if his security is good. But he will find that the negotiation of the loan requires a considerable amount of time. He will have to answer numerous questions from the banker. If a man of known reliability and integrity asks his friend, the banker, for a loan, the chances are he gets it in just a few minutes.

This suggests a comparison as to the selling of advertised or unadvertised goods. To sell an unknown

product to a customer requires lengthy explanation and time-wasting sales talk. This is a tedious process both for you and for the customer. But if you offer your customer a product which has become well known through advertising, your sale is quickly made. There is no time lost. And time is money. When you are able to sell quickly your turnover is much more rapid, and you repeat your profits more often. It is well to stock goods that are "in the spotlight" and to put the prestige of national advertising behind your retail sales effort.

Making Live Dealers

The only dealer of much use to the manufacturer, wholesaler, factory branch or the public he serves is a "live one." The dealer who is "on his toes," buying what his customers want, showing it on his shelves, and in his windows, and whose sales force is energetic, courteous and pleasant, is the merchant of vital importance to the community and a force in his own town. An everlasting, nation-wide search is being made for this type of shopkeeper and when he is found by most manufacturers he is given the best to be had in the line of policy. The average merchant wants to be a better business man, but often does not know how to bring about the change, or, if he does know, is unable to do it by himself through his own efforts. It is up to the traveling salesmen to assist these men, and they are doing it loyally wherever possible, but even they need help from their headquarters in getting best results. The sales manager at the factory, the jobber, and the salesman on the road should be a strong triumvirate for the good of all, if they work in harmony with the one thought uppermost—that everything done to help the retailer on his way to bigger and better things will react for the benefit of all business in general.

A Good Merchant

RADIO MERCHANDISING is a part of your sales organization. The pleasant part about it, as far as you are concerned, is that this part of your sales organization does not cost you anything. Sales ideas, window display suggestions, successful display advertising ideas, are gleaned by our correspondents throughout the length and breadth of the land, and presented to you for your use and profit. We are helping you move advertised merchandise more rapidly. All we ask is that you work with us. You know from past experience that when we advertise manufacturers' products you can be certain of the reliability of these products and of the financial responsibility of

(Concluded on page 133)



*You will find the key to some of
your problems in*

The Dealer's Calendar

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

Thursday, January 1: The beginning of another real radio year.

* * *

Friday, January 2: Lots of radio sets that have been given as gifts will require servicing. And don't forget the possibilities of extra loud speaker, headphone, phonograph attachment sales.

* * *

Saturday, January 3: Changes should be made in your holiday windows. Nothing gets out of date quicker than a Christmas-New Year display. Make a display of the merchandise that is likely to have been overlooked on gift sets.

* * *

Monday, January 5: Get the idea across to the juveniles in your territory that they can start building that radio set they have wanted, using their holiday money as their "building fund."

* * *

Tuesday, January 6: Why not make an honor roll for window

display of the homes you equipped with radio during the holidays? If you can display photos of these homes, it will add to the local interest in your announcement.

* * *

Wednesday, January 7: What do you do with the testimonials you receive from customers for whom you have installed sets in their homes? Such letters make excellent display material for your store display bulletin.

* * *

Thursday, January 8: This will be a good time to revise your customer card list. See that all new names are properly entered, and, if possible, send all new customers a letter suggesting some of the things they may need.

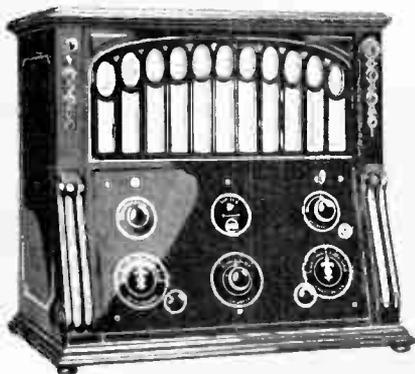
* * *

Friday, January 9: A dealer in New Jersey who has a storage battery charging equipment has prepared an envelope tag which he attaches to every battery charged at his store.

A Sales Drive for the Regenoflex

— for Christmas

— for 1925

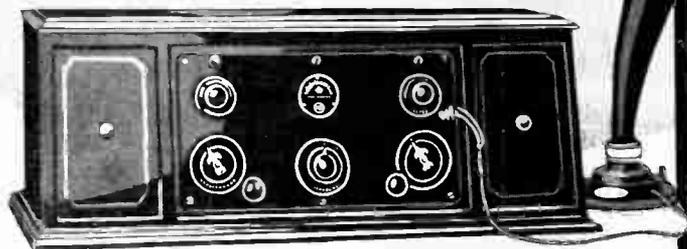


Radiola X

The Regenoflex circuit in a rich mahogany cabinet, with its own loudspeaker built in. With four Radiotrons WD-11. List \$245.

Radiola Regenoflex

sensitive, selective, non-radiating. Famous for its tone quality! With four Radiotrons WD-11 and Radiola Loudspeaker. List \$191.



Radiotrons Both are in line for heavy Christmas selling. In the fan magazines and in newspapers—big advertising for both of these will run straight up to Christmas—and after.

Radiola Loudspeaker

For Christmas—two pages in the Post, full pages in a long list of important farm and national magazines—big newspaper ads. For 1925 a great “carry-on” campaign. The sales impetus of Christmas will swing right through the New Year—capture the gift money purchases of January. Order ahead—keep your stocks in shape. Keep the sales mounting—right up to Christmas—and after!

“There’s a RADIOLA for every purse”

RADIO CORPORATION OF AMERICA

Sales Offices: Suite No. 156

233 Broadway
New York

10 So. LaSalle St.
Chicago, Ill.

25 Geary Street, San Francisco, Cal.

This
Symbol of
Quality



Is
Your
Protection

Radiola

REG. U. S. PAT. OFF.

On the envelope is printed. "There is a message inside for you," and in the envelope he puts various circulars of the latest radio apparatus supplied to him by his jobber. These circulars get right to the operator of the set and are usually read.

* * *

Saturday, January 10: Practically all broadcasting stations have photos of their studios and would be glad to supply copies to radio dealers. List the stations that are received locally on your best selling set, write to the stations for photos, then make up a window display. Put the particular set in your window, have the photos arranged in a circle around it, with streamers leading from each photo to the set. Each photo should bear the call letters of the station and the city. A placard in front of the set will inform your window shoppers that all of the stations are available on the set shown.

* * *

Monday, January 12: Is the red ball up for skating in your town? If it is, send out one of your men with a portable set and give the ice skaters a radio concert.

* * *

Tuesday, January 13: In rural communities radio barn dances are popular. They provide the rural dealer with excellent opportunities to demonstrate to a number of sales prospects at one time.

* * *

Wednesday, January 14: A lot of set building is done in the winter months. Parts, well displayed on your counters, will stimulate sales to the "build your own" hams.

* * *

Thursday, January 15: Have you run any building contests lately? Remember that there

are hundreds entering the ranks of amateur constructors every week, and they represent real sales opportunities.

* * *

Friday, January 16: Radio dealers are not using the radio amateur papers as much as they might. Get two copies of each magazine, cut out the new circuits, tack up on a board with the slogan across the top of the board, "These are the latest circuits," and at the bottom of the board the slogan, "We have all the parts required." A few dealers are using this plan very effectively.

* * *

Saturday, January 17: It's a good idea for the dealer to carry all the radio amateur publications on his counter. They always give the dope on some new kink that the ham wants to try out, and there is always a chance of his buying his material at your store.

* * *

Monday, January 19: Does the industrial department of your local high school allow the youngsters to build radio outfits? Find out about it, and if radio is not now included get after the superintendent of the school or the industrial teacher, and see if you can't change it.

* * *

Tuesday, January 20: If your high school is already working with radio, start a competition amongst the students—probably for the record in DX reception on an amateur built set. Visit the class regularly and drop a hint now and then on some new apparatus you have in stock. The youngsters will do the rest.

* * *

Wednesday, January 21: If you have a repair shop or workroom, offer its facilities to

In the De Forest D-12 you sell a complete unit

SOME of your customers think it is fun to hook up a radio set, to string antenna from tree to house, to connect ground-wire—at least it is fun if they are mechanical-minded.

If they are **not**, and want an instrument that is **ready** to operate when they buy it and that is based on the highest kind of engineering skill, what they want is a De Forest Radiophone.

No need for a customer to ask "How many extras must I buy?" or "How much more will accessories cost?" when you show him a De Forest.

With a De Forest you sell every needed accessory. Your customer wastes no time in buying; you waste no valuable time or effort in selling parts, batteries, wire, etc. And because he buys the De Forest as a self-contained, complete unit, your customer can use it as soon as you install it in his home. Your work is quickly done. Your cus-

tomers will be pleased with your service.

The De Forest Radiophone is based on the highest kind of engineering skill. It is one that the owner can use—and be proud to demonstrate to his friends. It is the leader in the field and has a clear, natural tone almost beyond belief—and it is **remarkably** selective.

The De Forest D-12 is easily movable from room to room. It doesn't need either antenna or ground connections, or attachment to outside batteries. The D-12 is an instrument whose self-contained qualities and performance will appeal to thousands of prospective customers of yours. And it stamps you as a merchant ever on the alert to give your customers the best possible service.

There is still an opportunity for a few responsible, progressive merchants to become De Forest agents and build a greater business by selling De Forest instruments and parts. Write to us **today** for full information.

DE FOREST RADIO COMPANY
Jersey City, N. J.

Also Makers of De Forest Tubes—The "Magic Lamp" of Radio

DE FOREST RADIOPHONE

REG. U.S. PAT. OFF.

REG. U.S. PAT. OFF.

Say you saw it in Radio Merchandising



A new
BATTERY SWITCH
with enclosed, positive contacts

We also
 manufacture
 the

Centralab

Adjustable
 Grid Leak

No. 106 . . \$1.25
 No. 107—(with
 .00025 con-
 denser) . \$1.60

Non-Inductive
 Potentiometer

No. 110—400
 ohms . . . \$1.50
 No. 111—2000
 ohms . . . \$1.75

Rheostat

No. 206—
 6 ohms . \$1.25
 No. 230—
 30 ohms, 1.25

The contacts of the new Centra-
 lab Battery Switch are enclosed
 for protection from dust and
 mechanical injury, and are firm
 and positive, of the quick make
 and break type. The switch is
 small and compact so as to oc-
 cupy the minimum of panel
 space, the only part that protrudes
 from the panel being the switch
 knob. It has two knurled nuts
 for adjustment to any thickness
 of panel. Both binding posts and
 lugs for permanent soldering
 are provided. Substantial and
 neat, all metal parts nickel plated,
 single hole mounting,

No. 300—50c

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.

Say you saw it in Radio Merchandising

your young ham customers Saturday afternoons. You'll get a lot of their weekly pocket allowance this way.

* * *

Thursday, January 22: A dealer in Connecticut made a series of snapshots of all the outside aerials that he could "shoot"—made a great big center display in his window of the prints and put the question below, "Which is yours?" Some with poorly constructed aerials bought the necessary material to put up new ones.

* * *

Friday, January 23: If there's a lot of snow on the ground, build a miniature church in your window, with lots of snow and winter atmosphere, and put a card in the window telling the passersby how they can attend radio church next Sunday without leaving home.

* * *

Saturday, January 24: If you haven't already read the article in this issue on how to efficiently use the "dealer helps" supplied to you by your jobber and manufacturers, do so now. You'll find many valuable suggestions therein.

* * *

Monday, January 26: A dealer in New Jersey sends boys out once every other month with instructions to put the business card, carrying the dealer's phone number and address, in every household letter-box in his area. He has done a

lot of business by telephone as a result.

* * *

Tuesday, January 27: Are you giving your customers applause cards? The broadcasting stations are glad to get them, and it does good all the way along the line.

* * *

Wednesday, January 28: Do you secure building kinks from your customers? The radio fan papers like to get these "building" items, and your customers will like seeing their name in a national magazine.

* * *

Thursday, January 29: When you make a set sale always make a point of telephoning your customer a few days later to see that everything is working well.

* * *

Friday, January 30: A dealer in New Jersey has compiled an album of photographs of all the set installations he has made. He has it on the counter with the caption, "Some of Our Radio Installations." Prospects look it over with great interest, and often get suggestions as to the way they want their own sets installed.

* * *

Saturday, January 31: If your records are in such shape that you can post a placard, "We added . . . new customers to our list this month. There's a reason for it—SERVICE," do so. It will get the visitors to your store interested.



Ask Dad! He Knows

"Does the baby take after his father, Mrs. Jones?"

"Yes, indeed. We took his bottle away from him and the little darling tried to creep down the cellar steps."

His Baby Girl

Gertie: "And why does that man always refer to you as his baby girl?"

Mabel: "Oh, I don't know. I suppose I keep him up so late nights."



Let your customers know that you handle Celoron Panels. This handsome display rack gets attention—it talks for you—it simplifies selling.

Why it pays to sell CELORON

CELORON is the ideal insulating material. It furnishes thorough low loss insulation. It helps the fan get better results from his hook-up. Today, Celoron is the accepted insulating material of leading radio and electrical equipment manufacturers. It is the choice of thousands of radio experts.

A Celoron Panel does not soften with heat or deteriorate with age as do rubbers and composition panels. It retains its beauty indefinitely.

Celoron tubing has all of the insulating qualities of sheet Celoron. It is made in all sizes.

Celoron comes in eight panel sizes and in sheets, rods and tubes. There are four beautiful finishes—gloss black, a dull mat black, mahogany, and walnut.

You will find Celoron a profitable line to handle. Write today for our liberal discount terms and for information regarding the attractive, sales-making display cabinet shown above.

DIAMOND STATE FIBRE COMPANY

BRIDGEPORT, PA., AND CHICAGO, ILL.

Branches and Sales Offices in Principal Cities

WAREHOUSES:

New York, N. Y.
423 Broome St.

Boston, Mass.
58 Chardon St.

Toronto, Can.
235 Carlaw Ave.

San Francisco
323 Market St.

The oldest and largest manufacturer of vulcanized hard fibre and laminated bakelite materials in the world.

Wherever chimneys smoke and wheels turn there are countless electrical and mechanical uses for Celoron and Diamond Fibre

Say you saw it in Radio Merchandising

Dayola \$ 125 ⁰⁰

Why
there is more value
in DAY-FAN Radio

OEM-7
\$98 ⁰⁰DAYTONIA
\$285 ⁰⁰

*and other
 models*

All essential parts of DAY-FAN sets are made in our factory. These sets are not merely an assembly of parts made by others. All parts are designed and manufactured to work in unison and make possible extreme accuracy.

The appearance of DAY-FAN sets suggests a quality entirely in keeping with their accuracy of manufacture.

Their volume is such that on many stations it must be dampened for the ordinary room.

Their selectivity can be varied at will from broad tuning to extreme sharpness.

Manufacturing accuracy and the use of rivets instead of screws reduce servicing to the lowest point yet obtained in radio manufacturing.

These are a few of the remarkable DAY-FAN qualities. A demonstration will add many more.

The Dayton Fan & Motor Company

Manufacturers of High-Grade Electrical Apparatus for more than 35 years.

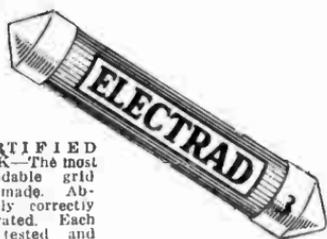
DAYTON, OHIO.

