

RADIO

Merchandising

THE MAGAZINE OF THE RADIO TRADE

MARCH, 1925

\$1.00 A YEAR



Half an Hour With an Advertising
Agency Space Buyer

—See Pages 1, 2, 3, 4

Formica Maintained its Leadership

FORMICA again during the past season maintained the leadership it has held for several years as an insulating material for radio uses.

With few exceptions every important radio manufacturer in the country used Formica—more than 125 in all.

They find it pays. For Formica is thoroughly dependable as insulation and provides a strikingly handsome panel for the front of a radio set. Formica has set a standard of good appearance—and permanent and lasting good appearance—which creates sales resistance of considerable proportions for the manufacturer who uses cheaper material.

Of course, wise amateur set builders are moved by the same motives that determine the choice of the set manufacturer. They, too, want good looks and lasting beauty; perfect insulation, strength, and freedom from sagging, warping, softening and discoloring.

Formica is one of the most permanent materials available in the world today. In any climate, under any conditions, it remains almost forever—just as you see it when it is new.

Write for booklet
"What Formica Is."

THE FORMICA INSULATION COMPANY

4644 Spring
Grove Ave.
Cin. O.

Write for Booklet
"What Formica Is"

- 1 Formica is used by 125 leading makers—and has for years been used by more makers than all other materials.
- 2 Formica will last forever.
- 3 Formica, in appearance, is the finest of all panel materials and always remains so.
- 4 Formica's electrical qualities of every kind far exceed any possible requirements.
- 5 Formica has high mechanical strength and will not break in use.
- 6 Formica will not sag from heat or cold flow, under pressure. It retains its dimensions. Everything you fasten to it stays tight and precisely where you put it.
- 7 Formica panels are sold in neat craft paper envelopes, which assure you that you are getting the genuine.
- 8 Formica is one of the most widely approved materials in radio.

FORMICA
Made from Anhydrous Bakelite Resin
SHEETS TUBES RODS

Hear the Formica band every Wednesday evening from 9 to 10 Central Standard Time over WLW.



Half an Hour With an Advertising Agency Space Buyer

(The following is a verbatim report of a conversation between the Space Buyer of a New York Agency and one of the advertising representatives of RADIO MERCHANDISING.)

SPACE BUYER: I've got to secure all the available data on radio trade media for a manufacturer who wants to do a thorough job in covering every angle of his trade paper campaign. Tell me all about RADIO MERCHANDISING. Was it the first trade paper in the field?

R. M. REPRESENTATIVE: No, it was not the first paper to be published in the radio trade field, but it was the first to give anything like complete coverage. It was started in the Spring of 1922 and by the fall of that year it was giving its advertisers an audience of over fifteen thousand a month, while its contemporaries were publishing less than five thousand copies.

SPACE BUYER: But why the tremendous margin of difference in circulation? Why did the other papers fall so far short in coverage?

R. M. REPRESENTATIVE: In the Fall of 1922 RADIO MERCHANDISING secured the cooperation of a syndicate of radio jobbers who cooperated with us in securing this splendid coverage of the field. They subscribed for every worthwhile retailer in their territory, and the combined lists of these jobbers gave us the most complete list of radio retailers.

SPACE BUYER: But how did you secure this jobber cooperation?

R. M. REPRESENTATIVE: We made our arrangement with a leading jobber in each zone. This jobber contracted to pay us for the mailing of a copy of RADIO MERCHANDISING each month to every retailer in his territory, and we in turn gave this jobber exclusive use of our jobber advertising pages in his territory.





SPACE BUYER: Is this the plan on which RADIO MERCHANDISING is now being published?

R. M. REPRESENTATIVE: It is, with a broadening of its application. We have secured since the inauguration of our plan the cooperation of these jobbers, and in January, 1925, with the endorsement of all of our jobbers, we broadened the scope of this jobber cooperation to permit of the participation of all well-rated jobbers in the eighteen merchandising zones of the United States.

From a group of 15,000 in 1922, the army of radio retailers has grown tremendously. Very naturally our syndicate of twenty-two leading jobbers could not cover all the retail outlets, and so we expanded our plan, retaining the basic and fundamental idea of giving the jobber his place in the book, and thereby guaranteeing for ourselves, and our advertisers, very real and substantial jobber cooperation.

SPACE BUYER: That is a mighty powerful argument on behalf of your book. Is there any other trade magazine in the radio field that enables the jobber to tie-up in this way with manufacturers' national trade campaigns?

R. M. REPRESENTATIVE: No, Sir. We're all alone in rendering this service. If a jobber uses any other radio trade paper, he has to use it nationally, with its consequent waste of circulation. For the three or four thousand dealers he wants to reach, he has to pay the full tariff.

SPACE BUYER: But how does the jobber know that you are reaching all his customers and prospects?

R. M. REPRESENTATIVE: In this way—Our mailing list in each zone is a composite list of all the individual jobbers' lists, carefully checked in our office, and the total mailing is guaranteed by post office receipt.

SPACE BUYER: But what assurance has the national advertiser—the manufacturer—that he is covering all the retail outlets—straight radio, electrical, automotive, phonograph, sports goods, etc.?

R. M. REPRESENTATIVE: Our zone advertising includes that of the radio jobber, the radio-electric jobber, the radio-automotive jobber, the radio-phonograph jobber, and the radio-sports goods jobber. The composite mailing lists of such jobbers very naturally gives us a complete retail list.

SPACE BUYER: Then you put behind a manufacturer's advertising campaign all the jobber interest that he could possibly secure.

R. M. REPRESENTATIVE: Yes, and a little more. We put behind the manufacturer's campaign what is more important—"jobber censorship." By this we mean that a dealer has to be a real dealer.





and a real prospect, before his name goes on the jobbers list—and consequently before he goes on our list. In effect we have several hundred jobbers, and a few thousand jobbers' salesmen checking the liveness of our lists all the time.

And we have jobber dollar-endorsement. He pays his good money to advertise in our book. More jobber advertising dollars are paid to RADIO MERCHANDISING each month than to any other radio trade paper.

SPACE BUYER: Then, in as much as all radio manufacturers recognize the jobber in their plan of merchandising, it would seem to be difficult for him to find a way of not using your book.

R. M. REPRESENTATIVE: That's how we see it! And there is one other phase of our plan that is of vital interest to the manufacturer. It often occurs that sales, for some unfathomable reason, become sectional. A product may be selling well in the East, and demand may be slow for it in the Middle West or West. RADIO MERCHANDISING'S plan permits of a manufacturer using space in the special zone section of any zone edition of RADIO MERCHANDISING to help his local jobber in the pepping up of sales. He can use a page, a two-page spread or a four-page spread in any zone where his sales are not up to standard, and thus focus the attention of all of the retailers in that zone on his merchandise. In this way he cooperates effectively with his jobbers in that zone and quickly brings his sales for that zone up to the point that he wants.

SPACE BUYER: Well, I guess I'm about sold on your plan of publishing; let's see your rate cards—zone and national.

R. M. REPRESENTATIVE: But, my dear sir, in the parlance of the "twice a day," you don't know the half of it. Our service to advertisers doesn't stop there. We cover the national field for him more completely and effectively than any of our contemporaries, but we don't end there. We are constantly on the lookout for markets for the American market abroad. In 1924 we sent out twenty-four trade information letters to our advertisers, calling attention to foreign opportunities. Quite a few of our advertisers cashed in on these sales opportunities.

We started 1925 going merrily by supplying our advertisers with advance proofs of an article on the British market, which only became available January 1, 1925—after being closed for two years. Since then we have told our advertisers of sales opportunities in Australia and New Zealand and Mexico. On an average such a trade letter goes out twice a month.

On the national market, we sent out every week, a multigraphed report on "Advance Tips on New Dealer Outlets." This lists all





new dealers coming into the field, and enables our advertisers to be the first to reach them with their catalogs.

In addition to these two services by mail, we maintain for our advertisers a Merchandising Exhibit. This is installed in our New York headquarters, and is visited by radio dealers, jobbers, and foreign buyers visiting America. This exhibit service is free to our advertisers—and only our advertisers can use it.

If there is any other service we could render our advertisers, and are not, we don't know what it is; and as soon as we discover the omission, it will be immediately remedied!

SPACE BUYER—(Looking at a copy of **RADIO MERCHANDISING**): I like the appearance of your book, and the editorial material seems to be of practical value.

R. M. REPRESENTATIVE: Yes, we're quite proud of it. And its handy size means that it goes into the dealer's pocket for quiet perusal and study in his home.

We set up for ourselves a pretty rigid standard when we started, and we've carried right through. Publicity material, "trade boost" have not had a place in the picture—and they won't ever. We give the retailer the kind of stuff that he could put right to work to make more dollars out of his business, and the letters we get tell us they like it.

SPACE BUYER: Well—I guess you have just about covered everything that there was to cover.

R. M. REPRESENTATIVE: We've tried to make it a cross section of the industry, and with so many different types of retailers that hasn't been so easy. But we think we have given the radio man, the electrical man, the hardware man, the phonograph man an equitable share of our editorial space.

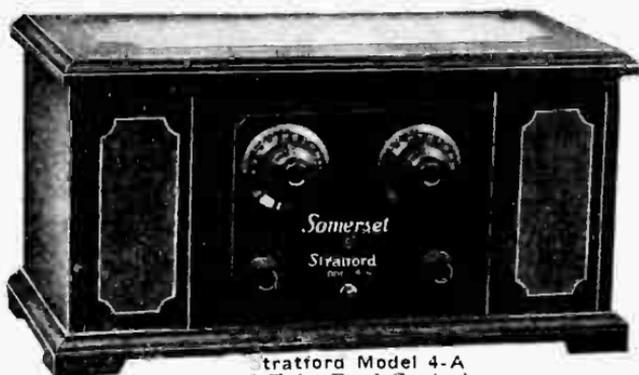
SPACE BUYER: And your editorial material—how do you get that?

R. M. REPRESENTATIVE: All our contributory editors are men and women of practical merchandising experience. Their writing is backed by that knowledge which comes from passing merchandise over the counter. They are located all over the country, constantly on the lookout for things of interest to our readers. In practically all cases their radio material appears exclusively in **RADIO MERCHANDISING**.

SPACE BUYER: And, now, how about rates?

R. M. REPRESENTATIVE: The rate per thousand on the national edition is lower than in any other radio publication—and no other one can serve in zone advertising as can **RADIO MERCHANDISING**.





Stratford Model 4-A
4 Tube Dual Control

The Hit of the Season

RADIO history has no equal to the immediate country-wide reception accorded the superb Somerset Line. Exceeding wildest expectations, a swelling flood of orders shows that Somerset quality and value have been recognized on sight. Never before have radio sets so quickly captured public favor. They are challenging the sales leaders in all parts of the country and enthusiastic dealers are wiring duplications. Somerset has set a new pace in quick-selling—and easy selling. The illustration shows but one of the four attractive models—there's a style and price to suit every demand.

Have you seen the Somerset Primer? It's a unique book on radio for your customers. Write for sample copy and prices on quantities imprinted with your name.

SPECIFICATIONS

A superior four tube, tuned radio frequency receiver—two dial control—operates on storage battery or dry cells. Automatic filament control insures long life of tubes. The finest "low loss" condensers and the famous SOMERSET Calibrated Transformers are features. "A" and "B" battery space is provided in the handsome two-toned mahogany finish cabinet. Size 21x15x11 inches.

NATIONAL AIRPHONE CORP.

16-22 Hudson St., New York

\$65

Somerset
Radio Receivers



NEUTRODYNE—*for Selectivity*



Name your station— NEUTRODYNE will get it for you if it's on the air

WITH a Neutrodyne radio receiver all the air is like a great telephone switchboard. You decide *what* you want to hear, turn the dials to predetermined numbers, and in rolls the station—provided the waves from that station are reaching your neighborhood.

Just as definitely as the telephone operator "plugs in" at a certain place on the switchboard to get either a local or a long-distance number. Carrying the analogy further, you will always get the same station with the same dial-setting, even as the operator of the switchboard uses the same number for a repeat call. Neutrodyne—*for Selectivity!*

Quality Reception

The Neutrodyne excels in *Tonal Quality*. It brings you programs from miles away with perfect fidelity to the original. The liquid notes of the flute; the deep bass of the tuba; the mellow croon of the violin; the high "C" of the soprano—all are reproduced as faithfully as though you were present at the concert yourself, *wherever* the concert may be.

Nor does the Neutrodyne offend the delicately attuned ear of the aesthete. It creates no squeals and cat-calls to annoy you or your neighbors. Be assured of this—if all radio receivers were Neutrodyne, there would be no squealing! That is an exclusive feature of the Neutrodyne system of radio reception.

Neutrodyne for long range

Is it the thrill of *Distance* you enjoy? You may take it for truth that, if you can't get a station with Neutrodyne, nobody can with *anything*. Yes—Neutrodyne will bring in the distant stations. Neutrodyne uses either wet

or dry batteries, and either outdoor or indoor aerial.

In a word, the greatest feature of the Neutrodyne system is its absolute *Dependability*. You may plan your radio concert with perfect assurance. For Neutrodyne never disappoints. It never embarrasses. You don't have to alibi that "It never acted that way before." You may buy a Neutrodyne receiver with the same confidence that you would put in a fine piano. And, incidentally, with as little fear of its ever becoming obsolete!

Neutrodyne followed broadcasting

Neutrodyne was developed in 1922, after modern broadcasting was established. The three other major receiving systems were invented *previous* to broadcasting. They were made first for dot-and-dash code (radio telegraphy) and adapted later to broadcasting. Neutrodyne was specifically designed to receive the broadcasting of music and speeches. It did not have to be "adapted."

In order to protect the public from fraudulent Neutrodynes, the Hazeltine Corporation was formed, and Professor Hazeltine entrusted his great idea to just fourteen hand-picked, licensed manufacturers. These fourteen radio builders are grouped into one association, known as the Independent Radio Manufacturers, Incorporated. No other manufacturers may use the genuine Neutrodyne principle! Look for the Neutrodyne label on the set you buy.

Hazeltine Corporation
(Sole Owner of Neutrodyne Patents and Trademarks). Independent Radio Manufacturers, Incorporated (Exclusive Licensee of Hazeltine Corporation).

If it hasn't this label,
it isn't a Neutrodyne.
It is there for your
protection.



NEUTRODYNE Perfected Radio

Speaking of "Selectivity"—



SUCH advertising as that reproduced here-with (greatly reduced) is bound to focus public selection on Neutrodyne. This is the third advertisement in the gigantic advertising campaign now running to make "Neutrodyne" the best known and most respected name in all radio.

The tremendous financial resources of the fourteen Neutrodyne manufacturers, their unequaled combined experience, are behind this advertising to the limit.

See that you get the most out of this great effort by studying Neutrodyne yourself; by stocking genuine Neutrodyne sets, identified by the official label; by talking Neutrodyne when people come into your store. This advertising will either help you or it won't. You yourself must decide that!

Hazeltine Corporation (*Sole Owner of Neutrodyne Patents and Trade-marks*). Independent Radio Manufacturers, Incorporated (*Exclusive Licensee of Hazeltine Corporation*).

Comprising the following firms

American Radio & Research Corp.	Howard Manufacturing Company, Inc.
F. A. D. Andrea, Inc.	King-Hinners Radio Co.
Carloyd Electric & Radio Co.	Wm. J. Murdock Co.
Eagle Radio Company	Stromberg-Carlson Telephone Mfg. Co.
Freed-Eisemann Radio Corporation	R. E. Thompson Mfg. Co.
Garod Corporation	Ware Radio Corporation
Gilfillan Radio Corporation	The WorkRite Mfg. Co.



NEUTRODYNE

Perfected Radio



Airo

AIRO-MASTER is manufactured by a strongly financed company with production facilities that assure immediate deliveries. Under our merchandising policy, jobbers and dealers will be given protected territory for the **AIRO-MASTER** line. Territory is being assigned rapidly, so we suggest that you write or wire promptly for full information.

\$ 60
Master
**5-Tube
Receiver**

AIRO-MASTER offers the jobber, the dealer and the consumer the greatest dollar for dollar value in radio today. Not only in appearance but in materials and workmanship it is in the class of quality sets. Yet volume production and the latest methods of manufacture enable us to price it within the reach of every home in America. The combination of quality and modest price make it a fast moving receiver, with big repeat business and resulting increased profits for AIRO-MASTER dealers.

Manufactured and Guaranteed by
Airo-Master Corporation
227-239 West 17th Street
New York City

CROSLEY 51-SPECIAL AND NEW TRIRDYN

51 Special
\$23⁵⁰
2 Tube

The
Biggest Selling
Radios
in the
World

Regular
\$55
Sloping Panel



Easy to Sell

People ask for Crosley Radios by name. All you have to do is to give them the model they request and then equip it with the necessary accessories.

Your selling expense is cut to a minimum. Your turn-over is greatly increased. Your profits are greater in the end.

Handle Crosley Radios. They Sell Themselves. Priced from the one-tube Model 50 at \$14.50 to the new Trirdyn Special with sloping panel at \$65.

Prices West of Rockies—Add 10 Per Cent

Write for Complete Catalog

The Crosley Radio Corporation

Powel Crosley, Jr., President

339 Sassafras St.

Cincinnati, Ohio

Crosley owns and operates Broadcasting Station WLW

RADIO

Merchandising

THE MAGAZINE OF THE RADIO TRADE

Registered U. S. Pat. Office

G. DOUGLAS WARDROP
EDITOR

VOL. 4

MARCH, 1925

NO. 6

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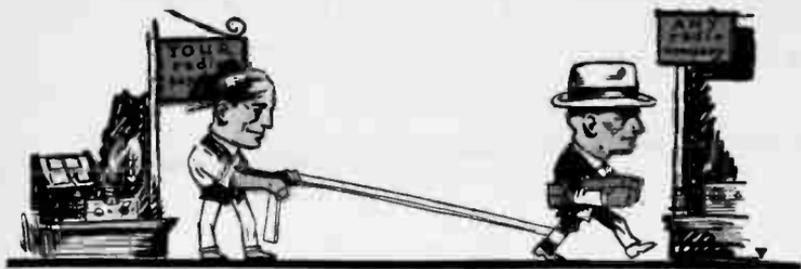
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243 West 39th Street, New York

Telephone: Pennsylvania 7966-7

Printed in United States of America



Bring Him Back

Sell the fan nothing but high-grade parts—help him with his problems and he will come back to your store and keep on coming back.

IT doesn't pay to sell cheap radio parts — particularly cheap radio panels. Cheap panels warp, and are a general source of dissatisfaction.

Sell the fan a good reliable panel like Celoron—a panel that will help him increase the efficiency of his home-made set.

Celoron Panels do not soften with heat or deteriorate with age as do rubber and composition panels. They never split, warp, or discolor. They retain their beauty and their insulating properties indefinitely.

If you have not handled Celoron, order a trial assortment of panels and tubing. Then you will be able to judge for yourself the high quality of this dependable insulating material.

Celoron is used today, by leading radio manufacturers and by radio fans all over the country. It is well-known and well-advertised.

Get in touch with your distributor or write us for prices on Celoron, sheets, panels, rods and tubes.

Diamond State Fibre Company

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

Wherever you see a factory chimney, there are countless electrical and mechanical uses for Celoron and Diamond Fibre.

Bridgeport, Pa., and Chicago, Ill.
Toronto, Can.

Celoron tubing has all the strength and insulating properties of sheet Celoron.



Say you saw it in Radio Merchandising



Who's Being Fooled?

When an Out and Out Radio Retailer Puts "Wholesaler and Retailer" on His Stationery

By *Doug Wardrop*



ERY often we see on the stationery used by concerns that are very obviously retail radio dealers the caption, "Wholesale and

Retail Dealers in Radio." What is the purpose? Whom do they expect to impress? It certainly is not clear on the face of it. Is it an attempt to mislead the firms they buy from? If it is, it is a poor one, for such people have ways and means of knowing whether they are wholesalers or not, even though the quantity of merchandise might not be a criterion as to "wholesale" or "retail" rating. If it is intended to impress their customers, again they fall short of their expectations because the folks buying at their store do not need to be told—they are well able to judge for themselves. Then, who's being fool-

ed? Nobody but themselves.

In the scheme of merchandising radio, the retail merchant has a very important, and a very definite, function to perform. If he does his full duty, he is entitled to his reward, and he receives it. The title "Wholesale and Retail" when applied to a store that is strictly a retail store is one of the most far reaching influences in creating an undesirable condition in the effort at price maintenance. The retailer with a one price policy has accepted the strongest factor toward gaining the good will, on a lasting basis, of his customers. Let the dealer advertise the claim that he is "wholesaler and retailer" and he will find a one price policy absolutely impossible because his announcement invites haggling, and he consequently must either sacrifice prices or sales.

The "wholesale and retail" type of store, through its own double standard invites customers to try by subterfuge and pretense to get lower prices. The result of this is that the entire sales organization of the store is contaminated, and many times salesmen will give in to customers who claim to operate a news-stand or a shoe shine parlor, thereby claiming the status of "merchant." A legitimate retail store can stand on its own feet and can consistently maintain a one-price policy.

The radio jobber, who also retails, has greater difficulty in maintaining proper retail prices than one who is strictly a retailer. The jobber-retailer has two types of customers and it is a mighty hard job to draw a clean-cut line between them. He sells to both dealers and consumers, and there are some tricky customers who try at every possible opportunity to pose as merchants and in that way obtain lower prices.

The straight retailer has just

one type of customer, and he learns that the best way to handle that customer is to have a fixed standard for everybody.

It has been demonstrated beyond the shadow of doubt that a strict adherence to a laid-down policy of one price is the only policy on which a dealer can hope to build for permanence and soundness. It gains consumer confidence, without which no store can remain very long in business. Advertising quality and service and then having three or four prices is not at all satisfactory, and as word-of-mouth advertising is one of the retail store's greatest assets, and at the same time liabilities, it very quickly becomes generally known in any community when a retail store has a variable standard of prices. The tricky customer delights in telling his friends just how they can secure a lower price, and when that friend goes to the store he is either going to get the low price or there won't be a sale.



© Wide World
Willie Plant, America's premier walker, is a keen radio enthusiast, and his family share his enthusiasm.

The one price standard is the best friend of the radio retailer.

Back of it there should be consistency in buying, and at frequent intervals, so that his chances of serving his trade efficiently may be enhanced. Too many dealers wait until their stock of certain merchandise is shot to pieces, and then in their determination not to let it happen again they order too much.

Regular inventory is an essential to every dealer. It is deplorable when one visits some of the retail radio stores and sees their unbalanced, poorly selected stocks and listens to the arguments the customers use in trying to get better prices.

It is time for a lot of radio retailers to stop fooling themselves, operate strictly as retailers, give nobody a discount and adhere to a one-price policy.

She Builds Her Own



Gail Savage, of Brooklyn, New York, is a very successful radio builder. She has two inventions to her credit, a portable antenna and a combination amplifier and loud speaker. All over the country thousands of young women are building their own sets, and getting just as much fun out of it as the sterner sex. Too few dealers are watching the sales possibilities of this fact.



Pictorially



Robert Sielle and Annette Mills, noted English dancers, keeping in form to radio music in Central Park, New York.

© Underwood.



© Underwood

The new nineteenth hole? Down South golf clubs are entertaining their guests with radio music, and it's proving very popular.

Speaking!



====

Anna May and
Gloria McKenney,
cute child dancers,
practice regularly
to radio music.

© Fotogram.

====



© Underwood.

The morning setting up exercises are popular with Mrs. Harry West and her daughter Mary. Dad's a policeman so they've got to keep in line.

Tuning In

By DR. FRANK CRANE

IT has often been wondered what is the exact size of an object. You can hold it so close to you that it blots out the rest of the world, or it can be remote enough from you to be a mere speck in the distance.

What is its true size?

The obvious answer is that its true size depends upon its right position. All size is relative and depends upon other objects around.

The proper position for a bookcase is across the room against the wall. It is not intended to be in the remote distance nor too close to the eye.

There are some people who look at everything through inverted opera glasses. These people have a contemptuous view of the world, and everything seems to them out of proportion. They are constantly caviling and finding fault.

It should be remembered that fault can be found with anything that is not in its right place.

Truth is relative.

The thing to do is to look with one's normal vision and to look at things in their right place.

There are some people who see pleasant things all around them. The people they have to do with are agreeable, and their reaction upon life is agreeable.

These people look at things in their right proportion. Their vision is normal.

Often things take for us a size that they do not deserve to have because they are out of relation to other things. There are things that worry us and cause us much concern. The trouble is that we see them either magnified or minified. In their right place they would not alarm us. All life is a matter of adjustment.

The air all around us is full of melody. Ordinarily we do not hear it, but if we were to bring a radio into the room and tune in properly the sensitive wires of the machine would pick up the unheard harmony. We cannot hear it unless we tune in.

So there is much melody and beauty for those souls that are in tune with the universe. They hear and see things that are inaudible or invisible to other people.

Very often a moral or spiritual thought, idea or emotion is not perceived by a critic simply because he is not attuned to it. If his nature were such that he could pick up the vibrations of it he would speedily get it. The trouble with most of us is that we are not in tune with our environment.

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Eveready means more *and* easier sales

Avoid slow-moving merchandise. Handle only the best goods. Concentrate on nationally advertised lines.

"With these principles in mind," writes Mr. E. F. Hickey, of the Hickey Electric Co., Atlanta, Ga., "I decided to concentrate on one make of 'B' Battery, and my selection was Eveready.

"The results of this policy have more than met my expectations. I have sold more 'B' Batteries and with less sales resistance than ever before. It certainly pays to handle the product that is generally regarded as being the best, that is

well advertised, and then push it for all it is worth. 'B' Battery business is a substantial part of any radio dealer's business, the battery is vital to the set. . . . To build up a profitable radio battery business the first requisite is to handle the Eveready line."

Sound merchandising principles are leading dealers everywhere to sell Eveready Radio Batteries for the satisfaction they give and the profits they bring.

Manufactured and guaranteed by
NATIONAL CARBON COMPANY, Inc.
 New York San Francisco
 Atlanta Chicago Dallas Kansas City
 Canadian National Carbon Co., Limited
 Toronto, Ont.

EVEREADY

Radio Batteries

-they last longer

EVEREADY HOUR EVERY TUESDAY at 9 P. M.
(Eastern Standard Time)

For real radio enjoyment, tell your customers to tune in the "Eveready Group." Broadcast through stations

WEAF New York	WEEL Boston	WCAE Pittsburgh
WJAR Providence	WFI Philadelphia	WGR Buffalo

Say you saw it in Radio Merchandising

**Balkite Battery
Charger.**
For charging
6 volt storage
batteries.
Price \$19.50
\$20 West of
Rockies
\$27.50 in
Canada



Balkite "B"—
replaces
"B" batteries
or dry cells.
Operates from
light socket.
Price \$55
\$75
in Canada

Balkite Radio Power Units

Balkite Radio Power Units supply constant uniform voltage to both "A" and "B" radio circuits and increase the power and clarity of any set. The Balkite Charger charges storage "A" batteries. Balkite "B" replaces "B" batteries entirely and supplies plate

current from the light socket. Both the Balkite Charger and Balkite "B" are entirely noiseless. They are based on the same principle. Both have demonstrated their entire success over a long period of time. Both are free from service trouble, well advertised and fast-moving.

FANSTEEL **Balkite** Radio Power Units

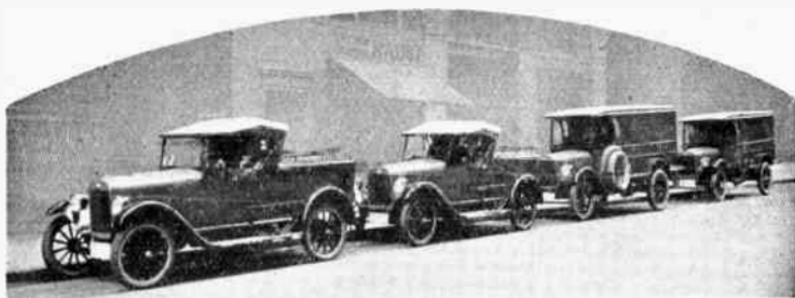
BALKITE BATTERY CHARGER—BALKITE "B" PLATE CURRENT SUPPLY

Factory Representatives

- | | | |
|---|---|--|
| The Ekko Company
111 W. Monroe St.
Chicago, Ill. | J. P. Rainbault
30 Church St.
New York City, New York | Wood & Lane
915 Olive St.
St. Louis, Missouri |
| Chas. F. Saenger & Co.
942 Prospect Ave.
Cleveland, Ohio | Detroit Electric Company
113 E. Jefferson St.
Detroit, Michigan | Thos. S. Hoy
719 McKnight Bldg.
Minneapolis, Minn. |
| A. S. Lindstrom
274 Brannan St.
San Francisco, California | Burndep, Ltd.
172 King St. W.
Toronto, Canada | Sparling-Markle, Ltd.
276 Smith St.
Winnipeg, Canada |
| Lombard J. Smith
324 N. San Pedro St.
Los Angeles, Cal. | Geo. H. Mair
95 Connecticut St.
Seattle, Washington | H. A. Killam
146 1/2 N. 10th St.
Portland, Oregon |

Manufactured by FANSTEEL PRODUCTS CO., Inc., North Chicago, Illinois

Say you saw it in Radio Merchandising



The four service and delivery trucks of the Haynes-Griffin, New York, store.

Making Radio Service Pay

*How New York's Most Successful Radio Dealer
Handles the Service Problem*

By Thomas O. Shearman

EVERY dealer of radio sets has been confronted with the problem of giving service with the sale of each set. Various methods have been tried, some with satisfaction, but more often the dealer has sadly realized that his system or lack of proper system has been the cause of great trouble and a considerable loss of money.

It seems quite plausible to believe that any radio dealer, no matter where located, can obtain worth while information from a description of a practical service plan developed by the most successful shop dealing exclusively in radio in the heart of the shopping district of New York City.

The store is Haynes-Griffin, Inc., with a large branch in Chicago working under the same service system. One may realize the important role played by service in these two stores from a statement made by G. R. Cronin, general manager, who remarked that service was the

heart of the entire organization and their tremendous growth of business was due entirely to the real honest service given to their customers.

Their plan is based on strict business principles, for they have long realized that it is impossible for any radio dealer to continually give service free. In fact, any dealer who promises such service to his customers and keeps his promises will undoubtedly find himself bankrupt, and if he doesn't keep his promises will find that he has lost the faith of his customers, which will lead him to the same end.

Their service department in New York consists of eleven highly trained men who were picked from over 250 applicants. These men are skilled in all branches of repair and installation work and have a complete knowledge of the different types of circuits and sets now on the market. Six of the men remain in the shop, which is equipped for all kinds of repair work.



For Phonograph Dealers and jobbers who are selling them

THE TAYLOR INSET is the greatest radio development thus far for the phonograph merchant. It is an extraordinarily fine four tube receiver, beautifully made, so compactly manufactured that it fits into any phonograph having 13 inch record shelves without marring the phonograph in any way. Simply remove the two top shelves and slip inset in place. Cabinet contains all batteries.

Taylor Inset stops the "trade in" evil at once, and saves the customer. It furnishes the merchant a beautiful radio set to sell to the buyer who already has a fine phonograph and is interested in another combination or an additional instrument for entertainment. Uses any good phonograph unit to utilize the phonograph tone arm and sound chamber as a loudspeaker.

The Taylor Inset is an extraordinary value as a radio set. It fits into and supplies a great need for the phonograph merchants and is perhaps the most profitable radio specialty the jobber can supply them, or that they can sell.

List Price \$85.00

Jobbers and dealers write for discounts.

Taylor Radio Company

1218 CHESTNUT ST.

PHILADELPHIA, PA.

After All—

The Neutrodyne
is the Biggest
Selling Receiver

and

The Biggest Sell-
ing Neutrodyne
is the

*Freed-
Eisemann*



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

Say you saw it in Radio Merchandising

while the other five do the actual installing of the sets.

Each of these men has his own repair car to travel to and from the customer's home, and by this means quick service is assured throughout the city and its outlying districts. However, their service is not restricted to this locality, but extends to all other nearby cities, and in these cases the train service is utilized.

The customer when upon purchasing a set in their store may have the same completely installed at a fixed rate of \$15.00 within the city or \$18.00 outside of the city limits. Of this amount \$10.00 is for the service man's labor, time and traveling expenses, while the other \$5.00 is for the material used in installing such as the aerial and ground equipment.

It is their policy that the material used shall be of the best obtainable and they guarantee the buyer that the installation will pass all of the Fire Underwriters' rules. This means that in many cases the repair man must make two or three visits and changes before the inspector passes on the installation.

All the sets sold are guaranteed against defects or trouble originating in the set for a period of one year. If within that time trouble should occur which was due to a defect in the set itself and cannot be repaired by the service man a new set is installed free of charge, while the defective one is in most cases shipped back to the manufacturer for repairs. Such a policy, while costing money, meets with the customer's approval, and in the end pays. If, however, the service man finds that the trouble has been caused by the customer's own carelessness, the traveling expenses, labor and repairs must

be paid for by the customer. But every dealer knows how difficult it is to convince a purchaser that the set's failure to operate was due to some unwise tinkering with the same and for this reason over 65 per cent of the Haynes-Griffin service is given free of charge. When the case fully justifies the customer's fault a standard charge of \$1.50 per hour, plus the traveling expenses, is made.

Another service plan which has been of great success is the seven days' free trial, which allows a person to buy a set with the understanding that at the end of seven days, if the results have not been entirely satisfactory, the set will be removed and another put in its place. After trying out two or three different kinds of sets the results are still poor, the customer is convinced that he is located in a dead spot, the money he paid on the set is refunded, and the only cost is the \$15.00 installation charge. This plan works exceptionally well in the large cities where poor reception conditions are quite numerous and protects the buyer from being stuck with a set which does not operate in his specific locality. Another advantage of this plan is that the customer first buys a medium priced set, and if, when installed, it is found that the local conditions prevent the set from giving the required results a more expensive and powerful set is substituted, with the result that it is able to pull the stations through, and in the majority of cases the set remains and the additional cost is gladly paid.

Their service system is also extended to that large group of radio fans who rather build their own sets, and a large volume of the business is done in knock-down kits and parts. For the

Investigate—

Gold Medal

five sixty

RADIO RECEIVER



The Gold Medal "Five-Sixty" is a five tube radio receiver employing 2 stages of tuned radio, detector and 2 stages of audio frequency. It is scientifically built, each part being thoroughly tested individually before assembling, and undergoing as a second test, a rigid examination as a complete unit.

The Gold Medal Receiver is guaranteed to perform perfectly for one year, providing the manufacturer's seal is unbroken.

\$60⁰⁰

*Distributors' territories are
now being subdivided.*

Manufactured and Guaranteed by the

Gold Medal Radio Corp.

22 East 21st St. New York, N. Y.

CALEDONIA 7740

Say you saw it in Radio Merchandising

benefit of these buyers one part of the store is kept as a free service bureau for those who experience trouble in the building of their sets. An experienced technical man is in charge of this department and gladly gives helpful suggestions pertaining to the improvement of the sets.

A counter test is also given to any home-made set for the normal sum of \$1.00. This includes the testing of the complete circuit for any short or open circuits. If any serious trouble is discovered the set may be sent to the repair shop, where the set will be repaired, the charge for such service being \$2.00 per hour for the labor and an additional cost for any new material.

Service is also extended to the purchaser of vacuum tubes which is of real benefit. Such tests in the past have been more or less of a farce. Inasmuch as the unsuspecting buyer enters a radio store and asks for a cer-

tain type of vacuum tube, he is then allowed the privilege of gazing upon a group of electrical meters, the needles of which go through a series of gymnastics when the tube is tested. The salesman then assures him that the tube is par excellent and he leaves quite pleased, only to find when trying it in his set that it is a dud. The tester used by Haynes-Griffin really tests and matches the tubes, and, while they sell them at nearly list price, the buyers are only too glad to pay this, knowing that they have a good tube.

All of this service, while based on a business plan, does not pay directly. In fact, it averages a considerable loss, but the effect of the same upon the rest of the business means a tremendous profit, and the success of the whole organization depends upon the continuing of this service. There is but one way in which the dealer can give such kind of service, and

(Concluded on page 127)



© Keystone.

A well utilized corner of a store where space has to be used economically.



The
Successful
Link
Between
Radio
and the
Talking
Machine

DULCE-TONE is the only unit which perfectly adapts the original "balance" of the talking machine's reproducer to radio. Large volume sales by dealers everywhere *prove Dulce-Tone's success.*

Retail price, \$10.00. (In Canada, \$14.00)

THE TEAGLE COMPANY
1125 Oregon Ave., Cleveland, Ohio

Canadian Distributor:
The Otto Higel Co., Ltd., Toronto

Dulce-Tone



The Feminine Element and Sales

*Practical Pointers on How to Cash In on the New Trend
in Merchandising Radio*

By W. F. Crosby



FEW years ago a radio set in the home meant frequent arguments with the lady of the house, and cases even came up where suits for divorce were occasioned by differences of this kind.

The husband was so engrossed with his radio set and his long distance reception that frequently the wife was sadly neglected. In some cases "hubby" would come home from work, eat his supper and sit down before the radio set, never speaking a word until he finally went to bed during the small hours of the morning.

This condition is passing into radio history, and today we find the women becoming more and more interested in radio. Do not be misled into believing that the ladies like only completed sets, because this is not always the case. An analysis of the

mail received by a large newspaper which devotes considerable space to radio shows that about 20 per cent of the letters come from women. This percentage is about evenly divided between those who want to buy a complete set and those who want to make up a receiver.

This interesting condition of affairs has only come about in the last six months or so, and from general observations it seems that the trade in general has not realized the importance of the feminine element as yet. In other words, no direct appeals have been aimed at the women radio fans.

