FORMICA is used in the new FREED- EISEMANN
N R Neutrodyne Receiver

The panels of the new Freed-Eisemann Neutrodyne Receiver are Formica. This is natural because Freed-Eisemann have long been consistent users of Formica in all their past radio products. It is the endorsement of leading radio concerns of this caliber from one end of the country to the other that makes Formica so staple, and desirable a product for the radio dealer to handle. Amateurs know and want it.

Formica's big national advertising campaign for next year is the greatest in its industry.

The Formica Insulation Company
4644 Spring Grove Avenue,
CINCINNATI, OHIO

RADIO HISTORY

In no single department of the electrical industry has history been made so rapidly as in the development of the Radio business. Right at this time when the trade is facing what is generally expected to be the busiest, most profitable season experienced thus far, it seems appropriate to review the policy adopted by Pettingell-Andrews Company ever since we first entered the Radio field.

As early as March, 1922, in a letter sent to New England electrical dealers, we urged careful thought on the part of all who were eager to enter the Radio "game," stating that, "Our only purpose in
making this preliminary announcement being to protect you from the annoyance, irritation and risks that you are likely to experience, if through lack of authoritative information you should become persuaded to make premature connections that are apt to prove undesirable and unprofitable later on."

This communication was followed a month later by another letter from which we are making the following quotations:—

"We have every confidence that the Radio business has a substantial future, provided that it is built on a sound basis. We are convinced that the dealers who are going into this proposition wildly—the dealers who are pyramiding their orders, the dealers who are neglecting their regular business for this new development—are sooner or later going to have ample cause for regret."

"As a part of our policy of service to our customers we regard it as a duty to sound this note of warning—to do all in our power to help the dealers fully realize their position with reference to the radio proposition." . . .

"Do not misunderstand the intent of this letter. We are as optimistic as anybody in our viewpoint of the future of the Radio industry, but we are not permitting our optimism to blind us to the facts as they exist. We do not wish to see our friends in the trade misled into making false moves that are liable to have a serious reaction later, and, in the meantime, neglecting their regular bread-and-butter business." . . .

We were warmly commended for the conservative note of warning expressed in this letter, many of the leaders in the industry stating that we had hit the nail right on the head and had performed a most useful service for the future welfare of Radio as a commercial proposition.

On June 28, 1922, when conditions were demonstrating the soundness of the statements made in our previous letters, we wrote again telling the dealers that, "the Radio business, under existing conditions, is distinctly a seasonal business. Unquestionably it will come back in good shape in the Fall, but in the meantime a great many dealers, heedless of our warning and blind to the handwriting on the wall, have neglected their electrical business in such a manner as to practically hand it to their competitors."

Under date of August 14, 1922 we predicted that "the Radio demand that slackened so decidedly in the late Spring, and with actual losses to many, will soon start in again with renewed impetus." . . .

"We do not mean by this to suggest to any dealer the idea of plunging on Radio material and neglecting his regular "bread-and-butter business." . . .

"Yet, in view of the more stabilized conditions which are now becoming a definite part of the Radio business, we believe that practically all our dealers can so plan their activities as to share in what we believe will be an exceedingly prosperous season for those who identify themselves with the sale of the right kind of Radio material."

"We, as accredited distributors in New England for the Radio Corporation, (in addition to other leaders in the Radio field) are now ready to guarantee prompt deliveries on all reasonable amounts of Radio material. One exceptionally advantageous asset we offer our dealers is the positive assurance that their participation in the Radio Industry as agents for the material that we are handling can have only one effect—the strengthening of their reputation as merchandisers of dependability."

On November 8, 1922 we sent out another message on Radio, saying in part,

"Another critical period in the Radio Industry has been reached and we have another message that we want to convey to the trade with all the earnestness at our command."

"Boiled down it amounts to this:—

1st—Sell complete Radio sets wherever possible.

2nd—Avoid parts business wherever possible, limiting yourself to your actual needs of the products supplied by a stabilized manufacturer."

"It is an accepted fact in any business that the more parts you have to handle the more parts you have to assemble, the greater the liability of losses and the greater the cost of doing business. This is especially true of the Radio business, in which the margin of profit does not permit very much handling of merchandise." . . .

"As a final word and because it will mean money in your pocket, we urge you to remember the slogan—"SELL COMPLETE SETS.""

This was followed by another letter on November 14, 1922, in which we called attention to the advertising to be done in Boston papers by the Radio Corporation of America and again emphasized the importance of selling complete sets and "advise you to purchase on that basis in order to avoid the danger incurred by the unnecessary and unprofitable handling of a lot of small parts."

With the arrival of last Spring there was a lot of uneasy speculation in the trade with reference to Summer Radio and under date of April 12, 1923 we wrote that we were not telling our customers, "that the Radio business this summer will be as large as it was during the winter. We do assert, however, that there will be no such dropping off as there was a year ago at this time."

"Bear in mind that there are ten times as many Radio fans today as there were a year ago. They are more intelligent—more ambitious. Their confidence in the Radio idea has been completely won as a result of Radio accomplishments and also because of the radical improvements that have been made in Radio material."

"Remember that great strides have been made in Radio transmission and reception in the past twelve months."

"Don't establish your Radio policy on the basis of past conditions. Be guided by the actual situation as it exists today. In our previous communications on Radio and other electrical matters our prophecies have been supported by developments and we have no hesitation in saying now that in our belief the spring
and summer of 1923 will witness a fair amount of Radio business. 
See that you secure your full share of it. Count on us to help you 
get it."

The Radio business done in New England during the past May, June, July and August confirmed our predictions which, like all the others that we have made since the beginning of Radio activities, were based on careful investigation and accurate knowledge of conditions supported by the desire to guide our dealers in the direction that would prove most prudent for them. Underlying all our activities has ever been the recognition that we can only prosper as our dealers succeed. With that recognition has come a sense of responsibility that makes our eagerness to sell secondary to our determination to serve. We realize that out of the helpfulness, the dependability of our constructive service, has grown the sales volume that makes us today, New England's leading electrical house.

PETTINGELL-ANDREWS COMPANY
Radio Headquarters for New England

List of Radio Manufacturers Whose Lines We Handle:

- ALDEN MFG. CO., Springfield, Mass.
- ALLEN BRADLEY CO., Boston, Mass.
- CHELSEA RADIO CO., Chelsea, Mass.
- COTO-COIL CO., Providence, R. I.
- DIAMOND STATE FIBRE CO., Bridgeport, Pa.
- DUBILIER CONDENsER & RADIO CORP., New York.
- ELECTROSE MFG. CO., Brooklyn, N. Y.
- ELECTRIC SERVICE SUPPLIES CO., Philadelphia, Pa.
- HERBERT H. FROST, Chicago, Ill.
- GENERAL ELECTRIC CO., Schenectady, N. Y.
- A. H. GREBE & CO., Richmond Hill, N. Y.
- HOYT ELECTRICAL INSTRUMENT CO., Penaacook, N. H.
- THE MAGNAVOX CO., New York.
- MARTIN-COPELAND CO., Providence, R. I.
- R. MITCHELL & CO., Boston, Mass.
- MULTIPLE ELECTRIC PRODUCTS CO., Newark, N. J.
- NATIONAL CARBON CO., Long Island City, N. Y.
- RADIO CORPORATION OF AMERICA, New York City.
- REMLER RADIO MFG. CO., San Francisco, Cal.
- E. S. RITCHIE & SONS, Brookline, Mass.
- SPLITDORF ELEC. CO., Newark, N. J.
- THE STERLING MFG. CO., Cleveland, Ohio.
- WESTERN ELECTRIC, Boston, Mass.
- WESTON ELECTRIC INSTRUMENT CO., Newark, N. J.

Say you saw it in Radio Merchandising
DUBILIER radio devices are made according to the highest engineering and manufacturing standards. They are patented. Hence no similar devices embody the distinctive features that make Dubilier products what they are.

The jobber and the dealer receive the fullest cooperation from the Dubilicr Sales Organization. National advertising keeps the name Dubilier constantly before hundreds of thousands of radio amateurs. Hence Dubilier products almost sell themselves.

Dubilier devices are unqualifiedly guaranteed to give satisfaction when correctly used. The dealer can place them on his shelves, confident that they come from a maker of the highest reputation for quality.

In a word, the Dubilier organization stands behind the consumer and the trade.

**DUBILIER DEVICES**

<table>
<thead>
<tr>
<th>Dubilier Micadons</th>
<th>The Dubilier Duratran</th>
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<td>(fixed condensers)</td>
<td>(radio-frequency transformer)</td>
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<th>The Dubilier Ducon</th>
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<td>(socket plug)</td>
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<th>The Dubilier Variadon</th>
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<td>(variable mica condenser)</td>
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**DUBILIER CONDENSER AND RADIO CORPORATION**

48-50 West Fourth Street  
New York

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**Make Money Selling**

**UNION RADIO TIP JACKS**

25¢ A PAIR

With a Good Margin of Profit

Used for All Positive Temporary Connections

"The fastest selling radio part on the market!"—"It sells to everybody!" "No time wasted talking about it—every amateur can see its advantages." These are just a few of the comments dealers make when reordering. Union Radio Tip Jacks can be attached to all standard thicknesses of panels. The bushing is 17/64 inch in diameter and fits a 1/12 inch hole. The spring will firmly grip wires as small as 24 B & S, or the hole can be reamed to pass and hold antenna wire, battery leads, loading coil and vacuum tube lugs. There are no parts to chip, lose or deteriorate. All parts are nickel plated. Packed in attractive Standard Counter Display Cartons, 1/12, 1/8 and 1 dozen gross. No trade discounts on less than standard package orders.

**Other Fast Selling Union Radio Parts**

| Dial Adjusters: For minute adjustments. Something the real radio fan will jump for. Attractive appearance, full nickel plate, pure gum rubber contact ring, steel spiral tension spring. Retail price 50c. |
|-----------------|---------------------------------------------------------------|
| Variable Condensers: Quality merchandise that performs even better than it looks. Famous for performance. |
| Three Plate without dial | Three Plate | Twenty-three Plate |
| $1.00 | $2.00 | $2.30 |

| Vacuum Tube Receptacles: Made of molded condensite highly polished. Phosphor Bronze contact springs give sure positive electric contact at all times. Absence of metal shell reduces capacity effect to minimum. Reinforced bayonet slot prevents breakage. Accommodates any standard tube. Guaranteed. Retail price 75c. |

Write for our liberal trade proposition, dealers catalogue F and price list. Attractive proposition for Radio Set manufacturers.

**UNION RADIO CORPORATION**

200 Mt. Pleasant Avenue, Newark, N.J.
New York · Office · 116 West 32nd Street

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Say you saw it in Radio Merchandising
PROMPT DELIVERIES ASSURED

We regret that we are unable to fill our orders for Cardwell Condensers as promptly as we had hoped to by October first. We are now increasing our production and believe that by October fifteenth we will be able to ship the same day orders are received.

To assure priority of shipments on the new Series B Condensers, orders should be filed at once.

PRICES ON A AND B SERIES
(Variable Air Condensers)

<table>
<thead>
<tr>
<th>No.</th>
<th>Max.</th>
<th>Series A</th>
<th>Plates</th>
<th>Cap. MF</th>
<th>Series B</th>
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<tr>
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<td>141-B</td>
<td>$4.25</td>
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<td>43</td>
<td>.00045</td>
<td>147-B*</td>
<td>15.00</td>
</tr>
</tbody>
</table>

*Cast aluminum end plates. †White nickel end plates drilled to permit easy attachment to any panel already drilled for any spacing, for table mounting, or for the attachment of coils or other units used in the Hazeltine, Cockaday or other popular circuits. *Transmitting condensers.

The Allen D. Cardwell Manufacturing Corporation
BROOKLYN, N.Y.

Say you saw it in Radio Merchandising
Regeneration and Tuned R. F. with Only Two Tuning Adjustments

The much-sought-after combination of Regeneration and Tuned Radio Frequency Amplification, found only in the Grebe Broadcast Receiver, is very simple to tune.

After setting the Regeneration Control (located between the two dials) at "O," move the SECONDARY Wavelength Dial (right) until the pointer on the panel is opposite the wavelength of a given station.

Next, rotate the PRIMARY Wavelength Dial (left) until the whistle denoting a carrier wave is heard.

Next decrease REGENERATION until you hear the broadcasting station perfectly.

The GREBE Broadcast Receiver (Type CR-12)

affords sales appeal that will help you to put it into the best homes in your community.

The 20-foot silk-covered wire is the only antenna required. This wire may be concealed behind the picture moulding or run along the baseboard of any room.

The attractively finished walnut cabinet has compartments for all necessary batteries.

This Instrument backed by intensive advertising means worth-while business for you—if you are supplied. Investigate! Use the coupon today.

A. H. Grebe & Co., Inc.
Richmond Hill, N. Y.

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

A. H. GREBE & CO., Inc.
Richmond Hill, N. Y.

Put me on your list to receive sales helps.