Day-Fan

RADIO

ELECTRAD

*Nationally Advertised
Certified Quality Parts*



CERTIFIED LEAK—The most dependable grid leak made. Absolutely correctly calibrated. Each one tested and permanently set. Price 50c.

Quick sales, steady turnover, good profits. There is not a dead item on the list. Every one is guaranteed to you and your customer.

Order through your jobber. Write direct for details on our advertising and for dealer help material.



LIGHTNING ARRESTER—Indoor type illustrated. List 50c. Bell shape, outdoor type, \$1.50. Switch type \$2.25. All approved by National Board of Fire Underwriters.

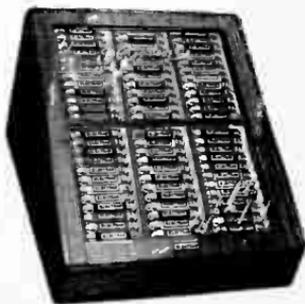
ELECTRAD, INC., Dept. 'B'
428 Broadway, New York

ALSO MAKERS OF

Hydrogrounds, Glass Grid Leaks, Variable Grid Leak and Condenser Combined, Grid Leak Mountings, Aerial Outfits, Fixed Resistance Units, Indorarial, Variohm, Lead-In, Resistance Coupled Amplifier Kits, Verni Tuner.



AUDIOHM—For clarity and volume control place one across the secondary of the transformer. List \$1.50 with adjustable bracket.



A Winner—This beautiful Mahogany Counter Display Cabinet for the Certified Leak. Free with orders of 1/2 gross of assorted Certified Leaks.



LAMP SOCKET ANTENNA—Neatest, simplest on the market. A splendid seller. List 75c.

Say you saw it in Radio Merchandising

Pictorially



—
 Cyrena Van Gordon, Opera Star,
 Keeps Fit by Exercising to the Radio.

© Underwood



© Kadel & Herbert

The Wild Bull of the Pampas Tells Them All About It.
 Luis Firpo's First Appearance Before the Mike.

Speaking!



=====
 A Zulu Chieftain
 Does His Stuff.
 Too Bad the Lis-
 teners In Couldn't
 See Him.

© Kadel & Herbert

=====



© Foto Topics.

Radio by the Seashore Is Just as Popular Down South Now
 as It Was Up North Last Summer.

Southwick Agrees!

A Christmas Selling Old Timer Yarn.

By Sewell Peaslee Wright

"Southwick," remarked Old Timer, drawing meditatively upon his black, potent old briar, "I've got an idea."

"Give it to me and I'll sew a button on it," proposed Southwick.

Old Timer cast a reproachful glance at the proprietor of Seaford's "Only Exclusive Radio Shop," and shook his head sadly.

"You wouldn't know what to do with an idea if I gave you one," he retorted, tossing a little irregular shaped package wrapped in white paper onto the counter. "Why should I waste my sweetness on the desert air?"

Southwick finished putting the finishing touches on a display he was arranging on a table, and turned to give Old Timer his full attention.

"All jokes cast sideways," he placated, "what's on your mind?"

"See that?" questioned Old Timer, nodding to the package on the counter.

Southwick nodded.

"Well, there are several Christmas presents in there; bought them just because the clerk over to the drug store had some selling ability that I'd never suspected."

"But what," inquires Southwick politely, "has that got to do with me?"

"If you'll wait a minute you'll find out. Trouble with you is, you ask too many questions, young fellow. Get out of that habit of going off at half cock, and you'll save a lot of conversational energy.

"The way he put this thing over really amused me at the time, and on my way over here, I was thinking it over, and it struck me that some of his tactics might work in mighty well in the radio business.

"I went into the store really to buy a package of cigarettes. I got them, and then this fellow says, 'If you've got any friends that smoke that same brand, we've got a few cartons of them in special Christmas wrappers right now: they make a mighty nifty and not very expensive gift. See?' And he showed me one of them.

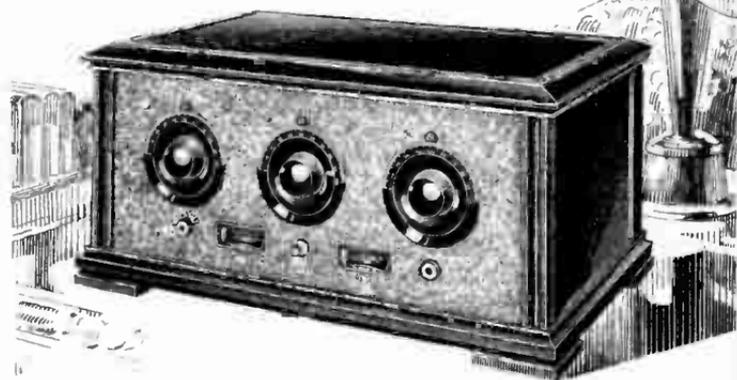
"Of course I bought one; going to buy a couple more, too. They'll make just the thing to give to some of the fellows at the shop. Not content with that, however, he drops a casual comment in regard to a special price they're making on safety razors, and what a nice gift they make, and sure enough, I bought one of them for my kid brother, who thinks some down he's got on his chin needs attention. Before I left he'd sold me about seven dollars worth of stuff, when I came in to spend fifteen cents . . . and I'm mighty glad of the whole affair. Constructive, suggestive selling; cashing in on the Christmas shopping idea."

"But, once more, just how does the fact that you've bought your kid brother a safety razor for Christmas affect my radio business?" Southwick wanted to know.

"If you had as much imagination as Divine Providence promised the most particularly

EISEMANN

ELECTRICAL EQUIPMENT



Type 6-D Broadcast Receiver

Non-oscillating -- Non-radiating

SPECIFICATIONS

Circuit: Two stages of tuned radio frequency, detector and two stages of audio frequency. Non-oscillating.

Tubes: Five.

Batteries: Storage or dry-cells.

Cables: Complete set supplied.

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

Panel: Aluminum. Black crystalline finish.

Dials: Sunken design.

Rheostats: Adequate resistance for all standard base tubes.

Condensers: Single bearing, low leakage loss.

Sockets: Suspended on cushion springs.

Cabinet: Mahogany, with space for "B" batteries.

The real, intrinsic value of the 6-D Receiver can be fully appreciated only by making direct, side-by-side tests with other makes.

Such comparisons need not be confined to sets in the same price-class. The 6-D is the equal, in every detail, of many receivers priced \$25, \$50 and even \$75 higher.

Performance of the highest order, strikingly attractive appearance and moderate price—all these elements of true worth are found in the 6-D.

You will note its clarity and the full, generous volume. You will also observe the unusual sharpness of tuning. And the finely carved, high finish mahogany cabinet will make a strong appeal.



Price \$125, without accessories. If your jobber cannot supply you, write to us.

EISEMANN · MAGNETO · CORPORATION

General Offices: 165 Broadway, New York

DETROIT

SAN FRANCISCO

CHICAGO

Say you saw it in Radio Merchandising

asinine brand of geese, you'd see that yourself," stated Old Timer pleasantly. "As it is, I guess I'll have to draw you a diagram."

Southwick grinned broadly; the two were well enough acquainted so that what appeared to be deadly insults were recognized as badinage.

"I know you and your clerks are up on suggestive selling, that is, to the extent of suggesting a dial when somebody buys a condenser, and all that sort of thing, but this idea is a very special one for Christmas use, and should be a mighty good one. You're working to make this a Radio Christmas, along with the rest of the gang; I think this little stunt will help put it over for you.

"When anybody comes in to buy something, ask 'Is this a Christmas present?' in a friendly, interested sort of way. If they say 'No,' then it's your cue to tell them that it would be a dandy Christmas present, and that there are a lot of people doing their Christmas shopping in your store, and all that sort of thing, and suggest a lot of items such as loud speakers, headsets, tubes and so forth that really would be mighty acceptable to owners of radio sets.

"If he says 'Yes,' then you'll congratulate him on his wise choice of gift, and suggest several others to him. Tell him to make himself a Christmas present of whatever it is he wants, and all that sort of thing. Get the idea?"

Southwick nodded.

"It strikes me that you've got a real idea there," he admitted. "This suggestive selling stuff is really a great help; I kept track of it for a while, and the records showed that something like eighteen per cent. of the gross business was traceable DIRECTLY to suggestions on the part

of the man behind the counter. And I'll tell a man that eighteen per cent. gross is worth talking a little for!"

"I'll say it is," said Old Timer. "And this idea of mine is really only suggestive selling carried one step further, to tie it up to the Christmas idea. Of course, you won't feel like asking everybody point-blank if they're going to give their purchase as a Christmas gift, but you can put in something to the effect that it's a mighty fine item, a big seller, being used as a Christmas gift, and lead around to the subject that way, without any difficulty."

"It's a good idea," Southwick repeated. "I'm going to explain it to the fellows tomorrow, and see how it works. And thanks for the suggestion, old man."

"Don't mention it!" returned Old Timer. "Here's another one to go with it, for good measure; another little thing I picked up at the drug store.

"Divide your table there into several compartments, and have a sign for each one; 'Radio Christmas Gifts, \$1.00 to \$5.00, \$5.00 to \$10.00,' and so on. By grouping the various items that way, according to price, it makes buying easy for the bird like you and I who has to buy by cost as well as desirability. Get it?"

"Another good idea!" nodded Southwick. "Thanks again!"

Old Timer looked rather glumly down at his pipe, and shook his head mournfully.

"What's the matter now?" asked Southwick smiling.

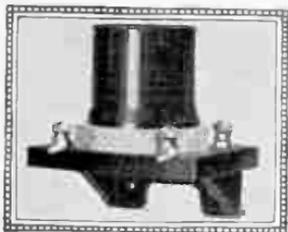
"No fun at all this evening," replied Old Timer. "You agree with everything I say. There's no use telling anybody anything if they agree with everything like that. I like to argue a little, I do!"

"Well I'll be damned!" swore Southwick to himself. "What do you think of that, now?"



FROST-FONES

No. 161, \$4.00 No. 172, \$6.00
 No. 171, \$5.00 Genuine Mold-
 Aluminum Type ed Bakelite Type



**FROST-RADIO
 BAKELITE SOCKETS**

Have sponge rubber cushion; non-microphonic. Standard base or C-299 UV-199 type. Panel or table mounting. List; \$1.25



**FROST-RADIO
 MUSETTE UNIT**

An aluminum unit which converts any phonograph into a fine loud speaker. Wonderfully clear tone, plus volume. List; \$5.50

*Getting All the Joy
 Out of Radio*

WHEN you sell your customers **FROST-FONES** you enable them to get all of the joy out of radio reception. Every tone of voice or instrument is perfectly reproduced—every shade of expression faithfully brought in, whether from local or distant stations.

FROST-FONES are the dominant sellers because they are such consistent performers—and are priced correctly. Their quality is known to more than a million satisfied users.

HERBERT H. FROST, Inc.
 154 West Lake Street, Chicago, Illinois
 New York City Cleveland Kansas City Los Angeles

Say you saw it in Radio Merchandising

How to Pick a Good Radio Salesman

Some Pointers That May Help You Solve One of Your Problems

By Frank H. Williams



IN determining whether or not the applicant for a position as salesman in your establishment is the right man for the job, find out these things about him:

Is he a young man? Old men are out of place as radio salesmen because radio is almost exclusively a young man's proposition. Youth seeks youth and so the young radio enthusiasts of the city and territory naturally patronize those stores where they find young salesmen and young ideas.

Is he a real radio enthusiast, or simply a convert for the pur-

pose of trying to land a job? At first glance it looks as though every young person in all these United States is a radio enthusiast. But the fact is that there are still quite considerable numbers of young men who haven't the bug. Of course it is highly important in pushing the sales of radio that the salesman be an old-time enthusiast, as old-timeness in the new game of radio goes, and not merely a new convert because the longer time the salesman has been an enthusiast the more enthusiastically and intelligently he can talk and the more authority he can get into his talk. The new convert hes-



They Take It With Them

Alexander Carr and George Sidney Are Real Radio Enthusiasts. Their Wardrobe Trunk Is Thoroughly Modern, and When Away Out in the Wilds With No Movie Shows Available, They Can Always Be Sure of Entertainment by the Radio Route.

© Gilliams



The finest Radio Receiver on the World
FREED-EISEMANN

The finest Radio Receiver on the World
FREED-EISEMANN

The finest Radio Receiver on the World
FREED-EISEMANN

Ask—and you shall receive

A set of strikingly effective Display Cards—that tie up directly with our National Ads. Attractive booklets—interesting, non-technical—ready to send to your customers.

They're free—you have only to ask for them.

Freed-Eisemann Radio Corporation
MANHATTAN BRIDGE PLAZA, BROOKLYN, NEW YORK

FREED-EISEMANN

MADE BY
NEUTRODYNE
NEW YORK, N. Y.

Say you saw it in Radio Merchandising

itates about some things and soon displays the fact that his is just a new enthusiasm, and, of course, when the salesman acts in this way he halts sales, because the real radio enthusiast wants to deal only with people who are as enthusiastic as he is and who really know what they are talking about.

Is he thoroughly familiar with the lines of goods you are selling and is he absolutely "sold" on them? Suppose that the new salesman, for instance, has been using X. Y. C. goods entirely in his own radio work and suppose that you are selling Blank goods, which the applicant for the job as salesman has heretofore looked down on rather sneeringly. If such is the case he can hardly do very much good in selling Blank goods for some time, can he? He must first get familiar with the Blank goods and he must learn to thoroughly appreciate them. And, in the meantime, sales will be lost and your profits will suffer. One of the very most important of all things about securing new salesmen is to see to it that they know the goods you are handling and that they are enthusiastic about the goods.

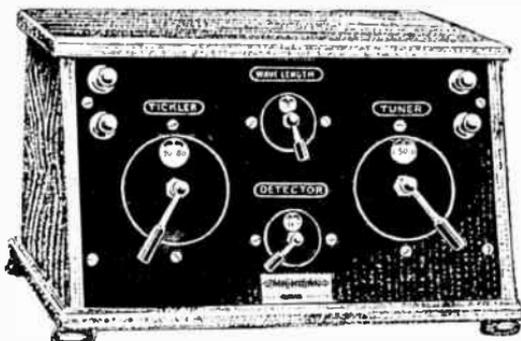
Is the salesman too enthusiastic about radio to be a good salesman? Sounds like a rather odd question, doesn't it? It seems almost impossible that anyone could be so enthusiastic about radio that he would hurt sales, doesn't it? But the experience of numerous radio dealers has shown beyond a fact that too great enthusiasm in the salesman is more of a liability than an asset. For instance, suppose that the man who takes a job as salesman in your store is a nut about distance. If that is the case he will be always trying for dis-

tance in all of the apparatus you are trying to sell, irrespective of whether or not the customer is particularly interested. So if the customer wants most of all to get clear programs from nearby stations, such a salesman will be a real hindrance in putting over sales to such customers. Also if the salesman is too great an enthusiast he is apt to forget that he is in the store simply and solely to sell goods and he may spend a really tremendous amount of time talking with other enthusiasts and letting customers wait until he gets through.