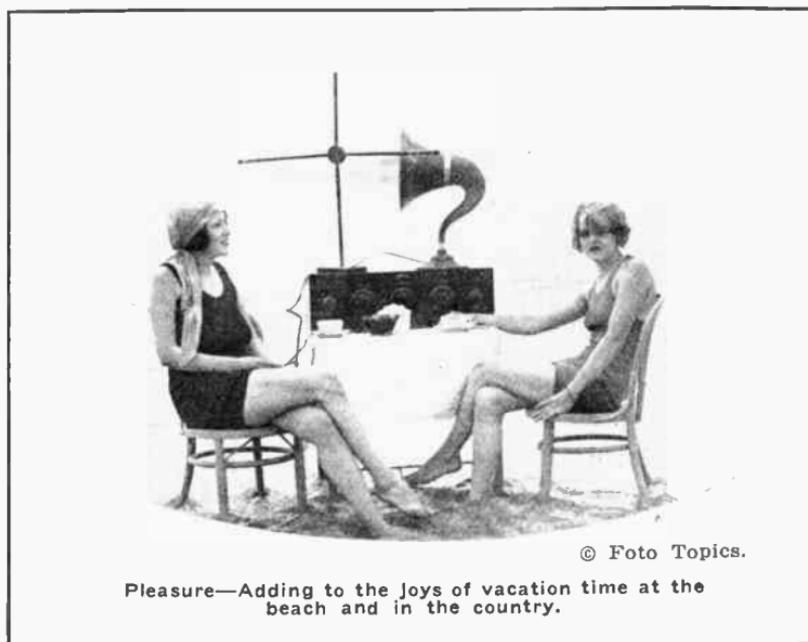
Here is a field where there should be a goodly profit to be secured by enterprising radio dealers. Without doubt the radio stores in the business sections of the cities will do business mostly with the men, but those located in the smaller towns and the residential dis-



tricts of the cities should be able to keep the cash register ringing with sales to feminine customers.

However, all this will take

educational work and appeals either by direct mail or through the local newspapers, but sooner or later some dealer is going at it right, and he will profit to no



small extent. Of course the woman will usually want a set which will be an ornament to the house, and for this reason the stores located in such districts should take particular pains to have several styles of the present day ornamental radio set in stock. The cabinet and general "looks" of the receiver will have a lot to do with selling the women radio, especially in localities where well-to-do families reside. Already one hears housewives talking about some new and beautiful radio set that has been recently purchased by one of the families.

There are several things to be observed in selling radio to the ladies. Among these are plenty of patience both in selling and after the set is installed. The salesman should be courteous and willing to explain in non-technical language just why a certain set would be the best. Technical terms should be strict-

ly omitted from conversation, as these will generally only confuse to such a degree that the sale may be completely lost.

The biggest point in selling to this element, though, is the bargain. Don't fail to overlook this feature. Of course this does not necessarily mean a cut in price, but such a service as free installation or care of the set extending over a period of several months. Possibly a direct mail campaign directed at the women and telling of some "special sale" in radio sets might prove to be a fruitful venture.

There is absolutely no doubt but that women as a general class are interested in radio, and they will become more and more so as radio gets older and the broadcasting programs improve. No dealer can afford to overlook this end of the selling game, and those who are the first to take advantage of it will probably reap a rich harvest.

Estey Joins Priess Radio

F. Clifford Estey, one of the best known sales executives in radio, has been appointed sales manager of the Priess Radio Corporation of New York City.

* * *

Rey Promoted

O. W. Rey, formerly in charge of the wholesale record division of the Aeolian Company, has been appointed general manager of the wholesale radio division of Aeolian.

* * *

Colonel Mapes Promoted

Colonel S. Herbert Mapes has been promoted to the vice-presidency and sales managership of the Jos. W. Jones Radio Manufacturing Company of New York.

Newport Factory Enlarges

The Newport Radio Corporation of New York, manufacturers of Newport receivers, have recently acquired considerable additional factory space at 250 West Fifty-fourth street.

* * *

Lansell Joins Gross & Brennan.

Harry Lansell, formerly associated with the Blackman Instrument Sales Corporation, has joined the sales staff of Gross & Brennan, Inc., manufacturers' representatives, with headquarters in New York.

* * *

Silverton With Triangle

H. I. Silverton has recently been appointed sales manager of the Triangle Radio Supply Company of New York.

AMPLION

*The World's Standard
Loud Speaker*



THE AMPLION DRAGON, AR-19, \$42.50

**Created by the Originators and
Oldest Makers of Loud Speakers**

ALFRED GRAHAM & CO., London, England
A third of a century of loud speaker experience explains why The Amplion is the world's largest seller—the reigning favorite in all quarters of the globe. **Hear it—in comparison!** You will agree it deserves first place! Some U. S. territory still open. Write for proposition.

All prices slightly higher in the far west.



The Amplion
Junior DeLuxe
AR-114 \$37.50



The Amplion
Junior Model
AR-111 \$24.00

**THE AMPLION CORPORATION
OF AMERICA**

Executive Offices:
Suite Y, 280 Madison Avenue,
New York City

Canadian Distributors:
Burndepot of Canada, Ltd.,
172 King St. W., Toronto



Amplion
Phonograph
Units
\$19 and \$25



Amplion
Dragonfly
Model AR-102
\$13.50

Say you saw it in Radio Merchandising

An Excellent Way to Demonstrate Loud Speakers

By William F. Crosby



AN ingenious device has been worked out by a radio dealer in downtown New York, whereby he is able to test out a half dozen loud speakers without more exertion than that entailed by throwing a simple switch.

The diagram presented herewith shows just how the back of this little device looks. Plug in the regular cord on the set to be used and then throw the switch back and forth until you have hit the loud speaker which pleases the customer the most. The device is so simple that it is remarkable that it has not come into more general use.

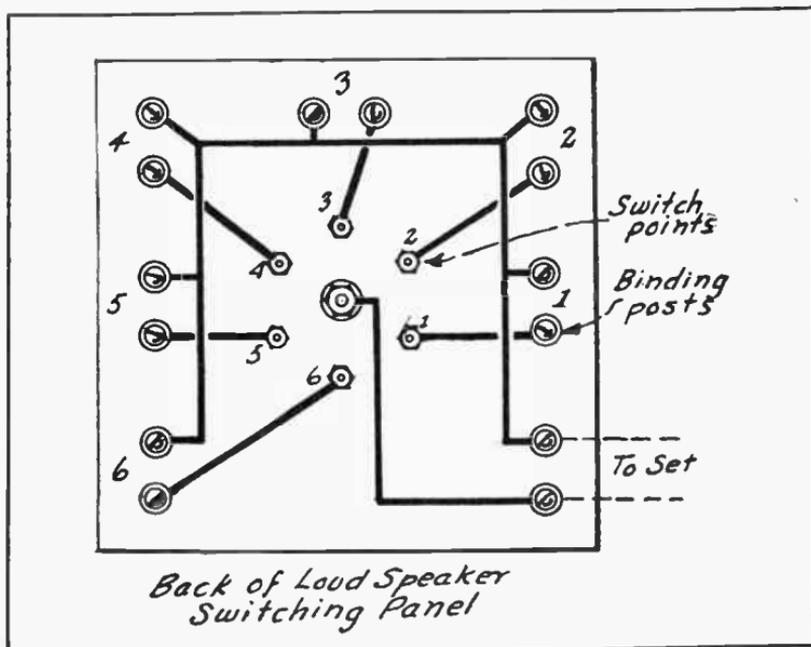
The panel is seven by ten, with the switch mounted in the

center with a row of binding posts around the outer edge where the different speaker cords are fastened in place. Each set of binding posts are numbered to correspond with a numbered switch point in the center of the panel.

Now suppose we connect six loud speakers, one to each of the sets of binding posts. The radio set is connected at the place marked, and as the switch blade in the center of the panel is turned about each one of the loud speakers is put into operation, one after the other.

The wiring is simplicity itself, one of each pair of binding posts on the outer edge being fastened to the long wire which runs around three sides of the

(Concluded on page 127)





MODEL XV. Two stages tuned R. F. detector and two stages A. F. Simplified tuning on two dials. Stations are always found at the same dial setting. The volume is under control and the tone is musically pure. Retail \$142.50 without accessories.

*Too many stations? Too much interference?
Greater selectivity is the answer.*

You'll find it in the new

KENNEDY MODEL XV

EVEN when the air is crowded with powerful local broadcasting, Model XV will cut right through and bring in distant programs.

Stations may interfere with each other as badly as they do in Chicago, but Model XV will sort them out and bring in any desired one without a trace of the others. There is no harder test for the selectivity of any receiver than Chicago conditions.

Sharp tuning has become absolutely necessary to the enjoyment of radio. The Government is receiving many applications for new broadcasting licen-

ses. Your customers rely upon you to recommend a set that will separate stations completely, not only on present wave bands, but also on the *shorter wave lengths* that may be assigned to relieve congested broadcasting. Model XV receives perfectly on all wave lengths from 200 to 600 meters.

Your customers will thank you for urging them to buy the Kennedy Model XV. If you are not a Kennedy dealer, but would like to handle a line that is never freakish but always in the forefront of sound radio engineering, we would like to hear from you.

THE COLIN B. KENNEDY COMPANY *Saint Louis*

The Royalty  of Radio

2020-3

Say you saw it in Radio Merchandising

World Radio History

POTASH AND PERLMUTTER

DISCUSS

STARRING THE RADIO SET

THE MODERN SIX TUBE THESPIAN

By MONTAGUE GLASS

“ SEE where there's been a big kick made by actors and managers against the idea that the Metropolitan Opera House should broadcast Opera by radio, Mawruss." Abe Potash observed the other day.

"Well, there should ought to be a line drawn somewhere, Abe," Morris Perlmutter remarked. "Just because in a moment of weakness, or something, a man buys a radio outfit and sets it up in his home, ain't no reason why he ought be at the mercy of any one and every opera house which chooses to put its performances on the air. What are the police doing anyway?"



“Well, there ought to be a line drawn somewhere, Abe,” Morris Perlmutter remarked. “What are the police doing anyway?”

"But it ain't the cruelty of the thing which the actors complain of," Abe said. "It's the competition. Which the actors claim that if certain managers go to work and broadcast plays and operas, y'understand all the audiences would be content to stay home and hear plays instead of going to theaters to see them."

Before the Radio

"Well, maybe that wouldn't be such a bad thing for some actors, neither," Morris remarked. "Many an actor has got the voice for Hamlet, but ain't got the face or legs to match the voice. In the same way, Abe, there must be plenty of radio Romeos that don't look unlike Eddie Foy, and now they would all get a chance to broadcast poor Shakespeare, nebich, with the result that if the worst comes to the worst it would drive the radio audiences back into the theaters."

"Still, Mawruss, you must got to admit that if theaters broadcast plays, y'understand, the actor is up against competition, ain't it?" Abe insisted.

"That depends on what you call competition," Morris retorted. "Paper napkins is in a way competition for all-damash linen table napkins and aluminum teaspoons is a competing line with solid silver table ware, but so far as I could see, Abe, aluminum teaspoons appeal not so much to the old time customers of Fifth Avenue silver-smiths as to people who formerly ate with their fingers. In the same way, Abe, the man who now gets an evening's amusement out of listening to the radio was never exactly weaned away by it from paying nine dollars for a pair of orchestra seats from a Broadway speculator.

"What he used to be before he became a radio fan was either to go to sleep on the sofa between suppertime and bedtime, or at the very most, he got dragged out after an argument from his wife and children to

see for fifteen cents the eighth showing of a six reeler cut down to four on account of wear and tear by the name Worse Than Divorced."

"In fact, Abe, broadcasting plays by radio ain't so much competition as education," Morris continued. "Many a radio fan who hears a play on the air will be tempted to go to the theater, if only to find out whether or not a play is as bad as it sounds. As for grand opera, Abe, it's practically a hundred to one shot that if the Metropolitan Opera House should broadcast an opera everybody who hears it over the radio would be listening to his first grand opera, and in all probability his last. Maybe the grand opera managers don't realize it, but grand opera is an acquired taste which takes so long to acquire that practically one hundred per cent of the American people are immune to it."

One Good Feature, Anyway

"Then to my mind, Mawruss, the grand opera industry would be very foolish to make people acquainted with it at all," Abe observed. "Take myself, for instance, and so long as I don't have to go to it I feel that if anybody wants to listen to grand opera the poor fellow may be his own worst enemy, but at the same time this is a free country, and there's a great many ways for such a man to put in his evening which might be even more harmful, like committing loft robberies or holding up all-night drug stores. However, Mawruss, if I was God forbid a radio fan, and it was a case of

take grand opera or leave it, y'understand, then my feelings toward grand opera would be something else again. All somebody would have to do to get from me an initiation fee and annual dues would be to start a Society for the Prevention of Rigoletto or something, and I would work for even a Nineteenth Amendment to include not only grand opera, but also radio broadcasting itself."

"Well, be that as it may, Abe, one of the things which broadcasting plays by radios is going to do, y'understand, is to put the actor in his place," Morris declared, "which for years now actors have been claiming that the most important thing about the theater was the actors. Then after the actors came the stage hands and electricians. In the third and fourth place was the musicians and the ushers, and trailing behind the man who sold the tickets in the box office and the ladies who swept up after the show was the author with his play. But now it appears that the actors are saying that if the audience can hear the play over the radio they don't give a nickel for the actors and the stage hands, and, as for the ushers and musicians, they might just as well not exist at all."

New Masks for Actors

"In other words, Abe," Morris continued, "the actors now claim that the lines of a show, when spoken by a \$60 Cohen-Goldman Punkodyne six tube set, with three stages tuned radio frequency amplification and four stages of audio frequency amplification, are just as satisfactory to a member of the audience as the same lines spoken by a \$750 a week actor with three tuxedo suits, four divorces

and twelve weeks' arrears of alimony. It's already quite a come-down for the actor to make such an admission, and so far as I am personally concerned there's a great deal of truth in it, too."

"Furthermore, Abe," Morris went on to say, "I've been to a whole lot of shows where the play and the lines struck me as being fifty per cent discounted by the actors, and I've already seen performances of Romeo and Juliet where if the part of Romeo could have been played by a \$62.50 Broadiola set with two dial control, non-radiating, with receiving range only limited by location, y'understand, the lady who played the part of Juliet would have taken a whole lot more pleasure in her work on account of the love-making being more like it."

"Say, for that matter, Mawruss," Abe retorted, "the way actors swallow their lines instead of speaking them nowadays, it wouldn't do a bit of harm for most actors to wear for the benefit of the people in the last rows of the orchestra, one of them new type cone shaped horns over the nose and mouth. In that way, Mawruss, the audience might be able to find out what the play was about without being tipped off after the curtain fell by the more fortunate people who had paid a small fortune for two seats in the fourth row center."

"Well, I ain't got no complaint to make about some of our old time stars," Morris said. "They speak plainly enough."

"Then let them wear that cone shaped horn over their nose and mouth anyway," Abe concluded. "It might improve their looks."

(Copyright 1925 by the Bell Syndicate, Inc.)

·REG.U.S.PAT.OFF·
SUPERTRON
 ·A GOOD TUBE·

WATCH SUPERTRON — IT'S GOING TO BE THE GREATEST SENSATION IN THE INDUSTRY.



Capital brains and grief. Oh, yes! it takes a lot of grief to eventually produce a good tube and then the tube is no better than the organization behind it — Supertron has proven both — be sure it's a genuine Supertron — look for the trade mark.

Indeed a good tube verified to be so by a half million users and some of the best concerns in America. Supertron is a permanent tube — not a fly by night proposition — practicing a merchandising policy behind a trade mark that earned its high standing — deservingly.

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3.⁰⁰

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New Liberal Trade Prices

Each tube is rigidly tested by precision instruments and tried in Neutrodyne and Reflex circuits — guaranteed to you without abusing the word "Guarantee" if you are selling Supertrons you know what we mean, if you are not let us prove it to you — Write — Wire — Phone — Now.

The best factory representatives communicate.

SUPERTRON MFG. CO., Inc.

32 UNION SQUARE
 NEW YORK



© Underwood.

Radio in the Kindergarten is always welcome.

Rulings on Retail Radio Advertising

An Interesting and Instructive Summary of the National Vigilance Committee's Report on Radio Advertising

By Sewell Peaslee Wright

LVERY progressive radio dealer knows that it pays to advertise, and the tremendous majority of them know that it pays to advertise truthfully. A few of the "gyps" haven't found out this latter fact yet, but their days are numbered anyway, so we don't need to consider them.

This matter of advertising, and advertising truthfully, in the large sense of the word, is one that is mighty important, however, and since the radio busi-

ness has been in such a hectic state for the last few years, ever since broadcasting became popular, there has naturally arisen considerable confusion in regard to the exact meaning and proper usage of certain words and terms commonly used in radio advertising matter.

To standardize this, the National Vigilance Committee of the Associated Advertising Clubs of the World has looked into the matter carefully, and now presents its recommendations.

Going big!

Going big—the New Model Tungar. *Selling*—because of the name and fame of Tungar. *Selling*—because of the million ads a month in the biggest radio papers. And selling because of its efficient performance! It makes no disturbing noise. It will charge all kinds of storage batteries—all sizes—any make. And it requires no extra attachments. It is selling *fast*—for thousands of dealers. Put it to work for you!



Tungar
REG. U.S. PAT. OFF.
BATTERY CHARGER

*Tungar—a registered trademark
—is found only on the genuine.
Look for it on the name plate.*

Two ampere size List price
(East of the Rockies) \$18.00

Five ampere size—design
unchanged. List price (East
of the Rockies) . . . \$28.00

60 cycles—110 volts

MERCHANDISE DEPARTMENT

GENERAL ELECTRIC

GENERAL ELECTRIC COMPANY MERCHANDISE DEPARTMENT BRIDGEPORT, CONN.

Buy you saw it in Radio Merchandising

Before going further it might be well to state that the findings of this committee are accepted as a basis for rulings by the Better Business Bureaus of the country, and if you live in a city of any size, you are probably familiar with these bureaus and the work they have done to clean up the advertising columns of your local papers. By a careful perusal of the following suggestions, the reform you will be able to avoid trouble with your local Better Business Bureau, if you have one, and certainly will avoid any accusation of misrepresentation.

Perhaps the most common of all offenses is designating a tube as a WD 12, UV 199 or 201-A when it is not a Radio Corporation of American tube. These numbers, as well as the C 299, C 301-A and so forth of the Cunningham people and the DV 2, DV 3 and so forth of DeForrest, cannot be properly used to designate the tubes of any other manufacturer. It is not even permissible, in the opinion of the committee, to use the expression "201-A type" in designating a certain model of tube, not made by the Radio Corporation of America, for while the difference between a 201-A and a tube merely of the 201-A type may be perfectly clear to you, as a radio dealer, experience and experiment has proven that it is not clear to a majority of the public.

Instead of using these misleading designations to describe the tube you have to offer, it is suggested that you describe the tube by its characteristics; that is, the required voltage, the amperage, and whether it is a detector or amplifier or both, as the case may be. The tube situation is rather a ticklish one right now at best, and I would personally advise the radio deal-

er to be very careful with what he puts into print regarding the tubes he has for sale.

Next, the Committee lays emphasis upon the necessity for specifically designating store built sets as such, especially sets containing certain licensed parts and bearing the names of well known manufacturers of sets using the same circuits. To lead the public to believe that such a store built set was factory assembled would be misleading, and might lead to trouble and serious misunderstanding.

The trade has gradually grown to see the folly of quoting within any degree of definiteness the distance over which a set will work, and so the Committee's recommendation that "Claims for distance reception should in most cases be based upon average performance rather than upon some rare, exceptional feat" will not be needed by many readers of RADIO MERCHANDISING. It might be well to bear the point in mind, however, in case some exceptional DX work tempts you to claim more for a set than it is likely to do consistently in the home of the purchaser.

The matter of price reductions is not, unfortunately, confined to the radio industry. Comparative prices are the most argued-about point at most advertising clubs (I've been an officer in one for years, and know!), and it is hard indeed to lay down any hard and fast rules. It is evident, however, that a radio set that was worth fifty dollars two years ago, even though it has not been out of its original carton, is not worth fifty dollars today. Its circuit is antiquated, it is out of date, and it has not the value that it had when it was new. Don't offer it as a "\$50.00 set marked down to

8 REAL SETS

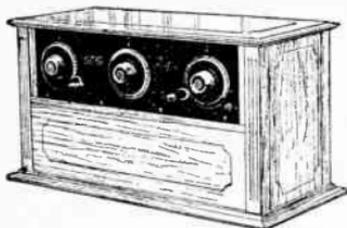
EVERYONE A

Radiodyne

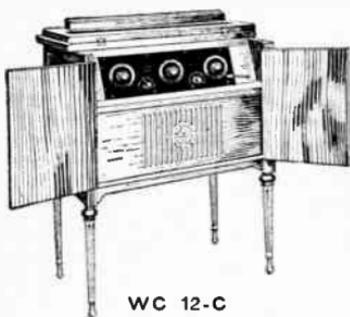
The Voice of the Nation



WC 14-A



WC 11-B



WC 12-C

EVERYONE A MONEY MAKER

Priced from
\$65 to \$250

NEW WC 14-A \$65

Uses 5 wet cell tubes—Tunes thru locals easily—Unusual Volume—Exceptional Tone Quality in Rich Mahogany finished cabinet \$65; in handsome two toned, two decked cabinet \$85; in beautiful Mahogany Console \$185.

WC 11-B

Uses 6 Wet Cell tubes—one of most popular Sets ever made and possesses typical Radiodyne volume, tone and extreme selectivity. Priced at \$150 and \$250, depending upon cabinet.

WC 12-C

The 6 tube dry cell set possessing remarkable volume, tone clarity and selectivity. All batteries and loud speaker contained in beautiful two toned Console cabinet priced at \$250—In two decked cabinet \$150.

Note—All prices less tubes and accessories.

We do not sell individuals or dealers direct. If you don't know name of nearest distributor write us for his name and details of Radiodyne Merchandising Plan.

Western Coil and Electrical Company

310 Fifth St., Racine, Wis.

Say you saw it in Radio Merchandising

\$32.50" for if you do folks will wonder why you don't mark down some of your regular fifty dollar sets to thirty-two fifty, and will make a lot of hurtful comments about the big profits there must be in radio. Call it a good buy at thirty-two fifty, if you think it is that, and you'll be playing safe.

Be careful also not to advertise merchandise as reduced from some former price if at its lower price it does not carry all the advantages of its former list price, such as factory guarantee and repair privileges. If it has not all the advantages it had at its original list price, it cannot be represented as being worth its list price.

A set that has been discontinued by the factory if advertised at a reduced price, should not be represented as having its old list price. To do so would be to lead the public into believing that it was getting a much better current value than was actually the case.

There is a lot of misunderstanding caused by the failure

of many dealers to state just what accessories, if any, are included with a set advertised at a certain price. The Committee recommends that the dealer make it a practice to state specifically what accessories are included at the price named, and if no accessories are included, the fact be briefly stated: "Tubes, batteries, loud-speaker and other accessories extra," or something of that sort.

Be careful how you accept the over-enthusiastic claims made by the manufacturers of some apparatus and accessories, and limit your advertised claims for such merchandise. To lead a prospect to expect more than he will probably receive is fatal, and is construed by the Committee to be misleading advertising—which it undoubtedly is.

Make no guarantees in your advertising that are hedged about by ifs, ands and buts. If you can't make an unconditional, honest guarantee, say nothing on the subject. Ambiguous, tricky guarantees are a never-



General Mitchell, who has been fighting for a united air service, broadcasts his story on air defense, with Mrs. Mitchell the only member of his visible audience.

© International.

ending source of trouble, and are bound to inspire distrust and undermine confidence. Don't stoop to make a guarantee that in your heart you know you couldn't or wouldn't make good.

Goods, especially goods advertised at a special low price as a "leader," should be stocked in such number as to meet a reasonable public demand. It isn't square to cause crowds to come to your store looking for a bargain that you were sold out of an hour after your doors opened. If you have a limited number, state the number specifically in your copy.

When comparing the efficiency of indoor aerials, including loops, with regular outdoor collectors, take into consideration the types of radio sets to be operated, distances from broadcasting stations, location of the aerial or loop in building where used, and other factors governing the relative efficiency and effectiveness of the aerials compared.

In advertising the results obtained from wave-traps and similar devices, be careful not to lead the reader to believe that such devices will eliminate more than one interfering broadcaster, when such is not the case. It is very easy to generalize and give the prospective purchaser an entirely erroneous estimation of what he can expect from the device. Other factors, such as the receiving apparatus used, unfavorable local conditions and so forth should also be considered.

When you see the word "New" in copy, make it clear whether you mean a new model of the article involved or whether you

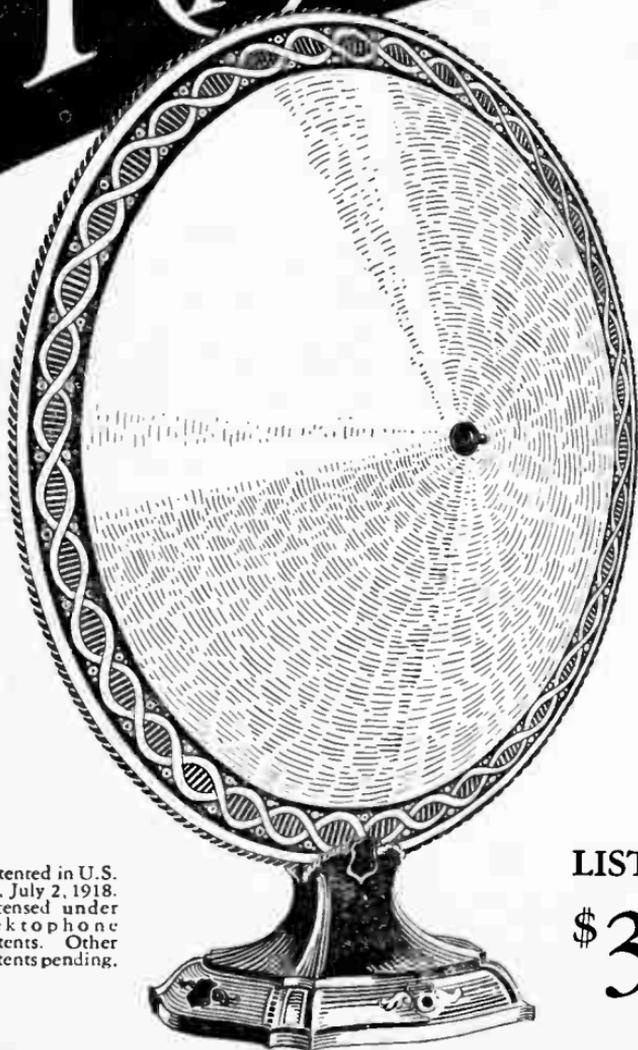
refer to the period of time it has been stocked by you. This point is particularly important, of course, when it concerns such accessories as dry batteries, which deteriorate on your shelves.

The last point mentioned by the committee concerns the number of adjustments necessary to put the set into operation. It is held to be misleading to mention only the tuning adjustment, for instance, if other more less critical adjustments are involved. It is my personal opinion that to advertise without qualification that a tube set is operated by one control is not warranted, for while the filament controls are not as critical as the tuning control or controls, at the same time they have a definite bearing upon the functioning of the set, and it would be far better to say "Only one tuning dial" than to come out flat-footed with the statement that there is only one control to operate.

These recommendations do not, of course, cover the ground of truthful advertising completely. All they can hope to do is to point out a few of the more common of the mistakes and misrepresentations (often unconscious) being made by radio dealers throughout the country.

At the same time, they will serve as valuable guide-posts to the radio retailer who is sincere in his desire to sell his merchandise on a four-square basis, and who has learned, as all advertisers do sooner or later, that honesty is the best policy—in advertising as in other things.

RADIO'S



Patented in U.S.
A. July 2, 1918.
Licensed under
Lectophone
Patents. Other
patents pending.

LIST PRICE

\$32.50

New Voice

THE EAR SAYS BUY!

Demonstrate the Farrand-Godley Speaker—and the sale is made!

The Farrand-Godley Speaker may well be said to be speaking for itself the country over. To radio experts, or to the average "fan," its superiority is instantly sensed. Side-by-side comparison with any other Speaker, but quickens the impulse to possess it. The ear hears a new, a greater, a more beautiful Radio—and the ear says *buy!*

Rapidly the fame of the Farrand-Godley Speaker has spread countrywide, with a consequent ever-increasing demand. We take pleasure, however, in announcing marked progress in production and our ability to continue opening up new selling territories.

FARRAND MANUFACTURING CO.

Incorporated

28 South Sixth Street Newark, N. J.

Farrand

Godley
 SPEAKER

Say you saw it in Radio Merchandising



Such Is Life

Or Why a Certain Firm Laid Down a Nest Egg of 36c for A Fund for Old and Infirm Radio Dealers

By Harry Bridge, Jr.

(SCENE—Most any radio store. Customer enters and disturbs clerk who is rummaging through a dictionary in search of a certain five letter word.)

Customer: Say, have you got a Whosit Tuning Coil for a Hydrofloric Sixteen Circuit Set?

Clerk: Righto—what we ain't got here ain't worth having. (Wraps one up) \$6.50—thanks.

(Customer starts out with package and then comes back.)

Customer: Say, buddy, what's your opinion of the Hydrofloric Circuit?

Clerk: Oh, it was all right in its time, but that was all of two weeks ago. I just tore mine down and built a thirteen-tube Extra Super-Superdyne. Heard Italy on its last night.

Customer (awed): Honest—did you, though?

Clerk: No kiddin'. Brought it in so good I could smell the garlic from the speaker's voice over the horn.

Customer: It's really better than the Hydrofloric, then?

Clerk: Better? I should say! There ain't no comparison. Alongside the Extra Super-Superdyne your Hydrofloric is as dead as the description of a lotto

game over the radio. It's passe just like the clothing dealer with the accent that used to read the bedtime stories from his own broadcasting station.

Customer: Is it hard to build?

Clerk: Not for a guy like you that's got a little brains and a first class soldering iron like we sell.

Customer: Give me a diagram, will ya?

Clerk: I can draw you one—we ain't got any printed, for we only let 'em out to our best customers.

(Fifteen minutes elapse, in which the clerk draws a diagram that looks like a graph of the condition of the cheese market for two years past.)

Customer: That's fine. Now make me a list of the parts I'll need.

(Another quarter of an hour is consumed in doing this, after which the clerk gets a set of the parts off the shelf for the prospect's inspection.)

Customer: Gosh, that Comma-



The Kellogg Trans-B-former solves the "B" Battery problem — brings "B" Battery current direct from electric light socket.

DEALERS—this is a wonderful selling opportunity. Write for details.
KELLOGG SWITCHBOARD & SUPPLY CO.
1066 W. Adams St., Chicago, Ill.

KELLOGG

Trans-B-former

Commencer looks like somebody made it themselves, and this millivinegar for the crossword circuit ain't half so good as I've saw before. Besides, I reckon I won't want this Whosit Tuner I just bought if I build the Super-Superdyne.

Clerk: 'S all right. You ain't used it any yet. We'll take it back.

(This is done and the money refunded.)

Customer: Now, what's the whole lot of that junk worth you've got there?

(Ten minutes more of figuring.)

Clerk: Only \$39.13 for the bunch. That's so cheap it sounds like somebody's fire sale. Every man, woman and child shouldn't be without one at that price. Shall I wrap it up for you?

Customer: But you ain't figured my discount in that price? I'm a friend of the janitor for J. Pipeplant Dorgan & Co., so I

reckon I'm entitled to a rake-off of some sort.

Clerk: Why didn't you tell me that before, instead of leavin' me thinkin' you was just a common guy? That'll allow you 10 per cent, which makes it \$35.22.

Customer: You's guys is pretty tight with your discount. I get 12½ off down at Epstein's.

Clerk: Sorry, but the boss ain't here and them's my orders.

Customer: Don't bother. What's that neutrofixer worth?

Clerk: Only 40c, with 10 per cent off gives it to you for 36c.

Customer: Well, give it to me. (Throws out three dimes, a nickel and one penny.)

Clerk: What! Just a neutrofixer?

Customer: Sure. My brother's a fish dealer in Hoboken and handles radio. He'll let me have the stuff at cost. I'd get that jigger from him, too, only you're entitled to something for your trouble. Much 'bliged.

(Exit customer with one neutrofixer. Clerk passes out.)

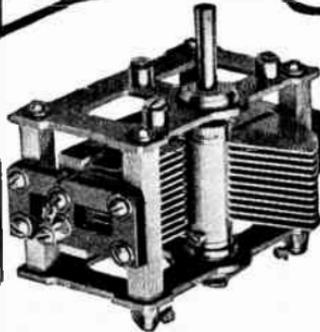
For Hours He Watched the Oaks Grow

By Thomas Dreier

When I read about the young man who said he was just sitting there in the woods watching an oak grow my mind went back to the days when I could spend hours of my time that way without feeling that my time was being wasted. What tranquility of mind one must have to be able to find pleasure so simply! When one becomes more active in the world, one's thoughts, like so many balloons, lift one up. No longer can one stretch out under a tree at noontime and try to find a star in the sky. Nor is there time to sit in a canoe and watch the breeze ripple the water. Duties, like a hungry horde, crowd in. There is so much work to do. It is then one dreams of days when dreams themselves were one's greatest riches and envies the boy whose spirit is so calm that he can sit quietly for hours watching oak trees grow.

(Copyright King Editors' Features)

BEACON



PLAIN
 13 Pl. .00029 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

BEACON is Dependable—

Stresses and strains will not put BEACON condensers out of alignment. The rectangular design, with a heavy metal post at each corner, assures rigidity. You can use BEACON condensers, or even abuse them, and the rugged construction keeps them in shape. Other features are: die-cast rotor and stator, anti-friction bearings, Bakelite insulation, etc. Write for further details.

BEACON PLUG GENUINE BAKELITE

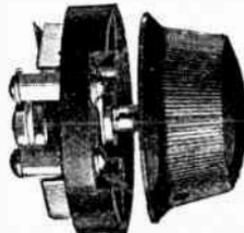


LIST
50c

*Licensed under Patent
 patent No. 1,498,196.*

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

MOULDERS of BAKELITE

100 South 3rd St.

Brooklyn, N. Y.

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

Say you saw it in Radio Merchandising
 World Radio History

The Fable of the Man Who Got What Was Coming to Him and Then Some More

By George Ade



ONCE there was a man who bought his pleasures by the Pound. He was a Close Buyer. He could Shave a Price as close as the Revolving Meat Cutter shaves a ham in the Delicatessen. Any time that he unwound the Shoe-String and disgorged One Case Note, he was expecting a Return of about \$1.60 or else he considered himself stung. His Family Motto was "Get Your Money's worth."

When he went to a Show he arrived as soon as the Doors were open so that he would get the Most Use out of the seat. He would check up the noodle letters in the consomme to be sure he had the whole alphabet. He spent Sleepless Nights trying to invent a Doughnut that would use up less Dough because the hole was bigger and it almost Broke His Heart when he discovered it took more Dough to go around a big hole than it did to encircle a small one.

He had the Legal Limit in three savings banks, but he got Round-Shouldered watching the pavements for Transfers and whether he was hot or not he insisted on having the Heat turned on in trains in the winter because he was entitled to it.

He had Figured out to the Drop how much gas it took to start his car and he knew just how long he could leave the Motor idling before consuming as much fuel as it required to start the Engine. He even allowed for Wear and Tear on the battery. When he called on the Trade he would leave his motor throttled down and running, talk with his watch in his hand and Close the Interview just in time to save money on this plan. If he saw the call was going to be a long one he

would shut the engine off and start over again.

A Free Wash Rag Collector

At home he went to bed early to save Electric Light Bills, but at a Hotel he would leave the lights turned on all night so as to catch even on the Bill. If he had a room on the Third Floor he would take the elevator to the roof and then ride down again so he would get his Money's Worth of service. He always ate in the cafeteria so he wouldn't have to tip. If he had three Wash Rags in his grip he never failed to take another from the Hotels that supply them with Compliments and at home he had a box Full of these Mementoes. He would check out one minute before another day's charge was due and



His last words had been, "Make the company pay all expenses."

he was always in a state of enervation because he took so many Baths while staying at hotels to get the Most out of the Free Soap.

Sometimes on the Trolley Car he would ride two blocks past his house and walk back, because he wanted to get as much as possible for his Five Cents. If there was a Zoning

System he never got off until he reached the corner beyond which an extra fare would be charged.

Once he was beguiled into paying Five for a Ticket to a Charity Ball. Rather than be out the Five he danced from 10 p. m. to Four a. m. and broke out Crying when he figured it would have been cheaper to let

the Five go and save Sole Leather.

"He's Getting Paid for It"

He was the man who insisted on the Third Encore at the Theater whether he liked the Act or not and howled for a Baker's Dozen every time he bought Eggs.

Whenever he got Enlargement of the Heart and began to spend money on himself, he expected every one to pay lots of Attention to him. He could give away a nickel on these occasions with the air of a man Endowing a Hospital. Once he hired a cab by the Hour. He was sitting in a Cozy Corner, slowly fighting his way to the Bottom of a Highball, when a Policeman came in and told him the Cabman was freezing to death outside.

"That's all right," was the reply. "He's getting paid for it."

By the time he got through with a Free Lunch there was nothing left except Olives.

He used to get on a train without a Ticket. Just as it pulled into the station he would Dash into a Day Coach, throw his overcoat and hat onto the rack and then go out again on the Platform. He would exchange a few words with the Conductor, make some remark about the last town the train

had passed through, hoped they wouldn't lose any more time and just as the whistle blew, swing onto the car again with the remark that he guessed it was time to climb back into the old seat. When the conductor came through for tickets he would think Our Hero had been a passenger for the Whole Run and would never ask him for a Ticket.

One Supreme Effort

One day on the Train he wanted a Snack, but he did not feel Hungry a Dollar and a Half's Worth. He hated to go into a Diner and get away with only Eighty-Five cents' worth of Provender. So he decided to make a Supreme Effort to Stick the Company. He began with Blue Points and soup and Fish, and then he was horrified to find that he had enough.

But he was cinched for a Dollar and a Half, so he ordered Ribs of Beef, Half a Duck, seven Vegetables, Ice-Cream, Pie, Cheese and a Large Coffee. When he arrived at his Destination he was in the Baggage Car ahead. His Last Words had been "Make the Company pay all Expenses."

Moral: No one loses out in the Dining Car Except the Stockholders.