Name ....................................................
Address ..................................................

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

The dealer with vision and a reputation for service and fair dealing sells the Grebe Broadcast Receiver.

Regeneration and Tuned R. F. with Only Two Tuning Adjustments

"Let your ideas be round and your conduct square."
—Menclis

Copyright, October, 1923, by the Radio Publishing Corporation

RADIO PUBLISHING CORPORATION
G. D. WARDROP, Pres. F. C. THOMAS, Vice-Pres.
D. MAGOWAN, Sec.-Treas.
FRANK C. THOMAS, Advertising Manager
342 Madison Avenue, New York
Telephone: Murray Hill 5059—9750

License under Armstrong
U. S. Pat. No. 1,113,149
Two New Sets
By Dr. Fulton Cutting and Mr. Bowden Washington

AModerate Priced Console Receiver—

"Town and Country" Receiver
A turn of the switch changes this 2-tube, double circuit receiver from a home set on permanent antennae, to a 2-tube single circuit set for any sort of temporary antennae. Special, patented tube mounting. Ideal all-purpose receiver, for home, camp, car or visit. LARGE A Batteries that last.

Twenty years of experience in designing and building commercial equipment is behind every C&W Model. The result is a line of good receivers that meet market demands. The C&W Franchise is the most valuable in Radio. Secure it in your territory. Write us now.

Cutting & Washington Radio Corporation
MINNEAPOLIS, MINN.

Lining Up the Ladies On Your Side
The Lady Has a Great Deal More to Say on Radio Sales Than She Gets Credit For
By Sewell Peaslee Wright

The exact figures vary, but it is generally admitted that around ninety per cent of all the merchandise bought at retail in the United States is bought by women. Yes, I said ninety per cent! And I have heard it quoted as high as ninety-seven per cent.

You have no doubt noticed, in looking through the magazines, that the majority of the ads have a feminine appeal. Even such an eminently masculine thing as shaving cream has been merchandised with a feminine appeal: "Send for a sample and surprise your husband with this better shaving cream." And that is only an example.

Your clothier will tell you that women buy far more socks and shirts and neckties than do men, and your tailor will chuckle and inform you that seventy-five per cent of the men will bring a woman along with them when they pick out their suiting.

All of which brings us up to the point that women are important to every retailer, and that
almost every radio dealer is leaving the female of the species entirely out of his considerations.

**OCTOBER, 1923**

Why should a woman object to a radio set in the house? Because Mrs. Williams' boy had one, and the battery or something upset or leaked or exploded or—well, at any rate a lot of acid got on her very best rug, that blue one she had in the dining room, remember? and ate a great big hole in it, and if anybody thinks they're going to bring one of those things into her house, and ruin her rugs——!! Not so good!

And that's only one of the reasons why the Missus is liable to put her charming little foot down the very first time hubby broaches the subject of radio. It may be that the cost is the fly in the vasonel; you know, the Gottlots paid over seven hundred dollars for their radio set, and it doesn't look like much, at that, and doesn't work so very dog-gone good, either! And if it doesn't work well, costing that much, the cheaper one that hubby tries to tell her about couldn't be much good. Isn't that reasonable?

Oh, there are lots and lots of reasons why hubby gets discouraged when he starts talking radio to the Missus! What I want to know is: What have you been doing to help the poor devil out? He wants to buy your goods; your advertising and your window displays and the talk of his friends have sold him, but that puts no money in your cash register! Go out and sell his so—but erroneously—called lesser half, and then the little bell on Dayton's most famous product will tinkle and jingle with glee, applauding your wisdom.

After a little consideration, it will be seen that lining up the women on your side is not at all difficult. All that is required is an effort. Just have a definite idea as to what you are going, why you are doing it, and how you are going to accomplish your ends, and you're all set!

First of all, there is your newspaper advertising. Instead of having it appeal only to the men, or just to people in general, design it to have a definite feminine appeal. Write to the women of your town. Let the men slide for a while. Sell the woman and she'll see that hubby does his stuff!

Tell the dear little things about the dry cell tubes, for instance. Omit any reference to the old storage battery types, but say that the new tubes require only a couple of clean, light dry cells, just like the little batteries that ring the door bell. She'll know what they are!

MIT anything the least bit technical. Make the feel that the blooming thing is just as simple—you know, women have an inherited antipathy toward anything the least bit mechanical or involved. They think it is beyond them—and perhaps it is, in the majority of cases. But radio today is not complicated; we have sets that are equipped with only one or two controls with the exception of the filament rheostat—good sets, too. Tell her about that, too!

Harp on the beauty of the self-contained sets of today. Explain fully that you have lots of sets that are all right in one box; everything there; tubes, horn, batteries, everything. That goes over big. The use of the indoor or loop aerial is also great stuff—and practical, too, these days of supers and radio frequency amplification.

Then there's the social side; all the "best families" have radio sets these days, and never neglect to speak of them in public. Down in her heart, every woman to a greater or lesser degree, has the society bug. Maybe she just wants to be the leader of over-the-backyard-
fence discussions, but the ambition to shine in her own circle is always there. And there's a chink in the armor that the clever radio dealer can pierce.

Bear in mind at all times that a woman detests anything that is going to clutter up her house in any way. Bear down hard on the fact that radio sets such as you sell are real ornaments, that they and class, dignity, tone, appearance, all that sort of thing to any house, no matter how wonderfully it may be furnished. That's a hard compliment that any woman will swallow, hook, line and sinker.

The fact that a radio set in the house will keep the young folks at home touches a mother's heart in a soft spot. You will remember a long and very successful campaign that appeared in all of our big magazines featuring just that very point; that a certain pool and billiard table in the home kept the youngsters in at night. You can bear down on the ability of a radio set to keep the family circle intact, but it might be well not to go too strong on radio keeping hubby at home. I have frequently heard "radio widows" complaining that they couldn't get hubby away from the set any more, and that all the dances and shows were being passed up! But probably theirs were extreme cases.

If there is any one thing that a woman loves more than another, it is to be up to the very last minute in everything. And you know there's nothing like radio to keep a person informed on the latest song. (And who would wish to deprive their immortal souls of the stirring, touching pathos of that plaintive melody, "Yes, We Have No Bananas!" and other masterpieces? But I digress!) Tell the good women about the late music they will hear, the very newest fashion tips, red hot from Paris, that are broadcasted, and how all the news of the day is radioed while it is still happening. Will these things sell a woman on radio? Ask the first female you meet!

Use your head a little and you'll find innumerable appeals that will get over with the ladies. And just one more work; when writing to the women, use female phraseology. Little feminine phrases help a lot; such things as "just darling," "the very, very, latest," "one must consider those things, too," and other expressions that a man would never use, yet which are common currency with the gentler sex. Don't overdo it, but make it sound kind of feminine. It reads better to 'em, that way!

Then there's your windows. Of course, if it's your habit to just stick in two or three sets in the background and litter the floor of the window with miscellaneous parts and materials, why your display is neither masculine nor feminine. (My personal opinion is that it's just plain rotten!) But if you put in your windows to really tell a story, and to do something more than merely show your merchandise, then a great deal can be done by proper trimming.

For instance, you might put in a window featuring a fine, expensive mahogany table, covered with a valuable, delicate runner, and holding the usual bookends and magazines that fall to the lot of the average library table. A self-contained, cabinet style radio set would occupy a place of honor, and a card alongside should read "It's All

Wherein the Feminine Appeal Predominates. A Booth at the Recent Radio Exposition in Mexico City

In the Box—Batteries and Everything." Another card might feature the fact that a radio set is the ideal evening companion, or something of that sort.

Another window might display a fine receiving set, backed up by a card of fine white board bearing in carefully lettered gilt the names of all the well-known families in town having receiving sets. Wherever any of the women of the house operate the set, place a star after that name, with a note at the bottom explaining the significance of the mark. You will find it easy to secure the information as to whether or not the ladies do operate the set, by telephoning. In the tremendous majority of cases, the women do operate the set. When hubby will let them, that is!

There are any number of windows that you can put in that will have the effect of interesting the deadlier sex in radio, and eventually, in selling the proposition to her. The main thing is to make sure of just what the window is to ac-
complain: just what one small phase of your campaign it is to put over. Then call a session of your mental Ways and Means Committee, and you'll find the window you want. It's very simple if you do it systematically.

Good retailer overlooks the possibilities in direct mail advertising. You can reach people by letter that you could not reach in any other way.

Get a good mailing list of the better class families in your town, or your section of town. If you live in a very large city, write your letters on small, personal size stationery, and use a small, square envelope. Have them addressed by hand, and use a two-cent stamp, of course. You'll find the way it covers sports, fashions, news, music and all the other things. Tell her how economical it is to own and operate a set. (Women are thrifty creatures, except where their personal adornment is concerned!) Tell her how small and compact and clean and beautiful the modern radio set is. In short, tell her the things you've been telling her in your ads and your windows.

End up by inviting her to come in with hubby. Probably she won't, but hubby will, and that's enough.

Go after the ladies, hammer and tongs! Hit them hard, with newspapers, windows and mailing pieces. You'll find that such a campaign will bring more immediate returns for your advertising investment than any you've put on for a long day. The ladies are just ripe for something of the sort: it's up to you to go ahead!

And speaking of going ahead, right now, with the best part of the year opening up just ahead, is the best time we can think of for starting. After all, the best time to pick berries is when they are ripe!

**HERE is an honor in business that is the fine gold of it; that reckons with every man justly; that loves light; that regards kind¬ness and fairness more highly than goods or prices or profits. It becomes a man more than his furnishings or his house. It speaks for him in the heart of every one. His friendships are serene and secure. His strength is like a young tree by a river.**—J. J. Longfellow.

**ANNOUNCEMENT**

**Genuine PACENT**

*Duo Lateral Coils Mounted*

A Complete line of Improved Coil Equipment, Incorporating Many Superior Features.

**DEALERS and JOBBERS**

Get in on the Initial demand for these new Pacent Radio Essentials. Place your orders at once. Write us for Pacent Sales Information.

Don't Improvise—"PACENTIZE"

Send for Booklet M-10 describing in detail these new Pacent Radio Essentials.

Pacent Electric Co., Inc.
22 Park Place, New York, N. Y.

Chicago, Philadelphia, St. Louis, Minneapolis, Washington, D. C., San Francisco, Jacksonville

Say you saw it in Radio Merchandising
ALKING with a man several days ago who is an outstanding success in the electrical business, the following question was forwarded, "What do you consider the most serious evil in retail business today?", to which he replied immediately, "The store manager's inability to see gold dollars on his shelves." And he continued, "It was my rule in the retail business to take each department head at frequent intervals and go over the entire stock of his department, requesting that he visualize what he saw not in terms of materials but gold dollars, and warn him that any stock which would not soon be turned into money was like cash buried in the ground. "Yes," he went on, "the greatest trouble is in the disease of idle capital. When dealers generally get the idea of turnover and dispose of their dead stock at whatever figure is required, when they can see gold dollars on their shelves, there will not be so much paralleling of lines, their invested capital will be cut down and bills will be discounted."

There is a world of truth and sound advice in the wise words of this man who sees gold dollars and it applies to all lines of merchandise.

Can You See Gold Dollars On Your Shelves?

By R. H. Scott
You Will Find the Coto Compact Line

Every item has its distinctive talking points. Every item is compact, efficient, handsome. And the entire Coto line is Nationally Advertised to over a million readers a month.

New Coto Compact Moulded Bakelike Varioimeter

Size, 3¼x1⅜x3⅜ in. Range, 200 to 600 meters. Honeycomb wound stator. Base or panel mounting. Type 8000. $5.00

New Coto Compact Moulded Bakelite Varioocoupler

Companion piece to the Varioimeter. Size only 3¼x3⅜. Range, 200 to 600 meters. Panel or base mounting. Sells on sight. Type 9000. $5.50

DEALERS!

The minute the distinctive Coto Line takes its place on your shelves your store will be many times more interesting to radio buyers. Write for price list.

New Coto Special Audio Transformer

COTO-COIL CO.

87 WILLARD AVENUE PROVIDENCE, R. I.

Turn ratio 3 to 1. Made to sell at a popular price but workmanship and material the best. Jobbers are ordering in 1,000 lots. Type 4500 $2.50

Easiest of All to Sell in Volume

This means rapid selling, quick turnover. It means pleasant, profitable dealing with us and your customers. Show them, and they're SOLD!

New Coto Compact Vernier Air Condenser

Size only 2⅜x2⅜. Rotor plate soldered to shaft. Stator plates soldered at three points. Delicate, positive Vernier. Type 5000. .0005 $5.00. .001 $6.00

Coto Tapped Radio Frequency Transformer

Covers the whole broadcasting band, with marked efficiency. Just turn the switch and tune them in. Type 5000 A. $7.50

JOBBERS!

Have your salesmen use the distinctive Coto Line to win first orders from hard prospects. Sales increase will astonish you. Write for price list.

