

# RADIO

## Merchandising

THE MAGAZINE OF THE RADIO TRADE



*February*  
1924

COMPLIMENTS OF

**DOUBLEDAY-HILL ELECTRIC**

719-21 LIBERTY AVE., PITTSBURGH, PA.



*Excerpt from a recent letter of the Colin B. Kennedy Corporation :*

**“W**E MIGHT say that it is due in part to the beautiful finish that is obtained on the surface of the Formica panels that our new 410 receiving unit, incorporated in our various furniture model receivers, has such a beautiful appearance.”

Beautiful finish, and lasting finish. Perfect and permanent dielectric qualities. Easy working in production with a minimum of spoilage.

Dealers and amateur set builders have the same feeling. That is why more Formica is sold for radio purposes than any other material of its kind.

**Dealers:** You can get Formica in sheets or in individual panels, enclosed in envelopes. It is the most widely advertised, and the best known radio insulating material.

**THE FORMICA INSULATION CO.**  
4644 Spring Grove Avenue, Cincinnati, Ohio

---

**FORMICA**  
Made from Anhydrous Bakelite Resins  
**SHEETS TUBES RODS**

---

# Magnavox Radio Reproducer Type M1

Requiring no battery for its operation

Made supreme in its class by the use of the  
new semi-dynamic principle

M 1—NEW UNIT—for use with Dry  
Cell Tubes ..... **\$35.00**

May be used without batteries.

Same size as R3—horns in 2 styles  
“De Luxe” and “Crystalized” finish.

Magnavox Radio Re-  
producers and—Ampli-  
fiers—for All Types of  
—Receiving Sets



## MAGNAVOX PRODUCTS

Reproducers—  
R2—18 in. Horn.....\$60.00  
R3—14 in. Horn..... 35.00  
M1—14 in. Horn..... 35.00  
(For dry battery sets)

Combination Sets  
A1-R—14 in. Horn  
—one stage Ampli-  
fier ....\$59.00  
A2-R—S a m e—  
with two  
stage ....\$85.00  
Power Amplifiers  
A1—One stage



.....\$27.50  
AC-2-C—Two  
stage ....\$55.00  
AC-3-C—Three  
stage ....\$75.00

A1 Amplifier—  
**\$27.50**

R3 14 in. Curvex  
Horn **\$35.00**

ASK FOR NEW 32 PAGE MAGNAVOX RADIO CATALOGUE

LIBERAL DEALERS' DISCOUNTS

## DOUBLEDAY-HILL ELECTRIC COMPANY

Established 28 years  
719-21 Liberty Ave.

Radio 10 years  
Pittsburgh, Pa.

Radio Broadcasting Station KQV

# BEST UNASSEMBLED FEATURES ON THE MARKET

## D. H. E. BROADCAST RECEIVING OUTFITS

Complete Dry Cell Vacuum Tube Receiving Outfit, Long Distance Headset Broadcast Reception

*Easy to Install, Operate, and Assemble*



*Instructions and Diagrams with each Outfit*

**THESE OUTFITS include—ALL NECESSARY INSTRUMENTS and ACCESSORIES for—COMPLETE INSTALLATION**

*Limited Supply in Stock—Order Now*

**D. H. E. NO. 2 ARLINGTON BROADCAST RECEIVING OUTFIT ..... \$16.90**

Complete Vacuum Tube receiving outfit for local and long distance headset reception of Broadcasting, Ship and Arlington (NAA time signal direct from Washington, D. C.) Stations. Operates on dry cell batteries. No storage battery required.

**D. H. E. NO. 1 ARLINGTON BROADCAST RECEIVING OUTFIT ..... \$16.90**

Complete Vacuum Tube receiving outfit for local and long distance headset reception of Broadcasting, Ship and Arlington (NAA time signal direct from Washington, D. C.) Stations. Operates on dry cell batteries. No storage battery required.

*Our Stock of "Parts" of Radio Equipment Is Always Large and Efficient*

*—DEALERS NET PRICES—*

**DOUBLEDAY - HILL ELECTRIC COMPANY**

*Established 28 Years*

*Radio 10 Years*

719-721 Liberty Ave.

Pittsburgh, Pa.

**RADIO BROADCASTING STATION —KQV—**

Say you saw it in Radio Merchandising

Say you saw it in Radio Merchandising

## A Single Circuit Receiver



### Grebe CR-14 Broadcast Receiver

WAVELENGTH RANGE—200-600 METRES

**\$110.00**

(Including one Tapered Grip Plug and Instruction Book)

THIS is a single-circuit Broadcast Receiver, designed for use with dry-cell tubes and outdoor antenna. A 2-stage audio-frequency amplifier of standard Grebe construction is included for loud speaker operation. The sockets accommodate the UV-199 and C-299 Tubes without adapters. There is a separate 50-ohm rheostat of standard Grebe construction for each tube. The OPERATING SWITCH cuts in one or two stages of amplification at will. Its rich, dignified beauty is an addition to the tastefully appointed library or living room.



**JUST as POPULAR  
AS EVER—and—  
CHEAPER—with  
EFFICIENCY  
UNIMPAIRED!**

**STROMBERG-CARLSON HEAD SETS**  
**Formerly \$7.50 — NOW — \$5.50**

(Quality Unaffected)

This Head Set has Radio Receiving Efficiency equal to ANY \$12.00 SET on the Market

**LIBERAL DEALERS' DISCOUNT** (Sold by all Reliable Dealers)

**DOUBLEDAY-HILL ELECTRIC COMPANY**  
Established 28 Years    --    Radio 10 Years  
719-721 Liberty Ave.                      Pittsburgh, Pa.  
RADIO BROADCASTING STATION -KQV-

Say you saw it in Radio Merchandising

# Brandes

For your customers who want the best—a Navy Type Headset. Used by the men who developed radio. Used universally today wherever extreme accuracy is essential.

The shielded cord that stops cord capacity howls is an exclusive feature of the Navy Type. The leads are encased in a metal braid that is continued to a third terminal—grounding all metal parts of the receivers and assuring purest tone.

*This layout will appear as a full page ad in the Saturday Evening Post and a dozen other powerful papers*

**C. BRANDES, Inc.**  
237 Lafayette St.      New York City

*Matched Tone*  
Radio Headsets

©C.Brandes, Inc., 1924

Say you saw it in Radio Merchandising



FADA "ONE SIXTY" WITH THE NEUTRODYNE CIRCUIT

## Distance

The real thrill of radio is in listening to voice or music on the loud speaker from broadcasting stations located in cities a hundred or a thousand miles away.

To tune them in almost at will is a feature that has made hosts of enthusiastic friends for the FADA "ONE SIXTY" radio receiver. Here is a four-tube receiver combining the famous Neutrodyne circuit with the craftsmanship and experience that have made the name FADA synonymous with quality in radio.

It is a receiver that is the equal of any five-tube set of any type or make.

Selectivity, volume, distance and clarity are outstanding features of the FADA "ONE SIXTY" radio receiver. Once the dial readings of any station are recorded, that same station can always be tuned in again by returning to the same settings—and almost always, with loud-speaker volume, no matter where the station may be located. Price, \$120 at dealers. Extra for tubes, batteries and phones.

F. A. D. ANDREA, INCORPORATED  
1581 Jerome Avenue, New York City

# Fada

RADIO

The advertisement, reproduced above in greatly reduced form, will carry the message of FADA quality and efficiency to hundreds of thousands of radio enthusiasts, present and prospective. This advertisement will appear in practically all the February Radio Magazines, in the Rotogravure sections of newspapers in various parts of the country and in a large list of daily newspapers that will be read by radio fans almost everywhere.

Say you saw it in Radio Merchandising

## Capitalize on the Big Demand for FADA Neutrodyne Receivers

The advertisement reproduced on the opposite page is one of a series in an advertising campaign that will make the FADA "One Sixty" and FADA Parts for Neutrodyne receivers the biggest Neutrodyne sellers—both receivers and parts—on the market.

With the demand for Neutrodyne receivers sweeping the country like a radio wave here's your chance to capitalize on the demand for FADA sets and parts.

The FADA "One Sixty" is justly famous. It is a four-tube Neutrodyne receiver of the greatest efficiency. Selective, easy to tune, absolutely dependable, gets distance with loud-speaker volume and—all in all—is the set that anyone can handle and get satisfactory results without a come-back.

FADA Neutrodyne parts are selling faster than we can make them. The Three Neutroformers and Two Neutrodons with FADA "How-to-Build-It" book sells at \$25. 166-A the complete knock-down parts for a 4-tube set retails at \$64. 167-A parts for 5-tube set, \$65.60. The dealer's margin of profit is most attractive. Get in touch with nearest FADA distributor or write us direct for information and prices.

Your experience with FADA rheostats, dials, vario-couplers, etc., is sufficient guarantee of FADA quality.

**F. A. D. ANDREA, Inc.**  
1581 Jerome Avenue New York City

Say you saw it in Radio Merchandising



The very next time you buy amplifiers insist on Genuine JEFFERSON'S for these reasons:

- 1st — A JEFFERSON is scientifically designed.
- 2nd — The windings are carefully calculated to produce 100% amplification—they are built up to a ratio.
- 3rd — The JEFFERSON line embraces a variety of amplifiers to meet every demand—six Audio and two Radio Frequency types.
- 4th — As pioneer transformer manufacturers JEFFERSON Engineers designed audio amplifiers long before Radio reached its present popularity. You will profit by JEFFERSON'S extra years of experience.

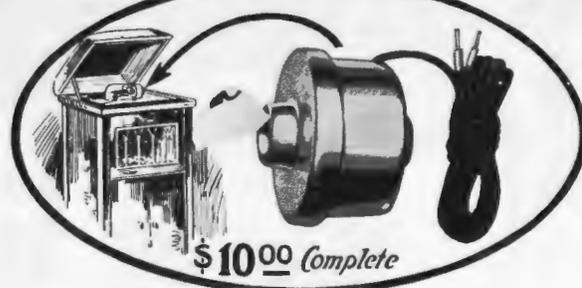
Your jobber can supply you promptly. Discount sheet and descriptive literature sent upon request.

Jefferson Electric Mfg. Co., 433 So. Green St., Chicago, Ill.



Say you saw it in Radio Merchandising

# Morrison



## Loud Speaker

### —Is Merchandise People Come in and Buy

In the first place, radio fans like the idea of using their phonographs for reproducing their radio concerts. For a reasonable cost they obtain the best possible loud speaking combination.

Morrison has attained nation-wide recognition as the loud speaking unit that really reproduces. Dealers that carry Morrison find a constantly-growing satisfied clientele.

The Nickel Plated Model Is

**\$10.00**

Complete with five foot cord

Morrison fits all popular makes of phonographs; also is suitable for use in horns.

Write for our sales plan and discount sheets.  
Catalogue on request.

## Morrison Laboratories, Inc.,

333 East Jefferson Avenue

Detroit, Mich.

Say you saw it in Radio Merchandising

Grebe Broadcast Receiver Type CR-12. A 4-tube Receiver combining Regeneration and Tuning. \$175.00 (Accessories extra)



## Built to Grace a Drawing Room

HERE are two Instruments of powerful sales appeal. Their superb craftsmanship is an assurance of trustworthy performance.

Intensive advertising in newspapers and radio publications means worthwhile sales for you with the

### GREBE Broadcast Receiver

Supplied in two types, each an Instrument of rich, dignified beauty—the product of more than ten years of skillful development.

Both have beautiful walnut cabinets, employ concealed dry batteries and are extremely simple and economical to operate. If you are a quality dealer we have something of interest to tell you. Write us.

A. H. GREBE & CO., Inc.  
80 Van Wyck Blvd.  
RICHMOND HILL, N.Y.

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

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

Grebe Broadcast Receiver Type CR-14. A 3-tube Receiver of exceptional value \$110.00 (Accessories extra)



Say you saw it in Radio Merchandising

# RADIO Merchandising

THE MAGAZINE OF THE RADIO TRADE

Registered U. S. Pat. Office

G. DOUGLAS WARDROP  
EDITOR

VOL. 3

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NO. 5

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## RADIO PUBLISHING

G. D. WARDROP, Pres.

D. MAGOWAN, Secy.

FRANK C. THOMAS, Adv.

342 Madison Avenue

Telephone: Murray H.

with but a thought! Lead the way!”  
wick fell in step beside  
old friend and advisor on  
ings radio, and a few months later they were seated at tiny table in The Daisy restaurant.  
Well, how’s the radio business? Old Timer wanted to know while they were waiting for their order. “Inventory all finished, I suppose, and every-

*Others Have!* Increase Your Business  
By handling Counter Sales  
of  
Trouble Finding; Superheterodyne; Neutrodyne  
**Radio Digest**  
EVERY WEEK  
CUT OUT INTERFERE  
TEN CENTS

## Brings 'Em in Every Week

**Big Trade  
Stimulators**

**MIOPLEX  
FLEWELLING**

**Exclusive with  
Radio Digest**

**S**ELLING Radio Digests brings new customers into the store every week and increases your profits on sets and parts. Dealers handling Digests have found Radio fans buy and not only read the magazines every week in their store, but BUY APPARATUS for the many new circuits shown every week.

**DON'T MISS A WINNING BET  
SEND IN THE COUPON TODAY**

**Fastest Growing Radio Magazine**

67,262 Weekly Average A.B.C. Report  
June 30, 1923

Print Order

**1,300,000**

December 1st Issue

But

**1,560,000**

January 19th Issue

Radio Merchandising



© International

## Old Timer Proposes Public- ity at Parties

*How to Get Into the Best Homes for a  
Radio Demonstration*

By Sewell Peaslee Wright



**U**LLLO, there, old man! What you doing in town today?" Southwick, boss of Seaford's Only Exclusive Radio Shop, stopped and buttonholed Old Timer, his face beaming. "Thought you were supposed to be a lineman; here you are promenading down the main drag without a care in the world!"

"Lot you know about it!" retorted Old Timer. "I've been doing some P. B. X. work over

at the St. Charles and was just heading for a beanery. With me?"

"Two stomachs with but a single thought! Lead the way!" Southwick fell in step beside his old friend and advisor on things radio, and a few moments later they were seated at a tiny table in The Daisy restaurant.

"Well, how's the radio business?" Old Timer wanted to know while they were waiting for their order. "Inventory all finished, I suppose, and every-

thing cleared away for a big year in 1924?"

"All of that! Got the best stock I've had since I started up, I think; not a single shelf warmer in the place. I just took all the old junk that didn't turn over and sold it for what I could get and then bought carefully and cleanly; 1924 ought to be one hummer of a year for The Radio Shop. I wish, though"—He paused and stared dreamily at a good looking little waitress at the far end of the room.

"You wish what?" asked Old Timer. "Holy grid leaks! I never saw a man so hard to satisfy—let alone please. You admit that everything is setting pretty at the shop and still you wish something else. What, for Pete's sake?"

Reluctantly Southwick turned his gaze from the neat little figure in the rear to his curious friend.

"Well, I feel this way about it," he said. "It doesn't seem to

me as though a fellow in business should ever get into a state where he lays back and says to himself: 'Everything is perfect. I'm doing all the business I can handle, and nothing can be improved upon.' Do you think so?"

"Words of wisdom!" commended Old Timer heartily. "I agree with you utterly. On with the dance!"

"That being so," continued Southwick, "I find among other things in my business that needs improving, that my system of getting people to know radio is somewhat deficient."

"You mean that the stunts you've been putting on to get the public to realize just what radio is were not successful?"

"Not at all!" Southwick was most emphatic in his negation. "Those stunts have done a lot, not only for me, but for the other radio dealers in town. But"—he paused and smiled engagingly—"I don't think that all has



© International

A Radio Party Back Stage. Who Wants to Be the Demonstrator? Yes—It's Unanimous!



© Foto Topics

Millions Have Listened in to Major White's Descriptions of Jack Dempsey's Conquests. Now Jack Takes a Turn at Listening in Himself.

been done that can be done. Do you?"

"Lord, no!" exclaimed Old Timer. "There are publicity stunts by the dozen that could be used to educate the dear public. The ones you've pulled were good ones, I think, but as for having done all that could be done—nothing like it!"

"Glad to hear you say that, Old Timer. As a matter of fact, I was going to ask you when you came to town next Saturday if you could think of any other stunts for me to use. I've thought and thought, but I reckon I'm just a plain, plugging business man and not an idea man. Get the prospect in the store and I'll sell him something, but how the Sam Hill to get him interested enough to come into the store—that's a

station of a different wavelength!"

The good looking little waitress arrived just then with a tray piled high with steaming and fragrant food, and for a few moments the two men devoted all their attention to the fine art of getting all the dishes satisfactorily and safely arrayed on the tiny table. Having both experienced the jig-saw puzzle craze in their youth, they solved the problem with neatness and dispatch.

Old Timer thoughtfully buttered a steaming bit of cornbread.

"Here's one idea that strikes me," he said slowly, evidently turning the new-born inspiration over and over in his mind. "Suppose you advertised to loan a set to anybody that was giv-

(Turn to page 90)



© Keystone

Not a Farmer Except When He Isn't Working, But Wally Schang and His Dog Are Real Radio Fans

## What About the Farmer?

*The Largest Potential Radio Market Only Partially Covered—Two Hundred Million Dollars Worth of Business Still Available.*

By J. C. GILBERT

Radio Market News Service, U. S. Department of Agriculture.



HO buys radio sets now? Mostly it is people who live in town. It has been the same story in practically every line of merchandise. Those in town get first chance at it. Why are farmers so slow to buy new things and to adopt improved methods? There are numerous reasons. One of these is that farmers have little cash to spend and so they are naturally

cautious. Another reason is that farmers are not in the path of the thousand and one merchandising broadsides that pour in on the city man. Away from the main highways, the farmer can still see a little natural scenery that is not used to support advertising bill boards. Furthermore, so far as radio goes, the farmer has not been sold yet on the practical uses of it. This is one of the big reasons why radio is to be found

on probably less than 2 per cent of the American farms.