(Copyright, 1925)

Music Master Secures New Factory

The Music Master Corporation of Philadelphia recently took over the large manufacturing plant just outside the city formerly owned by the Lubin Company, motion picture producers.

* * *

Albert Lascy Travels

Albert Lascy of the sales staff of the Mohawk Electric Cor-

poration of Chicago has just finished his sales tour of Pennsylvania and is now covering the state of Wisconsin.

* * *

Miss McConnell With David Grimes

Helene Celeste McConnell has been appointed manager of the advertising, publicity and personal service of David Grimes, Inc.

SOMETHING WORTH KNOWING!

One reason that leading builders of fine sets use more Thordarsons than all competitive transformers combined is because EVERY Thordarson amplifies evenly over the entire musical scale. Thordarsons run absolutely uniform; always "match up" perfectly. And why shouldn't they? Aren't they made and unconditionally guaranteed by the world's oldest and largest exclusive transformer makers—transformer specialists for 30 years! For the finest amplification to be had at any cost, follow the lead of the leaders—build or replace with Thordarsons. A. P.: 2-1, \$5. 3½-1, \$4. 6-1, \$4.50. Power Amp. pair, \$13.

**Dealers!
Jobbers!
Manufacturers!**

**Read This Paragraph.
It's Important**

ZENITH
KENNEDY
Radiodyne
THERMIODYNE
ULTRADYNE
MURDOCK
QZARKA
Pfanstiehl
MICHIGAN
Deresnadyne
MALONE LEMON
MASTER RADIO
ROYAL
Howard
Pathe
HARTMAN
AUDIOLA
EAGLE
GLOBE AND
MANY OTHERS

Follow their lead
use
THORDARSON
Super
TRANSFORMERS



Advertised Everywhere

Display your Thordarsons—let the public see you carry them. Get your share of the demand created by the nation-wide advertising of Thordarsons in newspapers and leading radio publications. Jobbers everywhere can supply you. Keep stocked!

**THORDARSON
LIST PRICES
AUDIO**

2:1	\$5.00
3½:1	4.00
6:1	4.50

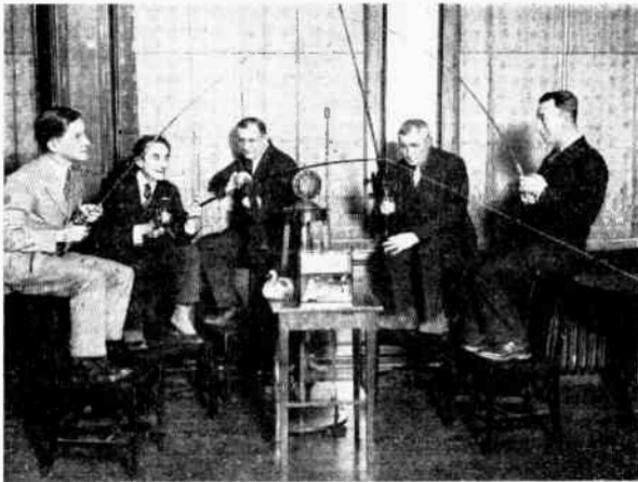
POWER

Pair	\$13.00
------------	---------

INTERSTAGE

Each	\$8.00
------------	--------

Thordarson Electric Mfg. Co.
Chicago



© Kadel & Herbert.

The sportsman's night at WGBS had all the proper atmosphere, and remember the devotees of Izaak Walton can be sold portable radios this spring.

Use Fans' Logs More Extensively in Pushing Radio Sales

How You Can Cash In on Your Customers' DX Records

By Frank H. Williams



FANS' logs are the concrete evidence of the things that radio owners are doing with their radios and the more extensively the radio merchant uses such logs in pushing his business the more sales he will make.

Oddly enough, there are comparatively few radio merchants who get the utmost possible promotion value out of the logs of their customers and out of the

logs of other radio fans in their city and territory.

Some of the ways in which fans' logs could be very successfully used in pushing the sales of radio are the following:

Get More Logs Into the Show Windows

Radio is no longer the amazing novelty it was a couple of years ago. Folks are, quite generally, familiar with the appearance of headsets, loud speakers



This signature --
Kenneth Harkness
 makes it genuine.

WATCH YOUR "TURNOVER"— That's What Determines Your Profit!

It's simple as ABC—yet many dealers are fooled by the *initial* profit! Don't try to sell a \$250 unit that moves once every other month. Concentrate on a \$35 sale like the Shamrock Kit that is called for every few days. Your profit multiplies quickly and totals more at the end. No chance to get stuck with "Frozen" profits. Sell "the set for the masses as well as the classes!"

A Radio Sensation

The Shamrock - Harkness Two-Tube Reflex is the talk of

dealers from coast to coast. Radio fans everywhere, are responding to Shamrock national advertising. Shamrock-Harkness Kits make *satisfied* customers. Why not cash in by tying up with Shamrock?

List price **\$35**

Also ask to see the improved
**SHAMROCK-HARKNESS
 THREE-TUBE
 COUNTERFLEX**

The wonder set **\$39.50**

Tear off your letterhead, and send for free dealer's copy of "Shamrock-Harkness Radio Builders' Guide Book."

SHAMROCK MANUFACTURING CO.

Dept. 45B. Market St., Newark, N. J.

SHAMROCK MFG. CO.

Dent. 45-B, Market St., Newark, N. J.

Please send me free a copy of the "Shamrock Radio Builders' Guide Book" containing diagrams and complete instruction for building 10 sets at prices ranging from \$15 to \$50.

Name

Address

SHAMROCK

FOR SELECTIVE TUNING



and parts. Consequently when the merchant has only headsets, receiving sets and loud speakers in his show windows the displays are not as effective as they might be in making people stop and look and feel like entering the store to purchase some of the goods on display.

The way, then, to make the show windows of the establishment superlatively attractive is to put in a lot of fans' logs from time to time with the names and addresses of the people making the logs played up strongly on each log and with, perhaps, some sort of a sign on each log calling attention to the longest distance noted on the log.

The displays of logs should be changed every week or so, as this would keep them right up to date all the time, and they could be arranged by groups so that they would have a consistently fresh novelty all the time.

For instance, there might be a group of logs made by owners of home-made receiving sets in which parts secured from the store had been used. This group of logs would be of immense interest to all the other radio fans in the city who had home-made sets, and all such fans would be very much interested in looking at the logs in this group and in seeing just what distances had been secured. Of course, there should be a large placard with this group of logs calling attention to the fact that the logs were all secured with over-home-made sets in which parts secured from the dealer had been used.

There might be another group devoted to long distance logs. Some fans seem to be particularly successful in getting long distance at all times, so it would be a very interesting proposition for all the other fans in the

city and territory to see a group of logs telling about the long distances secured by the most successful of the fans using equipment purchased from the dealer.

There might also be a group of logs made by lady fans. This would be very effective in calling the attention of the public to the fact that the dealer is constantly selling much radio equipment to the ladies of the city and territory, and all the other girls and ladies who were at all interested in radio would find it worth while to look at this group of logs and see just what the owners of radio equipment purchased at the store were doing.

Then, again, there might be a group of logs made by patrons of the store on some certain night picked out by the store. The store might suggest that all its patrons try on some certain night to see how many different stations they could hear. The logs that were then made could be turned in to the store and put in the store's show window, and this would be the best sort of evidence of the fact that the store's equipment brings in many stations, which, of course, would be the best sort of a sales argument for the store to use in selling more equipment.

Getting a lot of logs into the show window and grouping them in this way would make the show windows exceedingly newsworthy and timely and so would be tremendously effective in building more business for the merchant all the time.

Using Logs at the Demonstration Sets Inside the Store

It would be a splendid idea for the radio store to have a demonstration set inside the store where all visitors were priv-

The new Prest-O-Lite Radio Chart gives your customers what they want!

Everyone who owns or is thinking of buying a radio set is eager for information about storage batteries. To supply this much needed information, we've prepared the Prest-O-Lite Radio Chart—a dependable sales feature that's bound to boost your battery sales.

A big advertising campaign, including full pages in *The Saturday Evening Post* and fan magazines, tells the whole radio world about the Prest-O-Lite Chart. Tells how it guarantees batteries of the right capacity to give fine reception and lets them buy batteries knowing in advance just what they will do.

This has made the Prest-O-Lite Chart the recognized storage battery authority. Cash in on it. Display it in your store. Let it establish you as Storage Battery Headquarters and increase your battery business.

The batteries behind this campaign are designed especially for radio and unexcelled in materials and workmanship. Your customers will like them. For they are made to uphold the reputation for quality so firmly established by Prest-O-Lite—"The Oldest Service to Motorists."

Prest-O-Lite Batteries set low price records for batteries of their high quality. Priced to bring you an attractive profit and retail as low as \$4.75 and up. This combination of chart, quality and price makes Prest-O-Lite a sales leader that brings you more money. Write to Indianapolis, Indiana, today for full details.

Prest-O-Lite

THE PREST-O-LITE CO., INC.
INDIANAPOLIS, IND.

New York

San Francisco

In Canada: Prest-O-Lite Company of Canada, Ltd., Toronto, Ont.



ileged to sit down and see what they could get.

And it would also be a splendid idea for the store to have a log right beside the receiving set on which all people who tried the set were requested to jot down the stations they heard, the hours at which they heard the stations, together with their own names and addresses.

Then as these logs were made from day to day the store could hang them all up right beside the receiving set and could invite all of the store's visitors to look at the logs and see for themselves just what that particular set was doing when used by amateurs and all sorts of people just as they came into the store.

To ask the people who used the set to help frame logs in this way would make the visitors take a much greater interest in the demonstration set than would otherwise be the

case, and this, of course, would mean that it would be just that much easier for the store to sell a set to such people. Consequently this sort of a thing would be a very profitable proposition for the dealer.

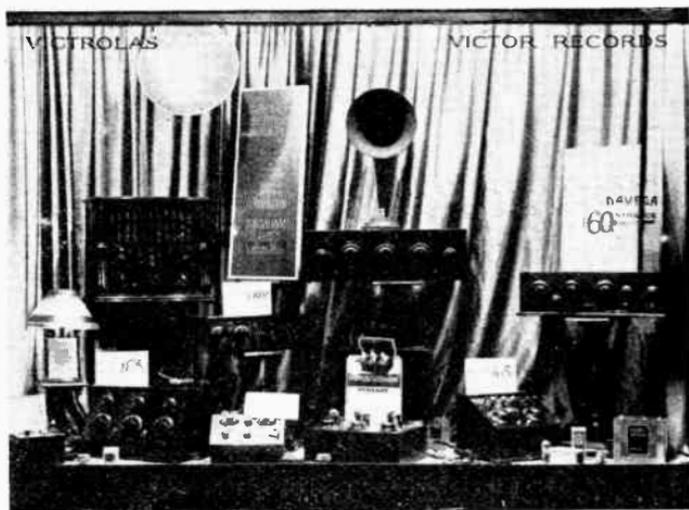
Use Customers' Logs on Walls of Salesroom

Practically every radio fan who makes a log is mighty proud of it, and he likes to show it to his friends, and he wants to get just as wide publicity for it as possible.

Consequently it would make a hit with the patrons of the radio store if the dealer would ask all of his customers to bring in their logs so that the store could place them on the walls of the salesroom where all the visitors could look at them.

The great majority of the customers would be delighted to do this, and they would, in bringing the logs to the store, make

(Continued on page 127)



© Kadel & Herbert.

This window has a price range that will appeal to nearly every prospect's pocketbook. A good window for occasional use, but too crowded for general use.

WITH
Cunningham
RADIO TUBES

IN EVERY SOCKET

any set can deliver its utmost in tone-quality and in long-distance reception

Tubes are a factor so vitally important in radio performance that concentration on a standard make—backed by the skill and manufacturing resources of the great General Electric Laboratories—is merely intelligent self-interest on the part of any dealer.

To handle Cunningham Tubes is to take out a good-will insurance policy.

Since 1915—

Standard for all Sets

Types C-301A : C-299 : C-300 : C-11 : C-12

In the orange and blue carton

Price **\$ 3.00**
 EACH

R. J. Cunningham Inc.

CHICAGO

Home Office: 182 Second St.,
 SAN FRANCISCO

NEW YORK

Patent Notice: Cunningham tubes are covered by patents dated
 —2-18-08—2-18-12—12-20-13—10-23-17—10-23-17—
 and others issued and pending.



Sell the Parents Through the Kiddies

*A Line of Attack That Has Proved Itself
in Other Fields*

By M. E. White



CHILDREN may be seen and not heard" may still govern some modern families, but no wise sage has yet proved that the children are not going to hear all that's being broadcast.

I'll wager that in nine out of every ten families of today the children not only instigate but do a large share of the sales talk towards the purchase of the up-to-the-minute luxuries that ultimately arrive in every household.

Father may still prefer to hear the songs of his "day" on the old phonograph, mother may be firm in her decision that a radio is not an artistic addition to the living room furnishings, but if Sonny Jim makes up his mind to hear the fights and football games in his own room and Mary Jane will only dance to her favorite orchestra at home, the radio will surely and eventually be a part of the household organization.

"But why not now?" say the children.

Father probably never thought they needed a car—they were so near the station, taxis were getting more reasonable, and walking was such fine exercise. But when Sonny Jim came home from school with the story that Johnny Jones' father bought a fine new six-cylinder, tactfully inquiring of father if Mr. Jones' salary and position were really so much above his, and ended with, "Now, dad, all the fellers in school think that you're a howling success. I always have to tell them you're too nervous to drive," father finally agreed that perhaps after all the family deserved a little comfort and enjoyment, and, too, there would be a saving in carfare. So the car came.

Of course, the salesmanager of the automobile firm gave the successful salesman a big cigar and a slap on the back, and guessed that their line was due for a good year, but nobody

ever thought it took Sonny Jim to get the line introduced.

And then, when Mary Jane came home from a week-end at the Smiths' (who had everything just right, and whose social prestige was unquestioned) with the announcement that Mrs. Smith had a new electric dishwasher, protesting that no self-respecting woman should wear her hands all red washing dishes while her husband bought every latest device in office equipment, although mother never really thought washing the dishes such an overwhelming task, the suggestion had its merit, grew like a snowball at every mention of the Smiths' superiority—and so the dishwasher came.

Similarly, it took Sonny Jim and Mary Jane to influence the purchase of new dining room furniture, a trip to Europe, and a reproducing piano.

Mothers and fathers have

such a way of clinging to their wedding presents!

The wise radio dealer in a flourishing community will look to the youngsters as his advertising assistants, and he will do well to cultivate their friendship.

While parents and grandparents will ever stand for the observance of the rules of etiquette, obedience to the Ten Commandments, reverence for old customs and devotion to George Washington, it is the kiddies who bring into the home the newest developments and up-to-date ideas.

And being young and unmindful of the limitations of the family pocketbook, their fertile imaginations will think of a hundred "reason-why" suggestions to the radio dealer's one.

A well-known manufacturer of household articles recently conducted a contest in which every school child was asked to



© Keystone.

When millions are listening in to Roxy's radio program from the Capitol Theater in New York each Sunday, this is the scene in Roxy's home.

write an essay on the most attractive way to rearrange his or her home with the use of these articles.

Here, indeed, was a veritable Solomon. Is there any parent, I wonder, who is not certain that his child is a marvel of the minute when it comes to writing essays? And, of course, as that was one of the subjects in which father was a particular genius when he was a boy, he was most eager to lend a hand. The question being a domestic one, mother's opinions were also necessary. So the problem resolved itself into just a discussion between mother and dad as to the possibilities in their own home. Result: although every child didn't win the prize, every mother was inculcated with a new idea and up went sales.

Why couldn't the struggling young radio dealer gratuitously

offer the local school board an afternoon of entertainment when some educational event was being broadcast? Here he would reach practically every child in the community at one sitting. After they each ran home to tell about all they heard President So-and-So or Mayor What's-his-Name announce from so far away, the wise parent would scratch his head and decide that after all this radio stuff was mighty educational, and education for the children warrants sacrifices along other lines. Then, too, father always liked new toys.

Failing to interest the school board, however, the dealer could accomplish the same thing by extending invitations to the children of his community to visit his store and listen to some worth-while address with merit enough to interest the parents. Though a Sunday sermon or the mayor's speech might not be a drawing card for the average kiddie, the radio novelty will prove as effective as the tune of the Pied Piper of Hamelin.

Open a class to teach the boys how to make sets at home, and watch sales of accessories increase.

The prize contest is always profitable. Try a series of cross words on the children and give the best man a radio. Mail pamphlets to all your live prospects announcing that you're holding a contest for all youngsters under a certain age. Have them call at your store for particulars and be sure a good program is on when they do call.

Appoint the boys around your town your assistant salesmen. Offer them a radio for every five or ten they sell. You'll be surprised your clientele will soon include Aunt Sarah from way

(Concluded on page 125)



© Kadel & Herbert.

Having a wonderful time, and if Dad hasn't got a big set we venture a guess that the little maiden will soon get him sold on the idea.

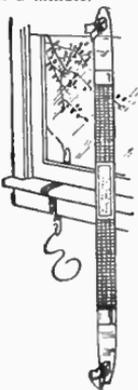
Electrad Audiohm
Only \$1.50 retail



Cuts out distortion—all tones reproduced with utmost clarity and definition. Place across the secondary of your audio transformer and note the amazing improvement. Can be attached by anyone in a minute.

Electrad Lead-In

Only 50c retail
Neat, pliable Flts under locked windows. No holes or unsightly porcelain tubes. 3000 volt tested. Fahnestock clips. Soldered connections.



Electrad Lightning Arrester

Only 50c retail
Indoor type. Model passed by National Board of Fire Underwriters. You'll have difficulty with your insurance in case of fire unless you do have a lightning arrester.



Electrad Variohm
Only \$1.25 retail

Clear up those far distant stations—get others you never heard before. The Variohm gives you that last hair's breadth tuning which transforms a radio set into a perfect musical instrument. Mounted \$1.50 retail. Also jacks, switches, rheostats, audio transformers—a complete line.

Sell Your Customers Certainty of Results

You are selling more than just radio parts when you sell "Electrad." You're selling certainty of performance.

You're selling best materials, best design and best workmanship. That means certainty.

When building a set or improving one, advise your customers to use Electrad parts—for certainty.

Each and every Electrad part goes through the most painstaking inspection before it leaves our plant. Every part must meet specifications far above the needs to which the parts will be subjected in actual use.

In that way have we won the confidence of the radio enthusiasts and dealers of America.

It's a dependable line to tie to.

ELECTRAD

INC.

428 BROADWAY, NEW YORK CITY



The Cowpath Straightened Out

It is said of Boston that it was not built —it just grew, its streets following the lanes and cowpaths of olden days.

Thus it was with advertising for a long time, but old plans and old methods have passed away, and a new science has developed into one of the greatest professions known. The old cowpath of the advertisers of days gone by has been straightened into a broad avenue of beauty leading to commercial success just as truly as Pennsylvania Avenue leads to the White House.

All of this has become possible through analysis of successful advertising efforts and the application of scientific principles thus discovered. Proper merchandise, the correct selling plan, a properly organized selling force and the right kind of advertising—planned with thought and executed and carried out with precision—such a combination cannot fail. Take a mental inventory now and decide whether you are on the cow-path or the broad avenue to success.

Watch Your Windows

Your front window tells the prospective customer exactly what kind of a store it is. There can never be any let-

down on the quality of your display. It should be kept in the best possible condition—neat, orderly and arranged with an up-to-the-minute appeal. Customers nowadays like to deal with the wide-awake dealer, and they unconsciously form their opinion one way or the other by the appearance of the store front. The man who understands the psychology of his customers is the one who wears out the bell of his cash register soonest and usually buys a bigger one to replace it. Watch your windows.

How Much for Advertising

How much should I spend for advertising, is a question often asked by retail merchants. The answer is an-

other question: How much business do you want to do? Advertising should have a direct relation to the amount

of trade you are equipped to handle. The advertising appropriation should be a definite proportion of the gross business you have aimed at. How high should a boy climb a tree to escape a dog? Far enough to be safe. Like the proper length of a man's leg, when Lincoln said, "Long enough to reach the ground."

The advertising appropriation should be sufficient to accomplish the desired results. Between 3 and 5 per cent of the gross business is the proportion that has been found to do the work in most retail lines, except when some special difficulty is to be overcome or some special problem solved, then an increase would be justified.

Take an Interest in Your Town Theodore Roosevelt said that every man owed a part of his time to the up-building of the profession or business in which he was engaged. This is very true of the retail merchant, whose principal business is to see that every possible consumer dollar in the town is spent in his town—and not in nearby cities or in response to direct mail order house solicitation. The retail merchant who belongs to his local Chamber of Commerce, Rotary Club, Kiwanis Club and local improvement associations is taking an interest in his town and at the same time building up valuable good will for his store.

Back Stage Have you ever been "back stage" on an opening night, with its confusion and disorder? Scenery, stage hands and properties move in all directions, and seemingly there is no definite objective for any of them.

Then you can readily understand the comparison we make with another "back stage"—that which is too often found in the retail store. An eminent credit manager of a large wholesale house whose long years of experience have enabled him to "rub elbows" with the rank and file of retailers says that the retail store needs less salesmen and more business men—men who can stop the leak "back stage."

Keen buyers and suave salesmen are all right, but the trade needs men who can reduce the overhead that is the bugbear of the retail business. Keep your house in order and sales will show profits when they come. Don't wear rose-colored glasses and think that things will take care of themselves. You must turn your stock over as often as possible—watch overhead, check sales, cut mailing expenses, heat, light and other things that have an everlasting tendency to increase rather than decrease. You can hire good sales people, but only YOU can go "back stage" and keep expenses down,



*Put salt on the tail of these ideas
and you'll catch more profits.*

The Dealer's Calendar

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

Wednesday, April 1: Now is the time to go after your portable set sales in real earnest. Check up your mailing list and make a list of your preferred customers whom you regard as financially able to afford an extra portable set.

* * *

Thursday, April 2: Prepare a post card for your preferred mailing list reading: "Spring is here! And Summer soon will be. You will not want to forego your radio pleasures on your auto trips and on your vacation. We have a portable radio receiving set that is moderate in price and unusual in performance. We would like to send one of our men over to demonstrate it for you. When will it be convenient?"

* * *

Friday, April 3: To those who do not reply to the first card, send another reading: "We were demonstrating our portable set to our townsman, Mr. Brown, the other night, and we heard

station XYZ very clearly. That's over a thousand miles. With one of our sets you will get all of the sports news up in camp this summer. When can we show you the portable?"

* * *

Saturday, April 4: Followers of Isaak Walton are usually the first to feel the force of spring. Take your cue from this and make your first portable set appeal to the devotee of the rod and reel. An imitation turf floor, forest background, a fishing rod, an open booth of flies, one of your portable sets and a suitable placard will tell the story.

* * *

Monday, April 6: When you get some "fishing" window fixed up try to get a list of local rodmen and send them a funny card something along these lines: "The fishin's good at 21 Main Street. Come and see our new rod and reel and a new fishin' requisite that every modern devotee of Isaak Walton should

DOUBLEDAY-HILL ELECTRIC CO.

715 12th STREET, N. W.

WASHINGTON, D. C.

Startling Price Reductions

WHOLESALE PRICES

THE GOLDEN TONE RADIO SETS

RADIOLA REGENOFLEX RADIOLA TEN

The sets demanded by the public.



Radiola X

The Regenoflex Circuit, richly cabinetted, with its own loudspeaker enclosed—a special new loudspeaker gaining swift fame for its rare tone quality.

Instrument	Dealer's Price	
	Now	Was
RADIOLA X, less batteries.....	\$ 97.50	\$159.25
RADIOLA III, with two WD-11 Radiotrons and head telephone, less batteries.....	23.34	23.34
RADIOLA III BALANCED AMPLIFIER, with two WD-11 Radiotrons, less batteries.....	20.00	20.00
RADIOLA III-A, with four WD-11 Radiotrons and head telephones, less batteries.....	43.34	43.34
RADIOLA III-A, with four WD-11 Radiotrons, head telephones and UZ-1325 Radiola Loud Speaker, less batteries.....	53.95	58.50
RADIO REGENOFLEX, less Radiotrons, Loud Speaker and batteries.....	58.50	97.50
RADIOLA REGENOFLEX, with four WD-11 Radiotrons and UZ-1325 Radiola Loud Speaker, less batteries.....	78.00	124.15
RADIOLA SUPER HETERODYNE, less Radiotrons, Loud Speaker and batteries.....	143.00	143.00
RADIOLA X, with four WD-11 Radiotrons, enclosed Loud Speaker, less batteries.....	97.50	159.25
RADIOLA SUPER HETERODYNE, with six UV-199 Radiotrons and UZ-1325 Radiola Loud Speaker, less batteries.....	166.40	174.85
RADIOLA SUPER-VIII, with six UV-199 Radiotrons, enclosed Loud Speaker, less batteries.....	276.25	276.25
RADIOLA UZ-1325 LOUD SPEAKER.....	11.70	16.25

DOUBLEDAY-HILL ELECTRIC CO.

715 12th STREET, N. W.

WASHINGTON, D. C.

WHOLESALE PRICES



Valley Battery Charger

FOR ALL RADIO STORAGE BATTERIES

Will Charge—6 Volt A and from
1 to 4 B Batteries at same time.

Features :

Simplicity Reliability Low Upkeep
Moderate Price

75,000 "Valley" Charger Users

DEALERS' PRICE \$12.95

**"Valley" Charger Used by 52 Leading Railroads
for Charging Signal Batteries**

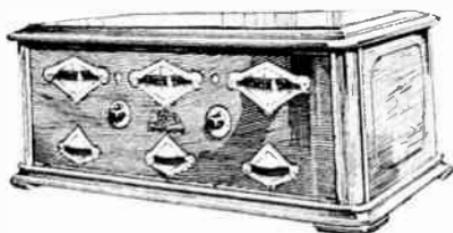
DOUBLEDAY-HILL ELECTRIC CO.

715 12th STREET, N. W.

WASHINGTON, D. C.

NEW GREBE SYNCHROPHASE MODEL

Establishing New Standards in the Radio Industry
WHOLESALE PRICES



GREBE SYNCHROPHASE

A Five Tube Receiver incorporating Two Stages Tuned Radio Frequency Detector and Two Audio. Typical Grebe appearance. Entirely new construction, design and circuit. Specially constructed parts, features, binocular coils and straight-line frequency condensers.

	Dealers Price
Type-MU-1—Operates with 5UV-201A Radiotrons.....	\$100.75
Type-MU-2—Operates with 6UV-199 Radiotrons.....	100.75
Sub. Battery Cabinet for above.....	9.75

GREBE RECEIVER BARGAINS

An instrument of rich, dignified beauty. The Grebe CR-14 embodying the armstrong regenerative circuit, will bring in distant as well as local stations with loud speaker volume. The use of three UV-199 tubes without adapters, three dry cells and three vertical type "B" batteries insures the utmost economy in upkeep.



Dealers Price
 Grebe CR-14—
 Less all accessories... \$64.24

GREBE
 CR-14

GREBE CR-12

The perfect broadcast receiver employing the perfect combination of regeneration and tuned radio frequency amplification with only two tuning adjustments, one of which is graduated in wave lengths, uses all kinds of tubes.

(4 of them) in any desired combination requires no outdoor antenna or loop.

Complete, self-contained, in attractively finished walnut cabinet with compartments for both "A" and "B" batteries.

Dealers Price

Grebe CR-12—
 Less all accessories... \$103.95



GREBE CR-12

DOUBLEDAY-HILL ELECTRIC CO.

715 12th STREET, N. W.

WASHINGTON, D. C.

Startling Reductions on Radiotrons**WHOLESALE PRICES****New Holtzer Cabot National
Loud Speaker \$8.40****Radiola UZ-1325 Loud Speaker
Reduced Price \$11.70****HOLTZER
CABOT
NATIONAL****HEAD SETS**

	Dealers Price
Holtzer Cabot National Headsets	\$4.20
Brandes Superior Headsets	3.90
Brandes Navy Type Headsets	5.20
Murdock No. 56 Headsets, 2000 Ohms	2.60
Murdock No. 56 Headsets, 3000 Ohms	2.93

GOULD RADIO STORAGE BATTERIES

	Dealers Price
Gould 80 A. H. 6 Volt Storage Battery	\$13.80
Gould 120 A. H. 6 Volt Storage Battery	15.80
Gould 24 Volt Storage B Battery	5.60

EVEREADY DRY BATTERIES

	Dealers Unit Pkg. Price
No. 770 Eveready 45 Volt Battery	\$3.09
No. 772 Eveready 45 Volt Battery	2.44
No. 767 Eveready 45 Volt Battery	2.44
No. 766 Eveready 22½ Volt Battery	1.30
No. 768 Eveready 22½ Volt Battery	1.23
No. 764 Eveready 22½ Volt Battery	1.14
No. 763 Eveready 22½ Volt Battery	1.14
No. 771 Eveready 4½ Volt Battery39
No. 7111 Eveready 1½ Volt Battery29

VACUUM TUBES

	Reduced Dealers Price
No. WD-11 Radiotron	\$2 25
No. WD-12 Radiotron	2.25
No. UV-199 Radiotron	2.25
No. UV-201A Radiotron	2.25
No. UV-200 Radiotron	2.25
No. UV-202 Radiotron, 5 W. Power Tube	6.00
No. UV-203A Radiotron, 50 W. Power Tube	32.30

RADIOTRON

LOW LOSS VERNIER VARIABLE CONDENSERS

	Dealers Price
American Brand, 17 Plates, .00035 M. F. D.	\$3.17
American Brand, 23 Plates, .0005 M. F. D.	3.34
American Brand, 44 Plates, .001 M. F. D.	4.00
U. S. Tool, Type 6-18 Plates, .00035 M. F. D.	3.74
U. S. Tool, Type 6-25 Plates, .0005 M. F. D.	4.00
U. S. Tool, Type 6-49 Plates, .001 M. F. D.	5.34



Stratford Model 4-A
4 Tube Dual Control

The Hit of the Season

RADIO history has no equal to the immediate country-wide reception accorded the superb Somerset Line. Exceeding wildest expectations, a swelling flood of orders shows that Somerset quality and value have been recognized on sight. Never before have radio sets so quickly captured public favor. They are challenging the sales leaders in all parts of the country and enthusiastic dealers are wiring duplications. Somerset has set a new pace in quick-selling—and easy selling. The illustration shows but one of the four attractive models—there's a style and price to suit every demand.

Have you seen the Somerset Primer? It's a unique book on radio for your customers. Write for sample copy and prices on quantities imprinted with your name.

SPECIFICATIONS

A superior four tube, tuned radio frequency receiver—two dial control—operates on storage battery or dry cells. Automatic filament control insures long life of tubes. The finest "low loss" condensers and the famous SOMERSET Calibrated Transformers are features. "A" and "B" battery space is provided in the handsome two-toned mahogany finish cabinet. Size 21x15x11 inches.

NATIONAL AIRPHONE CORP.

16-22 Hudson St., New York

\$65

Somerset
Radio Receivers



NEUTRODYNE—for Selectivity



Name your station—

NEUTRODYNE

will get it for you if it's on the air

WITH a Neurodyne radio receiver all the air is like a great telephone switchboard. You decide *what* you want to hear, turn the dials to predetermined numbers, and in rolls the station—provided the waves from that station are reaching your neighborhood.

Just as definitely as the telephone operator "plugs in" at a certain place on the switchboard to get either a local or a long-distance number. Carrying the analogy further, you will always get the same station with the same dial-setting, even as the operator of the switchboard uses the same number for a repeat call. Neurodyne—*for Selectivity!*

Quality Reception

The Neurodyne excels in *Tonal Quality*. It brings you programs from miles away with perfect fidelity to the original. The liquid notes of the flute; the deep bass of the tuba; the mellow croon of the violoncello; the high "C" of the soprano—all are reproduced as faithfully as though you were present at the concert yourself, *wherever* the concert may be.

Nor does the Neurodyne offend the delicately attuned ear of the aesthete. It creates no squeals and cat-calls to annoy you or your neighbors. Be assured of this—if all radio receivers were Neurodyne, there would be no squealing! That is an exclusive feature of the Neurodyne system of radio reception.

Neurodyne for long range

Is it the thrill of *Distance* you enjoy? You may take it for truth that, if you can't get a station with Neurodyne, nobody can with *anything*. Yes—Neurodyne will bring in the distant stations. Neurodyne uses either wet

If it hasn't this label,
It isn't a Neurodyne.
It is there for your
protection.



or dry batteries, and either outdoor or indoor aerial.

In a word, the greatest feature of the Neurodyne system is its absolute *Dependability*. You may plan your radio concert with perfect assurance. For Neurodyne never disappoints. It never embarrasses. You don't have to alibi that "It never acted that way before." You may buy a Neurodyne receiver with the same confidence that you would put in a fine piano. And, incidentally, with as little fear of its ever becoming obsolete!

Neurodyne followed broadcasting

Neurodyne was developed in 1922, *after* modern broadcasting was established. The three other major receiving systems were invented *previous* to broadcasting. They were made first for dot-and-dash code (radio telegraphy) and adapted later to broadcasting. Neurodyne was specifically designed to receive the broadcasting of music and speeches. It did not have to be "adapted."

In order to protect the public from fraudulent Neurodynes, the Hazeltine Corporation was formed, and Professor Hazeltine entrusted his great idea to just fourteen hand-picked, licensed manufacturers. These fourteen radio builders are grouped into one association, known as the Independent Radio Manufacturers, Incorporated. No other manufacturers may use the genuine Neurodyne principle! Look for the Neurodyne label on the set you buy.

Hazeltine Corporation
(Sole Owner of Neurodyne Patents and Trademarks). Independent Radio Manufacturers, Incorporated (Exclusive Licensee of Hazeltine Corporation).

NEUTRODYNE

Perfected Radio

Speaking of "Selectivity"—



SUCH advertising as that reproduced here-with (greatly reduced) is bound to focus public selection on Neutrodyne. This is the third advertisement in the gigantic advertising campaign now running to make "Neutrodyne" the best known and most respected name in all radio.

The tremendous financial resources of the fourteen Neutrodyne manufacturers; their unequalled combined experience, are behind this advertising to the limit.

See that you get the most out of this great effort by studying Neutrodyne yourself; by stocking genuine Neutrodyne sets, identified by the official label; by talking Neutrodyne when people come into your store. This advertising will either help you or it won't. You yourself must decide that!

Hazeltine Corporation (*Sole Owner of Neutrodyne Patents and Trade-marks*). Independent Radio Manufacturers, Incorporated (*Exclusive Licensee of Hazeltine Corporation*).

Comprising the following firms

American Radio & Research Corp.	Howard Manufacturing Company, Inc.
F. A. D. Andrea, Inc.	King-Hinners Radio Co.
Carloyd Electric & Radio Co.	Wm. J. Murdock Co.
Eagle Radio Company	Stromberg-Carlson Telephone Mfg. Co.
Freed-Eisemann Radio Corporation	R. E. Thompson Mfg. Co.
Garod Corporation	Ware Radio Corporation
Gilfillan Radio Corporation	The WorkRite Mfg. Co.



NEUTRODYNE

Perfected Radio



Airo-

AIRO-MASTER is manufactured by a strongly financed company with production facilities that assure immediate deliveries. Under our merchandising policy, jobbers and dealers will be given protected territory for the AIRO-MASTER line. Territory is being assigned rapidly, so we suggest that you write or wire promptly for full information.

\$ **60**
Master

**5-Tube
Receiver**

AIRO-MASTER offers the jobber, the dealer and the consumer the greatest dollar for dollar value in radio today. Not only in appearance but in materials and workmanship it is in the class of quality sets. Yet volume production and the latest methods of manufacture enable us to price it within the reach of every home in America. The combination of quality and modest price make it a fast moving receiver, with big repeat business and resulting increased profits for AIRO-MASTER dealers.

Manufactured and Guaranteed by
Airo-Master Corporation
227-239 West 17th Street
New York City

CROSLLEY 51-SPECIAL AND NEW TRIRDYN

51 Special
\$ **23**⁵⁰
2 Tube

The
Biggest Selling
Radios
in the
World

Regular
\$ **55**
Sloping Panel



Easy to Sell

People ask for Crosley Radios by name. All you have to do is to give them the model they request and then equip it with the necessary accessories.

Your selling expense is cut to a minimum. Your turnover is greatly increased. Your profits are greater in the end.

Handle Crosley Radios. They Sell Themselves. Priced from the one-tube Model 50 at \$14.50 to the new Trirdyn Special with sloping panel at \$65.

Prices West of Rockies—Add 10 Per Cent

Write for Complete Catalog

The Crosley Radio Corporation

Powel Crosley, Jr., President

339 Sassafras St.

Cincinnati, Ohio

Crosley owns and operates Broadcasting Station WLW

RADIO

Merchandising

THE MAGAZINE OF THE RADIO TRADE

Registered U. S. Pat. Office

G. DOUGLAS WARDROP
EDITOR

VOL. 4

MARCH, 1925

NO. 6

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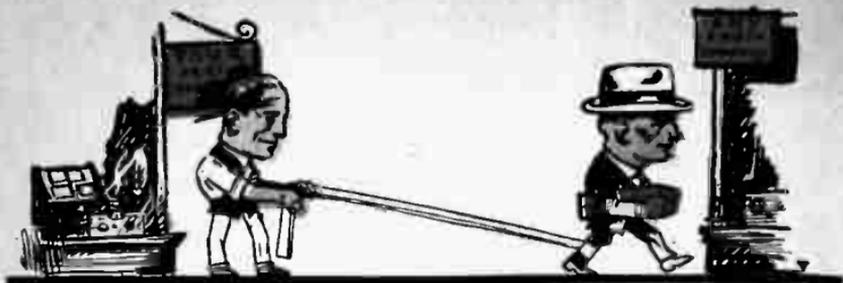
RADIO PUBLISHING CORPORATION

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DAVID MAGOWAN, Sec.-Treas.
FRANK C. THOMAS, Advertising Manager
W. M. PHILPOTT, Assistant Advertising Manager

243 West 39th Street, New York

Telephone: Pennsylvania 7966-7

Printed in United States of America



Bring Him Back

Sell the fan nothing but high-grade parts—help him with his problems and he will come back to your store and keep on coming back.