Pacific Coast Branch
329 Union League Bldg., Los Angeles

Northwestern Branch,
Geo. F. Darling, 705 Plymouth Bldg., Minneapolis

Southeastern Branch
C. P. Atkinson, Atlanta Trust Co. Bldg., Atlanta

Coto Honeycomb Wound Coils

The original. Compact and of high efficiency. But moderate in price. Sold mounted or unmounted.
"Keep the Children Home" Idea a Winner in Radio
How a Merchant Converted a Family Problem Into Radio Sales

The problem that has been with the family since family life began was cleverly solved by a radio merchant in a moderate sized town in New Jersey. He started right out after school vacation period to sell his community the idea of keeping the children home by interesting them in radio, and the idea is working out in fine shape, and the cash register is checking up the results in telling fashion.

The thought which came to this dealer is one which can be utilized by every radio merchant in the country; consequently we present here briefly the program he followed:

The Smile That Radio Brings

The Same Model—Profitable and Reliable for Years Past
The unqualified satisfaction received by the thousands of F-F Battery Charger owners for the past ten years is almost sufficient reason for you to stock and sell them, but there are others:
After developing the first successful mechanical storage battery charger, ten years specialization in building them exclusively has resulted in a product which represents the most for the money—as well as an article that will bring you the maximum of profit with the minimum of sales effort—and you'll be free from "Grief."

F-F Battery Charger
Fool-Proof and Shock-Proof
The F-F Battery Charger has been copied and imitated unsuccessfully, but nevertheless a nice compliment—the ten years' knowledge of how to build them to stand up satisfactorily in the hands of the public is ours,—and ours only. They are nationally advertised and the many "Sales Assistants" of intelligent selling and advertising co-operation extended to jobbers, and dealers, is strong assurance of the profit you may have overlooked.

Wire or Write Immediately for Our Attractive Proposition
The France Manufacturing Co.
10434 Berea Rd., Cleveland, Ohio
Pioneer Manufacturers of Patented Battery Chargers

Say you saw it in Radio Merchandising
ADVERTISING
SERIES of advertisements were started in the local press, appearing every other day on the page devoted to personal items, and the copy used was of an educational character. Each advertisement was headed, "Keep the Children Home." One was devoted to the educational lecture feature of the broadcast programs, one was devoted to the development of an appreciation for music by listening to noted singers and instrumentalists on the air, one was devoted to the joys of the radio dance party. Simultaneous with the reopening of schools the advertising copy began to tell the story of specific radio sets and the price for which they could be purchased.

MAIL CAMPAIGN
A dealer made up from his card list by personal canvass and through the co-operation of the school principals a mailing list of families in his territory, to which he sent a four page printed broadside, giving in brief a digest of his advertising copy and quoting some of the statements he had secured from local celebrities. On the last of the four pages there was an invitation to the heads of the particular families inviting them to come to his store in the evening for a demonstration or, as an alternative, appointing a time when a demonstrator from his store might go to the prospective customer's home and there arrange for a demonstration for the entire family.

This dealer has found that his campaign has established his store in the community on a very sound and substantial basis, and the sales that he has already made, or has in prospect, will result in very substantial profits and will thoroughly justify the time and thought he devoted to mapping out his "Keep the Children Home" campaign.

It is not always the early bird who catches the worm in selling; more often it is the bird with the keenest eye and best judgment as to when to look for the fattest worm.
Abroad at Home

with a CROSLEY MODEL X-J

PRICE $65

Battery Cabinet $16 Extra

Wonderful opera from New York, love songs from the tropics, dance music from Chicago; stock quotations, stirring speeches, amusing stories from where you will—all these pleasures and utilities are brought truly, clearly, right to your fireside if you own a Crosley Model X-J Radio Receiver.

This beautiful new Crosley 4 tube Model contains the same units as the famous Crosley Model X, with added refinements of detail which make it even better. At bringing in distant stations, the Model X established many records during the past year. A man writes from Nassau, British West Indies: "First of all on Friday night, June 29, 1923, I heard Honolulu." He goes on to relate that practically all stations in the United States were brought in clear as a bell.

With the Crosley Model X-J even better receptions are assured. We unhesitatingly claim that it is the best radio receiver ever offered, regardless of price.

For Sale by Good Dealers Everywhere

Write for free catalog which shows the complete Crosley line of instruments and parts. In it you will find just the receiver to suit your needs and pocketbook. Crosley Receivers without batteries, tubes and head phones range in price from the efficient 2 tube Model VI at $28 to the beautiful Console Model at $150.

CROSLEY MANUFACTURING CO.

1039 Alfred Street

Cincinnati, O.

CROSLY

Better-Cost Less

Radio Products

Say you saw it in Radio Merchandising
What We Hear on Our Birthday

ITH this issue Radio Merchandising celebrates its first anniversary as the “Pocket Book of the Radio Trade” and, while it is not our policy to use a lot of valuable space telling our readers what the folks in the trade think about us, we feel that we are warranted in making an exception in this issue by quoting a few letters that have come to us recently.

“We find that our advertising is hitting the mark that we are shooting at, in a way that could not be accomplished through any other medium. Aside from this predominating feature, we feel that Radio Merchandising is the most valuable publication any retailer can read. It offers more real sales help than other trade papers, and the class of advertising, other than our own, which appears within its pages, is of the cleanest and most dignified character.” (From a jobber.)

“I compliment you on your trade magazine. It is particularly interesting and if every dealer in the United States would read it from cover to cover, I am sure it would do them a great deal of good.” (From a manufacturer.)

“When your checking copy was placed on my desk I started to glance through it hurriedly, expecting to find what is fast becoming ‘the same old stuff.’ After two glances I transferred to a more comfortable chair and started reading the entire magazine from cover to cover. I believe that my reaction will be duplicated by almost all your readers. You have something original, of interest on every page. Moreover, it is all practical, just what the individual reader dealer is searching for. Frankly, I believe that any dealer who does not follow at least some of your suggestions, advice and words of caution can hardly be called a dealer at all.” (From the Secretary of a prominent advertising agency.)

“The August number of Radio Merchandising has hit the writer right where he lives. We have kept an eye on your former issues and have been impressed with the quality of your publication and the real idea behind it. To be brutally frank, we did not think you could keep it up to the high standard you have established for yourself, but it looks better and better. Keep it up. The industry needs just what you are giving it.” (From a manufacturer.)

No greater satisfaction can come to the management of a publication than the knowledge that they are doing their job to the satisfaction of its reading and advertising clientele. And that satisfaction has come to us in the letters quoted. With them in our minds, and looking back over the past year, we are happy in the knowledge that we have been a constructive force for better radio merchandising.

Looking ahead, we can do nothing better than assure our hosts of friends that we will keep to our program with, if possible, even greater vigor.

Products That Are Making Money for Dealers

It is practically impossible to build a radio receiving set that does not use one or more condensers. Dealers are realizing more and more the necessity for selling only condensers that stand up and give service. In Walnut Condensers the plates are fitted into slots in a solid rod—there are no nuts or washers to work loose and cause the plates to get out of alignment and short circuit. Dealers find Walnut Condensers please their customers and give satisfaction. You too can please your customers by selling the Walnut Condensers.

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Plain Vernier

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Walnart Inductance

Switch $1.00

Walnart Vernier Ad-

juster 25c

The biggest little thing

in radio. Sells at

sight. Every radio

set owner wants one.

Easy to in-

stall. 25c

Ten points, posi-

tive contact. Only

one hole in panel
to drill. Bakelite

knob and base—a

big seller.

Write for catalog and discounts on complete line of Walnart Radio Products.

WALNART ELECTRIC MFG. CO.

Dept. 700—1249 W. Van Buren St.,

Chicago, Ill.

Say you saw it in Radio Merchandising
Can a Retailer Know His Radio Merchandise?

A Systematic Way of Checking Up the Relative Value of Stock

One would suppose that the importance to a salesman of a thorough knowledge of the merchandise he is selling, or attempting to sell, would be self-evident. As a matter of fact it is astounding to find how often a radio salesman knows less about his merchandise than a reasonably intelligent purchaser.

The usual experience is to go up to a pleasant-looking young man and say to him, "I want to buy a good radio frequency transformer for my boy. Which do you recommend?" Whereupon the salesman takes hold of the article within easy reach and says to you, "Well, this is a good radio transformer; the price is $7." Then when he sees you are looking at a different make, he will rush along and say, "That is a good one, too—the price is only $5."

Too consistently does the salesman take his cue from the customer, never thinking of such a thing as pointing out the particular merits of what he is trying to sell—a thought born in large measure of the fact that he has never taken the trouble to find out the real difference between the various grades of merchandise carried other than the prices charged. He simply does not know and can be of no real help to the customer in making an intelligent selection.

Cold Nights are Coming—Are You Prepared?

Cold nights are going to turn people's thoughts to Radio—soon they will be building sets. Soon the Radio season will be at its height. Are you prepared?

Pioneer Variocouplers and Variometers have never yet been made in large enough quantities to fill all the orders we received. This year with increased equipment, we are going to be able to supply more than before—again we'll be unable to fill all orders, and we'll not slight our "quality" standards to increase production.

Nothing yet has been built to surpass the Pioneer's Variocouplers and Variometers in electrical efficiency and supreme workmanship and finish.

We want to take care of your order and guarantee complete shipment. Won't you help us by sending in your order at once.

PIONEER RADIO CORPORATION

103 Pioneer Ave.
Galesburg, Illinois

BRANCH OFFICES

European Branch Office: 27-28 Ameling Street
London, England

Gaston E. Marbaia, European Manager

Say you saw it in Radio Merchandising
The curious thing about it all is that there never was a time when there was less excuse for this kind of ignorance than today. The avenues through which a salesperson can learn what there is to learn about the merchandise he is selling were never so numerous, so direct, so accessible, so dependable, as today. The fact remains, however, that the average salesman does not know.

“What ought a salesman to know about his merchandise?” The best reply is to say that it is impossible for him to know too much. You never can tell when any particular bit of knowledge may be the means of your making a sale and, conversely, you may rest entirely assured of the fact that if there is any single point about the merchandise you are attempting to sell about which you are in ignorance, sooner or later that one weak point in your armor will lose you a sale.

“Very well, then,” you say; “suppose I decide to get all the information I can about my merchandise? How do I go about it? What do I do first?”

1. List your goods.
2. Write out every single use to which each one of these articles can be put.
3. In view of these uses, write out the qualities or properties each article you are selling should possess.
4. List the articles in competition with each article you are selling: (a) articles of the same character made by other manufacturers; (b) articles of a different character, but used for the same purpose.
5. Write out the relative advantages and disadvantages of each article you are selling and of each article in serious competition with it.

In considering any particular article, you will not be able to know all that you ought to know about its relative advantage or disadvantage, as compared with the articles in competition with it, unless you know:

1. Of what it is made.
2. All that is reasonably knowable of the raw materials, or component parts, of which it is made.
3. The advantages and disadvantages of its particular design and construction.
4. Just how it is made, step by step.
5. Where and by whom.
6. The merits and demerits of the particular manufacturing concern, as compared with its competitors.
7. The cost of the raw materials and of each of the processes involved in the article’s manufacture.
8. The price charged for it by the house you represent and by each of the more important competitors of that house.
9. Wherever possible try the articles out yourself and know from experience what it can or cannot do.
10. Fortify yourself with facts tending to prove the skill of the man who purchases the merchandise you sell.
11. Note down the names of satisfied customers to whom you can refer when this seems wise in attempting to sell merchandise similar to your own.

We Guarantee
Kellogg Radio Equipment

We Guarantee
Kellogg Radio Equipment
NO. 501 BAKELITE
VARIO METER

NO. 545 CONTACT SWITCH

NO. 2 BAKELITE
TUBE
SOCKET

This sign is displayed by every live radio dealer.
Kellogg high grade radio parts produce definite results.
Kellogg dealers have experienced an increased volume of radio business because:

FIRST—A higher grade radio product is being demanded by the radio fans in general and Kellogg radio apparatus fulfills the highest expectations of radio.

SECOND—In actual service Kellogg radio equipment proves that it is unequalled.

THIRD—Kellogg radio parts are handsome in appearance—the result of highest grade workmanship.

Kellogg radio equipment moves fast because of its rapid growing popularity.
Every customer using Kellogg becomes a booster for your store.
Cash in on this quality line today, and reap tomorrow’s profits.

Built by

KELLOGG SWITCHBOARD
& SUPPLY COMPANY

1066 W. ADAM ST.,
CHICAGO, ILL.
chased by these custom-
ers.

12. Know the way in which each article you sell can be put out of order.

13. A wide range of specialized knowledge regarding time and experience for its adequate acquisition is necessary for every radio salesman.

"And everything you have been saying," interjects the salesman, "has to do merely with knowing my goods! Suppose I ought to know all these things about what I am selling, how and where and from whom can I learn even half of them?"

That is a fair question, and the remainder of this article will be devoted to its answer:

1. You should get invaluable assistance from the buyer who purchases the things you sell.

2. Almost as beneficial should be frequent consultation with the more experienced and better informed salesmen among your associates.