There is no easy way to find out how many radio sets there are in the country and we probably never will know until a census is taken, and because radio is developing so rapidly, by the time the returns are in the figures will be too old to mean a great deal. The Extension Service of the United States Department of Agriculture sent out a letter to all county agricultural agents not long ago to find out what the farmers were doing with radio. A sufficient number of replies were received to form a basis for a rough es-

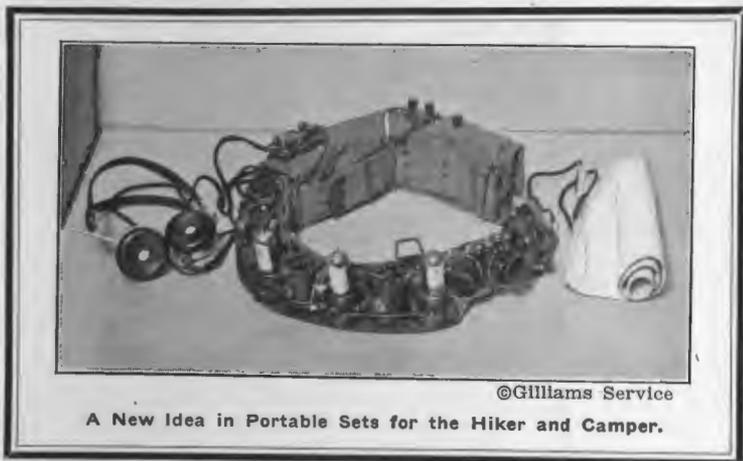
timate. In 780 agricultural counties scattered well over the entire country an average of 51 sets per county was found. If this figure is considered average for all agricultural counties in the United States there are 145,000 radio sets on farms.

The Radio Market News Service of the United States Department of Agriculture wanted to hear what the farmers themselves had to say. Letters were sent to about 2,500 farmers whom the county agents had reported as owners of radio receiving sets. This letter brought some very interesting replies.



Courtesy The Examiner Retailer

Every Day Is Milking Day

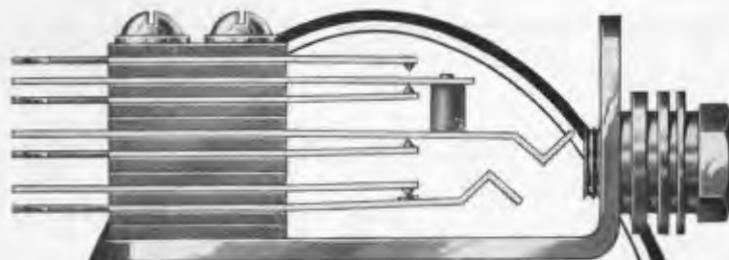


©Gilliams Service

A New Idea in Portable Sets for the Hiker and Camper.

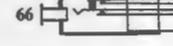
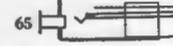
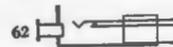
More than 45 per cent of the farmers replying have home-made sets. Not crystal sets, but sets of one, two, three and even more tubes. The average reported cost of parts for these sets were \$83, while the top price was \$375. More than 75 different makes of radio were reported by those who bought manufactured sets. The average price of these was \$175, but many paid as much as \$400 and \$500 for their equipment. The owners of these sets, though representing less than 2 per cent of the total farms in the country, are interested in radio for what it can bring into their lives. Not all farmers have more wheat than money, and if even 50 per cent of the farm homes of the country could be supplied with radio sets it would be an order worth consideration by any radio manufacturer. One thing that must be remembered by the manufacturer and dealer who want to continue selling the farmer, and this is proved by the survey mentioned above, the farmer will be satisfied only with good equipment and with service of a high order.

**S**UPPOSE we figure on this farm field a little and take the possible saturation point as 50 per cent of the number of farms in the country. The Department of Agriculture estimates 6,500,000 farms in the United States; 50 per cent of 6,500,000 is 3,250,000. This means it would require 3¼ million radio sets to supply the farmers. If 150,000 sets are already in the hands of farmers, that leaves 3,100,000 sets yet to sell before the possible demand is supplied. A little more than half the business in the form of complete sets and the rest in the shape of parts. A million and a half sets at the price that the average farmer has already shown a willingness to pay would be a nice big order for some radio salesman to turn in to his firm. But suppose the price be reduced to around \$100 for a complete set and \$50 for parts to build a set, the prospective business would be worth 150 millions to the makers of sets and 75 millions to the makers of parts. Of course, this is all counting the chickens before they hatch, and figures are often very provocative



No. 67 Pacent Jack

## PACENT JACKS



There is an improved type of Pacent Jack for every modern circuit.

No.		
61	Single open Circuit	... .60
62	Single closed Circuit	... .70
63	Double circuit	... .80
64	Heavy duty (loop)	... 1.00
65	Three spring automatic	... .85
66	Five spring automatic	1.00
67	Seven spring automatic	1.00
68	Four spring automatic Triple circuit	... 1.00
69	Five spring special automatic	... 1.00
70	Six spring automatic	... 1.00

### Some Users of Pacent Jacks

Westinghouse El. & Mfg. Co.  
De Forest Radio Tel. & Tel. Co.  
Freed-Eisemann Radio Corp.  
Ware Radio Corp.  
Eagle Radio Co.  
Bristol Co.  
R. E. Thompson Mfg. Co.  
F. A. D. Andrae, Inc.  
Crosley Mfg. Co.  
Radio Service Laboratories  
Mu-Rad Laboratories, Inc.  
Sleeper Radio Corp.  
C. D. Tuska Co.  
Amsco Products, Inc.

Write for Catalog (M-2)

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

# Pacent

## RADIO ESSENTIALS

Say you saw 'it in Radio Merchandising

## Telling the Eveready Story



27,388,499 people each month buy and read the publications in which Eveready Radio Batteries are advertised. Each copy of these magazines and newspapers is read by at least two persons besides the buyer, making an audience of over 85,000,000 who see these advertisements at least once a month, millions of them once a week.

Present or future radio owners everywhere see our Eveready messages throughout 1924, in magazines, radio and farm publications and newspapers. The tremendous power of this publicity is bound to create new retail battery buyers and multiply Eveready sales. Cash in on this tremendous campaign—sell Eveready Radio Batteries.

Ask your jobber

NATIONAL CARBON COMPANY, Inc.  
Headquarters for Radio Battery Information  
New York San Francisco  
Canadian National Carbon Co., Limited  
Factory and Offices: Toronto, Ontario

# EVEREADY

## Radio Batteries

—they last longer

Say you saw it in Radio Merchandising

## to the Entire Country!

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

**R**ADIO lets you to share with the millions and the millions of consumers, the most direct, most effective, most certain and the most certain way of the most direct factors in reaching public opinion.

There are millions of radio receiving sets in America—less than a single crystal set, in the multiple tube receivers. The former and the latter employ the same circuit, but at the same time of knowledge, it's built as an indicator as well as an earphone. It is a magnetic device as well as a speaker. It deals with the vibrations of an electromotive energy source in the air. It takes through the air with the

correctly light, eager to reach the ear of all who would listen—each and every, young and old, male and female, in particular from an air to be provided those who work with the air which reach every ear and eye.

That the subtle beauty of radio may be enjoyed by your family as well as yourself, a loud speaker should be connected. Then you may increase with the program that most appeals. Your guests may look to the sound of some famous orchestra or may see the most impressive of some classical art sung by a famous opera singer. The air is your theater, your school, your newspaper, your library. You may hear as long and as often as you wish, at a cost that is surprising to you. Your personal expense is the purchase of a

radio receiving set, an the standard price from which you can estimate you, if you prefer. But set of parts should be good—made by some manufacturer of expert whose products is known as reliable. The better the set, the better your enjoyment of the many things to do as you should it own.

The battery is the most part of any receiving set. Eveready Batteries—reputable for radio—more better, but larger and give better results.

MATHEW PATRICK COMPANY, Inc.  
Headquarters for Radio Battery Information  
Main 756 - 3rd Floor  
Chicago - 1000 North Dearborn St. - Dept. 200 - 1000 North Dearborn St.

—One of a series of Eveready Radio Battery advertisements now appearing in leading national publications.

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things. The meat in the coconut is this thought, the farmer is a good prospect and only a few have bought so far.

Somehow the farmer does not connect up easily with things electrical and it takes some very definite educational work to accomplish this. This is a day when the farmers are grouping themselves under leaders. The county agricultural adviser, commonly known as the county agent, is recognized as a leader among the farmers. He is the link between the farmer and the Agricultural College and the Department of Agriculture. He is one of the greatest educational factors in farm life in this country. Under his direction the whole farm bureau movement has developed. Through him much can be done to sell the idea of radio to the farmers.

One State Director of Extension who has 46 county agents under him built a good radio broadcasting set at the college and then put a two-tube portable receiving set in the hands of each county agent—46 centers of infection from which radio can be caught by farmers.

**A** RADIO Market News representative was in the office of one county agent when his radio set was delivered. What that county agent knew about radio you could write on the back of a postage stamp with a piece of charcoal. The department man could not stay to help him put up the set and answer his 1001 questions and so tried to get him some help from other quarters. The county seat town has a population of about 50,000 and two electrical supply stores selling radio sets and parts. The department visitor tried an experiment in radio promotion work. The most promising of the two radio

dealers was invited to the county agent's office to talk radio, see the new set and to get acquainted. He instantly saw that the new set needed certain adjustments as to battery connections. He also tested the tubes and found one defective, and before the county agent and a dozen farmers, who were in the office, he explained how an antenna should be erected. Every farmer in the room asked questions and showed a keen interest in the set their county agent had just received. The department man hurried out to catch his train, but went away satisfied with the results of the experiment. The county agent had not known the electrical dealer, nor did the farmers. The radio dealer had not sold a radio set to a farmer since he had started business, but was much pleased with the new lead that had been opened to him.

**T**HERE certainly is a need for some agency to bridge the gap between the dealer and the farmer. If the dealer is the electrical supplies man he will need some help to get acquainted with the approach to farmer customers. Advertising of radio in farm papers to help in this will have to be placed on a par with that of phonographs and farm electric lighting outfits so as to back up the efforts of the local dealers. Only a few radio manufacturers have used any of the farm papers, and still fewer have made the kind of appeal that could possibly get across.

There are lots of other radio problems that touch the farmer. These are broadcasting programs and schedules of weather forecasts, market reports, agricultural news, and educational matter, besides the entertainment that farm folks are as interested in as the city radio fan.



## So practical— so convenient

DUBILIER DUCON  
Socket Plug



The Dubilier Ducon is the standard socket-plug.

It takes the place of the cumbersome, unsightly antenna.

Simply screw the Ducon in any lamp-socket and connect it with the radio set. Not only are the broadcasting stations heard clearly, but tuning is sharper.

Dubilier Condenser and Radio Corporation  
48-50 West Fourth Street  
New York



DUBILIER MICADON  
The Standard Fixed Condenser



DUBILIER VARIADON  
Variable Mica Condenser



DUBILIER DURATRAN  
Radio Frequency  
Transformer



# When Dealers Write Letters Like This—

496 Provident Avenue,  
WINNETKA ILLINOIS

November 9, 1923

E. P. Bartlett & Co.,  
9 So. Clinton St.,  
Chicago, Ill.

Gentlemen:

You may be interested to know my results with the Cutting and Washington 11-1 Receiver, on Sunday night, November 4 at 11:55 P. M. I tuned in very clearly on the loud speaker KEJ at Los Angeles, Cal. I heard two violin selections after which they signed off for the night.

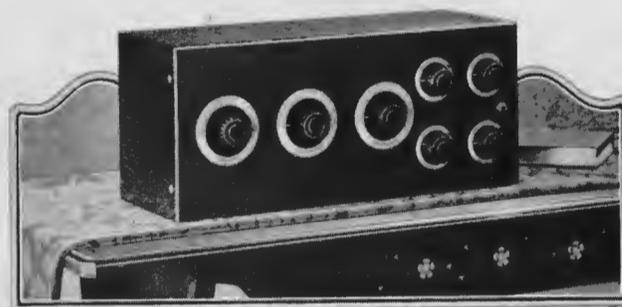
I also heard during the evening WOAI at San Antonio, Texas, KIZ at Denver, Colorado, WOAW at Omaha, Nebraska, and all southern and eastern stations came in as strong as our local stations.

Very truly yours,  
(Signed) CLARENCE H. AFFELDT

## Cutting and Standard of Excellence

Say you saw it in Radio Merchandising

# It's Time To Investigate



**T**HERE are two outstanding features in Radio this year—the unequalled performance of Cutting & Washington Receivers, and the success of the C&W Magazine, "What's in the Air?" which is furnished FREE to C&W Dealers to mail to their prospects.

Dealers throughout the country report that they have sold one C&W Set after another, purely on the recommendation of enthusiastic C&W owners. They also report that they are making their shops RADIO HEADQUARTERS in their cities, through the use of "What's in the Air?"

Don't neglect this opportunity to establish a bigger business this year. Write for the complete C&W Plan.

The Cutting & Washington Radio Corporation

Minneapolis Kasota Bldg.

Minnesota

# Washington

in Radio Since 1913

Say you saw it in Radio Merchandising



©Kadel &amp; Herbert

## Girl Scouts Take Up Radio

*A Field Worthy of Careful Cultivation by the  
Radio Merchant*

**T**ROOPS of Girl Scouts throughout the country are following the lead of their brother Boy Scouts and are rapidly becoming enthusiastic radio fans. Some who got the bug early are now confirmed hams, and they're giving their big brothers a run for their money.

Those radio merchants who followed our advice a year ago and cultivated the Boy Scouts developed real sales. The same will hold good for those who get after the Girl Scouts.

Looking a little ahead. No encampment of Girl Scouts will be complete this summer without its portable radio outfit. If you develop their interest now you'll have them with you in the summer, when sales are harder to make. Remember, too, that many of the older folks get their first radio enthusiasm through the youngsters.

The Girl Scouts, Mr. Radio Merchant, represent direct and indirect sales that are worth going after.

## The Whole Family "Listens In"



It makes a happy family group, when Dad, Mother and the children can "listen in."



The Barkelew Four Phone Plug makes this possible.

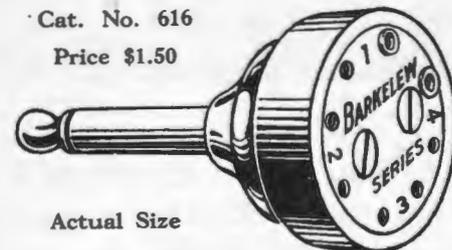
With this plug, 4 persons can enjoy the Radio Program from your set, as clearly and distinctly as one. There is ample room for all the phone tips, and they can be adjusted without removing the plug.



## Barkelew Four Phone Plug

Cat. No. 616

Price \$1.50



Actual Size

Connects one to four head sets all *in series* to any radio set employing standard telephone jacks. Improvements in the 1924 model make it the most reliable buy on the radio market.

CHICAGO, ILL.  
15 S. CLINTON ST.  
NEW YORK  
50 CHURCH ST.

**BARKELEW**  
ELECTRIC MANUFACTURING CO.  
MIDDLETOWN, OHIO.

SAN FRANCISCO,  
75 FRENCH ST.  
LOS ANGELES  
411 S. MAIN ST.



©Kadel & Herbert

## RADIO SLEDDING

*A Unique Way for Merchants to Advertise  
Their Business*



FROM up Lake Placid way comes the above picture of two charming maidens enjoying radio and winter sports at one and the same time. There are two suggestions in the picture for radio merchants whereby they may attract interest to their merchandise and possibly increase sales. The first suggestion, obviously, is to equip a sled with a radio receiving set and loop aerial and see that it gets around to the most populous parts of your town.

The second suggestion is to build up a window display around the idea. You can do this in your own window, and you can also possibly arrange with a nearby sporting goods dealer, if he does not carry a line of radio, to equip a sled in his window, bearing a card announcing that it is radio equipped by your store.

The novelty will appeal to the window shoppers and may result in some sales.

### Model X

**\$285, Fully Equipped With  
Built-in Loud Speaker**

A newly perfected development of the Kennedy Engineering Staff—unusual because it combines operating simplicity with the same high standards of selectivity and precision that have characterized the earlier models of Kennedy Radio Receivers.

After an initial setting is made, only one dial is required for tuning. Each station has its own single dial setting. Operates on any ordinary antenna—preferably outside type—and covers the entire broadcast wave band. "Re-radiation" has been practically eliminated.



### Tremendous Merchandising Possibilities in This New Kennedy Radio Receiver

The new Model X Kennedy Radio Receiver is a noteworthy combination of advanced radio development and exquisite furniture artistry. It fully answers the popular demand for a radio receiver that is simple to operate, thoroughly dependable, very selective and which is an adornment to any home.

Tuning is unusually simple. After a preliminary setting has been made, tuning is controlled by a single dial. Dial settings are always the same for any given station—regardless of where the receiver may be operated or the kind of antenna that may be used.

Model X is very selective—it will clearly differentiate between distant and nearby stations only a few meters apart. Local interference can in most cases be eliminated as satisfactorily as with the older Kennedy models. Mechanically it bears the same high stamp of excellence that has characterized all Kennedy Radio Receivers during the past 12 years.

No detail of construction has been overlooked. Even the angle and height of the panel has been determined, after much thought and study, to provide the greatest ease and comfort in tuning. Dials and tubes are symmetrically arranged.

Model X is a graceful piece of furniture. The cabinet is of mahogany, hand-

rubbed to a satin finish—the delicately patterned inlay of satin-wood and ebony and the grill at the front indicate its Sheraton design. When not in use, the drop lid is lowered into place, giving the cabinet a particularly handsome appearance. The loud speaker built into the cabinet has been specially designed by the Kennedy Engineering Staff to reproduce voice and music of unusual quality and satisfying volume.

The price of Model X is only \$285.00 (\$290.00 west of the Rockies) completely equipped with all tubes, dry batteries, Kennedy 3000-ohm phones with plug, and built-in loud speaker. Other models range from \$125.00 to \$825.00 (prices slightly higher west of Rockies) fully equipped.