IT doesn't pay to sell cheap radio parts—particularly cheap radio panels. Cheap panels warp, and are a general source of dissatisfaction.

Sell the fan a good reliable panel like Celoron—a panel that will help him increase the efficiency of his home-made set.

Celoron Panels do not soften with heat or deteriorate with age as do rubber and composition panels. They never split, warp, or discolor. They retain their beauty and their insulating properties indefinitely.

If you have not handled Celoron, order a trial assortment of panels and tubing. Then you will be able to judge for yourself the high quality of this dependable insulating material.

Celoron is used today, by leading radio manufacturers and by radio fans all over the country. It is well-known and well-advertised.

Get in touch with your distributor or write us for prices on Celoron, sheets, panels, rods and tubes.

Diamond State Fibre Company

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

Wherever you see a factory chimney, there are countless electrical and mechanical uses for Celoron and Diamond Fibre.

Bridgeport, Pa., and Chicago, Ill.
Toronto, Can.

Celoron tubing has all the strength and insulating properties of sheet Celoron.



Say you saw it in Radio Merchandising



Who's Being Fooled?

When an Out and Out Radio Retailer Puts "Wholesaler and Retailer" on His Stationery

By Doug Wardrop



VERY often we see on the stationery used by concerns that are very obviously retail radio dealers the caption, "Wholesale and Retail Dealers in Radio." What is the purpose? Whom do they expect to impress? It certainly is not clear on the face of it. Is it an attempt to mislead the firms they buy from? If it is, it is a poor one, for such people have ways and means of knowing whether they are wholesalers or not, even though the quantity of merchandise might not be a criterion as to "wholesale" or "retail" rating. If it is intended to impress their customers, again they fall short of their expectations because the folks buying at their store do not need to be told—they are well able to judge for themselves. Then, who's being fool-

ed? Nobody but themselves.

In the scheme of merchandising radio, the retail merchant has a very important, and a very definite, function to perform. If he does his full duty, he is entitled to his reward, and he receives it. The title "Wholesale and Retail" when applied to a store that is strictly a retail store is one of the most far reaching influences in creating an undesirable condition in the effort at price maintenance. The retailer with a one price policy has accepted the strongest factor toward gaining the good will, on a lasting basis, of his customers. Let the dealer advertise the claim that he is "wholesaler and retailer" and he will find a one price policy absolutely impossible because his announcement invites haggling, and he consequently must either sacrifice prices or sales.

The "wholesale and retail" type of store, through its own double standard invites customers to try by subterfuge and pretense to get lower prices. The result of this is that the entire sales organization of the store is contaminated, and many times salesmen will give in to customers who claim to operate a news-stand or a shoe shine parlor, thereby claiming the status of "merchant." A legitimate retail store can stand on its own feet and can consistently maintain a one-price policy.

The radio jobber, who also retails, has greater difficulty in maintaining proper retail prices than one who is strictly a retailer. The jobber-retailer has two types of customers and it is a mighty hard job to draw a clean-cut line between them. He sells to both dealers and consumers, and there are some tricky customers who try at every possible opportunity to pose as merchants and in that way obtain lower prices.

The straight retailer has just

one type of customer, and he learns that the best way to handle that customer is to have a fixed standard for everybody.

It has been demonstrated beyond the shadow of doubt that a strict adherence to a laid-down policy of one price is the only policy on which a dealer can hope to build for permanence and soundness. It gains consumer confidence, without which no store can remain very long in business. Advertising quality and service and then having three or four prices is not at all satisfactory, and as word-of-mouth advertising is one of the retail store's greatest assets, and at the same time liabilities, it very quickly becomes generally known in any community when a retail store has a variable standard of prices. The tricky customer delights in telling his friends just how they can secure a lower price, and when that friend goes to the store he is either going to get the low price or there won't be a sale.



© Wide World
Willie Plant, America's premier walker, is a keen radio enthusiast, and his family share his enthusiasm.

The one price standard is the best friend of the radio retailer.

Back of it there should be consistency in buying, and at frequent intervals, so that his chances of serving his trade efficiently may be enhanced. Too many dealers wait until their stock of certain merchandise is shot to pieces, and then in their determination not to let it happen again they order too much.

Regular inventory is an essential to every dealer. It is deplorable when one visits some of the retail radio stores and sees their unbalanced, poorly selected stocks and listens to the arguments the customers use in trying to get better prices.

It is time for a lot of radio retailers to stop fooling themselves, operate strictly as retailers, give nobody a discount and adhere to a one-price policy.

She Builds Her Own



Gail Savage, of Brooklyn, New York, is a very successful radio builder. She has two inventions to her credit, a portable antenna and a combination amplifier and loud speaker. All over the country thousands of young women are building their own sets, and getting just as much fun out of it as the sterner sex. Too few dealers are watching the sales possibilities of this fact.



Pictorially



Robert Sielle and Annette Mills, noted English dancers, keeping in form to radio music in Central Park, New York.

© Underwood.



© Underwood

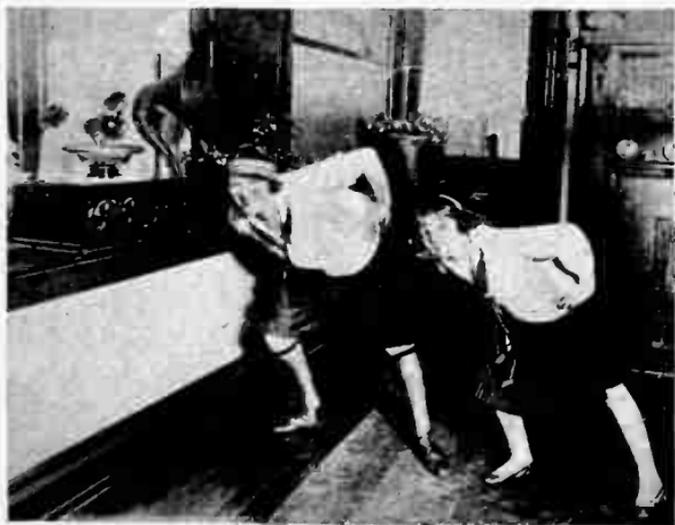
The new nineteenth ho'e? Down South golf clubs are entertaining their guests with radio music, and it's proving very popular.

Speaking!



Anna May and
Gloria McKenney,
cute child dancers,
practice regularly
to radio music.

© Fotograms.



© Underwood.

The morning setting up exercises are popular with Mrs. Harry West and her daughter Mary. Dad's a policeman so they've got to keep in line.

Tuning In

By DR. FRANK CRANE

IT has often been wondered what is the exact size of an object. You can hold it so close to you that it blots out the rest of the world, or it can be remote enough from you to be a mere speck in the distance.

What is its true size?

The obvious answer is that its true size depends upon its right position. All size is relative and depends upon other objects around.

The proper position for a bookcase is across the room against the wall. It is not intended to be in the remote distance nor too close to the eye.

There are some people who look at everything through inverted opera glasses. These people have a contemptuous view of the world, and everything seems to them out of proportion. They are constantly caviling and finding fault.

It should be remembered that fault can be found with anything that is not in its right place.

Truth is relative.

The thing to do is to look with one's normal vision and to look at things in their right place.

There are some people who see pleasant things all around them. The people they have to do with are agreeable, and their reaction upon life is agreeable.

These people look at things in their right proportion. Their vision is normal.

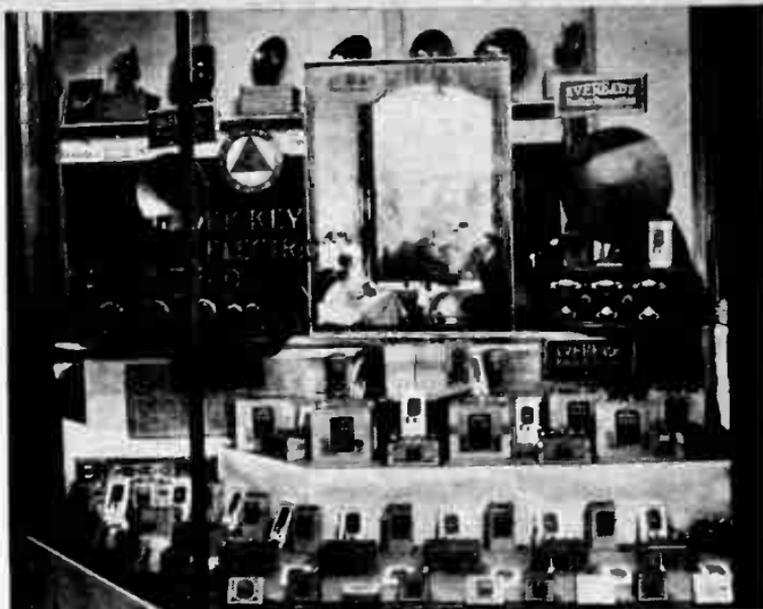
Often things take for us a size that they do not deserve to have because they are out of relation to other things. There are things that worry us and cause us much concern. The trouble is that we see them either magnified or minified. In their right place they would not alarm us. All life is a matter of adjustment.

The air all around us is full of melody. Ordinarily we do not hear it, but if we were to bring a radio into the room and tune in properly the sensitive wires of the machine would pick up the unheard harmony. We cannot hear it unless we tune in.

So there is much melody and beauty for those souls that are in tune with the universe. They hear and see things that are inaudible or invisible to other people.

Very often a moral or spiritual thought, idea or emotion is not perceived by a critic simply because he is not attuned to it. If his nature were such that he could pick up the vibrations of it he would speedily get it. The trouble with most of us is that we are not in tune with our environment.

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Eveready means more *and* easier sales

AVOID slow-moving merchandise. Handle only the best goods. Concentrate on nationally advertised lines.

"With these principles in mind," writes Mr. E. F. Hickey, of the Hickey Electric Co., Atlanta, Ga., "I decided to concentrate on one make of 'B' Battery, and my selection was Eveready.

"The results of this policy have more than met my expectations. I have sold more 'B' Batteries and with less sales resistance than ever before. It certainly pays to handle the product that is generally regarded as being the best, that is

well advertised, and then push it for all it is worth. 'B' Battery business is a substantial part of any radio dealer's business, the battery is vital to the set.

To build up a profitable radio battery business the first requisite is to handle the Eveready line."

Sound merchandising principles are leading dealers everywhere to sell Eveready Radio Batteries for the satisfaction they give and the profits they bring.

Manufactured and guaranteed by
NATIONAL CARBON COMPANY, INC.
 New York San Francisco
 Atlanta Chicago Dallas Kansas City
 Canadian National Carbon Co., Limited
 Toronto, Ont.

EVEREADY

Radio Batteries

- they last longer

EVEREADY HOUR EVERY TUESDAY at 9 P. M.
 (Eastern Standard Time)

For real radio enjoyment, tell your customers to tune in the "Eveready Group." Broadcast through stations

WEAF New York	WEEI Boston	WCAE Pittsburgh
WJAR Providence	WFI Philadelphia	WGR Buffalo

Say you saw it in Radio Merchandising

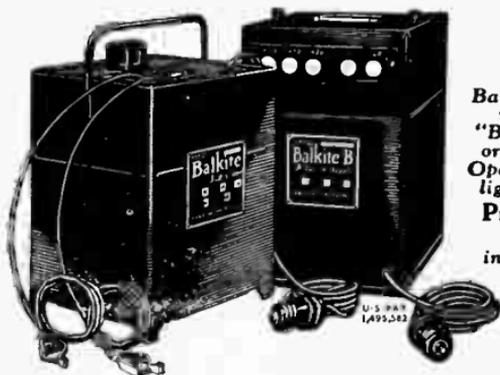
**Balkite Battery
Charger.**

For charging
6 volt storage
batteries.

Price \$19.50

\$20 West of
Rockies

\$27.50 in
Canada



Balkite "B"—
replaces
"B" batteries
or dry cells.
Operates from
light socket.

Price \$55

\$75
in Canada

Balkite Radio Power Units

Balkite Radio Power Units supply constant uniform voltage to both "A" and "B" radio circuits and increase the power and clarity of any set. The Balkite Charger charges storage "A" batteries. Balkite "B" replaces "B" batteries entirely and supplies plate

current from the light socket.

Both the Balkite Charger and Balkite "B" are entirely noiseless. They are based on the same principle. Both have demonstrated their entire success over a long period of time. Both are free from service trouble, well advertised and fast-moving.

FANSTEEL *Radio* Balkite *Power Units*

BALKITE BATTERY CHARGER—BALKITE "B" PLATE CURRENT SUPPLY

Factory Representatives

The Ekko Company
111 W. Monroe St.
Chicago, Ill.

Chas. F. Saenger & Co.
942 Prospect Ave.
Cleveland, Ohio

A. S. Lindstrom
274 Brannan St.
San Francisco, California

Lombard J. Smith
324 N. San Pedro St.
Los Angeles, Cal.

J. P. Rainbault
30 Church St.
New York City, New York

Detroit Electric Company
113 E. Jefferson St.
Detroit, Michigan

Burndep. Ltd.
172 King St. W.
Toronto, Canada

Geo. H. Maire
95 Connecticut St.
Seattle, Washington

Wood & Lane
915 Olive St.
St. Louis, Missouri

Thos. S. Hoy
719 McKnight Bldg.
Minneapolis, Minn.

Sparling-Markle, Ltd.
276 Smith St.
Winnipeg, Canada

H. A. Killam
146½ N. 10th St.
Portland, Oregon

Manufactured by FANSTEEL PRODUCTS CO., Inc., North Chicago, Illinois

Say you saw it in Radio Merchandising



The four service and delivery trucks of the Haynes-Griffin, New York, store.

Making Radio Service Pay

*How New York's Most Successful Radio Dealer
Handles the Service Problem*

By Thomas O. Shearman



VERY dealer of radio sets has been confronted with the problem of giving service with the sale of each set. Various methods have been tried, some with satisfaction, but more often the dealer has sadly realized that his system or lack of proper system has been the cause of great trouble and a considerable loss of money.

It seems quite plausible to believe that any radio dealer, no matter where located, can obtain worth while information from a description of a practical service plan developed by the most successful shop dealing exclusively in radio in the heart of the shopping district of New York City.

The store is Haynes-Griffin, Inc., with a large branch in Chicago working under the same service system. One may realize the important role played by service in these two stores from a statement made by G. R. Cronin, general manager, who remarked that service was the

heart of the entire organization and their tremendous growth of business was due entirely to the real honest service given to their customers.

Their plan is based on strict business principles, for they have long realized that it is impossible for any radio dealer to continually give service free. In fact, any dealer who promises such service to his customers and keeps his promises will undoubtedly find himself bankrupt, and if he doesn't keep his promises will find that he has lost the faith of his customers, which will lead him to the same end.

Their service department in New York consists of eleven highly trained men who were picked from over 250 applicants. These men are skilled in all branches of repair and installation work and have a complete knowledge of the different types of circuits and sets now on the market. Six of the men remain in the shop, which is equipped for all kinds of repair work,



For Phonograph Dealers *and jobbers who are selling them*

THE TAYLOR INSET is the greatest radio development thus far for the phonograph merchant. It is an extraordinarily fine four tube receiver, beautifully made, so compactly manufactured that it fits into any phonograph having 13 inch record shelves without marring the phonograph in any way. Simply remove the two top shelves and slip inset in place. Cabinet contains all batteries.

Taylor Inset stops the "trade in" evil at once, and saves the customer. It furnishes the merchant a beautiful radio set to sell to the buyer who already has a fine phonograph and is interested in another combination or an additional instrument for entertainment. Uses any good phonograph unit to utilize the phonograph tone arm and sound chamber as a loudspeaker.

The Taylor Inset is an extraordinary value as a radio set. It fits into and supplies a great need for the phonograph merchants and is perhaps the most profitable radio specialty the jobber can supply them, or that they can sell.

List Price \$85.00

Jobbers and dealers write for discounts.

Taylor Radio Company

1218 CHESTNUT ST.

PHILADELPHIA, PA.

After All—

The Neutrodyne
is the Biggest
Selling Receiver

and

The Biggest Sell-
ing Neutrodyne
is the

*Freed-
Eisemann*



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

while the other five do the actual installing of the sets.

Each of these men has his own repair car to travel to and from the customer's home, and by this means quick service is assured throughout the city and its outlying districts. However, their service is not restricted to this locality, but extends to all other nearby cities, and in these cases the train service is utilized.

The customer when upon purchasing a set in their store may have the same completely installed at a fixed rate of \$15.00 within the city or \$18.00 outside of the city limits. Of this amount \$10.00 is for the service man's labor, time and traveling expenses, while the other \$5.00 is for the material used in installing such as the aerial and ground equipment.

It is their policy that the material used shall be of the best obtainable and they guarantee the buyer that the installation will pass all of the Fire Underwriters' rules. This means that in many cases the repair man must make two or three visits and changes before the inspector passes on the installation.

All the sets sold are guaranteed against defects or trouble originating in the set for a period of one year. If within that time trouble should occur which was due to a defect in the set itself and cannot be repaired by the service man a new set is installed free of charge, while the defective one is in most cases shipped back to the manufacturer for repairs. Such a policy, while costing money, meets with the customer's approval, and in the end pays. If, however, the service man finds that the trouble has been caused by the customer's own carelessness, the traveling expenses, labor and repairs must

be paid for by the customer. But every dealer knows how difficult it is to convince a purchaser that the set's failure to operate was due to some unwelcome tinkering with the same and for this reason over 65 per cent of the Haynes-Griffin service is given free of charge. When the case fully justifies the customer's fault a standard charge of \$1.50 per hour, plus the traveling expenses, is made.

Another service plan which has been of great success is the seven days' free trial, which allows a person to buy a set with the understanding that at the end of seven days, if the results have not been entirely satisfactory, the set will be removed and another put in its place. After trying out two or three different kinds of sets the results are still poor, the customer is convinced that he is located in a dead spot, the money he paid on the set is refunded, and the only cost is the \$15.00 installation charge. This plan works exceptionally well in the large cities where poor reception conditions are quite numerous and protects the buyer from being stuck with a set which does not operate in his specific locality. Another advantage of this plan is that the customer first buys a medium priced set, and if, when installed, it is found that the local conditions prevent the set from giving the required results a more expensive and powerful set is substituted, with the result that it is able to pull the stations through, and in the majority of cases the set remains and the additional cost is gladly paid.

Their service system is also extended to that large group of radio fans who rather build their own sets, and a large volume of the business is done in knock-down kits and parts. For the

Investigate—

Gold Medal

five sixty

RADIO RECEIVER



The Gold Medal "Five-Sixty" is a five tube radio receiver employing 2 stages of tuned radio, detector and 2 stages of audio frequency. It is scientifically built, each part being thoroughly tested individually before assembling, and undergoing as a second test, a rigid examination as a complete unit.

The Gold Medal Receiver is guaranteed to perform perfectly for one year, providing the manufacturer's seal is unbroken.

\$60⁰⁰

*Distributors' territories are
now being subdivided.*

Manufactured and Guaranteed by the

Gold Medal Radio Corp.

22 East 21st St. New York, N. Y.

CALEDONIA 7740

benefit of these buyers one part of the store is kept as a free service bureau for those who experience trouble in the building of their sets. An experienced technical man is in charge of this department and gladly gives helpful suggestions pertaining to the improvement of the sets.

A counter test is also given to any home-made set for the normal sum of \$1.00. This includes the testing of the complete circuit for any short or open circuits. If any serious trouble is discovered the set may be sent to the repair shop, where the set will be repaired, the charge for such service being \$2.00 per hour for the labor and an additional cost for any new material.

Service is also extended to the purchaser of vacuum tubes which is of real benefit. Such tests in the past have been more or less of a farce. Inasmuch as the unsuspecting buyer enters a radio store and asks for a cer-

tain type of vacuum tube, he is then allowed the privilege of gazing upon a group of electrical meters, the needles of which go through a series of gymnastics when the tube is tested. The salesman then assures him that the tube is par excellent and he leaves quite pleased, only to find when trying it in his set that it is a dud. The tester used by Haynes-Griffin really tests and matches the tubes, and, while they sell them at nearly list price, the buyers are only too glad to pay this, knowing that they have a good tube.

All of this service, while based on a business plan, does not pay directly. In fact, it averages a considerable loss, but the effect of the same upon the rest of the business means a tremendous profit, and the success of the whole organization depends upon the continuing of this service. There is but one way in which the dealer can give such kind of service, and
(Continued on page 127)



© Keystone.

A well utilized corner of a store where space has to be used economically.



The
Successful
Link
 Between
 Radio
 and the
Talking
Machine

DULCE-TONE is the only unit which perfectly adapts the original "balance" of the talking machine's reproducer to radio. Large volume sales by dealers everywhere *prove Dulce-Tone's success.*

Retail price, \$10.00. (In Canada, \$14.00)

THE TEAGLE COMPANY
 1125 Oregon Ave., Cleveland, Ohio

Canadian Distributor:
The Otto Higel Co., Ltd., Toronto

Dulce-Tone



The Feminine Element and Sales

*Practical Pointers on How to Cash In on the New Trend
in Merchandising Radio*

By W. F. Crosby



FEW years ago a radio set in the home meant frequent arguments with the lady of the house, and cases even came up where suits for divorce were occasioned by differences of this kind.

The husband was so engrossed with his radio set and his long distance reception that frequently the wife was sadly neglected. In some cases "hubby" would come home from work, eat his supper and sit down before the radio set, never speaking a word until he finally went to bed during the small hours of the morning.

This condition is passing into radio history, and today we find the women becoming more and more interested in radio. Do not be misled into believing that the ladies like only completed sets, because this is not always the case. An analysis of the

mail received by a large newspaper which devotes considerable space to radio shows that about 20 per cent of the letters come from women. This percentage is about evenly divided between those who want to buy a complete set and those who want to make up a receiver.

This interesting condition of affairs has only come about in the last six months or so, and from general observations it seems that the trade in general has not realized the importance of the feminine element as yet. In other words, no direct appeals have been aimed at the women radio fans.

Here is a field where there should be a goodly profit to be secured by enterprising radio dealers. Without doubt the radio stores in the business sections of the cities will do business mostly with the men, but those located in the smaller towns and the residential dis-



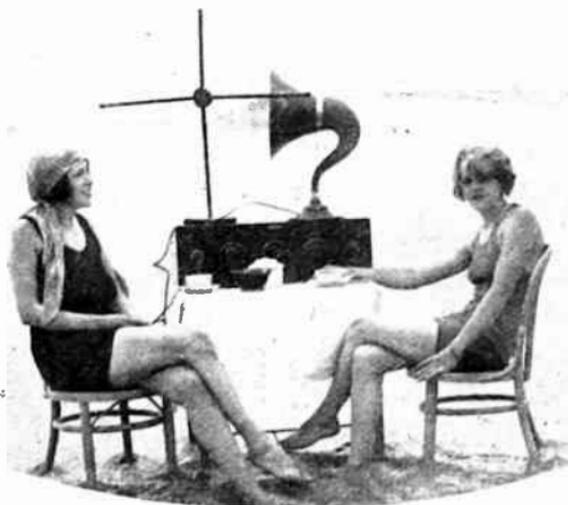
© Keystone.

Utility—Making the tasks of the household much more agreeable.

tricts of the cities should be able to keep the cash register ringing with sales to feminine customers.

However, all this will take

educational work and appeals either by direct mail or through the local newspapers, but sooner or later some dealer is going at it right, and he will profit to no



© Foto Topics.

Pleasure—Adding to the joys of vacation time at the beach and in the country.

small extent. Of course the woman will usually want a set which will be an ornament to the house, and for this reason the stores located in such districts should take particular pains to have several styles of the present day ornamental radio set in stock. The cabinet and general "looks" of the receiver will have a lot to do with selling the women radio, especially in localities where well-to-do families reside. Already one hears housewives talking about some new and beautiful radio set that has been recently purchased by one of the families.

There are several things to be observed in selling radio to the ladies. Among these are plenty of patience both in selling and after the set is installed. The salesman should be courteous and willing to explain in non-technical language just why a certain set would be the best. Technical terms should be strict-

ly omitted from conversation, as these will generally only confuse to such a degree that the sale may be completely lost.

The biggest point in selling to this element, though, is the bargain. Don't fail to overlook this feature. Of course this does not necessarily mean a cut in price, but such a service as free installation or care of the set extending over a period of several months. Possibly a direct mail campaign directed at the women and telling of some "special sale" in radio sets might prove to be a fruitful venture.

There is absolutely no doubt but that women as a general class are interested in radio, and they will become more and more so as radio gets older and the broadcasting programs improve. No dealer can afford to overlook this end of the selling game, and those who are the first to take advantage of it will probably reap a rich harvest.

Estey Joins Priess Radio

F. Clifford Estey, one of the best known sales executives in radio, has been appointed sales manager of the Priess Radio Corporation of New York City.

* * *

Rey Promoted

O. W. Rey, formerly in charge of the wholesale record division of the Aeolian Company, has been appointed general manager of the wholesale radio division of Aeolian.

* * *

Colonel Mapes Promoted

Colonel S. Herbert Mapes has been promoted to the vice-presidency and sales managership of the Jos. W. Jones Radio Manufacturing Company of New York.

Newport Factory Enlarges

The Newport Radio Corporation of New York, manufacturers of Newport receivers, have recently acquired considerable additional factory space at 250 West Fifty-fourth street.

* * *

Lansell Joins Gross & Brennan.

Harry Lansell, formerly associated with the Blackman Instrument Sales Corporation, has joined the sales staff of Gross & Brennan, Inc., manufacturers' representatives, with headquarters in New York.

* * *

Silverton With Triangle

H. I. Silverton has recently been appointed sales manager of the Triangle Radio Supply Company of New York.

AMPLION

*The World's Standard
Loud Speaker*



THE AMPLION DRAGON, AR-19, \$42.50

**Created by the Originators and
Oldest Makers of Loud Speakers**

ALFRED GRAHAM & CO., London, England

A third of a century of loud speaker experience explains why The Amplion is the world's largest seller—the reigning favorite in all quarters of the globe. **Hear it—in comparison!** You will agree it deserves first place! Some U. S. territory still open. Write for proposition.

All prices slightly higher in the far west.

**THE AMPLION CORPORATION
OF AMERICA**

Executive Offices:
Suite Y, 280 Madison Avenue,
New York City

Canadian Distributors:
Burndep of Canada, Ltd.,
172 King St. W., Toronto



The Amplion
Junior DeLuxe
AR-114 \$27.50



The Amplion
Junior Model
AR-111 \$24.00



Amplion
Phonograph
Units
\$19 and \$25



Amplion
Dragonfly
Model AR-102
\$13.50

An Excellent Way to Demonstrate Loud Speakers

By William F. Crosby



AN ingenious device has been worked out by a radio dealer in downtown New York, whereby he is able to test out a half dozen loud speakers without more exertion than that entailed by throwing a simple switch.

The diagram presented herewith shows just how the back of this little device looks. Plug in the regular cord on the set to be used and then throw the switch back and forth until you have hit the loud speaker which pleases the customer the most. The device is so simple that it is remarkable that it has not come into more general use.

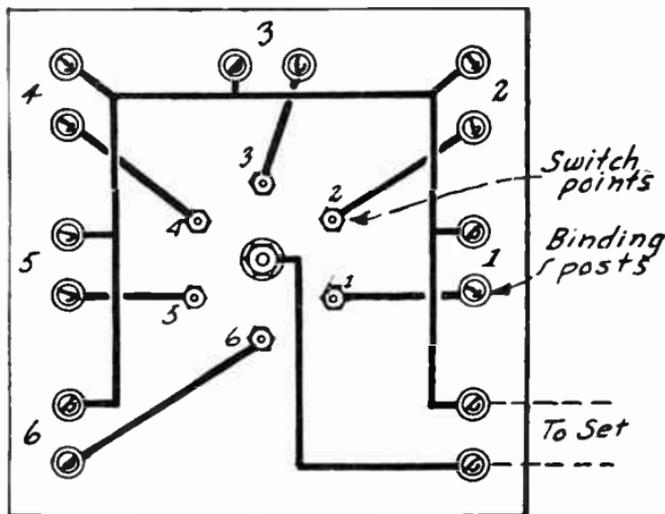
The panel is seven by ten, with the switch mounted in the

center with a row of binding posts around the outer edge where the different speaker cords are fastened in place. Each set of binding posts are numbered to correspond with a numbered switch point in the center of the panel.

Now suppose we connect six loud speakers, one to each of the sets of binding posts. The radio set is connected at the place marked, and as the switch blade in the center of the panel is turned about each one of the loud speakers is put into operation, one after the other.

The wiring is simplicity itself, one of each pair of binding posts on the outer edge being fastened to the long wire which runs around three sides of the

(Concluded on page 127)



*Back of Loud Speaker
Switching Panel*



MODEL XV. Two stages tuned R. F. detector and two stages A. F. Simplified tuning on two dials. Stations are always found at the same dial setting. The volume is under control and the tone is musically pure. Retail \$142.50 without accessories.

Too many stations? Too much interference?

Greater selectivity is the answer.

You'll find it in the new

KENNEDY MODEL XV

Even when the air is crowded with powerful local broadcasting, Model XV will cut right through and bring in distant programs.

Stations may interfere with each other as badly as they do in Chicago, but Model XV will sort them out and bring in any desired one without a trace of the others. There is no harder test for the selectivity of any receiver than Chicago conditions.

Sharp tuning has become absolutely necessary to the enjoyment of radio. The Government is receiving many applications for new broadcasting licen-

ses. Your customers rely upon you to recommend a set that will separate stations completely, not only on present wave bands, but also on the *shorter wave lengths* that may be assigned to relieve congested broadcasting. Model XV receives perfectly on all wave lengths from 200 to 600 meters.

Your customers will thank you for urging them to buy the Kennedy Model XV. If you are not a Kennedy dealer, but would like to handle a line that is never freakish but always in the forefront of sound radio engineering, we would like to hear from you.

THE COLIN B. KENNEDY COMPANY *Saint Louis*

The Royalty  of Radio

POTASH AND PERLMUTTER

DISCUSS

STARRING THE RADIO SET

THE MODERN SIX TUBE THESPIAN

By MONTAGUE GLASS



SEE where there's been a big kick made by actors and managers against the idea that the Metropolitan Opera House should broadcast Opera by radio, Mawruss." Abe Potash observed the other day.

"Well, there should ought to be a line drawn somewhere, Abe," Morris Perlmutter remarked. "Just because in a moment of weakness, or something, a man buys a radio outfit and sets it up in his home, ain't no reason why he ought be at the mercy of any one and every opera house which chooses to put its performances on the air. What are the police doing anyway?"



"Well, there ought to be a line drawn somewhere, Abe," Morris Perlmutter remarked. "What are the police doing anyway?"

"But it ain't the cruelty of the thing which the actors complain of," Abe said. "It's the competition. Which the actors claim that if certain managers go to work and broadcast plays and operas, y'understand all the audiences would be content to stay home and hear plays instead of going to theaters to see them."

Before the Radio

"Well, maybe that wouldn't be such a bad thing for some actors, neither," Morris remarked. "Many an actor has got the voice for Hamlet, but ain't got the face or legs to match the voice. In the same way, Abe, there must be plenty of radio Romeos that don't look unlike Eddie Foy, and now they would all get a chance to broadcast poor Shakespeare, nebich, with the result that if the worst comes to the worst it would drive the radio audiences back into the theaters."

"Still, Mawruss, you must got to admit that if theaters broadcast plays, y'understand, the actor is up against competition, ain't it?" Abe insisted.

"That depends on what you call competition," Morris retorted. "Paper napkins is in a way competition for all-damash linen table napkins and aluminum teaspoons is a competing line with solid silver table ware, but so far as I could see, Abe, aluminum teaspoons appeal not so much to the old time customers of Fifth Avenue silver-smiths as to people who formerly ate with their fingers. In the same way, Abe, the man who now gets an evening's amusement out of listening to the radio was never exactly weaned away by it from paying nine dollars for a pair of orchestra seats from a Broadway speculator.

"What he used to be before he became a radio fan was either to go to sleep on the sofa between suppertime and bedtime, or at the very most, he got dragged out after an argument from his wife and children to

see for fifteen cents the eighth showing of a six reeler cut down to four on account of wear and tear by the name Worse Than Divorced."

"In fact, Abe, broadcasting plays by radio ain't so much competition as education," Morris continued. "Many a radio fan who hears a play on the air will be tempted to go to the theater, if only to find out whether or not a play is as bad as it sounds. As for grand opera, Abe, it's practically a hundred to one shot that if the Metropolitan Opera House should broadcast an opera everybody who hears it over the radio would be listening to his first grand opera, and in all probability his last. Maybe the grand opera managers don't realize it, but grand opera is an acquired taste which takes so long to acquire that practically one hundred per cent of the American people are immune to it."

One Good Feature, Anyway

"Then to my mind, Mawruss, the grand opera industry would be very foolish to make people acquainted with it at all," Abe observed. "Take myself, for instance, and so long as I don't have to go to it I feel that if anybody wants to listen to grand opera the poor fellow may be his own worst enemy, but at the same time this is a free country, and there's a great many ways for such a man to put in his evening which might be even more harmful, like committing loft robberies or holding up all-night drug stores. However, Mawruss, if I was God forbid a radio fan, and it was a case of

take grand opera or leave it, y'understand, then my feelings toward grand opera would be something else again. All somebody would have to do to get from me an initiation fee and annual dues would be to start a Society for the Prevention of Rigoletto or something, and I would work for even a Nineteenth Amendment to include not only grand opera, but also radio broadcasting itself."

"Well, be that as it may, Abe, one of the things which broadcasting plays by radios is going to do, y'understand, is to put the actor in his place," Morris declared, "which for years now actors have been claiming that the most important thing about the theaters was the actors. Then after the actors came the stage hands and electricians. In the third and fourth place was the musicians and the ushers, and trailing behind the man who sold the tickets in the box office and the ladies who swept up after the show was the author with his play. But now it appears that the actors are saying that if the audience can hear the play over the radio they don't give a nickel for the actors and the stage hands, and, as for the ushers and musicians, they might just as well not exist at all."

New Masks for Actors

"In other words, Abe," Morris continued, "the actors now claim that the lines of a show, when spoken by a \$60 Cohen-Goldman Punkodyne six tube set, with three stages tuned radio frequency amplification and four stages of audio frequency amplification, are just as satisfactory to a member of the audience as the same lines spoken by a \$750 a week actor with three tuxedo suits, four divorces

and twelve weeks' arrears of alimony. It's already quite a come-down for the actor to make such an admission, and so far as I am personally concerned there's a great deal of truth in it, too."

"Furthermore, Abe," Morris went on to say, "I've been to a whole lot of shows where the play and the lines struck me as being fifty per cent discounted by the actors, and I've already seen performances of Romeo and Juliet where if the part of Romeo could have been played by a \$62.50 Broadiola set with two dial control, non-radiating, with receiving range only limited by location, y'understand, the lady who played the part of Juliet would have taken a whole lot more pleasure in her work on account of the love-making being more like it."

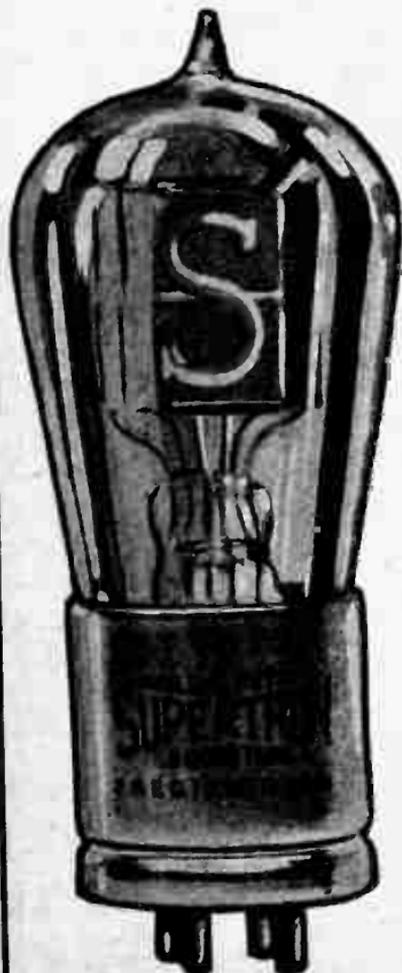
"Say, for that matter, Mawruss," Abe retorted, "the way actors swallow their lines instead of speaking them nowadays, it wouldn't do a bit of harm for most actors to wear for the benefit of the people in the last rows of the orchestra, one of them new type cone shaped horns over the nose and mouth. In that way, Mawruss, the audience might be able to find out what the play was about without being tipped off after the curtain fell by the more fortunate people who had paid a small fortune for two seats in the fourth row center."

"Well, I ain't got no complaint to make about some of our old time stars," Morris said. "They speak plainly enough."

"Then let them wear that cone shaped horn over their nose and mouth anyway," Abe concluded. "It might improve their looks."

·REG.U.S.PAT.OFF·
SUPERTRON
 A GOOD TUBE.

WATCH SUPERTRON — IT'S GOING TO BE
 THE GREATEST SENSATION IN THE INDUSTRY.



Capital brains and grief. Oh, yes! it takes a lot of grief to eventually produce a good tube and then the tube is no better than the organization behind it — Supertron has proven both — be sure it's a genuine Supertron — look for the trade mark.

Indeed a good tube verified to be so by a half million users and some of the best concerns in America. Supertron is a permanent tube — not a fly by night proposition — practicing a merchandising policy behind a trade mark that earned its high standing — deservedly.

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New Liberal Trade Prices

Each tube is rigidly tested by precision instruments and tried in Neutrodyne and Reflex circuits — guaranteed to you without abusing the word "Guarantee" if you are selling Supertrons you know what we mean, if you are not let us prove it to you — Write — Wire — Phone — Now.

The best factory representatives communicate.

SUPERTRON MFG. CO., Inc. 32 UNION SQUARE
 NEW YORK



© Underwood.

Radio in the Kindergarten is always welcome.