3. The salesmen of the jobber who represent the manufacturers who make your goods should be mines of information.

4. In the same connection, secure and master all the worthwhile "dealer helps" and informational pamphlets published by the various manufacturers of the lines you handle.

5. Study your trade paper very closely.

6. There is a growing volume of literature on all phases of business, dealing with salesmanship of every class and description.

7. There are many worthwhile radio textbooks available.

8. Our national government, and some of our state governments, publish many pamphlets of interest to business men and incidentally to salesmen.

9. If you are in doubt what are the books, pamphlets

Rules of Turnover

CLASSIFY sales, costs, stock and turnovers by lines—then use this information to speed up the slow-selling goods and to cash in on the paying lines. Aim to keep stock clean, attractive and new. Buy only in quantities that can be sold. Establish stock limits that are only high enough to take care of the demand, prevent over-buying, keep down capital investment and remove the inclination to indulge in too many so-called "snaps."

Above all, keep before yourself the four "golden rules" of turnover:

(1) Locate the fast-moving lines.

(2) Weed out the unprofitable lines.

(3) Establish definite stock limits.

(4) Concentrate buying and insuring better co-operation and less danger of over-stocking.

Cannon & Miller Sales Corp.
47 W. Huron Street
Buffalo, N. Y.

FACTORY: SPRINGWATER, N. Y.

Distributed in Canada by
JOHN MILLEN & SONS, LIMITED

District Sales Offices

CHICAGO
21 E. Van Buren St.

BOSTON
136 Federal St.

ST. LOUIS
915 Olive St.

NEW YORK
505 Fifth Ave.
of special value, the Editor of RADIO MERCHANDISING will be glad to advise you.

10. When you are in need of fairly specific information with regard to your merchandise, get in touch with the manufacturer of your goods, through the person in your company regularly dealing with the manufacturer.

11. Learn about your goods from your customers. It is astounding how much information, otherwise almost unavailable especially as to experience in the actual use of merchandise, can be picked up from this source.

12. Above all, if it is in any way possible, go to any amount of trouble to see the materials you sell in their raw, unmanufactured state, following them step by step through the factory. Many salesmen testify to the fact that actual factory experience has been invaluable to them in their sales work.

13. Throughout the whole process, try to put yourself in the place of the customer, seeing and hearing and handling from the customer's point of view. This is not an easy thing to do, but, if you can accomplish it, the relative selling importance of the separate points you have will readily become apparent.

This article is intended to be merely suggestive. If the salesman who reads it has a red-blooded desire to climb into the 100 per cent class, he will find many clues which he can follow to his great advantage. If, on the other hand, he is hunting for short cuts to easy selling, it must be apparent to him long before this that he is in the wrong "pew." The kind of selling which pays in the long run is that which permanently satisfies the customer.

A RADIO NIGHT

I was seated alone by my tube set,
Weary from loss of sleep,
My fingers o'er the dials wandered.
The stations were hard to keep.
The constant whistle and howling,
Shrieked through my throbbing head,
I tried to tune in till disgusted,
I thought of my cozy bed.
But the lure of the game was upon me,
I'm an ardent Radiophan,
When you once get the bug you can't shake it,
Try as hard as ever you can,
So I staid with my set and I coaxed it,
I'm a Radioknut, you guessed right,
At last it worked fine and I listened,
While the Night Hawk Club signed off "Goodnight."

—MAC IN RADIO DIGEST.

EISEMANN Head Phones represent unexcelled value. Comparative tests prove their excellence and superior qualities. Complete satisfaction is assured.

The design is simple, practical and correct.

These phones are comfortable when worn for long periods, are extraordinarily sensitive and reproduce sound with unusual clarity.

Other Radio Products:
- Variometers
- Variocouplers
- A. F. Amplifier units
- Variable Condensers
- Metal Panels

Complete catalogue on request

EISEMANN MAGNETO CORPORATION
William N. Shaw, President
BROOKLYN, N. Y.

DETOIT CHICAGO SAN FRANCISCO

Say you saw it in Radio Merchandising
Two Million Five Hundred

Harvest time will soon be over. Life on the farm and in the rural communities will again settle down to the evening fireside tables, reading, an occasional picture show and an infrequent dance.

Of the one hundred and ten million souls in these United States, over sixty million reside in towns of five thousand population and less. There is no body of our population to whom radio reception has a broader appeal, there is no body of prospective purchasers of radio apparatus that can be sold on so many counts as the citizens of our smaller towns and the farmer.

Radio broadcasting of produce reports, educational features, sport events, news features and entertainment means far more to the country-town resident than to the city dweller. Radio for the ruralite ends his isolation.

In rural America there is a tremendous market awaiting those manufacturers who have the merchandising machinery for national distribution. It is a field profitably cultivated through the Western Newspaper Union Lists of 4100 country-town newspapers by the leaders in practically every industry.

Here are no publications which exert a wider influence on their readers than these home-town newspapers.

Because of the fact that we divide the country into thirty-four lists, it is possible for you to cover any section without waste circulation.

POSTCARD will bring you our 1923 catalog. It gives the names of all papers on each list and contains a large insert map of America showing how every state is covered.

WESTERN NEWSPAPER UNION
239 West 39th Street
NEW YORK CITY
210 South Desplaines Street
CHICAGO, ILLINOIS
"I Don't Have Much Time for Reading"

By a Dealer

DON'T have much time for reading, and that is why I turn to your little "Pocket Book" every month. I get there just what I want. When I see an idea that is particularly applicable to the business of my store I check it off on the table of contents, and when I get behind the counter the next morning I proceed to make arrangements to put it into practice.

Two of your stunts I have put to work in the past two months have been winners. I staged a Bond Speaker Week, using your advertising copy just as you had it in your book and as a result checked up 201 loud speaker sales. Guess that was worth the price of a year's subscription! And on your prize fight window display suggestion—that was a corker. I was very fortunately situated, for I have a son who is a member of an athletic club, where boxing is the favorite sport. He got me the names of the members, and the first thing I did was to send them an invitation to see the Leonard-Tendler layout in my window. I am afraid if our good friend, J. Andrew White, who described the bout from the ringside, could have seen my model of himself in my store window I would have been sued for libel, but it did get a smile from the window shoppers. On the night of the bout I had slightly over a hundred boxing fans in my store—all it could accommodate—and they were thoroughly enthusiastic. Already I have sold twenty-four receiving sets to local fight fans, who wanted to be ready to get the Dempsey-Firpo broadcast.

And, friend editor, as I said in the beginning of this letter, I don't have much time for reading, but then your fine little book does not require "time" for reading. I take it as a business cocktail with my lunch, then it goes home with me as a companion on the car each night until I have devoured it from cover to cover. The heavy bulky magazines stay right on my desk, and when I am there I am too darn busy to read because of the fact that I am putting the ideas you publish to work in my store.

How Magnavox helps the Dealer who helps himself

GOOD radio dealers everywhere are linking up with the Magnavox selling plan in order to profit directly by Magnavox National advertising and extensive Sales Helps.

In a nutshell—the new Magnavox selling plan consists in concentrating our great resources of helpful assistance upon the dealers best able to turn it into business.

Reproducers

- R2 with 18 inch horn: $60.00
- R3 with 14 inch horn: $35.00
- M1 with 14 inch horn; for dry battery sets: $35.00

Combination Sets

- A1-R consists of Magnavox Reproducer with 14 inch horn and 1 stage Amplifier: $59.00
- A2-R same with 2 stage Amplifier: $85.00

Power Amplifiers

- A1-One-stage: 27.50
- AC-2-C-Two-stage: 55.00
- AC-3-C-Three-stage: 75.00

For details refer to nearest Magnavox distributor or jobber

THE MAGNAVOX CO.
Oakland, Cal.

New York Office: 370 Seventh Avenue
Canadian Distributors:
Perkins Electric Co., Ltd., Montreal

Magnavox Products

Say you saw it in Radio Merchandising
Sales by the Doorbell Route

Substantial Business Can Be Built by Adoption of This Old-Fashioned Plan

On a trip through half a dozen suburban communities of New York city a reporter for RADIO MERCHANDISING recently constituted himself a door-to-door radio canvasser—in search of information. Houses of every form of pretentiousness—and lack of it—were included. When the ear of one of the inmates had been reached, and the path thereto was obstructed by everything, from dogs to butlers, the question was asked, “Have you ever had a salesman or saleswoman at your door trying to interest you in the purchase of a radio set?” In over forty calls there was only one “Yes.”

To the second question, “Would you have permitted a salesman who had a portable set to demonstrate that set for you?” there were thirty affirmative responses. In other words, seven of the ten were willing to be shown.

We wonder how many of the radio merchants throughout the country are cashing in on this very old-fashioned idea of salesmanship. In these days of Merchandising Efficiency Engineers the doorbell route may be considered seriously out of date, but if one stops to realize how many stores throughout the country have been found ed on the “doorbell” plan of selling it is just possible that some good bets are being lost sight of by some dealers.

Here is how the plan worked out for a dealer in Connecticut this summer—that is, he is a substantial dealer now, whereas in May of this year he had a fairly respectable looking Ford and four complete portable sets. He was a likable young fellow, a radio “ham” of years, and with that stimulus toward sales, he had to earn his own living during vacation. His plan was to pick out a likely looking house, go right to it with the announcement that he had called to give the family a radio concert, which was not going to cost them a cent. Usually he got permission to carry on, and after an hour of “listening in” he had at least one or two of the group sold on the radio idea. When he departed he left his card, neatly printed on the back of which was the brief message, “The radio set which provided your enjoyment this afternoon costs only $7.50.”

It was a friendly sales message, implied just a little obligation on the part of the listeners, and it certainly started them thinking in the right direction.

And today the Ford and four portable sets have grown into a model little store with a good stock, and now there are two Fords on the job and two demonstrators, and business is increasing every week.

This Connecticut enthusiast has demonstrated the effectiveness of a very old method of selling. The same plan can be utilized in a large way by the dealer in any town or city where there is any degree of community life.
Concentrate Your Rheostat Purchases

*Vernier Rheostats*

**List Price**

- 6 ohms: $1.75
- 20 ohms
- 40 ohms

---

**The Unity Vernier Rheostat**

*(Successor to the Jenkins Rheostat)*

The highest type electrical instrument manufactured for controlling resistance.

Where a vernier rheostat is required there is no instrument made which equals the Unity Vernier in principle, material, workmanship or performance. It is the only rheostat which has a cut-out switch operating with no change in tuning adjustment.

**Hear a Set that uses Unity Rheostats**

Unity Manufacturing Company
224 North Halsted Street, Chicago, Ill.

- Automatic Screw Machine Products, Stampings
- General Manufacturing on Contract or Royalty

---

**The Most Complete Line of Rheostats Manufactured**

*Interchangeable Resistance Cartridges*

**Non-Vernier Rheostats**

- Complete: $0.80
- Brackets: $0.45
- All Cartridges: $0.35

6 ohms 20 ohms 40 ohms
10 ohms 30 ohms

*(Other resistances if desired)*

**The Unity Cartridge Rheostat**

*To the Dealer a Minimum Investment*

You can meet the demand for Rheostats of every resistance by merely stocking one dozen Unity Brackets, and one dozen Cartridges of assorted resistances 6—20 and 40 ohms suggested. Estimate your own investment.

This is the best non-vernier rheostat made. Nothing like it has ever been offered. There is absolutely no competition. Prepare now for the big demand.

A handsome counter display card is offered dealers free.

Unity Manufacturing Company
224 North Halsted Street, Chicago, Ill.

- Automatic Screw Machine Products, Stampings
- General Manufacturing on Contract or Royalty

---

Say you saw it in Radio Merchandising
"I'm through with the jobber. I'm going to sell direct to the dealer." A radio manufacturer recently made this statement. In one way he is right, for it probably means that he is going out to do one thing which he had not hitherto done, and that is develop his dealer outlets. But he is all wrong on at least half of his revised policy.

The manufacturer's complaint was that the jobber did not develop business for him, that he merely acted as an order taker, and was constantly sending in orders for half a dozen units of this or that, which indicated that business existed, but that the jobber was not progressive enough to go out and get quantity orders, or sufficiently sold on his business to carry stock for immediate delivery to the dealer.

Now said manufacturer is going out to sell direct to the dealers, whereby he expects to put thousands of accounts on his books at points all over the map, and in this way he expects to replace the jobber.

In a month or two of this mode of merchandising, he will be due for another change. What he will find out is that he requires the jobber, and, what is more important, he requires to stand behind the jobber and back up his products by national advertising to the dealers; or as an alternative he will have to buck the mail order houses, and this will take some doing. The sound radio merchandising chain—manufacturer, jobber, dealer, consumer—is being demonstrated every day, and the manufacturer who tries to merchandise his products otherwise usually learns a costly lesson.
The Dealer's Calendar

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

Monday, October 1st: The window display for this week should reflect the joys of receiving the broadcast description of the World's Series. Your local sporting goods dealer will be glad to loan you the necessary baseball uniforms, bats, balls, etc.