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

**THE COLIN B. KENNEDY CO.**  
St. Louis San Francisco

*All Kennedy Receiving Sets are regenerated—licensed under Armstrong U. S. Patent No. 1,113,149.*

# KENNEDY

*The Royalty*  *of Radio*

Say you saw it in Radio Merchandising



## WANTED — Some Extra Head Phones or a Loud Speaker

*Some Sales That Can Be Closed If You Get the Co-operation of the Youngsters*

**T**HE cartoon above, by Klinker in *Radio*, is true to life. To every live radio merchant there is a sales message in it as well as a laugh. There are still lots of homes, possessing homemade sets, where the proud builder gets shoved aside by his elders when there is something big coming over the ether. This fact, and reference to your card list, will give you the ammunition for a 'headphone and loud speaker drive that will net you good results.

Go over your ham list and address to each a letter something along the following lines: Dear Billy—That was a great fight last night shot out by XYZ. Did you get it right? Wasn't it exciting in the third round when Smith had Jones down and the referee had tolled the count of eight and then—

they were at it again? I got a real kick out of it and I'm sure you did.

Or did the good old Pater grab the headphones and forget all about you? That happened to a couple of my customers, but they took the bull by the horns and dragged their daddies into my store this morning and made them cough up the necessary for a multiple phone plug and an extra pair of phones.

And that's a good tip for you! Tell your dad that he should be a good sport and add an extra pair of phones to your outfit before the next fight. Better still, tell him that a loud speaker will enable the whole family and his friends to listen in. We have some good loud speakers for as low as \$25.

Come in and talk it over.

That kind of a letter will start the youngster off on his right foot and you can rely on his doing the rest.



## It's a WESTON Instant Change PLUG

**H**ERE is the plug that has met with such instantaneous demand practically overnight. Put on the market only last August, thousands are now selling daily.

Why?

Because Weston design and Weston workmanship—so far-famed in the electrical instrument field—was applied to a plug that would be lighter, smaller, less clumsy, one that would require no taking apart, that would permit the cables to be changed instantly.

Are YOU selling these plugs?

If not—you should send for full information, prices, discounts, etc., at once.

## Weston Electrical Instrument Co.

14 Weston Ave.

Newark, N. J.

*Branch offices in all principal cities*

Electrical  
Indicating  
Instrument  
Authorities  
Since 1888

# WESTON

STANDARD - The World Over

Say you saw it in Radio Merchandising



## Look for the name on the carton

Insist on Cunningham Radio Tubes—there is no higher Quality

THE presence of the word "Cunningham" on Radio Tubes tells the character and quality of this product—the ideals, engineering skill and service given to the Radio field since the year 1915 by E. T. Cunningham, Inc. Cunningham Radio Tubes, standard for all makes of receiving sets, are the product of the great sci-

entific organization, the Research Laboratory of the General Electric Co.

**Patent Notices**  
Cunningham tubes are covered by patents dated 2-18-08 and others issued and pending. Licensed for amateur, experimental and entertainment use in radio communication. Any other use will be an infringement.

### New Prices On Cunningham Tubes Now in Effect

C-301A—5 Volts  $\frac{1}{4}$  Ampere filament .....\$5.00  
C-299—3 Volts .06 amp. Dry Battery Det. and Amp. ....\$5.00  
C-300—5 Volts Gas Content Detector .....\$5.00  
C-11—1.1 Volts .25 amp. Dry. Battery Det. and Amp. Special Base.\$5.00  
C-12—Similar to C-11 with standard base.\$5.00

*The care and operation of each model of Receiving Tube is fully explained in our new 40-page "Radio Tube Data Book." Copies may be obtained by sending ten cents to our San Francisco office.*

*E. T. Cunningham Inc.*

Home Office  
182 Second Street  
SAN FRANCISCO

154 W. Lake Street  
CHICAGO

30 Church Street  
NEW YORK

Say you saw it in Radio Merchandising

# CAMCO PRODUCTS

## 5 Big Profit Makers

You've been waiting for a phone, true in tone, that you could sell with any popular Loud Speaker.

Camco Loud Speaker Unit is built on the same high quality basis as other Camco products and meets the demand of the radio public. Use coupon for complete details.

Name .....

Address .....

City ..... State .....

Jobber's Name .....

Please check phones interested in:

Loud speaker Unit .....

Cannon Ball Headset, retail price \$3.50.....

Superb Headset, retail price \$4.00.....

Grand Headset, retail price \$5.00.....

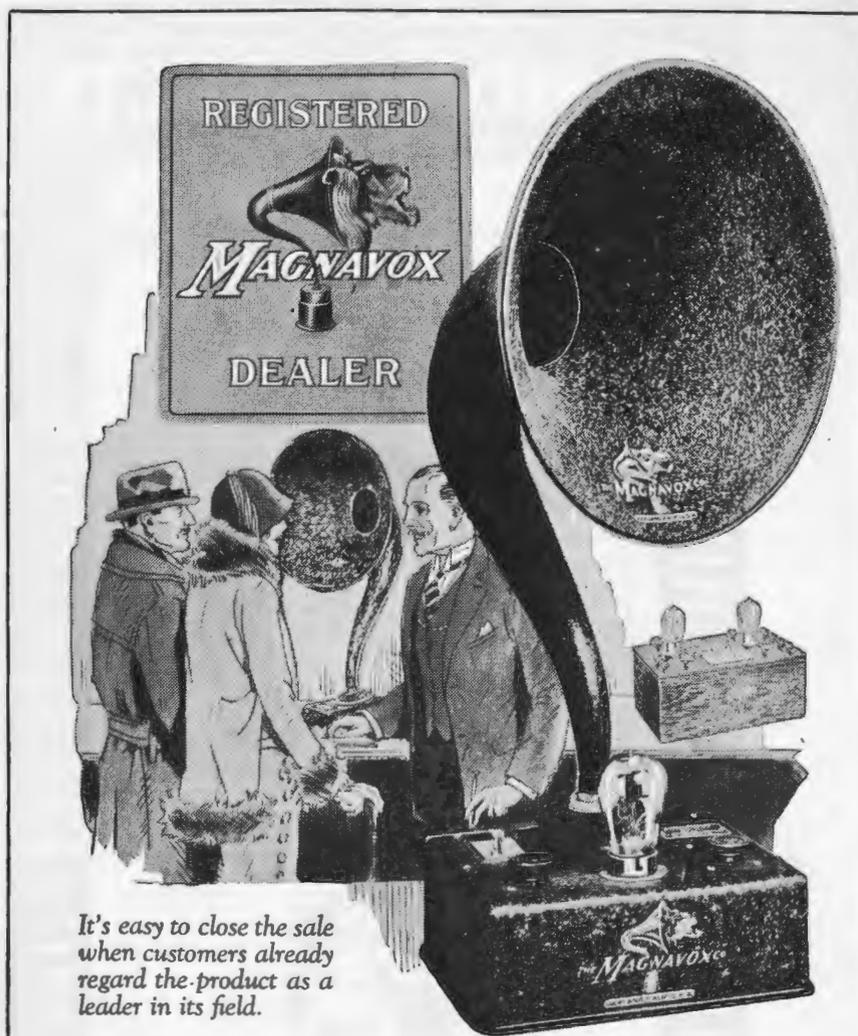
De Luxe Headset, retail price \$7.50.....



**GANNON & MILLER SALES CORP.**

47 W. HURON ST. — BUFFALO, N.Y.

Say you saw it in Radio Merchandising



*It's easy to close the sale when customers already regard the product as a leader in its field.*

A1-R—\$59.00

*The* Magnavox Combination Set has no real competition—results given by this apparatus are so satisfactory that dealers readily build up business in very profitable volume. The other

Magnavox products here shown have each a large field of usefulness—Magnavox is the only complete line of Radio Reproducing Equipment.



Magnavox Electro-Dynamic Reproducer R3 . . \$35.00  
The most efficient radio reproducer for storage battery sets.



Magnavox Semi-Dynamic Reproducer M1 . . \$35.00  
Designed for dry battery receiving sets.

As illustrated, Magnavox Combination Set A1-R consists of Magnavox electro-dynamic Reproducer combined with a one-stage Magnavox audio-frequency Power Amplifier in one handsome and efficient unit: \$59.00. Also made with two-stage Power Amplifier (A2-R) to sell at \$85.00.

Five-watt transmitting tubes or any type of amplifying tube may be successfully used, thus covering the widest possible range of operating conditions from the smallest house to the concert hall.

Of extreme interest to the customer is the special modulating device which controls volume—a unique Magnavox feature.

*Unusual sales cooperation is offered every Magnavox Dealer; for details apply to nearest Magnavox Distributor or Jobber.*

**THE MAGNAVOX CO.**

OAKLAND, CALIFORNIA  
New York Office: 370 Seventh Avenue  
Canadian Distributors: Perkins Electric Limited,  
Toronto, Montreal, Winnipeg



©Fotograms

Making the Chores a Joy. Down on the Farm There Are Lots of Sales Waiting.

## What We Learned About Selling Radio Merchandise

An Interview with E. L. Erickson of Erickson and Lindquist, Chicago

By Will Whitmore

**W**HEN we first started selling radio merchandise," says E. L. Erickson, of Erickson & Lindquist, Chicago radio dealers, "our enthusiasm led us into mistakes in selling which we soon found were creating dissatisfied customers and hindering the growth of our business. We were 'over-selling' radio—promising too much and leading customers to believe that nearly anything was possible with the sets we sold them.

"Take the matter of tuning out nearby stations. Most of our

trade is situated within a few blocks, or a mile or so of one of the most powerful stations in the mid-west. In our enthusiasm for the sets we were selling we assured all of our customers that it would be an easy matter to tune out this station and receive programs from all over the country without the slightest interference.

"Now everybody knows that this is too much to expect of the ordinary regenerative set in the hands of a rank amateur—and the average radio buyer is today an amateur of the first water. With the exception of a small percentage of customers who

## 130 Standard Radio Parts

Designed, Manufactured  
and Guaranteed by

# Federal

Standard RADIO Products

—give dealers the strong selling advantages of a complete line of mechanically accurate radio parts, plus the good will value of an iron clad guarantee, backed by an organization of national reputation.

If you are not already reaping your profit from the Federal line, it will pay you to investigate.



## Federal Telephone and Telegraph Company

Factory: BUFFALO, N. Y.

BOSTON NEW YORK PHILADELPHIA CHICAGO PITTSBURGH  
SAN FRANCISCO BRIDGEBURG, CANADA LONDON, ENGLAND

have been dabbling in radio for a year or so, the average customer doesn't know a variocoupler from a variable condenser. Of course there are certain customers who have passed the amateur stage and who may tune out nearby stations with reasonable success, provided the antennae is properly balanced and installed, but this type of customer is rare.

"We found that we were stressing the wrong points in selling radio. You know people have passed the dial twisting stage. They no longer find the greatest joy from radio in boasting to their friends that they heard six stations—from Scheenady to Denver—in one night. They want entertainment. So we started in to sell entertainment. We talked programs, emphasizing the local programs, which are as good as any from any station in the country.

"After all, people are not as a rule interested in dials, transformers, grid leaks, rheostats and sockets—they want music, lectures, jazz or sermons. So we stopped talking technicalities and started in to sell entertainment. We stressed the idea of turning on the set and sitting comfortably at home and enjoying an entire evening's program without interruption. Then sales began to pick up. And every set we sold stayed sold. Our customers were satisfied because we had not held out false hopes and promised results which can be obtained only by skilled operators.

"We found it unnecessary to make big claims to sell our sets. We sold programs and the public bought sets and parts. Only a few weeks ago we had a call from a prosperous resident of our neighborhood who complained bitterly about his set, which he had purchased from a downtown radio store. He was thor-

oughly 'unsold' on radio. He complained that he could get nothing out of his set except certain noises which sounded as if his wife was frying the breakfast bacon. We offered to investigate and see what the trouble was, not because we hoped to sell a set, but because we knew that this disgruntled customer of another shop would doubtless scare away many 'hot' prospects from our store—and every other radio store as well.

"We sent one of the young men whom we employ to install and service our sets to investigate this man's trouble. He found a widely known four tube single stage radio and two stage audio frequency set. There was nothing wrong with the set. All the trouble was in the customer's mind. He had been oversold. The salesman had apparently painted a glowing picture of the tuning feats which this set would accomplish, yet he had neglected to even show the customer how to tune the set. He had told of the wonderful programs of far-away stations, claiming that it was easy to tune out a powerful station less than a mile distant.

"Our trouble shooter started in to show the customer just how to tune his set, at the same time telling him of the 'cracker-jack' programs being sent out from the several local stations. In installing the set, someone had failed to properly insulate the antennae. This was remedied in a few moments by our representative. The morning after his visit we received a call from this customer, who bought a loud speaker. He was as enthusiastic over his set as the most ardent radio fan we ever saw. One other family in the building where he lives has just bought a set from us, and we expect to sell at least two more of his friends whose names he

# Exit Variocoupler

## Enter Erla Selectoformer



### Combines Improved Properties of Coupler and Wavetrap

Again Erla contributes notably to radio advancement. Erla Selectoformer, replacing alike variocoupler and wavetrap, greatly increases volume and selectivity in radio receivers, at the same time reducing cost.

Selectoformer, as the name implies, operates simultaneously as a selector and radio frequency transformer, picking off of the antenna the one wavelength desired and amplifying it to normal strength.

Thus is avoided the interference common to receivers that depend for selectivity upon tuning the coarse antenna system. Also, because of the amplification brought to bear, there is eliminated the loss of energy encountered in wavetraps of conventional type.

With Selectoformer, distant signals come in loud and clear, even with powerful broadcasting in progress. Tone quality, likewise, is greatly improved, through reduction of static and other disturbances.

An improvement so notable is certain to find rapid acceptance among owners of receiving sets everywhere.

Wide awake dealers will protect their requirements by ordering now, in advance of our powerful consumer advertising in radio magazines and national publications, now ready for release. See your jobber today, or write, giving your jobber's name.

Electrical Research Laboratories  
Dept. N 2515 Michigan Avenue, Chicago

# ERLA



Superior worth of Erla audio transformers, shown in their exclusive ability to amplify three stages without distortion, improves any set. \$5



Erla condensers alone carry a certificate of accuracy on their labels. Look for the words "Tested Capacity" when buying. 35c to 75c ea.



Patented telescoping rim of Erla bezels fits any 1/4" to 3/4" panel, neatly screening openings required for tube ventilation. Nickel or enamel, 20c

Jobbers—Erla research facilities constantly open new sales opportunities. Rapid turnover and liberal discounts assure exceptional profit. Write or wire today.

Say you saw it in Radio Merchandising

has given us. Now he is content to listen to local programs, leaving Monday nights (when local stations are silent) for the distant stations."

To check up Mr. Erickson's claim that many radio dealers are "overselling" radio and stressing the wrong sales points the writer visited several stores and found that nearly every salesman stressed the idea of getting music and entertainment from all parts of the country. They talked distant sta-

tions and technicalities. Of course, the technicalities were interesting to me, for I am a radio fan of long standing, but the average prospective radio buyer knows nothing and cares little about the inside of the set. All he wants is a device that will bring in interesting entertainment.

The radio dealer must tear a leaf from the sales experience of the phonograph people. They sell and talk about artists, leaving the customer to take for



©Keystone

Something New in Grounds! Virginia Beardsley, of the Ziegfeld Follies, Uses Her Metal "Dress." The Sales for This Type Are Limited.

## A CROSLEY RADIO MESSAGE

IN February 1920, Powel Crosley, Jr., then engaged in the manufacturing business in Cincinnati, became interested in radio. Production of radio apparatus was commenced shortly afterwards under the name Crosley Manufacturing Company. About January 1, 1923, Powel Crosley, Jr., and his associates, acquired the capital stock of The Precision Equipment Company, one of the seventeen original licensees under the Armstrong patent.

The growth of the two institutions known as Crosley Manufacturing Company and The Precision Equipment Company in the radio field has been phenomenal. The public recognizing unusual value, has clamored for the products of these two companies. Both institutions have been operated entirely independently of each other, but for various reasons, a merger has been effected in the following manner:

The name of The Precision Equipment Company, of which Powel Crosley, Jr., was and continues to be President, has been changed to The Crosley Radio Corporation and an arrangement made whereby the business of the Crosley Manufacturing Company has been taken over by the new Corporation.

Thus operating under the same policies and with the same personnel, many economies will be effected in production, administration, management and in many other ways.

The products of the Crosley Manufacturing Company have carried the trade name "Crosley"; those of The Precision Equipment Company the trade name "Ace". In the future all products of The Crosley Radio Corporation will bear the trade name "Crosley."

Practically every dependable radio dealer in the United States sells Crosley apparatus. If not, he can get it for you. The success of the name "Crosley" in the radio field is founded upon a well defined policy of producing efficient radio apparatus, simple in construction, in large quantities, to be sold at moderate prices, thus thoroughly living up to the Crosley slogan "Better—Cost Less."

Mr. Leonard H. Weeks, Minot, North Dakota, the only amateur in the United States consistently handling traffic with Captain Donald McMillan, North Pole, uses our \$20 and \$50 sets.

Armstrong regenerative receivers, manufactured by The Crosley Radio Corporation, are licensed under U. S. Patent No. 1,113,149.

Send for complete Catalog of Crosley Receivers and Parts giving name of your jobber.

The Crosley Radio Corporation owns and operates Broadcasting Station W L W

## THE CROSLEY RADIO CORPORATION

POWEL CROSLEY, JR., President

FORMERLY

The Precision Equipment Company and  
Crosley Manufacturing Company

239 Alfred Street

Cincinnati, Ohio

The Largest Manufacturer of Radio Receivers  
in the World

Say you saw it in Radio Merchandising

granted the fact that the phonograph has a good motor and is made of the right sort of material. Of course the radio salesman must know radio, so he may be able to explain the technical features to the buyer who demands it, or to the experienced radio fan, but just because the salesman happens to be a good radio technician is no reason he should dumbfound the prospect and slow up the sale with a maze of technicalities.

Several of the most successful dealers I talked with agreed thoroughly with Mr. Erickson's idea that the public must be thoroughly sold on the right features of radio and that the set must be properly installed. One of them claimed that the many radio sales which were being killed by dissatisfied purchasers were traceable right back to the lack of information on the subject. It is a mistake to sell a set without explaining its operation to the buyer.

One dealer told me of a personal friend who bought a set. About a week after the sale was made the dealer paid his friend a visit only to receive a chilly reception. He found his friend thoroughly disgusted with radio.