Does the prospective salesman read a comprehensive group of radio publications? A good radio salesman must be well balanced. He must be up with what is going on in the radio world. He must be broad-minded and not too dogmatic about the things in which he is the most interested. And one of the best possible ways of making a salesman broad-minded and well balanced is for him to read a comprehensive number of radio publications. If the prospective salesman confesses that he doesn't do much radio reading, then he is hardly the right man for the job.

Has the prospective salesman been accustomed to spending a reasonably large sum of money on equipment? A man who has been niggardly about his own radio expenditures is not exactly the right sort of a person to urge the store's customers to make large purchases. A man who has skimped in his own radio buying is quite apt to think of sales in terms of one and two dollar purchases instead of in terms of \$300 receiving sets. A pica-yunish salesman is the worst sort of a drawback in the radio

The WONDER SET of RADIO



MRC-2 \$37.50

MRC-2 is rightfully called the Wonder Set of Radio. A two tube set that brings in local stations on a loud speaker and distant stations clear and loud over the head phones. A set that will satisfy any purchaser and at a price that anyone can pay. Build your big sales volume with the MRC-2. It is easy to sell and will make quick profits for you.



Licensed under
Armstrong U. S.
Pat. 1,113,149
and Letters Pat.
Pend. 807,388

This is the set which is selling like "wildfire" today and pushing our production to the limit of capacity. Last summer was devoted to building up our stock of this fast seller. Nevertheless everything indicates that very soon we will not be able to fill orders. They are selling faster than ever before. Dealers are swamping us with orders. Get your stock while the supply lasts.

MICHIGAN RADIO CORPORATION

31 Pearl St. Grand Rapids, Mich.

Say you saw it in Radio Merchandising

merchandising business and one of the best ways of telling in advance of hiring a man whether or not he is of the picayunish type is to find out just how he has been buying for his own radio work.

Has the prospective salesman been interested in keeping a log of his own radio experiences? One of the big helps in putting radio sales across—especially the sales of receiving sets—is by calling the attention of prospective purchasers to the pleasures of keeping radio logs and looking over the old logs from time to time. And only a man who has kept a log of his own is really fully qualified to use this selling stunt to the fullest possible advantage. The man who has kept a log can talk intelligently about it, can recall some of the things on his log, can tell about comparing his log with that of oth-

er radio enthusiasts and so on and so forth.

Is the prospective salesman inclined to knock other apparatus than the kind he has used himself? Perhaps the salesman has never used any equipment other than the kind your store is selling, and if this is the case he has passed one of the tests essential in determining whether or not he is the right man for the job. But it is possible that he is so strong for the kind of equipment you are selling that he is forever and eternally knocking every other kind of equipment. If this is the case he may break out at any moment to the customers who come into the store and may register an emphatic knock against some kind of apparatus which is being used by the very people he is talking to. If this is the case a very unfavorable impression indeed



© Foto Topics.

The News Photographer Up-to-Date. By Means of a Radio Receiving Set They Receive Instantly Assignments and in This Way Are Able to Beat Their Competitors.



We Are Doing Our Part

WE are going the limit to put the MU-RAD story over and to make it easy for our dealers to sell the MU-RAD line. Above are shown some of the media used.

To further help the dealer we have planned a fairly elaborate co-operative advertising campaign.

Write to your nearest distributor and ask for descriptive literature of the MU-RAD line and for information about our co-operative policy.

DISTRIBUTORS

- | | |
|---|---|
| Wireless Mfg. Co.
Canton, Ohio | Redfield Electric Co.
Ogden, Utah |
| Chicago Radio Apparatus Co.
Chicago, Ill. | H. B. Shontz Co.
New York City |
| Howard Piano Co.
Syracuse, N. Y. | Radio Equipment Co.
Dallas, Texas |
| Pierce Electric Co.
Tampa, Florida | American Radio Mfg. Company
Kansas City, Mo. |
| Chandler & Farquhar
Boston, Mass. | Standard Radio Supply Co.
Fort Dodge, Iowa |
| Fred E. Holmes Co.
Detroit, Michigan | Benson Radio Company
St. Louis, Mo. |
| Marshall Wells Co.
Portland, Oregon | Pattinson Electric Co.
Hutchinson, Kansas |
| Peaslee Gaulthier Co.
Louisville, Kentucky | Hickson Electric Co.
Rochester, N. Y. |
| | Radio Studio
Buffalo, N. Y. |

MU-RAD
LABORATORIES, INC.
Asbury Park, New Jersey
Dept. H.

Say you saw it in Radio Merchandising

is created and sale may be lost. Then, too, a knocking salesman is never a good proposition for a radio store under any circumstances. Everyone in the radio selling game will find it to his advantage to boost everything in the business, because anything that helps radio at all helps everyone in the game. Steer clear at all times of the knocking salesman. And, of course, it is easy enough to find out whether or not the salesman is inclined to knock. Simply ask him what he thinks of the other fellow's goods. If he knocks the other people's goods, then the cat is out of the bag.

Is the salesman sanguine over the future of radio or is he inclined to believe that the industry has reached its zenith? Strange as it may seem, there are some radio fans who believe that just about all the broadcasting stations have been established that will be established and that just about as many people are now listening in every night as ever will. How they get that way nobody knows, but certainly such people have no rightful place in the live wire, progressive, optimistic radio store. Their attitude toward the future of radio would be sure to make itself manifested every now and then in their interviews with customers, and this would tend to cast a damper on the customers' own enthusiasm and so hurt sales.

Is the prospective salesman anxious to get into the radio selling game because he visualizes a great future in the business for himself, or is he anxious to get into it simply as a stop-gap until he finds something better? The importance of this question in determining the desirability of the applicant is very evident. The man

who takes a position as salesman because he wants to get into a big and growing business where he feels sure that he will make a big success and where he will be settled for life is, of course, certain to be more of an asset to the store than the salesman who doesn't think such an awful lot of his opportunities in the radio business and who takes the job simply as a filler-in until he chances upon something better in some other line.

Is the salesman neat in his appearance? Of course, a salesman who always has soiled fingers gives evidence of doing actual work around batteries and receiving sets, but he isn't the best sort of an advertisement for the store's goods when he is dealing with high class trade. The customers who pay the big sums for receiving sets like to feel that they won't have to do any dirty work about the sets in order to get the best results. So when such customers see the salesman with dirty hands they at once get the idea that all the equipment sold by the store has to be worked over a lot and that such work always brings dirty hands with it, which, of course, turns them against the store's goods at once. Neat and attractive salesmen are highly important in selling the higher priced sets to the better class trade.

Ask yourself these questions about the next individual who applies for the job as salesman in your store. Get the answers to them. And then act accordingly in determining whether or not the prospective salesman is the right man for the job.

If you will do this you'll find that you get the right people into your place—the people who build business and profits for you in the way that you want to see them built.



The Strongest Indication

of the real worth of the Newport Radio Receiver is evidenced by the many who have patiently waited up to this time for the models ordered.

This delay in shipping your Newport has been occasioned by the impossibility of keeping pace with the unexpectedly heavy demand. Allow us to thank you for your kindness and forbearance.

Plans are being consummated (5 to 10 days at the most) whereby the Newport production will be large enough to adequately handle the rapidly increasing demand. This larger production will mean the same skillful craftsmanship, the same careful workmanship, and the same rigorous tests that have heretofore characterized this receiver.

This extraordinary and gratifying demand has proven two things: It has proven that the quality of the Newport was instantly recognized; and it has proven that our many friends are willing to deny themselves the pleasure of the ordinary receiver in order that they may know the joy of a Newport.

Such a confidence in this product has doubly intensified our efforts to make the Newport a product that requires no apologies, anywhere, at any time.

*The Newport is a Good Receiver
Built in a Piece of Fine Furniture*

Newport Radio Corp.

*250 West 54th Street,
New York City*

Say you saw it in Radio Merchandising



Getting Ahead of His Competitor by Listening in on the Department of Commerce Business Opportunity Broadcast.

New Government Broadcast Service Opens Radio Sales Outlets in Business Offices

By J. Farrell



BILL FINNIGAN, box manufacturer of Bangor, Maine, has a radio set on his office desk. No, it is not for the purpose of an occasional waltz with his stenographer, but for the very practical purpose of increasing his sales of wood boxes.

John Greene, manufacturer of scales and balances at Evanston, Illinois, is another business radio enthusiast. Recently as a result of something he heard over the radio he developed an important new customer in

South America for his product.

Here's the how come! The United States Department of Commerce has inaugurated a broadcast service for the purpose of giving American business men the jump on foreign trade opportunities. It is a growing, popular service and offers tremendous possibilities for selling radio sets in business offices, particularly to exporters, jobbers and manufacturers doing an international business.

Already information is coming to the Department of Commerce of the increasing use of

Radio Upstairs-Downstairs Wherever You Go



A Powerful Long Range Set Engineered to Compact Proportions

The widespread popularity of the 1925 Operadio is due chiefly to the fact that here is a receiving set of the highest efficiency, so compactly designed that it may be closed and carried anywhere—upstairs, downstairs, or wherever you go.

In the case are contained six "A" batteries and four of the largest "B" batteries, loud speaker, six tubes and all parts. Radio and audio units are removable and contain all the finely adjusted parts in hermetically sealed containers.

Attractive in appearance, extremely simple to tune in on long distance; razor-sharp in selectivity; and widely praised for its clear, natural tone, as well as its volume.

Write or wire today for information about the Operadio franchise. There are big selling months ahead—profit by them.

The Operadio Corporation

DEPT. L8 50, DEARBORN ST., CHICAGO, ILL.

No Wires or
Connections

The Cover
Is the Aerial

OPERADIO

The Original Self-Contained Radio Set

Say you saw it in Radio Merchandising

radio by business men in receiving prompt advices of prospective foreign purchases of American products. Only a "tip" on the foreign market opportunity is broadcast by the Government Department, and a definite check as to the use of the service is obtained in the thousands of requests for detailed information on the trade wants broadcast by radio.

When Dr. Julius H. Klein took charge of the Bureau of Foreign and Domestic Commerce in the Department he saw that an elaborate machine for collecting information on foreign trade opportunities had been built up, but that no adequate method of getting the news to American manufacturers had been developed. The information was weeks old by the time it reached domestic interests through the mails. Meantime the demands had been met by foreign manufacturers.

Various methods of distributing the information more quickly were put into practice, but still the limiting factor of the mails continued a serious handicap. Then radio came to the rescue. It was seen that if the reports were broadcast by radio not only could the news be flashed out immediately it was received from the 1,000 or more Government trade representatives, consuls, commissioners and attaches constantly on the alert for sales outlets for American goods in foreign lands, but that the news would be received simultaneously all over the country, thus giving American interests everywhere an even break for the business. The foreign representatives were also instructed to use radio, when feasible, in dispatching the messages to Commerce headquarters at Washington.

Once a week a list of trade op-

portunities is sent to the 35 district representatives of the Department in all parts of the country for simultaneous release every Friday from local radio broadcasting stations. Thus a recent message read:

"Fifty-six different commodities are asked for this week by firms and individuals of 23 different countries. Automotive accessories are wanted in Queensland and Yucatan; Algeria wants gasoline motor cars; Italy and Panama want agricultural machinery; Santo Domingo wishes to buy bottles for soft drinks; there is a market for scales and balances in South America. * * *

Interested persons are requested in the messages to communicate with the nearest Department of Commerce branch office for full details, such as the name of the concerns, their location and specific needs. Further assistance is given in developing the foreign contacts and in explaining in detail the requirements regarding tariffs, transportation, finance and foreign trade laws.

It is expected that the new radio service will result in considerable increases in foreign purchases of American products by reason of American business men obtaining practically a "scoop" on foreign sellers regarding trade demands. This expectation is based on the results already obtained through the Department's mail service.

One New England firm, for example, has sold more than \$2,000,000 worth of machinery in China through contacts established by the Department. Forty-nine concerns in like manner, have sold \$750,000 worth of goods in South Africa. An Alabama oil company is now doing a business of \$25,000 a year in India and \$15,000 a year in Italy.



*The set for
the masses
as well as
the classes*

Cash in on the craze for Radio gifts this Christmas!

IT'S to be a radio Christmas—the country is radio mad. Cash in on the craze!

Sell the Shamrock Kit containing all parts necessary to build this marvelous Shamrock-Harkness Two Tube Reflex. Its low price makes it the set for the masses as well as the classes. Every one is a prospect.

The astonishing performance of the Shamrock-Harkness also accounts for its tremendous popularity. It combines the best features of the leading circuits.

The Shamrock Kit contains only genuine licensed Shamrock-Harkness parts—quality parts—the best that are made. To insure your customer's success sell him only Shamrock-Harkness licensed parts.

Because of quantity production, Shamrock can offer this splendid Kit for \$35—which is about half the usual price charged for other kits built to give equal results.

Sell this moderate-priced licensed kit. Increase your sales by giving consumer satisfaction. Cash in on the profits Shamrock can make for you.

Tear off your letterhead and send to address below for free dealer copy of "Shamrock Radio Builder's Guide-Book," containing many valuable suggestions about the Shamrock-Harkness Two Tube Reflex and nine other tested circuits.



Licensed under U. S. Patent Office Serial No. 719,264, for Radio Receiver Systems.

Sell the licensed parts only to insure your customers' success with this circuit.

Kit Complete

LIST PRICE

\$35

SHAMROCK MANUFACTURING COMPANY
Dept. 83A Market St., Newark, N. J.

SHAMROCK

FOR SELECTIVE TUNING

Say you saw it in Radio Merchandising

Many more instances of actual business are on record.

"Radio is inevitably destined to become as important an office appliance as the telephone, typewriter and other modern equipment," declared a Department of Commerce official. "Increasing use is being made of radio in broadcasting financial and business news, and many offices are being equipped with radio sets to receive the market advices. Practically all the commodity exchanges, including the Chicago Board of Trade, Kansas City Board of Trade and similar organizations, are now using radio to broadcast market quotations that are eagerly listened in on by bankers, millers and other interests in the grain and provisions trade."

Radio is also being used by the Department of Commerce in flashing Far Eastern trade news simultaneously to Pacific Coast and Atlantic Coast business organizations. A regular monthly survey of trade needs in the Far East is made. Exporters and shipping interests on both sides of the country are vitally interested in these reports, and, despite the intervening 3,000 miles,

both groups are given an equal chance at the business through release of the information through the Arlington radio station. A Department of Commerce radio operator in San Francisco picks up the message and redistributes it up and down the West Coast.

"Yes there is a decided opportunity for radio sales in business offices," replied the Department official. "Many business men have installed radio sets, but the surface has been only scratched. Striking out at random through office buildings you might go all day without finding a single set. Now, if I were a radio salesman—"

The path is clear. This story is as much an argument why business men should install radio sets as it is an indication of the sales outlet that is offered. Additional reasons why business men should use radio are contained in the radio programs published in almost every daily newspaper. Further information on the Department of Commerce business radio service may be obtained by writing the Bureau of Foreign and Domestic Commerce, Washington, D. C.

The Outside Viewpoint

By THOMAS DREIER

One executive was criticizing another for having dealt rather harshly with an employee. The critic argued that much more satisfactory results might have been secured by speaking gently to the offending worker.

The executive who was criticized said: "What you say reminds me of the story of the colored woman who was brought before a magistrate on the charge of being cruel in her punishment of her boy. After listening patiently to the judge's scolding she asked, 'Judge, have you ever been the father of a troublesome nigger boy?'"