Rulings on Retail Radio Advertising

An Interesting and Instructive Summary of the National Vigilance Committee's Report on Radio Advertising

By Sewell Peaslee Wright

LVERY progressive radio dealer knows that it pays to advertise, and the tremendous majority of them know that it pays to advertise truthfully. A few of the "gymps" haven't found out this latter fact yet, but their days are numbered anyway, so we don't need to consider them.

This matter of advertising, and advertising truthfully, in the large sense of the word, is one that is mighty important, however, and since the radio busi-

ness has been in such a hectic state for the last few years, ever since broadcasting became popular, there has naturally arisen considerable confusion in regard to the exact meaning and proper usage of certain words and terms commonly used in radio advertising matter.

To standardize this, the National Vigilance Committee of the Associated Advertising Clubs of the World has looked into the matter carefully, and now presents its recommendations.

Going big!

Going big—the New Model Tungar. *Selling*—because of the name and fame of Tungar. *Selling*—because of the million ads a month in the biggest radio papers. And selling because of its efficient performance! It makes no disturbing noise. It will charge all kinds of storage batteries—all sizes—any make. And it requires no extra attachments. It is selling *fast*—for thousands of dealers. Put it to work for *you*!



Tungar

REG. U.S. PAT. OFF.

BATTERY CHARGER

*Tungar—a registered trademark
—is found only on the genuine.
Look for it on the name plate.*

Two ampere size List price
(East of the Rockies) \$18.00

Five ampere size—design
unchanged. List price (East
of the Rockies) . . . \$28.00

60 cycles—110 volts

MERCHANDISE DEPARTMENT

GENERAL ELECTRIC

GENERAL ELECTRIC COMPANY MERCHANDISE DEPARTMENT BRIDGEPORT, CONN.

Before going further it might be well to state that the findings of this committee are accepted as a basis for rulings by the Better Business Bureaus of the country, and if you live in a city of any size, you are probably familiar with these bureaus and the work they have done to clean up the advertising columns of your local papers. By a careful perusal of the following suggestions, the reform you will be able to avoid trouble with your local Better Business Bureau, if you have one, and certainly will avoid any accusation of misrepresentation.

Perhaps the most common of all offenses is designating a tube as a WD 12, UV 199 or 201-A when it is not a Radio Corporation of America tube. These numbers, as well as the C 299, C 301-A and so forth of the Cunningham people and the DV 2, DV 3 and so forth of DeForrest, cannot be properly used to designate the tubes of any other manufacturer. It is not even permissible, in the opinion of the committee, to use the expression "201-A type" in designating a certain model of tube, not made by the Radio Corporation of America, for while the difference between a 201-A and a tube merely of the 201-A type may be perfectly clear to you, as a radio dealer, experience and experiment has proven that it is not clear to a majority of the public.

Instead of using these misleading designations to describe the tube you have to offer, it is suggested that you describe the tube by its characteristics; that is, the required voltage, the amperage, and whether it is a detector or amplifier or both, as the case may be. The tube situation is rather a ticklish one right now at best, and I would personally advise the radio deal-

er to be very careful with what he puts into print regarding the tubes he has for sale.

Next, the Committee lays emphasis upon the necessity for specifically designating store built sets as such, especially sets containing certain licensed parts and bearing the names of well known manufacturers of sets using the same circuits. To lead the public to believe that such a store built set was factory assembled would be misleading, and might lead to trouble and serious misunderstanding.

The trade has gradually grown to see the folly of quoting within any degree of definiteness the distance over which a set will work, and so the Committee's recommendation that "Claims for distance reception should in most cases be based upon average performance rather than upon some rare, exceptional feat" will not be needed by many readers of RADIO MERCHANDISING. It might be well to bear the point in mind, however, in case some exceptional DX work tempts you to claim more for a set than it is likely to do consistently in the home of the purchaser.

The matter of price reductions is not, unfortunately, confined to the radio industry. Comparative prices are the most argued-about point at most advertising clubs (I've been an officer in one for years, and know!), and it is hard indeed to lay down any hard and fast rules. It is evident, however, that a radio set that was worth fifty dollars two years ago, even though it has not been out of its original carton, is not worth fifty dollars today. Its circuit is antiquated, it is out of date, and it has not the value that it had when it was new. Don't offer it as a "\$50.00 set marked down to

8 REAL SETS

EVERYONE A



The Voice of the Nation



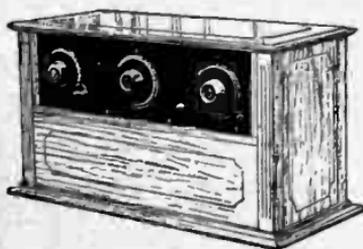
WC 14-A

EVERYONE A
MONEY MAKER

Priced from
\$65 to \$250

NEW WC 14-A \$65

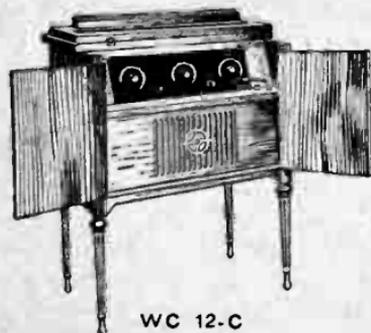
Uses 5 wet cell tubes—Tunes thru locals easily—Unusual Volume—Exceptional Tone Quality in Rich Mahogany finished cabinet \$65; in handsome two toned, two decked cabinet \$85; in beautiful Mahogany Console \$185.



WC 11-B

WC 11-B

Uses 6 Wet Cell tubes—one of most popular Sets ever made and possesses typical Radiodyne volume, tone and extreme selectivity. Priced at \$150 and \$250, depending upon cabinet.



WC 12-C

WC 12-C

The 6 tube dry cell set possessing remarkable volume, tone clarity and selectivity. All batteries and loud speaker contained in beautiful two toned Console cabinet priced at \$250—In two decked cabinet \$150.

Note—All prices less tubes and accessories.

We do not sell individuals or dealers direct. If you don't know name of nearest distributor write us for his name and details of Radiodyne Merchandising Plan.

Western Coil and Electrical Company

310 Fifth St., Racine, Wis.

\$32.50" for if you do folks will wonder why you don't mark down some of your regular fifty dollar sets to thirty-two fifty, and will make a lot of hurtful comments about the big profits there must be in radio. Call it a good buy at thirty-two fifty, if you think it is that, and you'll be playing safe.

Be careful also not to advertise merchandise as reduced from some former price if at its lower price it does not carry all the advantages of its former list price, such as factory guarantee and repair privileges. If it has not all the advantages it had at its original list price, it cannot be represented as being worth its list price.

A set that has been discontinued by the factory if advertised at a reduced price, should not be represented as having its old list price. To do so would be to lead the public into believing that it was getting a much better current value than was actually the case.

There is a lot of misunderstanding caused by the failure

of many dealers to state just what accessories, if any, are included with a set advertised at a certain price. The Committee recommends that the dealer make it a practice to state specifically what accessories are included at the price named, and if no accessories are included, the fact be briefly stated: "Tubes, batteries, loud-speaker and other accessories extra," or something of that sort.

Be careful how you accept the over-enthusiastic claims made by the manufacturers of some apparatus and accessories, and limit your advertised claims for such merchandise. To lead a prospect to expect more than he will probably receive is fatal, and is construed by the Committee to be misleading advertising—which it undoubtedly is.

Make no guarantees in your advertising that are hedged about by ifs, ands and buts. If you can't make an unconditional, honest guarantee, say nothing on the subject. Ambiguous, tricky guarantees are a never-



General Mitchell, who has been fighting for a united air service, broadcasts his story on air defense, with Mrs. Mitchell the only member of his visible audience.

© International.

ending source of trouble, and are bound to inspire distrust and undermine confidence. Don't stoop to make a guarantee that in your heart you know you couldn't or wouldn't make good.

Goods, especially goods advertised at a special low price as a "leader," should be stocked in such number as to meet a reasonable public demand. It isn't square to cause crowds to come to your store looking for a bargain that you were sold out of an hour after your doors opened. If you have a limited number, state the number specifically in your copy.

When comparing the efficiency of indoor aerials, including loops, with regular outdoor collectors, take into consideration the types of radio sets to be operated, distances from broadcasting stations, location of the aerial or loop in building where used, and other factors governing the relative efficiency and effectiveness of the aerials compared.

In advertising the results obtained from wave-traps and similar devices, be careful not to lead the reader to believe that such devices will eliminate more than one interfering broadcaster, when such is not the case. It is very easy to generalize and give the prospective purchaser an entirely erroneous estimation of what he can expect from the device. Other factors, such as the receiving apparatus used, unfavorable local conditions and so forth should also be considered.

When you see the word "New" in copy, make it clear whether you mean a new model of the article involved or whether you

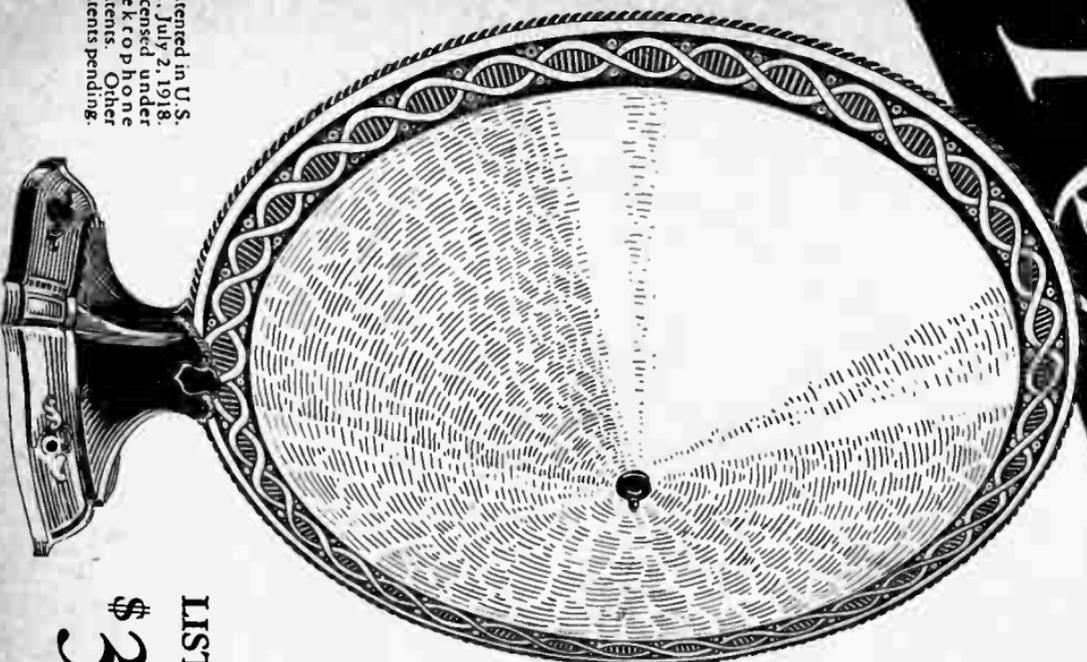
refer to the period of time it has been stocked by you. This point is particularly important, of course, when it concerns such accessories as dry batteries, which deteriorate on your shelves.

The last point mentioned by the committee concerns the number of adjustments necessary to put the set into operation. It is held to be misleading to mention only the tuning adjustment, for instance, if other more less critical adjustments are involved. It is my personal opinion that to advertise without qualification that a tube set is operated by one control is not warranted, for while the filament controls are not as critical as the tuning control or controls, at the same time they have a definite bearing upon the functioning of the set, and it would be far better to say "Only one tuning dial" than to come out flat-footed with the statement that there is only one control to operate.

These recommendations do not, of course, cover the ground of truthful advertising completely. All they can hope to do is to point out a few of the more common of the mistakes and misrepresentations (often unconscious) being made by radio dealers throughout the country.

At the same time, they will serve as valuable guide-posts to the radio retailer who is sincere in his desire to sell his merchandise on a four-square basis, and who has learned, as all advertisers do sooner or later, that honesty is the best policy—in advertising as in other things.

RADIO'S



Patented in U.S.
A., July 2, 1918.
Licensed under
Leakrop home
Patents. Other
patents pending.

LIST PRICE

\$
32.50

Say you saw it in Radio Merchandising

New Voice

THE EAR SAYS BUY!

Demonstrate the Farrand-Godley Speaker—and the sale is made!

The Farrand-Godley Speaker may well be said to be speaking for itself the country over. To radio experts, or to the average "fan," its superiority is instantly sensed. Side-by-side comparison with any other Speaker, but quickens the impulse to possess it. The ear hears a new, a greater, a more beautiful Radio—and the ear says *buy!*

Rapidly the fame of the Farrand-Godley Speaker has spread countrywide, with a consequent ever-increasing demand. We take pleasure, however, in announcing marked progress in production and our ability to continue opening up new selling territories.

FARRAND MANUFACTURING CO.
Incorporated

28 South Sixth Street Newark, N. J.

Farrand
 **Godley**
SPEAKER



Such Is Life

*Or Why a Certain Firm Laid Down a Nest Egg of 36c for
A Fund for Old and Infirm Radio Dealers*

By Harry Bridge, Jr.

(SCENE—Most any radio store. Customer enters and disturbs clerk who is rummaging through a dictionary in search of a certain five letter word.)

Customer: Say, have you got a Whosit Tuning Coil for a Hydrofloric Sixteen Circuit Set?

Clerk: Righto—what we ain't got here ain't worth having. (Wraps one up) \$6.50—thanks.

(Customer starts out with package and then comes back.)

Customer: Say, buddy, what's your opinion of the Hydrofloric Circuit?

Clerk: Oh, it was all right in its time, but that was all of two weeks ago. I just tore mine down and built a thirteen-tube Extra Super-Superdyne. Heard Italy on its last night.

Customer (awed): Honest—did you, though?

Clerk: No kiddin'. Brought it in so good I could smell the garlic from the speaker's voice over the horn.

Customer: It's really better than the Hydrofloric, then?

Clerk: Better? I should say! There ain't no comparison. Alongside the Extra Super-Superdyne your Hydrofloric is as dead as the description of a lotto

game over the radio. It's passe just like the clothing dealer with the accent that used to read the bedtime stories from his own broadcasting station.

Customer: Is it hard to build?

Clerk: Not for a guy like you that's got a little brains and a first class soldering iron like we sell.

Customer: Give me a diagram, will ya?

Clerk: I can draw you one—we ain't got any printed, for we only let 'em out to our best customers.

(Fifteen minutes elapse, in which the clerk draws a diagram that looks like a graph of the condition of the cheese market for two years past.)

Customer: That's fine. Now make me a list of the parts I'll need.

(Another quarter of an hour is consumed in doing this, after which the clerk gets a set of the parts off the shelf for the prospect's inspection.)

Customer: Gosh, that Comma-



The Kellogg Trans-B-former solves the "B" Battery problem — brings "B" Battery current direct from electric light socket.

DEALERS—this is a wonderful selling opportunity. Write for details.

KELLOGG SWITCHBOARD & SUPPLY CO.
1066 W. Adams St., Chicago, Ill.

KELLOGG

Trans-B-former

Commencer looks like somebody made it themself, and this millivinegar for the crossword circuit ain't half so good as I've saw before. Besides, I reckon I won't want this Whosit Tuner I just bought if I build the Super-Superdyne.

Clerk: 'S all right. You ain't used it any yet. We'll take it back.

(This is done and the money refunded.)

Customer: Now, what's the whole lot of that junk worth you've got there?

(Ten minutes more of figuring.)

Clerk: Only \$39.13 for the bunch. That's so cheap it sounds like somebody's fire sale. Every man, woman and child shouldn't be without one at that price. Shall I wrap it up for you?

Customer: But you ain't figured my discount in that price? I'm a friend of the janitor for J. Pipeplant Dorgan & Co., so I

reckon I'm entitled to a rake-off of some sort.

Clerk: Why didn't you tell me that before, instead of leavin' me thinkin' you was just a common guy? That'll allow you 10 per cent, which makes it \$35.22.

Customer: You's guys is pretty tight with your discount. I get 12½ off down at Epstein's.

Clerk: Sorry, but the boss ain't here and them's my orders.

Customer: Don't bother. What's that neutrofixer worth?

Clerk: Only 40c, with 10 per cent off gives it to you for 36c.

Customer: Well, give it to me. (Throws out three dimes, a nickel and one penny.)

Clerk: What! Just a neutrofixer?

Customer: Sure. My brother's a fish dealer in Hoboken and handles radio. He'll let me have the stuff at cost. I'd get that jigger from him, too, only you're entitled to something for your trouble. Much 'bliged.

(Exit customer with one neutrofixer. Clerk passes out.)

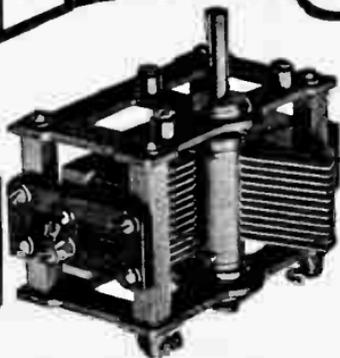
For Hours He Watched the Oaks Grow

By Thomas Dreier

When I read about the young man who said he was just sitting there in the woods watching an oak grow my mind went back to the days when I could spend hours of my time that way without feeling that my time was being wasted. What tranquility of mind one must have to be able to find pleasure so simply! When one becomes more active in the world, one's thoughts, like so many balloons, lift one up. No longer can one stretch out under a tree at noontime and try to find a star in the sky. Nor is there time to sit in a canoe and watch the breeze ripple the water. Duties, like a hungry horde, crowd in. There is so much work to do. It is then one dreams of days when dreams themselves were one's greatest riches and envies the boy whose spirit is so calm that he can sit quietly for hours watching oak trees grow.

(Copyright King Editors' Features)

BEACON



PLAIN

13 Pl. .00029 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

BEACON is Dependable—

Stresses and strains will not put BEACON condensers out of alignment. The rectangular design, with a heavy metal post at each corner, assures rigidity. You can use BEACON condensers, or even abuse them, and the rugged construction keeps them in shape. Other features are: die-cast rotor and stator, anti-friction bearings, Bakelite insulation, etc. Write for further details.

BEACON PLUG

GENUINE BAKELITE



LIST
50c

*Licensed under Patent
 patent No. 1,498,196.*

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

MOULDERS of BAKELITE

100 South 3rd St.

Brooklyn, N. Y.

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

Say you saw it in Radio Merchandising

The Fable of the Man Who Got What Was Coming to Him and Then Some More

By George Ade



ONCE there was a man who bought his pleasures by the Pound. He was a Close Buyer. He could Shave a Price as close as the Revolving Meat Cutter shaves a ham in the Delicatessen. Any time that he unwound the Shoe-String and disgorged One Case Note, he was expecting a Return of about \$1.60 or else he considered himself stung. His Family Motto was "Get Your Money's worth."

When he went to a Show he arrived as soon as the Doors were open so that he would get the Most Use out of the seat. He would check up the noodle letters in the consomme to be sure he had the whole alphabet. He spent Sleepless Nights trying to invent a Doughnut that would use up less Dough because the hole was bigger and it almost Broke His Heart when he discovered it took more Dough to go around a big hole than it did to encircle a small one.

He had the Legal Limit in three savings banks, but he got Round-Shouldered watching the pavements for Transfers and whether he was hot or not he insisted on having the Heat turned on in trains in the winter because he was entitled to it.

He had Figured out to the Drop how much gas it took to start his car and he knew just how long he could leave the Motor idling before consuming as much fuel as it required to start the Engine. He even allowed for Wear and Tear on the battery. When he called on the Trade he would leave his motor throttled down and running, talk with his watch in his hand and Close the Interview just in time to save money on this plan. If he saw the call was going to be a long one he

would shut the engine off and start over again.

A Free Wash Rag Collector

At home he went to bed early to save Electric Light Bills, but at a Hotel he would leave the lights turned on all night so as to catch even on the Bill. If he had a room on the Third Floor he would take the elevator to the roof and then ride down again so he would get his Money's Worth of service. He always ate in the cafeteria so he wouldn't have to tip. If he had three Wash Rags in his grip he never failed to take another from the Hotels that supply them with Compliments and at home he had a box Full of these Mementoes. He would check out one minute before another day's charge was due and



His last words had been, "Make the company pay all expenses."

he was always in a state of enervation because he took so many Baths while staying at hotels to get the Most out of the Free Soap.

Sometimes on the Trolley Car he would ride two blocks past his house and walk back, because he wanted to get as much as possible for his Five Cents. If there was a Zoning

System he never got off until he reached the corner beyond which an extra fare would be charged.

Once he was beguiled into paying Five for a Ticket to a Charity Ball. Rather than be out the Five he danced from 10 p. m. to Four a. m. and broke out Crying when he figured it would have been cheaper to let

the Five go and save Sole Leather.

"He's Getting Paid for It"

He was the man who insisted on the Third Encore at the Theater whether he liked the Act or not and howled for a Baker's Dozen every time he bought Eggs.

Whenever he got Enlargement of the Heart and began to spend money on himself, he expected every one to pay lots of Attention to him. He could give away a nickel on these occasions with the air of a man Endowing a Hospital. Once he hired a cab by the Hour. He was sitting in a Cozy Corner, slowly fighting his way to the Bottom of a Highball, when a Policeman came in and told him the Cabman was freezing to death outside.

"That's all right," was the reply. "He's getting paid for it."

By the time he got through with a Free Lunch there was nothing left except Olives.

He used to get on a train without a Ticket. Just as it pulled into the station he would Dash into a Day Coach, throw his overcoat and hat onto the rack and then go out again on the Platform. He would exchange a few words with the Conductor, make some remark about the last town the train

had passed through, hoped they wouldn't lose any more time and just as the whistle blew, swing onto the car again with the remark that he guessed it was time to climb back into the old seat. When the conductor came through for tickets he would think Our Hero had been a passenger for the Whole Run and would never ask him for a Ticket.

One Supreme Effort

One day on the Train he wanted a Snack, but he did not feel Hungry a Dollar and a Half's Worth. He hated to go into a Diner and get away with only Eighty-Five cents' worth of Provender. So he decided to make a Supreme Effort to Stick the Company. He began with Blue Points and soup and Fish, and then he was horrified to find that he had enough.

But he was cinched for a Dollar and a Half, so he ordered Ribs of Beef, Half a Duck, seven Vegetables, Ice-Cream, Pie, Cheese and a Large Coffee. When he arrived at his Destination he was in the Baggage Car ahead. His Last Words had been "Make the Company pay all Expenses."

Moral: No one loses out in the Dining Car Except the Stockholders.

(Copyright, 1925)

Music Master Secures New Factory

The Music Master Corporation of Philadelphia recently took over the large manufacturing plant just outside the city formerly owned by the Lubin Company, motion picture producers.

* * *

Albert Lascy Travels

Albert Lascy of the sales staff of the Mohawk Electric Cor-

poration of Chicago has just finished his sales tour of Pennsylvania and is now covering the state of Wisconsin.

* * *

Miss McConnell With David Grimes

Helene Celeste McConnell has been appointed manager of the advertising, publicity and personal service of David Grimes, Inc.

SOMETHING WORTH KNOWING!
 One reason that leading builders of fine sets use more Thordarsons than all competitive transformers combined is because EVERY Thordarson amplifies evenly over the entire musical scale. Thordarsons run absolutely uniform; always "match up" perfectly. And why shouldn't they? Aren't they made and unconditionally guaranteed by the world's oldest and largest exclusive transformer makers—transformer specialists for 30 years! For the finest amplification to be had at any cost, follow the lead of the leaders—build or replace with Thordarsons. A. F.: 2-1, \$5. 3½-1, \$4. 6-1, \$4. 50. Power Amp., pair, \$13.

**Dealers!
 Jobbers!
 Manufacturers!**

**Read This Paragraph.
 It's Important**

ZENITH
KENNEDY
 Radiodyne
 THERMIODYNE
 ULTRADYNE
 MURDOCK
 CZARKA
Pfanstiehl
MICHIGAN
 Deresnadyne
 MALONE LEMON
 MASTER RADIO
ROYAL
Howard
Pathe
 HARTMAN
 AUDIOLA
 EAGLE
 GLOBE AND
 MANY OTHERS

Follow their lead
 use
THORDARSON
 Super
TRANSFORMERS



Advertised Everywhere
 Display your Thordarsons—let the public see you carry them. Get your share of the demand created by the nation-wide advertising of Thordarsons in newspapers and leading radio publications. Jobbers everywhere can supply you. Keep stocked!

**THORDARSON
 LIST PRICES
 AUDIO**

2:1	\$5.00
3½:1	4.00
6:1	4.50

POWER

Pair	\$13.00
------------	---------

INTERSTAGE

Each	\$8.00
------------	--------

Thordarson Electric Mfg. Co.
 Chicago



© Kadel & Herbert.

The sportsman's night at WGBS had all the proper atmosphere, and remember the devotees of Izaak Walton can be sold portable radios this spring.

Use Fans' Logs More Extensively in Pushing Radio Sales

How You Can Cash In on Your Customers' DX Records

By Frank H. Williams



FANS' logs are the concrete evidence of the things that radio owners are doing with their radios and the more extensively

the radio merchant uses such logs in pushing his business the more sales he will make.

Oddly enough, there are comparatively few radio merchants who get the utmost possible promotion value out of the logs of their customers and out of the

logs of other radio fans in their city and territory.

Some of the ways in which fans' logs could be very successfully used in pushing the sales of radio are the following:

Get More Logs Into the Show Windows

Radio is no longer the amazing novelty it was a couple of years ago. Folks are, quite generally, familiar with the appearance of headsets, loud speakers



This signature —
Kenneth Harkness
 makes it genuine

WATCH YOUR "TURNOVER" — That's What Determines Your Profit!

It's simple as ABC—yet many dealers are fooled by the initial profit! Don't try to sell a \$250 unit that moves once every other month. Concentrate on a \$35 sale like the Shamrock Kit that is called for every few days. Your profit multiplies quickly and totals more at the end. No chance to get stuck with "Frozen" profits. Sell "the set for the masses as well as the classes!"

A Radio Sensation

The Shamrock - Harkness Two-Tube Reflex is the talk of

dealers from coast to coast. Radio fans everywhere, are responding to Shamrock national advertising. Shamrock-Harkness Kits make *satisfied* customers. Why not cash in by tying up with Shamrock?

List price **\$35**

Also ask to see the improved
**SHAMROCK-HARKNESS
 THREE-TUBE
 COUNTERFLEX**

The wonder set **\$39.50**

Tear off your letterhead, and send for free dealer's copy of "Shamrock-Harkness Radio Builders' Guide Book."

SHAMROCK MANUFACTURING CO.

Dept. 45B. Market St., Newark, N. J.

SHAMROCK
 FOR SELECTIVE TUNING

SHAMROCK MFG. CO.

Dept. 45-B, Market St., Newark, N. J.

Please send me free a copy of the "Shamrock Radio Builders' Guide Book" containing diagrams and complete instruction for building 10 sets at prices ranging from \$15 to \$50.

Name

Address



and parts. Consequently when the merchant has only headsets, receiving sets and loud speakers in his show windows the displays are not as effective as they might be in making people stop and look and feel like entering the store to purchase some of the goods on display.

The way, then, to make the show windows of the establishment superlatively attractive is to put in a lot of fans' logs from time to time with the names and addresses of the people making the logs played up strongly on each log and with, perhaps, some sort of a sign on each log calling attention to the longest distance noted on the log.

The displays of logs should be changed every week or so, as this would keep them right up to date all the time, and they could be arranged by groups so that they would have a consistently fresh novelty all the time.

For instance, there might be a group of logs made by owners of home-made receiving sets in which parts secured from the store had been used. This group of logs would be of immense interest to all the other radio fans in the city who had home-made sets, and all such fans would be very much interested in looking at the logs in this group and in seeing just what distances had been secured. Of course, there should be a large placard with this group of logs calling attention to the fact that the logs were all secured with over-home-made sets in which parts secured from the dealer had been used.

There might be another group devoted to long distance logs. Some fans seem to be particularly successful in getting long distance at all times, so it would be a very interesting proposition for all the other fans in the

city and territory to see a group of logs telling about the long distances secured by the most successful of the fans using equipment purchased from the dealer.

There might also be a group of logs made by lady fans. This would be very effective in calling the attention of the public to the fact that the dealer is constantly selling much radio equipment to the ladies of the city and territory, and all the other girls and ladies who were at all interested in radio would find it worth while to look at this group of logs and see just what the owners of radio equipment purchased at the store were doing.

Then, again, there might be a group of logs made by patrons of the store on some certain night picked out by the store. The store might suggest that all its patrons try on some certain night to see how many different stations they could hear. The logs that were then made could be turned in to the store and put in the store's show window, and this would be the best sort of evidence of the fact that the store's equipment brings in many stations, which, of course, would be the best sort of a sales argument for the store to use in selling more equipment.

Getting a lot of logs into the show window and grouping them in this way would make the show windows exceedingly newsy and timely and so would be tremendously effective in building more business for the merchant all the time.

Using Logs at the Demonstration Sets Inside the Store

It would be a splendid idea for the radio store to have a demonstration set inside the store where all visitors were priv-

The new Prest-O-Lite Radio Chart gives your customers what they want!

Everyone who owns or is thinking of buying a radio set is eager for information about storage batteries. To supply this much needed information, we've prepared the Prest-O-Lite Radio Chart—a dependable sales feature that's bound to boost your battery sales.

A big advertising campaign, including full pages in *The Saturday Evening Post* and fan magazines, tells the whole radio world about the Prest-O-Lite Chart. Tells how it guarantees batteries of the right capacity to give fine reception and lets them buy batteries knowing in advance just what they will do.

This has made the Prest-O-Lite Chart the recognized storage battery authority. Cash in on it. Display it in your store. Let it establish you as Storage Battery Headquarters and increase your battery business.

The batteries behind this campaign are designed especially for radio and unexcelled in materials and workmanship. Your customers will like them. For they are made to uphold the reputation for quality so firmly established by Prest-O-Lite—"The Oldest Service to Motorists."

Prest-O-Lite Batteries set low price records for batteries of their high quality. Priced to bring you an attractive profit and retail as low as \$4.75 and up. This combination of chart, quality and price makes Prest-O-Lite a sales leader that brings you more money. Write to Indianapolis, Indiana, today for full details.

Prest-O-Lite

THE PREST-O-LITE CO., INC.
INDIANAPOLIS, IND.

New York

San Francisco

In Canada: Prest-O-Lite Company of Canada, Ltd., Toronto, Ont.



Say you saw it in Radio Merchandising

ileged to sit down and see what they could get.

And it would also be a splendid idea for the store to have a log right beside the receiving set on which all people who tried the set were requested to jot down the stations they heard, the hours at which they heard the stations, together with their own names and addresses.

Then as these logs were made from day to day the store could hang them all up right beside the receiving set and could invite all of the store's visitors to look at the logs and see for themselves just what that particular set was doing when used by amateurs and all sorts of people just as they came into the store.

To ask the people who used the set to help frame logs in this way would make the visitors take a much greater interest in the demonstration set than would otherwise be the

case, and this, of course, would mean that it would be just that much easier for the store to sell a set to such people. Consequently this sort of a thing would be a very profitable proposition for the dealer.

Use Customers' Logs on Walls of Salesroom

Practically every radio fan who makes a log is mighty proud of it, and he likes to show it to his friends, and he wants to get just as wide publicity for it as possible.

Consequently it would make a hit with the patrons of the radio store if the dealer would ask all of his customers to bring in their logs so that the store could place them on the walls of the salesroom where all the visitors could look at them.

The great majority of the customers would be delighted to do this, and they would, in bringing the logs to the store, make

(Concluded on page 127)



© Kadel & Herbert.

This window has a price range that will appeal to nearly every prospect's pocketbook. A good window for occasional use, but too crowded for general use.

WITH
Cunningham
RADIO TUBES

IN EVERY SOCKET

any set can deliver its utmost in tone-quality and in long-distance reception

Tubes are a factor so vitally important in radio performance that concentration on a standard make—backed by the skill and manufacturing resources of the great General Electric Laboratories—is merely intelligent self-interest on the part of any dealer.

To handle Cunningham Tubes is to take out a good-will insurance policy.

Since 1915—

Standard for all Sets

Types C-301A : C-299 : C-300 : C-11 : C-12

In the orange and blue carton

Price **\$3.00**
 EACH

E. J. Cunningham, Inc.

CHICAGO

**Home Office: 182 Second St.,
 SAN FRANCISCO**

NEW YORK

Patent Notice: Cunningham tubes are covered by patents dated
 —2-18-08—2-18-12—12-20-13—10-23-17—10-23-17—
 and others issued and pending.



Sell the Parents Through the Kiddies

*A Line of Attack That Has Proved Itself
in Other Fields*

By M. E. White



CHILDREN may be seen and not heard" may still govern some modern families, but no wise sage has yet proved that the children are not going to hear all that's being broadcasted.

I'll wager that in nine out of every ten families of today the children not only instigate but do a large share of the sales talk towards the purchase of the up-to-the-minute luxuries that ultimately arrive in every household.

Father may still prefer to hear the songs of his "day" on the old phonograph, mother may be firm in her decision that a radio is not an artistic addition to the living room furnishings, but if Sonny Jim makes up his mind to hear the fights and football games in his own room and Mary Jane will only dance to her favorite orchestra at home, the radio will surely and eventually be a part of the household organization.

"But why not now?" say the children.

Father probably never thought they needed a car—they were so near the station, taxis were getting more reasonable, and walking was such fine exercise. But when Sonny Jim came home from school with the story that Johnny Jones' father bought a fine new six-cylinder, tactfully inquiring of father if Mr. Jones' salary and position were really so much above his, and ended with, "Now, dad, all the fellers in school think that you're a howling success. I always have to tell them you're too nervous to drive," father finally agreed that perhaps after all the family deserved a little comfort and enjoyment, and, too, there would be a saving in carfare. So the car came.

Of course, the salesman of the automobile firm gave the successful salesman a big cigar and a slap on the back, and guessed that their line was due for a good year, but nobody

ever thought it took Sonny Jim to get the line introduced.

And then, when Mary Jane came home from a week-end at the Smiths' (who had everything just right, and whose social prestige was unquestioned) with the announcement that Mrs. Smith had a new electric dishwasher, protesting that no self-respecting woman should wear her hands all red washing dishes while her husband bought every latest device in office equipment, although mother never really thought washing the dishes such an overwhelming task, the suggestion had its merit, grew like a snowball at every mention of the Smiths' superiority—and so the dishwasher came.

Similarly, it took Sonny Jim and Mary Jane to influence the purchase of new dining room furniture, a trip to Europe, and a reproducing piano.

Mothers and fathers have

such a way of clinging to their wedding presents!

The wise radio dealer in a flourishing community will look to the youngsters as his advertising assistants, and he will do well to cultivate their friendship.

While parents and grandparents will ever stand for the observance of the rules of etiquette, obedience to the Ten Commandments, reverence for old customs and devotion to George Washington, it is the kiddies who bring into the home the newest developments and up-to-date ideas.

And being young and unmindful of the limitations of the family pocketbook, their fertile imaginations will think of a hundred "reason-why" suggestions to the radio dealer's one.

A well-known manufacturer of household articles recently conducted a contest in which every school child was asked to



© Keystone.

When millions are listening in to Roxy's radio program from the Capitol Theater in New York each Sunday, this is the scene in Roxy's home.

write an essay on the most attractive way to rearrange his or her home with the use of these articles.

Here, indeed, was a veritable Solomon. Is there any parent, I wonder, who is not certain that his child is a marvel of the minute when it comes to writing essays? And, of course, as that was one of the subjects in which father was a particular genius when he was a boy, he was most eager to lend a hand. The question being a domestic one, mother's opinions were also necessary. So the problem resolved itself into just a discussion between mother and dad as to the possibilities in their own home. Result: although every child didn't win the prize, every mother was inoculated with a new idea and up went sales.

Why couldn't the struggling young radio dealer gratuitously



© Kadel & Herbert.

Having a wonderful time, and if Dad hasn't got a big set we venture a guess that the little maiden will soon get him sold on the idea.

offer the local school board an afternoon of entertainment when some educational event was being broadcasted? Here he would reach practically every child in the community at one sitting. After they each ran home to tell about all they heard President So-and-So or Mayor What's-his-Name announce from so far away, the wise parent would scratch his head and decide that after all this radio stuff was mighty educational, and education for the children warrants sacrifices along other lines. Then, too, father always liked new toys.

Failing to interest the school board, however, the dealer could accomplish the same thing by extending invitations to the children of his community to visit his store and listen to some worth-while address with merit enough to interest the parents. Though a Sunday sermon or the mayor's speech might not be a drawing card for the average kiddie, the radio novelty will prove as effective as the tune of the Pied Piper of Hamelin.

Open a class to teach the boys how to make sets at home, and watch sales of accessories increase.

The prize contest is always profitable. Try a series of cross words on the children and give the best man a radio. Mail pamphlets to all your live prospects announcing that you're holding a contest for all youngsters under a certain age. Have them call at your store for particulars and be sure a good program is on when they do call.

Appoint the boys around your town your assistant salesmen. Offer them a radio for every five or ten they sell. You'll be surprised your clientele will soon include Aunt Sarah from way

(Concluded on page 125)

Electrad Audiohm
Only \$1.50 retail



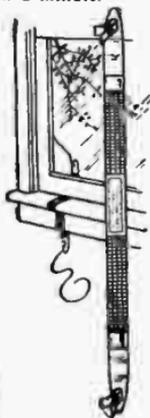
Cuts out distortion—all tones reproduced with utmost clarity and definition. Place across the secondary

of your audio transformer and note the amazing improvement. Can be attached by anyone in a minute.

Electrad Lead-In

Only 50¢ retail

Neat, pliable. Fits under locked windows. No holes or unsightly porcelain tubes. 3000 volt tested. Fahnestock clips. Soldered connections.



Electrad Lightning Arrester

Only 50¢ retail
Indoor type. Model passed by National Board of Fire Underwriters. You'll have difficulty with your insurance in case of fire unless you do have a lightning arrester.



Electrad Variohm
Only \$1.25 retail

Clear up those far distant stations—get others you never heard before. The Variohm gives you that last hair's breadth tuning which transforms a radio set into a perfect musical instrument. Mounted \$1.50 retail.