"The music sounds mushy and indistinct, and voices are absolutely unintelligible," explained the friend to the dealer. Sure enough, the customer's complaint proved to be justified. Investigation showed that the rheostats were turned on as far as they would go—far past the os-

cillation point of the tubes. Then he twisted the dials, as if trying to catch the forgotten combination of the office safe. The dealer promptly adjusted the rheostats to the correct point and carefully tuned the set and in a few moments the dealer and his friend were listening to a program of nearly perfect music. A satisfied customer—indeed, an enthusiastic customer—was created in a few moments.

When the average customer complains that his set is not working there is seldom anything wrong with the set. He may claim that the stations are getting so much weaker that he cannot use his loud speaker when there is nothing more serious than a faulty or unsoldered connection. It pays to send a man to carefully check up these possible discrepancies, for we all know that an enthusiastic customer will sell from one to a dozen sets to his friends, whereas a disgruntled customer plants prejudice and skepticism in the minds of every one of his friends.

Automobile salesmen no longer promise the impossible. They used to sell cars on the strength of speed alone. They created dissatisfied customers. Today the automobile salesman has learned to be conservative in selling and to follow up each sale and see that the customer is satisfied. Every new industry passes through a stage of "overselling" and exaggerated selling which results from enthusiasm, rather than from a deliberate desire to misrepresent. The radio industry can learn from the mistakes of the older industries and in so doing hasten the day when radio merchandise is as staple and stable as sugar in the grocery store, or rouge and powder in the drug store.



## Radio Dealers!

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



Regenerative Receiver No. 102 \$95.00

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

**Chelsea Radio Company**  
177 Spruce Street Chelsea, Mass.

Sell  
Radio  
the Year  
Round

*"Sell Radio the Year Round"  
League—A Winner*

*Radio Merchants Endorse Plan to Co-ordinate  
Activities of Vast Army of Sales Folks*



HE "Sell Radio the Year Round" League announced in our January issue is a sure-fire winner. Thirty states have been heard from and not a dissenting voice! Proprietors and managers of stores, big and little, have written us commending our idea of mobilizing the vast army of radio retail salesmen.

Last year was a record radio year. It is estimated that a hundred and fifty million dollars' worth of radio merchandise passed over the retailers' counters. With the army of fifty thousand radio retail salesmen organized in their effort to "Sell Radio the Year Round," what will the record of sales for 1924 be? The goal should be "double the 1923 sales," and it can be done.

Here's what some of the folks have to say of the League:

The proprietor of a store in Caldwell, New Jersey, writes: "Another bull's eye for R. M., only we hit it before you did.

When your little magazine comes along each month, it comes to my desk. I put my comment on the margin of the page on each article, then I pass it on to my two salesmen (mine is a small store). When they have moiled over your dope we put our heads together and get some of your ideas working. F. B., O. M. Keep up the Good Work! The League has got three members in my store—all there are of us!"

From Dallas, Texas, comes this: "Shake again! Put our staff of five on your League roster. Radio can and will be sold the year round and you're doing a lot to help us out. This month we're putting your 'real estate for sale' and 'loan loud speakers' idea to the test, and we're sure they'll go over."

From Los Angeles, California: "Our whole sales staff were members of your League long before it was organized. Everyone in my store is required to read your magazine each month. It is a part of his work, usually an agreeable part, for

**UNITED**



## AMPLIFICATION

At the dealers counter is where United Radio and Audio Frequency Amplifying Transformers show their salesability.

The thousands of these instruments in satisfied users hands daily, send people to the dealers asking for United.

Don't miss sales—have the United there to sell. You'll find they'll make the cash register ring.

*Illustrated Catalog of United Radio Parts on request.  
Jobbers write for discounts.*



Radio Frequency  
Transformer  
\$2.50 List

**UNITED  
Mfg. & Dist.  
COMPANY**

9710 Cottage Grove Ave.  
Chicago

N. Y. Office  
145 W. 45th St.,  
New York.

San Francisco Office  
709 Mission St.,  
San Francisco, Cal.



Radio Frequency  
Amplifying Unit  
\$3.50 List

**UNITED**

it helps each one sell more goods and his commission check is larger each month. We know you will be interested to learn that we built up a window display from suggestions in RADIO MERCHANDISING which we entered in a recent contest and which pulled in the first prize of a Thousand Dollars. Your little book is worth its weight in gold!"

From Wheeling, West Virginia: "We like your League idea. We are going to have a monthly meeting hereafter and your entire magazine will be read to my four salesmen. Then they'll be told to go to it. Enroll the five of us as charter members."

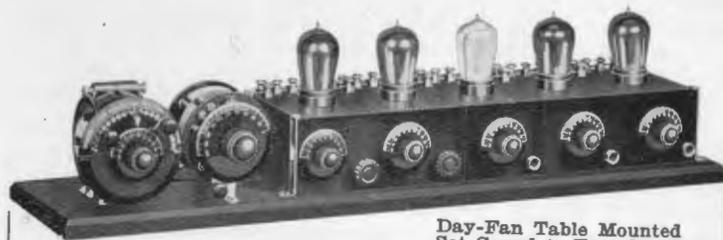
From Reading, Pennsylvania: "If the League of Nations is not popular in these United States, I can assure you that your 'Sell Radio the Year Round' League is popular in my store. We are going to be boosters for the idea. You will hear from us again."

From Denver, Colorado: "The Boss has appointed me chairman of our store's branch of your League. It is not a new duty, however, for I have been the custodian of your magazine here for a year. I have found at least one, and usually several, ideas each month, that we have put to work with good results. 1923 was our best year in sales. Enough said."

### *Why Margin Is Figured on Selling Price*

Nine reasons why margin is figured on selling price are given below:

1. Because neither margin nor profit is made until after the sale is made.
2. Because other business figures are based on their relation to sales, and all business figures should be uniformly determined.
3. Because selling expenses are always figured in relation to sales.
4. Because taxes are based on sales.
5. Because sales totals are usually available at a glance.
6. Because profit is earned to reward all your capital and not only that part invested in merchandise.
7. Because it indicates correctly the margin or profit when the selling price is stated.
8. Because allowances and discount are always made on sales.
9. Because mark-down is always figured on selling price.



Day-Fan Table Mounted  
Set Complete Type No. 9

## Another Opportunity for Bigger Profits

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

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

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

**The Dayton Fan & Motor Co.**

*Established 1889*

[Dayton

Ohio



**Price Maintenance Bills** Everyone interested in the constructive progress of the radio industry should take more than a passive interest in the campaigns now being developed among various groups of business men for the purpose of supporting the price maintenance bills scheduled to come up before Congress. The bills in question are the Kelly-Stephens Bill, known as H. B. 11, and the Merritt Bill, known as H. B. 13494. Although the two measures have been introduced by two Congressmen, the aims of both are to provide needed protection to the manufacturers of trade-marked products through granting them the right to fix and maintain resale prices on their products. The bills, moreover, have been designed to avoid the possibility of encouraging monopoly, which should serve to kill the favorite argument of those in the past who have opposed such measures.

Various industrial Chambers of Commerce have come out strongly in support of the measures, favoring both of them in the hope that at least one of the bills will be successful in passage. It might be well for the members of the radio trade to endorse the price maintenance measures, and then get back of the bills actively, through their own trade associations or in co-operation with local Chambers of Commerce.

A price maintenance law will not prove a panacea for all the ills of the industry, but it will at least serve to put a check on the price cutter and the gyp artist and play a part in keeping a stable market for the products of standing and hard-earned reputation.

### Watch Washington

Unless indications fail, the present session of Congress will have many points of interest for retail merchants. In addition to the sales maintenance bills, there will very probably be placed before Congress a "cost-mark" bill, designed to show the public the tremendous

"profit" which the retailer makes; a sales tax advocated as an auxiliary means of defraying the staggering cost of the soldiers' bonus; a licensing bill, providing for the payment of a federal license tax, in addition to the state tax, by all retail stores.

It is for these reasons that it is necessary for all retail merchants to keep a careful eye on Washington and to have stationery handy on which to forward their immediate protests against bills inimical to their interests. "Watch Washington" will have to be the slogan for the next few months.

### Trade-Ins

The mechanical and technical progress of radio in the past year has developed a new problem for the radio merchant. Many customers who purchased sets a year ago want something more up-to-date and they want to trade-in their old set as part payment. There is no way for the merchant to develop a fixed policy in this respect. Every proposed trade-in must be considered separately. But in accepting trade-ins of any sort the radio merchant might well follow the methods utilized successfully in other trades and allow only as much for the used set as can be realized when it is resold, deducting from the allowance, of course, repair and reselling costs. It must be remembered that as soon as a receiving set leaves the merchant's store it becomes a used instrument and suffers an immediate depreciation in value. If the dealer deducts a proper percentage from the purchase price of the used set and then deducts a proper amount for depreciation, due to age, wear and tear, he is going to arrive at a valuation that may not always prove pleasing to the customer, but will at least be fair to himself.

### Using Small Space

Very many of the smaller retail radio stores are of the belief that newspaper advertising is beyond their reach, when such is not the case at all. A limited appropriation will place a newspaper campaign that will produce good results if it is carefully thought out and strictly adhered to over a period of time long enough to prove itself. Spasmodic advertising for the retail merchant gets nowhere. Take your last year's profit figures, decide on a definite appropriation, then check up and determine the exact amount of space you can have each day, or each week, then stay with your program to the end. You will be amazed at the results.



Don't let habit tie you to small turnover. Try out the ideas below.

## The Dealers' Calendar

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

**Friday, February 1st:** Do you always tie up your leading counter display with your window display? It is a good practice, successfully followed by progressive dealers.

**Saturday, February 2d:** Have you a display table carrying all the literature of the manufacturers whose products you retail? Put this table as near the door as possible with a neatly printed card, "Help Yourself." The manufacturers will appreciate your putting their printed matter in circulation.

**Monday, February 4th:** A dealer in Wisconsin sends out a post card once a week, on which he prints a diagram of one of the new circuits, to all of his ham prospects. Along the top of the card is printed the name of the circuit and below the diagram, "It's a good circuit—we have the parts." This dealer sells an unusual quantity of parts.

**Tuesday, February 5th:** A dealer writes us from Trenton,

New Jersey, that every other week he sends out a post card to his prospect list calling their attention to the fact that they can get certain radio merchandise that is advertised in current issue of Saturday Evening Post. He finds that this kind of follow up pays.

**Wednesday, February 6th:** There are a lot of customers who "follow the lead" of others in all localities. A dealer who has made heavy sales on any one set will find it advantageous to send out a letter to prospects along the following lines: "We have sold \_\_\_\_\_ sets in the past month. All the folks who purchased them are satisfied. Why not have our engineer demonstrate one in your home?"

**Thursday, February 7th:** The week of February 11th to 16th would be a good one to put in use the idea, discussed on another page of this issue, by having a young woman demonstrate circuit assembly in your

# N & K

## A Head Set That Sells and a Selling Feature that Speeds Sales.

**BECAUSE** we know from past experience that once the radio enthusiast listens to his own set through a pair of N & K Phones he is not content until he owns them, we are authorizing dealers to sell our phones on a positive money back basis.

On March 15 the full page ad in the Saturday Evening Post, reproduced here, will announce this plan. It also will contain a national list of leading dealers who sell our product. To be prepared for this big drive, you need a full stock of N & K Phones in your store before the advertising appears. Pending final announcement of our jobber distributor organization, we will fill orders direct. Wire or write at once.

TH. GOLDSCHMIDT  
CORP.  
15 William St. New York



This full page will appear in the Saturday Evening Post March 15. We will send you proofs to paste on your window. Use them and watch your phone sales jump.

This display carton in colors contains ten N & K Head Sets, together with complete set of display material and leaflets. For limited period, it may be ordered direct from us.



Say you saw it in Radio Merchandising

# A Radio Statement to the Public—

## The Meaning of Coordinated Scientific Research

**K**EEPING its pledge to the public, the Radio Corporation of America has concentrated its vast research and engineering forces upon the solution of certain fundamental problems facing the art—problems which have become more apparent as broadcasting stations and radio receivers multiply.

The phenomenal expansion of the radio industry, and the universal and ever-increasing appeal of radio, represent an outstanding development of the present century—for this industry has grown from infancy to maturity in a space of but two years.

# Radiola

REG. U. S. PAT. OFF.

Briefly stated, there is today a necessity for

—*A radio receiver providing super-selectivity*—the ability to select the station you want—whether or not local stations operate. A selectivity which goes to the theoretical limits of the science.

—*Super-sensitiveness*—meaning volume from distant stations—along with selectivity.

—*Improved acoustics*—more faithful reproduction of broadcasted voice and music than has ever been possible before.

—*“Non-radiating” receivers*—a new development, a type of receiver which, no matter how handled, will not interfere with your neighbor's enjoyment.

—*More simplified operation*—a super-receiver requiring no technical skill, thus making the greatest achievements of entertainment immediately available to all members of the family.

—*A receiver for the apartment house* and populated districts, requiring neither aerial nor ground connection.

—*Another type of improved receiver for the suburban districts*, equally capable to that above, for use where the erection of an aerial presents no problem.

\* \* \*

Painstaking search in quest of these ideals has led to new discoveries, setting new standards of excellence and performance—discoveries, which have established:

*First*—that improved acoustics are possible—a matter of scientific research and not of haphazard design—for truly melodious reception.

*Second*—that dry battery operated sets can be so designed as to give both *volume* and distance.

*Third*—that the regenerative receiver is susceptible to marked improvement providing selectivity, sensitiveness and simplicity of operation hitherto deemed impossible of accomplishment.

*Fourth*—that the Super-Heterodyne—the hitherto complicated device requiring engineering skill to operate—could be vastly improved—improved in sensitiveness and selectivity—and simplified so that the very novice and the layman could enter new regions of entertainment and delight.

## Watch For Further Announcements

Radio Corporation of America

Sales Office: :

233 Broadway, N. Y. C.

10 So. LaSalle St., Chicago, Ill. 433 California St., San Francisco, Cal.

display window. Get your material ready for installation Monday morning.

**Friday, February 8th:** Lay out the circuits that she will assemble and have, if possible, copies printed for the purpose of passing them out to visitors to your store. This will aid in the sale of component parts.

**Saturday, February 9th:** Put an announcement of your next week's window circuit-building demonstrations in your window. Be sure that all your store visitors and customers today are told about it. Use advertising space in your local paper about it.

**Monday, February 11th:** Secure a picture of Abraham Lincoln and have it in your window today and tomorrow. Put a slogan below the photograph, "What would have happened if Lincoln, just as Coolidge, could have used radio to talk to the entire United States."

**Tuesday, February 12th:** A national holiday. If your store is closed, your time can be spent visiting some of your customers and finding out how their equipment is working.

**Wednesday, February 13th:** Your window circuit demonstrations should be in full momentum. If you can arrange to hold the sets that have been built and that have been sold to the end of the week, display them in your window with a "sold" sign, and, if possible, indicating the name of the purchaser.

**Thursday, February 14th:** St. Valentine's Day. Get some red crepe paper, use it as a border for your window with a heart-shaped cut-out in the center. This will act as a frame for your window demonstration and add timely interest.

**Friday, February 15th:** Announce a prize for the best built set, assembled from your demonstrator's instructions and submitted to you within one week after the conclusion of your demonstrations.

**Saturday, February 16th:** If possible, arrange for all the purchasers of sets during the week to be in your store at a certain hour this evening, either to get their sets or to receive some souvenir from your store. Perhaps it would be a good stunt to have your window demonstrator to autograph all the sets made and purchased.

**Monday, February 18th:** Don't overlook the profit possibilities of erecting aerials. Have cards displayed in various vantage points of your store reading, "Experts in aerial erection."

**Tuesday, February 19th:** Watch your papers closely for wedding announcements. Newlyweds are worth adding to your prospect list. "What is a home without a radio?"

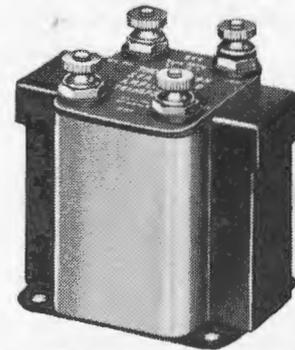
**Wednesday, February 20th:** Capitalize the Mah Jong interest by building up a window display with oriental atmosphere and showing one or two sets with loud speakers. Put in a center poster, "Let Radio Entertain Your Mah Jong Friends."

**Thursday, February 21st:** How many homes have you completely wired for radio? Every home in which you have installed a fairly expensive receiving set represents two or three more loud speaker sales for you if you sell your customer the completely radio-equipped home idea.

**Friday, February 22d:** Washington's Birthday and a national holiday. The evening

# THE ONE BEST SELLER OF THE YEAR

## SUPER AUDIO FREQUENCY AMPLIFYING TRANSFORMER



Thordarson dealers and jobbers are multiplying. They know that Thordarson Super Transformers do move. They know that every time they sell a "Thordarson" they make a friend for they satisfy a customer.

\* \* \*

The COLIN B. KENNEDY CORPORATION and the ZENITH RADIO CORPORATION are on our "satisfied customers" list.

\* \* \*

If you have ever heard either of these sets in operation you know what music the Thordarson Super Transformer can produce.

\* \* \*

Yes, our price is right. A letter from you will bring our proposition to your desk.

\* \* \*

We are here to serve you.

# THORDARSON

ELECTRIC MFG. CO.

500 W. HURON ST

CHICAGO, ILLINOIS

could be used for demonstrations.

**Saturday, February 23d:** How is Your Polar Radio Club working out? Your first monthly competition is nearing a close. Are you ready with your prizes?

**Monday, February 25th:** This being Leap Year, you can have a little fun with your women customers. Try out a window poster: "Ladies: An opportunity that comes once only in four years! Leap Year. Radio Equip Your Home and Watch Its Pulling Power!!"

**Tuesday, February 26th:** You can, if you care to, build up a window display around the Leap Year idea. Lay out your window as a room in a comfortable home, with the confirmed spinster type of female listening in. Put as your slogan—"The extra

day in February Gives Her Hope—and Radio Will Help Her Realize It."