"The loafers in the court tittered as the judge blushed and admitted he had never been the father of a nigger boy.

"Then," shouted the colored woman triumphantly, 'you don't know nothing about it.'"

(All rights reserved)

Cash in on
THORDARSON
 Advertising!

It's
 appearing every few days in
 the leading newspapers

Every week in Radio Digest

Every month in leading radio
 magazines

(**FANS!** Write for
 the new
 Thordarson
 Bulletins. Contain
 valuable data Worth
 reading. Mailed free!)

Display Your
 Thordarsons

Keep Stocked!

Thordarson
 jobbers
 everywhere

NEW!

Thordarson INTERSTAGE Power
 Amplifying Transformer. Provide
 two stages of POWER amplifica-
 tion when inserted in circuit be-
 tween Input and Output Power
 Amplifying Transformers. Only
 Thordarson builds this type of
 transformer. List \$8. Write for
 free book-up.

**THORDARSON
 ELECTRIC MFG.
 CO., CHICAGO**

Transformer Specialists since 1895

World's Oldest and Largest
 Exclusive Transformer
 Makers

ZENITH
KENNEDY
 Radiodyne
 Pathé
 ULTRADYNE
 MURDOCK
 MICHIGAN
 Howard

OSARKA
 MUSIO

PFANSTIEHL
 PHOENIX
 ANDREWS
 MALONE LEMON

AUDIOLA
 GATES
 GLOBE
 HARMONY
 ODELL FERRY
 PEERLESS

DUCKS DELUXE
 SAAL

Follow their lead
 use



THORDARSON
 Super
TRANSFORMERS

Long use—and most trying tests—
 have convinced the engineers who
 design the finer sets that Thordar-
 sons are best. That is why more Thor-
 darsons are used than all competitive
 transformers combined! Why
 shouldn't Thordarsons be best? Aren't they
 made and unconditionally guaranteed by the
 world's oldest and largest exclusive trans-
 former manufacturers—transformer speci-
 alists since 1895! Follow the lead of the lead-
 ers—build or replace with Thordarsons.
 Audio frequency: 2-1, \$5. 3½-1, \$4. 6-1, \$4.50.
 Power amplifying, pair \$13. At all dealers.

Say you saw it in Radio Merchandising

Two Sales Stories



This noted actress enjoys radio back stage while waiting her call. Has every theatre dressing room in your territory a radio?

© International



What's the old camp fire without a radio? Sure the woodsmen like it. They're good prospects.

Told in Pictures

Doing her daily dozen to radio. Lots of ladies can be interested in keeping fit in this fascinating way.



The rooster does his stuff before the mike. Probably some bird fanciers enjoyed it!

The items printed below appeared in "The Sun Dial," a regular daily department of the New York Sun.

What Is Home With Only One Radio Headset?

(A Newton, Mass., woman, asking for a divorce, says a domestic split might have been avoided if her husband had not refused to equip his radio with more than one headset, which he monopolized.—News Item.)

Scene: Divorce Court.

Q. You wish a separation from this man?

A. I do.

Q. On what grounds?

A. Incomplete radio equipment.

Q. State just what you mean by that.

A. He bought a radio and only put one headset on it. All the time he is home he ignores me while he sits and listens to the concerts.

Q. And you miss his companionship, interest and affection?

A. No, but I miss all the programs.

* * *

Q. Did you ever ask him to put on a loud speaker?

A. Yes, but he said one loud speaker in any home was enough!

Q. Were you ever happy as his wife?

A. Yes.

Q. When did this happiness cease?

A. The night he brought home a radio set.

* * *

Q. Has he shown any interest in or regard for you since?

A. Only when the set was out of order.

Q. Go on and in your own way give the judge an idea of this neglect.

A. Well, yerroner, he's just a total loss to me since he bought the set, that's all. When radio comes in at the door love flies out of the window. When we were first married he used to kiss me when he came home from work, talk to me and take me to the theatre and things. Now when he comes home I say, "Hello, dearie! Awfully glad you're home," and he bows me over, rushes by and yells: "Don't delay me. I've got to get Des Moines!"

Q. Have you ever spoken to him about this neglect?

A. No, sir.

Q. Why not?

A. I never can catch him without his headset over his ears!

* * *

Q. Doesn't he ever take you out any more?

A. Only down to the hardware store to buy new bulbs.

Q. Do you think he loves you any more?

A. No, sir. I know he doesn't. I found notes in his pocket.

Q. To whom were they written?

A. They were addressed to

(Concluded on page 125)



AT LAST A SET THAT SATISFIES EXACTING PEOPLE

SATISFIES the quality **ear**—the ear that demands true musical tone. clear, rich, natural.

Satisfies the quality **eye**—the eye that demands beauty of cabinet making, beauty of line and color.

Satisfies the quality **mind**—the mind that demands perfection in electrical design, construction and results.

A set that is absolutely unique in the radio field today.

Write for the unusual Starr Quality Merchandising Plan.

STARR EQUIPMENT CORP.

364 Hamilton Avenue, Brooklyn, N. Y.

Starr
QUALITY
Radio Receivers

Starr Quality Receiver Model D. Exquisite case of matched walnut with carved base and inlaid pilasters. Employs the new, non-radiating Starr Harmonic Circuit, distinguished for selectivity, long range and clearness. Retail list \$150. Picture does not do justice. Sample on application.

WATCH FOR THE NEW STARR QUALITY CONSOLE
MODEL

"Merry Christmas"

By James Edward Hungerford

CHRISTMAS is coming to bless us again,
 Bringing its bounty o' blessings to men!
 Wiping out worries and troubles and
 frets;
 Routing the "past," with its futile "regrets";
 Blotting our memories, tragic and drear—
 Filling our hearts with the magic o' CHEER!
 Giving us gifts from the Giver above—
 Greatest o' which is the Spirit o' LOVE!

CHRISTMAS is coming to wipe away care,
 Bringing rich blessings for mankind to
 share;
 Giving to some o' us gifts o' sweet peace,
 And from our troubles and sorrows, surcease;
 Giving to others in life a fresh start;
 COURAGE to try again—and a brave heart!
 Helping the helpless, and cheering the strong—
 Gifts from *above* to humanity's throng!

CHRISTMAS is coming with blessings un-
 told—
 Rarer than gifts o' mere silver and gold;
 Giving us happiness, helpfulness, HOPE,
 As in the darkness we stumble and grope;
 Giving us gifts o' contentment and cheer—
 Setting us free from the bondage o' fear;
 Christmas is coming—and so, fellowmen,
 Here's wishing you *all* "MERRY CHRISTMAS!"
 again!

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
A. S. Lindstrom
111 New Montgomery St.
San Francisco
J. P. Rainbault
50 Church St., N. Y. City
Lombard J. Smith
324 N. San Pedro St.,
Los Angeles, Calif.

Wood & Lane
915 Olive St., St. Louis
Detroit Electric Co.
113 E. Jefferson St.
Detroit
Sparling-Markle, Ltd.
276 Smith St., Winnipeg
Geo. H. Maire
95 Connecticut St.,
Seattle, Wash.

Chas. F. Saenger & Co.
919 Huron Road, Cleveland
Thos. S. Hoy
719 McKnight Bldg.
Minneapolis
Burndept, Ltd.
172 King St. W., Toronto
H. A. Killam
146½ N. 10th St.
Portland, Ore.

Say you saw it in Radio Merchandising

Survey of the Use of Radio by Farmers

Results of Investigation Made by the Bureau of Agricultural Economics of the U. S. Department of Agriculture

INTRODUCTION

The purpose of the questionnaires on radio sent to county agents was to determine, if possible, the extent to which farmers are becoming interested in radio and the uses to which they are putting it.

The replies this year, although not so many as a year ago, showed a considerable increase in interest and knowledge of the uses of radio on the part of the county agents.

The county agent can do much to bring the value of radio to the attention of farmers by getting them information about the program schedules and by securing the co-operation of local radio dealers to stage demonstrations at meetings.

Results of Radio Questionnaire Addressed to County Agents. 1923-1924

	1923	1924
Number of Schedules sent out	2212	2081
Number of Schedules returned	1205	944
Number of Schedules tabulated	1200	944

Tabulation of Replies

	1923	1924
Number Co. Agents having sets in office or home	86	151
Number Co. Agents having no sets in office or home....	1114	793
Number Co. Agents having radio sets accessible	488	482

Number Co. Agents not having radio sets accessible ...	712	433
Number Co. Agents estimating radio sets in county....	780	482
Number Co. Agents not estimating radio sets in county.	420	82
Number Co. Agents believing radio valuable for farmers' use	715	616
Number Co. Agents believing radio not valuable for farmers' use	221	161
Estimated number radio sets owned by farmers in counties reported	39,869	110,905
Estimated average number radio sets per county	51	128
Estimated number sets on farms in the 2,850 agricultural counties in the United States	145,350	364,800

Summary of the Opinions of County Agents Regarding Use of Radio by Farmers.

1924 Questionnaire.

The States of Mississippi, North Carolina, Rhode Island, South Carolina, South Dakota, Texas and Virginia did not make

The Aristocrat Radio Desk

Dealers! Stock this Quality Product. Radio Fans want it, the housewives and mothers are demanding it. Put the Aristocrat out on display and it will sell itself.

Designed by the Signal Radio Engineers to meet all the requirements of the radio fans. A Beautiful Radio Desk that is an attractive addition to any home. Mahogany finish with a built-in loud speaker (Unit Extra) and compartments for "A" and "B" batteries, battery charger, etc. The Aristocrat is spacious enough to accommodate Super-Heterodynes, Neutrodyne and other large sets. 42" high, 36" wide, 16" deep, \$55 List.



\$55 LIST

Write Us for Illustrated Folder



Signal Tube Socket

Metal tube with Formica Base. Heavy phosphor bronze spring, extra brackets for panel mounting, rubber bushing for base mounting. Nothing better made.

85^c
LIST

Price \$0.85 each

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

detailed returns on the radio questionnaire addressed to the county agents.

In the case of South Dakota, an estimate was made of the number of sets on farms in the various counties in connection with a questionnaire which had been sent out by the Extension Service of the College in that State. This was the only information received from that State.

In addition to the answers to questions which could be tabulated there was received from a large number of county agents a considerable amount of information regarding radio in their respective counties and this information has been studied and a number of the suggestions and ideas expressed by the county agents are very much worth while considering.

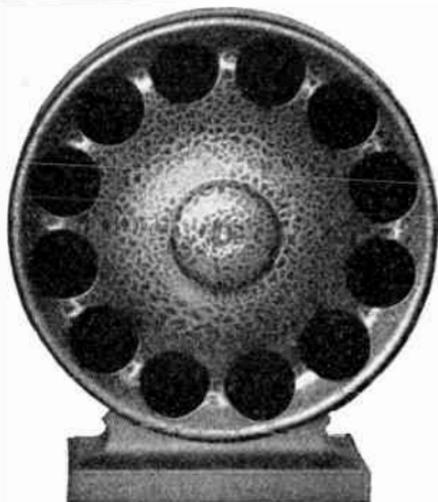
Increased knowledge of radio: It has been noticed in studying the returned questionnaires that there is considerable progress being made by radio in the country, at least, it seems that this is a proper conclusion to draw from the apparent knowledge which the county agents have of radio and its uses. A larger number of the county agents this year answered the questionnaire from a knowledge of what radio is and how it can function than was true a year ago. Although only about 150 county agents out of about 2,000 own radio sets themselves, nevertheless they seem to be able to speak with a considerable degree of familiarity of broadcasting stations, programs and schedules and use the expressions peculiar to those familiar with radio reception.

More than 200 per cent more radio sets on farms this year than last: Although we received a smaller total number of

replies from county agents, we received estimates of the number of radio sets on farms from considerably more county agents than we did a year ago. Eight hundred sixty-two county agents estimated that in their counties there were 110,905 radio sets, which is an average of 128 sets per county for the 862 counties from which estimates were received. If this average per county is true for the United States, there must be somewhere in the neighborhood of 360,000 to 370,000 radio sets on farms in the country. So much for an estimate to the extent which farmers have purchased radio. Although this is an increase of more than 200 per cent over the estimate made a year ago, the number of radio sets on farms is less than five per cent of the total number of farms in the country, so that the farm field for radio can hardly be said to be much more than scratched.

County agent convinced of value of radio: The more interesting information in the replies from the county agents lies in the answers to questions asking for the county agents' opinion on the situation in their respective counties. With few exceptions the county agents who replied gave it as their opinion that radio was already of sufficient practical value to farmers to justify them in having purchased radio sets. The county agent in Thayer County, Nebraska, states it in this way. "I believe radio very valuable for market information and entertainment in the home. It broadens the farmer's horizon and gives him a chance to hear many of the great speakers and musicians. Radio demonstrations and installation on farms ought to help keep the young people on the farm by bringing

New
Features
that
Sell



Reg. U. S. Pat. Off.

Imported

LOUDSPEAKER

TYPE W

Made of a lightweight, scientific material, burtex, instead of metal or wood. Eliminates counter-vibrations, the cause of twanging, rasping, husky tone. 14 in. high. Artistic colors. Packed in threes, each speaker in individual display carton. List \$27.50.

NEW economy of space. New beauty of appearance. No batteries required. Popular price. And, above all, a wonderful new quality of tone.

N & K Imported Loudspeaker, type W, fills a great big need in the radio field, appealing to hundreds who have never wanted to own old-fashioned horn-shaped speakers. It sells quickly and it makes the purchaser a strong "rooter" for N & K products.

Some seventy million readers of popular magazines, weeklies and radio publications are getting the story of clear, mellow tone in the N & K national advertising. Some of those seventy million "prospects" pass your store windows daily. It will pay you to let them see this original speaker there.

If your jobber is not yet supplied with the N & K Imported Loudspeaker, write us.



Famous N & K Imported Phones, List \$8.50



N & K Imported Phonograph Unit, List \$7.50



TH. GOLDSCHMIDT CORP.

Dept. RM12

15 William St. New York

Say you saw it in Radio Merchandising

World Radio History

the farm into touch with the rest of the world."

Farmers need sets capable of tuning in distant stations: Regarding the kind of sets which farmers have purchased, the replies from the county agents this year, although not in a form possible to tabulate, indicate that the farmers were supplying themselves with sets capable of hearing stations some distance away. Unlike the man in the city, the farmer is always located at greater or less distances from the broadcasting station and this makes it necessary for him to have a radio set employing two, three or more electron tubes for the detection and amplification of the radio signals. This means that whoever sells radio to farmers must sell a type of radio set which will enable the farmer to listen to distant stations. The farmer in this respect is at an advantage over the people living in cities where broadcasting stations are operated, for he will be able to hear many stations as compared with one or only a few available to the city man because of his nearness to the large stations which interfere with long distance reception. The city man being near a large station often supplies himself with a set incapable of receiving over any considerable distances.

Need schedules for both day and evening programs: With reference to the character of the broadcasting, and the time of schedules, the replies from the brief price quotations and market discussions are desired by county agents indicate that both the majority of farmers. As to the time of day when the various types of agricultural information are desired, it seems that a very large majority of county agents are of the opinion

that weather and market reports, as well as talks on agricultural subjects, could best be given during the evening between the hours of six and eight o'clock. In some sections, however, there is a feeling that the weather and market report should be given soon after they are available, broadcasting them in the morning and at noon. This opinion seems to be strongest in the middle western states of Ohio, Indiana, Illinois, Iowa and Missouri. Almost without exception all of the county agents indicated that agricultural talks and educational features should be broadcast during the early evening.