Tuesday, October 2nd: Invite the baseball fans to your store to hear the World Series results. If there are no local regulations against it, have a loud speaker at your door, telling the passers-by all about the big games.

Wednesday, October 3rd: You could probably stimulate a lot of interest in a guessing competition as to the outcome of each day's game of the series. In any event, such a contest would give you a good talking point on your local advertising. Offer a small prize each day, or a more substantial prize for the person having the best average on the contest over the Series.

Thursday, October 4th: Talk with your local clubs and hotels and arrange to install a set for the Series. Secure permission to place on the set a neatly printed card stating that the set has been supplied by your company. The operator of the set could judiciously pass out your firm's business cards.

Friday, October 5th: Follow up your club and hotel demonstrations by permanently selling the management the radio idea. Persuade them to let your set remain as a fixture, and offer them the services of an operator when there is something big in the air. You can also break down sales resistance by offering to service the set, by taking care of batteries, etc., having it always in working order.

Saturday, October 6th: A good rule for every Saturday is to see to it that you have no undelivered goods. Saturday evening and Sunday are "fixing" days.

Monday, October 8th: This is about the time that work should be started on your mailing list for Christmas radio sales. A letter to your present customers would undoubtedly bring forth the names of their friends interested, and in your follow-up you
Demonstration sells. It sells automobiles. It sells vacuum cleaners. It sells Radiolas. It is the most convincing argument in the world. Demonstrate a Radiola and you rouse up the desire to own one. Demonstrate a Radiola and it proves its own performance.

1. Demonstrate in your store.
2. Demonstrate at church affairs.
3. Demonstrate at women's clubs.
4. Demonstrate at stag smokers.
5. Demonstrate in the schools.
6. Demonstrate at fraternity houses.
7. Demonstrate at boy scout meetings.
8. Demonstrate at outdoor picnics.
9. Demonstrate at community centers.
10. Demonstrate at prospects' homes.

Be part of the program and get permission to leave your card. Give radio talks where they are wanted. Radiolas IV, Grand and II will work on the simplest improvised antenna. Any Radiola will work on an electric light socket arrangement, and can be depended upon always to be working. That is the comfort of handling only the best. It sells itself—when you demonstrate.

Radio Corporation of America
Sales Offices—Department 2083
233 Broadway, New York
10 So. LaSalle St., Chicago, Ill.
433 California St., San Francisco, Cal.

This symbol of quality is your protection

Say you saw it in Radio Merchandising
could quote your source of information. Last year several dealers got to the head of the family by sending picture post cards to the youngsters, with the slogan printed on the address side of the card, "Ask your daddy to buy you a radio set this Christmas."

Tuesday, October 9th: Personal portraits of distinguished Americans always catch the eye of the window shoppers. Most almanacs give the date of birth of such men and women, and a portrait, placed in a conspicuous place in your window on the birthday of a prominent person, with a suitable title tying it up with radio, will create interest.

Wednesday, October 10th: This will be a good time to put into effect the suggestions in the article elsewhere in this issue, "Sales by the Door-bell Route." Get out and push a few doorbells, and punch your cash register afterwards.

Thursday, October 11th: Confer with your sales staff and arrange for a sales competition for next week. Get them all in a friendly competition to turn in the best sales record, and reward the winner with a cash bonus at the end of the week. Some stores are finding this an excellent permanent policy.

Friday, October 12th: Columbus Day and a holiday in most sections of the country. But lots of retail stores are open, and it could probably be made a good radio selling day by an advance post card campaign, telling your customers to come in and browse around at their leisure.

Saturday, October 13th: When business is at its height to-day, view your store as an efficiency expert and see if everything is laid out to give you the maximum selling space, and, at the same time, see if your apparatus is displayed to its full advantage. Sometimes the changing of the location of a few show cases makes a tremendous difference in making purchasing easy by the customer.

Monday, October 15th: Try out the plan of increasing your mailing list of receiving set owners by giving the boys of your district an opportunity of a free movie show Saturday night. Every boy bringing in ten new names might qualify. The idea would also give you a subject for a good window placard announcing the contest.

Tuesday, October 16th: The Fall campaign enthusiast is just as good, probably a better prospect, than thesummer-tourist. And a window display with the atmosphere of the great outdoors, with its fall colorings, will certainly attract attention.

Wednesday, October 17th: Your local sporting goods dealer will help out on huntsmen's sales. Every purchaser of a new gun is a good prospect for you. Probably your sporting goods dealer friend would co-operate with you directly for a small commission, and you can afford to make such an arrangement, for Mr. Sportsman will be a prospect for a larger set on his return home.

Thursday, October 18th: Use catchy phrases on your window cards. Bring in word parallels that catch the hurrying eye, and snap in occasionally a little humor. They will stop hurrying feet to permit the owner to gaze intently at the merchandise displayed.

Friday, October 19th: Most radio fans have a small radio library consisting of books and magazines. Sell them a suitable book rack. Tell them how ac-

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New York Tribune Institute APPROVES

"ALL-AMERICAN"
Amplifying Transformers

IN WRITING a report of the "All-American" Amplifying Transformers, Jack Binns, the famous radio editor, says:

"The makers of "All-American" Transformers have solved the problem of the proper ratio by making different types of transformers so they can be sure to suit every taste. Their transformers have ratios of three to one, five to one, ten to one."

Successfully solving the problems of radio amplifying transformers has made "All-American" the leaders the country over.

The dealers everywhere have found, like Jack Binns says, that by concentration on "All-American" Amplifying Transformers they are able to meet every need.

Radio Fans in ever increasing numbers are buying "All-American". The leading manufacturers of radio receiving sets have adopted "All-American" Amplifying Transformers as standard equipment. Every instrument sold under our personal guarantee. Every dealer who handles "All-American" finds these products sell quickly. Our extensive national advertising campaign backed by attractive dealer helps— have placed "All-American" Amplifying Transformers in a position unequalled in the radio world.

Dealers can order from all leading jobbers. Illustrated folder and discounts on request.

RAULAND MFG.CO.
200 No. Jefferson St., Chicago, III.

"ALL-AMERICAN"

Say you saw it in Radio Merchandising
Saturday, October 20th: Now is a good time to make an inventory of your advertising campaign. It will be well to lay it out for the next two months—taking it right up to the pre-Christmas period. Dealers are prone to use too much type in their ads. Pay special attention to the illustrations, and use almost entirely line cuts. They reproduce better in newspapers. And always remember that your advertisement is competing with the news matter—consequently make your headings snappy.

Monday, October 22nd: Many dealers are getting on to the value of the comic-cut illustration in advertising. These cuts can be secured for less than a dollar each, and they are certainly worth the price. We will be glad to furnish the names of companies supplying them, to any of our readers.

Tuesday, October 23rd: The value of a trademark in advertising cannot be overestimated. If you haven’t one, get one made up immediately. If you have one, see that it appears in every one of your advertisements, and on all your printed matter. Your customers will come to look for it as an identifying mark.

Wednesday, October 24th: A grumbler, a knocker or a “pin head” can cause more dissatisfaction among a sales force in a week than an enthusiastic worker can overcome in a year. See that you haven’t any of these on your staff. If you have, they are losing dollars for you every day.

Thursday, October 25th: Get your Saturday advertisement ready and be sure that it ties up with your window display on that day. If you don’t make the tie-up, you are only using a single-barreled gun, when you might be using a double barrel. The link between advertising and window display should always be as close as possible.

Friday, October 26th: Take a look at your window and see if there aren’t a few finishing touches that you can make to put it just right for to-morrow.

Saturday, October 27th: Some of the big football games will be broadcasted this Fall. Now is the time to get thinking about your window displays and your advertising tying up interest of the football fans.

Monday, October 29th: An excellent background for your “football broadcast” window display can be made out of the streamers showing the college and team colors. Don’t try to crowd too much into the window—a single set with a placard announcing that the radio fans can attend all the important games without leaving their homes will do the trick.

Tuesday, October 30th: As soon as the football broadcast has been announced in your local paper, check over your prospect mailing list, and invite the folks in to hear the story of the games in your store. If you can provide each with a little souvenir of the game, they will have something to remember your store by, and it will create a friendly feeling.

Wednesday, October 31st: If you can locate a prominent graduate of one of the colleges in your district who does not have a receiving set, interview him and offer to give his friends a demonstration in his home some afternoon when his college team is playing. In this way you can get a lot of good prospects together under very favorable circumstances.

What Every Dealer Wants

Never before has the season for loudspeakers had such bright prospects. People everywhere are looking for a good loudspeaker.

Thousands of dealers in all parts of the world have found that the “Amphon” not only sells on first demonstration—but that its pleasing tone quality and volume keeps it sold year after year with greater and greater satisfaction.

The “Amphon” is not a head receiver fitted with a horn, but the adaptation for Radio of an Electromagnetic and acoustic instrument which for 30 years has been successfully used in all parts of the world. It is made by the oldest manufacturers of loudspeaking instruments and combines the experience of manufacturing these devices for all kinds of use and under every conceivable condition.

Get in touch with your jobber at once so as to be sure and have an “Amphon” loudspeaker to demonstrate. The national advertising to the consumer is going to make people ask you for the “Amphon.”

Jobbers: Write for price list and discounts.

All models will be exhibited at Booth 5, New York Radio Exposition, Oct. 6th to 13th.

The Supremacy of the “AMPLION” is the Supremacy of Actual Performance

Patentees: ALFRED GRAHAM & CO.

SIGNAL ELECTRIC MFG. COMPANY
Sole United States Distributors :: Menominee, Michigan

BURNDEPT OF CANADA, LTD.
Canadian Distributors—172 King St., West, Toronto

Say you saw it in Radio Merchandising
Radio jobbers and retailers should write at once for our discounts.

Radio jobbers and retailers should write at once for our discounts.

APPARATUS
—has the most rigid laboratory tests:

RAVEN radio parts are real precision instruments. They are built with the most painstaking care. Each part is carefully inspected and tested before shipment. They are built to give the maximum of service. They are beautifully finished, are rugged and durable.

RAVEN RADIO PRODUCTS ARE VERY ATTRACTIVELY PRICED:
If you want to get in line with the very best trade in your community, you should carry a full line of RAVEN products.

EVERY RAVEN PRODUCT IS UNCONDITIONALLY GUARANTEED:
Write for prices and discounts on
Raven Bakelite Vario-coupler.
Raven Bakelite Variometer.
Raven Micrometer Dials.
Raven Bakelite Tickler Coils.
Raven 180° Coupler.
Raven Rheostat.

RAVEN RADIO, Inc.
8 LEARNED STREET
ALBANY, N. Y.

Say you saw it in Radio Merchandising
Old Timer Listens and Learns About Selling

Wherein Is Told How Sales Can Be Increased at Unexpected Moments

By Sewell Peaslee Wright

"O, I guess the tube will be all." The man was quite final about it, but Red merely grumbled cheerfully.

"Six-fifty; fifty is seven; eight, nine, ten. Thanks very much!" said Red, counting the change into the customer's hand. "By the way, do you use fuses on your filaments? They save lots of tubes, and lots of money."

"Huh?" asked the man, stuffing the money into his pocket. "I don't think I ever heard of—"

But Red had a couple out of the case, and on the counter by that time.

"Here they are; these little doo-diggers slip right on over the filament prongs of the tube, and if the current gets too high —floopy! The filament goes, instead of the tube! Pretty clever idea, eh?"

A tube slipped out of the display case, and into the customer's hands.

"See how they go on?" asked Red, sliding one of the little protective devices across the counter.

The man picked up the little fuse, and looked at it curiously. He slipped it onto one of the prongs of the base of the tube.

"Pretty nifty!" he admitted.

"I'll say!" enthused Red.
"And they're real money-savers, too. Good idea to take a pair along for use with that new tube—"

The customer fished in his pocket and drew out a crumpled bill.

"Better give me three sets of 'em—might save my detector and my other amplifier tube, in case the B Battery should do me dirt!"

The cash register jingled merrily, and Red smiled more broadly than ever.

"Yes sir!" Here’s the fuses, and here’s the change; drop in again soon!" You bet. And thanks for the tip, son! May save me the price of a new tube!" He waved in a friendly manner and sauntered out.

Old Timer, who had been roosting quietly on the wrapping counter, some distance away, tamped the tobacco in the bowl of his wretched pipe with a contemplative finger.

"That was mighty good work, Red," he said slowly. "I never was much of a shark on this scientific soiling, where you size a man up by the shape of his ears, the color of his nose and the strength of his breath before opening up on him with selling arguments, but for downright practical, efficient selling, as such, I think you just exhibited a very fair example."

Red flashed a bit under the tan he had gathered on his vacation up in Michigan.

"Thanks!" he said. "Tell you the truth, I've been studying up a bit on selling—"

Southwick, the boss of Seaford’s only exclusively Radio Shop, strolled up quietly.