**Wednesday, February 27th:** Why not arouse a lot of interest by offering to present a radio set to the first Leap Year baby? The chances are you will not have to present a set, but you can very probably get some publicity locally by telling of the idea.

**Thursday, February 28th:** Get a photograph of the oldest local radio fan and the youngest, and build a window display around the two enlarged pictures. "Radio Includes All Ages."

**Friday, February 29th:** If you put on the First Leap Year Baby Contest, arrange for the display of the telegrams and letters of announcement in your window and show the set you are presenting to the new baby.

## Narrow Gauge Men

By Thomas Dreier

(Copyright, 1924.)

**D**o you realize it was only fifty years ago that so-called practical railroad men were saying it would be impossible to have such a thing as a standard gauge?

Conditions were as bad then in the United States as they are today in Australia. Freight and passengers had to be dumped out at nearly every big station because the railroad leading to the next station was either wider or narrower and the cars of the first road could not be run over it. When it was suggested that a standard gauge be adopted the so-called practical railroad men of the kind—the conservative men—said it would be impossible to do such a thing because of the prohibitive cost. If the radicals had not prevailed, if they had not convinced the country that, however costly it might be, a standard gauge was the thing, think of the untold millions of dollars the different gauges would be costing the country today.

No, it doesn't pay for one to be sure that something cannot be done.

# 83% PROFIT —OFFER—

## Special Unit Package Necessary Stock for Every Radio Store

5 Big Radio Sellers netting you a clear profit of 83%.

You buy at \$31.00. You sell for \$56.70. You bank \$25.70

FREE—3 MOUNTED VARIOHMS.  
FREE—18 LEAD-INS.  
FREE—72 GRID LEAK MOUNTING CLIPS.  
FREE—DISPLAY MATERIAL FOR WINDOW, AND COUNTER TRIMS.

Dealer's Package No. 101

Electrad	Retail	Dealer's Price	Dealer's Cost	Dealer's Cash Receipts
	each	doz. net		
6—Lead-Ins. ....	\$ .40	\$3.20	\$1.60	\$2.40
6—½ meg. Grid Leaks. ....	.30	2.40	1.20	1.80
12—1 meg. Grid Leaks. ....	.30	2.40	2.40	3.60
6—1¼ meg. Grid Leaks. ....	.30	2.40	1.20	1.80
12—2 meg. Grid Leaks. ....	.30	2.40	2.40	3.60
6—2½ meg. Grid Leaks. ....	.30	2.40	1.20	1.80
12—3 meg. Grid Leaks. ....	.30	2.40	2.40	3.60
6—3½ meg. Grid Leaks. ....	.30	2.40	1.20	1.80
6—4 meg. Grid Leaks. ....	.30	2.40	1.20	1.80
6—5 meg. Grid Leaks. ....	.30	2.40	1.20	1.80
6—Diode Tubes. ....	2.00	16.00	8.00	12.00
6—Diode Tube Sockets. ....	.50	4.00	2.00	3.00
6—Variophms for panel mtg. ....	.75	6.00	3.00	4.50
2—Indorials. ....	1.50	12.00	2.00	3.00
3—Mounted Variophms (Free) ....	1.00	8.00	Free	3.00
18—Lead-Ins (Free) ....	.40	3.20	Free	7.20
72—Grid Leak Mtg. clips (Free) ....	.....	.....	Free	.....
Display boxes for Grid Leaks. ....	.....	.....	Free	.....
Diodes and Variophms. ....	.....	.....	.....	.....
Window Display. ....	.....	.....	.....	.....
			\$31.00	\$56.70

You sell satisfaction when you sell Electrad Products. They are absolutely guaranteed to be the finest quality electrically and mechanically. You get maximum support in the way of big space advertising in all the leading radio papers, window and counter display material, prizes for displays.

YOUR JOBBER CAN SUPPLY YOU

If not, send us his name and we will see that your orders are filled.

Electrad, Inc., Dept. "B," 428 Broadway, N. Y. C.

# ELECTRAD

A name stamped only on Superior Radio Products

*Put  
Feminine  
Beauty  
on  
Your  
Payroll*



© Kadel & Herbert.

**H**UMAN credulity is one of the most easily aroused of the human emotions. Have you ever noticed what a crowd will collect before a restaurant window where there is a colored Mammy demonstrating how Aunt Jemima did the trick?

There is an opportunity for the radio merchant to capitalize human credulity.

Fix up your window as a radio workroom, with bench, lathe, tools, and parts ready for assembly. Hunt up the prettiest girl radio experimenter that you can find—maybe you have one on your sales staff—and arrange for a week of radio building demonstrations.

Set up a microphone on the work bench and have the demon-

strating girl tell just what she is doing while she does it. In this connection, it will be better to have her "talk" written out. Be sure to specify by name every one of the parts as she handles them. Have a wire leading from the microphone to a horn on the outside of the store so that the "audience" may hear clearly all that she has to say. A placard in the front of the window will act as a permanent announcement of the circuit she is putting together.

When the assembly operations are over, have the lady demonstrator invite the outdoor audience to come inside and listen in on the set they have seen built. Once you get them inside it is up to you to see that they purchase something before they get out.



**Announcing—  
A New Radio Frequency Transformer**

—in a combination unit, consisting of transformer, tube socket and rheostat.

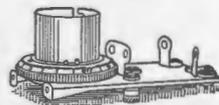
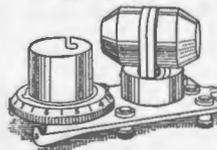
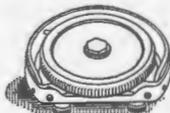
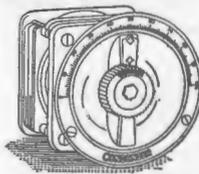
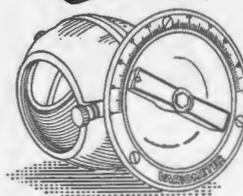
Especially designed for use in tuned radio frequency circuits—the most practical method of amplifying high (radio) frequency impulses.

The trend toward radio frequency amplification is to be expected. Its advantages are many—long distance reception; the excellent results obtained with indoor aerials, and an entire absence of interference with neighboring receivers.

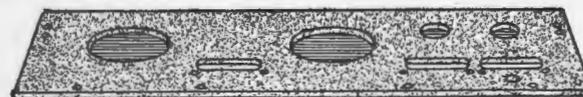
When incorporated in a tuned radio frequency circuit, this transformer amplifies efficiently at all wave lengths employed in present-day broadcasting.

All Eisemann units are matched one to the other, not only in their electrical co-relation but also in appearance, and, when assembled, present a harmonious whole.

Complete instructions for wiring are given, and the individual not deeply versed in Radio can build a receiver with assurance of results.



*Catalog sent on request*



**EISEMANN MAGNETO CORPORATION**  
WILLIAM N. SHAW, *President*  
37 Thirty-Third Street      Brooklyn, N. Y.

Say you saw it in Radio Merchandising



ANNOUNCING

## The Very Latest in Radio CONTESTS

*Start One in Your Community. If You Don't Increase Sales You Will at Least Have a Lot of Fun.*

By Irene Nunemaker



APPER radio fans are boosting a prize-winning bunch of radio sets since the close of the recent radio contest conducted by Capper News—the inter-organization paper of The Capper Publications. Radio has been the chief indoor sport for several weeks, and when it comes to entertainment values the Capper folks in their offices scattered all over the United States have found that it stands in the front ranks.

The radio contest was on for three weeks and the prize winner was picked by three judges at the Capper plant in Topeka. George C. Stock, superintendent of the mechanical department and electrotype foundry at Cleveland, won the prize box of lollipops because his set, according to the judges, was a little more extraordinary than any other set owned by a Capper radio fan.

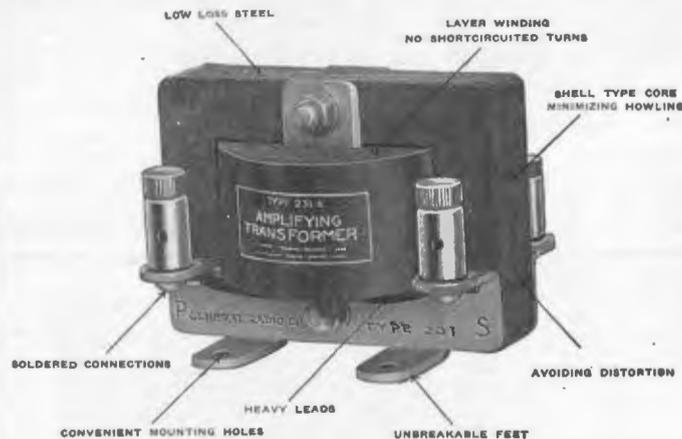
### Going Some

Mr. Stock reported that in listening to a quartet by radio one evening he was able to pick out the tenor and tune out the other three singers. Mr. Stock is very fond of a tenor voice and his set allowed him the privilege of listening to it all evening without subjecting him to the annoyance of the other singers' voices.

W. B. Flowers, manager of the Capper office in San Francisco, says a short distance from his home is a radio that sits on the sidewalk and tells the city about the football score, how Peter Rabbitt put one over on Slinky the Slinker, the latest market reports and selections from Carmen, mostly all at one time. Then he continued with his report of a recent radio achievement that threw him into the front ranks of the radio contestants:

"And one evening while on

## These Points Sell G R Guaranteed Transformers



There are just three things that the man you sell them to wants to be assured on—

EFFICIENCY  
VALUE OF MANUFACTURER'S GUARANTEE  
APPEARANCE AND PRICE

Sell your trade General Radio Type 231 Amplifying Transformers—they score 100 per cent on all three points.

### For Efficiency, Check These:

**Core**—of low loss steel and shell type construction with suitable air gap. This combination keeps the losses at a minimum, eliminates howling and avoids distortion.

**Coil**—layer wound and tested—not only for open circuits, but for a single short circuited turn—thus ensuring the maximum of amplification.

**Mounting**—terminal leads are heavy and securely soldered to convenient binding posts. Readily accessible brackets make mounting on panel or table easy.

These transformers, like every General Radio product, are unconditionally guaranteed.

The finish and appearance of General Radio Type 231 Amplifying Transformers is in every way worthy of their quality and of the reputation of the firm that makes them.

Price complete, mounted, \$5.00

Send for Special Bulletin Z, describing these transformers in detail.

## GENERAL RADIO CO.

Manufacturers of Electrical and Radio Laboratory Apparatus  
Massachusetts Avenue and Windsor Street

CAMBRIDGE

MASSACHUSETTS

my way home from the office I paused to listen to the radio program as usual. The static was staticing much better than usual, and the reproduction was so good that I was listening very raptly to the song entitled 'It Ain't All Peaches and It Ain't All Prunes, but It's Capper Publications All the Time.' After this song was ended and I was waiting for the next selection over the waves and through the Magnavox loud speaker came the sound of the California oranges being Sun Kist."

### Mixed Programs

Frank Meckel, farm engineering editor, told how he was listening to a lecture when a sudden shift in the wind caused a change in speakers that was just as rapid and put an awfully humorous ending on the speech. Here's how he told it in Capper News:

"The other night while I was listening to a most enlightening lecture by radio from the Agricultural College of Minnesota, in which a dairy specialist was explaining what should be done



© Kadel & Herbert

The Radio Merchants Owe a Big Obligation to the Broadcasting Stations—But There Are a Few Compensations for the Program Directors!

## KING QUALITY ALL THE NAME IMPLIES RADIO APPARATUS

*The Dealers Who Cash  
In Are the Ones Who  
Know What Their Customers Want*

**T**HE day of cheap radio parts is over. It existed at all only because demand for a time exceeded supply.

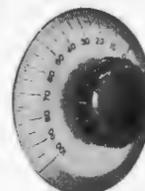
Those who are building sets today expect results which they would not have thought possible two or three years ago. Only the best units will give them these results, and they know it.

When you sell King Quality Radio Parts, you give your customers what they want.

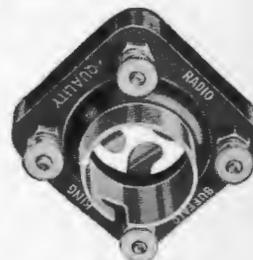
**RADIO DIVISION  
KING SEWING MACHINE CO.  
BUFFALO, N. Y.**



**RHEOSTATS**  
Plain or Vernier



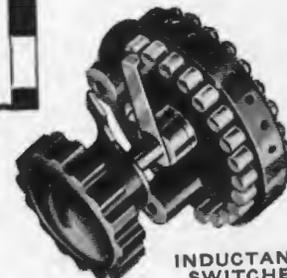
**DIALS**  
White or Black



**SOCKETS**  
Black or Mahogany Bakelite



**SWITCH  
LEVERS**  
Coarse or fine  
knurl  
1", 1 1/4", 1 1/2"



**INDUCTANCE  
SWITCHES**  
White or Black Dial  
Pointer or Plain

for a cow which was suddenly taken with an attack of milk fever, there came a sudden rp-rp-rp-awk-spt-grrrawk, and the announcer of the Commonwealth Edison Company's station at Chicago busted in with a dissertation on the best remedy for boiler scale.

"The vet in Minneapolis had just said, 'Throw the animal on its side and rp-rp-rp-awk-grrawk,' when the Chicago bird horns in with 'pound it all over both ends and on all sides with a sledge hammer and then insert four gallons of common muriatic acid mixed in three barrels of water. When this is foaming out of the inspection plate holes pound some more and then get inside with a fue cleaner and scrape down the sides.'"

### Clear Reception

John Gaughen of the Capper Publications' Chicago office said he was listening with Dr. Frank E. Morton, nationally known acoustic engineer and pioneer of the radio, to a three act play, "The Tragedy of Nan." Nan at a particularly trying moment cried with great effusiveness. "And, believe it or not," he concluded, "we could hear the trickle of Nan's tears as they rolled down her lovely cheeks and dropped from her chin to the floor."

Tom Beery, office manager for the Ohio Farmer at Cleveland, said while listening to a program broadcasted from Schenectady a short time ago the reproduction was so perfect that he could even hear the audience sigh when the speaker touched their heart strings.

### Duration Record

Tom McNeal, editor of Kansas Farmer and Mail and Breeze, usually has all the rest of the Capperites absolutely go-

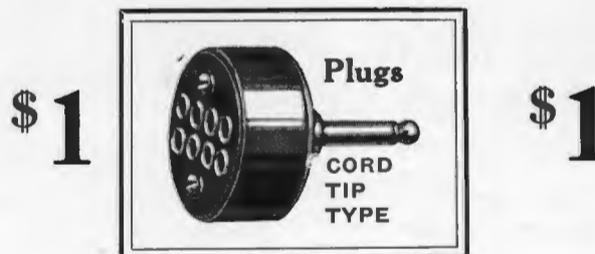
ing when it comes to anything like radio achievements, or the Adventures of Truthful James. He wrote on the developments of radio and told how radio brought to his ears a sound that few of us have ever heard:

"The wireless and the radio are only developments of the echo. In Colorado is a wonderful canyon, in which the human voice is echoed back and forth from one side of the canyon to the other. A tourist visited the canyon a number of years ago and to test the echo repeated Scott's lines:

"'Breathes there a man with soul so dead,' etc. The effect was magical. The words of the poem bounced back and forth from one side of the canyon to the other. The tourist listened until he was tired, then went away. He did not return for seven years. When he re-entered the canyon he was surprised to hear the word 'unsung' in a weak but audible tone bounding from one side of the canyon to the other. The echo had been running for seven years and had worn the quotation out with the exception of the last word.

"I see the owners of the radio sets have been getting some marvelous results. I do not doubt their statements in the least. A neighbor who has a set was listening to a speech made by Senator Magnus Johnson of Minnesota in Minneapolis. He could hear the words, but was annoyed by a whirring sound. It was some time before he could figure it out, but at last it dawned on him that the sound was the revolving wheels in the senator's head."

These are only a few of the radio stories the Capper News editor received on the contest. If any of the several thousand Capper employees were unsold on the idea of radio entertainment they surely aren't that way any longer. In some of the offices they are even having radio parties now trying to prove some of the statements that were made during the contest.



No. 401P. The quick popularity of the Murdock multiple plug is shown, by the large quantity that Murdock dealers have sold since they were first announced on October 1st, 1923. Ask your jobber or send for sample.

## Plug in on your cash register with Murdock's

The name of Murdock looms up like Gibraltar on the radio horizon. It stands for the highest efficiency in service—and the greatest economy in price. Over a million Murdock Radiophones have been sold since we first began to make them 20 years ago.

The great wave of radio enthusiasm offers an unlimited market for Murdock 'phones and multiple plugs. Thousands of customers are buying two or more 'phones and a plug, so that different members of the family can listen-in at the same time. Both products sell easily, because radio fans know they represent the best investment for their money.

Enlarged facilities have enabled us to increase our output to meet the popular demand. A new advertising campaign is just starting in important radio magazines to make sales easier for dealers. If you want to share in the profits created by the great demand for Murdock 'phones and plugs, place orders now with your jobber—or mail coupon to us.

### RADIOPHONES

No. 56—2000 Ohms.....	\$4.00
No. 56—3000 Ohms.....	\$4.50

### WM. J. MURDOCK CO.

355 WASHINGTON AVE., CHELSEA, MASS.

Sales Offices: Chicago and San Francisco

Standard since 1904

-----  
 Wm. J. Murdock Co., 355 Washington Ave., Chelsea, Mass.

Gentlemen—Send me complete information and dealer discounts on Murdock radiophones and plugs.

Name \_\_\_\_\_

Address \_\_\_\_\_

Say you saw it in Radio Merchandising

## Tying Strings to Radio Prospects and How to Pull the Strings

*A Practical Sales Plan That Can Be Put to Work  
by Every Radio Merchant*

By Harold N. Whitmore



**I**N the olden days of the radio dealer a simple sign RADIO on the store window was the only means necessary to bring the dealer just about all the business that could be handled, especially in those first months when the demand for parts and sets greatly exceeded the supply. Advertising and other business getting schemes were not particularly necessary. The

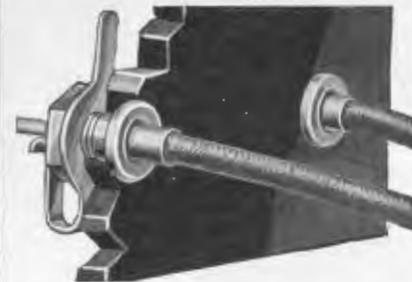
owner of a receiving set, or the owner to be, spent many of his leisure moments at the radio store watching for new developments in parts and sets which were, at that time, coming onto the market with lightning-like rapidity. He also was looking for a radio education, which he received from the radio dealer and from an exchange of ideas with other radio fans who frequented the store.