With reference to the broadcasting of information for farmers, it seems to indicate that not only must we continue to arrange for the broadcasting of daylight schedules in sections where the farmers have products which can be shipped quickly to market, but we must pay more particular attention to the development of market information schedules broadcast in the evening consisting of reviews of the day's trading with comparisons and given in such a way as to not only provide the type of information which the present more intelligent and progressive farmers want but in such a manner as to stimulate an interest on the part of many farmers who have hitherto had little or no interest in marketing information.

Gap between farmer and radio dealer must be bridged: One of the questions asked the county agents was to give their opinion of stores which might sell radio most efficiently to farmers. The stores mentioned were electrical, hardware, implement, drug, garages, music, jewelry, mail order, radio and

Air-Way SUPER Satisfaction

New Models That Sell and Stay Sold with Minimum Attention by the Dealer and Maximum Satisfaction to the Buyer.

The AIR-WAY Line

is the product of an organization familiar, through years of experience, with the dealer's requirements.

In outward appearance, they have that touch of elegance that "sells."

In inner construction, they combine the points of Tone, Selectivity, Distance, Volume and Simplicity of control and operation that insures satisfaction to the user and relieves the dealer of care and attention to keep them sold.

The three models give the Jobber and Dealer a range in style and price to meet all requirements of those who want a really efficient outfit at reasonable price.

The AIR-WAY Line is a Quality Line, sold through Established Dealers and Jobbers Only.



MODEL 51

Five-tube, Five point receiver. Two stages Tuned Transformer coupled Radio Frequency, Detector and Two Stages Transformer coupled Audio Amplification. Cabinet five-ply selected American Walnut of soft-toned brown. Sockets for standard base tubes. Operated by storage or dry batteries. Price \$125.00.

MODEL 52, Five-tube, five point, Console. Mechanism practically the same as Model 51, but mounted in beautiful black walnut console with built-in loud speaker and ample space for batteries and other accessories.

MODEL 41



Two dial control makes easy tuning with selectivity that permits tuning past local stations no matter how near or powerful. Cabinet of five-ply selected Walnut beautifully finished in soft-toned brown. Price, No. 41, four-tube receiver, \$65.00.

Inquiries from established jobbers and dealers will receive prompt attention.

Manufactured by
**AIR-WAY ELECTRIC
APPLIANCE CORP.**
Toledo, Ohio

Sales Department
THE ZINKE COMPANY
1323 S. Michigan Ave.
Chicago, Ill.

general stores. From the county agent's standpoint, largely probably because he lives in the county seat town, the electrical supplies stores seem to him to be the most logical place to purchase radio equipment. Next is the hardware stores, and third garages. In this connection several county agents have stated that whatever type of store might sell radio to farmers they should be in a position to give the farmer more or less instruction on installing and operation as well as to sell him equipment. They feel that too often the dealers knew almost as little about radio as the farmers themselves and are not in a position to give either expert advice or service. The information which we have received from the county agents in this questionnaire is very valuable.

Agricultural colleges can help to promote use of radio: The replies from the county agents seem to indicate that they have looked in vain to the agricultural colleges for constructive leadership along this line and there has not been very much information available at the colleges or in the extension offices to help them in answering the questions which farmers are bound to ask regarding radio programs, schedules and the kind of sets best adapted to the farmer's use.

Farmers respond to successful demonstrations: In reply to the question regarding the best means of bringing radio to the farmers, a rather generous discussion was given by a large number of county agents. Most of the county agents who expressed themselves on this point state that the demonstration method was to their way of thinking the most satisfactory method to bring radio to the attention of farmers and quite a

number of them reported having either participated in or arranged for demonstrations to be given in their counties by radio dealers.

Those demonstrations were practically all given at the meetings of the county farm bureau or other farmers' meetings. In a great many cases a radio program was secured by a good receiving set and made audible to the meeting by means of loud speaker. This furnished a part of the evening's program. A great many county agents feel that the agricultural colleges are not measuring up to their opportunities in developing the use of radio as a means of education and entertainment for people living in the country. Quite a few of the county agents expressed the opinion that they believed the time would come when the matter would be taken up as a part of the extension program and pushed by the extension forces.

County agent anxious for more information on radio: Some replied that the county agents themselves need more information regarding radio and what is available in the way of information and entertainment, also the simple installation and operation features of owning a radio set. Some county agents feel that they should be equipped with radio sets in their offices where it would be possible for them to secure market and weather reports and other interesting information for the benefit of farmers who might call at the office personally or telephone for the reports. A great many expressed the opinion that there was a considerable lack of clear-cut understandable radio information in the farm papers. A number expressed a desire to have pamphlets and bulletins dealing with

WONDERFUL NEW DU PONT SEMI-FLEXIBLE PANELS

PYRADIOLIN FAR EASIER TO SELL

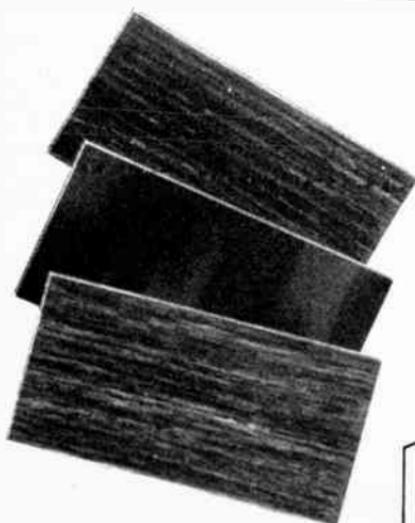
A new material, with a high degree of perfection in radio properties, especially developed by du Pont engineers for making better and more beautiful panels

Will not chip or break; can be worked as easily as a piece of soft pine. Panels of Pyradiolin are semi-flexible and can, therefore, be made to conform to the slight unevenness of every radio cabinet, thus doing away with the buckling which results when a rigid panel is forced into place.

So easy to drill and cut that you can actually drive a wood-screw through Pyradiolin without splitting it. Yet, once in place, Pyradiolin holds instruments with permanent rigidity.

Made in brilliant ivory black or in mahogany finish, either red or brown. The finish goes completely *through* the material and so cannot wear off.

Stock Pyradiolin panels. They are the new LEADERS among radio accessories.



DU PONT

*Py*RADIOLIN

Use this coupon today

Simply fill it in and mail to us for complete descriptive literature, price list and names of manufacturers of Pyradiolin products. Be the first in your neighborhood to sell these remarkable new accessories. Mail coupon today.

E. I. DU PONT DE NEMOURS & CO., Inc.
Pyradiolin Department, Arlington, N.J.

Send me complete descriptive literature regarding Pyradiolin and price list with discounts.

Name

Address

the subject of radio installation and operation in the country so that they might pass it along to farmers who were interested.

Many think prices too high for farmers to pay: In answer to the question as to methods of selling radio to farmers a large number expressed the opinion that the present prices of satisfactory radio sets were so high as to discourage most farmers and prevented them from purchasing. There are some who feel that the farm bureau and the farmers' co-operative organizations might purchase sets at wholesale in quantity for members of such organizations and thus secure good radio equipment at much reduced prices. Quite a large number of county agents expressed themselves in favor of the purchase of radio on the installment plan. Several of them admitted frankly that neither they themselves nor the farmers in their county had purchased radio sets for the reason they were undecided as to what kind to purchase and had no knowledge as to what was best or whether or not they were getting their money's worth when buying a set. Others stated rather vaguely that they had held off from purchasing because they understood that changes were being made in radio all the time and that a set that was efficient today would be out of date within a few months or a short time.

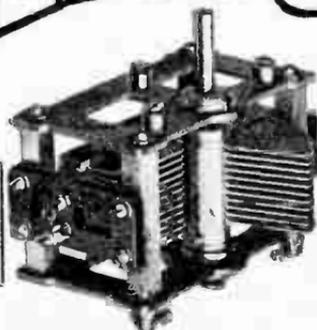
Farmers can buy radio as well as automobiles: Much has been said regarding the fact that the farmers' purchasing power is much inferior to those who live in cities and towns. Radio is considered as a device which is not absolutely necessary to the conduct of farming and a great many farmers I presume

who have heard of radio have not purchased because they felt that they could not afford to do so. There will probably always be a considerable number of farmers unable to purchase radio sets because of the cost just as they have not purchased cream separators, washing machines and any other labor-saving devices not absolutely necessary. Farmers have bought automobiles, will continue to buy automobiles and undoubtedly will continue to buy radio in increasing volume. It appears to us that one of the problems now is to get more and better information into the farmer's hands regarding what to buy, how to install and what to expect from the type of set he has purchased. There are a great many kinds of radio receiving sets offered for sale. Many of these sets are cheaply made and of inferior quality. There are a number of sets made by firms of unquestioned integrity which can be relied upon to give as good service as it is possible to secure with our present knowledge of radio.

Radio better in winter: It must be remembered, however, that radio is better at certain times of the year than at others, that reception is better in the northern half than it is in the southern half of the country, although for a considerable period of the year reception is very satisfactory over the entire area of the United States. No device has yet been perfected which will eliminate the interference caused by natural electrical disturbances such as lightning, thunder storms, and other erratic electrical disturbances in the atmosphere. These are naturally more prevalent in the summer than in the winter, although excessive snow storms have been known to cause con-

(Concluded on page 118)

BEACON



PLAIN

- 13 Pl. .00020 mfd. \$3.25
- 17 Pl. .00037 mfd. \$3.50
- 23 Pl. .0005 mfd. \$3.75
- 43 Pl. .001 mfd. \$4.75

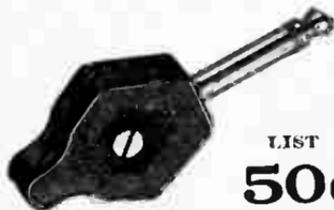
VERNIER

- 13 Pl. .00029 mfd. \$4.25
- 17 Pl. .00037 mfd. \$4.50
- 23 Pl. .0005 mfd. \$4.75
- 43 Pl. .001 mfd. \$5.75

a new and better low loss Condenser

with new and better selling points—at a better price. All the best features of an ideal condenser are embodied in BEACON variable condensers. And some new features are added, too, making BEACON the best. Some of the improvements incorporated are: Diecast stator and rotor assemblies. Anti-friction bearings are monel metal and bronze in brass. Contact is made through a watch-spring pig-tail.

BEACON PLUG



LIST

50c

Genuine Bakelite Body

Improved design and construction. New automatic type, which requires no tools for the insertion of cord tips. Connections once made "stay put" until deliberately removed. They're as tight as a sailor's knot.

BEACON RHEOSTAT

LIST

80c

Panel or
Table
Mounting



Reversible genuine Bakelite body. Extra heavy, tempered slider with the Convex Contact assures uniform, non-microphonic contact. Resistances furnished, 6, 20, or 30 ohms. Large Bakelite knob with raised arrow.



QUALITY RADIO PARTS

100 South 3rd St.

MOULDERS of BAKELITE

Brooklyn, N. Y.

Eastern Sales Representatives—Gross-Brennan, Inc., 342 Madison Ave., New York

TELLING SELLING TIPS

by A. Rowden King



Don't
Go By
Appear-
ances

We all have a physical and a mental appearance. Either our clothes or our facial expressions or both may belie our real attitudes as prospective buyers. But the astute salesman is he who has the knowledge of human nature and of psychology to be able to see through the thin veneer of either or both and to sense our innermost buying slant.

Out in Chicago the retailers have long since learned the unwisdom of jumping at conclusions, based on appearances alone, as regards a customer's intentions. Long since they have learned that the seedy-looking individual, who may amble into their establishments along toward closing time and who is apparently the most unlikely of prospects for expensive purchases, is, as likely as not, a stockman who has just exchanged a large trainload of steers or sheep for a bankroll which is bigger even than his fist, which is a power to be reckoned with. He wants the best to be had. He has been planning to buy for months, regardless of whether he has been riding on a cattle train or not.

A friend of ours recently walked into a tobacco shop intent upon buying a large size can of a certain brand of smoking tobacco. He asked for the

brand and was shown the smallest size marketed. His mental appearance, so to speak, seemed to suggest the latter to the salesman but, by thus jumping at conclusions, the latter thereby lost a sale three times as big.

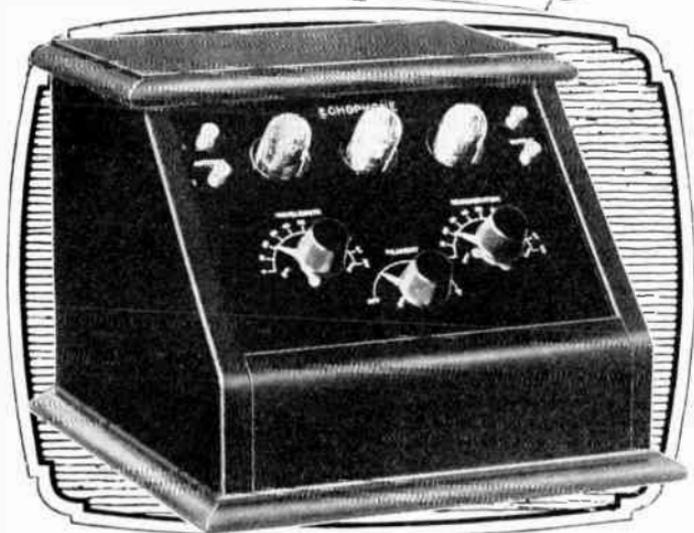
As a salesman, look beyond the physical and mental appearances of your prospective customers.



Over-the-
Phone
Orders

As competition is more strenuous, the importance of keeping overhead at the minimum becomes apparent. One of the reasons why the chain stores succeed is because they minimize overhead. They use inexpensive store fixtures wherever practical. They do not mind keeping a customer or two waiting, provided their every clerk is thereby kept busy and working the maximum amount of time.

The successful retailer of the future is bound to be he who has arranged so that two clerks will do the work of three. And one step in that direction can readily be taken if a greater proportion of orders are taken over the telephone. It has been shown that the average order can be attended to by a clerk over the telephone in a fraction of the time required over the counter.



Echophone "V-3"
Licensed under
Armstrong Patent
No. 1113149
Without Tubes and
Batteries

\$50.00



Echophone "F-5"
Without Tubes and
Batteries \$110.00

Amplify Your Profits for 1925

Why be content with ordinary sales volume?
The Echophone "V-3," built for exceptional rather than good reception, is naturally giving jobbers and dealers EXCEPTIONAL results in the matter of sales profits and more business.

Echophone advertising in consumer publications is having its effect. Thousands of fans have already purchased the Echophone "V-3," and thousands more, realizing that no other set on the market offers such value for \$50.00 in workmanship, tone quality, volume, selectivity, easy tuning and economical operation, are now ready to buy.

The jobbers and dealers who recognize this steadily increasing demand and who act promptly while there are still territories open are the ones who will be making the big money in radio during 1925.

Prices and complete details on this and the Echophone "F-5" (a 5 tube combined radio and audio frequency set that operates on indoor or outdoor aerial) mailed upon request. Write today.