Also jacks, switches, rheostats, audio transformers—a complete line.

Sell Your Customers Certainty of Results

You are selling more than just radio parts when you sell "Electrad." You're selling certainty of performance.

You're selling best materials, best design and best workmanship. That means certainty.

When building a set or improving one, advise your customers to use Electrad parts—for certainty.

Each and every Electrad part goes through the most painstaking inspection before it leaves our plant. Every part must meet specifications far above the needs to which the parts will be subjected in actual use.

In that way have we won the confidence of the radio enthusiasts and dealers of America.

It's a dependable line to tie to.

ELECTRAD

INC.

428 BROADWAY, NEW YORK CITY



What the Editor Thinks

The Cowpath Straightened Out

It is said of Boston that it was not built—it just grew, its streets following the lanes and cowpaths of olden days. Thus it was with advertising for a long time, but old plans and old methods have passed away, and a new science has developed into one of the greatest professions known. The old cowpath of the advertisers of days gone by has been straightened into a broad avenue of beauty leading to commercial success just as truly as Pennsylvania Avenue leads to the White House.

All of this has become possible through analysis of successful advertising efforts and the application of scientific principles thus discovered. Proper merchandise, the correct selling plan, a properly organized selling force and the right kind of advertising—planned with thought and executed and carried out with precision—such a combination cannot fail. Take a mental inventory now and decide whether you are on the cowpath or the broad avenue to success.

Watch Your Windows

Your front window tells the prospective customer exactly what kind of a store it is. There can never be any let-down on the quality of your display. It should be kept in the best possible condition—neat, orderly and arranged with an up-to-the-minute appeal. Customers nowadays like to deal with the wide-awake dealer, and they unconsciously form their opinion one way or the other by the appearance of the store front. The man who understands the psychology of his customers is the one who wears out the bell of his cash register soonest and usually buys a bigger one to replace it. Watch your windows.

How Much for Advertising

How much should I spend for advertising, is a question often asked by retail merchants. The answer is another question: How much business do you want to do? Advertising should have a direct relation to the amount

of trade you are equipped to handle. The advertising appropriation should be a definite proportion of the gross business you have aimed at. How high should a boy climb a tree to escape a dog? Far enough to be safe. Like the proper length of a man's leg, when Lincoln said, "Long enough to reach the ground."

The advertising appropriation should be sufficient to accomplish the desired results. Between 3 and 5 per cent of the gross business is the proportion that has been found to do the work in most retail lines, except when some special difficulty is to be overcome or some special problem solved, then an increase would be justified.

Take an Interest in Your Town Theodore Roosevelt said that every man owed a part of his time to the up-building of the profession or business in which he was engaged. This is very true of the retail merchant, whose principal business is to see that every possible consumer dollar in the town is spent in his town—and not in nearby cities or in response to direct mail order house solicitation. The retail merchant who belongs to his local Chamber of Commerce, Rotary Club, Kiwanis Club and local improvement associations is taking an interest in his town and at the same time building up valuable good will for his store.

Back Stage Have you ever been "back stage" on an opening night, with its confusion and disorder? Scenery, stage hands and properties move in all directions, and seemingly there is no definite objective for any of them.

Then you can readily understand the comparison we make with another "back stage"—that which is too often found in the retail store. An eminent credit manager of a large wholesale house whose long years of experience have enabled him to "rub elbows" with the rank and file of retailers says that the retail store needs less salesmen and more business men—men who can stop the leak "back stage."

Keen buyers and suave salesmen are all right, but the trade needs men who can reduce the overhead that is the bugbear of the retail business. Keep your house in order and sales will show profits when they come. Don't wear rose-colored glasses and think that things will take care of themselves. You must turn your stock over as often as possible—watch overhead, check sales, cut mailing expenses, heat, light and other things that have an everlasting tendency to increase rather than decrease. You can hire good sales people, but only YOU can go "back stage" and keep expenses down.



*Put salt on the tail of these ideas
and you'll catch more profits.*

The Dealer's Calendar

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

Wednesday, April 1: Now is the time to go after your portable set sales in real earnest. Check up your mailing list and make a list of your preferred customers whom you regard as financially able to afford an extra portable set.

* * *

Thursday, April 2: Prepare a post card for your preferred mailing list reading: "Spring is here! And Summer soon will be. You will not want to forego your radio pleasures on your auto trips and on your vacation. We have a portable radio receiving set that is moderate in price and unusual in performance. We would like to send one of our men over to demonstrate it for you. When will it be convenient?"

* * *

Friday, April 3: To those who do not reply to the first card, send another reading: "We were demonstrating our portable set to our townsman, Mr. Brown, the other night, and we heard

station XYZ very clearly. That's over a thousand miles. With one of our sets you will get all of the sports news up in camp this summer. When can we show you the portable?"

* * *

Saturday, April 4: Followers of Isaak Walton are usually the first to feel the force of spring. Take your cue from this and make your first portable set appeal to the devotee of the rod and reel. An imitation turf floor, forest background, a fishing rod, an open booth of flies, one of your portable sets and a suitable placard will tell the story.

* * *

Monday, April 6: When you get some "fishing" window fixed up try to get a list of local rodmen and send them a funny card something along these lines: "The fishin's good at 21 Main Street. Come and see our new rod and reel and a new fishin' requisite that every modern devotee of Isaak Walton should

Important News from Sam!

Right now, Radio Sam's telling the fans about the 180 broadcasting stations that use

WILLARD RADIO BATTERIES

and why they prefer these batteries. Full pages in color in The Saturday Evening Post, The Country Gentleman and Radio News. Full pages in Popular Radio and Radio Broadcast.

Write or wire your nearest Willard Branch for particulars about these batteries.

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

Willard Storage Battery Company Branches

ATLANTA, GA.
Corner Ivy and E. Baker Sts.

BOSTON, MASS.
760 Commonwealth Ave.

CHICAGO, ILL.
3916 S. Canal St.

CLEVELAND, OHIO
Chester Ave. and E. 23d St.

DALLAS, TEXAS
2020-22-24-26 Jackson St.

DENVER, COLO.
2145-2155 Market St.

DES MOINES, IOWA
410-16 West 16th St.

DETROIT, MICHIGAN
5946-54 Cass Ave.

INDIANAPOLIS, IND.
914 North Senate Ave.

KANSAS CITY, MO.
2020 Grand Ave.

MINNEAPOLIS, MINN.
36-40 South 10th St.

NEW YORK CITY
4-6 LaSalle St.

OMAHA, NEBR.
1108-10-12 Nicholas St.

PHILADELPHIA, PA.
1423-25 Spring Garden St.

PORTLAND, ORE.
106 14th St. North

ST. LOUIS, MO.
2918-20 Washington Ave.

SAN FRANCISCO, CAL.
480 Second St.

SYRACUSE, N. Y.
440 W. Taylor St.

Say you saw it in Radio Merchandising

Genuine
Radiotron
all \$3⁰⁰
 for bigger radio sales

WD-11
 WD-12

UV-199

UV-200
 UV-201A



This symbol of
 quality is your
 protection

Radiot

REG. U.S. PAT. OFF.

Say you saw it in Radio Merchandising



There's Quality in everything

IN everything from a binding post to a vacuum tube, there is quality. But quality counts most in the vacuum tube. A radio set can be built for distance, for clear tone, for volume. But to get the best out of any hookup — you want to fit it with genuine Radiotrons.

No matter what type of set you have — or what type of circuit you are buying tubes for — ask for Radiotrons by name — and make sure you get the genuine by looking on the tube for the word Radiotron and the RCA mark. Quality counts!



NOW \$3⁰⁰

WD-11 UV-199 WD-12 UV-200
UV-201A

Radiotrons with these model numbers are only genuine when they bear the name Radiotron and the RCA mark.



This symbol of quality is your protection

Radio Corporation of America

Sales Offices:

10 So. La Salle Street
Chicago, Ill.

28 Geary Street
San Francisco

233 Broadway
New York

Radiotron

REG. U. S. PAT. OFF.

Radio Corporation of America

Sales Offices: Suite No. 143

233 Broadway
New York

10 So. La Salle St.
Chicago, Ill.

28 Geary Street
San Francisco
Cal.



This symbol of quality is your protection

ron

have. You will want to add one to your kit."

* * *

Tuesday, April 7: Make your second portable window display a Boy Scout window. Some of your local scouts will undoubtedly be glad to give you the necessary paraphernalia to fix up a good window. This window should announce the fact that you have complete sets, also the component parts for the scout who wants to build his own.

* * *

Wednesday, April 8: Your Scout window can be converted easily into a Girl Scout display, or you can combine both together. The girls are probably even better prospects than the boys, for they haven't been so long at the game and a lot of them are now making their own sets.

* * *

Thursday, April 9: If you find your Scout displays arouse outstanding interest, get the boys and girls on your sales force by starting a competition on securing prospective customers. Offer as a prize one of your portable sets to the youngsters securing for you the most productive list—the set to be presented just before the summer vacation.

* * *

Friday, April 10: Some mighty attractive toy automobiles are on the market—some of them large enough to house a small receiving set. Get the loan of one from your local toy store and radio equip it for your window. You can build up an attractive window display around it, and use it as a way to get the portable idea through to motorists. Work in some of the automobile slogans, such as "Our portables haven't got four-wheel brakes, but they do **BREAK** the records."

Saturday, April 11: Some merchants are finding it a good Saturday night stunt to have an envelope of printed material for every visitor to the store. Collect all your manufacturer and dealer literature and pass it on as Sunday reading. Slip in some new hook-ups in the envelopes for the hams.

* * *

Monday, April 13: The dealer in the small town should use special market days for portable demonstrations. Equip a car and drive around to the different strategic points, park the car as long as the law will allow and give outdoor concerts. You'll be able to give the farmer the latest products quotations.

* * *

Tuesday, April 14: Set up an honor roll of "Townsmen Who are Radio Equipped for Vacation Time," and list all those who have purchased portable models. Prospects, seeing names of friends on the list, will be easier sold.

* * *

Wednesday, April 15: Few radio dealers are taking advantage of the telephone. Call up your customers every once in a while, find out how their set is working and take the opportunity of calling their attention to some unit they may be lacking—a battery charger, a loud speaker or probably a new set of B-batteries.

* * *

Thursday, April 16: Some merchants are finding that it pays to have a follow-up system on B-batteries. When such batteries are sold to a customer try to find out the number and type of tubes in his set, and from this you will be able to approximate the time when he will be in the market for new batteries.

* * *

Friday, April 17: "Free stor-



This Is Not a Kit—

Do you as a dealer realize the enormous field for large unit sales which is opened up by the ALL-AMERICAN factory-mounted-ready-to-wire sets? Equalling in quality the finest finished sets selling at around twice the price, featured in ads like this in twenty magazines and seventy-seven newspapers, ALL-AMAX means for you mass sales and satisfaction—the same that the mention of an ALL-AMERICAN Transformer calls to your mind.

Remember these sets come fully mounted—no danger of the customer losing or misplacing parts. The photographic wiring directions, on the inside lid of the carton, are of unprecedented clearness—complete blueprints also furnished for those who prefer them.

Have you an ALL-AMAX SENIOR Demonstrator Set? If not, write your jobber at once, or write us, mentioning his name.



Now You Can Afford— a modern precision-made set which "cuts through"

Ⓒ Tuned radio frequency for distance and selectivity, reflex for economy, the unequalled loudspeaker tone quality and volume which comes with ALL-AMERICAN precision manufacture—all are present in this non-radiating three-tube receiver. Ⓒ And, owing to the economy of "wiring it yourself," ALL-AMAX SENIOR costs less than a finished one-tube set of equally high quality. Price \$42.

The RADIO KEY BOOK is a radio education in itself. Send ten cents, coin or stamps, for your copy.

ALL-AMERICAN RADIO CORP
PIONEERS IN THE INDUSTRY
Chicago
2656 Coyne Street

Long Wa
(Interme
(15-75 kc.) F

10,000 Met
Transf
Tuned ty
input). R-

Radio
(Oscillat

Consti
R-120 e

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ALL-
e

This
they
you-
com
pane
boar
pho
wir
tio

All-



ALL-AMER

age battery charging service for a year" is a sales inducement being used by some radio merchants. It parallels the free service for a year of the phonograph merchant. The idea is worth consideration on the part of the retailer.

* * *

Saturday, April 18: Make a point of visiting your customers who have built their own sets. A Connecticut retailer has made a practice of doing this, and he has found lots of opportunities of suggesting the use of various accessories, such as battery chargers, improved aerial equipment, radio tables, completely contained cabinets, etc.

* * *

Monday, April 20: Stage a wave-trap demonstration in your store tonight, and have one of your clerks telephone a lot of your customers to come in and see it. There's a good profit in the line, and if your customers are satisfied as to the efficiency of the wave-trap in eliminating station interferences you'll make a lot of sales.

* * *

Tuesday, April 21: Most receiving set purchasers prefer to have the "completely equipped" price rather than the price of the set alone. In describing a set to a customer say: "In your home and operating for \$...."

* * *

Wednesday, April 22: "We maintain a well-equipped work-room for our customers who desire to build their own sets." is a paragraph from a letter sent out to prospects by a Pennsylvania radio merchant. It has worked out very well. Usually the dealer can persuade a one tube fan to be a little more ambitious and build a two or three tube set—with the consequent expansion of sales. In the work-room are neatly printed

cards offering complete tool kits. After the first set is built some of the amateurs buy these kits and do their building at home.

* * *

Thursday, April 23: Powerful stations in the East and Middle West are now broadcasting educational courses which the radio merchant can cash in on. The foreign born population and those who had not the advantage of much scholastic training in their youth can all be interested in purchasing radio sets in order that they may receive these educational lecture courses.

* * *

Friday, April 24th: The weather is now suitable for the erection of outdoor aerials. Your customers who have indoor aerials and loops can be interested in greater distance by the use of outdoor aerials, and there's money in their erection.

* * *

Saturday, April 25: A dealer in New Jersey made a unique window display out of a series of hook-ups, culled from the newspapers and radio fan magazines. The entire window was blanketed with them and a card in the center foreground announced: "We have all parts required for all these circuits." The stunt moved a lot of parts. Try it out.

* * *

Monday, April 27: Some dealers have found it profitable to present each of their regular customers each week with a radio section from a newspaper. A rubber stamp is used to print on the margin of the different advertisements. "You can secure this at Brown's Radio Shop, 1 Main Street," and a hand points to the particular product.

* * *

Tuesday, April 28: A large
(Concluded on page 113)

Parts that make profits—
are parts that stop leaks!

New!
**RASLA
MAR-CO**
3tube KIT

THE immensely popular improved Rasla Reflex now comes in Kit form! This Kit contains the correct MAR-CO and Rasla parts—matched together—and sealed with the personal approval of J. Clyde Davidson, perfecter of the Rasla Reflex, \$40.00 worth of parts in a sealed Kit that lists for \$37.50!

Ask your MAR-CO jobber, or write direct, for details of this Kit and the entire MAR-CO line.

**MARTIN-COPELAND
COMPANY**

Providence, R. I.

Branch Offices in

NEW YORK CHICAGO
BOSTON SAN FRANCISCO

LEAKS—energy leaks—must be stopped—if the set builder is to get the results he should!

And radio fans today are beginning to realize that fully half the efficiency of any circuit depends on a careful selection of parts—parts designed to conserve radio energy—to stop leaks!

MAR-CO radio instruments are built by a maker with 45 years' experience in scientific, precision methods. MAR-CO parts cut down energy losses—and every fan who has used one MAR-CO part—looks to MAR-CO for the same leak-proof precision in other instruments!

LEAKS—expense leaks—must be stopped—if the radio dealer is to get the profits he should!

And far-seeing dealers today are beginning to realize that the secret of a profitable parts business, is to concentrate on a few complete lines of well advertised, quality parts!

MAR-CO is the most complete line of precision parts in radio. MAR-CO parts are handsomely finished, attractively packed, and thoroly advertised! Make MAR-CO the backbone of your parts department—cut out needless duplication—needless expense leaks—and count on mounting net profits!

MAR-CO
RADIO PRODUCTS
Parts of Precision

Say you saw it in Radio Merchandising

DICK
DORGAN
2-8-25



The exposed party
will be made to eat
Shakespeare or
Charlie Dickens.

RING ANNOUNCES NEW CURE FOR POETS

Follow the Inoculation System and Load Up On Same
Disease Advises Lardner—Doctors Will Soon Be Broke.

By RING LARDNER

To the editor:



AS FAR as I been able to judge by shutting my mouth and keeping my ears open the latest craze ain't bobbed hair no more or cross worded puzzles or mah jong but the latest craze is different kinds of diseases and a specially contagious diseases and not what to do to get rid of same but how to keep from getting same. The words virus and preventive inoculation is on every tongue and at least 75 per centum of my neighbors has either had themselves or their kiddies or dogs or something fixed up so as they can't catch typhoid fever or whooping cough or any of the ailments which has been running amuck lately around this part of the country.

Educated Germs

Inoculation vs. sickness ain't no new thing but they say that the science has made rapid strides in the last 2 or 3 yrs. and where as in the old days about the only diseases which inoculation could head them off was small pox and diptheria why now days they claim that if you get inoculated in the right way at the right time you can

immune yourself to pretty near everything from a bad cold to ingrowing knees. A little while ago they was a big typhoid scare around N. Y. city and some of the important doctors got together and laid the blame on to raw oysters and for several weeks they was a lot of careful people that would not eat no raw oysters and one friend of

mine not only would not eat no raw oysters but he also got himself inoculated vs. typhoid, and when the worst of the scare was over he went around bragging about how it paid to be careful. Look at me he said, I like oysters but I would not take a chance on them and not only that but I was smart enough to take the time and trouble and have a inoculation, and you notice I did not catch typhoid.

Well in order to not hurt his

feelings I told him he certainly was a wisenheimer where as I might of pointed out to him that I personally had kept right on, eating raw oysters all through the panic and had gamely refrained from getting inoculated but still and all had not had no more typhoid than our parrot. This ain't saying that I hold any brief vs. inoculation or that I consider all oysters innocent and harmless, but merely to point out that they's a few of us



The Doc injects the bugs into the body of a would-be patient.

still able to be about that don't owe their health to inoculation or hurting the feelings of oysters.

Some of my readers may not be familiar with the theory of inoculation and maybe I would better exclaim to them what it means and etc. Well it seems that yrs. and yrs. ago they was a certain doc who made experiments on guinea pigs and mush rats and etc. and found out that if you got a hold of a lot of say small pox germs and cultured them and injected them inside of the guinea pigs and mush rats and then turned a crowd of uncultured small pox germs loose on the said animals, why the animals would not get the small pox where as animals who had not the pleasure of the cultured germs's company would get the small pox and get it bad. So what they do when they inoculate you is to get hold of a flock of the germs which you are scared of that kind of disease and they culture these germs and shoot them into you and then you are immuned to what ever it is you was scared of. I don't know exactly how germs is cultured but I suppose they send them to male and female finishing schools for bugs.

One Cure Sounds Good

If they comes along a typhoid fever scare like recently, why the doctors in that vicinity goes out with butterfly nets or traps of some kind another and visits the different hang outs of typhoid germs such as stagnant ponds or oyster orchards and bags as many of the bugs as they can find and cultures them and injects them into the body of the would be patient.

The science is now at a stage where doctors is predicting bad

luck for themselves in future, namely they say that some day it will be easy to prevent all germ diseases, which means that a big portion of doctors' incomes will be cut off and even worse than that, because the time ain't far distance when not only germ diseases but other kinds of diseases will be knocked for a ghou before they get started and all by this same process of inoculation. Like for inst. if they happens to be a epidemic of callouses, why those who are scared of same will be immuned to same by swallowing a pair of shoes which is either too tight or so loose that they rub vs. the more tender portions of the feet. If it is dog days and a case or 2 of rabies is reported, why a person can protect themselves by catching a mad dog, culturing him and swallowing him. Dogs that ani't mad can also be inoculated in the same way and these will be cases of dog eat dog. Perhaps the pleasantest of all will be the inoculation vs. alcoholism. This will consist of gathering together all the cultured and refined drinks in sight and swallowing them all at once.

The next step forward to be looked for along these lines is inoculation vs. mental ailments, like for inst. suppose a person is suddenly throwed into a bohemian atmosphere like say Greenwich village and seems to be in danger of getting the idear that he or she can become a singer or a actor or a poet or a novel writer. Prevention will probably be effected by making the exposed party eat the score of Parsifal or a asbestos curtain or the complete works of Shakespeare and Charlie Dickens.

Music Master Success



Model VI, \$30
14" wood bell
Model VII, \$35
21" wood bell

Connect Music
Master in place of
headphones
No batteries
No adjustments

Prices of all models
slightly higher
in Canada

Music Master
Resonant Wood
Insures Natural
Tone Quality

—its true significance



Model VIII
Mahogany Cabinet
with full floating
wood bell

\$35



Model V
Metal Cabinet
mahogany finish

\$18

THE ADVENT of Music Master assured satisfactory reception for all radio sets, and for some of them provided a success otherwise impossible.

It transformed mere radio receiving into artistic re-creation. It is the much imitated, but never equaled standard, by which all "loud speakers" are judged.

**Music Master — the Supreme
Musical Instrument of Radio
—there IS no substitute.**

Music Master sells fast and renders the retailer a handsome profit. Widely advertised —sells on demonstration—and back of the dealer, stands the Music Master Corporation to guarantee its product direct to anyone, anywhere, at any time.

Music Master Corporation

Makers and Distributors of High-Grade Radio Apparatus

10th and Cherry Streets

Chicago PHILADELPHIA Pittsburgh
Canadian Factory—Kitchener, Ontario

Buy you saw it in Radio Merchandising

The Returned Merchandise Problem

By W. F. Crosby

“BOUGHT this vacuum tube from you last week and now it won't work. I want you to exchange it or I will take the matter up with the District Attorney.”

What dealer has not had trouble with some fan over this question, and what dealer would not give a good deal to be able to sidestep such a conversation?

It not only requires him to exchange the tube, but it also casts a reflection on all his goods, and other customers who happen to be in the store at the same time are apt to lose confidence.

What is to prevent a dishonest fan from returning a tube which he has bought from some other dealer, or possibly a tube which he has made defective by overloading the filament? Ev-

ery dealer is open to such accusations, yet it has been met in a simple manner by progressive New York dealers, and the difficulty has been practically eliminated.

The whole secret lies in a small rubber stamp with the firm's initials on it. This is impressed on the base of the tube between the prongs, and the cement will take it up and make it impossible to eradicate it.

When a tube comes back the dealer can look at the base first, and if it has his stamp on it he knows that the fan is right. If the stamp is lacking, then he can quickly get rid of the trouble maker.

There is no reason why this little scheme could not be tried out on other parts just as successfully as on vacuum tubes.

I Am Rich—

IF I get more pleasure out of landscapes than the owner gets out of the land.

If I have a few friends who will defend me behind my back.

If I have a work to do by which humanity is made happier.

If I can keep my soul clean of envy when other men prosper.

If I can pray a blessing on my work when the day's labor is ended.

If I have made friends with a few good books.

If my son continues to hold me in high esteem.

Dealers Keep Stocked!

13,341,819

**More Ads are appearing
in Metropolitan Newspapers**



3" and 4"
Dials \$2 to
\$2.45 List

**They're
in Big
Demand**

**Reorder
Today!**

We will furnish metal demonstration panels—also window show cards for mounting 3 and 4 inch vernier (80-1) dials and a 2 inch non-vernier rheostat dial. All dials come in standard package of 12, each in an individual display carton. Write us today for full particulars on display stands also.

E-Z-TOON Radio Company

3233 W. Washington Street Indianapolis, Ind.

SALES OFFICES:

- | | | |
|---|---|---|
| 45 Ruggery Bldg.,
Columbus, Ohio | 719 Raymond St.,
Philadelphia, Pa. | 50 Church St.,
Room 961
New York, N. Y. |
| 1610 Union Ave.,
Memphis, Tenn. | 508 S. Dearborn St.,
Chicago, Ill. | 204-212 Italto Bldg.,
San Francisco, Cal. |
| Sterling Specialty Co.
213 Somerset Bldg.,
Winnipeg, Canada | 207 Calo Bldg.,
413 S. San Pedro St.,
Los Angeles, Cal. | Terminal Sales Bldg.,
Seattle, Wash. |



He Makes Service Pay Its Own Way

How a Pioneer Amateur Operator Turned Out to Be a Leading Dealer and Some of the Things That Are Making Money for Him Today

By Ruel McDaniel

THE night that the East Pittsburgh broadcasting station, now known as KDKA, sent its first message, back in the days when it began operating as an experimental station only—there was no more interested listener than R. O. Holland, Greensboro, North Carolina.

Mr. Holland still is in his 20s, yet he is probably the oldest amateur radio man in his section of the country. He began working with radio, purely as a hobby, back in the old "spark" days; and he has followed it in each of its steps to the vast thing which it is today. He still maintains his receiving and broadcasting station and has built quite a name for himself among radio fans in many parts of North America for his

long distance records in broadcasting with a 100-watt outfit.

He receives cards almost every week from Canada, Florida, California and other sections a long distance from North Carolina; and he often gets cards from amateurs in England, Porto Rico and other foreign points. One of his most prized notes is from Don Mix, Arctic explorer, who said that he received Mr. Holland's signals while he himself was ice-bound in northern Greenland.

These facts are brought out for the reason that they have a direct bearing upon Mr. Holland's experience as a radio dealer. His long experience as an amateur—and he has long been a licensed operator, too, for that matter—has enabled

The picture above shows Mr. Holland and his sister.

him to keep in close touch with the trend of things in the radio field, and it has helped him to see the public's side of the radio question as well as that of the dealer. No wonder he has been successful with his shop, known as the Holland Radio Company.

The concern soon will round out its third year in business. During this period Mr. Holland declared that he learned some valuable lessons in the conduct of a radio shop; and probably the most important is the matter of handling service.

"We started in the radio business with the primary idea in mind of selling sets, regardless of the cost of doing so," said he. "The result was that we found ourselves going to extremes to give service. We let the public abuse our trial offer on sets. Consequently, our service department cost us a large part of the profits made on the sale of sets. In those days, we also went in for parts more strongly than we do today, our idea being to get the bare set in a man's home, then sell him the parts to keep it going. It was a good idea but it didn't work, so far as the profits were concerned.

"And in our effort to meet the demands of all the people, we stocked practically everything that we thought the people would call for. The result of which was that we had a half-dozen or more different makes of sets on our shelves and found ourselves trying to keep a supply of parts for all makes. The investment ran into real money.

"Gradually we have reversed our original methods, believing that the industry has reached the stage at which it can support more sound merchandising policies than many dealers are accustomed to apply to the field.

We are now ignoring volume—the thing that was foremost in our minds for the first eighteen months or so we were in business—and are going in for sales that carry a real profit with them."

About the first thing the company did in clearing the decks for the policy which is now making money was putting on a sale to clear out all old lines—the first and only clearance sale the firm has held. As the odd sets sold the shelves were filled with the latest creations of the two manufacturers on whose lines the company now concentrates.

"I believe that the mistake we made at the start is one that is too common among the smaller and medium-sized dealers all over the country," Mr. Holland said. "We have found that it is poor policy trying to carry everything that the people want. They are not sure what they want, and it is up to the dealer to develop his salesmanship to the point of putting over his line, regardless of what it is. Let him get the best one if he can; if he can't, let him get the next best, and concentrate on it with all his might. He soon learns the one or two lines well, and it costs so much less to keep parts for them.

"I think that manufacturers ought to give more exclusive franchises in the smaller cities. In a city the size of Greensboro it is easy for one dealer to cover the field, and cover it thoroughly, if he is allowed the exclusive dealership of the line he carries for that city.

"We want to carry advertised lines of merchandise and tie up with the manufacturers' copy with our own newspaper advertising, but we sometimes hesitate to advertise a nationally known line too freely, for the reason that there are other deal-

ers in the city carrying the same line, and our advertising is creating sales for them as well as for us. An exclusive deal would eliminate this troublesome feature and would give the dealer an opportunity to push the line to the fullest extent."

In speaking of the revision of his service plans, Mr. Holland declared that the service department of the shop cost the company \$1,500 last year, whereas there was no logical reason why it should not have been at least self-supporting, had it been run on sound business principles.

At the present time the concern gives nothing free, and the plan has already proved practical. Not even a new set will be installed free of cost. To the retail price of every set is added \$10 to take care of the installation. This sum is quoted as a part of the selling price, but the customer is told that \$10 of the price includes installation.

When a prospective customer

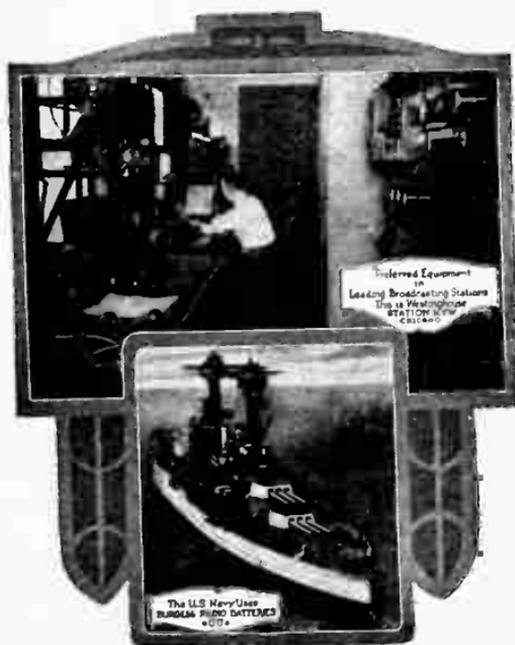
comes into the shop, looks at the best set in the place and says that he is much impressed, and would the management kindly send it out for a few days' approval? the reply is: "Certainly, but we require a deposit of \$10 to cover cost of installation." If the prospect purchases the set the \$10 applies on the cost of it (which has the installation cost figured in); and if he doesn't buy, he kisses his \$10 good-bye. It costs him that sum to see whether or not he likes the set, if he is inclined to put it that way; and the shop loses nothing in the deal. All this is explained to the prospective buyer before the set is installed.

"Such a policy may lose some sales for us," said Mr. Holland, "but one thing is certain, it has eliminated our big losses on approval installations. If a man is in earnest he doesn't object to making the deposit; and if he isn't in earnest, then we don't lose much when he walks out on us. Under this plan we



On location, and between sets, when radio proves a godsend to movie stars during the long waits.

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

do not get the volume of business we did formerly, but we do make a profit from every sale—and that is the big thing."

The installation fee pays for erecting the aerial, installing the set and the putting of it into proper operation. This requires usually the actual work of installing, and then a part of the first evening in which the customer has his set. The shop always arranges to install no more new sets than the men can get around to the first night. This evening trip includes the service rendered by the shop for the fee. Thereafter each service call costs the customer a fee, the amount depending upon the distance the place is from the shop and the amount of work needed. Jobs requiring no more than an hour's work are charged for on a flat rate basis; those requiring longer time are charged for by the hours of work done.

Another profit leak which Mr. Holland cut out along with the change in service policy is in the matter of guaranteeing tubes. "We test each tube thor-

oughly before it goes over our counter, and we do this before the customer," explained Mr. Holland; "and that is as far as our guarantee on tubes goes. There is no reason why a dealer should have to stand the cost of a customer's carelessness in handling his tubes. Our experience has shown that the sooner radio dealers get their business down to a sane merchandising basis, the sooner they are going to begin increasing profits. The public expects services from the radio man that it would not dream of asking of the department store, the automobile dealer or any other well-established merchant. It demands more of the radio dealer because the dealer has allowed his zeal to get the better of his merchandising judgment."

Besides the ownership of the Holland Radio Company, Mr. Holland has an automobile accessory store adjoining the radio shop, where he has an extensive business in automobile batteries, tires, gasoline and oils.

De Forest Factory Addition.

A four-story building in course of construction joining the factory of the De Forest Radio Company in Jersey City has been acquired by that company for use as an office and laboratory.

Jewett to Broadcast

The Jewett Radio and Phonograph Company of Detroit have placed their order with the Western Electric Company for a 5,000 watt broadcasting station. The transmitting apparatus will be at Pontiac; and the studio, in the offices of the Jew-

ett Company in Detroit. This station is expected to be in operation on June 1st.

* * *

Jobbers Use Billboards

Zimoiski Company, radio jobbers of Baltimore, are using billboard advertising throughout their territory.

* * *

Pearsall Enters Jobbing Field.

The Silas E. Pearsall Company of New York, former Victor wholesalers, have entered the radio jobbing field. Lloyd E. Spencer is general manager of the company.

Revolutionary!



The new Ultra Marvel

for BETTER RECEPTION—

Revolutionary Tuning elements, eliminating the use of condensers. Providing a selectivity heretofore impossible without sacrifice of ease of tuning.

Permitting a much closer control of incoming signals than by any other principle of tuning—enabling a complete elimination of local and other interfering stations on close wave lengths.

Designed to meet new broadcasting conditions with equal efficiency on entire wave band from 200 to 575 meters.

Dial control to compensate for all conditions of installation, assuring maximum efficiency regardless of type of antenna employed.

Volume control to regulate volume as desired.

Five tube efficiency with four tubes.

Incomparable clarity and volume on long distance and nearby stations.

A greater degree of sensitivity to weak signals. Can be operated without antenna or ground under favorable conditions.

An Entirely New Principle of Tuned Radio Frequency

The new ULTRA-MARVEL RECEIVER will completely revise your opinions regarding perfect broadcast reception. It establishes a new standard of efficiency on all wave lengths from 200 to 575 meters, with such close control of signals as to permit absolute elimination of interference.

The new ULTRA-MARVEL Tuning elements are the most important of the many revolutionary achievements of this organization and meets the need for radical changes in receiver design and construction in order to obtain perfect reception under existing broadcasting conditions.

Once you hear the new ULTRA-MARVEL you will quickly recognize the importance of the many new features introduced for the first time in this receiver. A demonstration results in a sale—every time.

Exclusive territory assigned to representative dealers. Write for full particulars.

INDUSTRIAL RADIO SERVICE
NEWTON AND RUST AVENUES, SAGINAW, MICHIGAN



© Underwood

Telling the radio audience all about a style show. In the future the radio audience will see, as well as hear, what's going on, making radio reception much more interesting.

Radio Shop Talks

Getting a Line on the Other Fellow's Ideas

By Sewell Peaslee Wright



HE sweet young thing, with her most alluring smile, instantly captured the attention of both my friend, the radio dealer, and his two assistants. As one man they gathered around to wait on her.

"I was wondering," she remarked demurely, with a most engaging smile, "if you would mind showing me some radio sets. I don't know a thing about them, really, but mom and I were thinking of getting dad one for his birthday, and—" But by this time all three men were talking at once, and all the little lady could do was to smile and nod.

In the meantime a young chap had sauntered into the shop and stood glancing idly around at the shelves. After a few minutes the boss noticed the new arrival and requested the junior clerk to wait on him.

Not to prolong the story, the charming young lady took something like half an hour's time in looking over various sets and then thanked the radio dealer with a nod and smile and departed. The quiet young chap, even with a poor salesman at the helm, bought over a hundred dollars' worth of radio equipment and wrote out a check for the entire amount.

I've often noticed this tenden-

cy, especially in small shops, for everybody to pick out the best-dressed customer, especially if that customer happens to be a very charming young lady. The male of the species is susceptible, and in a way I don't blame young clerks for clustering around a fair and smiling customer, but at the same time it's a fact that the well dressed and captivating young lady doesn't very often come through with a big order, while a less likely looking prospect is often a tree bearing ripe and golden fruit.

It used to be the same in automobile salesrooms, but now the spruce young man on duty comes forward just as quickly and just as courteously to greet the visitor in overalls and a three days' growth of beard as he does the smartly turned out prospect in a pearl gray overcoat and spats. He has learned his lesson, and the radio dealer who profits thereby is going to cash in.

But while I was turning all this over in my mind another customer had come in, and I became aware of the somewhat desperate efforts being made by the boss of the shop to sell the man.

"But," the man was saying, "I've told you that I can get a five tube neutrodyne in just as good a case for twenty dollars less than you quote me, and a bigger allowance on my old set besides."

"You want to realize, however, that there is a lot of difference in sets," argued my friend, the radio dealer. "Now, the set I'm offering you is built by a maker of national reputation, and I will personally stand behind this set. If it doesn't suit you after you've tried it out, your money's waiting for you. Fair enough, isn't it?"

"We-e-e-l, I don't know," hesi-

tated the man. "This other set's guaranteed, too. I've heard you were high, and, naturally, I don't want to pay any more for a set than I have to. I'll go over and inspect that set again, anyway."

So far, I would say, the thing had progressed all O. K. But listen to what my friend said at this point:

"Glad to have you make a comparison, for we've got the quality goods, and I know you'll come back!" And with a self-satisfied smile that was almost a smirk he bowed the customer out.

If it had been written on that man's forehead it wouldn't have been any easier to see what he was thinking. "Like hell I will!" He wasn't in any too good a humor, anyway, and my friend's parting remark was gall on a sore spot. A man in that frame of mind doesn't want to be assured that he's made a big mistake and that he's going to admit it.

If the radio dealer had put on the soft pedal and said something about being glad to see him again should he change his mind and thus made it easy for the fellow to come back, the chances are that he would have done just that; as it was, he never came back—and I for one didn't expect him.

Things were quiet for awhile, and nothing much attracted my critical attention until I noticed several accessories that were sold were wrapped up or handed to the customer without the carton or package in which the manufacturer originally placed them. I wondered why. Often there are valuable instructions on the cartons or on booklets and leaflets packed in the carton; material that the purchaser should have to aid him in installing and using the device.

It seems rather foolish to leave such a wide opening for dissatisfaction when the manufacturer has taken such steps to prevent it, doesn't it? And yet it's being done every day—as like as not right in your own store!

A middle-aged woman came into the store, looking around at the array of black and nickel sets with wonderment.

"I'd like to look at something in a radio set," she stated, rather timidly. Not very definite, you'll admit, when you stop to consider that there were in stock little crystal sets at around fifteen dollars up to console types costing several hundreds.