Times, as they are in the



© International

Wherein the Radio Merchant Secures the Co-operation of the Butcher. If There is a Butcher Near Your Store "Radio Equip" His Window and Watch the Interest It Will Arouse.



### UNION RADIO TIP JACKS

(Patent Pending)

## 25<sup>c</sup> A PAIR

### The Fastest Selling Radio Specialty in the Field — Big Profit Maker

They replace unsatisfactory binding posts; give quickly made positive electrical contacts. Heavily nickel plated. Come in 2 sizes. **STANDARD TYPE A** for all panels up to 1/4". **SPECIAL TYPE B** for panels, cabinet walls and partitions from 5-16 to 1/2" in thickness. Will firmly grip wire from No. 11 to No. 24 B. & S. gauge; can easily be reamed to hold antenna wire, loading coils, etc.

All parts heavily nicked. Packed in attractive Counter Display Cartons 1-12, 1/2 and 1 dozen gross. No trade discounts on less than standard package orders.

### Other Fast Selling Union Radio Parts

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

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

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

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

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

habit of doing, have changed for the radio dealer. He finds himself in a highly competitive field. The crowd of fans no longer hangs around his store. Each fan may now sit comfortably at home and find in the daily paper or his radio catalogues just what and where to buy. The many radio publications and text-books provide him with the radio education that he once sought through the exchange of ideas channel. In other words, the radio business has settled down to an orderly and stabilized line of merchandising. The dealer who is always on the alert for merchandising helps in other lines

of business (and most of them are) is going to look around for unique sales helps for the radio department.

With the coming of this condition the writer began looking for a plan to offset the absence of the little crowd that voluntarily spent much time and considerable money in the radio department and to offset the local and general competition that was asserting itself. A program of newspaper and window advertising was consistently maintained with some, though not satisfactory, results. The writer reasoned that it would be decidedly advantageous, figuratively speaking,

Briefly Describe Your Set *Home made Detector & Two Stage Amp*  
 Give Type of Tubes Used *UV-200 and 201-A*  
 Give Type of "A" Battery *Storage*  
 Give Type of "B" Battery *Dry*  
 Do You Have a Charger? *No*  
 Do You Have a Loud Speaker? *Home made horn using reccians.*  
 Do You Have a Phonograph? *Yes*  
 Do You Have Electric Lights? *No*

Name *Mr. Jones*  
 Address *RR #6*  
 Phone *342R-4*

Briefly Describe Your Set *Crosby One step radio freq. & detector*  
 Give Type of Tubes Used *NO-11Y*  
 Give Type of "A" Battery *2 #6 Dry Cells*  
 Give Type of "B" Battery *Dry*  
 Do You Have a Charger? *No*  
 Do You Have a Loud Speaker? *No*  
 Do You Have a Phonograph? *Yes*  
 Do You Have Electric Lights? *Yes*

Name *Mr. Smith*  
 Address *138 E. Grand St.*  
 Phone *8143*

Briefly Describe Your Set *Home made Detector only*  
 Give Type of Tubes Used *C-300*  
 Give Type of "A" Battery *Storage*  
 Give Type of "B" Battery *Dry*  
 Do You Have a Charger? *No*  
 Do You Have a Loud Speaker? *No*  
 Do You Have a Phonograph? *Yes*  
 Do You Have Electric Lights? *Yes*

Name *Mr. Stone*  
 Address *1836 Fair Ave.*  
 Phone *766-W*

Three Specimen Questionnaires Used to Secure Sales Data.

## Amplify Your Profits with Kellogg Transformers



Here is your opportunity for more business.

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

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

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

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

No. 501-4½ to 1      No. 502-3 to 1



### KELLOGG SWITCHBOARD & SUPPLY COMPANY

1066 W. ADAMS ST.,  
CHICAGO, ILL.

to have a string tied to every owner of a radio set in the town and vicinity, with the other end of the string terminating in the store. Now if this could be accomplished the balance would be easy, because Mr. Brown, who is known to be without a loud speaker but to possess a set capable of operating one, could be pulled right into the store by his string to have a look at the recently arrived loud speaker. And now for a practical application of this fairy story scheme.

#### How the Strings Were Tied

A number of up-to-date radio maps were purchased direct from a radio map maker at a very nominal price. The local papers carried an advertisement for one week setting forth the fact that every owner of a radio set who would call at our radio department would be presented with an up-to-date radio

map absolutely free. A window trim carried the same message. Let me say here that there are numerous other inexpensive articles that would provide the same lure as did the radio maps. This plan brought the owners into the store and made possible the tying of the strings which was accomplished in this manner. Every person who applied for a map was handed a card form printed up as illustrated and was requested to answer all the questions thereon. Three specimen cards are here shown. A careful study of each card will reveal that each owner is a possible prospect for one or more radio accessories. In the instance of Mr. Jones, he might be interested in changing over to dry battery tubes on account of difficulty in having his battery charged. It will be noted that he lives in the country and does not have electric lights, in



© Worsinger

A Corner of a Well-Arranged Radio Store in New York City

AMPLION



Junior

**\$18<sup>00</sup>**  
List

### *America's Fastest Selling Loud Speaker*

THE instant success that the Amplion has achieved in America is a repetition of its performance abroad when it virtually took Europe by storm.

The striking thing about the Amplion is that it accomplishes those things which are vital in a good loud speaker, in a more positive and effective way than they have ever been done before.

The explanation is that the Amplion is an Electro-Magnetic and acoustic device adapted for radio reception.

The principle is not new, it has been used successfully for over 30 years in all parts of the world. It is made by the oldest manufacturers of loud speaking instruments.

Made in several styles to suit all occasions and pocket books. Send for illustrated folder.

*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. W., Toronto

his house. Or he may be a prospect for a good loud speaker or a phonograph attachment. Mr. Smith will in time, as the bug bites harder, be in the market for a two-step amplifier, or the parts for making one, and in that event would also be a loud speaker or phonograph attachment prospect. There are other possibilities in this card such as a special long life "A" battery for the low voltage tubes. Mr. Stone also will no doubt soon line up for some amplification and consequently be a prospect for storage "B" batteries, a battery charger and a loud speaker or phonograph attachment. With few exceptions all cards collected by this plan gave us a line on good live prospects. The concluding step was to prepare a file from the cards collected and listing under various parts and accessories the names of those who might be interested in that item.

#### Pulling the Strings

When a new loud speaker arrived to take its place in stock, reference was made to the prospect file and to the subdivision "Loud Speaker." From this card were taken all the names appearing thereon. And so with any other accessory. The string pulling varied some from here on, depending upon circumstances and the nature of the article to be pushed. In some cases a circular letter suitable for mailing was prepared, giving a description of

the part, set or accessory, setting forth its uses and advantages, and ending by inviting the person to drop in when convenient for an inspection or demonstration. In some instances the manufacturer supplied mailable advertising matter with dealer's name imprinted. These were sent to prospects sometimes with and sometimes without a circular letter. The telephone was also used to advise prospects of the arrival of new apparatus, and in this manner a demonstration in the prospect's home was solicited. The writer found this latter method, that of a demonstration in the prospect's home, to be the most effective, although care must be exercised not to spend too much time on demonstrations of small accessories where the margin of profit will not pay for the time involved.

This plan of augmenting radio sales has, at this writing, been in use throughout a summer and parts of two winters with very gratifying results. The cards have been kept up-to-date from time to time by crossing off the name of a prospect who has purchased. New names have been added when sales of sets or parts to new owners were made, at which time a map was presented and a card filled out. This scheme may, without a doubt, be put to use with satisfactory results by most radio dealers, except perhaps in the very largest cities.

**I**N this and like communities, public sentiment is everything. With public sentiment nothing can fail; without it nothing can succeed. Consequently, he who molds public sentiment goes deeper than he who enacts statutes or pronounces decisions.

*Abraham Lincoln.*

## Just a Minute, Please

While you are closing your books for 1923, give a few minutes thought to the analysis of your sales records—your profits and your losses.

Let your experience guide you in stocking only that radio equipment which is designed to *serve* not merely to *sell*.

The feeling of optimism for the future of radio is not confined to the manufacturer, jobber or dealer. It is universal and your sales and profits for 1924 will dwarf those of the year just past.

There is a long profit in Burgess Radio Batteries. Turn-overs are rapid. Did you ever consider how often your stock of batteries is turned?

Ask your jobber to show you the Burgess line.

### BURGESS BATTERY COMPANY

ENGINEERS - DRY BATTERIES - MANUFACTURERS  
FLASHLIGHT - RADIO - IGNITION - TELEPHONE  
GENERAL SALES OFFICE: HARRIS TRUST BLDG., CHICAGO  
LABORATORIES AND WORKS: MADISON, WISCONSIN

#### BRANCHES

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

#### IN CANADA

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



Say you saw it in Radio Merchandising

# How Many of Your Customers Have Heard From the North Pole?

Three Scientific Expeditions Now in Progress Offer  
Radio Sales Stimulus

By Donald Black



WAS very much interested the other day, while visiting a small town in Connecticut, to see in a radio store window a large sized portrait announcing "He heard from the North Pole!" Below there was the name of the boy and the fact that he had succeeded in picking up a message from MacMillan's ship, the Bowdoin, which is drifting in the ice fields some eleven degrees from the North Pole. It gave me a thrill just to think of this achievement—

think of what a thrill the youngster got when he picked up the Bowdoin message.

Quite a number of amateurs have been in communication with the Bowdoin—in fact, it is the goal supreme, at the present moment, for a very large army of hams. In this fact is presented a very fine opportunity to the radio merchant.

Why not organize a local Polar Radio Club and get all the advanced experimenters in competition in an attempt to pick up the Bowdoin's daily messages? You could offer a



@International

Arranging for the Polar Flight of the Shenandoah. In the Group Are Secretary of the Navy Denby, Lt. Commander E. G. Allen, Lt. Commander R. A. Bartlett, Commander W. R. Farborg, Lt. Commander H. T. Bartlett, Gilbert Grosvenor and Admiral Moffett, Chief of Naval Aeronautics.

"You can pay more, but you can't buy better"



## ADD-A-UNIT LINE

### They come back for more!

The "bug" or the beginner is easily started on the use of R P M Standardized Units.

The "bug"—because he can instantly connect or disconnect them, permitting him to hook-up complete new circuits in a few moments.

The beginner—because he can start with an R P M Coupled Circuit Tuner or Variometer and Detector Unit, and add other R P M Units whenever he desires, without discarding parts.

R P M Units are unexcelled at any price! Handsome in appearance; windings supported on moulded Bakelite forms; no body capacity; high dielectric strength; minimum resistance; concealed wiring. Superior in quality, efficient in performance—and unconditionally guaranteed.



No. 300  
\$6  
Without Tube

The R. P. M. Detector Unit is finished with uniform engraved panels the same as all R. P. M. Units. It includes phone and grid condensers, grid leaks, rheostat, standard tube socket and is adaptable to any standard circuit.

Hook-up diagrams in every package.

The R. P. M. Mounted Variocoupler is designed for the highest selectivity at present obtainable. Finished with engraved bakelite panel and tapped so as to permit the best of selectivity.



### A Unit for Every Receiving Purpose

MOUNTED AND UNMOUNTED VARIOMETERS, VARIOCOUPLERS, VARIABLE CONDENSERS, COUPLED CIRCUIT TUNERS, ALSO DETECTOR AND AMPLIFYING UNITS.



No. 104  
\$12

Send for literature and trade discounts

## RADIO PRODUCTS MFG. CO.

667 W. 14th St., Chicago

prize for the first amateur in your district who succeeds in picking up MacMillan's messages. Verification of the message could be made through the American Radio Relay League.

Then up in the northern ice fields is the Maud, Captain Amundsen's ship, which broadcasts twice daily. The Maud's messages are being picked up regularly in northern Europe, but so far no amateur on the North American continent has reported receiving the Maud's signals. The Maud cannot be "worked." She sends only her daily meteorological reports, and her call letters are held secret. But should an amateur pick up a call which he believes to be the Maud, and write to the Aerial League of America, 280 Madison avenue, New York, he will be advised if it is correct. Chasing the Maud's signals will be a regular exploration trip for your experimen-

ters, and on top of any prize you may offer the successful contestant has an excellent chance of getting one of the prizes offered by the Aerial League of America.

Next spring will see the greatest of all polar radio tests—the attempt to receive messages transmitted by the Navy dirigible, Shenandoah, during its flight to the North Pole. Powerful radio apparatus will be aboard and amateurs throughout the North American continent will endeavor to keep in constant communication with the Navy expedition.

These polar expeditions can be made the background of a lot of sales stimulating interest by every radio merchant. Two of the expeditions are now in progress and the third—and most fascinating—will come along very soon.

Tie them up to your cash register now.

## All in the Same Boat

By Thomas Dreier

(Copyright, 1924.)



ONE good thing for us to remember is that each of us is partly responsible for the success or failure of others associated with us. If we are members of an organization, the thing for us to do is to forget our selfish desires and think only in terms of the welfare of the organization as a whole.

Away back in the second century Rabbi Simson, a Jew, wrote the following story, which illustrates the point:

"There was once a boat full of people. A man suddenly took out a piercer and began to bore a hole through the bottom of the boat. The frightened passengers cried to him, 'What are you doing?'"

"'Be quiet,' replied he; 'I am only boring a hole underneath my own seat. You are not affected.'"

"'Stop!' they replied; 'for the water will come in and drown us as well as you. We are indeed very much affected by your reckless action.'"

# Perfectone

TRADE MARK

## Radio Reproducer

### Listen in— home folks



Enjoy radio broadcast music and voice as faithfully reproduced with a Perfectone, the connecting link between radio broadcasting and its satisfactory interpretation in the home.

As the name implies its perfect tone enables the radio audience to visualize the performers and to feel their presence.

The Perfectone has volume beyond the merrymaking of your guests, yet its tone may be softened by an adjustable volume-control feature. The Perfectone is pleasing in appearance and when used with a Neutrodyne, Regenerative or, in fact any tube set of sufficient energy, gives remarkable reproduction.

Before you purchase a loud speaker at any price, listen to the Perfectone.

The above is the Perfectone message placed before thousands of fans through national radio magazines this month. Let this advertising benefit you by linking your store with the Perfectone line. Headphones, a phonograph attachment, variable condensers and rheostats are other Perfectone quality products.

**Perfectone Radio Corporation**  
490-B Broome St. New York

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

## Show Card Lettering

### No. 4. Condensing and Expanding Letters, Layouts.

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

(Copyright, 1924.)



HAVING learned to form two styles of letters and how to space them, let us next consider condensing and extending of letters.

At times it is necessary to place several words in a rather short space, and in order to do so the letters must be made considerably narrower than normal size letters. It is often necessary to make the strokes of the letters narrower than for average work and also to place the letters as closely together as possible. When condensing letters in two or more words be careful not to get the words so close together that they have the appearance of one word. Try to allow a space at least the width of a letter between each word. In condensing you simply space the letters, as previously explained, only make them narrower, as shown in Example No. 1.

In case you have to place a short word in a long space it will be necessary to extend the letters or make them wider than for average work, allowing more space between them. When extending Roman letters always increase the width of the heavy or wide strokes in each letter, otherwise these strokes appear too thin or weak in proportion to the width of the letters.

Example No. 2 shows a word with letters extended. In both these examples the letters were made one inch high, capitals one and one-half inches, and they were made to fill a space eight inches long.

Practice placing two or three words in a space of say eight inches, then single words of various lengths in same space.

Next we will take up the subject of Layouts, which is considered by many to be the most difficult and important phase of card writing. No matter how nicely your letters may be formed, if your layout is not good the appearance of the entire card is spoiled, while a pleasing, well balanced layout will greatly improve the effect caused by poor lettering.

There are various ways of arranging layouts.

# MICHIGAN MIDGET



*The  
Fastest  
Selling  
Receiving  
Set*

Orders have been far in excess of production, but we have now doubled the size of our plant, double daily production, and will be able to fill orders in shorter time.

*Quality — Price  
Performance*

These three outstanding features are what have truly made the Michigan Midget the fastest selling receiving set.

M-10 Detector .....\$27 List  
M-11 Amplifier .....\$30 List  
M-12 Detector and Amplifier in one  
Cabinet .....\$57 List

*Write for discounts and catalog of  
other Michigan Quality Products.*

**MICHIGAN RADIO CORPORATION**

GRAND RAPIDS, MICH.

In the Balance Layout each line of letters should be balanced on a **center vertical line**, each line of letters extending an equal distance each side of this line. First, decide the size and shape of card to be used by considering where the card is to be used, the nature of the wording on the card and the purpose of the card—that is, whether it is a Sale Card, an Announcement, etc. Next, decide the number of groups of words, selecting the most important for the Display Group. Other groups aside from price—if there is one—are called Descriptive Groups. A selling price is classed as Display, and, together with the Display Group, it should be most prominent.

More about layouts in the next article. In the meantime continue to practice on forming and spacing of letters, also Extending and Condensing.