The Armac Radio Co., Agents
1120 N. Ashland Ave., Chicago, Ill.

Manufactured by The Radio Shop
1120 N. Ashland Ave., Chicago, Ill.
Sunnyvale, Calif.
Long Beach, Calif.

ECHOPHONE

Storage Battery Results at Dry Cell Cost

Say you saw it in Radio Merchandising

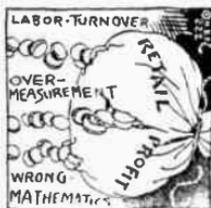
A Chicago newspaper recently undertook an investigation along these lines, placing watchers to make note of the comparative size of over-the-counter and over-the-phone orders in a representative retail store. With stop watches, they recorded the length of time consumed in each. This investigation showed that the phoned orders ran almost doubled with the counter orders as far as total in dollars and cents went but occupied far less of the clerks' time, the figures showing 1 minute 57 seconds for phoned orders on average sales amounting to \$2.94 and covering 5.4 items as compared with 6 minutes 30 seconds for counter orders taken-for-delivery, averaging \$2.53 and 7 items each and as compared with 2 minutes 8 seconds for counter-orders-carried-out, averaging \$.55 and 1.82 items each.

In other words, the phone orders required one-fourth of the time that the average of the two kinds of counter orders showed and they averaged nearly twice as much in value as the average of the latter. Surely the telephone is a very much worth while assistant clerk in the average retail store.

They selected a typical retail store employing fifty people and studied its methods over a period of sixteen weeks. They found that forty supposedly capable clerks made at least 157 errors of addition on charge account slips alone. To be sure, the amount of error averaged only two cents each, but, on the basis of eighty sales a day and forty clerks, that would total \$20,000 in the course of a year. One hundred of this store's inactive accounts were investigated and fifty-two of them were found to be due to delivery errors, short-sighted handling of returned goods, misrepresentation of merchandise and poor service.

Over measurement showed itself to be responsible for enormous losses, being as much as three cents each on 152 sales which averaged \$3.54 each, totaling as much as \$4.56 in one department in one day. And another staggering loss was found to result from changes in personnel. Each instance of labor turn-over cost the management from \$50 to \$200.

These are some of the ways in which retailing becomes unprofitable and they are the leaks which every retailer will do well to scrutinize with the utmost care, resolving to remedy matters.



Where
the
Profits
Go

The Bureau of Business Research of the University of Illinois recently turned loose its "facts hounds" in order to run to earth information about losses in retail stores; and they ran to cover some facts which are highly interesting if indeed not startling.



Making
Dealer
Helps
Helpful

A large national advertiser recently took occasion to inquire of its thousands of retail dealers what types of dealer helps

CIR-KIT brings these Greater Circuits



Erla Push-Pull Transformer is exclusive in core design and shielding. Indispensable for safe operation of high resistance loud speakers under full power. \$10 pr.



Only the special spring arm, the perfected bearing and winding of Erla Precision Rheostats permit such supersensitiveness. Single-hole mounting. Price, \$1.10.



Neatest, most convenient in form, Erla Autogrip 2-Way Phone Plugs assure smoothest connection of tips and most positive contact, with no manipulation. 75c.

In a motor car—the engine. In a skyscraper—the substructure. In a radio receiver—the circuit. The circuit, Erla knew, must be the foundation of finest possible radio. So Erla first evolved those circuits which have ever since been rated inherently more powerful, tube for tube. Today's trend clearly indicates that Erla Supereflex may be selected in full confidence of continued pre-eminence.

That these fundamentally superior circuits are also easiest to construct, with utmost economy, is another Erla attainment, made possible by the Erla *CIR-KIT*. With *CIR-KIT* anybody can construct Erla Supereflex circuits from genuine Erla apparatus, specially designed to assure most efficient functioning of Erla Supereflex principles.

Erla *CIR-KIT* supplies everything needed, in a factory-sealed carton, sold under warranty. Erla Synchronizing Transformers, Erla Miniloss Condensers, Erla Precision Rheostats, Erla Cushion Spring Sockets, Erla Tested Crystals, and all the other matchless Erla units are provided. Perfect assembly is assured by full-sized blueprints, drilled and lettered panel, stenciled baseboard, precisely locating every unit and connection. There is no soldering, thanks to Erla Solderless Connectors. Just pliers and screwdriver bring the de luxe radio of Erla Supereflex circuits, at lowest cost. No wonder *CIR-KIT* is an irresistible seller everywhere.

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

ERLA

Say you saw it in Radio Merchandising

they would most prefer to receive from it. The returns showed 43 per cent of them for window trims, which of course means nearly one-half. Thirty-two per cent of them wanted window panels, 26 per cent store hangers, 17 per cent envelope stuffers, 13 per cent mailing cards and so on down the list.

In view of the fact that window trims came highest on this list, it is interesting to note that Philip L. Thomson, president of the Association of National Advertisers, recently made the remark that six members of that association paid \$1,400,000. in 1923, for dealer-helps material, a large portion of it window trims, of which they estimate that 75 per cent was wasted and never used.

It should be needless to observe, for the benefit of the national advertiser and of the dealer, that the dealer help (window trim or otherwise) which moulds and rots in the dealer's damp cellar is certainly not very helpful to anybody.

If such a large percentage of retailers want expensive dealer helps and so few, relatively, see fit to make use of them, wherein lies the difficulty and what shall be done about it?

There is an old adage to the effect that what we easily get we lightly hold. In other words, we value something-for-nothing at just about its cost to us.

The time seems to be coming when dealers shall be regularly asked to pay for their dealer helps, at least that they shall be asked to pay for what dealer helps they do not use after they have asked for them. The plan is being increasingly adopted by advertising manufacturers of either charging outright for dealer helps or posting such a charge temporarily until proof shall arrive that the material

has actually been used. This plan seems only fair since otherwise the present great amount of wasted dealer help material represents a sizable cost which must be saddled upon the cost of the product to be paid by the consumer, resulting in fewer sales and less satisfactory conditions for every one concerned.



"1600
Penn-
sylvania
Avenue"

A family which was new to a certain community recently moved into a fine home on the avenue with the usual lack of display typical of Americans. The address is 1600 Pennsylvania Avenue and the family—well, it happened to be the first family of the land. The address is that of the White House and the family comprises the Coolidges.

It had been only a fortnight previous that Mr. Coolidge had been haying and mending trees on a Vermont farm. It had not been so many years before that Mrs. Coolidge, then Miss Grace Goodhue, had visited Washington as a tourist with several other school teachers from New England and had been tersely ordered to "Please step on" when she had lingered for a moment behind the others to examine the gold piano in the East Room of that same 1600 Pennsylvania Avenue, being especially attracted to it because of her interest in music. And only a few weeks before she had taken part in a knitting contest which had been nearly national in its scope.

Place E-Z-TOON Dials on Display

Let the Public know you have them. E-Z-TOON Radio Dials are being backed by a large advertising campaign in Radio Magazines and Metropolitan Newspapers. There are 9,667,950 ads sending customers into your store for E-Z-TOON Dials. Be sure that you are sufficiently supplied with this big seller, and money maker for you.

DEALERS! We will supply you with Display panel and window show cards for displaying a 3 inch Dial, a 4 inch Dial and a 2 inch Rheostat dial. Free! F. O. B. Factory.

Write for particulars.

E-Z-TOON (EASY TUNE) RADIO DIALS

Assist the ear to guide the hand. They are two dials in one. The large dial is for coarse tuning (finding the stations) the small dial is for fine tuning (bringing the stations in clear). The ratio of the outer dial to the inner dial is 50 to 1. This makes possible that fine vernier adjustment that "radio fans" have so long been searching for.

E-Z-TOON Radio Dials bring in those tantalizing, hard-to-get stations easily and clear.

Illustrated folders mailed on request.

Has no cogs, gears, back lash or lost motion.

Requires only a small screw driver to install. Zero marking either right or left.

Order from your Jobber

Manufactured by

The E-Z-TOON Radio Co.

3233 W. Washington St. Indianapolis, Ind.

SALES OFFICES:

705 Granite Bldg.
Pittsburgh, Pa.

719 Raymond St.
Philadelphia, Pa.

1610 Union Ave.,
Memphis, Tenn.

50 Church St.,
Room 961
New York City

508 S. Dearborn St.
Chicago, Ill.

204-212 Rialto Bldg
San Francisco, Cal.

LIST PRICES

3" Dials, \$2.00

4" Dials, \$2.25

2" Non Vernier

Rheostat

dials to match

—40c.



Say you saw it in Radio Merchandising

The fact that so large a percentage of American families, whether at the top or not, are so typical is one of the few outstanding things for which the average American merchant has to be thankful. It would be impossible to conduct a typical American retail store in most European towns. Imagine a chain grocery store, selling both to landed baron and peasant, abroad. Democracy is a marvelous heaven-sent conception which has few limits to its possibilities; and one of the most desirable of its results relates to merchandising.



Success
By
Indirection

In an electric furnace operating under a vacuum and under a gas pressure of a million pounds, Wallace Wright, of Schenectady, has succeeded in fusing quartz into the shape of rods. Using these rods, it is possible to direct light in a curved line, a procedure heretofore considered contrary to the laws of physics. Mr. Wright can hold a pocket flashlight under a table and opposite the end

of a fused quartz rod which has previously been bent into such a shape that its other end will curve around over a newspaper resting on the top of the table. Enough light will be carried around the rod, in a semi-circle, to make reading possible and easy.

The fused quartz rod of modern retail merchandising has a name which also suggests progress along a curved line, but it, too, splendidly reaches its objective in a manner heretofore considered impossible. That rod is Quick Turn-Over.

Ask the retailer of two decades ago what was the best manner in which to produce a big profit and he undoubtedly would say: "Buy cheaply, wait your chance and sell at the highest price you can possibly get." But such a selling text is entirely out of line with latter-day approved methods.

Ask the retailer today who owns his fine home on the avenue and his tidy balance in the bank what has been his "open sesame" to profits and success. He will tell you that he has followed the modern, fused-quartz method of Quick Turn-Over. He might express it in this wise: "Buy standard goods at standard wholesale prices in small enough quantities to insure that your stock is always fresh, make many sales quickly at standard retail prices, and then repeat the process ad libitum."

Those Returned Orders

First sporting goods salesman to lunch room clerk: "Two ham sandwiches, please."

Second salesman: "Change mine to an egg."

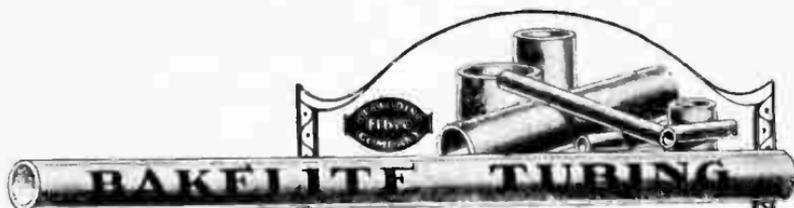
Lunch room clerk: "What do you think this is; a sleight-of-hand show?"

Fresh Every Day

"Minnie, who was that nervy young man who just left you?"

"He's the boy who clerks at the corner grocery, mama."

"Uh-huh! Now I know what they refer to when they advertise 'Fresh every day.'—Exchange.



Prompt Shipments from Conveniently Located Warehouses.

With warehouses conveniently located on the Atlantic and Pacific Coasts and Mid-Continent, shipments can be made promptly in any quantity. Address nearest office.

WARE

PATHE



POSTER

For more convenient retail selling Spaulding-Bakelite Tubing is also obtainable in standard sizes through this Poster and Co. kit.

Specially Processed for Radio Coils

Supplied in all diameters. Shipped in standard 36-inch lengths to the jobbing trade and cut to length in accordance with manufacturers' own specifications.

Spaulding-Bakelite tubing for coils of every description is an assurance of supreme service—of the same dependable quality of manufacture characterizing all Spaulding products.

Highest in dielectric properties—does not absorb moisture—insures low leakage—low distributive capacity, low resistance—does not laminate.

SPAULDING FIBRE COMPANY, Inc.

Tonawanda, N. Y.

Factory—Tonawanda, N. Y.

Offices—Warehouses

484 Broome St., N. Y. City

15 Elkins St., Boston

659 W. Lake St., Chicago

310 E. 4th St., Los Angeles

141 N. 4th St., Philadelphia

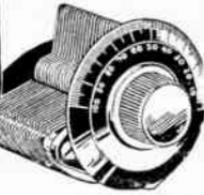
171 2nd St., San Francisco

509 First Nat'l. Bank Bldg., Milwaukee

Spaulding
BAKELITE

Say you saw it in Radio Merchandising





New Hexagon Shaft




Insures Condenser Perfection



To eliminate fanning, rotor blades are stamped with a hexagon hole and held rigidly on hexagon shaft. Found in types 3 (plain) and 4 (all-vernier), **CELORON END PLATES**; types 5 (plain) and 6 (all-vernier), **METAL END PLATES**.

Profitable Improvements

Demand for U. S. Tool Condensers evidenced by a pronounced sales increase of all types—an unprecedented jump since the announcement of our new types.

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

(Concluded from page 17)

FUN, THE GENUINE MUSIC, THE NEWS, THE ELECTION TALKS SPEEDING THROUGH THE AIR to your home, for you to hear when you're at ease, away from "the maddin' throng" where you sit back in the ol' armchair and enjoy it all.

Prices from \$35.00.

They complemented this printed publicity with a most effective window display, showing their radio in the atmosphere in which it would be used, the living room of a modern home. The walls were of gray, with panels showing autumn scenes in brown and bronze. Above these the firm name of Tull & Gibbs appeared as bars of music. Everything was in harmony, a symphony of warm browns and tans—draperies, rugs and even the basket of autumnal foliage whose flowers of scarlet and gold offered a contrasting splotch of color. Each phonograph instrument had a radio attachment, and radio parts were scattered over the floor.

Each day radio concerts were given, and radio booklets given to all who attended, and whenever the least interest was manifested a follow up campaign was inaugurated. "Start the New Year with Radio" was one of their most effective slogans, with the result that many orders were received, the installations to be made during the slack season between Christmas and New Year's, so that 1925 could be inaugurated as Radio Year.

Say you saw it in Radio Merchandising

B-T THE LINE of LEAST RESISTANCE



B-T Lifetime Condenser

L—7	125 M.M.F.	\$4.25
L—11	250 M.M.F.	4.50
L—23	500 M.M.F.	5.00
L—35	750 M.M.F.	6.50

Years of consistent square dealing, and backing up the statements of our advertising with performance, have made B-T products the standard of comparison in the minds of radio buyers.

There isn't a shelf-warmer in the entire B-T line. The mere fact that they are B-T products is sufficient to sell them as soon as they are displayed.



B-T Low Loss Condenser

Made in two types, for broadcast or short wave work.

Ranges cover with a B-T L—11 Lifetime Condenser.

Type B—200 to	
565 Meters....	\$5.00
Type SW—50 to	
150 Meters....	5.00

This popularity has made it very hard for us to keep pace with the demand, although we are working night and day.

To insure an early shipment of these profit building parts, place your order with your jobber today.

Write us for a free copy of "Better Tuning," our 40 page book. It will help you in selling radio.

Bremer-Tully Mfg. Co.
532 S. Canal St. Chicago, Ill.