"Glad to hear that, Red," he said. "I've been watching you do your stuff lately, and I was just wondering what you had up your sleeve. What you reading?"

"It isn't a book at all that I'm studying," he explained. "You know Marlow, the salesman for the American Radio people? He comes through here every few weeks now, and he's been giving me tips on the game. That boy's some salesman himself, too! What he doesn't know about making 'em take it, and

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**Nine Points in Window Display**

The following suggestions on window display are from the Kodak Salesman:

- Have your windows well lighted
- Plan your windows to overcome reflections.
- Thoroughly clean all merchandise before it goes into the window.
- See that the windows are kept clean throughout.
- Do not crowd the merchandise.
- Pose the merchandise in a broken line, so it won't look like a row of ninepins.
- Display accessories in the window.
- A neat show card will answer many a customer's unasked question. Price tickets on certain goods will sell more goods than a high-priced clerk.

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**A QUESTION!**

Why don't YOU capitalize WESTON Prestige and Experience in YOUR BUSINESS?

A Permanently, Profitable Asset.

OR 35 years the Weston institution has been acknowledged as the world's leading authority in electrical indicating instrument design and construction. It has originated and led. All others have followed. Its reputation has been based on Service and Quality, and no instrument or product has been released for sale until it was known to perfectly meet the requirements of the service for which it was designed.

This assurance of lasting service is typical of all Weston instruments. Since the earliest inception of wireless telegraphy and telephony Weston instruments have represented the standards of measurement upon which both of these arts have progressed.

Governmental and Commercial installations are almost invariably Weston equipped in order to guarantee the most efficient transmission and reception. Experimenters and so-called amateurs who have taken pride in their equipment have chosen Weston instruments for their known quality of workmanship and performance.

Now—the question is—why don't YOU capitalize this Weston quality and prestige in YOUR business? Here is an opportunity—not only to make more satisfactory sales and profits—but to build a permanently satisfied and appreciative clientele.

No Radio Set is complete without at least one Filament Voltmeter and a means of measuring the A B and C batteries.

No Radio Set but that needs one or more of the new Weston "instant-change" telephone plugs, which were originally developed exclusively for the use of the Weston experimental laboratories.

Other Weston instruments described in our Booklet J fill important needs of advanced operators where the maximum standard of perfection is desired.

Write to-day for Booklet J and our full telling proposition. It gives you the information and increased profits you want and should have.

**WESTON ELECTRICAL INSTRUMENT CO.**

14 Weston Ave.

Newark, N. J.

Branch Offices Throughout the World

**WESTON**

STANDARD—The World Over
making 'em like it, ain't worth knowing. Red's grammar was not quite equal to his enthusiasm at times.

"Something to that!" admitted Southwick, a bit dryly. "He sells me a bill of goods every time he is there that—"

"Yes, and he's teaching me to sell that bill of goods, and a bigger one next time, every trip!" put in Red, eager to defend his friend.

"Well, all I'll say is that Red did some fine selling with that last customer," drawled Old Timer, puffing away contentedly on his stained and battered old pipe.

"You know, there's a whole lot in this business of sell-something to go with every sale you make? Take me, for instance. I've been trying to get me a styptic pencil for the last six months, and I buy razor blades and shaving cream as often as the next one, but does that dumb fool druggist ever suggest that I buy a styptic pencil or anything else, for that matter? He does not! And I'd really welcome the suggestion. A guy can't remember everything he wants—doesn't even know everything he wants; it's really a clerk's duty to make little suggestions once in a while. A machine could hand you out something, and make change!"

"You sound a whole lot like Marlow!" chuckled Red, only he gets more excited than you do about it. He says a salesman isn't worthy of the name, if he just passes out what he's asked for!"

Old Timer and Southwick both nodded their approval of this sentiment, and, encouraged, Red proceeded.

"Another thing he told me, that is a little 'deeper,' I think, is about getting the article you want to sell into the customer's hands. Marlow says that if you can get a man to monkey with the jigger that you're trying to sell him, he's half sold. There's something in the mechanical side of a man's make-up that is appealed to—Marlow says, 'Make 'em pick it up if you have to throw it at 'em!' Probably that is a little extreme, but the idea's right, at that, I guess!"

Red grinned engagingly. "I know it's helped me increase my sales since I've given it a work-out!"

Old Timer blew a suffocating cloud of smoke swirling toward the ceiling.

"Yeah," he said, "that kind of salesmanship makes more sales and more friends! You noticed how tickled that last fellow was with his additional purchase? He's got you marked down as a real guy in the radio business, Red; a bird that knows his stuff. It's a peculiar thing, but it works out that way—I've noticed it lots of times myself."

Southwick, who had been listening to the conversation with a thoughtful face, smiled a bit sheepishly at some inward thought.

"Do you know," he said slowly, "that as long as I've been in the selling game, I never had those points put up to me so strongly? I've unconsciously done those things, not realizing why; and when I've tried to tell some of the 'weak sisters' how to sell more goods, I've not been able to put my finger on their weaknesses. I believe that Red here has just about told the whole story."

"Not quite," contradicted Red. "There's one thing more that Marlow raves about: 'Close 'em!'"

Southwick chuckled good-naturedly.

"That's sure good advice!" he agreed.
"It sounds like A-B-C stuff," grinned Red, "but it isn't quite so dog-gone simple as you might think! You've got to keep your eye on the customer all the time, and there's just a certain second when you can pop the question in the right way and make a sale. But you've got to watch him closely!"

"Marlow's done a lot for you, son," Southwick told the lad. "You keep on and you'll be running your own shop some day!"

"I don't want to run any shop!" declared Red stoutly. "I want to go out on the road, and be a real salesman; a traveling man!"

Old Timer glanced shyly at Southwick, and the lid of his left eye flickered significantly. "Something else Marlow taught you, Red?" he asked with a grin.

How It Is Done in Mexico

Mighty Attractive Booth in the Radio Exposition Held in Mexico City. It Offers Several Window Display Suggestions.

An open letter to
BURGESS
BATTERY DEALERS

As early as March of this year we predicted a sales demand which would exceed our production. And it was with no selfish interest that we suggested that you insure the good-will of your trade by placing your orders early in the summer.

That our friendly suggestion was in accord with the opinion of our dealers everywhere is attested to by the fact that the Burgess plants operated at full capacity throughout the usually dull summer months.

The sales policy, character and strength of the Burgess organization is approved and understood by the buying public, almost to the same degree as by the dealers themselves. This unique situation is the direct result of manufacturing products of only one standard quality—the highest, and we are sure that this policy will result in continued and increasing prosperity for all of us.

In closing we express again our appreciation of your past co-operation and pledge our continued efforts to maintain the high regard in which Burgess products are now held.

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 Washington St. Paul
Kansas City New Orleans Pittsburgh St. Louis

In Canada:
General Offices and Works, Niagara Falls, Ont.

Branches: Toronto Montreal Winnipeg St. John
How Are You Arriving?

By Thomas Dreier

It isn't likely that many will disagree with me when I say that the majority of men center their whole attention upon the goal off there in the future at which they expect to arrive, rather than upon the condition they will be in when they reach their goal. The great question is not the distance you travel, but the condition you are in when you arrive.

A man may set a goal and reach it by running straight, without looking to the right or left, but if he drops dead when he arrives, the honor of reaching the goal counts for little. You may argue with much truth that a man who looks after his comfort as he journeys along is not likely to travel nearly as fast as one who spares neither himself nor his mount, but forces ahead to his destination.

But tell me, what is it one finds at the destination, if one ever arrives?

In all the ages recorded on the pages of history we have no record of any man's arriving at the Destination. Many men, it is true, have reached the goal they set for themselves, but when they reached it, and before they dropped down and expired, they saw another goal farther on that they would have much loved to reach before Dark.

Men never arrive. Always they are journeying. And it is in the journey that they find pleasure, isn't it?

I have a notion that our mission on this earth is to be happy, and really I cannot see how there can be any virtue in the doctrine that to be happy tomorrow I must be miserable today. I have found that by being happy yesterday I only prepared myself for greater happiness today, and so I may be pardoned if I assume that by laughing a wee bit today I shall be better able to laugh tomorrow. It occurs to me also that those who rush forward alone have no chance to practice the Golden Rule. They have no chance to help those who stumble and bruise their feet against the stones, and really it seems to me that those who cannot help miss much that is worth while.

REATNESS doesn't consist in the ability to preach a great sermon, carve a great statue, or write a poem that stands forth for centuries as a classic. Greatness is to be found where a man is truly happy, and no man is truly happy who does not make others happy with his happiness.

Copyright, 1923.
It is a big question who gets more tired of exhortations—the Sales Manager who initiates them or the salesmen who must listen to them. It makes little difference if they are in the form of letters which are aimed to "get beneath the skin" of the man on the road or word-of-mouth aimed at the retail men behind the counter. They are not enjoyed by either party. One of the big advantages of establishing yearly quotas for the salesmen is that under the system the men know perfectly well what is expected of them at the end of the fiscal year without being continually "egg- ed on." They know that theirs will be the praise and the reward if they reach their quota goal at the end of the selected period; and they know, too, what will surely be coming to them if they fall short. The advantage of quotas to be reached over a year or other long period is that they result in the long, steady pull which may be counted on to produce much better results than few or many short, desperate spurts. And everybody is much happier all around in the meantime. Quotas must be carefully established, however. According to the best practices, they should be based on: (1) Past performances; (2) probable business prospects of the immediate future; (3) particular market analyses of the territory or store department concerned.

An investigation which involved a large number of customers recently brought to light the fact that, out of twelve specific reasons given for changing allegiance from one store to another, indifference of Salespeople stood at the top, 47 per cent of the total. It is inexcusable that such should be the case, that the average clerk should evidence such great unconcern as to how those who provide the funds from which his wages come are served. There is little excuse for a clerk to be unfamiliar with what is carried in stock, its location, merits and usefulness. There may be some excuse for tardiness and irregular hours. But, when the clerk is on hand behind the counter and not otherwise occupied, there is absolutely no excuse for indifference when the customer approaches. It means that the whole chain of merchandising which probably started with the creation through costly advertising of a Desire for the goods, and which includes all the ramifications of Distribution has been willfully broken at its last and most important link. It means the clerk is throwing away equities.
belonging to the manufacturer, the jobber, the retailer and many others which he has no right to throw away.

Last summer a little farmer's lad who apparently had a head for merchandising all out of conformity with his environment and opportunities, started a little vegetable stand in front of his father's farmhouse. But the place was on a side road and not enough autoists passed. So Willie conceived and put through the idea of nailing up a Detour sign on the main highway pointing down the side road which would bring them past him. And, because they blindly followed the sign, as autoists will, his business grew by leaps and bounds. Not every merchant can be right on the main highway. Nor are such little tricks as Willie's always possible or advisable.

Emerson, whose knowledge of philosopy was not as great as his knowledge of merchandising, was not entirely right in his assumption that the mouse-trap maker who lived far from Main Street would induce the crowds to blaze a trail to his cabin merely because of the superiority of his mouse-traps. In these days, when competing merchants offer so nearly the same quality of products, something much more is needed. That something is Service; and only that merchant can afford to give the kind of Service which will attract 'em from Main Street who is long-headed enough not to carry all-inclusive lines but representative goods which not only have quality but whose quality is a known quantity as a result of advertising. The result with them is that every sale is a Sale of Least Resistance. The cost of Service easily comes out of the Small Profits on Many Sales which result.

A blazing match held beneath a crisp $100 bill is a serious matter, particularly if it is your money. But do you realize that it is exactly as if such a blazing match were threatening your money (very easily of much larger denomination, too) whenever you learn that one of your customers has a complaint to make. Not only does such a person have a right to be heard, but you would do well to look upon it as your privilege and opportunity to hear it. Of course some complaints are without foundation, but, under the law of averages, one is sure to develop ever so often which ought to open your eyes. It will be a constructive criticism and it will be like burning up currency and not get value from it. But, whatever type of complaints they bring, trivial or justified, make sure to send 'em away with a smile. You cannot prove to them that your business is perfect. At least show 'em that you are human and that the error, whatever it may have been, was a human error.

Sales Are Easy
if you sell these features

SUPER-SENSITIVE
1. A guarantee that less than five percent variation in resistance ever exists between the coils of Teleradio head sets. The secret of accurate reproduction of faintest signals.
3. Improved self adjustable friction sleeve—positive position grip.
4. Drawn aluminum case—all metal parts highly nickel polished. Light and durable for the hardest usage.
5. Fabricated head band for unusual comfort and ease.
6. Latest engineering principles and best of materials employed in every detail of construction and manufacture.

Jobbers and dealers write for trade prices.