### *Example No.1*

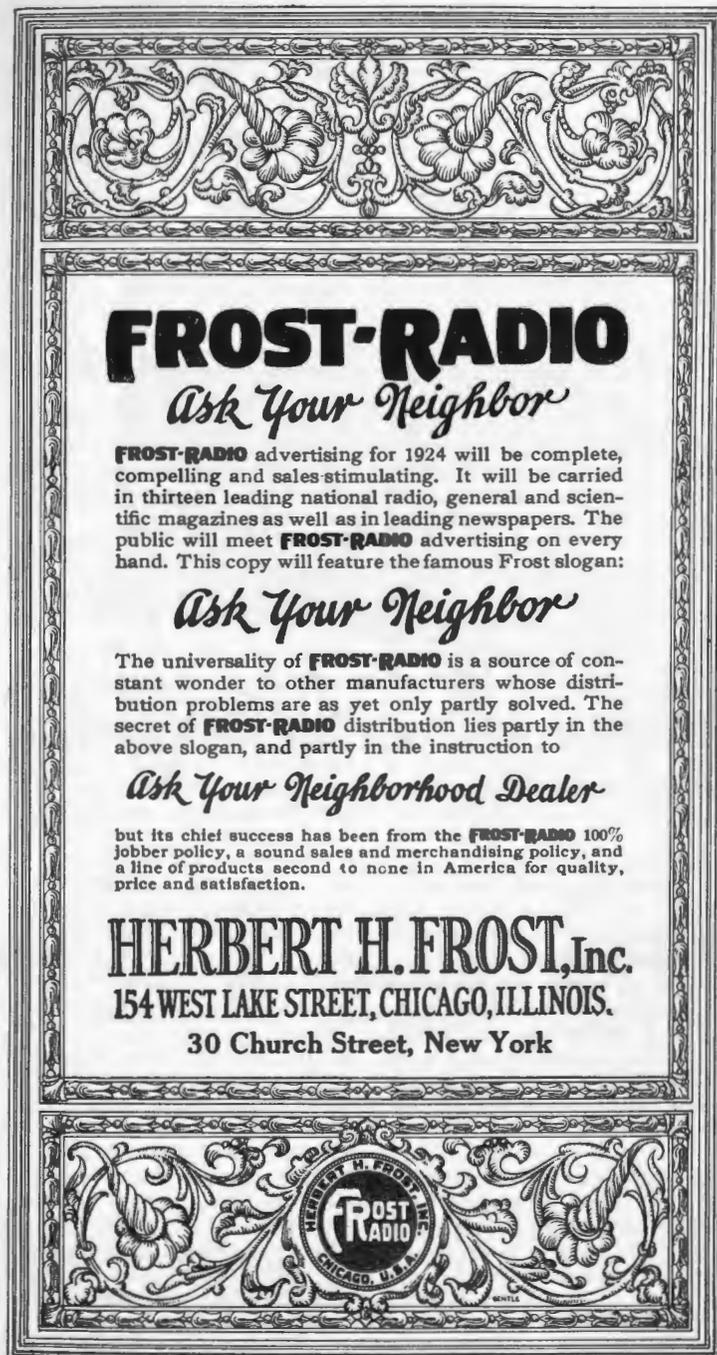
# Sale of Sweaters

### *Example No.2*

# Sale

*Normal*

# Practice



## **FROST-RADIO**

*Ask Your Neighbor*

**FROST-RADIO** advertising for 1924 will be complete, compelling and sales-stimulating. It will be carried in thirteen leading national radio, general and scientific magazines as well as in leading newspapers. The public will meet **FROST-RADIO** advertising on every hand. This copy will feature the famous Frost slogan:

*Ask Your Neighbor*

The universality of **FROST-RADIO** is a source of constant wonder to other manufacturers whose distribution problems are as yet only partly solved. The secret of **FROST-RADIO** distribution lies partly in the above slogan, and partly in the instruction to

*Ask Your Neighborhood Dealer*

but its chief success has been from the **FROST-RADIO** 100% jobber policy, a sound sales and merchandising policy, and a line of products second to none in America for quality, price and satisfaction.

**HERBERT H. FROST, Inc.**  
154 WEST LAKE STREET, CHICAGO, ILLINOIS.  
30 Church Street, New York





## Cutting the Tale Short

A patron who makes steady purchases is better than a new customer who makes one purchase and is not heard from again.

It is poor business practice to try to compete in price with dealers who handle cheap lines of instruments. The trade worth securing will make it a point to do business with the dealer who handles honest merchandise.

It is not competition which is the keynote of success, but co-operation.

There is a science in giving—the science of giving wisely; of giving so as to strengthen and hearten and not to pauperize; the science of true generosity in that we recognize the multitude of our blessings and are willing to show ourselves worthy of larger responsibilities and commissions. A man is known among the angels by the manner in which he gives.

No judge on the bench faces so difficult a problem as that which confronts the credit man. A gift for judging men is the basis of his equipment.

What would you think if your boss preached constantly about

the harm done by salesmen losing their tempers and then the very first time an irate customer entered the store lost his?

The business man who continually goes around with a chip on his shoulder is hurting no one but himself. He is courting failure.

Many an advertising campaign has failed because it differed not a whit from hundreds of others inaugurated by other merchants handling the same line. The vital necessity is originality.

Work is like an engine on which the workman rides: The man who is absorbed in making his engine function better and more powerfully travels with it—the one who lets it run down becomes as stationary as it is.

Give me the man who can hold on when others let go; who pushes ahead when others turn back; who stiffens up when others weaken; who advances when others retreat; who knows no such word as "can't" or "give up"; and I will show you a man who will win in the end, no matter who opposes him, no matter what obstacles confront him.—Marden.

# RAFLEX



## Not "JUST ANOTHER Receiving Set"

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

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

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

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

## TELLING SELLING TIPS

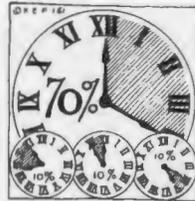
by A. Rowden King



The  
Siamese  
Jobs

Old "P. T.," of circus fame, used to strangely glue a couple of half-wits together, pretend that they grew that way, advertise them as the Siamese Twins, and rake in many "little iron men" thereby. In many, if not indeed most, businesses it is the practice to have two officials which are known as Credit Manager and Sales Manager. More or less pulling well together, they too are a sort of Siamese Twins of business. At least, while they pull together they are; and, when they pull oppositely, it hurts, and that's just the reason why the jobs should be even further amalgamated into really one person, not even a Siamese Twin. The George E. Keith Company, making Walk-Over Shoes, is only one large business which has made this union of jobs. It finds it pays both in selling and collecting. Because "terms" are made directly by his superior, instead of by another officer with whom he otherwise does not come in contact, the salesman considers them with less antagonism. And, when it comes to collections, the old "We'll make him pay" of the credit manager becomes "Let's help him pay," said by the credit sales manager and heartily seconded by the salesman, whereupon coercion gives way to co-operation and

results are obtained with smiles, not frowns.



The  
Busy  
Time  
of Day

Out at the big retail establishment of Marshall Field & Co., in Chicago, somebody conducted a number of prolonged and careful investigations which eventually brought to light these interesting facts: 70 per cent of the sales in department stores is made between noon and 4 o'clock in the afternoon; only 10 per cent is made between 8:30 and 11 a. m.; another 10 per cent is made in the following hour, namely, that between 11 a. m. and noon; and the remaining 10 per cent comes between 4 and 5 o'clock in the afternoon. That is the ratio which probably holds true in most businesses where any large percentage of the buyers are women. It means that clerks are very busy in the early afternoon but not nearly so much so in the morning. If the off-hours can be well employed in the arrangement of stock and similar duties, this is all very well. But, if the off-hours represent loafing hours, it represents a loss. Under the latter conditions, the retailer does well who looks into the possibilities of a smaller regular force of clerks, augmented during the busy afternoon by part-time clerks. The latter are being employed

### BRISTOL SINGLE CONTROL RADIO RECEIVER

(Non Regenerative)  
Using Grimes Inverse Duplex  
System

SIMPLICITY OF OPERATION is the outstanding feature of this Receiving Set. One Control Dial includes every adjustment. To tune in, turn this Dial. A station once located can always be brought in again at the same setting. NOT CONFINED TO LOCAL BROADCASTING—this four-tube set has power equal to six. Because the Grimes Inverse Duplex System utilizes the first two tubes for both Radio and Audio Amplification. FULLY EQUIPPED FOR LOUD SPEAKER—no additional amplification is necessary—the patented Bristol One Stage Power Amplifier is incorporated as the last stage of amplification. ANTENNA OR LOOP—either may be used to suit conditions. SOLID MAHOGANY CASE with walnut finish encloses the complete Receiving Set. It is a beautiful piece of furniture fully in keeping with the most luxurious room.

The Price—Bristol Single Control Radio Receiver, \$190.00.  
Ask for Copy of Bulletin AQ-3013 Describing This Set

**THE BRISTOL COMPANY**  
WATERBURY, CONNECTICUT

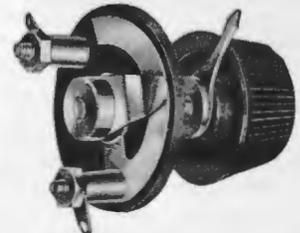


ONE  
CONTROL  
ONLY  
Makes It  
Most  
Simple  
to Operate

# WALNART

Vernier Variable  
Grip Resistance  
\$1.00 List

Radio's best seller; every radio set owner wants one as soon as he sees it. Simple to operate and mount; nothing to get out of order; lasts a life time. Varies zero to six Meg. Standard Carton 24 Grid Resistances.



Walnart Inductance  
Switch \$1.25 List

One to ten points, numbered Bakelite Dial.  
Standard Carton 24 Switches.

Both of these instruments have genuine Condensite Celoron bases. The perfect Dielectric insulation. (Licensed under Bakelite patents.)

**WALNART ELECTRIC MFG. CO.**

1249 W. Van Buren St.

Dept. 704, Chicago, Illinois

In Canada—Wright Radio Co., Overbrook, Ottawa, Canada

more and more. They are representatives of several classes: married women who are perhaps unable to work all day but are anxious to augment the family income; students of both sexes, needing to pay money for their education; or those who, because of health or other reasons, do not desire the full-time schedule of the regular workers. Locate these part-timers, employ them, and thus cut down the off-hour costs.



Changing  
the  
Perspective

Most novelists, when they seek material for a new book, travel. They are far from expecting that the necessary facts will burst in upon them by a sort of inspiration. We all get in ruts. We all find ourselves wringing our hands and crying, "Oh, for a new idea!" The way for you to get that new idea, Mr. Retailer, is to put on your hat and go out and seek it. You will not have to go to the South Sea Islands, like so many of the novelists, either. Visit your competitors' stores. Note how they and all retailers with whom you come in contact do things. Regularly take a half or a whole day off. Hop the train to that nearby larger town or city, walk the streets, look in every show window, go into the stores, ask questions, take a notebook along, use it—that's the way to get more ideas than you can use. Do not necessarily use them as you found them, but mould them and shape them to your needs and your business. That is not plagiarism. What you

evolve may likely have little or no semblance to its original. Change your perspective by getting out. Take the time to do this regularly. It will prove well worth while.



The  
Bad  
Spot

The subject of price-cutting on merchandise sold at retail reminds us of nothing so much as of a bad spot in an apple. It never grows smaller, but must inevitably be on the increase. Once the infection of price-cutting takes hold, almost every division of the trade points an accusing finger at some other, and in the end most of them fall for the same temptation. The bad spot has spread. The whole apple of profits in business has been spoiled. The New York Times points out two outstanding facts on the subject: "The public is not responding to price-cutting as once it was wont to. It is becoming more and more p'ain to merchants that they cannot go on sacrificing goods without running into difficulties worse than those of trying to keep sales as close as possible to those of the boom years." To cut price inevitably means to cut service too; and, to pervert the slogan of a hardware king, the service of a retailer is remembered long after his price has been forgotten. Price-cutting and quick turn-over do not synchronize. The profit on quick turn-over goods comes through many sales at a carefully established price which cannot wisely be lowered, since every penny lost must be multiplied by the

## Time Tells the Story



The longer Radio fans use Leich Headphones with Eureka headbands the more they appreciate how comfortable the phones fit the ear and how convenient a fixed adjustment headband really is.

Radio fans everywhere appreciate quality equipment and will buy Leich Headphones for satisfaction and comfort. It is a real convenience, too, to have a jack box made up with L'—Radio jacks, and to have phone cords equipped with L'—Radio plugs. Then only as many phones need be plugged in as required and the extra sets laid away until used.



Radio Booklet No. 101-N lists a complete line of Radio Parts—yours on request.

L'—Radio single and two phone series.

### LEICH ELECTRIC CO.

Manufacturers and Jobbers of Radio Parts  
GENOA, ILL.

## Coto

"Built First to Last"

### Refinement in Amplification that Assures Growing Sales



We will send any of these transformers to recognized dealers and jobbers on memorandum, so that you can actually prove to yourself their outstanding merit.

1. Coto Tapped Radio Frequency Amplifying Transformer, efficiently covers the broadcasting wave lengths.

Type 5000A. \$7.50

2. Coto Compact Shell Type Audio Amplifying Transformer. Second to none.

Type 4000. \$5

**COTO-COIL CO.,** 87 Willard Ave.  
Providence, R. I.

Los Angeles, 329 Union League Bldg.  
Minneapolis, Geo. F. Darling, 705 Plymouth Bldg.  
Atlanta, C. P. Atkinson, Atlanta Trust Co. Bldg.  
Canada, Perkins Electric Co., Ltd.  
Montreal, Toronto, Winnipeg.

# Regal

Collect Your Profits  
from the  
Regal Reputation

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

### Regal Vernier Rheostat

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



List ...\$1.25

### Regal Double Arm Inductance Switch

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



List ...\$1.50

### Regal Audio Frequency Amplifying Transformer

for selected reception—sells on sight.



Ratio—  
3½ to 1, \$4.25 5 to 1, \$4.50

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

American Specialty Co.  
Bridgeport, Conn.



Bakelite Variometer B-101

**RAVEN RADIO PRODUCTS** give wonderful satisfaction. They are the best repeat sellers on the market. Our long list of satisfied jobbers and dealers proves it.

## RAVEN INSTRUMENTS

Our Variometers and Couplers are made to conform with all wave lengths. Their size makes them adaptable to all circuits. Beautifully constructed of Red Moulded Bakelite, wound with green silk wire and assembled with nickle plated brass throughout.

Write for our Prices and Literature on—

Raven Bakelite Variometers. B-101  
Raven Bakelite Variocoupler. B-102  
Raven 180 Degree Coupler. B-104  
Raven Bakelite Rheostat. B-106  
Raven Wood Variometer. C-502

**RAVEN RADIO, INC.**  
8 LEARNED ST.,  
ALBANY, N. Y.



Bakelite 180° Coupler



### Variotransformer

A variable radio frequency transformer

Only one of eight standard HARD RUBBER moulded tuners.

Send for Literature and Discounts  
THE HOME OF MOULDED TUNER  
SPECIALTIES

**LANGBEIN & KAUFMAN**  
654 Grand Ave. New Haven, Conn.

### Radio Pin-Map

With booklet guide of United States, Canada and West Indies

Enables Radio Fans to Peg Stations They Have Heard With Colored Map-Pins.

Map, size 22x14 in. mounted on map-pin board, shows all broadcasting cities, distance scale, relay and time divisions in colors. Booklet guide, size 7½x4½ in. gives all call signals, locations, stations, wave lengths, etc., indexed separately by call signals and cities. Retail complete at 85c. Map-pins, any color, retail at 5c per doz.

Radio Pocket Map and Guide of United States, Canada and West Indies.

Same map and guide as above, except that map is printed on paper and folded into booklet. Retail at 35c. Most liberal radio map propositions ever offered the trade. Exclusive territorial rights to jobbers with name printed on maps. Write for samples and particulars.

**American Map Company**  
Map Makers. Publishers  
Maps of Every Description  
7 West 42nd St. New York

### Read'em<sup>TM</sup> Binding Posts



The Marshall-Gerken Co. Toledo, O.

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 only 15c each or \$1.50 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 Company**

Dept. C-12, 27 N. Ontario St.  
TOLEDO, OHIO

(Continued from page 15)  
ing a party—any kind of a party—and to furnish the operator. Red could do that part of it very nicely. Then you'd have a chance to demonstrate radio right out in the residential district—the only place under the sun to demonstrate it—and the fact that The Radio Shop had been the obliging establishment would not go unheralded among the guests, you may be sure. Lots of the folks at the party would be curious, interested, inquiring. A good man like Red could get any number of good leads to work on. What say?"

"How about the installation? Takes time to install a set, and time is money, you know!"

"Use your head a little, Southwick! What's the matter with taking out a good set and using a loop? There's at least half a dozen stations within range of a good loop that you can get loud enough to dance to. Use dry cell tubes and all the installing there'd be would be to hook on the loop and tune."

"Pass the salt, please. Thanks." Southwick seasoned his French fries—why is it they never salt them enough?—to his

satisfaction, a tiny frown between his eyes, as he went over the various points of Old Timer's plan.

"Wouldn't there be a tendency to abuse the privilege? Wouldn't folks want me to send out a set for a party of just three or four, where it obviously wouldn't pay, or maybe to send out a set several times? Some folks have more nerve than the proverbial brass monkey, you know."

"Undoubtedly some people would try to ride a willing horse to death," admitted Old Timer. "You can't get away from that sort of thing. But I do think that you'd soon be able to spot these folks right pronto, and after that, of course, your demonstrating set and your demonstrator would be busy every night they wanted them. You'd be very sorry, of course, but"—He finished with an expressive shrug of his shoulders and a grimace.

"Could be done, especially during the good radio weather," said Southwick, coming back to the main subject, evidently feeling that his objec-

## Advertising

Advertising is the genii which is transforming America into a place of comfort, luxury and ease for the millions. Advertising in the last twenty years has changed the economic status of at least one-fifth and probably one-fourth of our people; raising them from a lower to a higher standard, increasing their wants, increasing their ambitions and hence their capacities and also their purchasing power. Advertising is the Archimedian lever that is moving the world.—William Allen White.

*Amplify the MODERN way!*

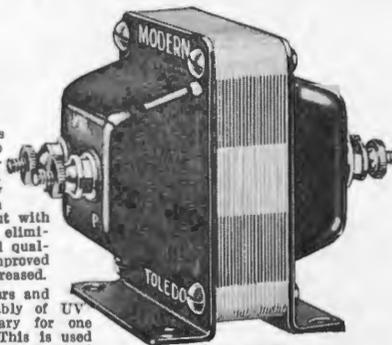
### "Push-Pull" Amplifying Transformers

for those who demand more than has heretofore been secured from audio frequency amplification. Used in addition to one or two stages of audio. When used as second stage, quality of tone is considerably clarified with no perceptible increase in volume, but with distortion due to harmonics entirely eliminated. Used as third stage, tone and quality of reproduction are not only improved but amplification is also greatly increased.