I wondered what the boss' reply would be and watched the transaction with interest.

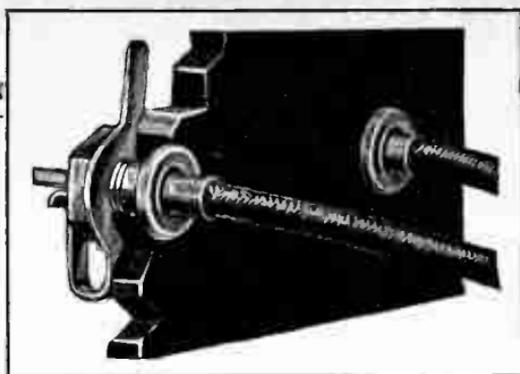
"Yes, indeed, madam," he replied courteously. "We have one here which sells, complete and installed in your home, for eighty dollars. That includes

everything, you know." He placed the set before her. "This one is very simple to operate; just the thing for the average person who doesn't know a thing about radio. This dial here picks up the different stations for you, and this one governs the loudness of the music. Then we have another set"—he turned and reached down a large instrument—"that we can put in your home, complete and ready to operate, for a hundred and ninety dollars. It looks a bit more complicated, but really is simpler than the first to operate." And he showed her just how the three dials were used to "explore" with and how the stations always came in on the same settings, night after night.

The woman followed every movement and every word with careful attention, and when my friend finished his explanation she nodded her understanding.



Perhaps the largest loudspeaker in the world. Miss Hazel Whitcomb, who is shown standing beside the speaker, asserts it is woman's only rival in broadcasting.



Your Customers Want
UNION RADIO TIP JACKS

Only 25c a pair

Replace binding posts—and uncertain contacts. Quickly applied by anyone. Heavily nickel plated they enhance the appearance of a set. Will firmly grip all wires from No. 11 to No. 24 B & S gauge. Can easily be reamed to hold antenna wire.

**NOW USED BY MANY LEADING
 SET MANUFACTURERS**

Packed in attractive counter display cartons of 1-12, 1-2 and 1 gross.

THREE SIZES FOR ALL MOUNTINGS

Standard Type A for panels 3-16" to 1-4" thick.

Special Type B for panels, cabinet walls and partitions 5-16" to 1-2" thick.

Special Type C for panels up to 1-8" thick.

OTHER GUARANTEED UNION RADIO PARTS

Tube Sockets: of highly polished moulded condensite. Phosphor bronze contact springs. Reinforced bayonet slot. For all standard tubes—Retail price 70c.

Dial Adjusters: for minute adjustment of dials, necessary for close tuning. Retail price 60c

*Attractive proposition for radio set manufacturers.
 Ask for illustrated pamphlet F.*



UNION RADIO CORPORATION
 124 SUSSEX AVENUE, NEWARK, N.J.
 NEW YORK OFFICE 116 WEST 32ND STREET.



"I think I should like a set something like this last one, only in a bigger cabinet," she remarked. "Something that would keep all the batteries and things out of sight, you know." And in the end he sold her a medium-priced console.

It was a nice piece of intelligent salesmanship. Too often when a customer walks in with a non-committal remark that they want to look at a radio set the first thing the salesman says is, "About what price did you have in mind?" And right there a lot of good sales are lost or aborted into little sales where they should have been big ones.

Price is the last thing to put into any customer's mind. Sell them the merchandise and keep price out of the conversation unless they introduce it. You're selling radio, not price tags.

Of course, the intelligent clerk will readily see what class of merchandise the customer

takes the most interest in, and will work up his sales talk along those lines. Perhaps my friend made a mistake in bringing out such a moderate priced set at first, but in selling radio, which people are convinced is an expensive proposition, to show them high-priced merchandise at first, may sour them on a cheaper set, when they may be unable to buy the better product. The medium course is undoubtedly the best, and it is best for the salesman not to commit himself to a definite recommendation of any particular set until he is absolutely sure as to what his prospect needs, wants and can afford.

It was nearly closing time by the time this customer had fixed upon the set she wanted, and so I adjourned shortly after. But I'm going to spend a few more days there soon, and if I pick up anything of interest and value I'll pass it on to you fellows next month!

Yogasamyana

By Thomas Dreier

Years ago some writer wishing to suggest the interdependence of all things spoke of the old man sitting quietly in his study whose winking eyelids affect the motion of some distant star.

Men who have studied in the Far East testify that some of the learned natives by performing what is called yogasamyana can tune in with any state of being.

It is recorded that one man asserted he found himself in tune with the vibrations of plant life and could not help suffering when in a room where a plant was dying of thirst.

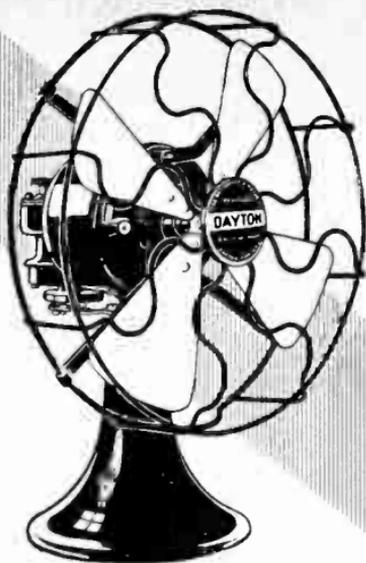
There is no doubt at all but that by our thinking we affect the lives of people who are in tune with us. Oftentimes what we think has greater power than what we say.

By making ourselves receptive, by trying to get in tune with people, we arrive at truths which would never become our possessions by the crude question-and-answer method.

Why is it that lovers have little use for words when they are together? Being in tune they have no more need for words than a wireless operator has for wire.

What we are is of more importance than what we say.

(Copyright King Editors' Features)



Dayton Fans will keep up your summer volume

NOW is the time to make your plans for summer business. The big summer seller is fans. The big fan sellers are Dayton Fans.

Dayton Fans combine in a pleasing way the three essentials of fan construction: *durability*, *large volume of air delivery*, and *attractive appearance*.

Your customers know the quality of Day-Fan products. They do not have to be "sold" on Dayton fans.

"Trade Winds," a very unique, easy-to-read booklet, is full of fan merchandising ideas. Send for it.

The Dayton Fan & Motor Company

Dayton, Ohio

For 36 years manufacturers of high-grade electrical apparatus

Day Fan

RADIO · MOTORS · FANS
PRODUCTS

Say you saw it in Radio Merchandising



© Underwood.

What are Winter sports without a radio? A good time is apparently being had by all.

Sell Him the Right Battery

The Best Method of Keeping the Good Will of Your Customers

By Edgar H. Felix

"Give me a B battery!"

"How many volts?" asks the salesman.

"Forty-five."

"We have 'em \$1.50, \$1.75, \$1.90, \$2.00, \$3.75 and \$4.75. What size do you want?"

"Oh, give me the \$1.50 one. It's a good battery, isn't it?"

"The best little battery made," responds the clerk with a confidential smile.

And that is the point where his sales effort usually ends.

The customer takes his little treasure home and at the end of three weeks finds that he needs a new set of batteries. Meanwhile a friend tells him of a ra-

dio store where he bought a set of batteries which lasted eight months and the customer determines never to visit the \$1.50 place again.

Sell the Most Economical Battery

If you know a few simple facts regarding the customer's set, you can save him money in his set upkeep cost. It is a simple matter to determine what battery will give him the most radio for his dollar and it is worth your while to let him know that your store gives it to him. Tubes and batteries constitute 90 per cent of radio

upkeep costs and B battery costs can be substantially reduced by several methods. One of the most important ones is buying the most economical battery for the current drain which is required by the user.

In a general way, four sizes of cells are used in making up radio B batteries. They are known as the small, intermediate, large and extra large cells. Each has its special sphere of usefulness.

The small cells are made up in the tiny 22½ volt units. They are made especially for portable sets. Their depreciation is rapid, whether the current drain is large or small. Under no conditions are they economical and they should not be given a customer unless space requirement makes it necessary to use a battery of this size.

Intermediate cells are used in batteries made up in two types; one is designed especially for use with the Radiola IV and Radiola Grand sets and the other for small portable sets. They should be used only in connection with sets having battery compartments of such dimensions that a larger battery cannot be placed in them.

The large size of cell is used in the most familiar type of battery, such as the Eveready 22½ volt No. 766, measuring 6¾x4¾x3 3/16, and is also made up in 45 volt vertical and horizontal units, adapting it to sets with the more capacious battery compartments. The 45 volt vertical battery has the widest application of any form on the market. It is adequate current supply for three tube sets and for four tube sets having no C battery, as well as economically designed five tube sets which do not draw more than 15 milliamperes.

Recently there has been a strong demand for the heavy

duty battery, made up of extra large cells, and designed for heavy current drains. The use of this battery with sets drawing 15 milliamperes or more results in substantial savings, but users having sets which draw less than 15 milliamperes will obtain more economical service from the larger rather than this extra large type.

Heavy Duty Type Popular

Frequently the extra large size is called for by customers who would get more value for their money with the large size. If a battery of unnecessarily large capacity be used, a part of its energy is wasted in depreciation, and only a part in useful service. For instance, a set drawing five milliamperes—a reasonable drain for a three tube set equipped with a C battery—may give eight to ten or more months of useful service with a large battery, while the average extra large battery would last but a few weeks longer. Therefore, considering the higher initial cost of the extra large size, it is a service to the customer to recommend the large size in its stead.

By showing an interest in your customer sufficient to assure him of the utmost economy, you establish a lasting and friendly contact which almost invariably breeds future business. It is shortsighted policy to refrain from this practice on the ground that it will reduce sales in the most profitable line of accessories by reducing turnover in B batteries, for sooner or later a customer will learn that a small battery is wasteful and expensive. If a rival dealer informs him, he will be your rival's customer for a long time to come.

The C Battery is a Money Saver

There are other methods of reducing upkeep expense with

which the dealer's salesman should be acquainted. The installation of a C battery in audio frequency amplifiers reduces their B battery drain by one-half to two-thirds. A typical instance of this kind came to the attention of engineers at the Eveready Laboratories, when a certain well known make of three tube set, consisting of one stage of tuned radio frequency, regenerative detector, one reflexed audio and one straight audio, was found to draw 7 milliamperes of B battery current. As a result of adding a C battery, its current drain was reduced to but 2 milliamperes, a saving of 72 per cent.

The functioning of a C battery is well known to radio listeners and a dealer makes no mistake in inquiring of his B battery customers whether they are familiar with the advantages of the C battery. A customer will appreciate this interest in his problems.

Another purchase which soon earns its cost in upkeep expense is an accurate voltmeter for determining the voltage applied to vacuum tube filaments. Operating a vacuum tube at 5 per cent above its rated voltage frequently cuts its life in half, while adjustment below 5 per cent below that voltage will double it. Obviously, such an instrument soon earns its cost. In the case of a five tube set, the vacuum tubes for which cost a total of \$20, doubling their useful life earns the cost of a volt within the life of the first tubes with which it is installed. This is another service which the dealer who believes in retaining his customers for future purchases can perform. The voltage should be measured by connecting the voltmeter across the filament terminals during test.

In the last analysis, your clientele is built up through your service,



© Keystone.

A radio store in Japan. Something different in "window displays."

CIR KIT

More Power per Tube brings Greater Radio Most Economically

Triple power is the basis of Erla Supereflex records. Tubes, as used in Supereflex, simultaneously amplify received radio frequency currents, reflexed radio and reflexed audio frequency currents. Sol-tube Supereflex rivals the power of conventional 3-tube circuits. And 3-tube Supereflex readily outclasses the ordinary five!

Only such power can provide the thrill of Supereflex distance and volume; always with Erla crystal-pure tone—and with uncanny selectivity.

This finer radio is brought within the reach of all by Erla Supereflex *CIR-KIT*, the factory-sealed carton of genuine Erla apparatus for building Supereflex.

ERLA RECEIVERS

Inherent Erla advantages in power, tone and selectivity are embodied in beautiful complete Erla receivers. Retail prices range from \$67.50 to \$225. Both price and performance place Erla receivers among the sensations of radio history.

Anyone can follow the *CIR-KIT* assembly plan perfectly, using only screwdriver and pliers, without drilling or soldering.

Pride of workmanship, extreme economy, priceless radio performance, assured by Erla Supereflex *CIR-KIT*, make it the staple big seller of radio.

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

ERLA



Selling Radio Through the Country Banks

*An Excellent Opportunity for the Rural Dealer, With
Unusual Publicity Advantages*

By J. Farrell



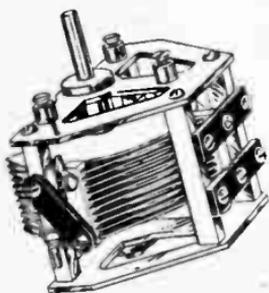
COLLEGE friend of mine on a cross-continent motor trip last summer sold 55 radio sets "to help pay expenses." He sold these sets to country banks. He believed that the best advertising that a bank could do was to install a radio set for the convenience of its local people who wanted late market news, and that the establishing of close contact with depositors and prospective depositors through inducing them to come regular-

ly into the bank was of tremendous advantage to the bank.

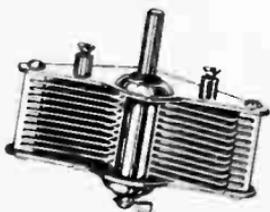
He assembled a sample set while he was talking and handed the headphones to the banker. He was careful in this to select a time of day at which farm market news was being broadcast from some station within range, for it would never do in a sales talk on the economic value of radio to have the prospective customer informed in a dusky siug-song that "It ain't gonner rain no mo'!"

"When they heard the market

**MATCHED
DUPLIX
STANDARD
CONDENSERS**
(IN SETS OF 3)



**DUPLIX
STANDARD
CONDENSERS**
SERIES F R



**DUPLIX
JUNIOR
CONDENSERS**
SERIES DR

Your
Condenser
Selling
Problem
Solved

Your cost of selling a condenser is too high. You have to talk too much, show too many brands, and finally let the purchaser decide for himself or walk out. Because there is nothing you can say about any condenser that can't be said about several others, except—DUPLIX.

"Matched Set of Three" Argument

When you take down a carton of three laboratory matched and sealed DUPLIX Standard Condensers your prospect stops asking questions about this or that method of construction.

If he is building tuned radio frequency, you've got him on the fact that DUPLIX Matched Condensers afford uniform dial readings at all wave lengths—*real set calibration*. You also discourage his mixing new and odd-sale brands. If he is building a reflex or other set, demanding that two dials read alike, you still have him. If he wants only one condenser, or something cheaper, you have established a quality for DUPLIX no other condensers have—*factory responsibility*. This impression of quality carries right through the DUPLIX line and gives you good turnover at a good profit.

*These Duplex Condensers
Will Standardize Your Sales*

Fill in the coupon today. We will mail you full details immediately. This is the only real condenser selling and advertising plan yet developed to increase condenser sales, decrease stocks, maintain list prices and increase profits for radio dealers.

DUPLIX CONDENSER & RADIO CORP.
36 Flatbush Ave. Extension, Brooklyn, N. Y.

Please send details, regarding your Duplex Condenser merchandising plan, which will solve our Condenser selling problems.

Signed _____

Address _____

BM325

quotations come clear as a bell the sale was as good as made," he told me. "It was the old story that an actual demonstration is worth ten times all the talk you can make about a thing. The more performance and less talk the better. People like to think that they are deciding matters for themselves.

"In most of my sales talks I stressed the importance of getting the farmers to come into the bank every day, so as to establish an intimate relationship with them. This would naturally induce the farmer to make the banker his confidant and to discuss his financial affairs more freely.

"The immediate value of the radio service was during the harvesting season, when farmers were financing the marketing of crops. Very often by reason of his business experience and general information on agricultural and industrial conditions the banker was in a position to advise his customers whether to sell or wait for higher prices. The daily price quotations also gave him a more tangible basis on which to make loans on warehoused products, farm mortgages and other property. In a word, he got an inside track on the farmer's financial condition, minus the inflation."

The experience of my college friend opened up a vista of possibility for developing the rural sales outlets for radio. Selling the country bankers was merely the first step. The real value to the radio dealers was in thus effectively bringing the practical value of radio to the attention of rural people. Most of the farmers and townspeople were compelled to visit the banks, and radio was virtually forced on their attention as in no other way.

A survey made by the United

States Department of Agriculture demonstrates that many radio dealers in various parts of the country have developed their sales promotion along this line. These dealers have seen to it that radio was demonstrated in places frequently visited by the local people and have increased their radio sales as a result.

The survey developed the fact that several hundred banks have put in radio sets, as have also a large number of flour mills, grain elevators, grain dealers and other local business organizations. The dealers have emphasized the importance of receiving grain and other market news when selling sets to these organizations, but the main thought has been the radio business that would result from the public radio demonstrations in these places. A farmer who is skeptical about the "new fangled music box" and who stubbornly refuses to enter an electrical or other shop that carries radio is a ready buyer when he finds in the course of a business transaction that the deal is based largely on radio information.

The general offices of the First National Bank at Raymond, Ill., which is in the heart of an important grain and live stock region, looks like a small stock exchange. A clerk at one end of the room records grain and provision prices on a large blackboard as they are received over the radio.

"Grain buyers, stock buyers and farmers call each morning to learn the quotations received by radio and to compare notes," declared Mr. C. McNaughton, cashier of the bank. "They are all strong for the service. Heretofore they had to depend on the commission houses and country branches for commodity news, and that service was not entirely satisfactory. Price dis-

BAKELITE



“Bakelite” on the carton helps sales

Your customers look for the “Bakelite” mark when buying radio parts.

Recognized authorities writing on new “hook-ups” in the magazines and newspapers are specifying Bakelite more than ever before.

Tie in with this professional and amateur preference for Bakelite by displaying radio parts and panels that are plainly marked “BAKELITE.” It leads to customer satisfaction and bigger sales.

Write for Booklet 36

BAKELITE CORPORATION

247 Park Ave., New York, N. Y.
Chicago Office: 636 West 22nd St.

Bakelite is an exclusive
Trade mark and can be
used only on products
made from materials
manufactured by the
Bakelite Corporation.
If in the only material
which may bear the
Bakelite mark of Trade
Mark.

BAKELITE



BAKELITE
is the registered trade
mark for the plastic
radio product manu-
factured under pat-
ents owned by the
Bakelite Corporation.

THE MATERIAL OF A THOUSAND USES

Say you saw it in Radio Merchandising

crepancies were frequently disclosed and the farmers could never be certain that the news was accurate.

"The folks hereabouts now get accurate quotations almost as fast as they are made. This has frequently prevented considerable money losses to grain and live stock dealers through enabling them to enter buying or selling orders as the market might indicate. Another feature is that the service brings people in closer contact with the bank."

Mr. McNaughton gave the names of numerous other banks in the state that furnish similar service. The First National at Albion, Ill., has installed radio equipment to receive grain and live stock reports. The cashier of the Dime Savings Bank at Carthage said that the farmers were hungry for more news. More than 250 places throughout the state where market news is received were listed. Many of these were individual homes, but business houses in

towns that have installed public radio service, banks and grain elevators easily took the lead.

More than a score of banks in each of the states of Missouri, Illinois, Nebraska, Ohio and Iowa maintain daily radio reception service for their customers. They include farmers' banks, trust companies and savings banks. R. D. Bower, assistant treasurer of the Caldwell County Trust Company at Kingston, Mo., said that "it is the best service we have ever had of getting prices. I hardly know how we could get along without it. The majority of the banks are using this just the same as we are." The cashier of the Farmers' Bank at Stephens, Mo., said the service is especially valuable, as "we did not formerly have access to any means of receiving the markets other than by newspapers, and newspaper markets are always a day late when they reach the rural districts."

Thousands of letters from



The radio booth of the Department of Agriculture was one of the main drawing cards of the Chicago Live Stock Show.

KESTER *Radio* SOLDER



Oh boy

What force behind it

A rolling stone may gather no moss but it certainly gathers a speedy turnover when you push it down hill. Speedy turnover is the most noticeable thing about Kester Radio Solder.

The merits of the package itself give Kester Radio Solder a neat turnover. But we're not satisfied with that alone—No Sir—

We're putting some real advertising force behind it and it's going to make our dealers hustle to keep up! Of course, those who are already stocking Kester Radio Solder are going to cash in on our advertising.

Dealers who have hesitated are not yet lost, but we suggest you order from your jobber or send in this coupon without delay.

CHICAGO SOLDER COMPANY

4234 WRIGHTWOOD AVENUE
CHICAGO, U. S. A.



Chicago Solder Co.
4234 Wrightwood Ave., Chicago, Ill.

Gentlemen: Please send me the following as indicated.

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

Name _____

Address _____

City _____

My Jobber _____

IF YOUR JOBBER CANNOT SUPPLY YOU,

farmers and bankers in the files of the Department of Agriculture at Washington attest the value of such service. Many of these correspondents assert that the prompt reception of market advices has frequently saved farmers much money through indicating the most favorable time at which to market their products. The service has been particularly valuable to the farmer co-operatives that keep their members informed up to the minute on the crop and marketing situation.

The country banks in some instances through a co-operative arrangement with local telephone exchanges relay the market news at designated hours each day to all the telephone subscribers on party lines. Thus at 11 o'clock each morning, for example, the subscribers by merely lifting the telephone receiver off the hook may get a combined price report on hogs, cattle, sheep and other live stock at half a dozen or more of the leading live stock markets.

"But," you radio dealer's may inquire, "if radio service is made so easily accessible to the farm population, why should they wish personally to own radio sets? Wouldn't such service cut down the sales possibilities instead of increasing them?"

The answer is simply that to hear creates a desire to see and to own. When you hear a sound

you turn instinctively whence it comes. The best illustration that I know of this is the experience of an opera house in Hamburg, Germany. There is a **telefunken**—meaning telephone company—there which for many years has been giving a daily broadcast service of news and entertainment over its telephone lines to several hundred subscribers. The opera house management at first refused to permit the company to broadcast its plays in this fashion on the plea that to do so would probably cut down the box office receipts. It finally proved, however, that instead of cutting down the receipts the box office sales increased because the telephone listeners were eager to see the things they had heard.

And so with radio. Department of Agriculture officials declare that the service by country banks and other local business men has been a large factor in encouraging farmers to buy radio sets. The proposition in a nutshell is simply that keen radio dealers have put their sets in places frequently visited by a large part of the population.

There are some 33,000 banks in the United States, of which about 22,000 are in rural districts. Radio has been sold to only a few hundred. The business is there. Why not go after it?

Radio Announcers Form Club.

As the result of a suggestion made by Dutee Wilcox Flint, director of entertainment for Station WDFW, Providence, the organization of a club to be known as the "Radio Announcers of America" has been started. The

initial meeting will be held in Providence early in March.

* * *

Ayres in Chicago

Albert B. Ayres, sales manager of the Eagle Radio Company, is spending a month in Chicago surveying the situation there.



MORE PROFIT *for* YOU on CLEARTRON *Guaranteed* Tubes

CLEARTRON Tubes—backed by a rigid, lasting guarantee—backed to help you and help us in creating satisfied customers and swelling the sales turnover.

Our sales policy entails very little red tape and very much cooperation—the sort to help us both make more money.

IN THREE SIZES

Cleartron Tubes come in three regulation sizes: C-T 201A SMALL with regular 199 base and C-T STANDARD. The latter is the only so-called "peanut tube" made with a standard size base. All retail at \$3 a piece.

We are dealing through responsible carefully-chosen jobbers. Write us for information. We shall gladly cooperate.

CLEARTRON VACUUM TUBE CO.

22 West 44th St., New York, N. Y.

C-T 201A



C-T 199 SMALL



CLEARTRON

GUARANTEED RADIO TUBES

Reception



Anna Pavlova, the famous danseuse, delights in radio reception. There is always a set in her dressing room.

© Underwood.



© Keystone.

Theodore Croo, noted Broadway stage dance instructor, utilizes radio in his class instruction work.

Broadcasting

Mme. Frances Alda delighted millions on her first appearance before the microphone.

© Keystone.



© Underwood.

Anticipating the future, Ballet dancers who performed in the studio of WLW while the orchestral music was being broadcast. The radio audience of tomorrow will be able to see as well as hear.

Your March Window Displays

A St. Patrick Day Window and a Big Cross Word Puzzle Sales Stunt

By Sewell Peaslee Wright

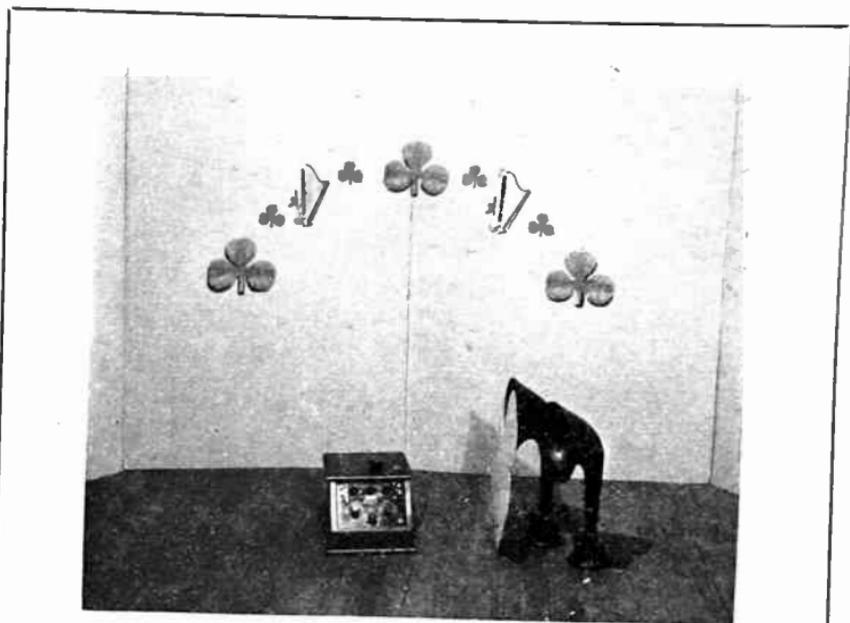


THE first window for this month I am going to describe briefly and pass over quickly, as the second window is one of the best that I have had the pleasure of presenting to you so far, and I have considerable to say about it and how it may be developed into a really big business-getting device by means of proper "promotion."

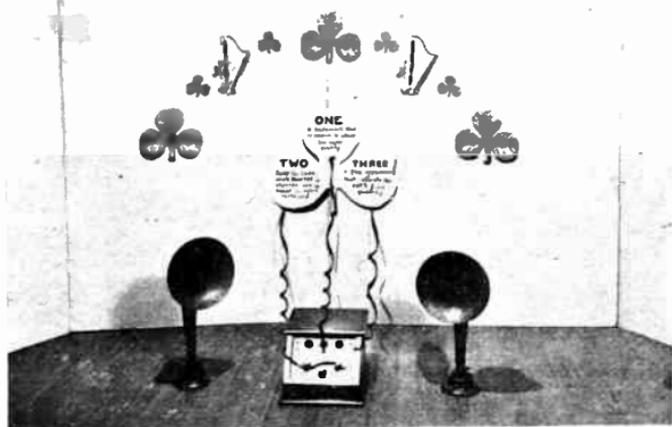
In most communities there is usually considerable interest shown in St. Patrick's Day, and so this first window is a sham-

rock affair that can be cheaply and easily put in by any dealer. Yet, like all the special day windows I have described, it ties up a selling idea with the decorative idea—and this is the true test of the value of any window of the sort.

The background, as shown, is easily put in if one will buy a few cut-out shamrocks. Any stationery store will have a supply on hand, for use as party decorations, and if you want to elaborate upon my decorative scheme by means of twisted streamers of green crêpe paper



No. 1—The background in place; a suggested grouping of the decorative materials being shown. Use your own judgment—and as many shamrocks and harps as you like.



No. 2—All ready for the public eye on "St. Patrick's Day in the Mornin'"—and several days before. Simple and effective and surprisingly easy to put in.

at the sides and top of the window, your stationer has the material for this as well. You may wish to add to the background by drapes of green either at the back or at the sides; this is optional, of course.

Shamrocks, clay pipes, and Irish harps are all symbolic of the day, and they may all be used in the background if desired. The various symbols of the day may also be strewn upon the floor of the window, which may be either bare or covered with green crepe paper, as desired.

In the center, and at the back of the display, is placed a very large cut-out shamrock, which you will have to make yourself out of heavy cardboard; wall-board is fine if you have any means of working it; if not, corrugated brown packing board will work very nicely. It can be cut out with an ordinary knife and can be painted any color desired. It was used in the present display, and, as will

be seen, works up very nicely.

In the foreground is the radio set which is to be featured, and from each of the three leaves of the big shamrock a twisted green silk ribbon leads to some feature of the set, and a few words of explanation appear on the leaf in question. On the display shown, these wordings were as follows:

ONE

A trade-mark that is known to stand for super-quality.

TWO

Easy to tune; once located a station can be tuned in again instantly.

THREE

A fine appearance that reflects the set's fine quality.

The first ribbon leads to the trade-mark, the second crosses all the dials, and the third runs to a corner of the panel, as shown.

The set may be placed either upon the floor of the window or upon a raised dais of some kind,

but in either case it should be placed some distance back from the window; not half way, perhaps, but still not close to the glass. The big shamrock may be leaned against the back of the window or stood upright by means of a small, invisible

pedestal a few inches from the back of the window. The big shamrock may be painted solid green, and the lettering put on in white, or it may be merely edged in green, and the lettering put on in black.

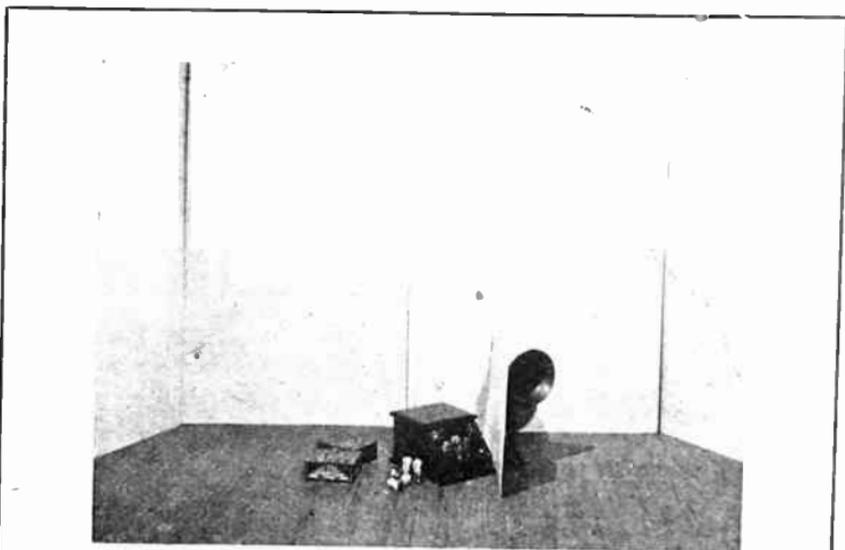
Window Number Two

Everybody is crazy over cross word puzzles these days. Every paper you pick up features them. The magazines run them by the dozen. Your best friends come up to you and beg you to give them a six letter word meaning the chief of a tribe of South American head-hunters, or an eleven letter word meaning happy though married. And it's time we cashed in on the craze.

You can go as far as you like with the background of this window. Make it as crosswordy as you please. I've shown about the simplest possible ef-

fective background, and you can enlarge and improve upon this as much as you wish.

The central point of interest in the window is a great big white card with a cross word puzzle upon it, and an announcement of a big cross word puzzle contest. As will be seen, the "key" to the puzzle is not shown in the window; they come into the store for that, and are there told the full rules of the contest, which will be related later in this article. Around the big card, in orderly array, are the various prizes offered in the contest, each one

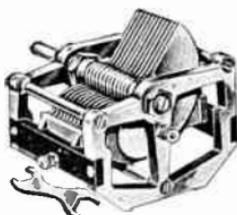


No. 1—Simplicity itself, as you see. The sign at the back is shown here unlettered and none of the "props" are in place. As stated in the article, you can carry out the checkerboard cross word motif in the hangings (if any) and on the floor, if desired. Only the bare essentials are shown here.

A. R. R. L. Members—



always leaders in
choosing most effi-
cient parts are al-
most unanimous.



Boosters of B-T Tuners and Condensers

The B-T TUNER is found in the stations of such men as
KRUSE, Technical Editor of Q S T,
CLAYTON, Information Service Manager,
BUDLONG, Editor Current Service of the League,
and
F. H. SCHNELL, Traffic manager, uses
B-T CONDENSERS in the 12-meter set just built for his
Navy-Amateur experimental cruise to Honolulu, Australia
and New Zealand.

B-T Parts Are Bought—Not Sold

The 7th edition
of Better Tuning
is out. It's the
greatest sales
help ever de-
vised. Send for
sample and liter-
ature.

Provide the stock and your
customers will do the rest.

Bremer-Tully Mfg. Co.

530 S. CANAL ST.
CHICAGO

tagged appropriately: "1st Prize," "2nd Prize," etc. The window itself is simplicity itself to put in, but to put the whole affair over with a bang, there are a lot of details to be attended to, and none of them should be slighted if you want to reap the big profits from the idea.

First of all, on the day the window goes in you should run an ad in all the papers, calling attention to the big contest, and listing in glowing terms the prizes offered.

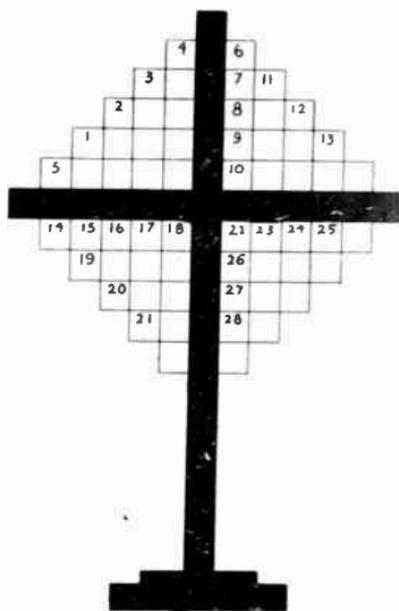
When the people start coming into the store, have a slip with the cross word puzzle, the "key," and the rules of the contest all neatly printed and ready for them. The cross word puzzle and its "key" are illustrated herewith, and the rules of the contest should run something like this:

No. 1. The cross word puzzle illustrated herewith is submitted merely as a sample, and no prize is offered for its solution. It is not necessary to use this design in making up your puzzle; as a matter of fact, as stated later, an original design will help you win.

No. 2. Prizes will be awarded NOT for the solution to this cross word puzzle, but for original cross word puzzles submitted. This puzzle is given only as a sample. Only original puzzles will be considered, and in making awards the judges will consider physical form of puzzle, neatness, cleverness, and above all, the number of radio words used in puzzle. Either generic terms or trade names may be used.

No. 3. All entries must be in our hands before 5:30 p. m. April 00, 1925.

No. 4. There will be three judges, all well known men not connected with this firm. Names will be announced later. Their



HORIZONTAL

- 1—A tuning device.
- 2—Prefix meaning three.
- 3—A tramp (abbr.).
- 5—Tall marsh grasses.
- 7—Part of the verb "to be."
- 8—A terminal of a battery (abbr.).
- 9—A garden mentioned in the Bible.
- 10—A popular citrus fruit.
- 14—Hooked up.
- 19—External olfactory apparatus.
- 20—Modern powerful explosive (abbr.).
- 21—A degree in engineering (initials).
- 22—Carriers of radio signals.
- 26—Imitated.
- 27—A numeral.
- 28—Prefix meaning "out" or "out of."

VERTICAL

- 1—French for "from."
- 2—Worn with a collar.
- 3—Small headless nail.
- 4—Inductances.
- 6—The front of a radio set.
- 11—Often spoken of with the Persians.
- 12—Jewel.
- 13—Negative answer.
- 15—Reverse of "out."
- 16—Decay.
- 17—A hireling.
- 18—To restrain from proceeding.
- 22—H₂O.
- 23—Peak.
- 24—Abbreviation of famous Italian city.
- 25—Familiar title of Mr. Wardrop, of Radio Merchandising.

MARWOL

BABY GRAND
FIVE TUBE TUNED RADIO FREQUENCY



\$40

At last A Guaranteed Set Price Beyond Comparison



Marwol Tuned Radio Frequency

fills the long-felt want for a well-constructed, popular-priced, quality Phonograph Panel that meets with no sales resistance. At the price, the Marwol is without a peer.

\$70.00

The remarkable success of the Marwol Circuit as incorporated in the Marwol Model A-1 is so great that it has made possible a Baby Grand Marwol. This identical famous Circuit is now available in a different, unique design—a great departure from the conventional model—at considerable decrease in cost! Result: the Baby Grand Model is a 5-Tube Tuned Radio Frequency Receiver which differs from the original Marwol only in design! Cuts through the most powerful locals and pulls in DX—giving remarkable selectivity and range with ease of operation—exactly like the Model A-1—today's best radio buy for the money!

The Marwol guarantee backs all Marwol products. Ask your jobber. Write for descriptive folder and discounts.

MARWOL RADIO CORP.

85-B Mercer St., New York

DOLLAR FOR DOLLAR RADIO VALUE



The complete display in simplified form. If you use more prizes—and that would be advisable—they should all be put in the window.

decisions will be considered final by us and by all contestants.

No. 5. All puzzles receiving prizes become our property, and we reserve the right to publish same in our advertising.

These rules may be revised to suit your requirements, but they will serve to give you an idea of the nature of the contest.

Your newspaper advertising should play up the window display and the whole contest. After about three days, it would be well to publish in the newspaper the cross word puzzle shown; your engraver at very small cost will make you a cut direct from the accompanying illustration, or perhaps you can prevail upon your newspaper to set the thing up in type for you. It is a pretty fussy job, and will cause the compositor a lot of grief, but if you can get them to do it for you, fine!

About a week after the campaign opens, publish the solu-

tion to the puzzle (the cut for this can also be made from the illustration) and at the same time explain the rules of the contest, playing up the splendid prizes offered and also the fun of making up cross word puzzles, especially to vary the monotony of *solving* them.

The whole campaign should run at least a month, and you should back it up with good newspaper advertising and store publicity of all kinds.