TELERADIO ENGINEERING CORP.
484 Broome St.
New York City

Say you saw it in Radio Merchandising
"I never produce, much less send out for a customer, a mailing piece about which there can be any reasonable doubt as to its likelihood of getting seriously damaged in the mails," a "direct-by-mail" advertising expert told us the other day. We were in his office; and, just as we were talking, his secretary brought in some mail which the postman had just delivered for him. "There," he continued, "you can see right here how we guard against mistakes. We send out test mailings." It is something that any through-the-mails advertiser can easily do for himself. It costs little or nothing. He explained that, whenever he was not quite sure of probabilities, he has a rough, blank model made of what is proposed and puts it in the mails. Sometimes it is addressed to himself, and, while in the mails, never leaves his city. At other times when he wishes to be extra careful, he mails it to an out-of-town friend, who, by pre-arrangement, mails it directly back to him, thus making a double-mailing test. He explained that the process scarcely ever delayed matters. The test piece is of blank paper. But it is of the same size, weight, folding, etc., as contemplated. It is back before the contemplated drawings, text and engravings are even well under way. In the case of an important form-letter, this same man always tries out copies on relatively few prospects and carefully watches results before finally determining upon what will be sent out broadcast. These are two simple safety tests that any direct-by-mail advertiser, no matter how small, may easily adopt and benefit by.

An advertising manager who buys much space in the farm papers tells how he had been bored for days with the stereotyped arguments of the various solicitors who came to see him and who reiterated lethargic statistics relative to million-acre farms, herds of a hundred thousand heads, wheat to the horizon and until the eyes refused to register its existence without a struggle. But finally came one man who started to tell him the story of the bees and their life history—the same story which entrances Agassiz and Darwin and Huxley and the big minds of the centuries. It was interesting, entrancing, different. And, when it was explained that a hive of bees could produce as much wealth as an acre of wheat, it was convincing. It just naturally brought one's fountain pen, spellbound, to the dotted line on the order blank. The Different Argument is the one the buyer wants most to hear. It is the argument which jolts him into action and into ordering. And the argument which is most different of all is the one which shows him what he needs, which is the argument of the real salesman, and does not merely reiterate what he knows he wants.

HE BEL-CANTO

acoustical amplifier commonly called "Loud Speaker" is the outcome of over three years of study and scientific research by an eminent musician and an acoustical expert.

T is not an experiment, but a perfect Acoustical Amplifier.

T HE unit used in this instrument is a special one. Constructed to give the greatest volume without distortion or tininess which cannot be obtained with half a headset.

COMPARE it with all other so-called devices at any price and you like many others will be convinced it is the highest quality instrument offered to the public.

Being demonstrated at our Display Room, 202-204 W. 34th St.

4 REASONS WHY

1. Large Heavy Base Eliminates Top Heaviness.
3. No Adjustment Necessary; Will Work Perfectly on Any Good Two Stage Set.
4. Guaranteed Against Mechanical Defects of any Kind for One Year.

These Are Exclusive Bel-Canto Features

LOOK FOR THIS TRADE MARK

THE ACOUTICAL AMPLIFIER

Bel-Canto Manufacturing Co.
417 East 34th Street New York City

Write for Territory and Discounts

Say you saw it in Radio Merchandising
It Does Pay!

The following concise history of a few advertising successes, from the "Connecting Link," published by the Buffalo Times, is worth reading:

Advertising has made the Victrola dog famous.
It has made the cash register a big brother to retailers all over the world.
It has introduced the truck horse with 40 horsepower trucks.
It has helped you to an appreciation of Stetson hats, Walk-Over, Douglas and Emerson shoes.
It has made the hand-written letter an oddity in business.
It has put hair oil on heads where no hair oil would do any good, and on heads where hair oil was needed.
It has put Castoria down your throat, left bristles in your gums, and then came along with a Rubberset and took them out.
It has put Sozodont, Pebeco and Pepsodent on your teeth.
Advertising has put a Gillette against your hayfield.
It has put Murine in your eye, sold Cuticura for pimples, Pear's for the bath and Ivory for the tub.
It has put Arrow collars around your neck and Ingersolls around your wrist.
It has jammed your feet in Holeproof sox, put Paris garters on your legs, and Tiffany rings on your fingers.
It has stuck Robert Burns cigars between your teeth, worn out your jaws on Wrigley's and posted you on what to buy to cure corns, warts, bunions and ingrowing toenails.
Go anywhere you want to, do anything you wish, and advertising has a hand in it—absolutely.
And then some people ask: "Does advertising pay?"
Is Your Merchandise Branding You as a Liar?

The day of the unknown, untested product has passed. National advertising, laboratory tests and public usage have relegated to the junk pile the "just as good" article of a year ago; and yet an inventory of dealer advertising culled from papers from different sections of the country, north, south, east and west, would indicate that there still exist dealers who are permitting their merchandise to brand them as liars. It is a short, ugly word, but it states the exact facts.

In an advertisement before the writer there is offered a now extinct type of receiving set which is being guaranteed as good for five hundred miles reception on a single bulb. The manufacturer of the set went into bankruptcy because of similar claims, and apparently the dealer is willing to follow along the same route.

Thousands of newspaper columns of radio news and articles have their effect on the public. The average man knows something today about radio and is not going to be lured by exorbitant statements and excessive claims on cheap sets. Sound value for the price paid is the best foundation of merchandising in any line, and radio is no exception. The radio merchants who are building on this foundation are making money; the radio merchants who are allowing their merchandise to brand them as liars are paving the way to the permanent locking of their doors and dismantling of their shelves.

SALESMASTSHIP

If I were to reduce my understanding of salesmanship, written or spoken, to something like a formula, I believe my phrasing would be about like this:

Selling consists of telling the facts about what you have to sell to somebody who may need your product, and telling it so plainly, so forcefully, and so often, that it is no possible fault of yours if the buyer fails to get the message.

—B. F. Affleck
Advertising Pulls—It Doesn’t Jerk

The Relation Between the Spark Plug and Consistent Retail Advertising

MERCHANT who jumps in and out of the advertising columns of his chosen local paper gets about the same results as a motorist would get were he to pull the spark plugs out of a couple of cylinders of his four-cylinder motor. He wouldn’t enjoy the long, straight, ever-increasingly-powerful pull of his motor; he would go by jerks and stops. And, since advertising is the spark plug that ignites the desire of the prospective customer to keep the motive power of the merchant’s store pulling steadily, how can that merchant expect his business to pull straight along if he slips out a couple of advertising spark plugs every once in a while?

Modern merchandising parallels peculiarly the automobile power plant. Feed a good grade of gas into a properly functioning carburetor, let it be efficiently ignited by well cleaned spark plugs, and the rest of the mechanism is apt to do its work, and not too much of the power producing units will go out of the gas exhaust manifolds. Just the same with the retail store. Appropriate a reasonable amount of money for advertising space in your local newspaper, let it “spark” regularly before your buying public, and the staff behind the counter can see to it that the stock is turned with consistent regularity and “dead” merchandise is held at a minimum.

Now is a good time, Mr. Merchant, to figure out just what you are going to spend on business “spark plugs” for the next twelve months. Figure it on the steady pull and not the jerk and stop basis. Small space consistently, continuously and intelligently used is a better foundation for retail merchandising than big space spurts and equally big dead spots in the continuity of your story.

KNOW HIM? Isn’t it funny?
That a man who thinks
He is a business man
Will get up in the morning
From an advertised mattress,
Shave with an advertised razor,
And put on advertised underwear,
Advertised hose, shirt, collar, tie and shoes,
Seat himself at the table and
Eat advertised breakfast food,
Drink advertised coffee or substitutes,
Put on an advertised hat,
Light an advertised cigar,
Go down to his place of business
And turn down advertising on the ground that
Advertising Doesn’t Pay?
A Phone plus a Fibertone makes a beautiful musical instrument

THE many enthusiastic distributors who are cooperating in the distribution of Fibertone Horns are doing a vastly increased business to keep pace with the growing popularity of this radio horn.

The fact that it is constructed entirely of fiber, and the sales message placed before thousands of enthusiasts each month gives reason for this quickening turnover.

Write today for trade prices.

No. 1 Fibertone ......10 In.  $8
No. 2 Fibertone 14 In. ...$12.50
Fiber Products Co.
240-E. North 10th St.
Newark, N. J.

Three Cheers for Marconi!
Lawyer: "Now, if you will let me have some of his love letters"—
Ex-Sweetie (suing for breach of promise): "I haven't any. We both had Radio sets."
—Radio Digest.

Up-to-date—"I call my new maid 'The Wireless Wonder.' "
"Why?"
"Because she's always 'listening-in!' "
—London Mail.

Page the Radio Doctor
Pat, listening to a song over a badly howling regenerative set: "And where does it come from?"
Young Amateur: "From the ether."
Pat: "I thought I recognized it. It sounds like Mary Ann when they took out her apple-seedus."
—Radio Digest.

All Out
Shopwalker: "She complains that you didn't show her common civility."
Shop Girl: "I showed her everything in my department, sir."—Arkansas Utility News.

Wanted—A Dealer Help
A man travelling through the Ozarks of southern Missouri went into a small country store. The only man in sight, presumably the proprietor, was enjoying his ease at the back of the store, chair tilted back and feet on the counter, and made no move to come forward.

The prospective customer waited a few minutes and then called:
"Can't you come and wait on me? I am in a hurry to get started home."
The proprietor shifted his position slightly and drawled:
"Couldn't you come in some time when I'm standing up?"
—Everybody's.

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While I'm Here
By James Edward Hungerford

EBBE, you're a friend o' mine,
Think me real an' true an' fine;
Mebbe, you admire my pluck—
Think I'm brave, an' all that truck;
Think I've got a heart-o'-gold,
An' was cast in hero's mold;
If you think so, then, by gee!—
While I'm HERE—say so to ME!

F you think I'm worth your praise,
NOW'S the time, your voice to raise;
Come right out an' tell me so—
Them's the things I'd like to know,
Ere they plant me in the ground,
With dead heroes all around,
Whose earth-mounds, they decorate—
Praise their deeds—when it's TOO LATE!

ON'T lay flow'rs an' flags on me,
When them honors, I can't SEE;
Don't march solemn to my grave,
An' with tears my tombstone lave;
If I've done some thing worth-while,
An' you really like my style;
Wave your flags, right now, an' yell—
Let me have your flow'rs to SMELL!

ON'T stand over me in gloom,
When the daisies o'er me bloom,
An' sing hymns 'bout what I've done,
When my earthly course is run;
Come right out, an' speak your piece—
Pump my hand, with elbow-grease!
An' a "hero," if I be—
While I'm HERE—say so to ME!

Copyright, 1923.

Copyright, 1923.
Oh, Radio!
I called my love by Radio,
In hopes that she would hear;
I asked her if she'll marry me,
And closed it, "Billy Dear."
Oh! sad is my predicament—
Indeed a sorry mess;
When I tuned in my receiving
set
I heard forty answer, "Yes!"
—Lord Jeff in Radio Digest.

Here's an Old One in a New Setting
A director of a broadcasting station was asked by a prospective user of the service what the charge was. "One hundred dollars for the first ten minutes," was the answer. "All right," said the prospect, "we'll skip the first ten minutes."

But the Waves Are Undamped
The Director of Radio, or whatever his title may be, will have his hands full controlling the waves, it is pointed out by one flend on history, who recalls that old King Canute got into difficulties some years ago and wet his feet terribly trying to do the same thing.

The Current Raised and the Station Called
A news item announces that a quartet had the place of honor in a radio program. We suppose some one's sense of humor selected that place for four of a kind.

The Radio Fanatic Husband
He is a traveling salesman,
Home from Saturday till Sunday night.
"Now hurry with the dinner, dear,
I must set the radio just right."
And from seven until twelve, P. M.,
He never leaves his chair,
And then sits in till two, A. M.,
Just to see what's there.
In the morning I will find upon
The stand a nice long list
Of all the far-off stations that my
Husband couldn't miss.
And as the next day's Sunday,
He will sleep till one, P. M.,
And then he's up and doing the
Same thing over again."
—Mrs. Paul W. Shue in Radio Digest.

My Dear, Try to Shut Us Out
A California paper refers to radio concerts that are "open to the public." We'll tell the world! There are more knot-holes in a radio broadcast than in a sand lot ball park fence.

All Broadcasting—No Attempts at Receiving
"Pa, what does broadcasting mean?" asked Clarence.
"Telling a secret to a woman, son," replied Pa.—Cincinnati Enquirer.
Philosophy

The choice of words requires the greatest faculty of the human mind — selection. — Alexander Hamilton.

A thousand ideas that are not expressed are not as good as one idea that is converted into action.

The man who has the courage to spend the most money for advertising is the one who is the most successful and best known.

A good memory is a valuable asset for a salesman. Cultivate your memory so that when a customer comes into the store you will be able to recall when you last saw him.

Eighty-five per cent of the companies that fail each year never advertise.

Be thankful for your competitors, for they keep you on your toes.

The show window is the most powerful selling medium of modern business and it holds a great opportunity for those who efficiently employ it. Change your window display often.

Don't make a habit of following in the footsteps of your competitor—beat him to it.

Salesmanship is the process whereby men and women are put in possession of the things they desire.

It's a cold world, and the fellow who stops moving freezes to death.