Two Modern "Push-Pull" Transformers and two standard amplifier tubes, preferably of UV 201-A or C-301-A type are necessary for one stage of "Push-Pull" amplification. This is used in connection with a one or two stage standard audio frequency amplifier. For the most satisfactory operation a separate "B" battery of 90 to 112 volts is used. All information and wiring diagrams sent upon request.

Modern Standard Audio Transformers are also made in 4 to 1 and 10 to 1 ratio. The 4 to 1 is recommended for use for 2-stage amplifier. The 10 to 1 is especially recommended for all reflex circuits where a higher secondary reactance helps maintain the equilibrium in the circuit necessary for effective operation.

**MODERN ELECTRIC MFG. CO.**  
Dept. 802 Toledo, Ohio



Trade Mark

Modern Standard Transformers are guaranteed to give perfect satisfaction.

If your jobber can't supply you, write us giving his name.

Standard equipment on the better sets

More than half a million in service



## ALL-AMERICAN

The Largest Selling

### AMPLIFYING TRANSFORMERS

Tie-up with our greatly increased advertising campaign!

Display All-Americans prominently and "cash in" still greater on our still greater advertising campaign now running in leading radio publications, national magazines and metropolitan newspapers. On top of over 500,000 users boosting All-American, this increased publicity will put many dollars of extra profit in your till—if you take advantage of it.

**RAULAND MFG. Co.**  
200 No. Jefferson St., Chicago, Ill.

Audio Frequency (3:1, 5:1, 10:1)—Radio Frequency—Power Amplifying (Input and Output) Transformers—Bakelite Tube Sockets

Say you saw it in Radio Merchandising

tions had been disposed of. "Do you suppose that there'd be much of a demand for a service of this kind?"

"In the big cities they're renting radio sets! Just like renting a soup-and-fish for the night. Would you have any demand for the free use of a good set with a loud-speaker and an experienced operator to keep it goin'—would you? Of course I don't know, but I'd be willing to bet my last 'tron tube against a busted ohm-sifter that there'd be a big demand as soon as you advertised the proposition a little. And, speaking of the advertising, I think it would be well to make it very clear that this demonstration puts nobody under an obligation, that it was just a service offered by The Radio Shop for the purpose of getting more folks to know just what radio was and what it could do. Get the idea?"

Southwick nodded thoughtfully and took a little drink of coffee. "Ye gods and little binding posts!" He glared around indignantly and made funny motions with his head, mumbling to himself all the time.

"Hot?" asked Old Timer sympathetically.

"Hot? Suffering microphones! Hot? Vesuvius in her palmiest days never erupted lava half as torrid. Laugh, you stone hearted hyena, laugh! You—you—you Nero, you! Pho-o-o-o-e-e-e!"

"Taking it by and large," inquired Old Timer when peace was once more restored, "what do you think of the idea?"

"Looks mighty good to me. It's like this newfangled game of Mah-Jongg that we've been playing at the club. The longer you stay with it the better you like it. I'm going to give it a trial anyway!"

"You'll find that it will work out all right," stated Old Timer confidently. "It's based on a sound appeal to human nature"—Thoughtlessly he took a long swallow from his cup, which proceeding he followed by violent gymnastics much similar to those which Southwick had indulged in a few minutes before, while wild gurglings rent the air.

"Hot?" asked Southwick innocently.

## A Pleasant Pastime

Your future, with reference to your present position, is no larger than you are.

Your possibilities in your present position are no greater than your capacity to grow and be of genuine Service.

Your success where you are will be just in proportion to what you are.

These are unvarnished truths. These statements are so chilly they sound cruel, but no individual can avoid accepting the truth unless it be that the individual wants to be fooled.

And here is a human fault—we love to kid ourselves. It's a popular and pleasant pastime—*The Silent Partner*.



No. 804  
12 in. high  
**\$15.00**

**Five Styles** supplied either with Baldwin Type C loud-speaker unit, or with clip for attaching to any standard loud-speaker.

### 10,000 Sold in Los Angeles Alone!

The Radio public goes wild about them. Every demonstration brings a surprising quota of sales, and every buyer becomes a ceaseless Booster. Replace metal horns everywhere, and bring new converts to Radio among people who dislike the harsh jangle of metal-horn loudspeakers.

## "Madera"

Die-cast Wood

## "Clearspeakers"

made from artificial wood, cast in steel dies under great pressure and heat, producing a dense material with wonderful acoustic properties, resembling a century-old violin.

**Jobbers and Dealers** write for our liberal discounts and trade-winning local sales plan.



No. 801  
22 in. high  
10 1/2 in. bell  
**\$22.00**

**American Art Mache Co.**  
341 W. Austin Avenue, Chicago

## SIGNAL RADIO PRODUCTS

Note the prices of these radio products—and then compare the quality. Signal quality throughout. They do not decorate your shelf—but make your cash register ring.

### Signal Rheostat

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

### Signal Vernier Variable Condensers

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

Prices on Plain Condensers on request.

Send for catalog of complete line. Jobbers write for discounts.

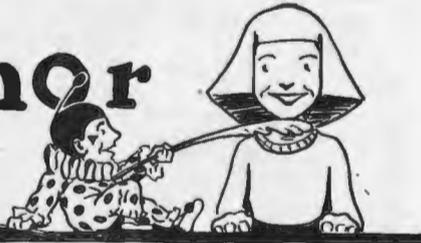
**SIGNAL Electric Mfg. Co.**

Factory and General Offices  
1924 Broadway,  
Menominee, Michigan

Boston, Chicago, Cleveland, Minneapolis, Montreal, New York, Pittsburgh,  
St. Louis, San Francisco, Toronto, Philadelphia, Los Angeles

You'll find our local address in your Telephone Directory

# Humor



## The Hint Direct

Lady Salesman—Boy, will you do me a favor?

New Errand Boy—Sure. What is it?

“Run down to the basement where that woman from Doctor and Shambles is demonstrating a new hand soap and ask her to give you a demonstration.”

## Diplomacy

Small Boy—Say, Mister, was you ever a little boy?

Grocer—Why certainly.

Small Boy—And did you ever visit the woodshed with your Pop?

Grocer (sympathetically) — Yes, yes, lad; I know.

Small Boy—And after your Pop had finished tannin' you, did you ever make a vow that if you ever had the chance you'd do all you could to stop such injustice to little boys?

Grocer (reaching for his handkerchief)—Yes, lad, I did, I did, many a time.

Small Boy—Well, I want five pounds of sugar, and I've lost the money.

## No Bargain

“Dear John,” the wife wrote from a fashionable resort, “I enclose the hotel bill.”

“Dear Mary,” he responded, “I enclose check to cover the bill, but please do not buy any more hotels at this figure—they are cheating you.”—Life.

## As the Dry Goods Folks Say

“That bird didn't come back for his change, eh?”

“Nope. He's what we call in the dress goods department self trimmed.”

## What Did Mother Answer

“I wonder if my little boy knows how many seconds there are in a minute?”

“Do you mean a real minute, mother, or one of those great big wait-a-minutes?”

## Which?

A young man was calling on his sweetheart one night.

“Lucy,” he said, “I have bought two tickets for ‘The Old Soak.’”

“Oh, Charley, that's too bad,” said Lucy. “Papa is not feeling well tonight.” — American Legion Weekly.

## Well, Well!

First Comedian — Do you know how to get a violin for nothing?

Second Comedian—No! How?

First Comedian—Go to a drug store, buy some medicine and the druggist will throw the vial in.

## Well, Sorto

“I have here some fine head cheese and ox tails.”

“Ah, hah! Making both ends meat, eh?”

**Sterling**  
RADIO NECESSITIES

Are Selling Faster Than Ever

BACKED by millions of satisfied users, thousands of enterprising dealers, and hundreds of the biggest jobbers, Sterling Radio Necessities are selling faster than ever.

Due to national advertising in Radio News, Popular Radio, Q. S. T., Wireless Age, Radio Digest, and other good publications including radio sections of metropolitan newspapers, there is further reason for good prospects in store for the dealer who stocks this line.

Write for complete details.

**The Sterling Mfg. Co.**  
2830 PROSPECT AVE.  
CLEVELAND, OHIO

RECTIFIERS  
POCKET METERS  
FILAMENT METERS  
RHEOSTATS  
12 POINT ROTARY SWITCH  
AUDIO RADIO TRANSFORMERS

**B-T**

**BREMER - TULLY**

Bremer-Tully products are just as far ahead in  
*Design, Quality and Workmanship*  
in 1924 as in 1921.

B-T products are original in design—no copies—not built just to sell, but built to give satisfaction. They sell readily and give the dealer a good profit.

**BETTER TUNING**

Tells why and shows how—The Biggest selling help in Radio. Many going into your territory, creating a demand for B-T products.  
One packed free with each instrument.

**Bremer - Tully Mfg. Co.**  
530 S. Canal St. Chicago, Illinois

Better Tuning B-T Price 10c

# Recent Radio Patents

**Circuit Arrangement for Receiving Radio Energy:** Emil Mayer and August Leib of Berlin, Germany, assignors to Gesellschaft fur Drahtlose Telegraphie M. B. H. Hallesches of Berlin. Patented Oct. 2, 1923. No. 1,469,328.

**Radio Control System:** Arthur Leslie Wilson of Edgewood, Pa., assignor to Westinghouse Electric & Manufacturing Company of Pennsylvania. Patented Oct. 2, 1923. No. 1,469,349.

**Signal Recording and Transcribing Method and Apparatus:** Miller Reese Hutchison of West Orange, N. J. Patented Oct. 2, 1923. No. 1,469,561.

**Condenser:** Clarence D. Tuska of Hartford, Conn., assignor to Dubilier Condenser & Radio Corporation of New York. Reissued Sept. 25, 1923. No. Re. 15,689.

**Electron Discharge Apparatus:** Harry E. Dunham of Schenectady, N. Y., assignor to General Electric Company of New York. Patented Sept. 25, 1923. No. 1,469,075.

**Condenser:** Clarence D. Tuska of Hartford, Conn. Patented Sept. 25, 1923. No. 1,468,653.

**Radio Telegraph Signaling System:** Haraden Pratt of San Francisco, Harold F. Elliott of Palo Alto, and Eugene B. Murphy of Burlingame, Calif., assignors to Augustus Taylor of San Francisco, Calif. Patented October 16, 1923. No. 1,471,319.

**Radioreception:** Lester L. Israel (now by judicial change of name Lester L. Jones) of New York, N. Y. Patented October 16, 1923. No. 1,471,165.

**Electrical Wave Transmission System:** Wilfred E. Booth of New York, N. Y., assignor to Western Electric Company, Inc.,

of New York, N. Y. Patented October 16, 1923. No. 1,470,955.

**Rolled Condenser:** Phillips Thomas of Edgewood Park, Pa., assignor to Westinghouse Electric & Manufacturing Company of Pennsylvania. Patented October 16, 1923. No. 1,470,781.

**Radiotelegraphy:** Frederick S. McCullough of Cleveland, Ohio, assignor to Glenn L. Martin of Cleveland, Ohio. Patented October 23, 1923. No. 1,471,406.

**Artificial Line:** Harald J. Vennes of New York, N. Y., assignor to Western Electric Company, Inc., of New York. Patented October 23, 1923. No. 1,471,636.

**Telephone System:** Donald F. Whiting of New York, N. Y., assignor to Western Electric Company, Inc., of New York. Patented October 23, 1923. No. 1,471,639.

**Wave Signaling System:** Walter B. Schulte of Madison, Wis., assignor to Burgess Battery Company of Wisconsin. Patented October 23, 1923. No. 1,471,756.

**Method of Maintaining Electric Currents of Constant Frequency:** Walter Guyton Cady of Middletown, Conn. Patented October 30, 1923. No. 1,472,583.

**Receiver for Wireless Telegraphy:** Henry Joseph Round of London, England, assignor to Radio Corporation of America. Patented October 30, 1923. No. 1,472,092.

**Transmission and Receiving System:** John Hays Hammond, Jr., of Gloucester, Mass. Patented October 30, 1923. No. 1,472,218.

**Radio Wire Connecting Circuits:** Ralph Bown and Edward L. Nelson of East Orange, N. J., assignors to American Telephone & Telegraph Company of

## Cockaday Resistances

Fixed resistance parts to make up the 48,000 ohms units, specified by POPULAR RADIO, are scarce.



## DURHAM Variables

Also needed—No. 101, 0.1 to 5 megs. Approved by Cockaday for second stage.

Order now thru the jobber who sends this magazine

## DURHAM & Co., Inc.

1936 Market St. Philadelphia

## BRANSTON RADIO

### Branston Univernier Three-Coil Back-of-Panel Geared Mounting

Price \$8.50



### Super Heterodyne Special Announcement

Write for complete information and prices on the following apparatus, which we have specially designed for Super Heterodyne circuits.

No. R-90 Oscillator Coupler. Complete with mounting brackets, bank wound inductances and adjustable coupling coil with locking device.

No. R-91 Intermediate Radio Frequency Transformer. Very sharply tuned and shielded.

No. R-92 Special Transfer Coupler for Last Stage of Intermediate Frequency. Very sharply tuned and shielded.

No. R-93 Specially Designed Coupler. For using antenna.

Send for New Honeycomb Coil Hookups



Chas. A. Branston, Inc.

827 Main St. Buffalo, N. Y.

Manufacturers of Branston Violet Ray High Frequency Generators.

Display this trademark card in your window or salesroom.

## Ackerman LOUD SPEAKER



A Quality Speaker for

\$9.50

Complete with special loud speaking unit and 3 foot cord. A Speaker of Quality at a Popular Price! Mail the coupon for full information.

Ackerman Bros. Co., Inc. 301 West Fourth St., New York, N. Y.

Send full information about your Loud Speaker.

Name .....

Address .....

New York. Patented October 30, 1923. No. 1,472,289.

**Method of and Means for Producing Alternating Currents:** Ralph V. L. Hartley of Brooklyn N. Y., assignor to Western Electric Company, Inc., of New York. Patented October 30, 1923. No. 1,472,470.

**Electron Discharge Device:** Robert W. King of New York City assignor to Western Electric Company, Inc., of New York. Patented October 30, 1923. No. 1,472,477.

**Calling Arrangement for Radio Systems:** H. A. Afel of Brooklyn, N. Y., assignor to American Telephone & Telegraph Company of New York. Patented November 6, 1923. No. 1,472,822.

**Signaling System:** Paul B. Murphy of Nyack, N. Y., assignor to Western Electric Company, Inc., of New York. Patented November 6, 1923. No. 1,472,987.

**Gap:** Samuel T. Woodhull of Medford and George J. Waller of Somerville, Mass., assignors to American Radio and Research Corporation of Medford, Mass. Patented November 6, 1923. No. 1,473,070.

**Method for Eliminating Undesired Impulses:** Reginald A. Fessenden of Chestnut Hill, Mass., assignor to Submarine Signal Company of Portland, Me. Patented November 6, 1923. No. 1,473,179.

**Radiotelegraph Signaling System:** Harold F. Elliott of Palo Alto, Calif., assignor to Augustus Taylor of San Francisco, Calif. Patented November 6, 1923. No. 1,473,220.

**Radio Receiving Apparatus:** Frank G. Beetem of Philadelphia, Pa. Patented November 6, 1923. No. 1,473,417.

**Carrier Wave Transmission**

**System:** Arthur W. Kishpaugh of East Orange, N. J., assignor to Western Electric Company, Inc., of New York. Patented November 6, 1923. No. 1,473,433.

**Forwarding System for Ocean Cables and the Like:** William H. Martin of New York City, assignor to American Telephone & Telegraph Company of New York. Patented November 6, 1923. No. 1,472,849.

**Radiotelegraphy:** Ralph R. Beal of Palo Alto, Calif., assignor to Augustus Taylor of San Francisco, Calif. Patented November 13, 1923. No. 1,473,719.

**High Frequency Signaling System:** Joseph Betbenod of Paris, France. Patented November 13, 1923. No. 1,473,921.

**Thermionic Valve:** Frederick Reynolds of Walkerville-on-Tyne, England, assignor of one-half to The Silica Syndicate, Ltd., of London, England, Patented November 13, 1923. No. 1,474,293.

**Acoustic Receiving Apparatus:** Charles A. Culver of Beloit, Wis. Patented November 13, 1923. No. 1,474,242.

**Repeater Apparatus for Carrier Systems:** Harold S. Osborne of New York, N. Y., assignor to American Telephone & Telegraph Company of New York. Patented November 13, 1923. No. 1,473,682.

**Apparatus for Wireless Telegraphy and Telephony:** Henry Joseph Round of London, England, assignor to The Radio Corporation of America of New York. Patented November 20, 1923. No. 1,474,382.

**Electrical Condenser:** Byron MacPherson of Roxbury, Mass., assignor to Wireless Specialty Apparatus Company of Boston, Mass. Patented November 20, 1923. No. 1,474,486.

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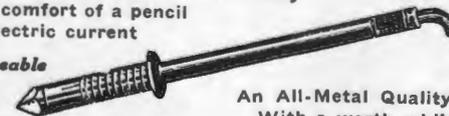
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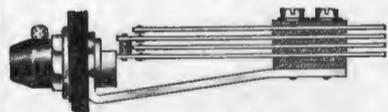
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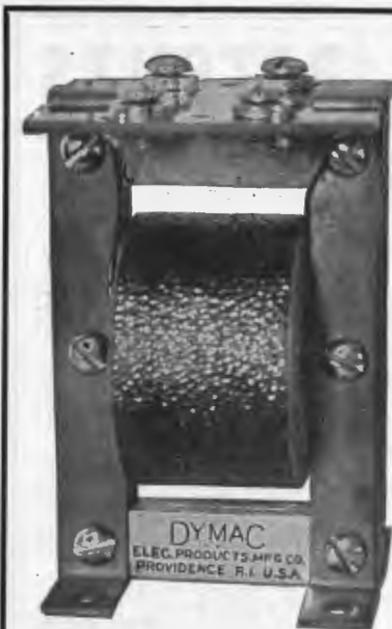


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