It's Brand New!

Here, at last, is an inexpensive fuse that is guaranteed to protect radio tubes from blowing out due to short circuits.

Think of the money these fuses will save! A large percentage of the 4,000,000 or more radio set owners will surely want one when they read our strong, persuasive advertisements pointing out how they can protect their tubes by installing the

"GEM" RADIO FUSE

We are going to spend thousands of dollars to advertise the Gem Radio Fuse in leading radio magazines and in other ways. This will not be a fly-by-night campaign—but a steady hammering at your customers month after month. You are certain to receive scores of calls for the "Gem" Radio Fuse as soon as it is

Advertised Nationally

Put in a small stock now and be ready to make the nice profit you will otherwise lose.

We have spent hundreds of thousands of dollars advertising our "Union" Renewable and Non-Renewable Fuses during the past 35 years. So every fuse owner knows that we make good, dependable fuses. That will make it easier to sell "Gem" Radio Fuses.

Order from your jobber. If he hasn't put in his stock, give us his name and we will see that you are supplied.

Write for interesting booklet.

Chicago Fuse Mfg. Co.

Manufacturers of
Electrical Protecting Materials
and Conduit Fittings

1504 So. Laflin St.
Chicago



wonderful startling!



The NEW UNCLE SAM MASTER COIL TUNING COIL

THE COIL WITHOUT LOSSES

- 1—U. S. Bureau of Standards forms of latticed hard rubber.
- 2—Perfect spacing of each turn because of new type American Ambassador Litz.
- 3—Eliminates adhesives.
- 4—Increases volume 50 to 180 per cent over old type coils. Also improves selectivity.
- 5—Laboratory tests prove conclusively that it is the only coil worthy of the name low loss.
- 6—WARNING: Tell your customers to use Ambassador Condensers and Transformers designed and manufactured by Ambassador Engineers for best results with the Ambassador Coil.

DEALERS

Here is the leader in its line backed by extensive advertising and a liberal proposition—what more could you want? Literature and prices on request. Write at once.

Uncle Sam Electric Co.

210 E. Sixth St., Plainfield, N. J.



THE ARMSTRONG SPEAKER

Patents Pending

SHAPED LIKE A SINGER'S MOUTH

Received the
SILVER CUP
at the great Chicago Radio
show.

Absolute proof of superiority.
Get on the band wagon with
the best speaker on earth.

List Price \$32.50

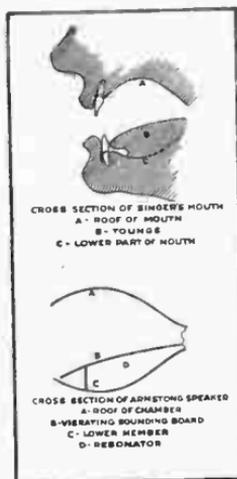
*If your Jobber cannot supply
you let us send a sample*

**McKINLEY
Phonograph Co.**

Office:

1501-15 E. 55th St., Chicago

Factory: Rockford, Ills.



100% Sales Possibilities. Absolutely satisfactory in performance.

(Concluded from page 16)
and which carry advertising matter for my business.

"Then when I call at a home I extend about ten of these log cards to the man or woman who comes to the door and I say something like this:

"I'm Mr. Blank of the Blank Radio Shop. I'm distributing some of my radio log cards free for the purpose of advertising my business. I'm sure you'll enjoy using these cards."

"If the folks to whom I hand the cards have a radio they always accept the cards gladly. But if the folks to whom I hand cards have no radio, then they tell me so and refuse to take the cards.

"So this method has the very good result of telling me immediately whether or not the folks already have radios or not. And this helps me in judging what sort of a sales talk I should put up to the folks.

"If the folks already have radios I talk new and better equipment to them, and I make my talk just as technical as I can. I've found that people who have radios practically all know the main terms pretty well and like to use rather technical language when they talk. So by talking to them in technical language I am going far toward making a fine impression on them, which is a big help in putting sales across.

"But if the folks haven't radios I tell them they're sure missing a lot of fun, and I tell them about some of the folks who have filled up the log cards I've given them and I tell about the fun these folks have had. Then I try to sell radio receiving sets to these prospects.

"But in addition to this use of the logs I make a further use of them. When the folks take the log cards I hand out I ask the folks for their names, because I tell them I am interested in finding out which radio fans get the longest logs of different stations on the cards I hand out. I say I want to call them up from time to time and ask them what they are doing with my cards. This interests the great majority of these folks and they give me their names. Then in a couple of weeks I call them up and talk to them about their logs and about more radio equipment, and this frequently leads to sales. Also, from time to time, I gather up some of the most interesting logs and display them in my show windows, and this helps greatly in getting more business. I trace much of my recent success to the use of these log cards in this way."

Interesting, isn't it?

And aren't there worth while ideas and suggestions in this for other radio salesmen and dealers?

(Concluded from page 110)
siderable interference from the so-called static electricity in the atmosphere.

It appears that with increasing efficiency of broadcasting the farmer's problem is largely one of reception and whatever help is given him by the

Department or the Extension Service it should be along the line of helping him to decide whether or not radio will be of any benefit to him and having decided that, what kind of a set will meet his needs most satisfactorily.

(Concluded from page 98)

WEAF, ADKA, WCAP and WOR.

Q. What did they say?

A. "Everything wonderful. Nights would be dull without you. Play me Indian Love Song."

Q. Has his neglect increased of late?

A. Well, for the last week it's been worse than ever.

Q. Do you think he has another woman?

A. No. I think he has another radio station.

* * *

Q. Do you consider your husband wholly to blame for the breaking up of your home?

A. Well, I blame the Sioux City Quartet, the Happiness Boys, Vincent Lopez, Paul Whiteman, Mlle. Pauline Mazepo, the Salt Lake Thrush, the Arlington Time Signals, the Daily Weather Forecast and the Bedtime Stories partly.

Q. They alienated his affections?

A. I'll tell the world they did.

Judge (interrupting): Madame, what do you think would be the best thing for me to do under the circumstances to restore happiness in your domestic life?

A. There's only one of two things to do, judge.

Q. What are they?

A. Either shoot my husband or make him buy me a headset!

Unforgivable

Perfect Stranger: "Say, Mister, what's the bogey for this hole?"

Immaculate Golfer: (With touch of hauteur)—"Four."

Perfect Stranger: "Guess it would be three in America."

Immaculate Golfer: "America? Isn't that the place where they play golf in their shirt sleeves?"



The Aristocrat of Amplifiers

Quality in Radio is No Less Marked Than Quality in People. The Resistance Coupled Amplifier is a Quality Product.

DAVEN COMPLETE AMPLIFIER KIT

3-stage, List Price..\$12.50

4-stage 16.00

KITS without sockets and condensers

3-stage, List Price.. \$8.00

4-stage 10.50

Get from your Jobber the Daven "RESISTOR MANUAL" by Zeh Bouck. It gives you the how-to-make-it data on Resistance Coupled Amplifiers.

List Price 25 cents

These booklets will be in big demand everywhere.

DAVEN RADIO CORP.

"Resistor Specialists"

Newark, N. J.

Recent Radio Patents

- Rotary Spark-Gap Apparatus:** Ernest G. Danielson of San Francisco, Cal., assignor to Grey & Danielson Mfg. Co. of San Francisco, Cal. Patented Oct. 7, 1924. No. 1,510,741.
- Radio Receiving System:** Earle B. Lewis of Waterbury, Conn. Patented Oct. 7, 1924. No. 1,510,945.
- Loop Aerial:** James Harris Rogers of Hyattsville, Md. Patented Oct. 7, 1924. No. 1,510,799.
- Method of and Means for Determining Phase Difference:** Ernest Merritt of Ithaca, N. Y. Patented Oct. 7, 1924. No. 1,510,792.
- Electrical Measurement:** Herbert P. Hollnagel of Brookline, Mass. Patented Oct. 7, 1924. No. 1,510,780.
- Electrical Power Transmission by Radiation;** August J. Kloneck of New York. Patented Oct. 7, 1924. No. 1,510,624.
- Wireless Repeater System:** Elmer A. Sperry of Brooklyn, N. Y., assignor to the Sperry Gyroscope Co. of Brooklyn, N. Y. Patent reissued Oct. 7, 1924. Re. 15,924.
- Snap Switch:** Monroe Guett of Hartford, Conn., assignor to the Hart & Hegeman Mfg. Co. of Hartford, Conn. Patented Oct. 14, 1924. No. 1,511,809.
- Lightning Arrester:** Alfred L. Atherton of Pittsburgh, Pa., assignor to Westinghouse Electric & Manufacturing Co. of Pennsylvania. Patented Oct. 14, 1924. No. 1,511,314.
- Electrical Condenser:** Ernest A. Bayles and Harold Higham of Helsing, England. Patented Oct. 14, 1924. No. 1,511,935.
- Transformer Core for Radio Work:** Raymond G. McKee of Delhi, N. Y. Patented Oct. 14, 1924. No. 1,511,229.
- Screw Driver Attachment:** Girardus G. Naugle and Carlton L. Hoff of York, Pa., said Naugle assignor to said Hoff. Patented Oct. 21, 1924. No. 1,512,706.
- Electrical Soldering Iron:** Arthur Bernard Nelson of Aberdeen, S. D. Patented Oct. 21, 1924. No. 1,512,359.
- Air Condenser:** Ralph C. Browne of Salem, Mass. Patented Oct. 21, 1924. No. 1,512,398.
- Wireless Telegraph and Telephone Receiver:** Henri Jean Joseph Marie de Regnaud de Bellescize of Paris, France. Patented Oct. 21, 1924. No. 1,512,824.
- Snap Switch Mechanism:** Ira R. Seltzer of Waterbury, Conn., assignor to the Gordon Electric Manufacturing Co. of Waterbury, Conn. Patented Oct. 21, 1924. No. 1,512,716.
- System of Telephony and Telegraphy:** William W. McLaren of Birmingham, Ala., assignor of one-fourth to I. C. Beatty of Birmingham, Ala. Patented Oct. 21, 1924. No. 1,512,293.
- Electric Steering Compass:** Ludwig Rellstab of Zeist, Netherlands, assignor to Siemens & Halske Aktiengesellschaft of Siemensstadt, near Berlin, Germany. Patented Oct. 21, 1924. No. 1,512,051.
- Lightning Arrester:** Rudolf Wolf of New York, N. Y., and Henry G. Pierson of South Orange, N. J., assignors to Foote, Pierson & Co., Inc., of New York. Patented Oct. 21, 1924. No. 1,512,387.
- Design for a Cabinet for Sound-Reproducing Machine:** Edward Field Sanford, Jr., of New York, N. Y., assignor to Radio Corp. of America. Patented Oct. 21, 1924. Des. 65,833.



Retails for
\$12.50

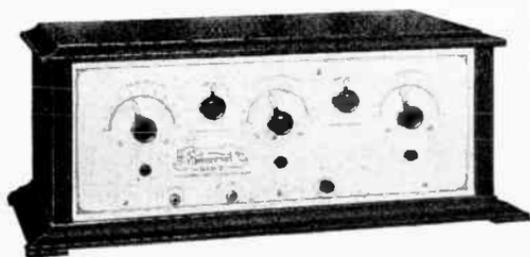
*You'll Hear the Duplicate of This Radio
Loud Speaker When Gabriel Blows!*



The Remo Trumpet has Volume—Tone and Clarity. The equal of horn, costing three times as much. Adam mahogany finish and takes up little room—but a real instrument. We sell only through jobbers.

Send for sample today with name of jobber

THE REMO CORPORATION
MERIDEN, CONN.



*Every
User a
Booster*

The feature set with the mathematically perfect balance, the set of beauty, tone, and distance—that's

THE SILVERSET

The Five Tube Tuned Radio Frequency Receiver which has startled the radio world. Every set guaranteed.

Manufacturers' Agents, Jobbers, and Dealers, write at once for complete information.

The Silverset Radio Corporation

500 East McMillan St.

CINCINNATI, OHIO

Humor



Seeing the Hole

"Everything's going to the dogs. In a hundred years all will be chaos."

"A hundred years, indeed! Do you realize, sir, that it's just such optimism as yours that is ruining the country."—Life.

The Unusual Request

Salesman (wiping the perspiration from his brow)—I'm afraid, madam, we've shown you all our linoleum, but we could get more from our factory.

Customer—Well, perhaps you had better! You see, I want something of a neat pattern and quite small—just a little square for my bird-cage!—Good Hardware.

Bad as a New Salesman

Little boy in Monkey House at Zoo: "Look, Maw, there's a boomerang!"

Mother: "That's not a boomerang, son; it's a bamboo!"

Unsolicited Testimonials

Mrs. Smithers had decided to have the floor of her reception room polished, and accordingly she sent to a large firm asking them to put a man on the job as soon as possible.

When the polisher arrived his manner was far from energetic, and the anxious lady of the house was afraid he would not do the floor properly.

"Are you quite sure you un-

derstand the work?" she asked, after watching him for a time.

"You know Mrs. Girton's house, next door but one?" he said rather indignantly. "Well, I refer you to them. On the polished floor of the dining room five persons broke their legs last winter and a lady slipped clean down the staircase. I polished all their floors."—London Answers.

Raison d'Etre

"I hear you have a record-breaking salesman here whom you would gladly dispose of."

"Sure."

"How come?"

"He works in the phonograph department."—Exchange.

Described to a "T"

"Can you give a good description of your absconding cashier?" suavely asked the detective.

"We-el," answered the hotel proprietor, "I believe he's about five feet five inches tall and about seven thousand dollars short." — American Legion Weekly.

One Way to Put It

"The boss offered me an interest in the firm today."

"He did?"

"Yes, he said that if I didn't take an interest in it pretty soon he'd fire me."—Judge.

RAVEN *Superheterodyne* KIT

**LIST
PRICE
\$25.**



Contains as one unit, 3 air-core transformers, 1 two-coil filter circuit and 3 sockets with blinding posts. No hookup required. Synchronized before assembly and then sealed. Shell of one piece molded genuine bakelite. List price \$25.00. Ask your jobber or write or wire to us today.

One-third
Actual Size

RAVEN RADIO, INC. 8 LEARNED STREET
ALBANY, NEW YORK

(Concluded from page 48)

that helps so much to put action into the display.

Two pedestals, both alike, two small lettered cards, a complete set, and a number of small parts round out the list.

In putting in the display, the calendar pad is first placed in the center of the window, pretty well back from the glass. It should be propped securely in place, leaning backward at slight angle.

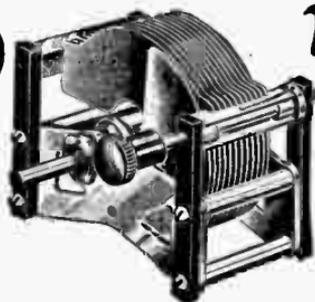
Next, the two pedestals are placed in the window, one at either side of the calendar pad, and slightly in front of it. Upon one is placed the complete set, and on the other the miscellaneous parts, such as variable condensers, switch arms, rheostats, grid leaks, coils, panels, etc., etc. The two cards are leaned against the foot of the pedestal, or they may be sus-

pended from the top of the pedestal by silk cords or ribbons.

Last of all, turn back the top leaf of the calendar pad, and fasten it in place by the silk thread. That done, you are all ready to leave!