“Business goes where it is invited and stays where it is well treated” is an old proverb.
Recent Radio Patents


“Since the Dawn
of intelligence the advancement of civilization has been hand in hand with the improvements in methods of communication until today the world may be considered to be one vast family. This is especially true in relation to the United States and Canada, where the art of conveying the human voice from point to point has been developed to a very high degree.

From “The Story of Service”

Your home life and the unity of the family demand that “touch” with the outer world which Radio alone can supply. Satisfaction should be your demand in the purchase of Radio equipment. “SERVICE” Type 212 Radio Receiver will give satisfaction. When you operate the set you instinctively “feel” the great distances over which you may bring desired programmes to your home.

Ask Your Dealer to write us
This is a TELEFORCE product

SERVICE RADIO COMPANY
4727 Montgomery Ave., Dept. C
CINCINNATI, O.

DEALERS
DISPLAY
BOX . .
Silent Salesman
Neat-Compact-
Business Getter!!
Complete Assortment Suitable for Use With Any Tube or Circuit
Circular upon request

DAVEN RADIO COMPANY
144 Bleeker Street
Newark, N. J.

Say you saw it in Radio Merchandising
Retailer May Carry 32 Kinds of Insurance

How many kinds of insurance are there of interest to the retailer, whether he has happened to be interested in them heretofore or not. They are:

1. fire; building, fixtures and stock; 2. rent; 3. use and occupancy, net profits; 4. use and occupancy, boiler explosion; 5. use and occupancy, elevator stoppage; 6. profits; 7. tornado; 8. marine; 9. explosion; 10. hail; 11. water damage; 12. sprinkler leakage; 13. riot; 14. leasehold interest; 15. steam boiler; 16. plate glass; 17. parcel post; 18. automobile fire; 19. automobile liability; 20. auto property damage; 21. teams property damage; 22. general liability; 23. elevator liability; 24. safe burglary; 25. merchandise burglary; 26. office robbery; 27. messenger robbery; 28. check alteration; 29. fur storage theft; 30. fidelity bonds; 31. compensation; 32. transit.

The association has recently sent out an insurance questionnaire to all the controllers numbered in its membership. The purpose is to find ways and means through the interchange of information and experience, to lower the costs of insurance and to guard against the losses against the possibility of which insurance has to be carried or ought to be carried.

The insurance companies themselves, through the medium of rating bureaus and other organizations for the exchange of information, have been able to reduce underwriting to more of a scientific problem and less of unsupported personal judgment.

A. N. Fraser, of the Boggs & Buhl store, Pittsburgh, is in charge of the questionnaire, from the results of which, together with information furnished by the insurance companies, a report will be compiled.

These are the questions:

1. What different kinds of insurance do you carry?
2. What classes of underwriters do you patronize? Stock companies, Lloyds organizations, mutuals, reciprocals.
3. Is the insurance rate on your plant established by a uniform schedule or is a “judgment” rate made by some member or members of your local fire insurance organization or association?
4. What have you been able to do in the way of lowering your fire insurance rate?
5. Have you had any experience with non-board or rate-cutting fire insurance companies?
6. Are you a member of any reciprocal association?

(a) If so, please give names; (b) has your experience been satisfactory or unsatisfactory? (c) please state why; (d) would you likely be interested in in-
suring your casualty business in one or more of the established reciprocals, provided a saving of approximately 30 per cent under conference rates could be reasonably assured you? (e) would you be interested in establishing a new office for handling your casualty business in such a way as to maintain absolute control of the organization and so permit the use of underwriters’ agreements more favorable than those now used by reciprocal casualty exchanges?

7.—Is your plant sprinklered? Is your plant of fireproof construction? Is your plant of milled or so-called “slow-burning” construction? Is your plant of joisted or so-called “quick-burning” construction? (either open, joisted or sheathed w. thick plaster).

8.—Do you have or own an organization for fire prevention or control? If so, please describe it briefly.

9.—Has your plant been appraised by a responsible disinterested concern since the recent rapid advance in building costs? (a) If not, have you made any intelligent effort to establish a sound basis for your co-insurance clause?

10.—Have you ever worked out a schedule for estimating the amount of use and occupancy insurance required under your form? If so, will you please send us a copy of your form and schedule?

11.—Is there any kind of insurance the principle of which is not clear to you which you would like to have explained?

Are there any clauses in your insurance policies the meaning of which is not fully understood by you? For instance, the co-insurance clause is an ever-present source of danger if not properly understood. To illustrate: “A” has fixtures which to replace would cost $100,000, but for any one of many reasons, such as sub-divided areas, making a total loss improbable or deprecation reserve, the insurance carried is only $50,000 under policies containing a 90 per cent co-insurance clause. A loss of $30,000 occurs. The adjusters find that replacement value is $100,000, depreciation 10 per cent, or $10,000, leaving actual value at $90,000. Ninety per cent of $90,000 gives $81,000 as the required amount of insurance to carry in order to eliminate any possible penalty because of the above clause. Inasmuch as “A” only had $50,000 insurance, he could collect only 50,000/50,000 of $50,000, loss, or about $18,500.

12.—What is your policy concerning the distribution of insurance among the agents in your city who are patrons of your store? (a) Do you place the entire line with one general agent to whom the others must pay the usual brokerage? (b) or do you place the line yourself among the various agents as “direct” business?

13.—What forms of insurance with which you are familiar do you not carry, and why?

14.—What has been your experience with the transit policy originated by the controllers’ congress in 1921? If you do not carry it, please state why not.
YES!  
I'll Look Good In  
Your Window.  

An Assortment of 
EBY POSTS  
For a Few Dollars  
Immediate Deliveries  
The H. H. EBY  
MFG. CO.  
Phila., Pa.

YES! WE HAVE EBY  
BINDING POSTS  
They'll Give Your Set a Classy Look  

LATEST AND 
MOST POPULAR  
RADIO BOOKS  
The Radio Experimenter's Hand Book, by M. B. Sleeper .......................... $1.00  
Radio Hook-Ups, by M. B. Sleeper ........................................... .75  
Radio Design Data, by M. B. Sleeper ........................................... .75  
Construction of New Type Trans-Atlantic Receiving Set,  
by M. B. Sleeper ........................................................................... .75  
How to Make Commercial Type Radio Apparatus,  
by M. B. Sleeper ........................................................................... .75  
A B C of Vacuum Tubes Used in Radio Reception,  
by E. R. Lewis .............................................................................. 1.00  
FREE! Catalogue of Wireless Books Sent Free on request.

THE NORMAN W. HENLEY PUBLISHING CO.  
6th Floor, 2 West 45th Street, New York  
LIBERAL DISCOUNT TO SUPPLY HOUSES  
Write for full particulars and dealer's proposition.
The METALECTRIC Soldering Iron
An all-metal quality instrument for every type of small work. "Guaranteed"

$5.50
Unbreakable construction — Efficient operation — Works on any Electric circuit.
"Like Writing with a Lead Pencil"
Send for Literature and Discounts
Post Electric Co., Mfg'rs.
(RADIO DEPT.)
30 East 42nd Street
NEW YORK

YELLOW TIP
MICROMETER ADJUSTING CRYSTAL DETECTOR
THE ALL PURPOSE DETECTOR FOR GREATER PROFITS
Which detector will a radio enthusiast choose? One that cannot be adjusted one where the adjustment is not lasting, or a YELLOW TIP that is both fixed when you want it and adjustable when necessary — "A Twist of the Wrist — Its Set." Naturally the YELLOW TIP has the larger sale. Retail for...

Wholesale Radio Equipment Co.
Exclusive Factory Representatives
33 William St., Newark, N. J.
Dealers and Jobbers write for attractive proposition.

AJAX
(ST. LOUIS)
QUALITY RADIO PARTS
No. 18 Multi Plug for Jacks. List $2.00.
No. 18-A Connector for Binding Posts. List $1.75.
One or Two Always in series without any extra loops or parts of any kind.

Another besidesAJAX Multi Plugs and Connectors.
AJAX — B. P. B. S. Insulated Top. For one or two Terminals, any kind.
List $7.50 per 100
LIBERAL DISCOUNTS — Write for New Fall Prices on Complete Line Radio Parts.
AJAX ELECTRIC SPECIALTY CO.
ST. LOUIS

B-Metal
B-Metal Loud Talking Crystal
The last word in crystals. 100% better than the next best. Has all the good points in one.
Price $50s

Radio Crystal
B-Metal Reflex Detector
They Stand the Hardest Tests
Price $2.50
Ask for Bulletin No. 31
AJAX ELECTRIC SPECIALTY CO.
ST. LOUIS

IDEAL
Rheostat 8 ohm.
"IDEAL" Potentiometer $22 pr. 100

200,000 Amateurs are now using the famous
U. S. Tool Condensers
Their great range and outstanding dependability have won for them world wide praise. Regular, Vernier, and Table types. Every instrument guaranteed. Write for price lists and attractive discounts.
U. S. Tool Dials are made of pure condensate. Absolutely will not warp. Our discounts are attractive. Write for full particulars giving name of your jobber — today.

U. S. TOOL CO., Inc.
MANUFACTURERS AND ENGINEERS
117 Mechanic St., Newark, N. J.

These facts —
Cincinnati Batteries last longer without the addition of distilled water —
— have snappier action and greater endurance —
— plates will not buckle.
These facts make the CINCINNATI a storage battery you can safely recommend to your customers.
A Hydrometer Syringe is standard equipment on Cincinnati Radio Batteries.
Write for complete information

The CINCINNATI STORAGE BATTERY CO.
MOORMANN AVE., CINCINNATI, O.
CINCINNATI STORAGE BATTERIES
"Best by Every Test"
RADIO PEE-WEE CLIP

5 cents each
2 3 actual size

Nickel Plated Screw Connection—No Solder
Required—Jaw Spread 2 3 inch.
For Use as a Quick and Ready Means of Radio Hook Up
Free Sample—Use Company Letter Head or State Your Position

1601 EAST 31ST STREET
CLEVELAND, OHIO

TRIMM HEADSETS

“Professional” $7.65
“Dependable” $5.00

These are the only headsets on the market sold with a lifetime guarantee that covers every detail of materials and workmanship excepting only cords and shells which cannot be guaranteed against breakage if dropped. Absolutely no charge at any time for repairs, replacements or reenameling. The head sets to buy and to sell.

See! Hear! These TRIMM LOUD TALKERS

All fitted with special TRIMM horn size loud talker unit.
ACOUSTICOLA $10.00
Phonograph Attachment .......... $22.50
ACOUSTICOLA GRAND ......... $35.00

Write for folder or order samples with privilege of return after 5 days examination and test.

TRIMM RADIO MFG. CO.,
DEPT. 50, 24 S. CANAL ST.,
CHICAGO, ILL.

MAXIMUM AMPLIFICATION — NO DISTORTION

is our guarantee for every National Audio Frequency Amplifying Transformer.

Years of experience in transformer building are behind National Transformers. Correct in principle and design, carefully made of the best materials, and rigidly tested we guarantee they will eliminate entirely all transformer troubles.

In spite of the high standard of quality maintained throughout the list prices is low with liberal discounts. If you are not already handling National Radio Products write at once for literature and prices. You will find the National line a profitable one to handle.

NATIONAL TRANSFORMER MFG. CO.
154 WHITING ST.
CHICAGO, ILL.

Carter Induction Switch (1-15 points)

POSITIVE CONTACT EACH POINT $2.00 LIST
1-15 indicator on dial. Pigtail connection eliminates friction contact. Soldered terminal and contact one piece. Only one hole to drill in panel.

Makes an immediate appeal to all radio fans and is a quick seller.

Carter Radio Co.
SWING REPUBLIC BUILDING
CHICAGO

Jobbers and Dealers—Catalog and discounts of complete line new Carter improved radio products on request.

Say you saw it in Radio Merchandising
Read 'em Binding Posts

Handsome display card free to dealers

Dealers Wanted

To supply the amazing demand for "Read 'em" Binding Posts with knobs that can't come off. Names on top of each post. Radio "fans" buy on sight. Good profit. No trouble involved in making sales—they sell like bread during a famine at 15c each or $1.60 for the box of 10 as shown above.

If you're a live dealer you should sell Read 'ems.

Write now for liberal discount proposition.

The Marshall-Gerken Co.

Dept. C-10 27 N. Ontario St.
TOLEDO, OHIO

You've Been Expecting

A dry cell you could recommend to have:

1. LONGER LIFE
2. STEADY VOLTAGE
3. RECUPERATION

HERE IT IS!

All ingredients are placed inside of a waterproof container. The zinc element being used in strips allows chemical action on both sides (similar to a storage battery). This greater working surface and fuller use of materials insures complete exhaustion—resulting in long life and continued steady voltage.

Positively Guaranteed to have a longer life than round cells.

Protect Your Renewal Business by Recommending to Your Customers.

Ask for Our Beesket "Facts About Twins"

THE TWIN DRY CELL BATTERY CO.
CLEVELAND, OHIO

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