When the newspaper advertising "breaks" with the solution of the puzzle, another big card, bearing the solved puzzle, should be placed in the window instead of the original one. Later, as the entries keep coming in, a gilded bushel basket, overflowing with submitted puzzles, and bearing an explanatory card, should be introduced into the window.

The size of the prizes can best be determined by yourself. Make them as good as you can, so

(Continued on page 114)

BOSCH NOBATTERY

THE Bosch Nobattery is a device which enables anyone to obtain from an electric light socket perfect and ample plate voltage for radio vacuum tubes. It takes the place of all "B" batteries and is decidedly more efficient, reliable, convenient and economical.

Do not confuse the Bosch Nobattery with other "B" battery eliminators. It uses no tubes, and is radically different in design and construction. It is the perfect "eliminator" which conservative radio users and dealers have been waiting for.

DEALERS

Here's a radio device you can sell with absolute confidence. It is the same high quality as all Bosch electrical units, and is backed by the famous Bosch guarantee of "satisfaction or your money back."

Don't delay—the demand is already enormous. Live dealers who place their orders immediately will get a big share of the profits.

Wire today for sales proposition and discounts. State whether you are a dealer or hobbyist, and give references, to aid in quick allocation of territories.

Type BAN—For alternating current \$49.50
Type BDN—For direct current..... 30.00

American Bosch Magneto Corp.
SPRINGFIELD, MASS.

Mr. Dealer Have You Got Yours ?

We want every Radio Dealer in America to see the

Solderless

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
9-23-24

Rajah Auto Supply Company

Bloomfield, N. J., U. S. A.

Describing in Detail

Narcissus—Looky here, Black Man, whut's you all gwine gimme for my birthday present?

Black Man—Close yo' eyes, honey. (She did as he said.) Now, whut yo' see?

Narcissus—Nothing.

Black Man—Well, dat's whut you all gwine get.—Boll Weevil.

"You can't laugh that off," said the warden, as he adjusted the straight jacket.—Harvard Lampoon.

A Matter of Necessity

She—Do you always take the other girls for such long walks?

He—No, it isn't always necessary.—Reel.

We Would, Tool

Doctor—I have to report, sir, that you are the father of triplets.

Politician—Impossible. I'll demand a recount.

(Concluded from page 72)

map of the United States, going completely across the top half of the display window, mounted on thick cardboard, with red indicating tacks, showing stations received, and with the slogan below, "Stations Heard on Our Sets, will prove a good interest getter."

* * *

Wednesday, April 29: There will be big sports broadcasts this Summer. Be sure you tie in with their sales opportunities.

* * *

Thursday, April 30: Sales should not slump this summer. The merchants who get out and sell, instead of merely taking orders, can maintain their sales curve if they have a mind to. Try a little special effort this summer and see how it works.

(Concluded from page 112)

they'll be worth going after. One good capital prize and a comparatively large number of small prizes will be found more attractive, probably, than a few expensive prizes. After the contest is over, a whole set of wonderful material for advertising purposes will be available; you can use the prize-winning puzzles in your newspaper advertising and arouse real interest in it thereby, and you can use them as well to add pep to your periodic sales letters to customers and prospects.

Just in passing, let me suggest that those of you who are cross word fans can have some fun solving the puzzle suggested here. Don't pay any attention to the solution shown here at the end; turn back to the unsolved puzzle and the "key," and see how far you can go with it. If you have never tried a cross word puzzle, this will serve to show you what a good



The solution to the cross word puzzle.

idea a contest such as I have suggested really is; if you are already a fan, you'll not need to be told that this sort of a contest is bound to be a rip-roaring success, and you'll go for the puzzle naturally.

Humor in Business

Is Precious Asset

A SENSE of humor is one of the most precious things in the world to the man who possesses it. Many a man has been aided over some mighty rough spots by the fact that he was able to see the things through clear glasses and not through smoked lenses. Incidentally have you ever tried to carry on a lengthy conversation with a man who was proud of the fact that he was always serious-minded? You will probably remember that conversation only by reason of the fact that it was dull, drab and did not sparkle. Let the sun shine into your mind and do not live in a world of fog.

Building Up a Mailing List of Radio Owners



AN excellent method of building up their mail order list of radio owners has been adopted by Stix, Baer & Fuller, St. Louis. In the corner of their daily general ad they place a coupon and advise that they will send free their broadcasting programs to any one who will write his name and address

upon the coupon and mail it in to them. Whenever they have a sale of radio merchandise or receive anything new in the way of apparatus they mail a little folder to all the names on their radio list—in this manner avoiding sending to any except those they know will be directly interested.

When Great Men Meet

By Thomas Dreier

I have just come from the office of a business man, where the man behind the big desk seemed to be puffed all out of shape by reason of the success which he has achieved in his business.

Judging by his conversation, he is quite convinced that the whole world is watching him with bated breath. He is so interested in himself and his own achievements that he has no time to read or hear about the achievements of others. He has reached that very dangerous period in life when he no longer listens.

One time when Joseph Jefferson made his great success with Rip Van Winkle—as John Drew tells the story—he thought himself fairly important and that every one knew of his success. At the very least, he felt that he had put Washington Irving on the map, with his Boucicault version of Rip.

One night after the theatre, as he was going to his home in the Fifth Avenue Hotel, a stockily built, grizzled bearded man got into the elevator.

“Are you playing in town now, Mr. Jefferson?” he asked.

Jefferson, as he replied in the affirmative, rather pitied the man for his ignorance and his total lack of understanding of what was going on in the world. What a simpleton he must be, who did not know that Rip was having a record run!

When this man reached his floor and got out, Jefferson asked the elevator boy, “Who was that?”

“Why,” said the boy, pitying Jefferson for his ignorance, “that’s General Grant!”



Bread Cast Upon the Waters

A Double-Barrelled Old Timer Story

By Sewell Peaslee Wright



OLD TIMER was busy waiting on a customer when Southwick slipped into "Seaford's Only Exclusive Radio Shop," and he was quietly making for the back of the shop, where the partners had a sort of office, when something Old Timer was saying arrested his attention.

"I think Johnson carries that make here in town, Mrs. Siever. Just around the corner, on Monroe Street, you know."

"Why— thank you very much. Good day!" And with a little smile and nod, the customer departed.

Southwick waited until she was out of the store before he spoke.

"How come you're sending our hard-earned customers around to Johnson," he queried

plaintively. "Afraid we'll have to pay too large an income tax?"

"Why, hello there, young feller, me lad! What's that you're worrying about now?"

"I asked you how come you sent the lady over to Johnson's," repeated Southwick, answering Old Timer's infectious grin with a smile.

"Oh, I not infrequently do that," replied Old Timer carelessly. "It's good business, you know."

"Oh, yes! nodded Southwick, "I see. Oh, perfectly!"

Old Timer leaned comfortably over the counter and his grin broadened.

"It's a stunt I've been trying out the last three or four weeks, and it works like a leather charm," he explained. "Every once in a while a customer comes in here who is sold head

over heels on a certain make of set. Couldn't sell 'em anything else if the panel was made of solid ivory and the dials were 14-karat gold. Their brother has one, and they want that and nothing else. Or maybe some good strong advertising campaign is at the bottom of it—at any rate, they want a certain make, and that's the only thing that'll please them. You know the kind I mean?"

"I think so," nodded Southwick cautiously. "Most of the people who come in here with a preconceived idea of what they want can be sold, but——"

"But a few can't!" interrupted Old Timer. "Exactly! Well, I've made it a point to learn who's handling the various makes around town, and when I run across a customer who won't listen to reason, I send him or her to the right dealer—exactly as I did the lady who just left."

"Trusting to divine providence to see that your noble deed is appreciated and returned," smiled Southwick.

"Not on the tin-type of your grandmother's pet poodle! You know we generally get the names and address of our customers pretty early in the game, through one pretext or another, and when we send a customer over to Johnson's, say, I write Johnson a nice little note and say that Mrs. So-and-so was in to see us about a such-and-such set, and that as we didn't have it in stock, we have sent her over to him, and trust that he has been successful in selling her what she wants. Giving him the name like that assures him that it isn't the bunk, see?"

"It sounds pretty good, but that hard-shell won't appreciate it," grumbled Southwick, still not sold on the idea. "He'll

take all the business we can feed him and holler for more, but——"

"But me no buts!" interrupted Old Timer. "No less than three customers has he sent over to us since he got his first letter, and I sold every last one of them. You see, he isn't such an old hard-head as you thought!"

"It doesn't sound reasonable, but I suppose you're right." Southwick shook his head doubtfully. "How are the other dealers taking to the idea?"

"Just fine! You want to realize that it isn't very often that a dealer runs up against a case where he really can't change the customer's mind and sell him what he's got, so you can't expect a big volume of business, but it makes you and the customer and the other dealer feel better to work it this way than it does to fuss and fuss and then have the customer walk out on you and find the other dealer by hook or crook. It just sweetens up the atmosphere, that's all. But what I called you up about was something else entirely. Come back by the desk and we'll talk it over; I want you to OK it before I go into it."

The partners seated themselves comfortably where they could watch the front door.

"Wish I could light up the old pipe," grinned Old Timer regretfully. "I sure miss my 'tween times smokes! But this idea I was talking about goes something like this.

"In a town of this size there are several dozen, more or less, chronic invalids in the hospitals, and many more at home. Briefly, I plan to sell them radio sets; what more ideal amusement could the invalid have?"

"Good idea, but nothing new at all," commented Southwick,



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"In a town of this size there are several dozen, more or less, chronic invalids in the hospitals, and many more at home. Briefly, I plan to sell them radio sets; what more ideal amusement could the invalid have?"

"Good idea, but nothing new at all," commented Southwick,

rather disappointed. "As a matter of fact, I have already done quite a lot of work in that direction——"

"Yes, but here's what I'm planning to do," cut in Old Timer. "First of all, get permission of the hospital authorities. Then arrange to give any likely patient a little demonstration; portable, loop aerial set, with headphones only. Loudspeaker would, of course, disturb other patients. With the headset, the operator could listen-in at any hour of the day or night without disturbing a soul."

"And almost any good set would operate on a loop or small inside aerial if one did not require loudspeaker volume," nodded Southwick.

"Exactly. That would enable us to sell such a set at a really reasonable price, and there would be no charge for installing, either. Of course, patients in for only a few days might not be interested, but I've been looking into the matter and I find that a surprising percentage of the patients are in the

hospital for many weeks, and I know from experience that after a few days it gets pretty dog-gone wearisome, and puts the patient in a pretty good frame of mind to buy a radio set."

"Anything to break the terrible monotony of staring around at the four bare walls and taking horrible medicine and having bandages changed," agreed Southwick, grimacing. "I'm sans my appendix too, you know!"

"Correct!"

"But why did you have to ask me about it?" queried Southwick. "Go right ahead and——"

"Ah! I'm just coming to that," grinned Old Timer. "It's this way. In order to get in right with the powers that be, I want to donate a little set to each of the hospitals. Put them in the right frame of mind, so to speak. See?"

"Oh-ho! Bribery!" Southwick frowned with mock severity.

"No. Just soft soap where it'll do us some good. The sets will go into the nurses' home,

(Concluded on page 125)



The universal appeal of radio—the bedtime story was enjoyed by both.

© Wide World.

Answers to Dealers

Battery Chargers

J. R. M. wants to know about battery chargers, especially those for storage B batteries.

Chargers may be roughly divided into two classes, those for alternating current and those for direct current. The latter are, of course, far simpler, but the alternating current kind may again be divided into two classes, bulb chargers and vibrating chargers. In the latter kind, it is sometimes necessary to carry a line of replacements, especially the contact points, as these may become worn in time and must be renewed.

Both kinds of chargers come in the two ampere and five ampere sizes, but of course this rate is far too high for storage B batteries. Most storage B batteries require only one-tenth of an ampere, and for this reason the full charging rate cannot be used. A special attachment may now be secured for charging B batteries from the ordinary charger. This retails for about \$3.

For all around work the five ampere charger will be found to give more satisfaction except in the case where low rate A batteries are used. In selling a charger ask the customer whether or not he has alternating or direct current, the size of his battery and if he intends to use a storage B battery. By securing this information you will be able to sell him the right thing and thus make another satisfied radio fan.

Variable Condensers

H. B. Smith of Syracuse has had some difficulty with customers who have bought variable condensers. He has sold these instruments by the number of plates and not the capacity and the result has not always been satisfactory.

For the benefit of the uninitiated dealer it might be well to point out that condensers are rated in microfarads of parts thereof and not in the number of plates. The area of these plates and their spacing determine the capacity in microfarads. Thus it will be seen that it is quite possible to make up a three plate condenser having exactly the same capacity as one having forty plates. Manufacturers are now taking particular pains to mark the correct ratings on their instruments, and dealers will generally save time and trouble by observing the capacities and completely ignoring the number of plates.

Battery Eliminators

W. W. Metcalf, a dealer in Minnesota, wants some further information on A and B battery eliminators for use on the house lighting mains.

We want to point out that the first information which must be secured is the kind of current used by the fan, alternating or direct.

Once this has been determined, the rest of the sale comes down to a matter of price. There are many different kinds of eliminators on the market, es-

Out of the Radio FOG



A great receiver
for the VOICES of the Great

Priess

TRADE MARK

THE CONCERT GRAND of RADIO

A FIVE-TUBE-REFLEX CIRCUIT-LOOP SET

LIST
\$145.00

ALL THE RADIO WORLD IS TALKING ABOUT IT!

PRIESS NATIONAL PUBLICITY has told, and is telling, through America's leading newspapers and magazines the story of this remarkable achievement.

A New Audience. Numbering Millions, eagerly awaits this new set.

A New Market has been cultivated for you—a market comprised of those who demand the superlative, in radio performance, as in all else.

Say you saw It in Radio Merchandising

Priess

TRADE MARK
The Concert Grand of Radio

The Console Model

In a rich, two-one walnut cabinet, with concealed loop and loud speaker. All controls, including loop, are located on the rich hatched malloy panel, as illustrated.



LIST

\$225.00

Priess Sets are sold under a plan giving both the Distributor and the Dealer territorial protection and absolute assurance of relief from Cut Price and other unfair competition.

Write for details

PRIESS RADIO CORP.
697 Broadway - New York City

pecially for the B batteries. However, the A battery eliminator is a different matter. While it is comparatively easy to rectify and smooth out a high voltage, low amperage current, such as that for the B battery eliminator, the problem of rectifying and smoothing out a low voltage and high amperage A battery current is quite different. In order to partially overcome this difficulty the makers of these instruments are generally arranging them in such a way that the filament wiring of the vacuum tubes is in series instead of the usual parallel connection. This, of course, is fine for home-made sets where the builder knows what he is doing, but it would be a hopeless task to rewire the filaments of commercially built sets. Such changes would also probably destroy any guarantee which the builder might furnish. Therefore it seems that the B battery eliminator is quite the thing, but the A battery unit is limited, and it should be sold only to those who are versed in things electrical as well as radio.

Aerials

Fred Menzger in looking over the directions coming with different sets, finds that there is a wide variation in the length of the aerials recommended, and as he is doing installing on a rather large scale he would like to have some further information.

For most of the ordinary receiving sets up to five tubes, the matter of aerial is greatly overrated. There are just three important points which should be followed in every case.

The first is that the antenna be insulated carefully wherever it is fastened in place.

The second, make sure that it runs all in one direction with

the lead-in from one end. An aerial full of kinks and bends is not effective for its total length.

Third, avoid joints in the wire or the lead-in. If it is necessary to make a joint, solder it. Wire which is exposed to the weather will soon oxidize and make a poor connection, and when this happens you will have a hurry call from the customer and it may take some time to find the trouble. Make sure right at the start. The Board of Fire Underwriters also have something to say on this subject. Never wrap an outside connection with tape. Such connections will become bad long before one which has not been wrapped. The length may be from 70 to 125 feet. This is not particularly important.

Variable Condensers

Several dealers want information on what sizes of variable condensers are the most popular. Probably the .0005 mfd. is the most widely used, but the .00035 mfd. is now running it a close second. The former size is used mostly in regenerative sets and the latter in tuned radio frequency or neutrodyne sets. The old .001 condenser is practically obsolete, and its work may be done with any .0005 mfd. instrument when the receiving set is used for the wave lengths of broadcasting. Usually the .0005 condenser has 23 plates, the .00035, 11 or 13 plates and the .001 43 plates. However, as stated in another question, do not rely on the number of plates, but use the actual maximum rating in microfarads.

Honeycomb Coils

H. S. F. has a chance to buy up a lot of large size honey-

comb coils at a very reasonable rate and wants to know whether or not it would pay him to do so.

About two years ago, when super-regenerative circuits were the rage, such coils would have sold readily enough, but at the present time they are a drug on the market. Possibly some amateurs might buy them for use in experimental work or for long wave reception, but such coils would have absolutely no appeal to the ordinary broadcast listener.

Radio Stock

The owner of an electrical store wants to go into the radio business as a side line and wishes to know what kind of sets he should stock. The answer to such a question as this depends a lot on the location of the store, but generally at least one line of neutrodyne or tuned radio frequency sets should be handled. The matter of models and prices is entirely up to the dealer and what he thinks he will be able to dispose of best.

Regenerative sets have practically gone into the discard in so far as complete sets are concerned. Nearly every such set is now made by the fan himself. Of course the single circuit set is entirely out of the question because of the wave of popular disapproval which has swept the country. Such sets, together with the two and so-called "three circuit" regenerators, cause a lot of interference on account of the whistles they set up.

Generally kits should be handled. These may be either reflex, neutrodyne, super-heterodyne or tuned radio frequency sets. As a general rule the three and five tube sets will prove to be the most popular.

Installations

E. M. Gehr has found that in many installations he is unable to use the regulation type of outside aerial and wants to know whether or not it is possible to use a loop aerial with the ordinary run of five tube sets. The answer is, of course, no. In most cases it requires at least six tubes in order to successfully work a loop aerial, with the possible exception of some of the larger reflex sets. The five tube sets are designed for use with the ordinary antenna, and they will never function properly on a loop unless changed considerably, which is not advisable.

However, it is possible to use an indoor aerial in a great many cases, except where the building is all steel construction. Such an aerial as this simply consists of sixty or seventy feet of wire tacked up around a picture molding in one or several rooms. The connection is made to the set from one end of this wire and the regulation ground is also used. Such aeriels will sometimes give fully as good results as an outside aerial, especially on five tube sets. Insulated wire will do very well for this work.

WRITE us about the problems you encounter in your store. We'll endeavor to give you the answers in this department.

Recent Radio Patents

Design for a Cabinet for Radio Receiving Apparatus: Edwin S. Pridham and Peter L. Jensen of Oakland, Cal., assignors to the Magnavox Co. of Oakland, Cal. Patented Nov. 25, 1924. Des. 66,093.

Design for a Sound Amplifier: Albert O. Price of Coshocton, Ohio. Patented Nov. 25, 1924. Des. 66,092.

Vacuum Tube Amplifier: David Grimes of Grasmere, N. Y. Patented Nov. 25, 1924. No. 1,517,057.

Means for Damping Vibratory Structures of Vibration Apparatus: Heinrich Hecht, Hugo Lichte and Bernhard Nielson of Kiel, Germany, assignors to Signal Gesellschaft mit Beschränkter Haftung of Kiel, Germany. Patented Nov. 25, 1924. No. 1,517,063.

Thermionic-Tube Adapter: Carleton Fay Wright of Plymouth, Mass., assignor to Wireless Specialty Apparatus Company of Boston, Mass. Patented Nov. 25, 1924. No. 1,516,837.

Radio Attachment for Phonographs: Edward E. Linehan of St. Paul, Minn. Patented Nov. 25, 1924. No. 1,516,745.

Tuning Device: Lucien J. Bien-dorf of Chicago, Ill. Patented Nov. 25, 1924. No. 1,516,947.

Signaling System: Omar B. Buchanan of Wilkinsburg, Pa., assignor to Westinghouse Electric & Manufacturing Co. of Pa. Patented Dec. 2, 1924. No. 1,517,277.

Radio Condenser: Ralph E. Marbury of Edgewood Park, Pa., assignor to Westinghouse Electric & Manufacturing Co. of Pa. Patented Dec. 2, 1924. No. 1,517,370.

Spark Gap: Robert H. Marriott of Bremerton, Wash. Pat-

ented Dec. 2, 1924. No. 1,517,566.

System of Radio Transmission: Joseph O. Mauborgne and Guy Hill of Washington, D. C. Patented Dec. 2, 1924. No. 1,517,568.

System of Radio Transmission: Joseph O. Mauborgne and Guy Hill of Washington, D. C. Patented Dec. 2, 1924. No. 1,517,569.

System of Radio Communication: Joseph O. Mauborgne of Chicago, Ill., and Guy Hill of Washington, D. C. Patented Dec. 2, 1924. No. 1,517,570.

Antenna Safety Link: Arthur M. Trogner of Takoma Park, Md. Patented Dec. 2, 1924. No. 1,517,602.

Wireless Signaling System: Henry Joseph Round of London and Archibald McLellan of Swansea, England, assignors to Radio Corp. of America. Patented Dec. 2, 1924. No. 1,517,654.

X-Ray Film Carrier: Sinclair Tousey of Garden City, N. Y. Patented Dec. 2, 1924. No. 1,517,767.

Radio Transmitting System: Ernest F. W. Alexanderson of Schenectady, N. Y., assignor to General Electric Co. of N. Y. Patented Dec. 2, 1924. No. 1,517,816.

Exciting Means for Electrodynamical Oscillators: Harry P. Lawther, Jr., of Dallas, Tex., assignor to John Hays Hammond, Jr., of Gloucester, Mass. Patented Dec. 2, 1924. No. 1,518,123.

Radio Telephone Receiver Elock: Walter G. Conger of Independence, Mo. Patented Dec. 2, 1924. No. 1,518,050.

Automatic Setting Device for Phonographs: Stephen Joseph

(Concluded from page 62)
 out in Oshkosh, or Cousin
 Charlie from Kalamazoo.

Never put all your eggs in one
 basket and don't waste all your
 expensive reason-why advertis-
 ing on the fathers who think
 only of economy and the moth-
 ers whose only thought is of
 less furniture to dust.

Interest the kiddies and you
 have won 75 per cent of your
 community. They're the ones
 who get what they want, sooner
 or later. See that it's sooner
 for you.

(Concluded from page 118)
 and the Lord knows the poor
 dears rate a little amusement
 after a day's work in a hospital.
 Are you game to try it out,
 young feller?"

"It sounds good to me; if you
 think it'll go through in profit-
 able volume, hop to it. I'm for
 you!"

"I've looked into the matter
 pretty carefully," said Old
 Timer seriously. "I'm confident
 that if we go about it as I've
 suggested, the plan will be a
 real success."

And it was!

Radio Freight Rates

The Music Industries Cham-
 ber of Commerce and the Manu-
 facturers' Association filed briefs
 with the Interstate Commerce
 Commission on January 30th
 protesting, on behalf of the mu-
 sic and radio industries, against
 the new freight classification on
 combined phonograph and radio
 instruments ordered to go into
 effect on February 10th. This
 proposed increase represented
 an advance of from 50 to 100
 per cent on prevailing freight
 rates.



*The Super
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MR. DEALER:

You've heard a lot lately
 about Resistance Coupling—
 you have had many inquiries
 for Resistance Coupled Kits
 and the Daven Super Ampli-
 fier—you are going to get
 many, many more, for Re-
 sistance Coupling is the only
 logical method that amplifies
 all frequencies equally,
 therefore distortionless.

**RESISTANCE COUPLED
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 down Kits are supplied in
 either 3 or 4 stages. (Sock-
 ets and Condensers not in-
 cluded) Diagrams and com-
 plete instructions for
 assembly enclosed with each
 Kit.

THE SUPER - AMPLIFIER
 is a completely assembled
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 ready for immediate use. It
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 ing is beneath the molded
 Bakelite base. It is truly the
 "Aristocrat of Amplifiers."
 Be prepared to meet the de-
 mands our National Adver-
 tising Campaign will create
 for Amplifiers, Kits, Mount-
 ings and the well known
 Daven Grid Leaks.

A free copy of our "Resistor
 Manual" will be sent to any
 dealer who wants to be well
 posted on Resistance Coupled
 Amplification. It tells how to
 adapt it to all standard tuners.
 To the public 25 cents—with 10
 cents extra for mailing costs.

DAVEN RADIO CORP.

"Resistor Specialists"

Newark

New Jersey



Abt of New Haven, Conn. Patented Dec. 2, 1924. No. 1,517,690.

Arc Transmitter for Wireless Telegraphy: Alexander Meissner of Berlin, Germany, assignor to Gesellschaft fur Drahtlose Telegraphie M. B. H. Hallesches of Berlin, Germany. Patented Dec. 9, 1924. No. 1,518,439.

Balancing Circuit for Telephonic Transmission: Alexander Meissner of Berlin, Germany, assignor to Gesellschaft fur Drahtlose Telegraphie M. B. H. Hallesches of Berlin, Germany. Patented Dec. 9, 1924. No. 1,518,440.

Radio Dial: Herbert T. Whaler of Miami, Fla. Patented Dec. 9, 1924. No. 1,518,473.

Interchangeable Battery System for Radio Sets: Harry Hart of Chicago, Ill., assignor of one-third to Julius B. Rubenstein and one-third to Jacob I. Goldstein, both of Chicago, Ill. Patented Dec. 9, 1924. No. 1,518,508.

Radio Telephone and Telegraph Apparatus: Theodore S. Cole of New Haven, Conn. Patented Dec. 9, 1924. No. 1,518,564.

Amplifying System: William C. White of Schenectady, N. Y., assignor to General Electric Co. of N. Y. Patented Dec. 9, 1924. No. 1,518,624.

Amplifying System: William C. White of Schenectady, N. Y., assignor to General Electric Co. of N. Y. Patented Dec. 9, 1924. No. 1,518,625.

Radio Signalling System and Apparatus Therefor: Rufert Evan Howard Carpenter of Purley, England. Patented Dec. 9, 1924. No. 1,518,633.

Radio Telegraph System: Wendell L. Carlson and Earl C. Hanson of Washington, D. C. Patented Dec. 9, 1924. No. 1,518,655.

Radio Telegraph System: Earl C. Hanson of Washington, D. C. Patented Dec. 9, 1924. No. 1,518,656.

Signalling System: Walter R. G. Baker of Schenectady, N. Y., assignor to General Electric Co. of N. Y. Patented Dec. 9, 1924. No. 1,518,682.

Condenser: John M. Cage of Santa Monica, Cal. Patented Dec. 9, 1924. No. 1,518,688.

Radiophone Amplifier: Alfred N. Martin of New Dorp, N. Y. Patented Dec. 9, 1924. No. 1,518,744.

Electric Connector: Joseph Stansbury Jones of Brooklyn, N. Y., assignor to Charles Cory & Son, Inc., of N. Y. Patented Dec. 9, 1924. No. 1,518,795.

Inductance or Tuner: Lewis A. Morrison of N. Y. Patented Dec. 9, 1924. No. 1,518,810.

Design for a Combination Radio Cabinet and Loud Speaker: Henry O. Victor of Saginaw, Mich. Patented Dec. 9, 1924. Des. 66,212.

Design for a Combination Radio Cabinet and Loud Speaker: Henry O. Victor of Saginaw, Mich. Patented Dec. 9, 1924. Des. 66,213.

Design for a Combination Radio Cabinet and Loud Speaker: Henry O. Victor of Saginaw, Mich. Patented Dec. 9, 1924. Des. 66,214.

Design for a Combination Radio Cabinet and Loud Speaker: Henry O. Victor of Saginaw, Mich. Patented Dec. 9, 1924. Des. 66,215.

Design for a Combination Radio Cabinet and Loud Speaker: Henry O. Victor of Saginaw, Mich. Patented Dec. 9, 1924. Des. 66,216.

Design for a Combination Radio Cabinet and Loud Speaker: Henry O. Victor of Saginaw, Mich. Patented Dec. 9, 1924. Des. 66,217.

PATENTS

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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.

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Patent Lawyer

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Manufacturer's Representative

well known to the radio trade, is now open for a proposition to represent high grade radio manufacturer on the Pacific Coast. Has been associated with the radio business for past seven years and has been very successful with the line he now represents. Radio manufacturers wishing to establish a branch or secure representation on the Pacific Coast to increase their business, write me your proposition. Box 25, Radio Merchandising, 243 West 39th Street, New York City.

(Concluded from page 26)

that is by selling sets at the proper list price or else a few dollars under this price, thereby stimulating sales.

No dealer can possibly slash prices and give real honest service, for it is out of part of the profits he makes on a sale that the service charges must be paid.

(Concluded from page 32)

panel. Each of the other binding posts is simply wired to one of the tap points in the center of the panel. It is not necessary to break both connections in order to switch from one speaker to the other.

(Concluded from page 58)

extra trips to the establishment and would thus be "exposed" to

that many more sales, which, of itself, would be a splendid thing for the establishment's business.

Also, many of the customers whose logs were displayed on the walls of the store would tell their friends and relatives about it, and this would make many of such friends and relatives come to the store to see the logs, which, also, would be a splendid thing for the store and a distinct help to the store in increasing its business.

And, too, the fact of the store having so many logs displayed on the wall in this way would have the effect of making the establishment much more interesting to the average radio fans of the city, and this would bring more and more people to the store with a consequent fine boost in the concern's business.

Humor



Explained

Farmer (showing friend over the farm): "How many sheep would you guess were in that flock?"

Visitor (considers a moment, and ventures): "About five hundred."

"Absolutely correct! How did you guess it?"

"Waal, I jest counted the legs, and divided the number by four."—Good Hardware.

Woman Customer (after the tired assistant had pulled down blanket after blanket until there was only one left on the shelf): "I don't really want to buy a blanket today. I was only looking for a friend."

Clerk: "If you think he's in the other one, madam, I'll gladly take it down for you!"—Good Hardware.

Classified

Recently a woman depositor entered a Boston bank to make a deposit. She had some bills and checks to deposit, so she procured a deposit slip which required the listing of bills, specie and checks. She listed her bills and checks in their respective places, but was somewhat in doubt as to what to list under specie. After a few moments' thought she wrote after the word specie "Female" and turned in her deposit.—Forbes Magazine.

Moonlight—A Soaking Good Romance

Gliding in the moonlight,
Moonlight on the sea;
She caressed by white-caps,
You caressed by me.

Floating on the water,
Sparkling green and blue;
Waves are kissing tenderly;
We are kissing too.

Clouds begin to gather,
Lightning in the sky;
Lightning on the water—
Lightning in her eye.

Rain is pouring madly—
Nothing, nothing dry;
While it soaks me on the head,
She soaks me in the eye.

—Record.

So Spoke Thomas

"Well, I do declare!" said Thomas Jefferson, as he signed the Declaration of Independence.
—Widow.

Fortunate, at That!

Soph—I was over to see her last night, when someone threw a brick through the window and hit the poor girl in the ribs.

Frosh—Did it hurt her?

Soph—No, but it broke three of my fingers.—Panther.

Too Ambitious

"Why did you fire young Jones?"

"Spent too much time reading success stories."—Judge.

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Moulded Electrical Mechanical and Radio Specialties

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Radio Specialties - Dials - Insulators - V. T. Sockets

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FINEST
RECEIVER

TUNED
RADIO
FRE-
QUENCY



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DISTANCE
WITH
VOLUME
AND
CLARITY

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\$85.00

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DEALERS WRITE FOR LIBERAL SALES PLAN
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The New

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*Don't Let Your
Stock Get Low*

Uncle Sam Elec. Co.

210 E. 6th St., Plainfield, N. J.

WORTH LOOKING INTO

Charges all batteries



THOUSANDS of dealers are going to find it profitable to look into our proposition on the New Rectigon.

How many automobile and radio set owners are there in your town? They are all potential purchasers of the new Westinghouse Rectigon, because it is the battery charger that charges all batteries 1, 2 and 3 cell Radio "A" Storage Batteries, 3 and 6 cell Automobile Storage Batteries, and radio "B" storage batteries up to 45 cells in series, or their equivalent in alkaline batteries. The new Rectigon is self-contained and complete in itself. The special terminal board with snap terminals for quick changing of connections to charge different numbers of cells is a feature that has a strong appeal to the Radio fan.

Sunday newspapers throughout the country will tell Rectigon's story to the world.

See your Westinghouse or Jobber salesman now! The New Rectigon is sure to be a big seller because it is the Battery Charger the Radio fans have been waiting for.

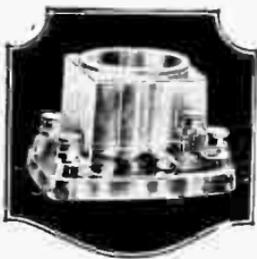
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Newark, N. J.

Recent Radio Patents

Radio Broadcasting System: Lloyd Espenschied of Hollis, N. Y., assignor to American Telephone and Telegraph Co. of New York. Patented Jan. 13, 1925. No. 1,522,581.

Balanced Antenna System: Abraham Press of Winkinsburg, Pa., assignor to Westinghouse Electric & Manufacturing Co. of Pa. Patented Jan. 13, 1925. No. 1,522,745.

Electrical Signaling: Louis Cohen of Washington, D. C. Patented Jan. 13, 1925. No. 1,522,807.

Method of and System for Selective Energy Transmission: John Hays Hammond, Jr., of Gloucester, Mass. Patented Jan. 13, 1925. No. 1,522,882.

Polypulse System of Control: John Hays Hammond, Jr., of Gloucester, Mass. Patented Jan. 13, 1925. No. 1,522,883.

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"Keeping Step"

By James Edward Hungerford



ARE you "KEEPING STEP!" with the you that's
YOU,

In the soldierly game of Life?

To your own true SELF, are you staunch
and TRUE,

In the struggle and stress and strife?

With shoulders back, are you keeping abreast

Of the YOU that you DREAMED you'd be?

Are you giving your WORK and the world your
BEST—

Though the world doesn't always SEE?



ARE you "KEEPING STEP!" with your STERL-
ING self—

The YOU that you KNOW you are?

Are you "shooting square" in the game of
"pelf,"

And trailing your GUIDING STAR?

Are you treading the "straight and narrow way,"

Toward the goal of the "pastures fair"?

Are you "KEEPING STEP!" on the path, TODAY?—

My friend, we are SEEING you there!



WE vision a SMILE on your upturned face,

And a LIGHT in your steadfast eyes;

In our dreams, we picture you "keeping
pace"—

Just a comrade who STICKS and TRIES!

We're seeing you marching with head erect,

And with vigor and vim and "PEP"!

In our HEARTS, we know you as Life's ELECT—

And we see you as "KEEPING STEP"!

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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
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2nd St., San Francisco; 509 First
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Write for interesting booklet.

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"GEM" RADIO FUSE

Recent Radio Patents

Continuous Wave-Transmission System: William E. Garity of New York, assignor to De Forest Radio Telephone and Telegraph Co. of New York. Patented Jan. 13, 1925. No. 1,523,011.

Method of Producing a Conductive Path Between Spaced Electrical Conductors: Grover R. Greenslade of Pittsburgh, Pa., assignor to J. Rogers Flannery of Pittsburgh, Pa. Patented Jan. 13, 1925. No. 1,523,013.

Signaling System: Harold J. Fisher of Jersey City, N. J., assignor to Western Electric Company, Inc., of N. Y. Patented Jan. 13, 1925. No. 1,523,111.

Means for Control of Electric Impulses: Edmund B. Wheeler of New York, N. Y., assignor to

Western Electric Co. of New York. Patented Jan. 13, 1925. No. 1,523,149.

Radio Antenna for Aircraft: Carlton David Palmer of Washington, D. C. Patented Jan. 13, 1925. No. 1,523,280.

Radio Telegraph System: John B. Brady of Somerset, Md., assignor to Morkrum Co. of Chicago, Ill. Patented Jan. 13, 1925. No. 1,523,377.

Radio Speaker: Emil R. Meyer of Brooklyn, N. Y. Patented Jan. 6, 1925. No. 1,522,255.

Automatic Filament Control for Wireless Apparatus: Arne Gudheim of Blackburg, Va. Patented Jan. 13, 1925. No. 1,523,193.

Vernier Instrument: Morris Klosner of New York. Patented Jan. 13, 1925. No. 1,522,634.



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With these the amateur can easily build a receiver of coast-to-coast range, great selectivity and remarkable tonal qualities. Seven tubes do the work of ten.

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Toronto, Ont.

Storage Battery: William S. Gould of New York, N. Y., and Raymond A. Klock of Closter, N. J., assignors to Gould Storage Battery Co. of New York. Patented Jan. 13, 1925. No. 1,522,719.

Terminal: Clarence D. Platt of Bridgeport, Conn. Patented Jan. 13, 1925. No. 1,522,649.

Switch for B Batteries: Frederick G. Mitchell of Ridgefield Park, N. J., assignor to Fahnestock Elec. Company of Long Island City, N. Y. Patented Jan. 13, 1925. No. 1,523,032.

Container: Ferdinand S. Oppenheim of New York. Patented Jan. 13, 1925. No. 1,522,902.

Signal Device: Joseph O. Cadeux of Meriden, Conn., assignor to the Connecticut Telephone & Electric Co., Inc. Patented Jan. 13, 1925. No. 1,523,371.

Movable Coil for Electrody-

amic Receivers: Edwin S. Pridham and Peter L. Jensen of Oakland, Cal., assignors to the Magnavox Company of Oakland, Cal. Patented Jan. 13, 1925. No. 1,523,349.

Signaling System: Harold J. Fisher of Jersey City, N. J., assignor to Western Electric Co. Patented Jan. 13, 1925. No. 1,523,111.

High-Frequency Signaling: Eugene Peterson of New York, assignor to Western Electric Co. of New York. Patented Jan. 13, 1925. No. 1,523,139.

Telephone Headset: Glenn W. Carpenter and Wendell L. Carlson of Schenectady, N. Y. Patented Jan. 13, 1925. No. 1,523,051.

Receiving Circuit: Walter L. Betts of Brooklyn, N. Y., assignor to Western Electric Co., Inc. of New York. Patented Jan. 13, 1925. No. 1,523,102.

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