I would like to repeat that these suggested windows are not submitted as examples of how you should put in your windows. Rather, I would like to have you consider these articles and illustrations as suggestive material only; a source of good ideas from which you can work up displays that will meet your particular requirements, and yet be displays that can be depended upon to get results.

Remember that your windows, representing two per cent. of your main floor space, are worth eighteen per cent. of the rent—if you put them to work.

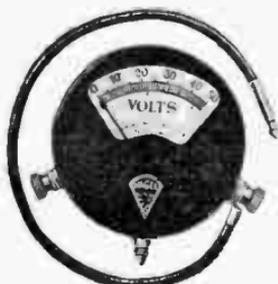
HICO**Variable-
Condenser**

This is the New SEXTON Condenser
5 ENGINEERS designed this
LOW LOSS CONDENSER!

Here at last is a condenser made to work in any circuit—embodies the best in its principles of construction. Low loss, minute adjustment—perfect action. Four capacities. A new and exclusive feature. Noiseless Cam Vernier on Stator Plates.

Send for samples and prices

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



No. 22—About 1-3 actual size

Nagel measuring instruments are giving daily service on over 6,000,000 automobiles.



60 Ohms per Volt!
Utmost safety for batteries

Every radio battery salesroom should have a Nagel high resistance Voltmeter. Don't run the chance of ruining radio batteries by testing them with a low resistance instrument. Sell a Nagel with every set. See your jobber today or write The W. G. Nagel Electric Co., Toledo, Ohio.

NAGEL

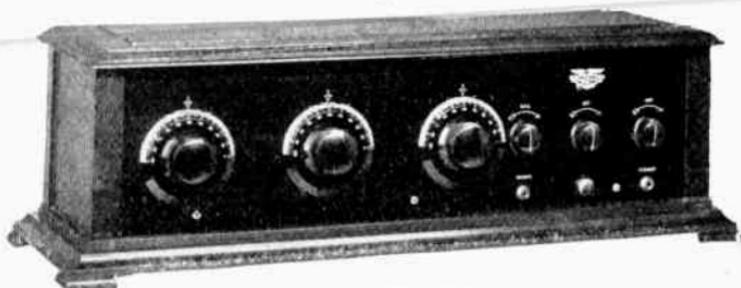
Manufacturers of
DRY CELL TESTERS · AMMETERS
HIGH-RESISTANCE VOLTMETERS
and **VOLTAMMETERS · BAKELITE**
HOT MOULDED INSULATIONS

Say you saw it in Radio Merchandising

You Will Find These Advertisers in This Issue

A	Page
Air-Way Electric Co.	107
Amber Sales Corp.	136
American Brand Corp.	132
American Radio Cabinet Co.	133
American Transformer Co.	49
Amplion Corp. of America.	59
F. A. D. Andrea, Inc.	8-9
Apco Mfg. Co.	Third Cover
Armac Radio Company.	113
B	
Beacon Radio Co.	111
C. Brandes, Inc.	5
Bremer-Tully Mfg. Co.	121
Burgess Battery Co.	37
C	
Carter Radio Co.	135
Central Radio Laboratories.	71
Chicago Fuse Mfg. Co.	172
Chicago Solder Co.	61
Cleartone Radio Co.	29
Colonial Radio Corp.	32-33
Crosley Radio Corp.	31
E. T. Cunningham, Inc.	55
D	
Daven Radio Corp.	125
Dayton Fan & Motor Co.	74
DeForest Radio Co.	67
DeJur Products.	124
Diamond State Fibre Co.	73
Dubilier Condenser & Radio Corp.	57
E. I. DuPont de Nemours Co.	109
Durham & Company.	135
E	
E-Z Toon Radio Company.	117
H. H. Eby Mfg. Co.	135
Ehlert Cabinet Company.	133
Eisemann Magneto Corp.	79
Electrad, Inc.	75
Electrical Research Laboratories.	115
Englert Mfg. Co.	Back Cover
F	
Fansteel Products Co.	101
Farrand Mfg. Company.	40-41
Federal Tel. & Tel. Co.	10
Formica Insulation Co.	Second Cover
Freed-Eisemann Radio Corp.	83
Chas. Freshman Co., Inc.	134
H. H. Frost, Inc.	81
G	
General Radio Company.	63
Goldschmidt Corporation.	105

H	Page
Hartford Instrument Co.	130
J	
Jewell Electrical Instr. Co.	133
K	
Kellogg Switchboard & Supply Co.	39
Colin B. Kennedy Co.	35
Mc	
McKinley Phonograph Co.	123
M	
Magnavox Company.	6-7
Martin-Copeland Company.	51
Master Radio Co.	132
Metro Electric Mfg. Co.	135
Michigan Radio Corporation.	85
Mohawk Elec. Company.	43
Murad Laboratories.	87
N	
W. G. Nagel Elec. Co.	130
National Carbon Co.	22-23
Newport Radio Corporation.	89
O	
Operadio Corporation.	91
Richard B. Owen.	134
P	
Pacent Electric Co., Inc.	21
Perkins-Campbell Company.	135
R	
Radio Corporation of America.	68-69
Rajah Auto Supply Co.	134
Raven Radio, Inc.	129
Rauland Mfg. Co.	45
Remo Corporation.	127
S	
Shamrock Mfg. Co.	93
Signal Electric Mfg. Co.	103
Silverset Radio Co.	127
Spaulding Fibre Co.	12 & 119
Starr Equipment Co.	99
T	
R. E. Thompson Mfg. Co.	52-53
Thordarson Elec. Mfg. Co.	95
U	
Uncle Sam Electric Co.	122
Union Radio Corp.	47
U. S. Tool Company.	120
W	
Western Coil & Electric Co.	25
Willard Storage Battery Co.	27



REAR—Engraved Binding Post Strip.

OUTSIDE—Continental Red Line Bakelite polished. Kurs Kasch Dials and Knobs. Yaxley Jacks and Switches.

INSIDE—Bakelite Sub Panel. Low loss Condensers. King Rheostats. Spider web Coils. Thordarsen Trans.

Unexcelled five tube, two stage tuned radio frequency, inductively neutralized. Absolutely non-oscillating. It specializes in distance. List \$110.00.

Cabinet solid walnut, two-tone Duco finish.

Manufacturers' representatives and jobbers wanted.

MASTER RADIO CO.

1501 E. 55TH 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

**AMERICAN BRAND
CONDENSERS**

with the

~100 to 1~

**Worm Drive Vernier
Finest Condenser Made
and the
Greatest Radio Value
Offered the Public**

23 PLATE, only \$5⁰⁰ In Canada \$7⁰⁰

AMERICAN BRAND CORPORATION
NEWARK, N. J.

Say you saw it in Radio Merchandising

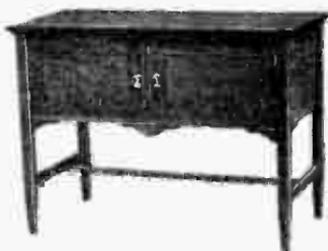
Quality Unusual!

Write for literature and prices on American stock designs, ranging from small cabinets to elaborate consoles—all built to the quality standard of Grand Rapids furniture. Special models to order.

American Radio Cabinet Co.
Grand Rapids, Mich.

Exclusive Eastern
Representative
M. A. Carpell
110 West 40th St.
New York City

Exclusive Western
Representative
Coast Radio Supply Co.
618 Howard St.
San Francisco, Calif.



A new table in solid walnut or mahogany

(Concluded from page 65)

the advertisers. Stock the items advertised in the pages of this magazine and you will be certain that you are stocking standard products.

RADIO MERCHANDISING is trying to make more money for you. We want your advice and criticism. If you have ideas on how we can further improve our service, write us about it. If you do not like some of the things we do, write us about that too. We are in business together, working to help each other and ourselves to greater success. The better we know each other the better we can work together.



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



The JEWELL 15-A CATALOG

fully illustrates the most complete line of radio instruments on the market.

WAVE METERS
TEST SETS
BATTERY TESTING
INSTRUMENTS
TRANSMITTING AND
RECEIVING SET IN-
STRUMENTS
LIGHTNING ARREST-
ERS.

Sold by leading radio dealers
everywhere.

Jewell Electrical Instrument Co.
1650 Walnut St. - Chicago



DeJUR

ONE HOLE RHEOSTAT

SELLS ON ITS MERITS

Because it is a good product, guaranteed, consistently advertised and possesses these exclusive DeJur features: Non-corrosive, heat resisting, interchangeable resistance element, contact slider and shaft made in one piece and permanently set at the factory—all these exclusive DeJur features at no additional cost.

Jobbers, Dealers—write for liberal discounts.

DeJUR PRODUCTS Co.
189 Lafayette St. New York

Mr. Dealer Have You Got Yours ?

We want every Radio Dealer in America to see the

Golderless

RAJAH Snap Terminal

The product of the largest makers of Ignition terminals in the U. S.

No solder, no screws. Just snap on or off. Base Studs fit all B Battery terminal screws and attach to panel or base board by standard 8-32 screws.

Perfect contact assured by double spring clip of phosphor bronze.

A positive, instantaneous connection for Aerial, Ground and Battery Wires.

Retail price, terminal and base stud, 20 cents. Base studs only, each 6 cents.

Rajah Ground Connection

A positive ground connection in half a minute. A Time and Money Saver for any one installing a receiving set, and a guarantee of a perfect connection.

Price, Special base stud and regular Rajah Connector, 20 cents.



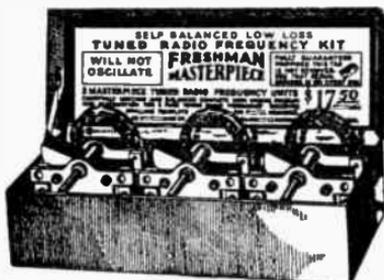
Patented
9-23-21

Rajah Auto Supply Company

Bloomfield, N. J., U. S. A.

FRESHMAN MASTERPIECE

Tuned Radio Frequency Kit



No neutralizing or balancing condensers required to build a five tube radio frequency set that is unsurpassed for volume, selectivity and distance.

Kit consists of 3 Masterpiece Tuned Radio Frequency Units carefully matched and balanced.

\$17.50

Write for new complete catalogue and discounts
CHAS. FRESHMAN CO., INC.
106 Seventh Ave. New York

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.

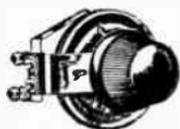
Booklet of valuable information and form for properly disclosing your idea, free on request. Write today.

RICHARD B. OWEN

Patent Lawyer

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

CARTER VERNIER Control Rheostat



3-6-10-20-25-30 Ohms

\$1.75

Pat. 7-10-'23

Entirely new, original, and exclusive Carter design. Smooth, noiseless—positive. You will find it a big seller and a sure repeater.

Any Jobber Can Supply

In Canada—Carter Radio Co., Limited, Toronto.

Carter Radio Co.
1801 REPUBLIC BUILDING
CHICAGO

Tops Don't Come Of 25 Different Markings
H. H. EBY MFG. CO.
Philadelphia

Campbell RADIO 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 or Mahogany	Genuine Walnut or Mahogany
7x10x 7	\$ 3.00	\$ 4.75
7x14x 7	3.30	5.50
7x18x 7	3.82	6.75
7x24x 7	5.25	9.00
7x26x 7	6.05	10.00
7x28x 8	7.25	11.50
7x27x 9	7.25	12.50
7x40x10	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 1878)

410-440 New Street, Cincinnati, O.
(References: Dun or Bradstreet*)

INTRODUCING "KEELOK"

THE SAFETY SWITCH



operates with a key, locks and unlocks your battery circuit. It acts on the same principle as the ignition switch on your automobile.

An absolute protection for your set. Fool proof, attractive appearance.

METRO ELECTRIC MFG. CO., Inc.

Manufacturers of Non Solder Jacks, Switches and Compression Rheostats.

121 Prince Street

NEW YORK, N. Y.

Say you saw it in Radio Merchandising



Distance
with
VOLUME
And Freedom
From Interference

The Amber

MARV-O-DYNE \$98

512-C Receiver

5 Tube Set

Embodies all most recent engineering features of radio development. Built with nationally known parts. Wonderful Tone. Volume, Selectivity, Sensitiveness. Simple to operate.

Equipped with the
FIL-A-METER

Permits keeping amount of filament voltage required under

control through use of the Weston Meter, thereby prolonging life of batteries and preventing parallization of tubes through over-heating of filament from excessive voltage.

Write for Sales Plan and Descriptive Booklet

AMBER SALES CORP., 112 Chambers St., New York

The biggest
little thing
in Radio

Complete Line

DURHAM

Metallic Grid Leaks

Single Base
general use 30c



Double Base
Resis. Amp. 40c

Individually packed in
display cartons

Prices:—

Fixed *Metallics*

over ¼ meg., 50c; under, 75c

Variable Leaks

3 sizes, all 75c

Bases

Single, 30c

Condenser, 35c

Double, 40c

Resis. Amp. Booklet, 25c

Fixed *Metallic*

Comes in 28 Tested Sizes.

Write for further details

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

Canadian Distributors
De Forrest Radio Corp., Ltd., Toronto



Variable Leak
on Cond. Base



Say you saw it in Radio Merchandising



Make a "Clean Sweep" with APCO
BATTERY CHARGERS
 for "A" and "B" Batteries

THEY'LL brush up a sizable portion of all the money spent for radio equipment during the holidays. Why not open up the drawer of your cash register—and give 'em a chance to work for you?

APCO "A" Charger is self-polarizing, practically noiseless, tapers the charge. List \$18.50, dealer price \$12.50.

APCO "B" Charger for 24 or 48 volt "B" storage batteries or 90 volts in multiple. List \$19. Dealer \$6.75.

*Order
 From
 Your
 Jobber*

*Ask for special holiday boxes
 for your Christmas trade*

APCO MFG. CO.
Providence, R. I.

APCO Branches

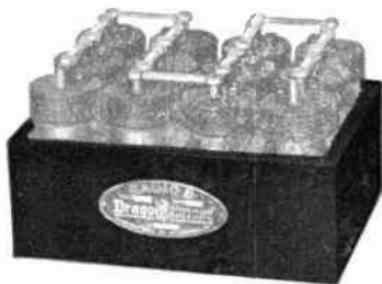
- Apco Mfg. Co., 1438 So. Michigan Ave., Chicago
- Apco Mfg. Co., Electrical and Export Office, Tribune Bldg., 151 Nassau St., New York City
- Apco Mfg. Co., 2005 E. 15th St., Kansas City, Mo.
- Canadian Factory, Apco Canadian Co. Ltd., 3150 Jeanne Mance St., Montreal
- Southwestern Office, M. L. Martin, 2006½ Commerce St., Dallas, Texas

Dragon Storage Battery

RADIO "A" and RADIO "B"



Dragon Radio "A" Battery
in Mahogany Case



Dragon Radio "B" Battery

Quality First

We want you, as one of our dealers, to get and hold all the radio business possible. That's why we start by making the very best radio batteries science can produce.

Then we take off our coats and go to work to help you make sales.

The radio fan wants the best. You can give it to him if you handle the Dragon. The prices are absolutely right. Wire or write for details.

Englert Mfg. Co.

S. 25th and Jane Sts
Pittsburgh, Pa

These batteries delivered to you fully charged